

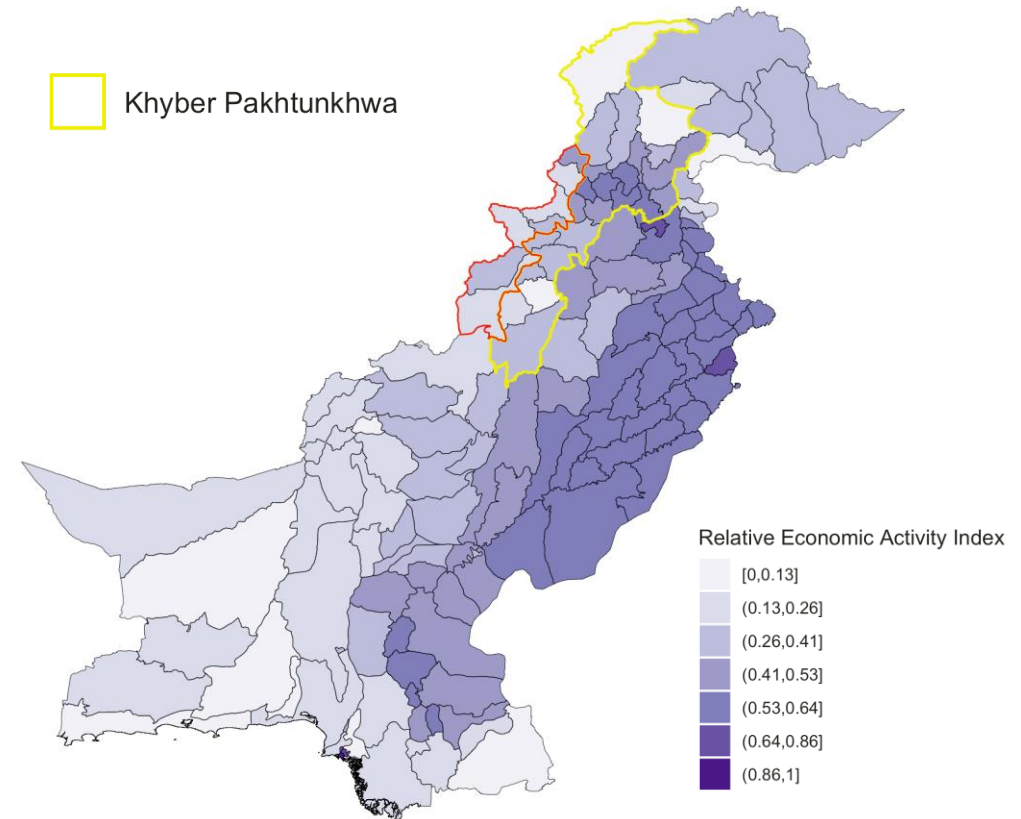
Youth Inclusion in the Digital Economy in KP

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Context

- ▶ **Youth bulge in an underdeveloped province coming out of conflict**
 - ▶ Province with the largest youth population in Pakistan
 - ▶ 20 million youth (< 30 years) making up half the population
 - ▶ Unemployment rate at 12 percent
- ▶ **Talent pool compatible with demands of digital economy**
 - ▶ Half of the population speak English as a second language
 - ▶ Over 78 universities and 6000+ university graduates in IT fields
 - ▶ Ranked #4 for freelance development work in the world
 - ▶ Highest per capita rate of skilled freelancers in Pakistan
- ▶ **Semi-autonomous government agency with a mandate to expand digital access, digital economy, digital governance, digital skills**



Economic Activity Index for Pakistan

Note: Rescaled sum of Economic Activity Indicators: nightlights and irrigation
A higher value represents higher level of economic activity

Two types of “integration”

