

PC-I FORM

GOVERNMENT OF KHYBER PAKHTUNKHWA



PC - I
“Innovative Interventions in Industry Sector”
ADP # 804/251546



Estimated Cost of the Project
Rs. 81.2275 million

APPROVAL FORUM
DDWP

For the Year
(September 2026 – June 2028)

INDUSTRIES, COMMERCE & TECHNICAL EDUCATION DEPARMENT
GOVERNMENT OF KHYBER PAKHTUNKHWA

1. Name of Project:	“Innovative Interventions in Industry Sector”
2. Location:	Industries, Commerce & Technical Education Department, Peshawar Secretariate, Khyber Pakhtunkhwa
3. Authority Responsible for: i. Sponsoring: ii. Execution: iii. Operation & maintenance:	Government of Khyber Pakhtunkhwa Industries, Commerce & Technical Education Department, KP Industries, Commerce & Technical Education Department, KP
4. Plan Provision:	The subject scheme has been reflected in ADP for 2025-26 at S. No. 804/251546 with a Cost of 100.00 million and CFY allocation of Rs. 30.000 million.
5. Project Objectives and its relationships with sectoral objectives:	The project aims to implement innovative ideas through cutting-edge technology by digitally transforming the Industries, Commerce, and Technical Education Department. It will strengthen the department by establishing a dedicated digital transformation hub and engaging sector specialists. Also, will connect skilled youth with industries, conduct tracer studies to understand market needs, develop/integrate a centralized industrial units MIS, and provide free E-Commerce Trainings Certification to pass-out students to start their own businesses Project Objectives The project is structured around six primary objectives that collectively aim to transform KP's industrial landscape through technology-driven interventions: 1. Tracer Study of Technical Pass-outs and Market Needs: A tracer study will be conducted through a qualified consultant hired in accordance with KPPRA Rules to track the employment status, sectoral placement, and career progression of technical education pass-out students after completion of their training, and to identify current and emerging skill requirements of industries. The findings of the study will be used to improve technical training programs, strengthen

	industry linkages, and align curricula with labour market demand. 2. Training on Amazon Courses (Online Business Platforms) Training will be provided to technical pass-out students on Amazon and other online platforms to help them start their own online businesses which will enable youth to sell products in local and international markets, promote entrepreneurship, and create self-employment opportunities. It will also support SMEs by increasing their digital presence and access to global markets 3. Awareness Workshops and Support Small Businesses (SMEs): The project will support SME growth and improve market access through digital platforms. It will provide training and workshops in digital branding, marketing, and content creation, along with guidance for SMEs to effectively use online marketplaces. Workshops will also be conducted on modern manufacturing practices, smart packaging, product quality, and branding to make local businesses more competitive and sustainable. 4. Establishment of Digital Transformation Hub (DTH) with Sector Specialists The project will establish a Digital Transformation Hub (DTH) within the Industries Department, supported by Sector Specialists, to strengthen the Department’s technical, digital, analytical, and sector-specific capacity. The Hub will manage digital systems, data and research, and support the implementation of key government initiatives such as the Good Governance Roadmap, KPDWS, PMRU and CMDU-related systems, while Sector Specialists will provide expert input on industry trends, market demand, emerging technologies, skills requirements, and technical education. Together, these resources will ensure that departmental and project interventions are data-driven, market-oriented, and aligned
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with actual industry needs. The intervention will improve coordination between government, industry, and training institutions, strengthen the linkage between skills development and employment, enhance monitoring and evidence-based decision-making, and support industrial growth. This is particularly important as the Department currently has no sanctioned IT posts, while its digital and technical responsibilities are continuously expanding. The combined establishment of the DTH and engagement of Sector Specialists will therefore provide the dedicated technical and sectoral capacity required to modernize departmental operations, improve service delivery, and drive sustainable digital and industrial transformation in Khyber Pakhtunkhwa.

5. Development of centralized Industrial Units Management Information System (MIS) at Industries Department

covering both inside and outside industrial estates/zones, will be integrate/developed at the Industries Department along with a mobile application. The system will collect, manage, and regularly update industrial data across the province. It will improve accuracy, timely availability, and accessibility of data, support better policy planning and monitoring, and provide transparent and reliable information to facilitate investors.

