

STARTUP

November 2019

INSIDER

EMPOWERING

THE NEXT
GENERATION
THROUGH KAMYAB
JAWAN PROGRAM



Step by Step
Guide to
Getting
Involved

PRIME
MINISTER'S **Kamyab**
Jawan

کامیاب جوان

NATIONAL YOUTH
DEVELOPMENT
PROGRAMME

کامیاب جوان کامیاب پاکستان



PRIME MINISTER IMRAN KHAN'S

MESSAGE TO YOUTH OF PAKISTAN



On the eve of the 79th anniversary of Pakistan Resolution passed on March 23rd, 1940 in Lahore by our country's Founding Fathers, I'm pleased to see the launch of National Youth Development Framework (NYDF) – a first ever national policy vision and that is dedicated to the energetic and talented youth of Pakistan.

Seventy-nine years ago, Pakistan's Founder, Quaid-e-Azam Muhammad Ali Jinnah, changed the history of the Sub-Continent by demanding a separate country for Muslims. The ensuring Freedom Movement led to the creation of our beloved country. Under the guidance of the Quaid-e-Azam and with his trust and support, Muslim youth and students played a pivotal role towards the independence of Pakistan.

The Quaid believed and proved that youth is an invaluable Pakistani asset, which can turn around our nation's destiny if guided and leveraged properly. It is with the same vision and spirit that my Government has come into office, bringing with it a strong and

unprecedented mandate by the young people of Pakistan. This Framework manifests my Government's firm resolve to revive the spaces, opportunities and energies for youth that can propel them to reclaim their rightful role in nation-building, and put Pakistan

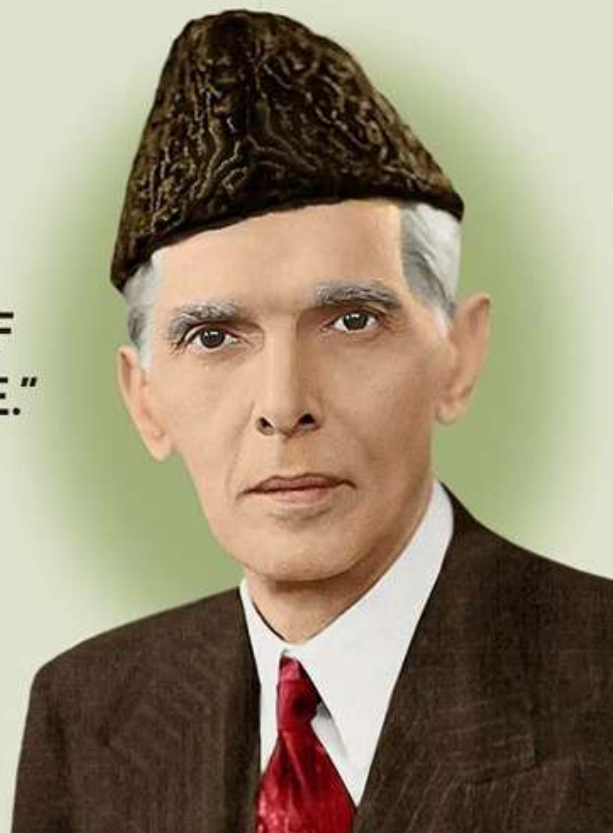
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on a trajectory of progress. Imbued with political inclusivity, social responsibility, economic viability and strategic outlay, this Framework illustrates my Government's unwavering commitment to give substantive meaning to Pakistan's demographic dividends, i.e. our youth.

The Pakistan Tehreek-e-Insaf Government locates

**"MY MESSAGE TO YOU ALL IS OF
HOPE, COURAGE, & CONFIDENCE."**

MUHAMMAD ALI JINNAH



its existential meaning in the dreams and hopes it ignited amongst our youth who have time and again found themselves marginalized from mainstream politics, decision-making, and gainful opportunities to bring about economic betterment and social change. We made a promise to our neglected youth that they will become a primary source of policy guidance and priorities once we formed government. They listened to us and gave us the opportunity to fulfill our promise. It is time now to honor our commitment to the young of Pakistan. At the heart of our promised change and transition to a progressive Pakistan is meeting the expectations and aspirations of passionate young minds and hearts. While the future belongs to the youth, it is imperative to help them craft their own pathways, expand their access to equal opportunities, and harness their capacities through meaningful interventions.

