

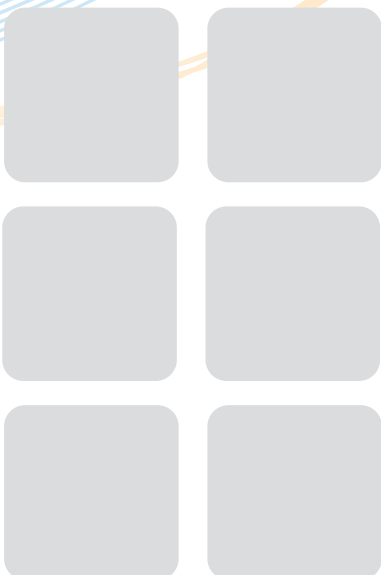
March - October 2010



# Youth Development and Job Placement Project



ISLAMABAD • RAWALPINDI • PESHAWAR • LAHORE • KARACHI



## Acknowledgement

"ASK is pleased to acknowledge commendable work by Shahid Umrani for compilation and Tahir Bashir for coordination of production process of this report.

This report is published for information dissemination and its information may be used by development professionals with appropriate reference."



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## Acronyms

ASK	Attitude Skill and Knowledge
USAID	United States Agency for International Development
RCCI	Rawalpindi Chamber of Commerce & Industry
SCCI	Sarhad Chamber of Commerce & Industry
ICCI	Islamabad Chamber of Commerce & Industry
LCCI	Lahore Chamber of Commerce & Industry
VJS	Vital Job Skills
PJP	Pakistan Jobs Project
CC	Call Centre
Ustad's	Technical Trainers
SME's	Small Medium Enterprises
APPC	Applied Pharmacy Training Centre
NGO's	Non Governmental Organizations
CBO's	Community Based Organizations
CSR	Customer Sales Representatives
HOD	Head of the Department



# FOREWORD

During 2010-11 ASK Development achieved its milestone in training the youth and creating employment for them via “Youth Development and Job Placement Project”. ASK Development trained 1,068 and placed 763 youth in industry. This report contains information to create value addition in creating a viable environment for youth that will support the youth in socio, economic and cultural aspects.

This report has certain limitations due to shortage of resources. Nevertheless, ASK Development did its best to improve the livelihoods and inspire entrepreneurship skills among youth.

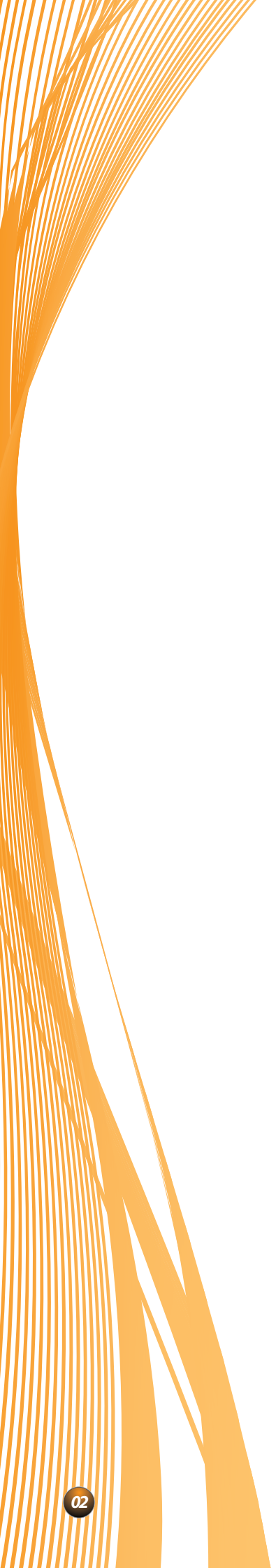
ASK Development gave a sound model to the SME and national organizations to develop the marketable skills and enhance the employment opportunities for youth within limited resources by creating the synergy of NGO's, Private organizations and Government institutions. It also set a great model to build human resource and motivate them to shape their own destiny and create opportunities for themselves.

It is worth mentioning that ASK Development proved itself among the leading organizations in creating viable environment for youth and helped other institutions to develop the real wealth of nation - human capital.

Project enabled ASK to set an institutional framework of doing this kind of project in near and for away future.

We also express our gratitude to the team of Care International Mr. Mark Nolan, Ms. Madiha Ahmed, and Mr. Mukhtar Pasha for guiding us on every step of the project. Supporting team members of PJP Mr. Saeed Ahmed for database management, Mr. Ghufraan and Mr. Ali Hassan for M&E have also given us extended support. ASK team lead by Mr. Uris Umrani and facilitated by Ms. Sadia Fatima has played a pivotal role in the success of this project. I also thank to Dr. Nazir Ahmed Vaid, Tahir Abass, Cecil Obaid, Atta Somroo, Shahid Ali Umrani and other ASK team members in the regions. We are proud for our efforts although there is lot to do for youth development.

Arshad Mahmood Akif  
CEO



## Executive Summary

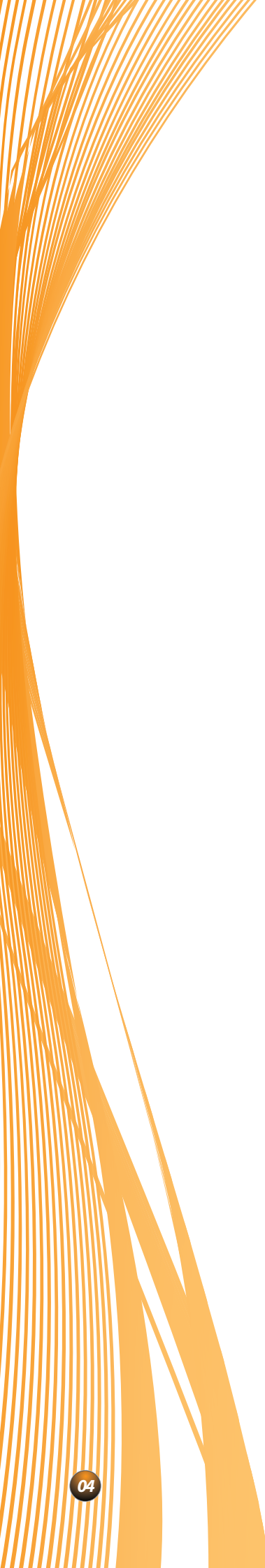
According to UNFPA report 2007, 63 percent population of Pakistan is less than 25 years of age. Of which 24 percent is 10-19 years old and 9 percent is 20-24 years old. The current socio, economic and political scenario does not seem fit to accommodate these youngsters in future roles and responsibilities. In economic terminology youth is considered a great economic resource and sign of development. Thus indicates that youth has not been exploited at the minimum level. In addition to that, the gap between academia and industry widen the unemployment rate in the country. On 28 February, 2006 ASK Development vision to enhance the human potential and the focus lingered on the future leaders, employees, entrepreneurs, policy makers and community leaders i.e. youth.

