



Peoples Information Technology Program (PITP)

An Initiative of Information Science & Technology Department, Government of Sindh

BATCH-01 COMPREHENSIVE REPORT

SEPTEMBER 23 – NOVEMBER 15, 2024

IMPLEMENTATION BY SUKKUR IBA UNIVERSITY

SUKKUR – LARKANA – SHAHEED BENAZIRABAD

Introduction of PITP Program

In response to the increasing demand for skilled professionals and the need to bridge the supply gap of industry-ready talent, the Government of Sindh, through its Information Science and Technology Department (IS&TD), has launched a series of targeted Human Capital Development Programs aimed at boosting employability and equipping youth with relevant technical and professional skills. One of the cornerstone initiatives under this framework is the **Peoples Information Technology Program**, which is specifically designed for youth, both from ICT and non-ICT backgrounds, who have completed their intermediate education and possess basic computer and/or programming knowledge.

This program aims to provide participants with hands-on training in following emerging technologies, such as:

- Digital Marketing
- Database Administration
- Data Science
- E-Commerce
- Mobile Application
- Python
- Java
- Graphic Designing
- Web Development

These emerging courses delivered through a collaboration with the ICT faculty and industry professionals, the program is designed to ensure that participants not only acquire in-demand technical skills but also develop the interpersonal and professional capabilities needed to thrive in a competitive work environment.

To maximize its reach and impact, the Information Science & Technology Department has partnered with three of Sindh's leading universities—

- **Sukkur IBA University**
- **NED University**
- **Mehran University of Engineering & Technology**

Ensuring that the training is delivered through reputable academic institutions with strong ties to the industry. The program is set to train approximately **13,000** young individuals, providing them with the skills and qualifications necessary to enhance the quality and quantity of human resources available to Pakistan's growing IT sector. By aligning academic training with industry needs, this initiative is expected to play a pivotal role in addressing the skill shortages in the IT industry, while also fostering long-term growth in Pakistan's technology-driven economy.

Objectives of the PITP Program

- To Train more than **13000** youth in Sindh Province and **4476** youth in Sukkur region.
- Provide accessible and free of cost IT education to empower individuals with the necessary skills to participate in the digital economy.
- Promote digital literacy among citizens to bridge the digital divide and ensure inclusivity in the digital age.
- Offering courses that are aligned with industry needs to prepare students for current and future job requirements in the IT sector.
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- Foster IT skills development to create employment opportunities locally and contribute to economic growth through the IT sector.
- Empower, especially women and youth with IT skills, thereby, promote gender equality and youth development.

Partnership with Regional Universities for Training of Youth

As part of the **Peoples Information Technology Program (PITP)**, Sukkur IBA University has formed strategic partnerships with three following leading universities in the regions of Sukkur, Larkana and Shaheed Benazirabad

- The Aror University, Sukkur
- SZABIST University Larkana
- QUEST Nawabshah

This collaboration is designed to extend the reach of the PITP program to youth in these specific regions, ensuring that they receive world-class training in emerging IT fields without the need to travel far from their local communities. The aim of this partnership is to deliver specialized training in cutting-edge IT courses such as software development, data science, and digital marketing directly at the campuses of SZABIST and QUEST. By leveraging the infrastructure, academic expertise, and local

presence of these universities, the program provides a convenient and accessible platform for young people in Larkana and Shaheed Benazirabad to acquire the technical and soft skills required to succeed in the rapidly evolving IT industry. This collaboration not only helps in reducing regional disparities in access to quality education and training but also plays a crucial role in empowering youth from these areas, equipping them with the tools needed to contribute to the growth of Pakistan's IT sector. Through this partnership, Sukkur IBA, in collaboration with SZABIST and QUEST, is working to ensure that the benefits of emerging technologies and IT education are more widely distributed, ultimately fostering economic development in these underserved regions.