My Government has vowed to leave no one behind in Pakistan's enduring quest for sustained and inclusive development. In this respect, the NYDF envisions forging institutional synergies and partnerships to

promote rights-based and gender-equal youth empowerment and development. I commend Prime Minister's Office Team for presenting this bold and energetic policy vision for a youth-focused and youth-led Pakistan, and I assure my personal support to the pro-youth ideas and initiatives envisioned in this Framework.

I and my Government will stand resolute with our young citizens in their unwavering efforts to make Pakistan a 21st century leader in the comity of nations.

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SPECIAL ASSISTANT TO PM USMAN DAR'S

MESSAGE TO YOUTH OF PAKISTAN



Our world today has more than 1.8 billion young people between the ages of 10-24 years, majority of whom are concentrated in developing countries, such as Pakistan. Disadvantaged, these young people are facing higher levels of poverty, economic inequality and political instability compared to youth in rich and stable countries. This development challenge is most visible in Pakistan where dynamic demographic shifts are occurring. Having suffered one of the highest global instances of terrorism in the last two decades, Pakistan is the fifth most populous and one of the youngest countries in the world. Currently, it has the largest generation of young people ever recorded in national history. Sixty-four per cent (64%) of Pakistanis are below the age of 30, and 29% are aged between 15-29 years.

Majority of our youth is living in an environment of multidimensional and intersectional vulnerability to socio-economic disparities, educational inequality,

food insecurity, unprotected rights, and weakened rule of law. Youth illiteracy stands at 30%, Majority of youth do not have access to recreational facilities (libraries, cinemas, parks etc.) in their localities. And Roughly 44% of Pakistan's total electorate comprises

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youth. The country has more people in the working age (15 to 64), than those who are older (65+), or children (15years). Youth between 15-29 years make up 41.6% of Pakistan's total labour force (between 15-64 years). Four million Pakistani youth attain working age every year. To absorb this populace into the job market, our country needs to create 4.5 million new jobs over the

next five years (0.9 million jobs annually). These pertinent realities raise hard questions for our country's future, which must be addressed as a matter of top national policy priority and human security. Therefore, and under the dynamic leadership of the Honourable Prime Minister, the Government of Pakistan has embarked on an unflinching quest to find and apply viable solutions that can mitigate these challenges by transforming the country's youth bulge as a force multiplier for progressive socio-economic and political change. Our world today has more than 1.8 billion young people between the ages of 10-24 years, majority of whom are concentrated in developing countries, such as Pakistan. Disadvantaged, these young people are facing higher levels of poverty, economic inequality and political instability compared to youth in rich and stable countries. This development challenge is most visible in Pakistan where dynamic demographic shifts are occurring. Having suffered one of the highest global instances of terrorism in the last two decades, Pakistan is the fifth most populous and one of the youngest countries in the world. Currently, it has the largest generation of young people ever recorded in national history. Sixty-four per cent (64%) of Pakistanis are below the age of 30, and 29% are aged between 15-29 years.

As a first step in our national journey towards youth empowerment, I am honoured to present a first ever comprehensive National Youth Development Framework (NYDF) of the Government of Pakistan. The NYDF envisions three critical youth-centered investments -- the best that can be made in Pakistan's future: 1) Quality Education; 2) Gainful Employment; and 3) Meaningful Engagement. With the three 'Es' as cross-cutting concerns, the NYDF identifies strategic, practical and timely investments in six major thematic areas as its scope of work to be executed through collaborative action by Federal and Provincial Governments at national, provincial and grassroots levels.