ASK Development has been supporting and serving the human potential to meet the needs of the industry since 2006. To add value ASK Development managed to work in a funded project named "Youth Development and Job Placement Project" to train 1050 youth and place 850 of them in four segments i.e, Vital job skills (VJS), Call Centre (CC), Pharmaceutical and technical training. In all components ASK devised an institutional framework to help the youngsters in building their marketable skills, interpersonal skills, confidence level, sensitivity in their first job, choosing right path, enhancing computer skills, developing entrepreneurship skills , developing positive attitude in getting and sustaining their jobs in Islamabad, Rawalpindi, Peshawar, Karachi and Lahore regions.

ASK Development devised two implementation models for this project. One was to train the candidates first and then place them. The second one was to identify the trainees in consultation with the employers then were trained. ASK Development did massive advertisement for the identification of the candidates. Other efforts for identification included the contacts with educational institutes, NGO's and CBO's.

Curriculum Development team developed 7 modules for training. All the modules were based on market research as ASK has been supporting industry since last 5 years and has first hand knowledge of the requirements of industry.

Training component of the project went extremely successful as it was part of core competencies of ASK. The training component included class work, group discussions, role plays, lab based computer training, field work and exercises.



ASK Development developed monitoring and evaluation framework at process and progress level. ASK successfully implemented the project in three provinces of Pakistan. The project team established comprehensive database information of the trainees, trainers and relevant data.

ASK advertised for employers to recruit and opened new avenues for the placement of trained youth. ASK Development also built partnerships with Chamber of Commerce and Industry in 3 provinces of Pakistan and organized four mega symposiums in Rawalpindi, Peshawar, Lahore and Karachi respectively. Project team visited more than 1,200 national, Non Governmental Organizations and SME's across the four regions. During the journey of six months 183 Memorandum of Understanding (MOU's) were signed by ASK employees to sensitize the employer organizations in the concept of training and human workforce development of which 158 organizations employed the trained workforce of ASK.

HR team interviewed 2,600 candidates, identified 1,268 (200 candidates could not be able to complete their training for different reasons), trained 1,068 candidates and placed 763 in different organizations. The Project benefited to 1,068 candidates directly and 4,847 were the indirect beneficiaries.

VJS was the first component. ASK trained 456 candidates and placed 300 candidates. (In this segment female ratio was 67 percent). CC training was the second component. Under this component 146 candidates were trained and 120 were placed in different inbound and out bound call centers. Pharma was the third component, which had two sub components. In the first sub component ASK enhanced the job skills of 116 on job Youth in Pharma Industry. The second sub component was to train and place fresh graduates who wanted to make career in pharmaceutical industry. ASK Development provided three week training to 260 candidates and helped in placement of 230 candidates in different companies.

Technical Training and entrepreneurship was the fourth component. ASK Development set a unique example of including technical training and entrepreneurship to uneducated and less educated Youth .It was the exclusive segment which was integrated in this project and provided on job training for three months to 119 candidates at electrician and plumbing

shops with complete coaching by ustad's and enabled trainees to start their own businesses at the end of project by awarding them the required toolkits.

ASK Development believe in the Gender Development and equal participation of male and female in the economic development of the nation. Pakistan has 51 percent woman population. Further cultural taboos and low literacy rate caused the lower share of woman in the economic activities and development. In that respect, ASK designed Gender Development Strategy to increase the female ratio as much as possible. The Gender Development Strategy facilitated our head office and sub offices to train 466 female and out of which 257 females were successfully working in different organizations.

Despite the major achievements ASK experienced many challenges. In identification process finding low income youth, youth with positive attitude, inclination of youth towards government and multinational jobs without prior experience were the major hurdles. In placement recession in market, terrorism, dearth of Foreign Direct Investment, Manufacturing and export, gender discrimination at workplace, attitude of youth were the major problems. ASK Development attempted its best to inculcate the HR importance and awareness amongst employers. Thus ASK Development recommends that more stakeholders should join hands with ASK Development in future, to boost the SME's (which contributes 23 percent in GDP of Pakistan) inculcate the entrepreneurship skills among youth, to fill the gap between academia and industry, to train less educated youth in technical component and interested in replication of this model throughout Pakistan.

## PROJECT INTRODUCTION



Party Chief Care International & CEO ASK signing agreement

### ASK CEO AND CHIEF OF PARTY USAID SIGNING MOU

The Pakistan Jobs project was a funded project designed to improve the competitiveness of the Pakistani economy by strengthening systems for workforce development, encourage Pakistani companies to invest in human capital, and improving access to training, jobs and business opportunities for youth (male and female). The four components were (1) Industry Sector-Led Technical Training; (2) Employability, Job Placement, and Entrepreneurship for Secondary School and University Graduates; (3) Integrated Work and Learning Program for Less-Educated Youth; and (4) Youth Employability Exchange Systems. The overall objective of project was to improve employment for youth and women, increase their incomes and contribute to increased productivity.

Under Pakistan Jobs project ASK Development and Care international signed a MoU youth development & Job Placement on 8th Feb, 2010. The operational areas for the project were Islamabad/Rawalpindi, Lahore, Karachi and Peshawar. The objectives of the Youth Development & Job Placement program were as mentioned below;

#### Project Objective:

Provide job skills and employment to 1050 youth aged 18-29 years old through training and their Placement in VJS, CC pharmaceutical, technical industry.

#### Overall Project Targets & Achievements

ASK Development successfully trained 1050 youth and placed 763 candidates. The following table shows the status of the training and placement in different regions and beneficiaries analysis with respect to the training and placement. Hence ASK Development managed to facilitate 4,847 people indirectly via providing the job opportunities to 763 youth.



