

# **Skill Development Foundation (SDF)**

## **Vocational Education Support Program (VESP)**

### **1. Organizational Strength & Credibility**

- Skill Development Foundation (SDF) – Registered non-profit (Reg. No. DGSW(S) 2581 – Directorate General Social Welfare)
- Established under Skill Development Council Karachi (SDC), an autonomous body formed in 1995 by the Government of Pakistan (National Training Ordinance 1980 – Amended 2002)
- 30+ Years of Excellence in Vocational Training
- 150,000+ Individuals Trained across multiple trades
- 75+ Training Partners across Karachi & Sindh
- Strong Industry Linkages & Employer Network

### **2. Why This Program Works (Our Advantage)**

- 30+ years of vocational training excellence (SDC)
- 150,000+ individuals successfully trained
- 75+ training centers across Karachi & Sindh
- Strong employer linkages for job placement
- Proven systems for monitoring, evaluation, and transparency

### **3. The Problem We Are Solving**

Pakistan faces a critical skills and employment gap:

- High youth unemployment
- Limited access to market-relevant skills
  
- Financial barriers to vocational education

- Weak job placement systems

Thousands of capable individuals remain unemployed—not due to lack of potential, but lack of opportunity.

#### 4. Our Solution: VESP

The Vocational Education Support Program bridges this gap by providing:

- Subsidized and fully funded vocational training
- Industry-aligned skill development
- Career counseling and job placement
- Freelancing and entrepreneurship pathways

#### 5. Program Objectives

- Provide access to vocational training for underserved communities
- Develop employable, industry-relevant skills
- Empower women through income generation
- Enable job placement and self-employment
- Support economic growth through workforce development

#### 6. Target Beneficiaries

- Unemployed youth
- School dropouts
- Low-income individuals
- Women seeking financial independence

#### **Priority Groups:**

- Widows
- Orphans
- Persons with disabilities
- Families below the poverty line

**Age Group:** 18–45 years

## 7. Training Programs

### Technical Skills

- Electrician
- Mobile Repairing
- CCTV Installation
- Automobile Training

### Women Empowerment

- Beautician & Cosmetology
- Stitching & Fashion Designing
- Home-Based Businesses

### Professional Skills

- Office Administration
- Customer Service
- Retail & Entrepreneurship

### Digital Skills

- Graphic Design
- Social Media Marketing
- Web Development
- Freelancing

**Duration:** 2–6 months

## 8. Training & Employment Model

- Physical training (labs & classrooms)
- Online learning platform
- Practical hands-on training
- Career counseling
- Resume building & interview preparation
- Direct job placement support

## 9. Expected Impact (Year 1)

- 300–500 students trained

- 200+ scholarships provided
- Minimum 40% women participation
- 60% employment rate
- 20% freelancers
- 30–50 small businesses launched

## 10. Human Impact Story

A young dropout with no income joins a 3-month vocational course. Within weeks of completion, he secures a stable job and becomes the primary earner for his family.

This transformation is not an exception, it is the outcome we aim to replicate at scale.

## 11. Sponsor Value Proposition

### Brand Visibility

- Logo placement on certificates, banners, and training centers
- Recognition in events and official communications

### Marketing & PR Exposure

- Social media campaigns featuring sponsor
- Video stories of sponsored students
- Press and media coverage opportunities

### Talent Pipeline

- Direct access to trained and skilled workforce
- Recruitment opportunities for sponsors

### CSR & Impact Positioning

- Alignment with Sustainable Development Goals (SDGs)
- Strong addition to annual CSR reporting

### Measurable Impact Reporting

- Number of students sponsored
- Employment outcomes
- Gender impact statistics

## 12. Sponsorship Packages

Silver Sponsor – PKR 500,000

- Sponsor 25 students
- Logo on certificates
- Social media mentions

Gold Sponsor – PKR 1,000,000

- Sponsor 50 students
- Branding at training centers
- PR and media coverage

Platinum Sponsor – PKR 2,000,000+

- Sponsor 100+ students
- Exclusive branding rights
- Featured impact stories and videos

## 13. Budget Overview

- Cost per student: PKR 20,000

**Total Budget:**

- 300 Students: PKR 5,700,000
- 500 Students: PKR 9,500,000

## 14. Funding Structure

- CSR Contributions
- Donor Funding
- Zakat Contributions
- Partial Student Fees

## 15. Transparency & Monitoring

- QR-based attendance tracking
- Performance monitoring
- Regular assessments
- Employment tracking
- Detailed sponsor reporting

## 16. Sustainability Strategy

- Corporate partnerships
- Paid training programs
- Corporate training services
- Alumni contributions

## 17. Call to Action

We are currently onboarding partners for Phase 1.

This is an opportunity to:

- Transform lives
- Strengthen your brand
- Contribute to national development

We invite you to partner with SDF and become a driving force in building a skilled and empowered workforce.

**Let's create impact—together.**

**Skills → Employment → Economic Independence**