Initial Registration Status of Batch-01

The registration process for the *Peoples Information Technology Program* (PITP) has seen strong participation across various centers. A total of **4330** youth applied for different courses. At Sukkur IBA University, a total of **2,519** students have registered, marking the highest enrollment. QUEST Nawabshah has attracted **1,019** registrations, while SZABIST Larkana has seen **566** students sign up. The Aror University, located in the region, has registered **175** students, and WEC Kotdiji has seen **51** students enroll. These numbers reflect a broad interest in the program, indicating a growing demand for quality IT training across different regions of Sindh.

Based on the registration data, the following courses were offered to be executed at each center.

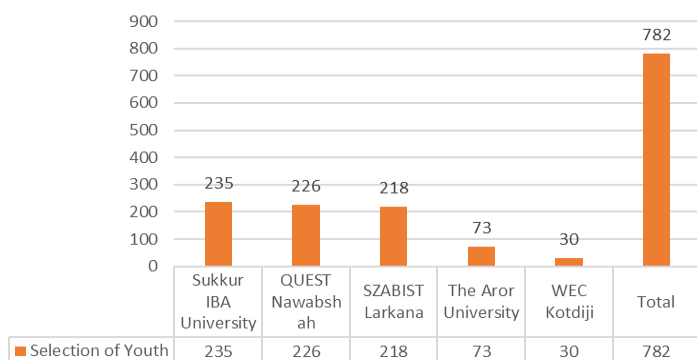
- Digital Marketing
- Python
- Graphic Designing
- Web Development
- Data Science

Course Wise Registration

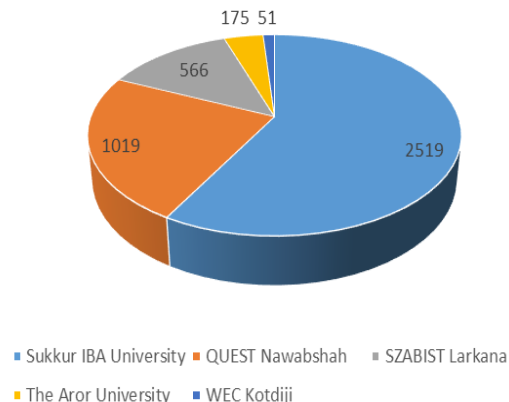
Courses	No. of Registration
Digital Marketing	764
Graphic Designing	2142
Python	861
Web Development	563