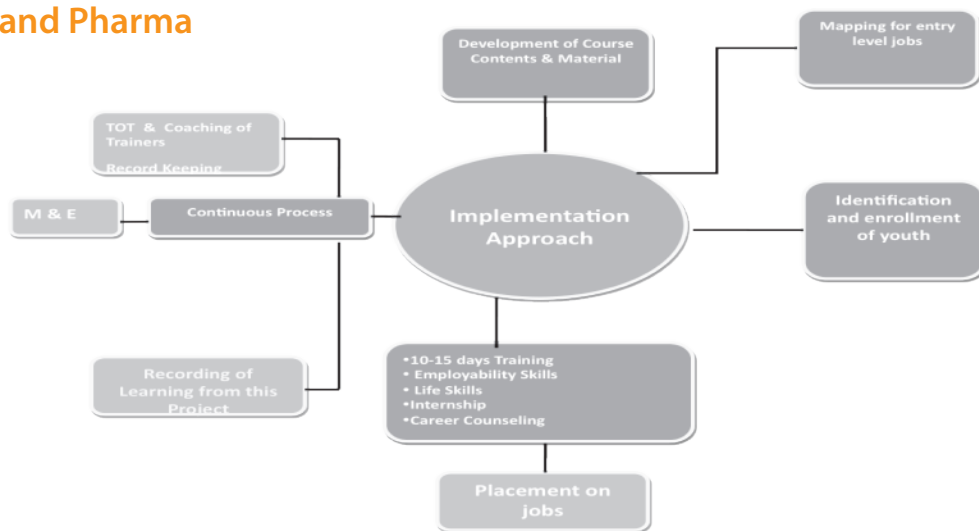
S.No	Activities	District	Project target	Achievements		Beneficiaries		
				Number	%	Men	Women	Total
<b>Training Status</b>								
1	Training of 300 youth	Islamabad/Rawalpindi	300	330	110%	185	145	330
2	Training of 350 youth	Lahore	350	353	101%	185	168	353
3	Training of 228 youth	Karachi	228	213	94%	110	103	213
4	Training of 172 youth	Peshawar	172	172	100%	122	50	172
5	<b>Total</b>		<b>1050</b>	<b>1068</b>		<b>602</b>	<b>466</b>	<b>1068</b>
<b>Placement Status</b>								
6	Placement of 240 youth	Islamabad/Rawalpindi	240	241	101%	142	99	241
7	Placement of 280 youth	Lahore	280	255	91%	175	80	255
8	Placement of 183 youth	Karachi	183	134	73%	97	37	134
9	Placement of 138 youth	Peshawar	138	133	96%	102	31	133
10			<b>841</b>	<b>763</b>		<b>516</b>	<b>247</b>	<b>763</b>
<b>Indirect Beneficiaries</b>								
11	5,250 family members	Islamabad/Rawalpindi, Karachi, Lahore & Peshawar	5250 @ 5 family members	4847	92%	2706	2141	4847

### Implementation Model(s)

There were two approaches opted for the VJS, CC and Pharma. First approach was to train candidates first and then placement in different organizations. Placement team found it very difficult to find the appropriate jobs for every individual. The second approach was to identify the candidates with the consultation of employer to ensure confirmed jobs of trainees. Second model was more successful than the first one.

The below flow chart shows the implementation approach throughout project;

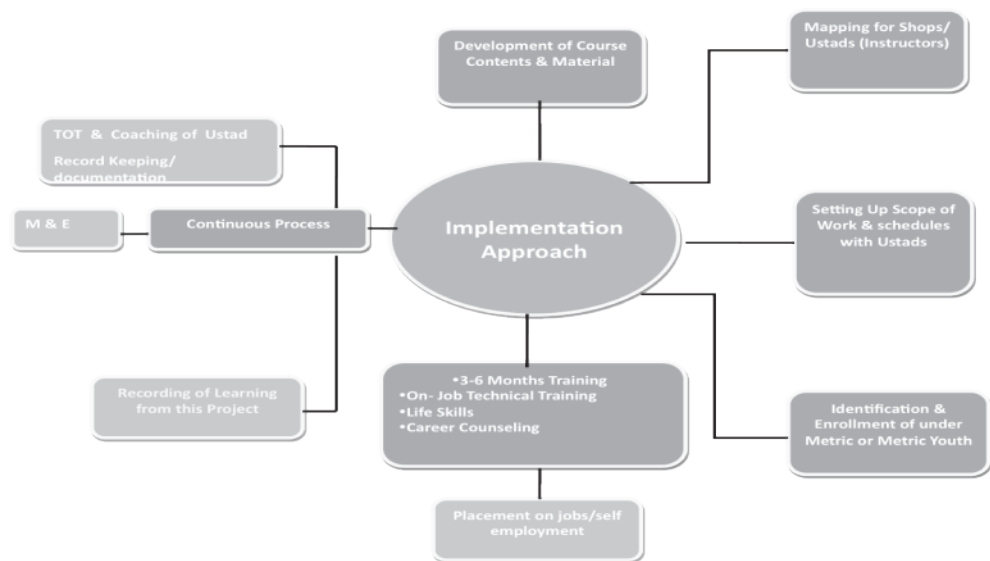
### Implementation model for VJS, CC, and Pharma



In technical training model less educated unemployed Youth (ages 19-29 years) was trained in plumbing, home appliance, and electrician work through placement for a period of three months. ASK Development proposed a unique model of institutionalization of these shops for skills enhancement of less educated youth. ASK gave a toolkit to each trainee to start his own business.

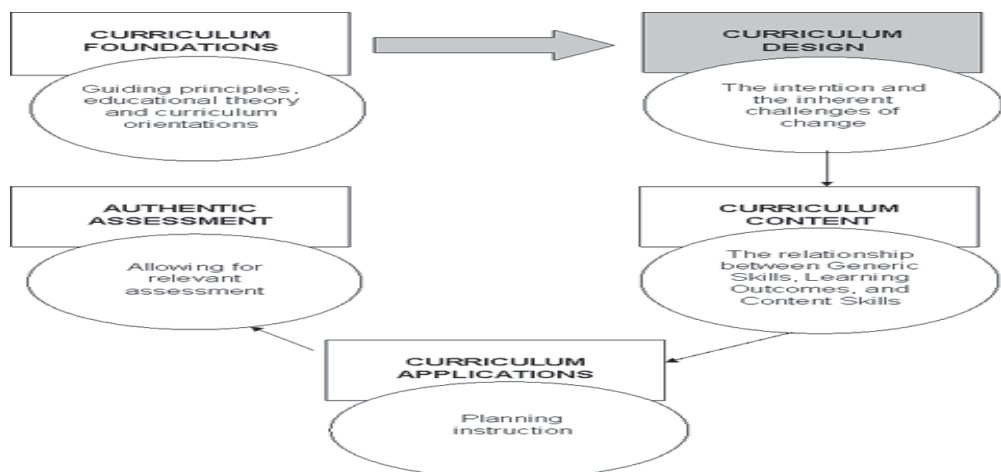
The below graph shows the implementation approach of technical component throughout project;

