



Press Release

10,000 to Complete Chief Minister's e-Rozgaar Program Training

Lahore, November 27, 2017

10,000 candidates to complete the training for the CM's e-Rozgaar Program by February 2018. Number of candidates trained depends on the capacity of lab ranging from 100 – 300 in each cycle per center. The Chief Minister's e-Rozgaar Program established by the Punjab Information Technology Board (PITB) aims to provide training to budding freelancers to help improve their skill set and assist them in earning a sustainable income and achieve upward economic mobility. This was informed in a meeting chaired by Dr. Umar Saif founding Vice Chancellor Information Technology University (ITU), Chairman Punjab Information Technology Board (PITB) and Advisor to CM here today.

Dr. Saif said that “The program is catering to the strata of the educated but unemployed graduates and aims to reduce the rate of unemployment by encouraging self-employment through internet-based freelance work opportunities”.

The meeting was informed that 24 centers in the province of the Punjab have been established at Government College for Women University Sialkot, University of Engineering and Technology Taxila, COMSATS Attock, Wah Cantt, Sahiwal, University of Gujrat - Sub Campus, Rawalpindi, Punjab University Jhelum, University of Gujrat, Main Campus Gujrat, Punjab University Gujranwala, Lahore College for women University Lahore Campus, Punjab University Main Campus, Lahore, Government College for Women University, Faisalabad, Agirculture University, Faisalabad, FAST Chiniot, University of Sargodha Main Campus Sargodha, Bahauddin Zakariya University Multan, NFC Multan, Post Graduate College Okara, Khanewal, University of Education Vehari, Hafizabad, Sheikhpura, Information Technology University (ITU), the Punjab, Lahore and University of Engineering Technology (UET), Lahore.

The training curriculum is broken down into three course racks and one training track. The course tracks are Technical (coding, website development etc.), Non-technical (blogging, content writing, digital marketing etc) and Creative Design (graphic design, logo design, concept design, website design etc). The candidates need no prior experience for non-technical and creative design domains and need minimum education/relevant degree for the technical domain. In First Cycle, PITB had registered 33,109 applications from graduates. Selected candidates are being given three months training for freelance self-employment. Five centers are dedicated for female candidates.

Students have started building their online platforms with the highest number of accounts on Fiverr, followed by profiles on UpWork and PeoplePerHour. The average rate of income is \$91.29 per order where the highest value order has been of \$1,000 and total earnings of \$9,000 approximately. The latest centres opened in Sahiwal, Jhelum and Faisalabad are on average taking orders of \$15.8 per candidate.

According to a report published by UpWork in 2014, Pakistan ranked third in global freelancing. In view of the widespread scope for freelance work, a series of workshops were planned by TechHub Connect that led to the adoption of a freelancing model which culminated in the e-Rozgaar Program.