

Oct **2021** - Sep **2022**



P@SHA

Pakistan Software Houses Association for IT & ITES

Annual
Progress
Report 2022

<https://www.pasha.org.pk>

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P@SHA Central Executive Committee 2021-2022



Badar Khushnood
Chairman
Chair - E-Commerce
Chair - Human Resources (Secretariat)



Ammara Masood
Senior Vice-Chairperson
Chair - Fintech
Chair - Diversity & Inclusion



Waqas Khan Pitafi
Vice-Chairman
Chair - Industry Sub-Verticals



Barkan Saeed
Treasurer



Ali Ihsan
CEC Member
Chair Animation, Graphics and Games



Bilal Hashmat
CEC Member
Chair Special Technology Zones



Khuram Rahat
CEC Member
Chair Governance Committee



M. Zohaib Khan
CEC Member
Chair Brand Pakistan



Salmar Dar
CEC Member
Chair Memberships and Member Services



Dr. Shoab A.Khan
CEC Member
Chair Awards & Judging Committee

P@SHA Secretariat Team

P@SHA Secretariat has been revamped to provide effective and timely support to its members. It is determined to streamline the engagement processes & activities to strengthen P@SHA communication with its members and look for ways to nurture strong inter and intra industry linkages.



Hira Zainab
Secretary General



Maliha Javed Khan
Director Learning & Development



Filza Maniar
Head HR, Admin and Finance



Saad Mahboob
Manager Events



Rida Sajjad
Sr. Program Manager



Fatima Arshad
Manager Industry Engagement
(Lahore)



Basma Mona
Manager Industry Engagement
(Karachi)



Fatima Athar
Digital Communication Lead



Hashim Shehzad
Industry Outreach Lead



Arsalan Irshad
Design Lead



Kashoon Leeza
Policy Lead



Aleem Abbas
Learning & Development Lead



Zain bin Tariq
Industry Relations Lead

Major Achievements



Secretariat strengthened with **13 team members** - laying foundations for **institutionalization of P@SHA**



Consortium formation and Proposal Submission for **Industry-led Boot Camps**. P@SHA playing a role of strategic partner for the first time and starting a new chapter of industry engagement initiatives. **PKR 590 million project** awarded to 22 companies' consortium to work together on industry-driven boot camps.



Industry-led Boot Camps initiative launched for **4,000 unemployed graduates** - **historic initiative** in skill development programs for IT and ITeS industry with P@SHA playing a key role in 1) standardized curriculum development, 2) Trainer development, 3) Monitoring and Evaluation, 3) Industry Placement, and 5) Industry Engagement and Collaboration for IT and ITeS industry.



Asia Pacific ICT Awards 2022 comes to Pakistan - **historic announcement** of Pakistan hosting more than 200 industry leaders from 16 economies (countries). **PKR 70 million funds** raised for the successful execution of the program.



More than 5 delegations and exhibitions - each having a bigger impact than last one.



38 events conducted and supported across Pakistan - increasing networking opportunities for P@SHA members



A total of **18 reports** initiated - starting the chapter of **data-driven and informed policy making** for IT and ITeS industry



Documented **P@SHA's budget recommendations** and made them public for the first time as well as ran strong policy advocacy campaigns on electronic and social media - making P@SHA even a more powerful voice!



More than 550 active members - expanding and strengthening membership base



Financial stability of P@SHA - covering journey from PKR 10 million revenue per year to over **PKR 60 million per year**, hence leading a pathway for strengthening of Secretariat

Highlights



Strengthened the P@SHA Secretariat, with a growing team of professionals



P@SHA IT Industry Readiness Bootcamp, Techlift, launched 4000 unemployed graduates



APICTA 2022 comes to Pakistan - more than 60 million budget allocated



Crossed 550+ active members and 1000+ total members



Cash Reward Announcement as the first-ever financial incentive for IT industry



Collaboration with Google on different initiatives



Received Prime Minister's excellence award at the eCommerce convention



Interactive Sessions with FBR - leading to resolution of company issues

100+ companies have got exemption certificates due to P@SHA's efforts



Inclusion of P@SHA in Visa Letter Issuance & Service



Budget Recommendations 2022 launched making it public for the first time



75th Independence Day: #MakeITPakistan Product Directory initiated



Comparative Analysis: Support Policies in IT Emerging Economies



P@SHA ICT Awards 2021 held successfully



GiTEX & Expo 2021



Facilitated Pakistan's addition to Amazon's authorized sellers' list



Partnership with Board of Investment (BoI)

Highlights



LEAP 2021



Denmark Delegation



London Technology Week



Collision Canada



Partnerships & Exclusive discounts for P@SHA members



Led a powerful viral campaign that resulted in historic benefits & packages for the industry in 2021 and announcement in 2022



Strengthened the P@SHA Secretariat, with a growing team of professionals



P@SHA IT Skills Survey Report 2021



Organized virtual webinars with trade commissions in countries such as Brazil



International Women's Day



P@SHA Regional Chapters Announced



P@SHA ICT Awards 2022 - Applications LIVE!



P@SHA Monthly Training Calendar



P@SHA IT Skills Requirement Report 2021



Nest I/O Asset Sale



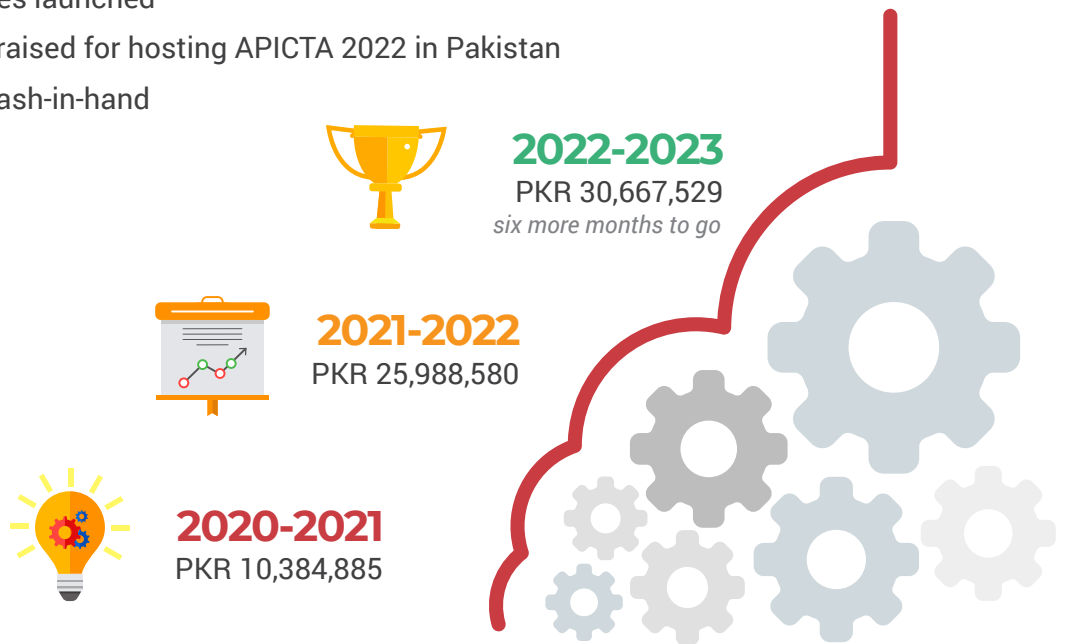
More than PKR 10 million contributed by P@SHA members for flood victims