6. Development of Mobile App to Connect Technical Pass-Outs Students with Industries

A digital registry of all technical education pass-outs will be developed via API from BT&EC to create a skilled workforce database. This will connect technical education pass-out students with industries through effective implementation of the Apprenticeship Act and will strengthen coordination between training institutions and industries, improve placement of skilled youth, provide hands-on practical experience, and help address the gap between skills and industry requirements.

6. Description, Justification and Technical parameters:	The project aims to strengthen the institutional capacity and service delivery of the Industries, Commerce & Technical Education Department through digital and structural interventions. It will improve industry–education linkages, data systems, SME support, and overall governance. There are gaps between technical education, industry needs, data availability, and SME market access. The Department also lacks digital capacity to manage modern systems. The project will address these gaps through digital solutions, better coordination, and capacity building, leading to improved planning and industrial development. 1. Tracer Study of Technical Pass-outs and Market Needs At present, there is no reliable and systematic data available on the employment status, sectoral placement, and career progression of technical education pass-out students in Khyber Pakhtunkhwa. As a result, technical training programs are being planned without adequate evidence of labour market demand and industry skill requirements. The tracer study is justified to generate credible data on where technical pass-out students are employed, the relevance of their skills to industry needs, and the gaps between training curricula and market demand. This information is essential for improving technical education programs, strengthening apprenticeship placements, and aligning skills development initiatives with actual industry requirements. Conducting the tracer study through a qualified consultant, hired in accordance with KPPRA Rules, will ensure professional methodology, data accuracy, and objective analysis. The findings will support evidence-based policymaking, improve workforce planning, and enhance employability of technical students while addressing skilled Labour shortages in industries. 2. Training on Amazon Courses (Online Business Platforms)
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	There are limited employment opportunities for technical pass-out students, and many lack awareness and skills to start their own businesses. At the same time, global and local markets are rapidly shifting towards e-commerce and digital platforms. Government initiatives such as the Rokhana Qabail Package, which includes digitization of artisan marketplaces, highlight the importance of promoting online business and digital entrepreneurship in the province. However, technical pass-out students are currently not fully equipped to benefit from these opportunities. This intervention will provide practical training on Amazon and e-commerce platforms, enabling youth to start online businesses, access international markets, and generate income. It will promote self-employment, reduce unemployment, and support SMEs and local artisans in expanding their digital presence. 3. Awareness Workshops and Support Small Businesses (SMEs): Small and Medium Enterprises (SMEs) have limited access to markets due to low digital presence and lack of awareness of modern business practices. Many businesses struggle with branding, packaging, and marketing, which affects their competitiveness and growth. This intervention will support SMEs by providing training and workshops on digital marketing, product quality, and branding. It will help businesses improve their market access, increase sales, and become more competitive and sustainable. 4. Establishment of Digital Transformation Hub (DTH) with Sector Specialists The Government of Khyber Pakhtunkhwa is rapidly moving from manual to digital systems to improve transparency, efficiency, and public service delivery. Platforms such as Khyber Pakhtunkhwa Digital Workspace (KPDWS), IPMS, PMRU and CMDU dashboards are increasingly being used to monitor tasks, directives, records, complaints, and departmental performance. As these digital systems continue to expand, the Industries, Commerce and Technical
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	Education Department requires a dedicated unit and specialized expertise to manage, coordinate, maintain, and further develop these systems across the Department and its attached formations. The proposed Digital Transformation Hub (DTH), supported by Sector Specialists, will serve as the Department's focal point for digital transformation, automation, data management, and sector-based planning. The Hub will coordinate with all attached formations to ensure timely implementation of GGRM, PMRU, CMDU and Citizen Portal tasks, support KPDWS, manage IT infrastructure, online meetings and presentations, and address day-to-day IT requirements. At the same time, Sector Specialists will provide expert knowledge in areas such as technical education, apprenticeships, tracer studies, SME development, industrial needs, and skills demand. This will ensure that project activities are based on actual market and industry requirements rather than general assumptions. The DTH will also develop the required MIS systems and mobile application in-house, wherever possible, reducing dependence on external resources, saving cost and time, and ensuring better control over departmental data and systems. Together, the DTH and Sector Specialists will provide the technical and sector-specific capacity needed to improve coordination, strengthen implementation, support evidence-based decision-making, connect skills with industry demand, and ensure sustainable results of the project. The proposed Industrial Units MIS and Mobile Application will be developed in-house through the Digital Transformation Hub (DTH) using the proposed technical team. 5. Development of centralized Industrial Units Management Information System (MIS) at Industries Department At present, there is no complete and up-to-date digital record of industrial units in Khyber Pakhtunkhwa. Most industrial data is kept manually and in different places, which causes delays and errors and makes planning difficult. A centralized Industrial Management
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	Information System (MIS) is needed to integrated with formations MIS and manage industrial data on one dashboard. This will help the department make better decisions, monitor industrial activities, and provide reliable information to investors. The MIS will save time, improve accuracy, and support transparent and effective industrial planning in the province. 6. Development of Mobile App to Connect Technical Pass-Outs Students with Industries The project provides a structured mechanism to link technical education pass-out students with industries through apprenticeships under the Apprenticeship Act. Despite a large number of trained technical students produced annually, industries continue to face shortages of skilled manpower due to the absence of a formal linkage mechanism. This project will develop a digital system/MIS to maintain skilled pass-outs and link them with nearby industries so they can gain hands-on experience and better employment opportunities. Later on, can develop a mobile application for general public, showing availability skilled workers i.e. electricians, plumbers etc in nearby locations and featuring user-based ratings of their past work. Alignment with Policy Priorities and Frameworks Provincial Alignment: The project aligns with KP Industrial Policy 2020–2030 by enhancing industrial competitiveness, improving ease of doing business, supporting SMEs, developing skilled manpower, and strengthening institutional coordination. National and Global Alignment: It supports Pakistan Vision 2025 objectives for economic growth, innovation, and human capital, and contributes to SDG 9 (Industry, Innovation and Infrastructure) by promoting sustainable industrialization, innovation, and digital connectivity.
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Key SDG 9 Targets:

9.1: Builds resilient digital infrastructure through portals, MIS, and dashboards.

9.2: Promotes inclusive industrialization via SME support, skills, and digital access.

9.3: Expands SMEs' access to finance and markets through digital platforms.

9.5: Strengthens research and industrial technologies through innovation hubs.

9.8: Enhances ICT access for businesses and entrepreneurs.

Technical Parameters**1. Tracer Study of Technical Pass-Outs and Market Needs**

- A professional tracer study will be conducted through a qualified consultant hired under KPPRA Rules. (ToRs attached at Annex-I)
- The study will track employment status, job sectors, income levels, and career progression of technical pass-outs.
- Industry skill demand and emerging market needs will be identified.
- Findings will be used to improve training curricula and apprenticeship placements.

	• The study results will support evidence-based planning and workforce development. 2. Training on Amazon Courses (Online Business Platforms) • Training Program: A structured training program will be offered on Amazon and other e-commerce platforms for eligible technical pass-out students. • Course Content: Training will cover product sourcing, account creation, product listing, digital marketing, order management, and international online selling. • Practical Training: Qualified trainers/consultants will be engaged to provide hands-on and practical training. • Training Institutes: The training will be delivered through reputed and relevant training institutes and will be executed in four batches. • Duration: 75 – 90 days Quota Distribution: • Out of the total 450 training seats, 45 seats (10%) shall be reserved for female, 9 seats (2%) for persons with disabilities, 5 seats (1%) for transgender persons, and 23 seats (5%) for minorities, while the remaining 368 seats (82%) shall be filled on open merit. Selection Criteria • Selection will be made on a first-come, first-served basis. • Applicants are TEVT Pass-out Students and must fulfil the basic eligibility requirements prescribed for the relevant course. • Eligibility requirements of the relevant certificate-awarding body will be followed.
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	• Applicants must provide the required documents/certificates at the time of admission. • Where a reserved quota seat remains vacant due to non-availability of eligible candidates, it may be filled from the general/open merit pool. • Training institutes/firms having relevant expertise, experience, qualified trainers and adequate infrastructure in the respective specialized courses will be selected to provide training. • Selection of training institutes/firms will be made by a committee headed by the Project Director. 3. Awareness Workshops and Support Small Businesses (SMEs): • Conduct 50+ awareness workshops for SMEs in various districts through market experts on packaging, branding, product quality, digital marketing, and e-commerce to improve business growth and market access. • Workshops on smart packaging, product quality, branding, and digital selling will be conducted. 4. Establishment of Digital Transformation Hub (DTH) with Sector Specialists • An Innovation & Digital Transformation Hub will be established within the Industries Department. • The Hub will manage all digital systems, MIS platforms, and mobile applications. • It will coordinate implementation of KPDWS, PMRU, CMDU, and Citizen Portal tasks. • The Hub will provide IT support, manage presentations, online meetings, and departmental IT infrastructure.
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- All MIS systems and applications will be developed in-house to reduce costs and ensure sustainability.
- Experts will provide technical support in industrial development, skills, SMEs.
- They will ensure project interventions are aligned with market needs and industry demand.
- Specialists will support planning, curriculum alignment, and industry linkages.
- Specialists will work in close coordination with the Digital Transformation Hub (DTH) to ensure integrated planning and execution.
- A detailed comparison of in-house development vs outsourcing, including the cost implications, utilization of the proposed technical staff, maintenance and integration aspects, is attached as Annex-II.