### Implementation Model for Technical component



### DESIGNING OF CURRICULUM

Curriculum Development unit designed 07 modules namely Vital Job Skills, Call Centre, Pharmaceutical, Applied Pharmacy, Social Marketing, Domestic Plumbing, Domestic Electrician module with the consultation and guidance of the employers, industrialists and donors. The model of designing is mentioned below:





## TRAINING METHODOLOGY

The training component included class work, group discussions, role plays, computer based lab trainings, field work and ice breakers. Class workshop designed to improve the concepts of youth while role plays, field work, computer based training were designed to inculcate the skills among youth. The focus of training was on practical exercises and the skill development. The following pictures define the training methodology more than the words;





LAB BASED COMPUTER TRAINING



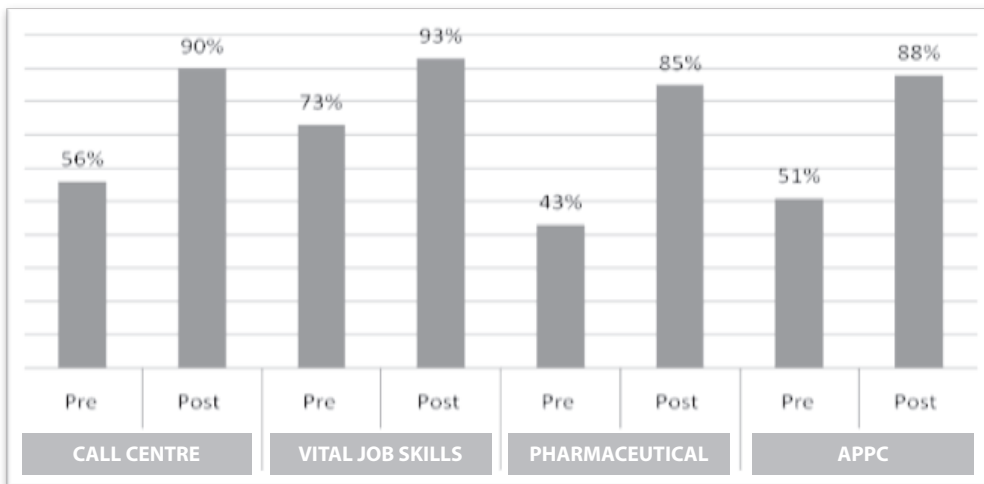
ICE BREAKER



FIELD WORK

## IMPACT OF THE TRAINING

Below mentioned graph shows the pre and post training assessment of Trainees in each component. The pre test tells about the status of trainees before training, while the post evaluation shows the impact after training;



## BENEFITS OF TRAINING ON PERSONAL LIFE of TRAINEES

- Improved Communications skills
- Improved Computer skills
- Improved Customer service skills
- Improved Workplace Ethics skills
- Improved Human relations skills
- Interviewing skills

## BENEFITS OF TRAINING FOR EMPLOYERS

- Increased job satisfaction and morale
- Increased employee motivation
- Increased efficiencies in processes resulting in financial gain
- Documentation skills
- Increased capacity to adopt new technologies and methods

## MONITORING AND EVALUATION

ASK Development had rigorous Process and Progress level monitoring and evaluation framework. The mechanism started with research, developing 7 training modules, organizing four symposiums with chamber of commerce, training of trainers (ToT), identified more than 1,200 youth, trained 1,086 and placed 763 youth.

M & E did process level monitoring during the project. Process level monitoring included, Selection of the trainee, Training of the trainees, Placement of the trainees. Progress level monitoring included output level monitoring, outcome level monitoring and impact level monitoring.

## M & E Tools

Activity	Method/Tool
Identification	Interview Assessment Sheets.
Pre-training	Baseline forms, Educational Documents.
During Training	Pre test, Daily Attendance, Database development, Observations and feedback forms, pictures.
Post-training	Post Assessment, Counseling sessions.
Placement	Employer Baseline form, Employer confirmation form and Data Base of Employers, Time sheets.
Post-placement (One month)	Employer Tracking sheet, Draft Updated form of trainees.

### PROJECT RECORD

ASK Development developed a comprehensive database management system which included;

- Trainees profiles with complete educational and other documents
- Trainees' PRE-POST assessment tests
- Interview scheduling records
- On job record
- Activities record
- Financial record

### NETWORKING FOR JOB PLACEMENT

ASK Development held four mega symposiums with Chamber of Commerce and Industry in Rawalpindi, Lahore, Peshawar and Karachi respectively. ASK signed MoU's with all the Chambers which helped ASK to attract SME's at massive level for generating employment and practicing human resource practices.

ASK organized four symposiums in Rawalpindi, Karachi, Lahore and Peshawar



## EMPLOYERS OF THE TRAINEES

ASK Development placed 763 candidates in organizations like Ufone, PTCL, Wi-tribe, Global Pharmaceutical, NexSource, Telemall, Dow Medical College, Cirin Pharmaceuticals, Willing ways, Cosmo soft and many other SME's, government and Non-government institutions .For placement, 183 MOU's were signed, the purpose to sign the MoU was to indulge the organization in the concept of training and human workforce development.153 organizations employed candidates, the names of organizations are listed below;