The NYDF's vision stems from a core belief that today's youth are the drivers of tomorrow's prosperous Pakistan. Their voice and participation are key parts of sustainable development and important for long-term policymaking. Therefore, and through this Framework, the Government commits to place young Pakistanis at the center of its transformative national agenda and include them at all levels of socio-economic and development decision- and policy-making.

The NYDF will serve both as the Government's *raison d'être* as well as its blue-print to create a national eco-



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system whereby youth are provided constitutional recognition, social protection, and gainful opportunities through unprecedented pro-youth legislation that will lead to a sustainable platform for action, i.e., a multi-year National Youth Development Programme. Towards this goal, our Government will work earnestly and methodically, by leading bipartisan political affirmative action for pro-youth policies as well as by leveraging public-private partnerships and global alliances for pro-youth equities. Our best hope for a new and changed Pakistan is supporting economically productive, politically responsible and socially integrated youth who espouse the values of merit, equity, volunteerism, inclusivity and tolerance. And so, this Framework will be the Government's compass and barometer for our collective journey to positioning Pakistan's youth as *Kamyab Jawan* (successful youth) - in all spheres of life.



FIRST EVER PM KAMYAB JAWAN PROGRAM LAUNCHED

PM KAMYAB JAWAN PROGRAM LAUNCHING CEREMONY 2019



kind of corruption.

He said that an amount of Rs 100 billion has been allocated for kamyab jawan program to facilities one million youth across the country. He said that Online Portal has started on website in which a person can apply for loan of Rs 50,000 upto Rs50,00,000 on easy returned back policy, he added.

He said that under the programme 'Skill for All Programme', will be included under which, technical and vocational training will be imparted.

He said that another initiative under the Kamyab Jawan Programme will be 'Startup Pakistan Program' and under this program, potential young entrepreneurs will be trained and mentored to conceive, incubate, and mature their business plans through access to digital incubation platform.

Pakistan is the second youngest country in Asia with around 68% of its population below the age of 30 years. PTI Government, at its very outset, held extensive rounds of consultations with all the provincial and regional stakeholders besides international experts on youth development, and prepared a vision document, titled "National Youth Development Framework (NYDF)" for steering different initiatives aimed at socio-economic development of youth.

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Prime Minister Youth Affairs Programme (PMYAP) on Thursday launched first ever 'PM Kamyab Jawan' program for socio-economic empowerment of country's youth.

The event was attended by large number of youth representatives across the country, political activists and civil society representatives.

Addressing the ceremony, Special Advisor to the Prime

Minister for Youth Affairs Usman Dar said that youth constitute 65 of total population so it was government prime objective to work for their socio-economic development for having their productive role in the progress of the country.

He said that under this new program subsidized business loans will be provided to the potential young entrepreneurs for the

promotion of SME sector in the country.

He said that for the very first time in Pakistan, through the platform of PM Kamyab Jawan, the government has created opportunities to open the doors of socio-economic empowerment of youth.

He said that PTI's government strongly believes in merit and transparency and would not tolerate any



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Rs 100 billion has been allocated for the Kamyab Jawan Program to facilitate one million youth all across country. Said, Usman Dar.

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EMPOWERING THE NEXT GENERATION THROUGH KAMYAB JAWAN PROGRAM

Six Flagship Initiatives of Prime Minister Imran Khan for the Youth of Pakistan!

Youth Entrepreneurship Scheme (YES!) --- ہنر سے کاروبار تک

Youth Economic Empowerment Scorecard



Youth development and youth empowerment play a very significant role in the development of the economy. These individuals make the future workforce, they can alleviate poverty and aid the national economy creating more opportunities for the fellow countrymen.

As part of Prime Minister's vision of creating 10 million jobs, PM's Youth Entrepreneurship Program has been developed under the banner of Kamyab Jawan. This scheme envisages "Hunar se Karobar Tak", where youth will be graduated from basic

asset transfer to interest free loans to micro and then finally small loans as depicted in the graph. This programme has been developed in collaboration with 3 main departments, namely, Pakistan Poverty Alleviation Fund (PPAF)

which will look after the asset transfer program and the interest free loan program and State Bank of Pakistan (SBP) along with 3 major banks (National Bank of Pakistan, Bank of Punjab and Bank of Khyber) and Small and Medium Enterprise

Authority (SMEDA), which will collaborate together to provide subsidized loan to the youth, along with giving them the basic aptitude to run a successful business.

