Eliminating Global Economic Divide through Technology

Preparing our youth for the future of work

EMPOWER
PAKISTAN

Preparing & Connecting Pakistan's Human Resource with the Global Digital Economy

Catering for local market's incapacity to offer jobs by creating global employment opportunities for the youth

Youth

Approximately **70%** of the population in Pakistan is under the age of **35**

If this segment of **population** is not properly channelized then this **youth** bulge can potentially turn into a **youth bomb**

Unemployment

This issue is **significant** and gives birth to many other **societal problems**

Problems like **poverty**, **extremism** and **crimes**

Women Empowerment

Major chunk of **women** are vulnerable, unskilled and **economically inactive**

An estimated **70%** of the educated women workfoce in Pakistan is **unemployed**

With proper awareness and training this youth bulge and unemployed women's segment can be empowered for a better future

How it works?

Your are an ordinary guy who wants to explore what life turns out to be

We equip you with every necessary skill to ensure you do great things in life

You land on a decent employment opportunity in the Global Economy

You don’t stop and create job opportunities in your region

Our specialised levels

Digital Literacy

Creating awareness about the digital world

Digital Employment

Enabling youth to make best out of digital world

LevelUP

Empowering self-employed to create teams & business

The learners we serve

Career Seekers | Mid age = early & mid 20s

Empower Pakistan's core mission is to eradicate **unemployment**, **under-employment** and **extremism** with the help of **digital literacy**

- Increased Global Employment Opportunities for Youth

  Market aligned, advanced digital skills developed among participants

  Local talent connected to the global job market

- Increased Labor force participation by Women/Vulnerable Social Groups.

  Prepared digitally skilled women for work from home/digital employment opportunities

  Trained vocational, technical skills among socially disadvantaged groups

- Improved Socio-economic growth

  Inclusive workforce contribution- a lead to a better society and economy

  Increased foreign remittance through global economy

Creating a world of *economic equality* for the young men and *women* of Pakistan through **digital literacy**, **digital economy**, **leadership** and **entrepreneurship**.

OUR RESULTS SPEAKS

We talk numbers!

result generated by our alumni
(duration: 1.5 year)

Number of projects	13,693 projects
Average earning per month	$422 per month
Total earnings	369,100 USD
Return on Investment	288% ROI
Total lives impacted	1288 lives

*These numbers are of June - 2016 and they are expected to grow.

Our approach to upskilling at scale

Problem	Solution
Global Digital Market requires a skilled workfroce of individuals to meet its requirements.	The hottest skills in the digital industry are taught to the computer literate individuals via skill development workshops.
The local job market in Pakistan has failed to accommodate its skilled individuals.	“Learn to Earn through Freelancing” workshops for the skilled individuals ensure that they become capable of monetising the digital skills regardless of regional boundaries.
Lack of employment opportunities	This training focuses on transforming the self-employed individuals into business owners. In this way, they not only grow their incomes massively but also create more job opportunities.
Increasing number of social issues.	The local workforce would be encouraged to identify problems in their respective regions and solve them through innovative social startups.

Sample Specialisations

WordPress

- Domain name & website hosting
- WordPress installation & configuration
- Installation of plugins & themes
- Adding pages and blog posts to your site
- Advance Custom Post Types
- Creating a WordPress theme

Internet Marketing

- Marketing Plans
- Marketing Research
- Copywriting & Email Marketing
- Search Engine Optimsation (SEO)
- Social Media Marketing
- Search Engine Marketing

Web Research

- Relevant hands on experience
- Typing lessons
- Searching for information
- Document where required
- Format as per instructed standards
- Exercises

Freelancing

- Identifying your skills
- Selecting the right marketplace
- Making a profile
- Client communication
- Payment methods
- Grow as a successful freelancer

and many more...

Government and organisation around the world working with Empower Pakistan

Empower Pakistan - A Brief History

1 Idea Validation

A journey of thousand miles starts with single step. Our first self-funded workshop started at SEECS, NUST.

2 LEF-02

Our first official workshop in collaboration with The World Bank Group, KPIT Board and IM Sciences.

3 LEF-03

Seeing the focus and emerging talent from KPK region, we conducted our third workshop at IM Science, Peshawar.

4 LEF-04

Learn to Earn through Freelancing 4th workshop was in Punjab region at Information Technology University, Lahore

5 LEF-05

Our 5th workshop, again with collaboration with The World Bank Group was at FAST NUCES, Peshawar.

6 SDP - 01

Our first skill development program was at TEVTA, Lytton Road (G) where student were taught with basics on Freelancing.

7 SDP - 02

Our second skill development program was at TEVTA, Raiwind Road (B) where student were taught Internet Marketing.

8 SDP - 03

Our third skill development program was at TEVTA, Wahdat Road (B) where student were taught Web-Design

9 SDP - 04

Our fourth skill development program was at TEVTA, Township Road (G) where student were taught Internet Marketing.

Awareness Seminar; Basecamp Peshawar

Awareness Seminar; Bacha Khan University

Diamond Challenge Pakistan

We strive for a better Future

EMPOWER

PAKISTAN

Empower Pakistan (Pvt.) Limited