Financial Stability

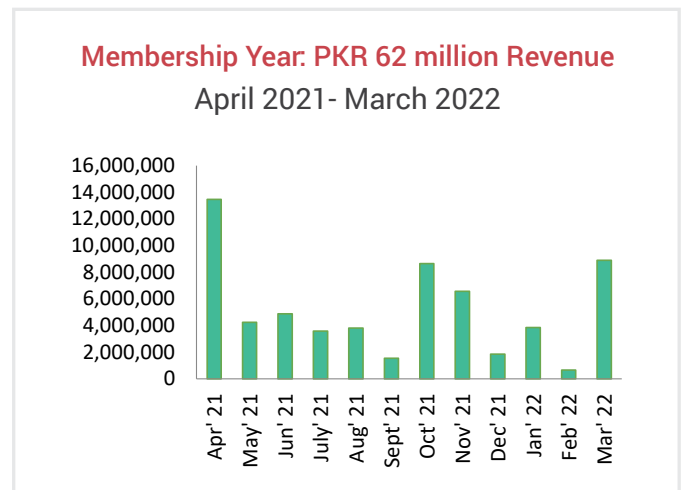
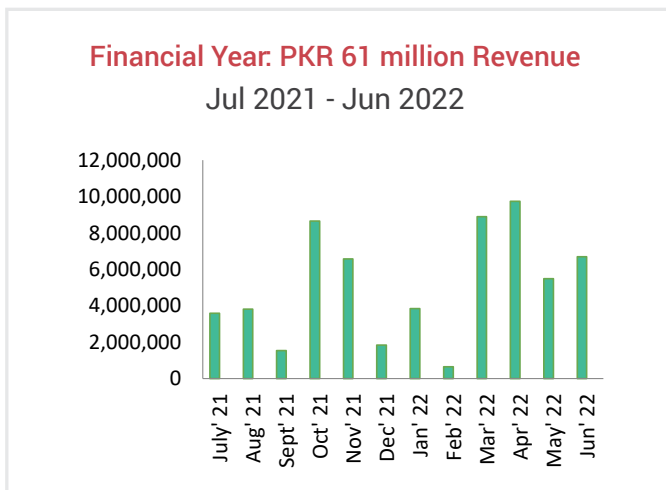
We have made some difficult financial improvements in the recent past. However, we have much more challenges ahead to achieve the high goals we have set for P@SHA Secretariat to serve industry interest in all areas.

P@SHA has covered a journey from PKR 10 million organization to **PKR 61 million organization** in one-year (April 2021 – March 2022). Our projected revenue for next year (April 2022 – March 2023) is over PKR 120 million.

- 150% increase in membership revenue
- 99% PDF Retrieval Rate
- New revenue streams added with P@SHA Salary Survey 2021
- More than 5 sponsors locked for P@SHA ICT Awards 2022
- Two strategic initiatives launched
- PKR 70 million funds raised for hosting APICTA 2022 in Pakistan
- Over PKR 30 million cash-in-hand



Yearly Revenue Growth



Overall Progress Report

P@SHA Secretariat

P@SHA Secretariat has been recently revamped to provide effective and timely support to its members. It is determined to streamline the engagement processes & activities to strengthen P@SHA communication with its members and look for ways to nurture strong inter and intra industry linkages.



Hiring & Organization Structure

- P@SHA Secretariat has been expanded to a team of 13 members by hiring 8 new resources.
- Redefined focus by prioritizing organizational structure, memberships, members' engagement, learning & development and marketing.
- Streamlined organizational processes and bringing clarity in the role of P@SHA.
- Hiring budget allocated for all future hiring.



Policy Advocacy and Government Affairs

P@SHA Chairman & Secretary General had multiple meetings with different government departments during this year.



Ministry of IT & Telecom (MoITT)

Cash Reward Scheme

- The Cash Reward Scheme is a financial incentive introduced by the MOITT to accelerate growth of IT & IT-enabled Services (ITeS) export remittances by incentivizing Year-on-Year growth in export remittance receipts.
- Companies with positive export remittances in FY2020-21 but zero export remittances in FY2019-20 will also be rewarded at a financial incentive rate of 3%.
- P@SHA led a rigorous advocacy campaign to raise awareness on the application process amongst the members and facilitate the queries regarding procedural challenges. P@SHA quickly escalated and resolved the issues faced by the companies.
- Assisted MoITT in roundtable meetings to develop a Pakistan's first-ever Digital Pakistan policy shaped by industry needs.

MakeinPakistan

- Concept paper for MakeinPakistan submitted.
- Lawyer needs to be engaged for the detailed analysis of PPRA rules and a stronger case for government's support in promoting local innovation in Pakistan

Financial disbursement/ loan scheme for IT & ITeS companies

- P@SHA Chairman and SG proposed MOITT to introduce a collateral-free IT equipment loan for IT & ITeS companies and increase the amount allocated to the industry for a Long-term financing disbursement scheme.

Import Restrictions Impact on the ICT equipment and services in Pakistan

- Chairman P@SHA wrote a letter to the Federal Minister, MoITT on behalf of the industry to raise the issue of recent import restrictions placed on the ICT equipment and components which are quintessential to the operations of companies. The letter noted the impact such restrictions would have on the business operations for instance losing critical credit lines built over decades of relationship, jobs, and financial impact on the country.



PM Office

- P@SHA CEC Member, Barkan Saeed, and SG provided inputs to the PM Office about ease-of-doing business challenges in Pakistan.
- P@SHA Chairman Badar Khushnood and SG had a meeting to discuss bottlenecks and challenges of the IT industry. National Youth Employment Policy

National Youth Employment Policy

- E-commerce committee member, Imitiaz, Director Skills & Development and Policy Lead at P@SHA provided input on the National Youth Employment Policy (NYEP) led by SAPM on Youth Affairs, Shaza Fatima Khawaja.



Federal Board of Revenue

Tax Exemption



100

exemption certificates
processed with P@SHA's support



Focal Points

established in Islamabad, Karachi and Lahore,
in-progress in Islamabad

- P@SHA has presented a strong data-driven case to escalate industry issues. Surveys were rolled-out among members on a monthly basis to monitor trend of the exemption certificates
- 3 sessions conducted with FBR Regional Offices in Karachi, Lahore and Islamabad
- Close coordination of Secretary General with Commissioners from Karachi and Lahore: more than 100 companies got exemption certificates since P@SHA's meetings with FBR officers

FBR vs. PRA: Duplication of tax

- P@SHA escalated the issue of FBR demanding companies to pay sales tax despite being paid to PRA (lack of understanding of software to be classified as a service vs. goods) – a recommendation from P@SHA has been sent by asking that any further measures should not be taken against companies who have paid tax to at least one authority, while the joint-clarification be issued

POS License

- P@SHA conducted a meeting with FBR officials to discuss feedback on POS license
- A working group was created of all POS providers among P@SHA members: 40+ companies across Pakistan, which provided feedback
- Detailed feedback was shared with FBR, which resulted in a positive response from FBR on relaxing capital limit requirement for POS providers
- P@SHA provided recommendations for compliance of POS provider integration with FBR
- A follow-up meeting was conducted in December emphasizing on the need of bringing clarity for the POS Providers
- Sindh Revenue Board
 - At the seminar organized by the information science and technology department of Government of Sindh in collaboration with PSEB and P@SHA announced reduction of the Sindh IT Sales tax from 13% to 3%.

Issue Resolution on Taxation challenges

- P@SHA SG, Chairman, and CEC member Salman Dar wrote a letter to Chairman FBR mentioning the taxation issues consistently faced by the IT &ITeS industry. A suggestion for nominating exclusive commissioners for IT companies was made.



Pakistan Software Export Board (PSEB)

- Coordination on Internship Portal launched for the IT industry with 3,500 internships. The initiative allows companies to apply to get interns who'll be paid by PSEB
- Coordinated with PSEB on Growth Enterprise Market (GEM) Board, allowing IT companies to apply for investment and listing.
- Coordination on software technology parks being developed by PSEB in different cities, and attending STP launch in Skardu, Quetta and Rawalpindi
- Close coordination on major planned initiatives for Skills and Branding
- Advocated Pakistan's first-ever financial incentive for IT companies – PKR 5 billion cash reward
- More than PKR 2 Billion allocated to PSEB for IT industry marketing & development

PSEB Membership renewals

- P@SHA secretariat facilitated the renewal applications of the companies. More than 20 cases of P@SHA members were escalated and resolved.

Tariff Concessions Proposal

- The Ministry of IT and Telecom and PSEB requested P@SHA to submit a proposal on Custom Tariff concession to be forwarded to the Tariff Rationalization Board. The proposal was based on informed insights and data compiled by P@SHA through industry feedback.



Ministry of Commerce (MOC)

- P@SHA Chairman and Chair eCommerce Committee presented the industry's case in multiple meetings with SAPM (Special Advisor to PM for e-Commerce). Badar Khushnood has been the leading member of the National E-Commerce Council.