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According to the Global Youth Development index 2019, Pakistan ranks at 154th out of 183 countries with the lack of education, poor health & well-being, massive unemployment and absence of financial inclusion contributing to the index rankings sinking progressively.

Over 400,000 students graduate from universities in Pakistan – adding to that around 350,000 students graduating from informal education streams and 4.5 million unemployed citizens creates a rolling number of around 18 to 20 million. As such, from the technical point of view, around 20 million young graduates must be given employment. Building on these statistics, Dar reaffirmed PM Imran Khan's strong inclination and a clearly marked plan towards the development of youth. Because the Prime Minister has promised 10 million jobs in the coming years.

HUNARMAND JAWAN PROGRAM

Besides training youth in demand-driven high-end technologies, "Skills for All Programme" envisages to uplift the TVET sector.



An agreement with the NAVTTC (National vocational and technical training commission) will target more than 500,000 students with technical skills to further enhance the chances of making new start-ups and promoting more employment in the country.

The theme of this program is to equip the youth of Pakistan with various technical skills along with the facilities to utilize those skills to creation of opportunities for themselves and others. Some of the salient features are:

- Development & Standardization of 200 Technical & Vocational Education & Training

- (TVET) Qualifications
- International Accreditation of 50 Pakistani TVET Institutes and initiation of Joint Degree Programs with reputed international TVET Institutes
- Strengthening of NAVTTC's National Skill Information System (NSIS) and expansion of

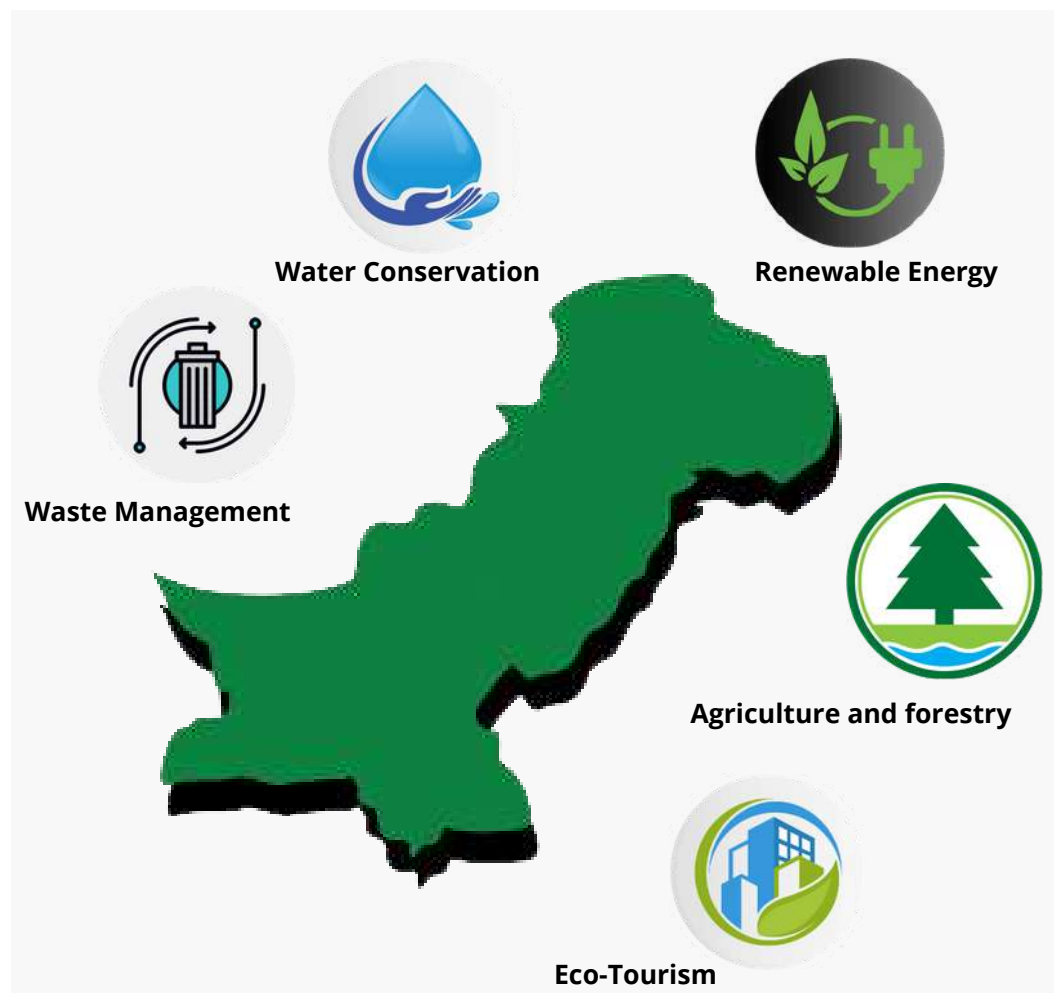
- National Job Portal
- Establishing 100 Smart Tech labs across Pakistan for distant learning programs in Technical & Vocational Education and Training sector including introduction of soft skills, Business & IT and virtual skill development
- Establishing 10 country of destination specific