5. Development of Centralized Industrial Units Management Information System (MIS) at Industries Department

- A centralized Industrial Management Information System (MIS) will be integrated/developed to record complete industrial data of KP.
- Data fields will include industry type, location, employment, production capacity, turnover range, utilities, and environmental compliance.
- One-time data entry and yearly updates will be carried out through web and mobile applications by field staff.
- Publicly accessible online data by sector and geography to attract investments.

- The detailed implementation plan and System Requirements Specification (SRS) for the Industrial Units MIS, including assessment of existing systems of KPEZDMC, DGIC and SIDB, standardization, integration, centralized dashboard, data updating and maintenance, is attached as Annex-III.

6. Development of Mobile App to Connect Technical Pass-Outs Students with Industries

- A web-based system will be developed to receive technical pass-out data from BTE and TTB through system integration (API).
- The system will maintain a digital registry of skilled youth, including name, CNIC, trade, qualification, skills, location, and contact details.
- Capacity Building and Assistant Directors of Industries will access the system to place students in industries under the Apprenticeship Act.
- Awareness sessions and workshops will be conducted to link industries with technical institutions.
- In later stages, a mobile application will be developed to list skilled workers (electricians, plumbers, etc.) with user ratings to improve job matching.
- The detailed implementation plan and SRS for the Mobile Application, including integration with BT&CE/BTE/TTB databases, updating of technical pass-out data, industry linkage and apprenticeship facilitation, is attached as Annex-IV.

Other technical aspects:

- This project aligns with KP Industrial Policy 2020-2030, Pakistan Vision 2025, and Sustainable Development Goal 9 by

