



## ASK Development

ASK Development is committed for maximizing human potential through development of skills, knowledge and attitude. It is the youth development, and management consultancy firm engaged in providing multitudes of services to corporate, public and development sectors at various levels.

Since its inception, ASK Development has been actively involved in human development through collaboration and partnership with international & local NGOs as well as the private sector organizations. ASK team with more than 16 years of experience has conducted a number of human development programs for more than 100 organizations. This has led to ASK Development being recognized and reputed as a professional, capable and reliable organization in Pakistan and its neighboring countries. There is hundred percent similarity between the goal of the ASK -maximizing human potential and the project- jobs for economic growth of the country which ultimately for social and economic stability in Pakistanis.



## How can you contribute?

- Employer:** Employ Skilled & trained young graduates
- Professionals:** Share your experiences as Guest speaker
- Social workers:** Help us finding the right candidate



## Background

Present recession has led to an increase in the unemployment in the country especially, amongst the youths, the largest segment of our population. The situation is especially alarming if you consider their vulnerability to unlawful temptations. The employment conditions are made worse by simple fact the many of our youths even though academically qualified lack job related skills.

This situation calls for sound strategies build around creating and providing job opportunities to the youths. This will not only help control and reduce poverty but will also, help them become productive members of the society.

## Project Introduction

The Pakistan Jobs project is a USAID funded project designed to improve the competitiveness of the Pakistani economy by strengthening systems for workforce development, encourage Pakistani companies to invest in human capital, and improving access to training, jobs and business opportunities for youth (male and female).

The four components are:

- (1) Industry Sector-Led Technical Training;
- (2) Employability, Job Placement, and Entrepreneurship for Secondary School and University Graduates;
- (3) Integrated Work and Learning Program for Less-Educated Youth;
- (4) Youth Employability Exchange Systems.

The overall objective is to improve employment for youth and women, increase their incomes and contribute to increased productivity.

## Project Objective

To provide skills training to 750 unemployed youth and their job placement in Pharmaceutical, Call Centers, Construction, and other SMEs. The project will contribute and improve employment in Pakistan.

- Training the youth to meet the needs of the industry by providing entry level skills
- Providing employment opportunities to the youth
- Developing linkages between the youth and employers/industry



## Project Partners

ASK Development has initiated this innovative project for training, development and job placement of youth. It is funded by USAID and implemented with the support of Care International Pakistan.

## Project Focus Areas

The project areas are in 3 provinces' in following cities: **Karachi, Lahore, Islamabad/Rawalpindi, and Peshawar**

## Selection Criteria of Trainees

- Unemployed males and females under the age of 25 years.
- Preferably from lower income group families
- Youth from minorities fulfilling criteria will be welcomed.
- Fresh Graduates with good grades
- Have basic computer/IT know how
- Females will be encouraged for all courses



## Training Program

ASK has designed following courses in consultation with professionals in relevant industries so that the participants will be trained intensively by qualified and experienced trainers according to the market required skill set.

Medical Reps for Pharmaceutical Industry

Plumbing & Electrical Work

CSR Course Call Center

Vital Job Skills

( for admin assistants, receptionists, sales persons & secretaries)

Each course is 10- to 15 day's duration and includes industry specific contents, handouts and field work. The HR managers & other departmental heads from industry will orient the participants specifically and play a role in their grooming for job placement.

## Job Placement of Youth

ASK has evolved a strategy for building linkages with prospective employers. ASK has managed to get signed MOUs and job commitments by chambers, associations and employers for trained youth during the project. A free job ([www.askjobs.org](http://www.askjobs.org)) portal has been launched to connect trainees and employers. Trainees and employers/SMEs can create and manage free accounts for jobs & recruitment. ASK will organize seminars and symposiums in different cities to create awareness and develop linkages for youth employment

## Project Benefits

There are 750 youth (male & female) direct, their 5250 family member and 400 plus employer organizations are indirectly beneficiaries of this project. We will train and place youth on jobs in following segments:

Pharma (On Job)	Pharma (Fresh)	Call Center	Vital Job Skills	Construction	Total
120	240	120	150	120	750

The project includes networking and linkages with employers, associations, chambers and media for communication aiming at creating employment opportunities. This process will sensitize the industry towards youth employment and their accommodation in main stream business to avoid their involvement in unhealthy activities. This sensitization will have impact on future employment trend.