facilitation Centers in 10 cities across Pakistan with high outflux of Pakistanis in the international market workers abroad

- Establishing 70 new labs workshop in Madrassa(s) to introduce skill development activities all across Pakistan
- Skill Development Program for 50,000 youth belonging to less developed areas of country especially Balochistan, GB, AJK and newly added districts of Khyber Pakhtunkhwa (Ex-FATA), Southern Punjab & Rural Sindh
- Skill development training of 50,000 Youth in High-End / High-Tech. technologies in reputed Universities & state of the Art TVET Institutes of Pakistan
- Apprenticeship training of 25,000 youth in industry under Apprenticeship Act-2018 (Formal & Informal Apprenticeship) in collaboration with provincial TEVTAs
- Recognition of Prior Learning (RPL) of 100,000 youth to certify informally acquired skills inside the country and abroad and training of 8,000 Assessors
- Establishing National Accreditation Council at ICT
- Accreditation of 2,000 TVET Institutes all across Pakistan
- Establishment of 50 BICs to promote selfemployment and entrepreneurship in skilled youth

GREEN YOUTH MOVEMENT

Green Youth Movement (GYM) will offer small grants to bring eco-innovative solutions



- To showcase and promote eco-innovations by giving young eco-inventors exposure at regional and international levels.
- To tap regional and international market potential for Pakistani young eco-innovators.
- To establish model green campuses-living labs (at least one in each of the four provinces and two regions) for the promotion of best practices in renewable energy, solid and liquid waste management, water conservation, agriculture, forestry and eco-tourism.

Different countries across the planet are trying to come up with ways of going green by eliminating the use of non-recyclable materials. Going green means embracing a way of life that helps preserve the environment by reducing, reusing, and recycling items. A significant other economic benefit of going green is that it helps lower costs and save money. Use of renewable energy helps reduce energy consumption which in turn helps save money used on electricity bills. Going green by reducing or eliminating air pollutants makes the air we breathe clean, which means good health.

It is the need of the hour to make Pakistan green and we have to fight with the climate change as well. Through these initiatives we can achieve success, so join us and let's surprise the world.



Green Youth Movement (GYM) is one of the flagship initiatives of Kamyab Jawan Programme. Under this program, Pakistani youth is offered small grants to bring eco-innovative solutions for tackling environmental and climate crises in the above areas.