Provincial Disaster Management Authority (PDMA)

- P@SHA Secretary General worked with PSEB to issue a letter by PDMA to allow IT companies in Lahore to continue operating during lockdown due to smog



Ministry of Finance (MOF)

- Shared Federal Budget Proposal recommendations with the Ministry of Finance and provided industry recommendation to government departments on an ongoing basis



Ministry of Interior (MOI)

- P@SHA Chairman Badar Khushnood worked with the Ministry of Interior to facilitate visas for the TikTok team. Due to P@SHA's efforts to facilitate the management team's arrival, TikTok had a productive visit and it was unbanned from Pakistan.



Special Technology Zones Authority (STZA)

STZ Committee

- P@SHA had 04 meetings with the STZA team on policy/progress and shared feedback on IT industry needs
- P@SHA raised the issue of including an ex-officio representative of P@SHA in STZA's Board of Directors
- A draft version of P@SHA's Position Paper is being developed
- Survey rolled out to obtain inputs from members on STZA regulations
- Questions are being compiled to be sent to STZA for feedback



Board of Investment (BOI)

- P@SHA CEC members Khuram Rahat and Ali Ihsan had a meeting with BOI to discuss the role of P@SHA in bringing MNCs to Pakistan
- P@SHA Chairman attended BOI B2B Investment Conference
- P@SHA Chairman Badar Khushnood had a meeting with Chairman BOI to conduct a joint-event to discuss all factors and steps to attract investments in Pakistan. The event was conducted on January 7 and had more than 400 attendees.



NADRA

- P@SHA has written to NADRA about inclusion in the list of trade organizations to facilitate visa letter issuance and verification

Inclusion of P@SHA in the Visa Invitation Letter Issuance and Verification

- P@SHA was included in the E-Bill online Visa Registration. SG P@SHA wrote a letter to the Director General, DGTO, Ministry of Commerce, to include P@SHA in the E-Business Invitation Letter System. NADRA has already offered to help train the team at P@SHA on the development and implementation of the system once P@SHA has been included in the visa invitation letter system.



State Bank of Pakistan (SBP)

Fintech Committee

- A workshop conducted with the State Bank of Pakistan to discuss IT industry's feedback and latest policy changes. P@SHA consolidated feedback from all members and presented in front of the State Bank
- A follow-up meeting was conducted in December to discuss overall feedback and improvement. A financing product specifically meant for IT companies is being developed by the State Bank of Pakistan. Chair Fintech Committee Ammara Masood is leading the conversations from P@SHA's side.
- Advocated SAAF Scheme for SMEs to get finance from banks without collateral
- Facilitated a finance product specially developed for IT companies by SBP



World Bank

- P@SHA SG and CEC Members Salman Dar and Khuram Rahat had a meeting with the senior officials of World Bank to discuss payment issues
- Collaborated with ADB, World Bank, GIZ, and others to address bottlenecks in increasing IT & ITeS exports



Asian Development Bank

- P@SHA Chairman, SG and CEC Members participated in a focus group with Asian Development Bank to provide inputs on bottlenecks in increasing exports for IT and ITeS industry in Pakistan



Punjab Information Technology Board

- CEC Member Ali Ihsan participated in a consultative session on industry-led boot camps. Chairman P@SHA had a meeting with Chairman PITB on collaboration areas.
- Chairman P@SHA Upon the advice of Provincial IT Minister, Dr. Arsalan Khalid, Punjab Information Technology Board (PITB) and Pakistan Software Houses Association (P@SHA) signed a MOU to promote e-Rozgaar initiatives through industry participation and facilitating job creation through expanding the horizons of online employment opportunities in Punjab. The aforementioned MoU is aimed at promoting market-oriented skills development of IT students to enhance their employability – both nationally & internationally.



GB IT Board

- P@SHA secretariat has initiated engagement with the GB IT board for policy planning & regulation and skill development related to the IT industry in GB.



Sindh Revenue Board

- Under the finance Act 2022-2023, the Sindh government introduced a dual tax regime for the software/IT based consultants i.e. they could choose either 13% sales tax with input adjustment or 3% sales tax without input adjustment. P@SHA organized a masterclass titled “Sindh Revenue Board (SRB) - Tax Compliance Awareness Session” for member awareness.



Policy Roundtables

Economic Potential of Gaming Industry in Pakistan, Powered by Tencent

- P@SHA hosted a session on “Economic Potential of Gaming Industry in Pakistan” in collaboration with Tencent. The session focused on the potential of the gaming industry and the regulatory frameworks and policy support measures required by the Animations, Graphics and Gaming subsector. It was attended by stakeholders from government, industry, academia and entrepreneurs. .



Policy Member Engagement

Putting forward an informed opinion and data-based proposals is the ultimate aim of the policy advocacy at P@SHA. Therefore, P@SHA secretariat has been actively involved in compiling feedback from members and escalating their challenges to the relevant government.

- Escalated issues of membership renewals and Cash Reward scheme to PSEB
- Escalated issue of blocked VOIP calls over mobile data to PTA.
- Solicited member feedback on Custom Tariff proposal, Budget Recommendations 2022-2023, SRB reduced tax rate.



Amazon Web Services

- Brought Amazon Web Services team to Pakistan
- Facilitated Pakistan's addition to Amazon's authorized sellers' list



Ministry of Planning Development & Special Initiatives

- Higher Education Commission (HEC) has held a roundtable with the Federal Minister Planning & Development, Ahsan Iqbal on HEC reforms and industry-academia linkages. The roundtable was attended by SG, P@SHA, with CEC member Dr Shoab.
- Secretary General P@SHA met with Ahsan Iqbal on IT industry challenges and recommendations. The Federal Minister promised full support of the government to drive the IT sector on an accelerated path for export growth. The Finance Minister Planning and Development, Ahsan Iqbal, convened a meeting with the Chairman and SG to discuss the challenges being confronted by the IT sector and to devise a roadmap for enhancing IT sector exports. The meeting was also attended by SRB, FBR, and MoITT.

P@SHA at Turnaround Pakistan Conference

- The Turnaround Pakistan Conference was organized by the Ministry of Planning and Development as an exercise to set Vision 2025. The conference drew upon extensive consultations with a very wide range of stakeholders. Under the pillar of private sector-led growth, a working group titled "IT & Digital Economy" was organized. The senior representatives from P@SHA shared a presentation on the current challenges faced by the IT & ITeS and recommendations for inclusive and sustainable growth of the industry.



Policy Campaign

Budget Campaign: IT Industry Abandoned in the Budget 2022-2023

- As a representative and voice of the IT industry in Pakistan, P@SHA has been actively involved in policy advocacy—recommending policies and suggesting implementation processes—with the government bodies. In the light of the draft budget 2022-2023 announced, P@SHA led a robust budget campaign.
- P@SHA issued a press release signaling strong disapproval of the budget 2022-2023 announced recently. Despite ambitious remarks made by the Prime Minister of Pakistan to target USD 15 billion IT and IT-enabled services exports, the announced budget **not only abandons but decimates the industry's** ability to deliver on this target. The full press release can be read [here](#).
- **Budget Recommendation 2022** is a public document of budget recommendations released for the first time. The document aimed to not only suggest fiscal policies to the government but also to raise awareness in the industry and member companies. Within the P@SHA community, the public budget recommendations document seeks to bring transparency, record data, and consolidate feedback. The recommendation document can be accessed [here](#).
- Comparative Analysis: Support Policies in Emerging IT Economies was launched in June to study the support policies practised by the countries in the Indo-Pacific region and suggest recommendations for Pakistan to build a mature tech ecosystem. The report is an extensive study of the tech ecosystem in the regional countries. Policies such as "indirect tax waivers", "research and development", and "improved access to finance" cover a major part of the report. By drawing comparison to the regional players, the report helps articulate positioning of Pakistan's IT sector globally and suggests policies, adopting which Pakistan can become an attractive tech destination. The full report can be read [here](#).
- Our narrative dissemination reached 645,882 individuals within 2 months via digital channels alone in addition to receiving coverage in major nationwide & industry-relevant news media.

Media Appearances

📅 Dec 2021

Chairman P@SHA, Badar Khushnood on ARY News' "[Sawal Yeh Hai](#)" to discuss why Pakistan is lagging behind India in dominating the world of technology.