Center Wise Selection of Youth

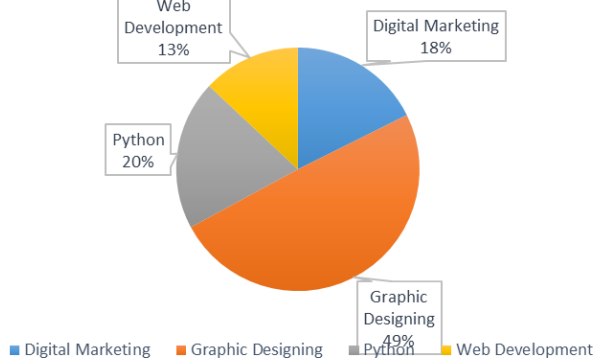
Selection of Youth Center Wise



No. of Registration Center Wise

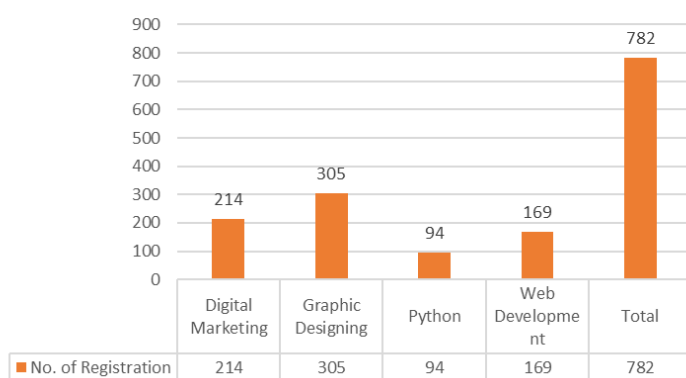


No. of Registration Course Wise

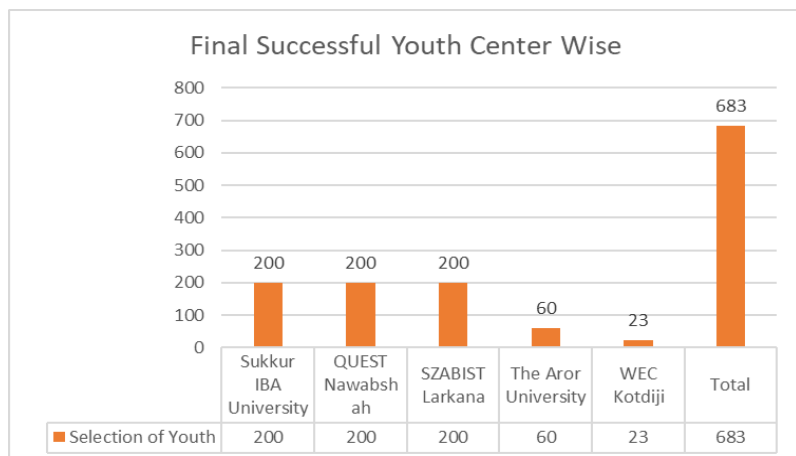


Course Wise Selection of Youths

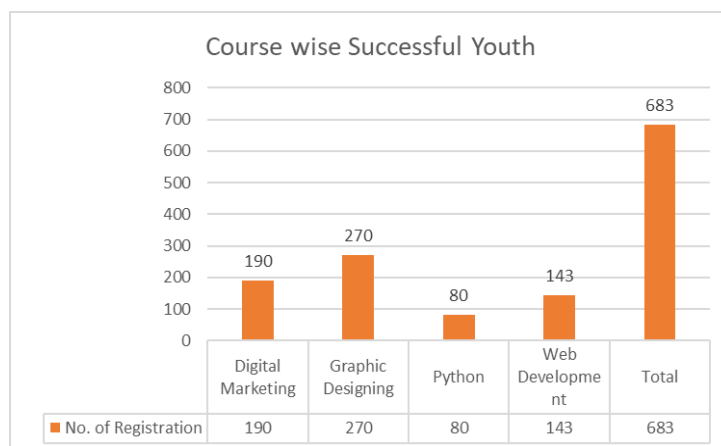
Selection of Youth Course Wise



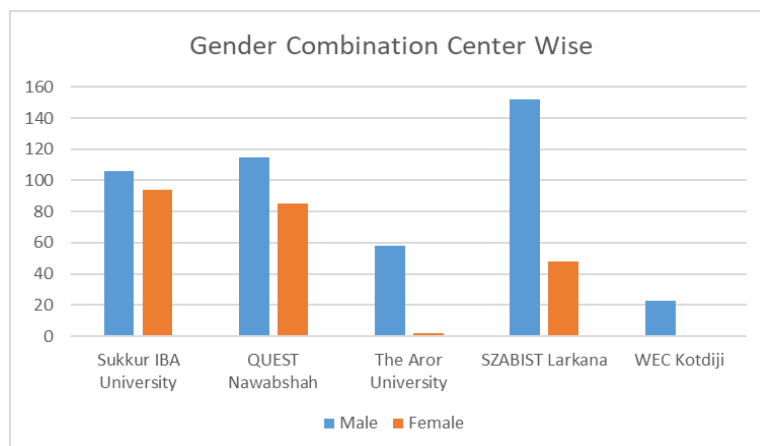
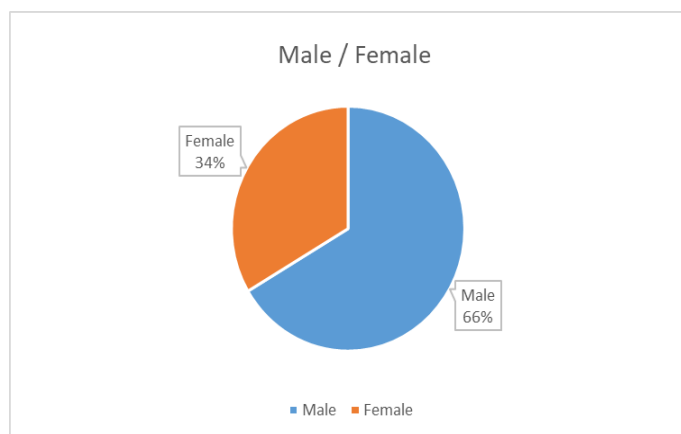
Final Successful Youth Center Wise