### Pharmaceutical/Health Sector

- Blue Bird Pharma
- Bayer Pharma
- Cirin pharmaceutical(PVT) LTD
- Diakob Enterprises
- Eli Lilly Pakistan(PVT) LTD
- GETZ Pharma
- Liaqat Community Pharmacy
- Maryam Memorial Hospital (PVT) LTD
- Noori Hospital
- Pak Hair Transplant
- Rotex Pharma
- S.B Pharma
- Shaheen medical services
- Shifa International
- Willington Pharma
- Alliance Pharma
- Asetellus Pharma
- AZ Pharma
- Bio Pharma
- Blue Vein
- Crystolite Pharma
- Hanas Pharma
- Hawks Vision
- Kaizen Pharmaceutical (PVT)LTD
- Karachi Pharma
- Midicraft Pharmaceutical (Pvt) Ltd
- North West Hospital
- North Western School
- OBS Healthcare (Pvt) Ltd
- Pacific Pharma
- Protect Pharma
- Remington Pharma
- Searli Pharma
- Star Labs (PVT) Ltd.
- Stiflex Pharma
- Wilson Pharma
- RTG International
- Z-Jans Pharmaceuticals
- B.M.Biotech Pakistan
- BioCare International
- Careland Medical Company
- Dayson Research Laboratories
- English Pharmaceutical Industries
- Five Rivers Technologies
- G.T.Pharma
- Guardian Pharmaceutical Industries
- Hi-Warble Pharmaceuticals
- Mcolson Research Laboratories
- Medipak (Pvt) Limited
- Mega Pharmaceutical Limited
- Neutro Pharma (Pvt)Ltd
- Pharma Health
- Tegma Pharma (Pvt) Ltd
- VEGA Pharma Burhani Hospital
- DOW Medical
- Fatima Jinnah Medical
- Getz Pharma
- Hilton Pharma
- Indus Pharma
- Agha Khan Hospital
- Liaqat national Hospital
- Maple Pharmaceutical Pvt. Ltd
- Nigehban Pharmacy
- Otsuka Pharma
- Pharm Evo (Pvt.) Ltd.
- Sir Syed Medical hospital
- Tabros Pharma
- Welcome Pharma
- Zakaria Medical Centre

### Govt Sector

- Benazir Income Support Program
- British High Commission Call Center
- FBR
- FBI
- National bank
- National Marketing Services
- Atomic Energy
- PIA
- Nadra
- Excise & Taxation
- Ministry of social welfare and special education
- Sui Gas



## Banking Sector

- Barclays
- Standard Chartered
- UBL
- MCB

## Telecommunication Sector

- CZ Communication
- Engsol
- Global Information Management systems
- Headways Technology
- MTBC
- PTCL -OCC
- Tele Mall
- Ufone
- Wateen Telecom
- Wi Tribe
- Telenor franchiser
- Esquire Services (Pvt) Ltd
- KM Communication
- Oriental Communication (Pvt) Ltd.
- Schazoo Pharmaceuticals
- Cosmosoft Business Solution
- Total Technologies (PVT) Ltd
- NexSource Pakistan Pvt Ltd.
- Telenor
- Wateen Telecom

## NGO/Development Sector

- UNO
- EAST
- Heavens
- Kadam Foundation
- Khubaib Foundation
- Bahria Foundation
- HANDS

## SME/Private Sector

- ASK Development
- Dawood Family Takaful
- Dawan News
- EFU Life Insurance
- Global Marketing Services
- Honda Center pvt(Ltd)
- Ideal Poultry
- SYN

- SNL
- AGES
- AGPR
- Digital Advertisement Solution
- DKM Enterprises
- Gul Trading Company
- NJI
- Zadi's Consultants
- Abacus Consulting
- Church Book Shop
- City Tracker
- Daewoo Express Buss Service
- Dawn Internet Club
- Makro Cash & Carry
- SGI International (Pvt) Ltd
- Sohrab (Pvt) Ltd.
- Strategic HRM Services
- Style Textile (Pvt) Ltd.
- Sun International Company (Pvt) Ltd
- A&P Production
- All best enterprise
- All Family mall
- Brohan Basin School Karachi
- Conton Hardware Mosamiyat
- Dawood group
- Dream Life
- Friends Cotton
- Ingrope Information Services
- Irfan Brother
- Pakitex Boards Pvt Ltd
- Social Welfare
- Sub Way

## Construction:

- Air Cool
- Aras Cool
- Best & Fast Engineer
- Bismala Cooling Center
- Capital Engineering Services
- Kamran Eclectic Store
- Abbas Sant Store
- Akbary Pipe Fitting
- Al Madian Electric Store
- Al Rizwan Electric Store
- Ali Electric Store
- Al-Madina HW Store
- Faisal Hardware & Sant Store



## TRAINING COMPONENTS

There were four training components, VJS, CC, Pharmaceutical and technical in Islamabad, Rawalpindi, Peshawar, Lahore and Karachi.

The information of each training program is given below:

### Vital Job Skills (VJS)

ASK Development devised VJS training to train and increase employment in SME's, national organizations and Non Governmental Organizations. The training had the following features;

#### Objective

Prepare the youth /workforce to meet the needs of different industries by providing them entry level job skills

**Duration: 15 Days**



### Training contents

- Learning community and time Management
- Personal development and Positive thinking
- Corporate Etiquettes
- Articulation
- Communication Skills
- Customer Service and Selling Skills
- Selling Skills
- Telephone Handling
- Basic Writing Skills
- Writing and Composition Process
- Office Administrations
- Resume Writing
- Job interview Skills
- Microsoft Office Word
- Microsoft Office Excel and Power Point



It is worth mentioning that ASK Development already had a success in VJS project in 2007-2008 in which ASK trained 301 and provided jobs to 237 in different organizations with the partnership of International Youth Foundation.



# Success Story of Ms. Kandeel from Peshawar

## “WANTING THINGS TO BE CHANGED”

A daughter of poor and old father Ms. Kandeel lives in a poor family. Poverty forced her to live with her aunt as her father could not bear her expenses as he earns RS.6000 per month and feeds 5 members of his family. Kandeel wanted to share the burden of her father. Despite a great vigor she could not help her father owing to lack of experience and basic job skills. One day she saw advertisement that ASK Development is providing training and helping in job placement through a funded project. She thought it a great opportunity and applied in it. After selection she became very surprised. In her own words with beaming face, “ **A person who does not take risks and struggle hard cannot become a successful person**”. “The training improved my communication, computer, office administration, basic English and interviewing skills”. At present I am working as BR officer with Rs.9, 500 salary and supporting my family”. Ms. Kandeel Darakshan suggests that ASK is a great platform for youth to start their first job. She recommends strongly continuing this kind of project to help fresh and needy students.