POLICY level

An integrated approach to building strategic partnerships and dialogue

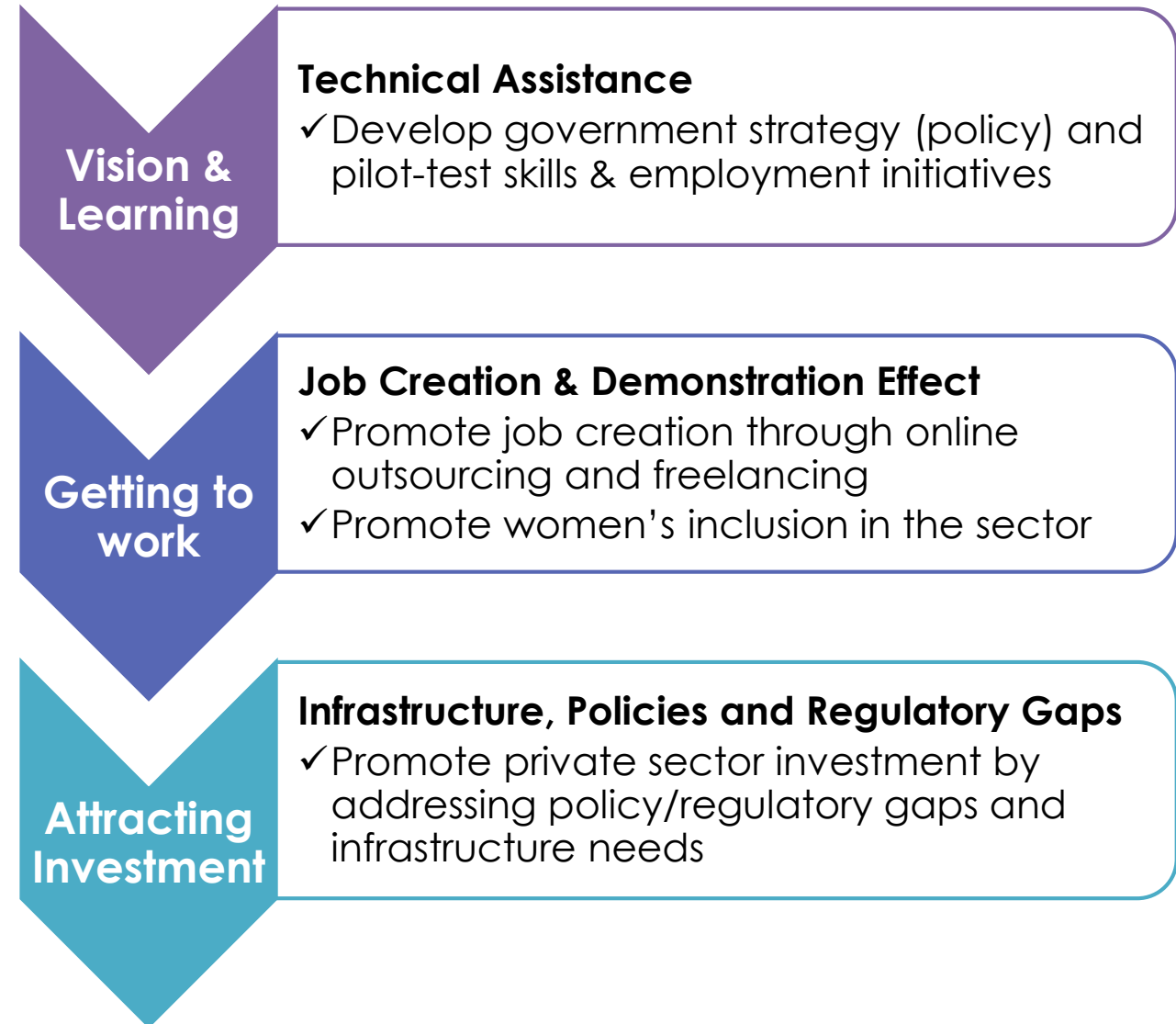
PROJECT level

An integrated approach to job creation under an investment project

POLICY

Three-Phase Approach to building a holistic program

- ▶ Leveraging the World Bank instruments
- ▶ Develop an integrated program
- ▶ Address demand- and supply-side constraints



Step 1: Setting a Strategic Vision, Testing and Learning

- ▶ Developed Pakistan's first provincial **Digital Strategy** (adopted as Government **Policy!**)
- ▶ Promoted investor interest & forged networks through **Digital Youth Summits** conducted annually
- ▶ Trained youth in **digital skills** ranging from basic digital literacy to advanced skills in Graphic Design, WordPress, Data Science and Internet of Things
- ▶ Piloted government-run **skills/employment program** and promoted **entrepreneurship** through co-working spaces for freelancers
- ▶ Improved services for provincial agencies through an **innovation fellowship program**