In collaboration with the Higher Education Commission, Green Youth Movement will be started in various educational institutes of Pakistan. This will highlight the importance of the clean and green environment in the society and may be incentivized through addition in credit hours. A network of GYM clubs will be established in

around 110 public sector universities. Young eco-innovators will be mentored and their innovations will be marketed both nationally and internationally. The key objectives of the programs are following:

- To sensitize and organize youth for the promotion of environmental conservation and eco-

friendly behavior

- To inculcate in youth a culture of research and eco-innovation for environmental conservation and mitigation of climate change.
- To financially support youth in spearheading eco-innovation in the country.

NATIONAL INTERNSHIP PROGRAM

The program will be a joint initiative of government, universities and industry



One of the key objectives of our government is Youth empowerment. To achieve this, it is important to address the issue of unemployment of youth in Pakistan. This internship program is aimed at improving the employability of educated youth.

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The National Internship Program 2019 has the following major objectives:

- Establish visible connection between qualification and workplace requirements b. Channelize the energy of the educated youth in the right direction Guiding

principles and basics.

- The program will be a joint initiative of government, universities and industry.
- Relationship that should be able to create value for internees and the organizations who hire them.
- The program has to be efficient and cost effective to be sustainable and would be drawn on the basis of public-private partnership.
- The program principally recognizes that it is in the interest of the graduating

youth and the industry to forge.

- The program identifies the need for practical exposure for fresh graduates for at least six months.
- The internship of six months will prepare the internee to be able to start regular job with a reasonable learning curve position which will consequently provide the employing organizations with trained and tested human resource.
- The employing organization participating in intern-

ship will support the cause of nation building and also run the program as a seamless process of regular hiring. This will be a cost effective and efficient program, which would be beneficial for the youth as well as the organizations which hire them as internees.

The National Internship Program will further expand the reach to graduating students in the government sector and the private sector as well. Get ready for this exciting opportunity and be the part of this platform.

STARTUP PAKISTAN PROGRAM

10,000 Startups will be launched through this initiative



PM' Startup Program aspires to provide hand-holding support to the youth across all regions of Pakistan through their entire entrepreneurial journey from blue-print to scale in a commercially sustainable manner, thereby reducing the burden of support from Government of Pakistan.

Kamyab Jawan program is providing essential funding to HEC and NAVTTC to accelerate the expansion of Business Incubation Centers by introducing blended incubation model. HEC's BICs will provide 500,000 trainings in entrepreneurship and provide blended incubation for all HEC accredited universities across Pakistan

to graduate 5,000 start-ups from BICs, established in all Universities of Pakistan. Similarly TVET sector through NAVTTC aims to provide 500,000 trainings in entrepreneurship and blended incubation for top 300 technical training centers across Pakistan to graduate 5,000 start-ups from the blended incubation

centers. Besides funding to the universities and technical colleges, business loans worth PKR 100 Billion are also made available to young entrepreneurs through Youth Entrepreneurship Scheme (YES).

The Goals & Timelines

- Provide support to all universities and vocational

training centers in developing capacity in incubation services that can be offered to any student that is willing to start their own business, generating 10,000 startups by 2023.

- Enable a culture of technology innovation by engaging 100,000 students in the process of learning new technologies and coming up with innovative ideas by 2023.
- Streamline startup funding process to reduce government risk and increase the probability of entrepreneurial success, providing seed grants to youth entrepreneurs.
- Facilitate a national startup ecosystem under the banner of Startup Pakistan to support the potential creation of 1 million startup jobs.
- Engage overseas Pakistanis from developed nations to empower young technology entrepreneurs, providing guidance, opening markets, and investing their intellectual and financial capital.

Start-up Pakistan program is the development of Business Incubation Centers in the top 50 universities of the country. 500,000 students will be incubated in the first phase of this project and out of these students if only 0.1% will get success then there will be 500 new ventures in the market creating job opportunities and ensuring economic growth.

JAWAN MARKAZ INITIATIVE

An engagement platform for the youth of Pakistan



Jawan Markaz is an interactive platform for engaging, counselling and mentoring youth both through physical and digital sources. It offers access to facilities like sports, social engagements, career counselling and mentoring not only through physical interaction but also by leveraging digital media.

COMING SOON





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