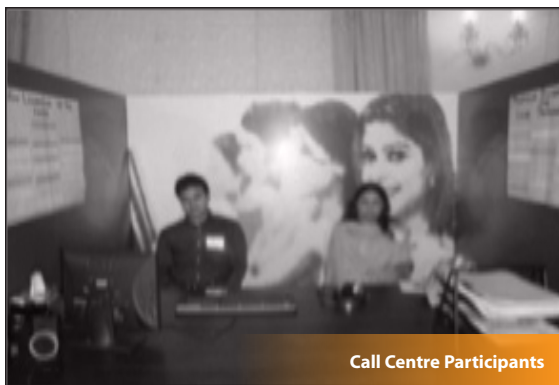
## Call Centre Training (CC)

CC training designed to enhance the skills of youth to enable them for the jobs in call centers. The details of each training is given below:

### Objective:

To provide the participants necessary knowledge about CC industry  
To help students understand, learn and practice the role of communication skills, equip best selling concepts, develop positive attitude and meet the needs of different call centers

**Duration: 15 Days**



Call Centre Participants

### Training contents;

- Call Centre industry
- Communication skills
- Articulation
- Customer Care
- Selling Skills
- Telephone Handling
- Building Attitude
- A Plan of self improvement



## MEDICAL REPRESENTATIVE TRAINING

Medical representative training component included two sub components. First component included training for on job Pharma youth to improve their livelihood and performance at workplace. The second component included providing job skills and employment to fresh graduates. Contents mentioned below designed for on job and fresh graduates (first 5 days excluded for on job trainings). The encapsulated below information tells about the Medical representative training;

### Objective

On job Medical representative training

- Prepare the workforce to meet the needs of sales market by providing them on job competencies skills

Fresh Medical representative training

- To improve the employability skills of fresh graduates and prepare them to find suitable jobs in the pharmaceutical companies

### Duration:

10 days for on job Youth and 15 days for fresh graduates

### Training Contents;

- Tissues
- Support & Movement of the Human Body
- Control of the Human Body
- Maintenance & Homeostasis of the Human Body
- Continuity of Life
- Understand and learn the pharmaceutical sales cycle
- Planning a sales call
- Interest generating opening
- Customer's body language
- Questioning technique
- Presenting a key message
- Handling questions
- Time Management
- Customer Care
- Customer Service



## TECHNICAL TRAINING COMPONENT

ASK introduced a unique concept of technical training which included Plumbing and Electrician trainings. Curriculum development department designed two modules for technical training on Domestic plumbing and Domestic Electrician which included 90 days on job and workshop training. Coaching by trainers (Ustad's) was the major hallmark of the whole training. Further the trainees were provided positive behavior training. After completion of 90 days training ASK Development equipped trainees with toolkits to initiate their own businesses.



ASK trainees getting Toolkits

## Success Story of Mr. Asghar from Karachi

A 28 year old married Asghar Ahmed lives with joint family of 6 members at Bhattiabad, Karachi. He is the only earning member of his family with the average income of Rs.4, 500. Before the project he was doing the job of a waiter and in spare time he used to sell nuts to meet the both ends. He involved himself in the technical training of Domestic Plumbing in ASK Development and he opined that, that was a great opportunity in his life. In his own words, "this training provided me good job and a great respect in the community. Now I can proudly say that the problem with being poor is that you don't get much opportunity to change your social and economic status but this opportunity changed social and economic status". Supervisor cited that the motivation of Mr. Asghar was really appreciable; he gave 100 per cent to learning the work. After training he was awarded with toolkit having tools in order to start his own business. Asghar Ahmed seems very happy as he is getting Rs300-500 per day by using his own skills. His family is also very happy and now they have started weaving their dreams for better life.

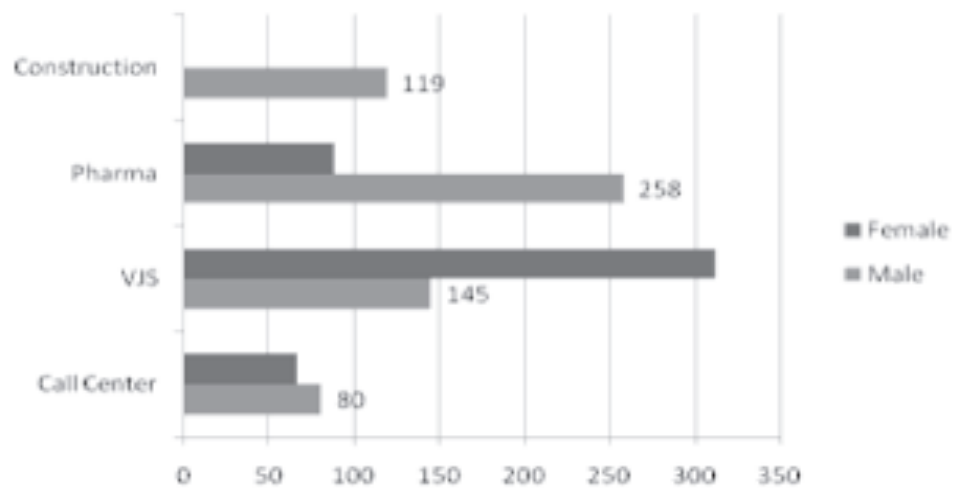


Mr. Asghar while having Toolkit



### Gender Participation in the Project

Population of Pakistan comprises 51 percent of women who can play an important role in the development of the society if empowered and trained. The mentioned graph shows the statistics of the female participation in the trainings of various components. The graph shows, in VJS 67 percent females trained and 39 percent supported for jobs. In Call Centre 45 percent females trained and 23 per cent supported for jobs. In Pharma 26 percent females were trained and 14 percent supported for jobs.



## ISSUES FACED, REMEDIAL ACTIONS TAKEN AND LESSONS LEARNT

The details of each component are discussed below:

### VITAL JOB SKILLS

Issues Faced	Remedial Action	Lesson Learned
<p><b>Identification of females:</b> Due to lack of awareness and trust in the community.</p>	<ol style="list-style-type: none"> <li>1. Networking with local NGO's, Women Social Welfare Centers and Community Based Organizations.</li> <li>2. Female counselors of the union councils were taken on board to increase the trust of the families.</li> </ol>	<p>There should be:</p> <ol style="list-style-type: none"> <li>1. Awareness Campaign before the start of the project</li> <li>2. Academia should be on board</li> <li>3. Massive advertisements must be there through print media and local cable networks.</li> </ol>
<p><b>Mobility Issue:</b> Mobility of female candidates was a major hurdle for the training. Candidates from the suburban areas prefer to do jobs and trainings in their nearby localities.</p>	<ol style="list-style-type: none"> <li>1. Conducted trainings at community level at Asia Model School near committee chock Rawalpindi i.e. shifted from Islamabad to Rawalpindi and from Karachi to Umerkot (Sindh).</li> </ol>	<p>Training Venue should be near to the candidates (especially for female living in suburban areas)</p>
<p><b>Mindset of the candidates:</b> High Salary and high post expectation. (Earning without learning)</p>	<ol style="list-style-type: none"> <li>1. Employers like UBL, East were summoned for the orientation session and career counseling of the trainees.</li> </ol>	<p>Role models must be presented to the youth.</p>
<p><b>Commitment of the employers:</b> Some of the employers which committed to hire the trainees did not hire due to following reasons like employer made written commitments at the initial stage but at time of hiring they were in their own trouble as they did not get their expected projects.</p>	<ol style="list-style-type: none"> <li>1. Placement team visited different industrial and business hubs in all regions.</li> <li>2. Newspapers surfing to find the jobs and contacting the employers directly.</li> <li>3. Advertisement was published exclusively for the SME's employers.</li> <li>4. Use of references.</li> </ol>	<p>Before training assessment of the employer must be done scientifically.</p> <p>Trainees' identification after the requirements taken from the employer.</p>