Khyber Pakhtunkhwa
Digital Policy



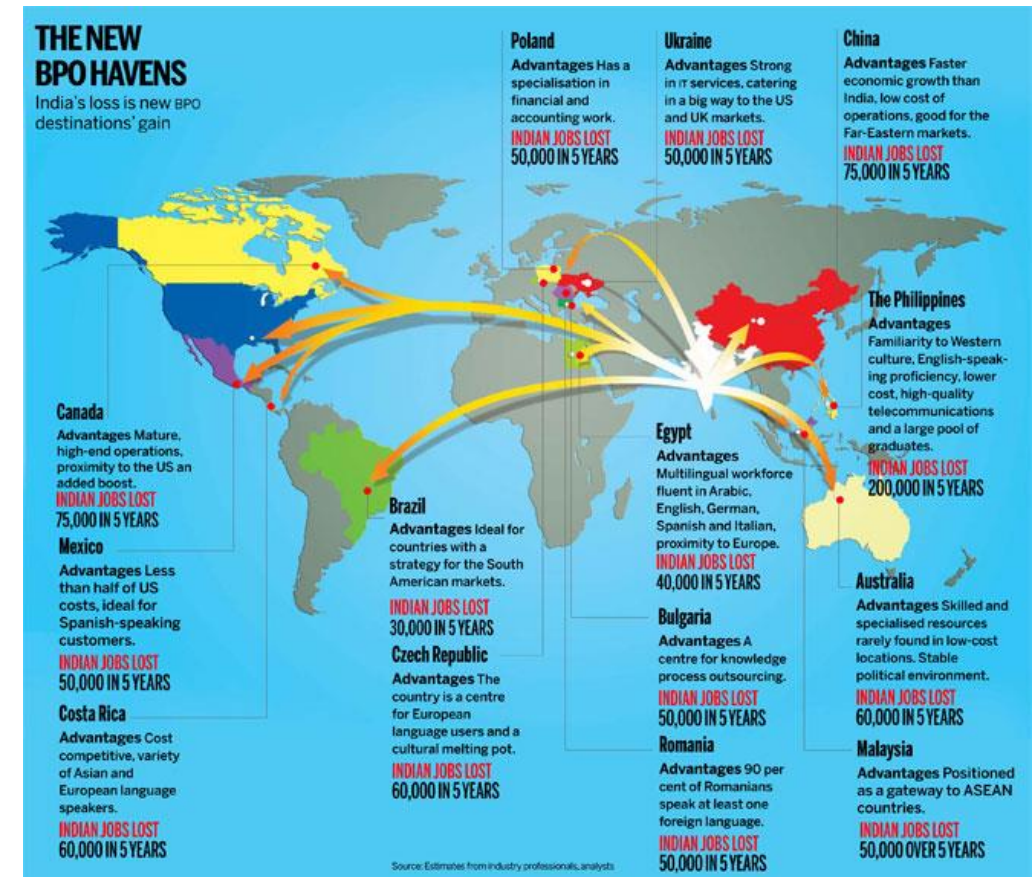
**KPYOUTH
EMPLOYMENT
PROGRAM**
Digital Skills for All


**DIGITAL YOUTH
SUMMIT 2017**

durshal+ Community
Innovation Lab
A Project of KPITB

Step 2: Getting youth to work & demonstrating implementation

- ▶ Leverage Pakistan's growing role in the global **Business Process Outsourcing (BPO)** industry to create jobs through BPO-ready spaces
 - ▶ Global Services Location Index (2017) ranks Pakistan at 30 out of 55
 - ▶ Competitive costs of operation estimated 30% lower than India
- ▶ Promote digital entrepreneurship and freelancing through an **online platform partnership** to match jobs to trained youth
- ▶ Expand the network of publicly available, **gender-inclusive co-working spaces** to promote women's inclusion in the digital economy
- ▶ **Room for "INTEGRATION" – stay tuned!**



PROJECT

Digital Jobs in KP



1,000 full-time jobs
under BPO Ready
Spaces



500 digital jobs
through online
outsourcing

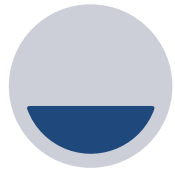


3000 trained women
on digital skills



Incubation
opportunity for 15
women-led startups

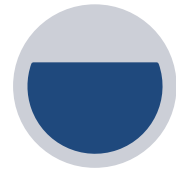
Other constraints & integrated solutions



Limited access to payment options

Explore various payment options (in progress)

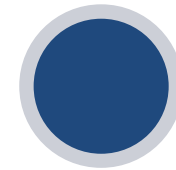
Explore digital identity and credibility tools



Limited demand for skills

Generate demand through local SMEs

Link freelancers with “government gigs” through a trusted platform



Limited access to finance

Establish a seed funding facility for digital entrepreneurs

Preference for female-led startups

Step 3: Addressing gaps in the investment ecosystem

- ▶ **“Digital Access” - Expand Broadband Connectivity**
 - ▶ Develop fiber-to-home network in major cities across the province
 - ▶ Ensure that internet access is affordable and inclusive
- ▶ **“Digital Services” - Build Citizen Facilitation Centers**
 - ▶ Consolidate back-end digital services necessary for digitization of services
 - ▶ Provide an enabling environment and facilities for private sector development
 - ▶ Provide citizens with one-stop shops to receive common public services in an automated way
- ▶ **“Digital Ecosystem” - Promote investment-friendly Policies and Regulations**
 - ▶ Sustain the digital transformation and promote private sector investment and expansion of digital networks



▶ Please send comments to etas@worldbank.org