Final Successful Course Wise



Gender Analysis



Summary of Course Wise and Center Selection

Location	Course	Applied Candidates	Shortlisted	Selected	Drop	Successful
WEC Kotdiji	Web Development	51	35	30	7	23
SZABIST University Larkana	Digital Marketing	125	89	86	6	80
	Graphic Design	347	212	88	8	80
	Web Development	94	52	44	4	40
QUEST Nawabshah	Digital Marketing	148	68	45	5	40
	Graphic Design	450	209	89	9	80
	Python	273	72	46	6	40
	Web Development	148	58	46	6	40
The Aror University	Digital Marketing	50	40	35	5	30
	Graphic Design	125	88	38	8	30
Sukkur IBA University	Digital Marketing	441	284	48	8	40
	Graphic Design	1220	838	90	10	80
	Python	588	313	48	8	40
	Web Development	270	135	49	9	40
Grand Total		4330	2493	782	99	683

Program Design

The program emphasizes hands-on learning, enabling students to gain real-world experience through practical exercises, coding labs, and interactive sessions. In addition to regular coursework, participants will be assigned individual projects, allowing them to apply their knowledge to solve real-life problems, enhancing both their technical skills and problem-solving abilities. This combination of structured learning, hands-on practice, and project-based assignments aims to equip students with the competencies needed to succeed in the fast-paced IT industry, ensuring they are well-prepared for the workforce upon completion of the program.

Activity	Description
Course Duration	02 Months (08 Weeks)
Total Hours	120 Hours
Hours per Week / Per Day	15 Hours / Week and 03 Hours / Day
Class Starting Date	September 23, 2024
Classes End	November 15, 2024
Assessment	01 Mid Term Exam, 01 Final Exam, Project and Online Earning
No. of Instructors	01 Lead Instructor and 01 Lab Instructor for each Course