	building resilient digital infrastructure, promoting inclusive industrialization, expanding SME market access, and enhancing ICT for business. The team includes specialized IT and management staff such as Project Director, DD Digital Transformation, Application Developers (with expertise in Laravel/Python), Mobile Application Developer, and Support Assistants.																																								
7. Justification for Revision	N/A																																								
8. a) Date of Recommencement	30 th August, 2026.																																								
b) Basis for cost determination	Khyber Pakhtunkhwa Project Implementation Policy 2022																																								
c) Capital Cost Estimates: i. Local: Total Cost:	<table><tr><th>ADP No.</th><th>Forum of Approval</th><th>Total Cost</th></tr><tr><td>804/251546</td><td>DDWP</td><td>Rs. 81.2275 million</td></tr><tr><td>-</td><td colspan="2">100% Financed by Provincial Government</td></tr></table>	ADP No.	Forum of Approval	Total Cost	804/251546	DDWP	Rs. 81.2275 million	-	100% Financed by Provincial Government																																
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d) Component wise break up:	A cost breakup aligning with these objectives, implementation steps, and the Rs. 90.1425 million allocation is presented below. Component-Wise and Year-Wise Cost Breakup (Rs. in million)																																								
e) Year wise break up:	<table><tr><th>S#</th><th>Description</th><th>2026-27</th><th>2027-28</th><th>Total</th></tr><tr><td>1</td><td>Tracer Study</td><td>5.000</td><td>5.000</td><td>10.00</td></tr><tr><td>2</td><td>Training on E-Commerce Courses</td><td>14.250</td><td>14.250</td><td>28.50</td></tr><tr><td>3</td><td>Awareness Workshops</td><td>3.750</td><td>3.750</td><td>07.50</td></tr><tr><td>4</td><td>PMU/Technical Staff Cost</td><td>11.26</td><td>11.26</td><td>22.52</td></tr><tr><td>5</td><td>Operational Cost</td><td>3.80</td><td>3.80</td><td>07.60</td></tr><tr><td>6</td><td>Furniture & Equipment</td><td>2.554</td><td>2.554</td><td>5.1075</td></tr><tr><td></td><td>Total (Rs. in million)</td><td>40.614</td><td>40.614</td><td>81.2275</td></tr></table>	S#	Description	2026-27	2027-28	Total	1	Tracer Study	5.000	5.000	10.00	2	Training on E-Commerce Courses	14.250	14.250	28.50	3	Awareness Workshops	3.750	3.750	07.50	4	PMU/Technical Staff Cost	11.26	11.26	22.52	5	Operational Cost	3.80	3.80	07.60	6	Furniture & Equipment	2.554	2.554	5.1075		Total (Rs. in million)	40.614	40.614	81.2275
S#	Description	2026-27	2027-28	Total																																					
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	Total (Rs. in million)	40.614	40.614	81.2275																																					
9. Annual operating and maintenance cost after completion of the project.	The project is proposed for a period of three (03) years. Upon completion, the digital systems, MIS platforms, mobile applications, and institutional capacity developed under the project will become part of the regular operations of the Industries, Commerce & Technical Education Department. The annual operating and maintenance (O&M) cost after completion of the project is estimated at approximately Rs. 10.00 million per annum, which will mainly include:																																								

	- Salaries of essential technical staff required to operate and maintain the MIS, mobile applications, and digital platforms - Routine maintenance and repair of IT equipment - Minor operational expenses related to digital services and coordination The in-house development of systems and establishment of the Innovation & Digital Transformation Hub (DTH) will significantly reduce future dependency on external consultants, ensuring cost efficiency, sustainability, and continuity of services.
10. Demand and Supply Analysis	Demand - Industries require skilled technical manpower due to weak education–industry linkages - Policymakers and investors need reliable, up-to-date industrial data - SMEs demand digital platforms, branding, and market access support - Department requires dedicated IT support for e-governance systems Supply - BTE and TTB produce a large number of technical pass-outs annually - Industrial units and SMEs exist across all districts of KP - Government digital initiatives provide enabling infrastructure Gap & Project Response - Links skilled pass-outs with industries through apprenticeships - Provides centralized Industrial Units MIS and mobile application - Enables SMEs through access digital marketplace and capacity building - Establishes Innovation & Digital Transformation Hub for sustainability
11. Financial Plan and mode of Financing:	- The total estimated cost of the project is Rs. 90.1425 million. - The project will be 100% financed by the Provincial Government through the Annual Development Programme (ADP).

12 (b). Result Based Monitoring (RBM)						
Activity	Input	Output	Baseline	Indicator	Target After Completion	Impact
1. Tracer Study of Technical Pass-outs and Market Needs	Consultant services, survey tools, data analysis resources	Tracer study report and skills demand database	No reliable data on employment status of technical pass-outs	Tracer study completed; % of pass-outs traced; skill gaps identified	Tracer study: least 3years of pass-outs. comprehensive report	Evidence-based planning and better alignment of technical education with labor market
2. Amazon / E-Commerce Training	Trainers, curriculum, training sessions	Trained youth and online businesses	Limited e-commerce skills among youth	No. International platform certification launched	450+ trainees; increased online sellers	Promotion of entrepreneurship and self-employment
3. Awareness Workshops and Support Small Businesses (SMEs):	Trainers, workshops, digital tools	Trained SMEs and improved market presence	Low digital adoption by SMEs	No. of SMEs trained, workshops held	1000 SMEs; 50+ workshops	Enhanced SME competitiveness and market access
4. Establishment a Digital Transformation Hub (DTH) with Sector Specialists	HR recruitment, IT equipment, office setup	Functional DTH unit managing digital reforms Sectoral advisory reports, technical support	No dedicated unit for digital transformation No in-house specialized expertise	Establishment and operational status of DTH; number of digital initiatives managed	DTH operational; all MIS/apps managed in-house; 90% on-time PMRU/CMDU compliance	Streamlined digital governance, improved departmental performance and reform management Improved coordination and management of digital transformation initiatives and planning, market-driven interventions
5. Create a Industrial Unit data system MIS	In house development/integration of Industrial Units MIS Dashboard at Industries Department	Operational MIS with updated industrial data	Manual, scattered and outdated industrial data	Operational status of MIS; number of industries and data entries; frequency of data updates	Fully functional MIS with 80% industry data coverage; annual updates	Data-driven policymaking and investor facilitation
6. Mobile App to Connect	In house, development of data bank/MIS of	Number of apprenticeships	Currently no systematic	Number of apprenticeships	2000 apprenticeships;	Improved industry-

