

## Background

Over 64% of the population in Pakistan is under 30 years of age which equates to nearly 148M people. The UNDP 2020 report states that only 6% get access to higher education of more than 12 years and where four million youngsters enter the working age every year, less than 40% get employed. This means tens of millions of young people are unemployed in Pakistan. This is a national emergency, but in one way, it is also an opportunity.

In today's digital world, demand for IT skills has dramatically increased globally. Post Covid, most of these skills required in the first-world are being sought out from more cost-effective markets in developing countries. Pakistan has a tremendous opportunity to benefit from this demand if we start skilling up our youth in basic IT skills. For many underprivileged and unemployed students, the opportunity to learn these skills is often out of reach.

**Empowering the Youth: EarnTech - Seekho Aur Kamao** is an initiative in which we are asking the Pakistani professionals and diaspora to come together to skill up these youngsters to be able to start earning an ongoing income. This will decrease unemployment and pull families out of poverty at the same time as having a significant positive impact on the IT export income of Pakistan.

By providing these youngsters in demand valuable IT skills through well-known training providers that have a track record such as Enablers and Corvit etc we are giving them an opportunity to start earning a basic income of a couple of hundred dollars plus per month through freelancing. Industry is also engaged and students after training will be picked up for internship and jobs by companies too

Most of the young men and women earn wages for their families through menial jobs on the street. Their families may not be forthcoming in allowing them to take these trainings, as that can lead to lost wages. To cater to this challenge, we would anchor this with providing them with monthly ration for the duration of the training, and this will be used as the reward for learning the skills diligently and making sure that the attendance for the duration of the program is up to the mark.

### Target:

Month 1 – 500 enrollments

Month 4– 1500 enrollments

Month 9– 2500 enrollments

### Cost of Initiative:

6-Months Training Cost = PKR 102,000

6-Months Ration =  $8000 \times 6 =$  PKR 48,000

Tax 3%= 4500

Total Cost on 1 Student (6 months) = PKR 150,000 or 545 USD approx-exchange rate (Excluding Stripe/Paypal Charges).

Cost of 1000 Students =  $150,000 \times 1000 =$  PKR 150,000,000 = US\$ 545,000 approx-exchange rate (Excluding Stripe/Paypal Charges).

### Detailed Process:

The whole initiative will be technically powered by a central digital platform called My Impact Meter.

It is an app which connects deserving youngsters to donors to the IT skill training providers in a very simple, transparent, reliable, and scalable fashion. It then makes the initiative evidence based by measuring everyone's impact and the overall impact of the program.

This will ensure both transparency and direct donors' access to the recipient



### What is My Impact Meter:

My Impact Meter (MiM) connects three groups – Impactors (donors), Impactees (beneficiaries), and Impact Suppliers (commercial service providers e.g. grocery stores, Vocational Training Institutes, and schools). My Impact Meter will provide end to end visibility, transparency and impact measurement

Each group has their own App. The app for impactors is called “My Impact Meter”. The app for Grocery Stores is called “MiM Grocery Supplier”, the app for Educational Institutes is called “MiM Education Supplier” and the app for NGOs is called “MiM Not-for-Profit”. For details on “What is My Impact Meter” and “How It Works”, please use the following resources:

- Link to the Impactor Explainer Video: [https://youtu.be/dtKa9PBp\\_Gc](https://youtu.be/dtKa9PBp_Gc)
- Link to the ImpacTech Explainer Video: <https://youtu.be/8oC4BnOE10Q>



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