## CALL CENTER

Issues Faced	Remedial Action	Lesson Learned
<p><b>Trainees' identification:</b></p> <p>Most of the youth belonging to marginalized communities was weak in English.</p>	<ol style="list-style-type: none"> <li>1. Much focus on English</li> <li>2. Identification of Urdu Call Centers like Telemall, PTCL and U.FONE where candidates can meet the basic criteria.</li> </ol>	<p>Duration of training should be from 30 days to 45 days and the focus should be on linguistic and articulation skills.</p>
<p><b>Scared from outbound Call Centers:</b></p> <p>There is a big demand in the outbound-CSR in the market, but majority of the trainees were not interested in these jobs due to meeting the sales target.</p>	<p>Trainers from the outbound industry chosen to make youth realize about the scope of outbound Call Center.</p>	<p>During selection of the trainees the focus should be on inbound and out bound Call Centre.</p>
<p><b>Night Shift Jobs:</b></p> <p>Females were not interested to work in night shifts.</p>	<p>Request the employer to put females into evening shifts that went maximum up to 9:00 pm and provide them pick and drop facility.</p>	<p>Awareness must be developed amongst females about call center environment.</p>

## PHARMACEUTICAL

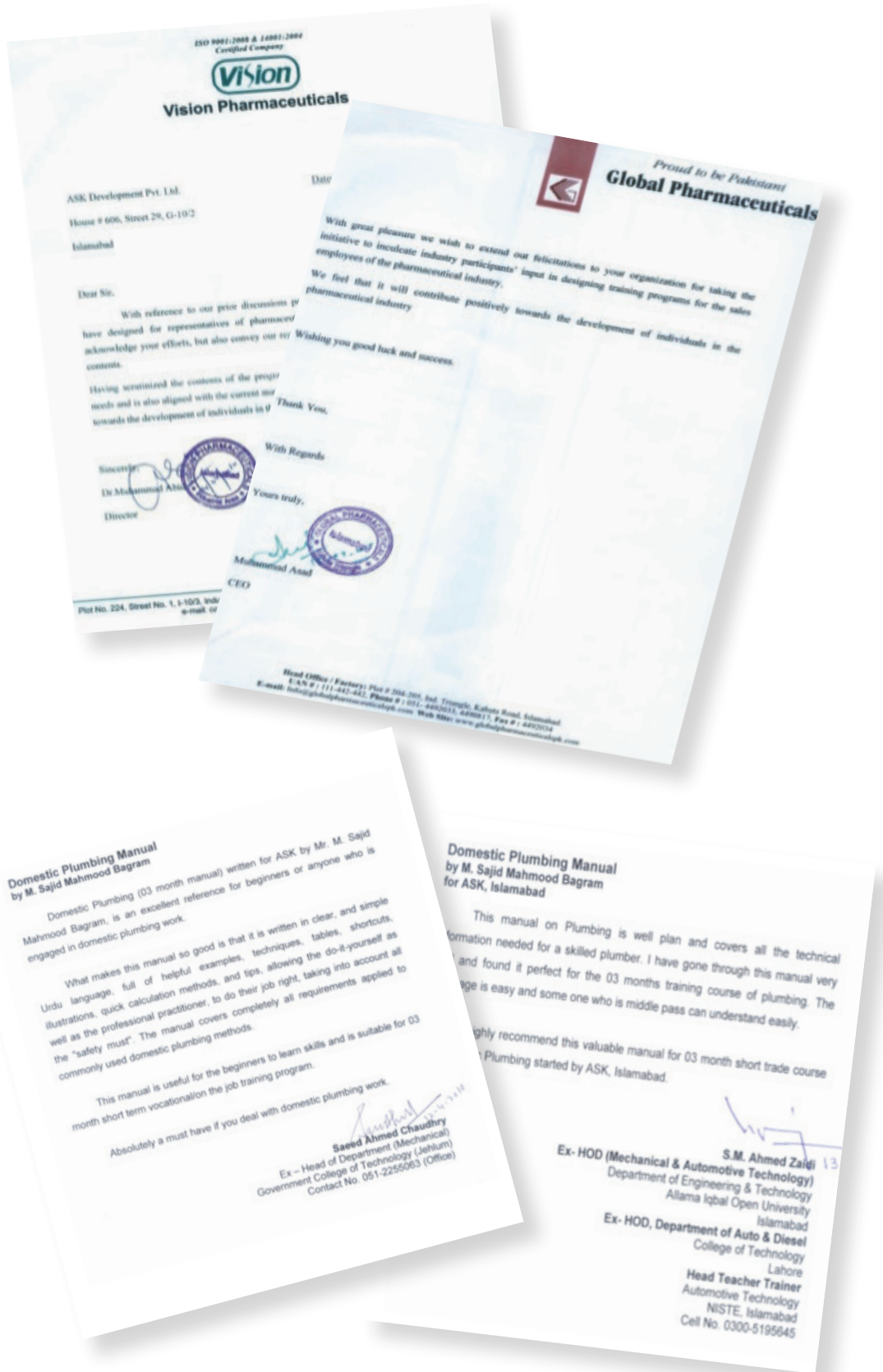
Issues Faced	Remedial Action	Lesson Learned
<p><b>Identification of the female candidates:</b></p> <p>Due to cultural taboos, like night visits to the doctors and field work.</p>	<p>ASK team pasted leaflets and banners in main hospitals and science Colleges in all the regions. Placement team visited Kahuta Pharmaceutical industrial area and distribution companies in Islamabad. In Karachi site area and distribution companies. And signed MoU with Federal Urdu University in Karachi.</p>	<p>Massive advertisement must be done before the start of the project.</p> <p>Must approach those universities/colleges where science subjects are being taught, multinationals only accept those candidates who are science graduates.</p>
<p><b>Hijab(veil):</b></p> <p>Employer demands sales people (Female) without Hijab (Veil), thus limited job opportunities.</p>	<p>Most of the trainees were placed in hospitals, which allow you to work easily, without any veil constraints. On the other hand some females supported to join the Pharma industry as Quality Assurance Executive &amp; production assistance.</p>	<p>Cultural constrains must be kept in mind and alternate strategies must be developed before the training of the female candidates.</p>
<p><b>Youth do not like sales jobs:</b></p> <p>Youth like to work in the offices only, and don't prefer to visit the field /market.</p>	<p>Pharma employers were invited to counsel youth about career in Pharma industry. Employers from Buyer, Abt, Amgomad, and Diakob came for counseling sessions.</p>	<p>Mapping of companies and potential speaker for relevant sessions</p>