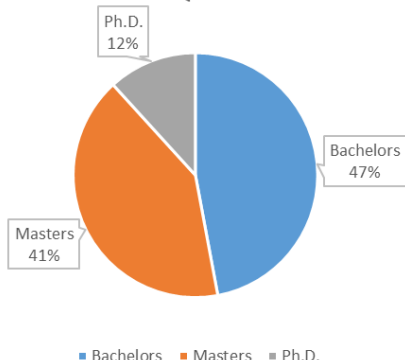
Assessment Criteria

Mid Term	Final Examination	Project	Online Earning	Total
30	30	30	10	100

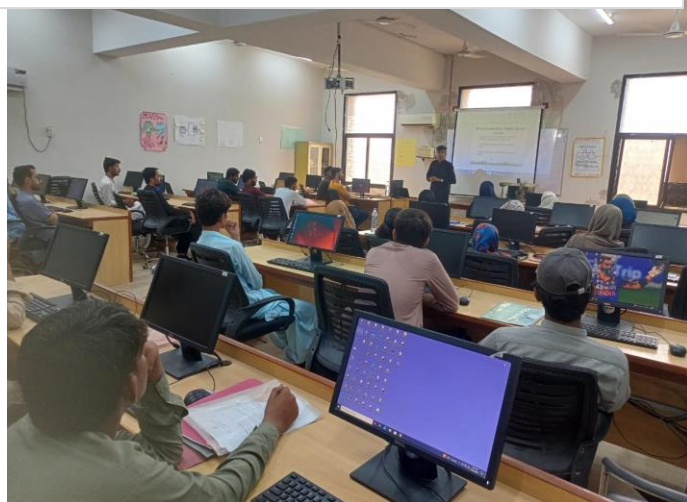
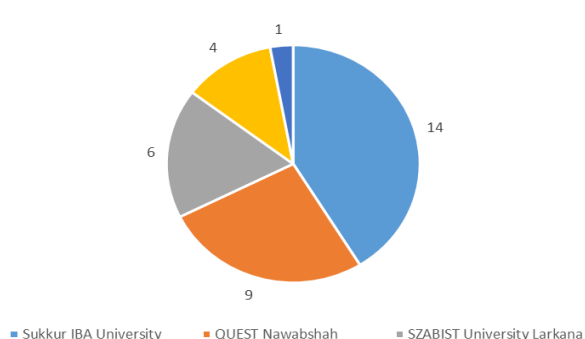
Instructor Qualification

Center	No. of Instructors Involved
Sukkur IBA University	14
QUEST Nawabshah	9
SZABIST University Larkana	6
The Aror University	4
WEC Kotdiji	1

Trainers Qualification



No. of Trainers Center Wise

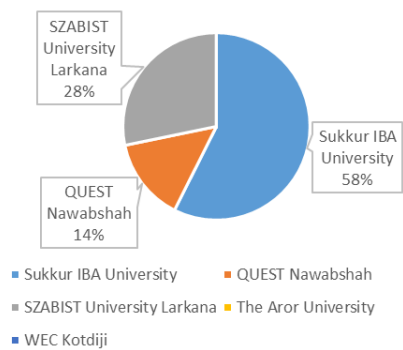


Success Stories / Employment Status

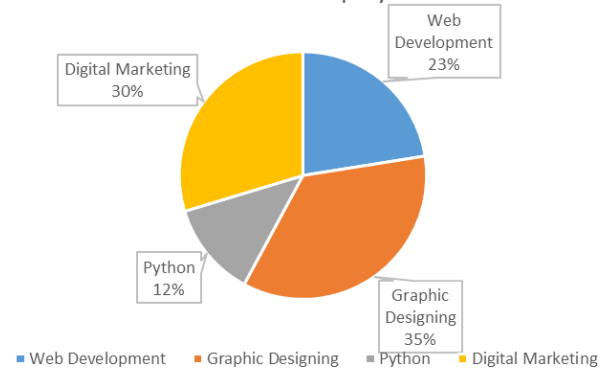
The PITP program at Sukkur IBA has seen positive outcomes in terms of employment, with **209** out of 683 students securing jobs or engaging in freelancing opportunities. The remaining students are either continuing their education or actively seeking employment. This indicates a strong trend of skill development and employability among participants, with many leveraging their training for immediate work opportunities or further academic pursuits.

Center Wise	No. of Youth	Course Wise	No. of Youth
Sukkur IBA University	120	Web Development	47
QUEST Nawabshah	30	Graphic Designing	74
SZABIST University Larkana	59	Python	26
The Aror University	0	Digital Marketing	62
WEC Kotdiji	0		

Center Wise Employment



Course Wise Employment





Congratulations

Aliza Riaz, a Digital Marketing student at PITP, recently celebrated her first freelancing milestone by earning \$100 from Kamal Raj, a risk manager in Dubai. She achieved this by crafting a standout cover letter, and resume, and optimizing his LinkedIn profile, which attracted Kamal and other clients. Aliza's dedication and the skills she developed at PITP have quickly turned her training into tangible results, setting her on an exciting path in digital freelancing. Congratulations, Aliza, on this fantastic start!



