

e-Rozgaar Center University of Mianwali

Report for Post-Project Continuation



Report Coverage

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- e-Rozgaar Program Achievements
- e-Rozgaar Center Dashboard
- Facilities in e-Rozgaar Center
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- e-Rozgaar Current Policies.
- Freelancing Platforms
- Physical & Online Training Institutes in Mianwali.
- Freelancing Courses Fee in Sargodha Region
- Suggestions
- How e-Rozgaar Trainings can benefit the Youth & Country

Why Government of Punjab Started e-Rozgaar Program?

" In the backdrop of soaring unemployment and financial challenges it became a paramount duty of the government to steer the educated youth of the province in the right direction. Hence, Punjab Information Technology Board and Youth Affairs and Sports Department decided to establish e-Rozgaar centers in 36 districts of Punjab to provide training to budding freelancers and enhance their professional capabilities. One of the major objectives of this project is to provide training opportunities to youth for self-employment using internet based freelancing"

Vision

The vision is to reduce unemployment and drive economic growth in Pakistan by increasing inflow of foreign currency

How e-Rozgaar Program Benefited The Unemployed Youth Across the Punjab?

CANDIDATES TRAINED	MORE THAN 38000
EARNINGS AFTER TRAINING	MORE THAN PKR 3.5 Billion
EARNINGS DURING TRAINING	MORE THAN PKR 430 Million
ACTIVE TRAINING CENTERS	ACROSS PUNJAB 45
DEDICATED FEMALE CENTERS	ACROSS PUNJAB 05
FEMALE PARTICIPATION	ACROSS PUNJAB 54%



e-Rozgaar Center Dashboard

E-Rzogaar Center	University of Mianwali
Established by	Prof. Dr. Shahid Muneer Vice Chancellor
Focal Person	Zaigham Raza Khan Niazi
MOU (Center Establishment) Date	05th January, 2018
MOU (Post-Project Continuation) Date	21th June, 2022
MOU (Post-Project Continuation) Signed by	Prof. Dr. Islam Ullah Khan
First Training Batch Started	1st july, 2018
Current Batches in Progress	14
Total Graduates till batch 13	459
Verified Earnings of Trainees	USD 256,897\$ (4,6241460 PKR)
Total Shortlisted till Batch 14	2078
Sitting Capacity in Lab (in Each Domain)	70

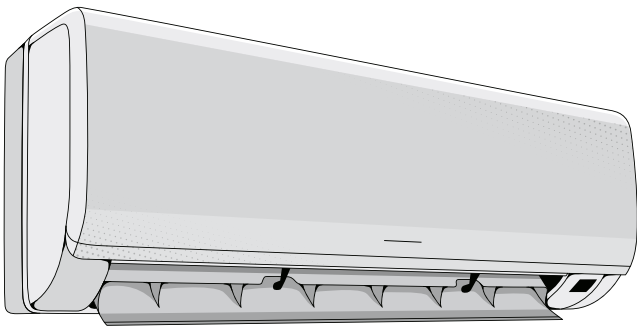
Facilities Provided to Trainees During Lectures in e-Rozgaar Center



LAPTOPS



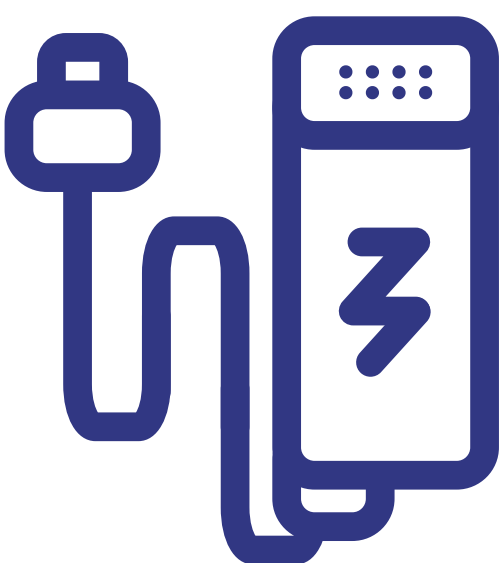
INTERNET



AIR CONDITIONERS
(INVERTERS)



WATER



POWER BACKUP

e-Rozgaar Center Gallery



e-Rozgaar Center Assets

Laptops (70)	Air Conditioners (Inverters) (0 3)	Scanner (01)	Blinders & Curtains (08)
Student Chairs (70)	IP Cameras (04)	Printer (01)	Rostrum
Student Tables (70)	Water Dispense (01)	Bio Metric Device (01)	White Board (01)
Projector & Projector Screen (01)	Ceiling Fans (18)	Portable Speakers (Small)(01)	LED Lights (39)
PTCL Landline Set (01)	Sound Hand Mic (02)	NVR (01)	head Mic (1)
Staff Furniture	Guest Chairs (02)	Standeers 2	Wi-tek switch (01)
UPS (Not Installed)	Nano Station M2 (Access Points) (02)	PTCL Wireless Router (01)	Tripod Stand
Un-Used Cables	Notice Board	Main Electricity Board	Stationary