🔗 | <https://www.youtube.com/watch?v=gjz-D1pHa3s>



📅 Nov 2021

Chairman P@SHA, Badar Khushnood on Dunya's "[Kamran Khan Kay Saath](#)" to discuss the report of Google "Unlocking Pakistan's Digital Potential" and how right #policy interventions for the IT sector Pakistan can generate new economic activity.

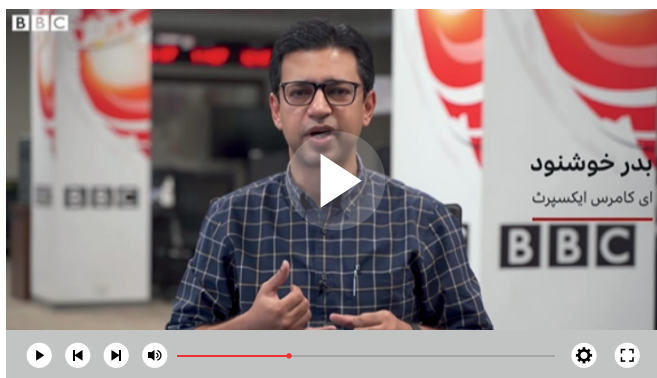
🔗 | <https://www.facebook.com/pakict/videos/3165480940346619/>



📅 Jan 2022

Chairman P@SHA, Badar Khushnood on GEO News' morning program [GEO Pakistan](#) to discuss the challenges faced by the IT Industry regarding the development of skill and talent in Pakistan's youth as well as the role of P@SHA ICT Awards in highlighting the innovation happening in the country's technology sector.

🔗 | <https://youtu.be/HtWZTY2GrSY>



📅 Oct 2021

Chairman P@SHA, Badar Khushnood talking about start-up culture and its dynamics in the IT & ITes industry of Pakistan on '[Sairbeen](#)' program by, BBC Urdu

🔗 | <https://youtu.be/-0WX6rCKPLs>

June 2022

P@SHA Chairman Badar Khushnood appeared on [Dunya Kamran Khan Kay Sath](#) to discuss how an anti-IT budget burdening the industry with additional red tape & revoking the sole benefit committed to it till 2025 has thrown the industry into a wave of uncertainty.

<https://www.facebook.com/watch/?v=1492744084514268&ref=sharing>



June 2022

P@SHA Chairman Badar Khushnood appeared on [92 News HD Plus](#) to share the industry perspective regarding the anti-IT Budget draft 2022-2023.

<https://www.facebook.com/watch/?v=1617155142019284&ref=sharing>

July 2022

P@SHA Chairman Badar Khushnood appeared with Mubashir Zaidi & Wusatullah Khan on [Zara Hat Kay](#) to discuss the challenges Pakistan's IT industry faces and the changes needed in order for Pakistan's tech landscape to meet the annual export targets.

<https://www.facebook.com/watch/?v=1148975005651127&ref=sharing>



June 2022

P@SHA Chairman Badar Khushnood discussed the need for globally competitive monetary policies in Pakistan with [Nadeem Malik on Samaa TV](#).

<https://www.facebook.com/watch/?v=564223055413525&ref=sharing>



July 2022

P@SHA Chairman Badar Khushnood discussed with [Maria Memon on ARY News](#) how IT can potentially help Pakistan become economically self-reliant and how the government can ensure ease of doing business for IT companies.



<https://www.facebook.com/watch/?v=378594354378359&ref=sharing>



July 2022

P@SHA Chairman Badar Khushnood appeared with Arif Hameed Bhatti, Saeed Qazi, and Tahir Malik on [GNN News](#) to discuss policy recommendations in order to stop the decline of Pakistan's IT & ITes exports.

<https://www.facebook.com/watch/?v=1489403921499381&ref=sharing>

July 2022

P@SHA Chairman Badar Khushnood appeared with Sidra Iqbal on [Aaj News](#) to explain the decline in IT & ITes exports and discuss policy recommendations to stop it.



<https://www.facebook.com/watch/?v=5423999504344421&ref=sharing>



In these appearances, the Chairman discussed the negative impact of the proposed budget on the growth and expounded P@SHA's position regarding the lack of policy continuity and government apathy towards the IT industry.



📅 Oct 2021

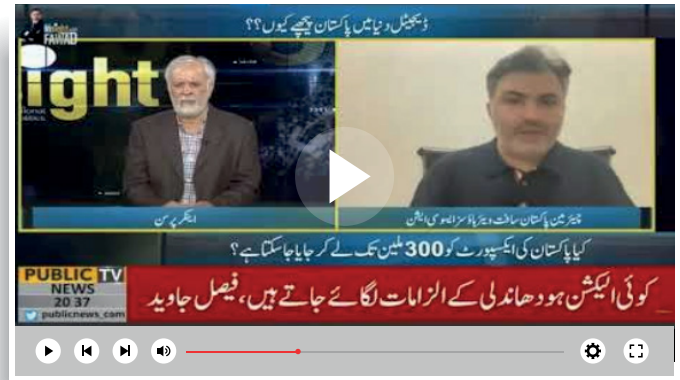
CEC Member Barkan Saeed appeared on 92 News' ["Subah Sawyeray Pakistan"](#) to discuss Pakistan's IT export and steps to improve the quality of IT graduates.

<https://www.youtube.com/watch?v=8ly0HI8og2g>

📅 Sept 2021

CEC Member Barkan Saeed on Public News' program ["Insight with Fahad"](#) on improving the quality talent produced by the IT universities in Pakistan and bridge the industry - academia gap.

<https://youtu.be/OL6FtqQfB2A>



📅 Dec 2021

CEC Member Dr. Shoab A. Khan on PTV News' [Subah e Pakistan](#) to share details about the PM House University plan.

<https://youtu.be/-0WX6rCKPLs>



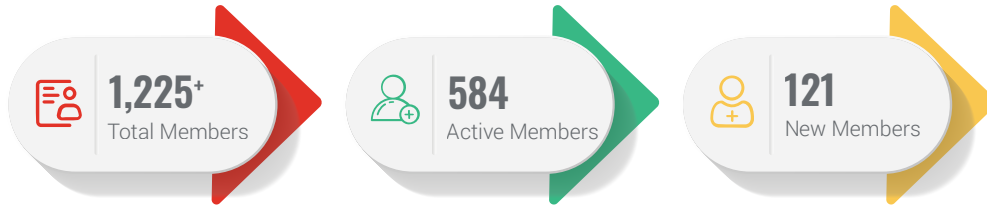
📅 Nov 2021

Senior Vice Chairperson Ammara Masood, Chair Skills Committee Shamim Rajani, and Secretary General Hira Zainab gave an interview to [BBC Urdu](#) on the progress and challenges faced by the IT & ITes Industry of Pakistan.

<https://www.bbc.com/urdu/pakistan-59112720>



Member Outreach



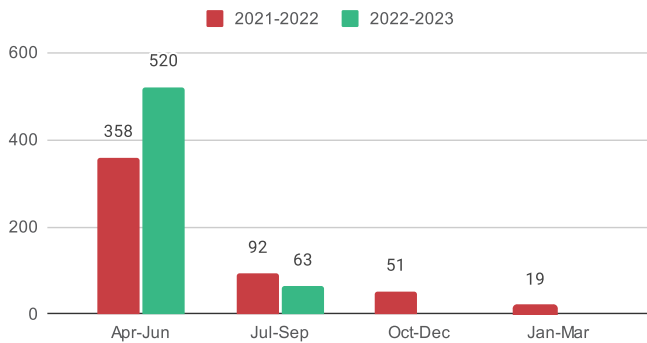
Members by Annual Revenue (PKR)

- Cat1 (< 25M)
- Cat2 (> 25M < 50M)
- Cat3 (> 50M < 100M)
- Cat4 (> 100M < 500M)
- Cat5 (> 500M < 1,000M)
- Cat6 (> 1,000M < 5,000M)
- Cat7 (> 5,000M)

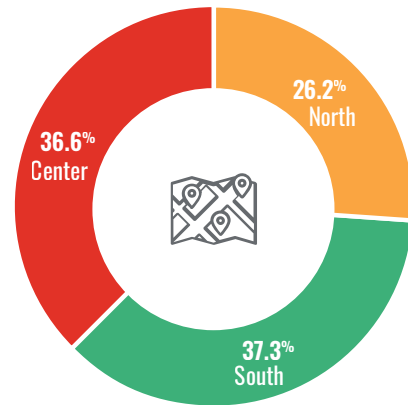
P@SHA Member Renewal

- Membership Renewal Package
 - P@SHA Member Renewal Social Media Campaign
- (You can watch the yearly highlights [here.](#))