Technical Students with Industries	technical education students.	created, indus engaged, apprentices trained	apprenticeship linkage	formalized; number of industries involved	300 industries engaged	education linkages, enhanced youth employability
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12 (c). Implementation Plan

S#	Description	2026-27				2027-28			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1	Project Approval, recruitment & office setup (DTH)								
2	Procurement & Detailed planning								
3	Tracer study (consultant hiring & execution)								
3	Integration/Development of MIS & Mobile app development & rollout (pass-outs & industries)								
4	System Deployment & Trainings								
5	E-commerce (Amazon) training programs (execution)								
6	SME workshops in districts industry linkages								
7	Monitoring, reporting & coordination								

13. Implementation Schedule:

Starting date and Completion date

September 2026 to 30 June, 2028.

14. Management Structure and manpower requirements including specialized skills during execution and operational phases:

Project Steering Committee (PSC) will oversee and guide the successful implementation of the Innovation Intervention Project.

- Secretary IC&TE Department (Chair)
- Economic Advisor (Project Director) (Member)
- Director General, Directorate General of Industries & Commerce, Khyber Pakhtunkhwa (Member)
- Managing Director, Small Industries Development Board (Member)
- Chief Executive Officer Khyber Pakhtunkhwa Economic Zones Development & Management Company (Member)
- Chairman Board of Technical Education & Commerce (Member)

	vii. Secretary Trade Testing Board (Member) viii. Representative of P&D Department (Member) ix. Research Officer, IC&TED (Member/Secretary) x. Any co-opted member, if required ToRs: i. Provide overall direction and guidance. ii. Ensure the project stays aligned with its goals. iii. Monitor progress and performance. iv. Approve key deliverables and resolve any issues. v. Make sure the project is completed within the given time and budget. vi. Any issues in the implementation will be placed and resolved through PSC forum. The Digital Transformation Hub (DTH) is housed within the Industries, Commerce, and Technical Education Department, being its administrative department and the Secretary Industries being the Principal Accounting Officer. However, this Unit exclusively and under direct supervision of the EA/Planning Cell, IC&TE Department. (See Organogram at Annex-X, Justification & Description at Annex-XI) Procurement Committee i. Project Director (Chairman) ii. Deputy Director (DT) (Member) iii. Section Officer (A&F) (Member) iv. Admin/Account officer, (Member/Secretary) v. Representative of Technical Department ToRs: • To prepare and approve technical specifications and bidding documents as per KPPRA Rules. • To supervise the tendering process (advertisement, bid opening, and evaluation).
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	• To evaluate bids based on technical and financial criteria. • To ensure transparency, fairness, and value for money in all procurements. • To recommend the lowest evaluated responsive bidder for approval by the competent authority. • To ensure all procurement is in accordance with KPPRA Rules 2014 (amended) and Project Policy 2022.
15. Additional projects/decisions required to maximize socio-economic benefits from the proposed project	N/A
16. Certified that the project proposal has been prepared on the basis of instructions provided by the Planning Commission for the preparation of PC-I for Social Sector projects.	Prepared by: <u>Sd/-</u> Research Officer, IC&TE Department Checked by: <u>Sd/-</u> Economic Advisor, IC&TE Department Forward by: <u>Sd/-</u> Secretary to Govt. of Khyber Pakhtunkhwa Industries, Commerce & Technical Education Department Approved by: <u>DDWP</u>