PITB Criteria For e-Rozgaar Lab Staff

■ CRITERIA FOR LAB MANAGER

- HEC Verified Education completed (16 Years)
- Relevant Work Experience
- Advanced Communication & Correspondence Skills
- Can travel to different Districts
- Team Player

■ CRITERIA FOR TRAINERS

- At least 5 years of Freelancing Experience
- Top Rated Freelancing Profile
- Teaching/Training Experience will be preferred



e-Rozgaar Center Team Details

Name	Designation	Per Month Salary	Qualification	Total Experience	Strengths
Asad Qureshi	Lab Manager	HR	<ul style="list-style-type: none">Bachelors in Public Administration (16 years)Microsoft certified	06 Years	<ul style="list-style-type: none">02 Years of Experience at PLAN International Organization.SAP and Quickbook ExperienceMicrosoft Certified Trainer (Word and Excel)Professional Trainings from International Organization.
Muqaddas Amir	Trainer - Content Marketing & Advertising	HR	<ul style="list-style-type: none">MSCS	08 Years	<ul style="list-style-type: none">BloggerTop Rated FREELANCERSEO ExpertSocial Media Marketing Expert
Ikram NIAZI	Trainer - Creative Design	HR	<ul style="list-style-type: none">BS English literature	15 Years	<ul style="list-style-type: none">Top Rated Freelancerecommerce ExpertGraphic designer TrainerDligital marketer

e-Rozgaar Team Job Duties



LAB MANAGER TRAINER JOB DUTIES

- Managing and monitoring the e-Rozgaar center.
- Providing assistance to the freelancing trainees in the e-Rozgaar center.
- Coordination with the core team and freelance trainers.
- Look after the equipment installed and being used by the trainees in the e-Rozgaar center.
- Monitor the progress of the trainees and provide effective feedback.
- Conduct Awareness Activities during Admissions.
- Prepare quarterly and Annual Statements of Account.
- Collect data from Trainees and Prepare Reports.
- Perform other duties as assigned and required.
- Develop a detailed presentation in the form of a report to be sent to Management in each Training batch.
- Managing and monitoring the network infrastructure, providing second-level troubleshooting
- Support and ensure production documentation is accurate and up to date
- Timely resolved trainee's software and hardware related quires
- Updating network equipment to the latest firmware releases.
- Designing & implementing new network solutions and improving the efficiency of current networks/Systems.
- Efficient in online and physical modules if required

TRAINER JOB DUTIES

- Teaching and providing freelancing training to the trainees
- Coordination with core team and training managers
- Support in screening of participants relevant to the training program
- Interview participants for the training and make selection
- Deliver the training timely and effectively
- Design and set up a monitoring and follow up mechanism to ensure trainees access on-line work opportunities after graduation
- Monitor the progress of the trainees and provide effective feedback
- Develop a detailed presentation in the form of a report to be sent to Management Team every 3 months
- Freelancing trainer will come on part time basis to deliver training for 10 to 20 hours per week
- Perform other duties as assigned and required

e-Rozgaar Center Courses and Content.

TECHNICAL DOMAIN

- Web Development Basics
- HTML & CSS
- SQL
- PHP & MySQL (Dynamic Websites)
- Building Websites using WordPress
- Custom Content Type in WordPress
- WordPress Theme & Plugin Development

CONTENT MARKETING & ADVERTISING (NON TECHNICAL)

- Content Marketing
- Content Writing
- Search Engine Optimization
- Social Media Marketing
- Search Engine Marketing
- e-Commerce
- Blogging
- YouTube Marketing
- Marketing Funnels
- Email Automation

CREATIVE DESIGN

- Adobe Photoshop
 - Adobe Illustrator
 - Adobe InDesign
 - Logo Designing
 - Corporate Identity Kit Designing
 - Social Media Kit Designing
 - T-Shirt Designing
 - Book Cover Designing
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Online Courses of e-Rozgaar Program

E-COMMERCE

- Setting Up Local E-Commerce Store In Pakistan Via Shopify
- Amazon VA
- Selling Skills Related To E-Commerce On Freelancing Platforms
- Setting Up Payment Gateways
- Facebook/Instagram For E-Commerce Store Marketing
- Shopify Store
- Dropshipping Store
- Product Sourcing
- Product listing and order management

DIGITAL AND SOCIAL MEDIA MARKETING

- Google and YouTube Ads Campaign
- Facebook and Instagram Ads Campaign
- Email Marketing Campaign
- Audience Research
- Ads Setup and Management
- Market Research

UI/UX DESIGN

- Introduction to UI/UX Design
- Design Fundamentals
- Create quick wireframes
- Design professional & responsive website
- design professional mobile apps
- Portfolio building on Behance
- How to get UI/UX projects online