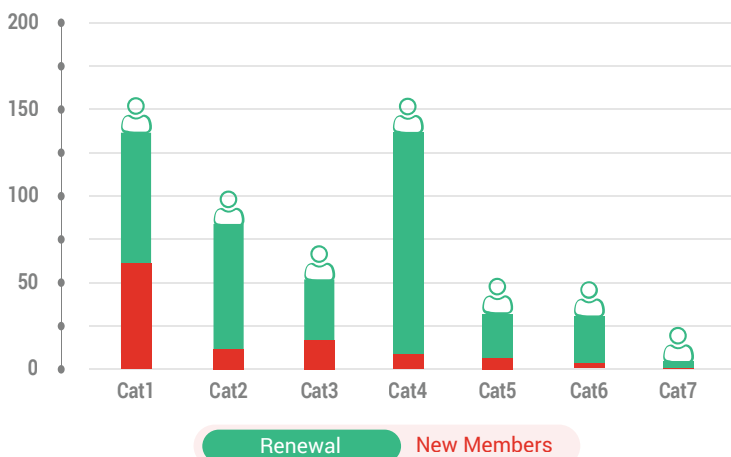
Quarterly Comparison



Regional Breakdown



Membership Breakdown



Outreach Plan 2022-2023

- » Revival Plan: reaching out to inactive members
- » Stronger reachout to non-members networks
- » Social media marketing
- » Outreach Events outside of KLI
- » Plan member meetups and invite non-member companies

Member Outreach

P@SHA Regional Chapters

Initiative by Membership Committee

- P@SHA took the initiative of introducing the Regional Chapters outside of KLI regions.
- Any city having 10 or more active members is eligible to set up a Regional Chapter provided the city has no representation in the CEC.
- A convener will be elected via voting from that city to lead the chapter and work closely with the CEC and Secretariat to look after the regional matters.
- The tenure of the convener will be 1 year. The voting will be done under the supervision of the Secretariat.
- Regional Chapters will help establish a firm ground in the region and will assist the Secretariat in membership drives and local events.
- The TORs can be seen at here

<https://www.pasha.org.pk/pashapk/P@SHA-Regional-Chapters-TORs.pdf>

Launching
P@SHA Regional Chapters

Bringing P@SHA Community to your city!

Any **region or city outside KLI**, having 10 or more members will be able to create its own regional chapter now!

For details, contact
✉ | services@pasha.org.pk

Pakistan Software Houses Association for IT & ITES **P@SHA** www.pasha.org.pk

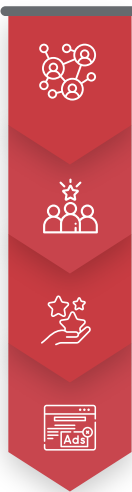
👍 📷 🐦

Industry Engagement

Social Media Overview

Stats for Active Channels: LinkedIn, Facebook, Twitter, Instagram

 Between Sep 1, 2021, till Sep 1, 2022



Unique Reach
1,746,381 million people

Monthly average reach
145,532 people

Organic reach (as a percentage of total reach):
80%

For social media ads, cost per reach (annual avg):
PKR 0.12

Social Media Campaign: P@SHA Salary Survey Report 2021



We have received over 400 requests for P@SHA Salary Report 2021. We have run a successful social media campaign for the dissemination of P@SHA Salary Survey Report 2021. The campaign proved quite instrumental in enhancing social media engagement. P@SHA Salary Survey 2021 - *Now Available FREE*

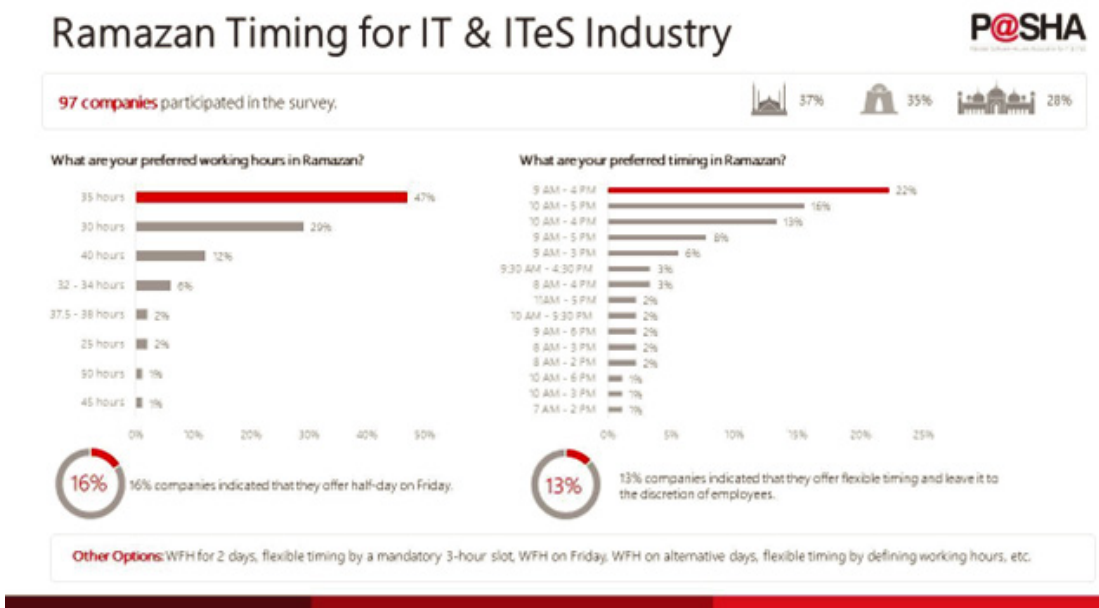
 Downloadable version available now!

 | <https://www.pasha.org.pk/knowledge-center/salary-survey/pasha-salary-survey-2021/>

Industry Engagement

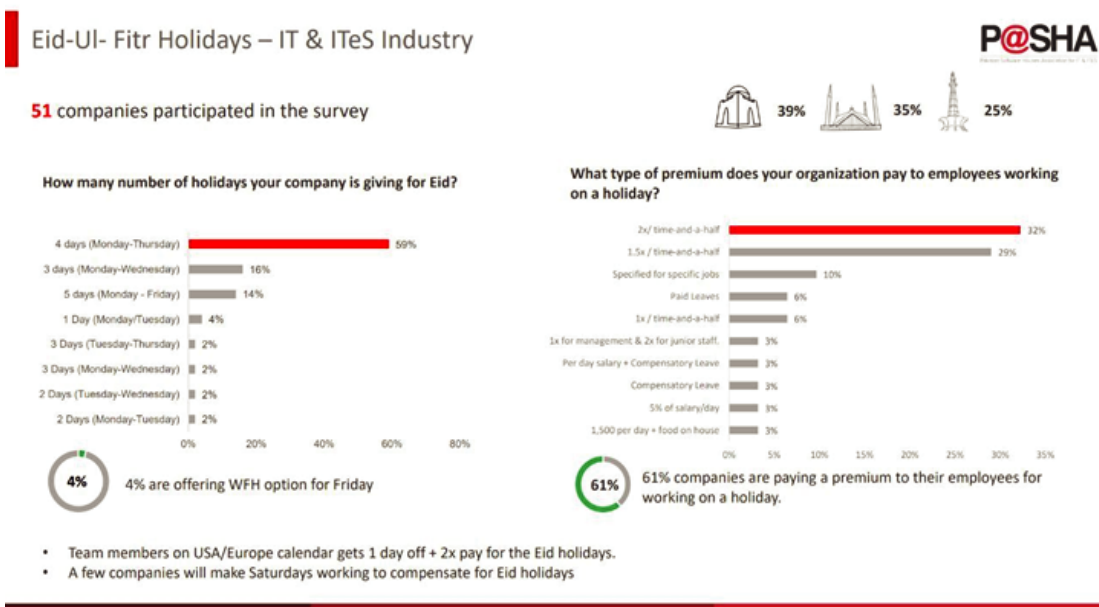
Ramzan Timing Survey

P@SHA conducted a survey to facilitate P@SHA member companies in planning for the working schedule for Ramzan. Roughly 100 companies participated in the poll. A majority of companies have 35 working hours per week. 13% of companies allow flexible timing by defining working hours.