## TECHNICAL TRAINING

Issues Faced	Remedial Action	Lesson Learned
<p><b>Conflict:</b> Conflicts among trainees and the trainers due to low literacy.</p>	<p>Timely intervention of the Program officer has helped to resolve the issues. Furthermore monitoring of the team enabled the officer to identify and resolve the issue at very early stage.</p>	<p>Orientation session with the team and Ustads along with the trainee must be a part of training. Fortnightly sessions not only on employability skills but on conflict management must be the part of training.</p>
<p><b>Security:</b> Security for the employer with guarantee of the employee's reliability and his equipment.</p>	<p>Program Officer was responsible for the trainees and he was also responsible to award toolkits to trainees for starting their employment after 3 months on job training.</p>	<p>Training must be given on conflict management and learning community.</p>

## TRAINING RECOGNITION

The experts viewed the training programs in the following letters;





**Comments:**



**Federal Minister of Youth Shahid Bhutto**



**Mr. Mark Nolin**



**Ms. Shaheena Waheed**



**Ms. Carie Abendroth**

## PROJECT IN PRESS



Ms. Shumaila gives feedback to GEO television



**BUSINESS RECORDER**  
Lahore, Wednesday 3 March 2010, 16 Rabi-ul-Awwal 1431

**USAID Pakistan Jobs project ASK Development, LCCI sign MoU**

**RECORDER REPORT**  
LAHORE: The Lahore Chamber of Commerce and Industry (LCCI) and ASK Development has signed a memorandum of understanding to launch USAID Pakistan Jobs project for providing basic skills training to 750 unemployed youth.

The USAID Pakistan Jobs project's aim is to support the Government of Pakistan in its efforts to improve the competitiveness of its economy by strengthening systems for workforce development, encourage Pakistani companies to invest in human capital, and improving access to training, jobs and business opportunities for youth and women.

The purpose of the project is to provide basic training to 750 unemployed youth and their job placement in pharmaceutical, telecoms, construction, finance and other sectors in four major cities of the country: Islamabad/Rawalpindi, Karachi, Lahore and Peshawar. The project will contribute and improve employment in Pakistan. The ASK Development and USAID Pakistan Jobs will make efforts to improve the competitiveness of the Pakistani economy by strengthening systems for the workforce development and jobs opportunities for youth.

The ASK Development representative Anshad Akif said that there is much room in these sectors for trained people. "Skillful labour is the dire need of these sectors, as it is flourishing rapidly and there is no trained workforce available in the market at present", he mentioned that USAID Pakistan Jobs has come forward to meet the requirement of different sectors. ASK Development is grateful to CARE International in Pakistan for this partnership. Assuring the full cooperation of ASK Development, Anshad Akif further said that after completing the training, the skilled workers would be able to get job in a safe and sound manner and construction industry related trainees can run their own business.



**Certificates distributed**

ASK Development organized a ceremony to award certificates to the trained youth in presence of representatives of Pakistan Jobs Project, funded by United States Agency for International Development (USAID) were held in Islamabad.

Under this project ASK Development is incorporating skills and creating the work ability of the youth with the aim to help them to find employment in their own districts. The project is trained of various skill related trainees.





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### حکومت نو جوانوں کو قومی دھارے میں لاری ہے شاہد ہوتی

حکومت نو جوانوں کو قومی دھارے میں لاری ہے شاہد ہوتی۔ حکومت نو جوانوں کو قومی دھارے میں لاری ہے شاہد ہوتی۔ حکومت نو جوانوں کو قومی دھارے میں لاری ہے شاہد ہوتی۔

### ایف ای سی

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اسلام آباد، وفاقی ایف ای سی کے ایگزیکٹو ڈائریکٹر نے ایف ای سی کے ایگزیکٹو ڈائریکٹر کو ایف ای سی کے ایگزیکٹو ڈائریکٹر کے طور پر تعینات کیا۔



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**ASK, KCCI hold moot on USAID Pak jobs Project**

**Country need skilled man**

KARACHI: ASK Development in collaboration with USAID and KCCI held a moot on USAID Pak jobs Project. The moot was held on Tuesday at the ASK Development office. The moot was attended by ASK Development officials, USAID officials, and KCCI officials. The moot was held to discuss the USAID Pak jobs Project and the need for skilled manpower in Pakistan.

## Project Partners



### USAID

The United States has a long history of extending a helping hand to those people overseas struggling to make a better life, recover from a disaster or striving to live in a free and democratic country. It is this caring that stands as a hallmark of the United States around the world our true character as a nation. US foreign assistance has always had the twofold purpose of furthering America's foreign policy interests in expanding democracy and free markets while improving the lives of the citizens of the developing world. The United States is in partnership with Pakistan to improve Pakistani lives. Since 2002, the U.S. Agency for International Development (USAID) is providing over \$5.1 billion in support for education, health, energy, economic growth, good governance, earthquake reconstruction, and flood relief and recovery. USAID's programs are an essential part of the U.S. commitment to Pakistan and its people.



### Care

Care International is one of the world's largest private international humanitarian organizations, working in almost 70 countries around the world, committed to helping families (over 45 million a year) in poor communities to bring about lasting changes in their everyday life. CARE International's office in Pakistan was formally set up in June 2005. Based on the findings of an assessment conducted by CARE International in 2002, it was decided that CARE Pakistan should commence operations in Sindh, Baluchistan and Punjab in the following key areas;

- Gender Concerns and improving the role of women
- Strengthening institutional capacity of NGOs through partnerships
- Strengthening Local Governance in line with the ongoing devolution process at the grass root level
- Commitment to advocacy







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