MS. ALIZA RIAZ
DIGITAL MARKETING ENTREPRENEUR



<http://pitp-sibau.com> facebook.com/sibaedc



Congratulations

We're delighted to share the success of Muskan Maryam, a Student in the People's IT Program at Sukkur IBA University. Muskan began earning during her Digital Marketing course and has started working online with Universal Furniture Shop in South Africa. She has earned 160 USD, a promising start to her journey in the digital field. Congratulations to Muskan on this achievement—this is just the beginning of a bright future!



MS. MUSKAN MARYAM
FREELANCER/DIGITAL MARKETIER



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Congratulations

We're thrilled to share that Mehak Ali, a student of Digital Marketing at the People's IT Program Sukkur Center, has successfully applied her skills by managing the social media for Sweet and Savoury Bakers, a home-based bakery in Sukkur. Through her efforts, she's helped grow their online presence and boost sales, earning herself around 60,000 PKR. Congratulations, Mehak, on this fantastic achievement!



MS. MEHAK ALI
DIGITAL MARKETING ENTREPRENEUR



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Congratulations

Abdul Wajid, a graduate of our Certified Web Developer course in the People's IT Program, has launched his own software house and already secured his first project with Hyder Bakers, Shikarpur. He's creating a website for them with an online ordering system and WhatsApp integration. Wishing Abdul Wajid great success in his entrepreneurial journey!



MR. ABDUL WAJID
ENTREPRENEUR



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Congratulations

Meet Ms. Soohn Mariyam, a student of the Certified Web Developer course under the People Information Technology Program Phase-1. While still pursuing her studies, she successfully sold a website to her client, Mahjabati Hijabs, earning an impressive Rs. 8,000. Her dedication and talent are truly inspiring, and we wish her even greater success in the future. Keep up the fantastic work, Soohn!



MS. SOOHN MARIYAM
WEBSITE DEVELOPER



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Some Glimpse of Success Stories

Sr	Name of Earners		International	Local	Total PKR	Skill
01	Muskan Maryam		160\$		45000	Social Media Marketing
02	Lareb Hassan		30000		30000	Social Media Marketing
03	M. Uffaif			3000	3000	Social Media Marketing Posts
04	M Ahsan		1250\$(Progress) + 15\$	8000 (4)	16000 + 347700 Pending	Social Media Marketing AI Work
05	Adeel Ahmed		1250\$(Progress)	16000	16000 +347700 Pending	Social Media Marketing AI Work
06	Mehak Ali		16000		16000	Social Media Marketing
07	Aisha Noor			10000	10000	Social Media Marketing
08	Alishba Rajput			12000	12000	

09	Aliza Ansari			5000	5000	Ad Campaign
10	Aliza Riaz		80\$		22220	Social Media and Resume
11	Sumaiya			7000	7000	Social Media Marketing
12	Areesha Irfan			10000	10000	GM Cloth SMM
13	Aqsa Khalid			5000	5000	Social Media Marketing
14	Hafsa Noor			15,000	15,000	Website Development
15	Soohn Mariyam			8000	8000	Website Development
16	Abdul Wajid			10,000	10,000	Website Development
17	Mudasir Hussain			30,000	30,000	Social Media Marketing

Organize Project Exhibition

The Sukkur IBA University in coordination with SZABIST University Larkana campus organized Project exhibition on the last day of the Batch-01 at Larkana where Students presented their projects developed during their courses. They were encouraged to turn their ideas into startups and to fully utilize the skills they had gained during the training.

The project exhibition event also highlighted through press release in different news channels.

<https://www.app.com.pk/domestic/szabist-uni-organizes-exhibition-with-iba-uni-pitp-to-empower-youth/>

<https://www.facebook.com/share/v/1B5Zz897zz/>

<https://www.facebook.com/share/v/15We6wp8J2/>

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