Eid-ul-Fitr Holidays Survey

P@SHA conducted a survey to assist Human Resources departments of P@SHA member companies in planning holidays for Eid-ul-Fitr. Roughly 50 companies participated in the poll.



Industry Engagement

MAKEITPakistan

On the 75th anniversary of Pakistan, P@SHA has launched its 'MakeITPakistan' initiative aligned with its 'Make in Pakistan' narrative for the IT & ITeS industry. The aim is to encourage local IT products, boost the IT industry and economy to make it more export driven rather than import laden.

MakeITPakistan aims to build a directory of products, solutions, and services by P@SHA member companies provided as 'freemium' or free trial. It will give you an opportunity to share about your company and product within and outside the industry. It will enable companies to build and nurture their brand image and contribute to the economy and self-sufficiency of the country.



 Submit your EOI at

<https://tinyurl.com/EOIMakeITPakistan>

Business Expansion & Growth Opportunities

- In order to share the prospective business growth, collaboration & expansion opportunities P@SHA launched a WhatsApp group for its members. Multiple public and private tenders and business opportunities have been shared with the members.
- P@SHA X Ignite | PKR 10-30 million Funding Opportunity- Shared an exciting innovation and technology funding opportunity by Ignite. It has launched two programs to facilitate financing for innovative products and solutions.
 - Challenge-driven Innovation Fund (CIF) - aims in building on new, cutting-edge technological solutions to disrupt the market or create new opportunities.
 - Technology Transition Fund (TTF) - supports both the maturation and validation of a novel technology as well as the development of a business case and business model.

P@SHA Prowomen Community

- P@SHA has launched a P@SHA ProWomen Community for celebrating Women in Tech. We as an industry recognize that action is needed to create a world that is gender-equal, and fair towards the inclusion of all irrespective of gender, faith, and ethnicity. This platform will give them an opportunity to interact, share and celebrate with other female leaders.
- We already had our first virtual meetup of ProWomen Community, we have also circulated EOI forms with member companies so they can nominate their C-level or senior-most tech female professional and support them to be a part of our upcoming Prowomen events!
- You can join the P@SHA Prowomen Community here.

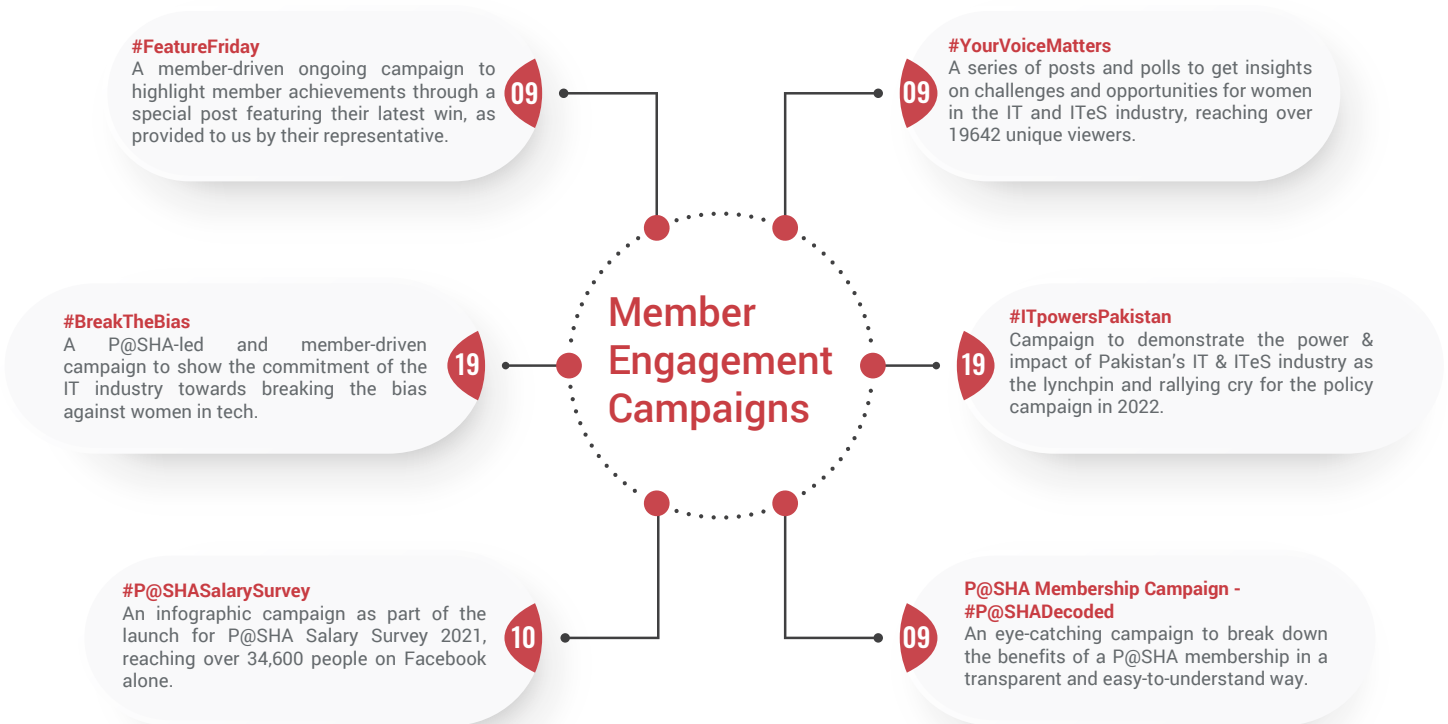
<https://tinyurl.com/ProWomenCommunity22>

Industry Engagement

International Women's Day

- **#BreakTheBias** - a campaign to show the commitment by the IT industry in breaking the biases towards women in Tech. You can watch the campaign video here.
- **#CelebratingHer** - Sending women's day gift boxes to the amazing women in Tech to make them feel special and appreciated on this year's IWD.
- **#YourVoiceMatters** - As we celebrated International Women's Day during this month, we discussed the challenges and opportunities for women in Tech, by posting a series of polls to get the real inputs from the industry itself. We received great responses on these polls that highlighted many issues of Women in the IT industry.

- **56%** of respondents think that the best way to **improve Diversity & Inclusion (D&I)** is to **'Offer flexible timings'**
- In the IT industry, **84%** of the women hold **senior roles in 'Human Resources'** departments
- **52%** of participants think by **'changing mindsets'** men can be involve as allies in resolving gender inequality issues
- According to **46%** of participants, **'Gender specific roles'** is one of the **biggest challenges** for women in the IT industry
- **46%** of the respondents think **'Lack of technical skills'** as one of the key reasons behind **fewer women** workforce in the IT Industry
- **33%** of participants believe that by providing **'equal pay and opportunities'** companies can **support women employees**
- **47%** of respondents said that the most **gender-biased question** they have been asked during job interviews is related to **"Marriage/Pregnancy"**
- **58%** of participants consider **'Verbal abuse & malicious gossip'** as workplace harassment.



Member Discounts & Partnerships

Telenor

Telenor is offering its Special Promotion on Telenor Smart Office for P@SHA member organizations

- Telenor Smart Office or PABX or Mobile Exchange Solution
- Voice Packages (25%)
- Data Packages (30%)



Master OffiSys

Master Offsys shall offer Special Discount Packages for P@SHA Member companies as below:

- Corporate discount of 10% discount on furniture & chairs Corporate discount of 10% discount on furniture & chairs.
The discounted prices are valid for 01 year.

For more details, please contact Asif Hussain, (Master OffiSys) at (Phone no: [0321-53084666](tel:0321-53084666), email: asif.hussainoffisys@gmail.com).



EasyInsurance

P@SHA has partnered with [easyinsurance](http://easyinsurance.com.pk) to provide the best Group Health Insurance offers for P@SHA members.

- Corporate (Group) Health Insurance up to 25% discount.
- Travel Insurance 15% Blanket Discount
- Individual Health Insurance 15% Blanket Discount
- Term Life Insurance 15% Blanket Discount
- Auto / Car Insurance 5% Blanket Discount
- The discounted prices are valid for 02 years



For a quick overview, click [here](#) to download a group health insurance proposal generated for a P@SHA firm recently. If you'd like a detailed discussion over call, you can find Saad at [+92-316-1616187](tel:+92-316-1616187).