MOBILE APP DEVELOPMENT

- Hybrid App Development
- Flutter & React Native Framework
- Dart, Javascript and OOP
- Building Layout & Dynamic Uis
- Device Resources Programmatically
- Basics to Advanced Concepts of Android & IOS
- Freelancing & Profiling Building



e-Rozgaar Current Admission Criteria

- 16 YEARS OF EDUCATION.
- PUNJAB DOMICILE
- AGE BELOW 35 YEARS

e-Rozgaar Current Admission Process

- REGISTRATION ON E ROZGAAR WEBSITE (PORTAL)
- TEST (30 MCQS - ONLINE TEST - 30 MINUTES)
- SHORTLISTING
- DOCUMENTS VERIFICATION
- CLASSES

e-Rozgaar Current Graduation Criteria

- 80% ATTENDANCE
- PROFILE LINKS
- WEEKLY FEEDBACK



e-Rozgaar Current Classes Schedules























Monday to Thursday

- TECHNICAL 10:00 AM TILL 12:00 PM
- NON TECHNICAL 12:00 PM TILL 02:00 PM
- CREATIVE DESIGN 02:30 PM TILL 04:30 PM

Friday

- TECHNICAL 10:00 AM TILL 11:15 AM
- NON TECHNICAL 11:15 AM TILL 12:30 PM
- CREATIVE DESIGN 02:30 PM TILL 03:45 PM

Freelancing Platforms & Tools

Physical Freelancing Institutes in Mianwali

Institute Name	fee	Key Points
Freelancing Mianwali	Rs 45000/- Per course	<ul style="list-style-type: none">• 02 months duration• limited skills training• providing basic training• unskilled trainers• High Fees
Innovative sun	Rs 10,000/- to Rs 25,000	<ul style="list-style-type: none">• 02 months duration• limited skills training• providing basic training• trainer using e rozgaar name to attract a candidate

Online Freelancing Institutes in Mianwali

Institute Name	fee	Key Points
Brakley	Rs 25000/- to Rs 150,000	<ul style="list-style-type: none">• Only E-Commerce Training• Well Reputed• Very Expensive
iSkills	Rs 45,000/-	<ul style="list-style-type: none">• Non Technical Course only• 06 Months Duration.• Ex e-Rozgaar Trainer
Digi Skills	Free	<ul style="list-style-type: none">• Limited Skills.• Executed by Virtual University• Recorded Videos
National Freelance Training Program (NFTP)	Rs 5000/- Per Month	<ul style="list-style-type: none">• Executed by PITB• Online Trainings• Same Domains as e-Rozgaar.
Sidra Naseem Skills Hub	RS 10000/- TO RS 30000/-	<ul style="list-style-type: none">• 02 months duration• limited skills training• providing basic training• unskilled trainers

Freelancing Training Courses Fee in Mianwali

Course Name	fee
Freelancing	Rs 5000 to Rs 20000
Technical	Rs 15,000 to Rs 25,000
Content Marketing & Advertising (Non Technical)	Rs 25,000 to Rs 45,000
Creative Design	Rs 20,000 to Rs 30,000
e-commerce	Rs 25,000 to Rs 45,000

Suggestions

- ADDITION OF E-COMMERCE COURSE IN PHYSICAL CLASSES
- COURSES FEE CAN BE DECIDED BETWEEN RS 5,000 TO RS 20,000
- COMPULSORY FOR 07TH OR 08TH SEMESTER TO JOIN E-ROZGAAR COURSES
- COURSES CONTENT CAN BE REVISED
- 2 COURSES FOR EACH TRAINER
- 2 MONTHS COURSE DURATION
- REVISE AGE LIMIT (NO AGE LIMIT)
- REVISE EDUCATION CRITERIA, FA, FSC EQUAL TO 12 YEARS EDUCATION
- IN-DEMAND SKILLS CAN BE ADDED



How e-Rozgaar Training Can Benefit The Youth & Country

- UNIVERSITY STUDENTS SKILLED AND GET JOBS
- REDUCE UNEMPLOYMENT
- SELF-EMPLOYMENT FOR THE YOUTH USING INTERNET-BASED FREELANCING
- EMPOWERING WOMEN
- MULTIPLE SOURCES OF INCOME
- GLOBAL EXPOSURE
- INCOMES IN DOLLARS WILL BOOST ECONOMY
- PRODUCE BRILLIANT QUALITY OF WORK
- PEOPLE CAN SUPPORT FAMILIES
- SKILLED PEOPLE CAN TRAIN MORE PEOPLE IN THEIR AREAS AND CAN BUILT TEAMS
- LOCATION FLEXIBILITY
- BETTER LIFESTYLE



Thank you

Prof. Dr. Islam Ullah Khan
(VICE-CHANCELLOR)

Muhammad Zaigham Raza
Khan Niazi
(Focal Person e-Rozgaar)

Prepared By:
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(Lab Manager E-Rozgaar)