Member Discounts & Partnerships

Other Partnerships

- Signed an MOU with **Chainstore Association of Pakistan CAP** to help retail businesses and SMEs explore indigenously developed technology
- P@SHA and **Punjab Information Technology Board (PITB)** have joined hands to promote e-Rozgaar initiatives through industry participation and facilitating job creation through expanding the horizons of online employment opportunities in Punjab. The aforementioned MoU is aimed at promoting market-oriented skills development of IT students to enhance their employability – both



Partnerships Planned for P@SHA Member Partnership Pack



Skill Development Strategic Initiatives

Skill Development Committee

10 billion (PKR)

allocated for Skill Development

4 RFPs

Launched by PSEB & MoITT



Pakistan Software Export Board (PSEB)

- Three major initiatives being rolled-out for the industry:
 - **Industry-led Boot Camps:** an initiative for the industry to train **4,000** unemployed graduates and make them ready for the IT industry within next six months. The program is meant to enable IT companies to strengthen their learning and development departments.
 - **Academia-bridge Program:** an initiative to deliver hands-on labs by industry trainers to **1,600** currently enrolled university students in 6th, 7th and 8th semester in IT-related undergraduate degrees
 - **Soft Skills Training Program:** an initiative to train **500** leaders and managers from IT industry on soft skills



Sindh Information Science & Technology Department

- Launching Academia Bridge and Industry-led Boot Camps for Sindh, replicating Federal's efforts on a provincial level



Ignite Boot Camps:

- Launching to train 10,000 unemployed graduates



Punjab IT Board

- Industry-led boot camps to train 300 fresh graduates at university premises



Ministry of IT and Telecommunications

- RFP for High-Impact Skills Training Program for 300 professionals rolled-out



Higher Education Commission

- 2-year associate degree to be delivered in the universities by industry trainers



National Curriculum Committee

- Industry-relevant electives are being added in 4-year CS and Software Engineering degree programs in consultation with the P@SHA Skills Committee.

P@SHA Industry Readiness Bootcamp TechLift

Background

In December 2021, the Pakistan Software Export Board (PSEB) launched an RFP titled '**IT Industry Readiness Bootcamp**' with the intention of preparing unemployed and underemployed youth for industry integration by means of 300-hour long, intensive courses. P@SHA had been advocating the need for an intervention of this nature for quite some time. The technology tracks covered by the bootcamps included in the RFP were informed by the 'P@SHA Skills Requirement Survey 2021', a survey conducted by P@SHA to provide data on the industry's training needs and requirements.

As an industry representative body, P@SHA took the lead in forming a consortium with P@SHA member companies to deliver these bootcamps. For the formation of the consortium, P@SHA launched an EOI titled 'Industry Trainer' to encourage and invite member companies to participate in the program and build the requisite talent pool that would help fulfill the talent demand of the industry. 71 applications were received to be part of the consortium, out of which 22 companies were shortlisted based on the **RFP eligibility criteria** to sign formal agreements that led to the formation of a Joint Venture and Consortium.

P@SHA also took the responsibility of working on the technical and financial aspects of the proposal that was submitted in response to the RFP launched by PSEB. The 93-page technical proposal consisting of 350+ mandatory and supporting documents was prepared and submitted by P@SHA on behalf of the Joint Venture, and in February 2022, the project was successfully awarded to the Joint Venture.

Program Kickoff

In April 2022, the joint venture led by Contour Software with P@SHA as strategic partner signed a contract with PSEB for IT Industry Readiness bootcamps to upskill **4,000 graduates** in seven of the most top-in-demand technologies and prepare them for immediate industry integration.

These 16 companies along with 6 additional consortium partners have been working tirelessly with P@SHA over the past few months to prepare for the launch of the **TechLift Bootcamps** that are to take place in various locations of Karachi, Lahore and Islamabad in October and November.

The objective of this program is to fill the gap between the industry requirements and the supply of skilled resources who are coming from academia. The program and its potential to upscale has a long-term benefit for the IT industry. P@SHA's strategic role in curriculum development, trainer development, M&E framework, placement model and dispute resolution forms pillars for industry's long term benefits.

P@SHA Industry Readiness Bootcamp TechLift

■ Program Objectives

P01 - Policy:

To develop and validate a working model/framework for training of IT resources at a national level to bridge the gap between supply and demand.

P02 - Job Creation:

To make the unemployed/underemployed IT/Engineering graduates ready for integration into the industry.

P03 - Industry:

Capacity building of IT companies for training their HR for better employment and productivity.

■ Program Overview

TechLift – Industry led Boot Camps is a historic, strategic collaboration between industry leaders to address the IT skills supply-demand gap!



22 Industry Leaders

Presence in all three cities: KLI



**Industry Licensed
Representative Body**



Implementation Partners

Multiple industry partners

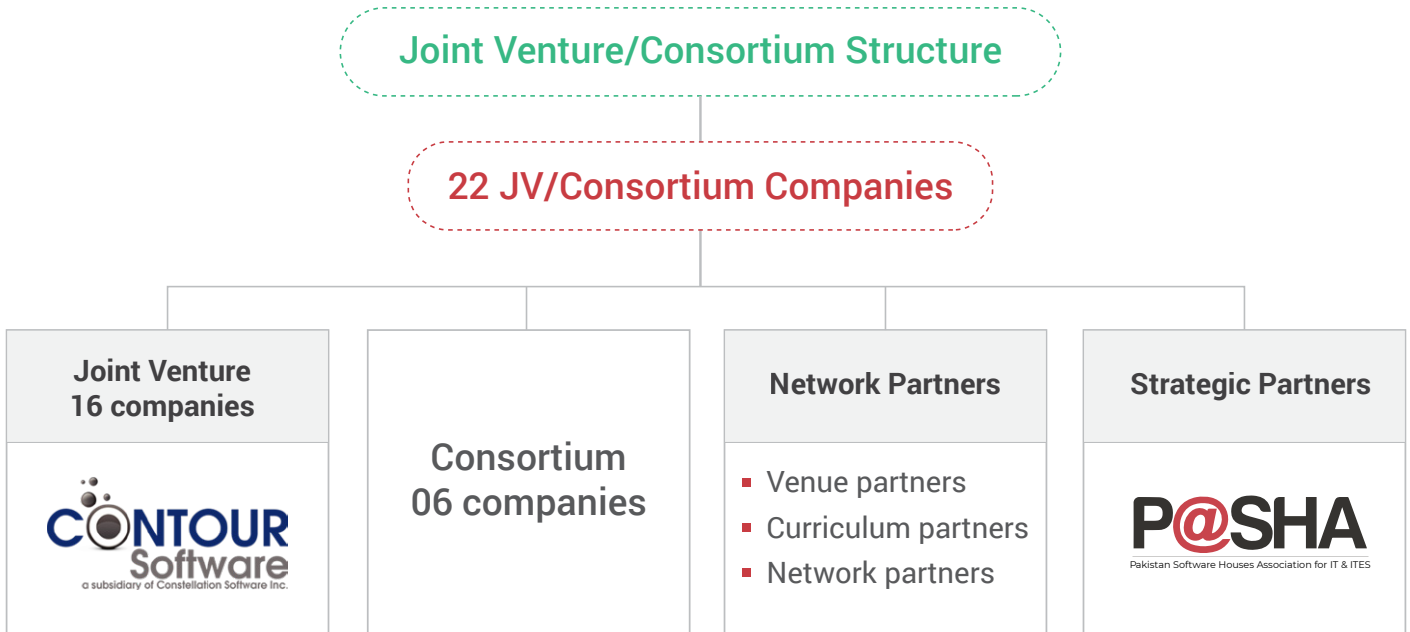
P@SHA

Pakistan Software Houses Association for IT & ITES

Nationwide Scalable
Model & Framework for
Industry-led Boot
Camps

P@SHA Industry Readiness Bootcamp TechLift

■ Structure of Joint Venture/Consortium

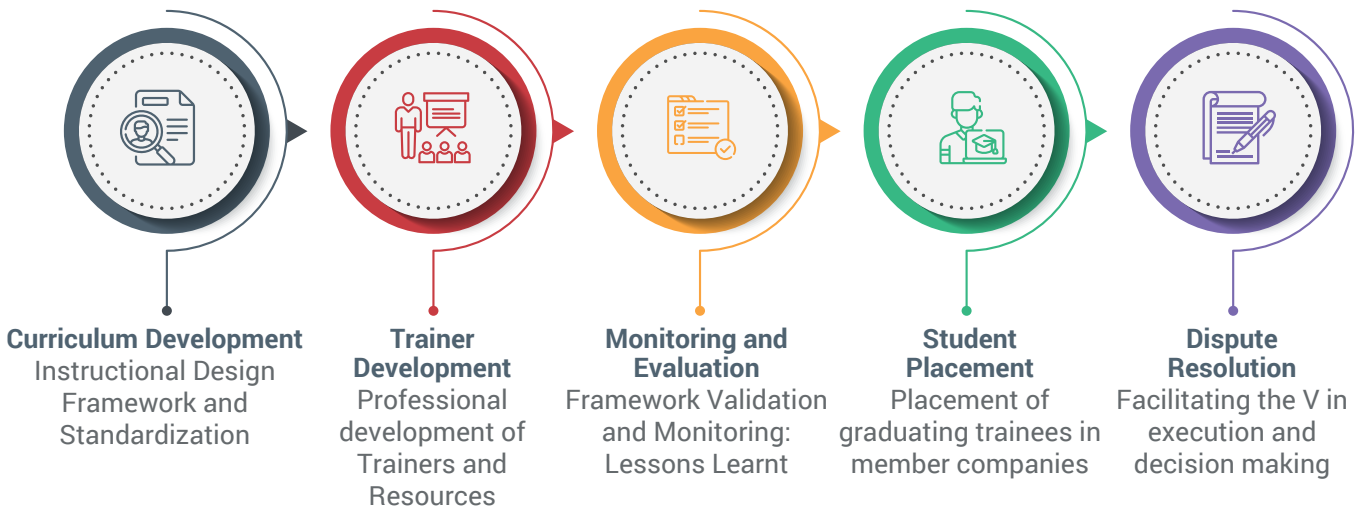


■ Roles of Joint Venture/Consortium Members

Partner Type	Bid Money + Performance Bonds	Trainers/ Instructors	Venues/ Laboratories	Curriculum Inputs	Outreach
Joint Venture Company 16 industry leaders to form AOP	✓	✓	✓	✓	✓
Consortium Company 6 companies to assist with boot camps		✓		✓	✓
Venue Partner High-end lab facilities where required			✓		✓
Curriculum Partner Companies with existing content + Training Institutes				✓	✓
Consortium Company 16 industry leaders to form AOP					✓

P@SHA Industry Readiness Bootcamp TechLift

TechLift's Strategic Outputs Pillars to Build for Industry's Long-term Benefit

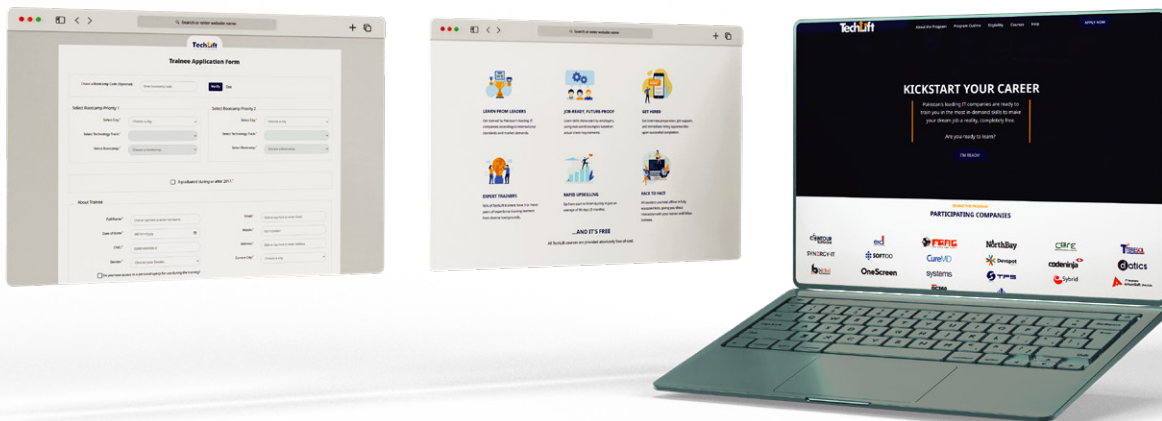


The following activities have been carried out to make these bootcamps a successful and scalable initiative.

Preparation for the Bootcamps and Subsequent activities Launch of Landing Page and Registrations Portal:

In preparation of the first ever industry led bootcamps, Techlift has launched its landing page with complete information related to the program's eligibility, tracks and geographical coverage to help the candidates. The induction process started with the registration and online entrance test portal going live. So far, the program has received over 11,000 registrations that are expected to increase with the increased marketing efforts by the end of September 2022. The TechLift registration page can be accessed at


www.techlift.pk



P@SHA Industry Readiness Bootcamp TechLift

The trainee selection is a 3-step process that starts with student registration, testing and enrollment, followed by the offline screening and then orientation of trainees.

Candidate Passes Online Test Score > 50%

1 Student Informed and Enrolled 

Student is notified that they have passed test, but **not yet selected**.

Students are selected and enrolled in order of merit list via

2 Offline Verification and Interview 

Student is called and asked to send eligibility documentation.

Student is asked questions to assess:

- Professional background
- Aspects around retention

3 Student Orientation (on campus) 

Trainees are given orientation:

- Introduction to program
- Benefits of TechLift
- Eligibility and Completion
- Curriculum Overview
- Placement Mechanism

Training of Trainers:

To achieve the most effective learning outcomes that the industry urgently requires, Techlift prepared its industry-nominated trainers through a first round of Training of Trainers conducted by School of Leadership in Karachi, Lahore and Islamabad. These sessions focus on making the trainers understand the intended outcome of the program, its focus, design and need, and prepare them to effectively deliver the curriculum. So far, TechLift and School of Leadership have trained **101 industry trainers** through 3-day, interactive, in-person sessions.

Another round of training will be completed by the end of September that will see the remaining **100 industry trainers** who will lead the bootcamps in similar 3 day in person sessions, bringing the total number of trained resources to **more than 200**.

Training Objectives

- Prepare trainers to effectively conduct bootcamps, through a project bases approach
- Familliarize trainers with the bootcamp design and create a sense of motivation to impart industry-relevant learning
- Create Quality Assurance Net and evaluate trainers through indirect assessment

Day 1

Focus: Training Fundamentals

- TechLift Introduction
- Training Process
- Roles of a Trainer
- Training Methodologies

Day 2

Focus: Communication & Presentations Skills

- Communication
- Presentation Skills
- Learning Design
- Presentation Tools
- The PRIMM Mode

Day 3

Focus: Subject Matter Pedagogy

- Bootcamp Methodology
- Teaching through SCRUM
- Teaching Demos and Evaluations

P@SHA Industry Readiness Bootcamp TechLift

	Completed	Planned 3-Day Session	Planned 1-Day Follow-up Sessions
Trainings	03	03	00
Islamabad	01 (27)	01	12
Lahore	01 (58)	01	12
Karachi	01 (16)	01	12
Resources Trained	101	91	192

Industry-led Curriculum Design and Development:

For the first-of-its-kind industry-led curriculum development for 07 technology tracks, industry experts from the joint venture and consortium have partnered with seven of the technology education sector's top education institutes to prepare and adapt industry material into cohesive, effective courseware for the bootcamps.

In addition to technical skills, all boot camps have been structured to include a 30-hour soft skills component that will groom students in professional ethics and workplace conduct. 30 percent of the course content has been finalized to commence the bootcamps, while the remaining is being developed to be delivered to trainers on a rolling basis. The curriculum will be uploaded onto an LMS by the end of September and the main cohorts that begin in October will utilize the LMS to conduct their classes.

To ensure that the strategic objectives of the program were met, P@SHA's Learning and Development team worked to create a robust instructional framework based on the Association of Computing Machinery's latest curricula recommendations. Once the framework was set, a curriculum development exercise with industry working groups was completed, and experts from the 22 member companies met in over 50 online and offline sessions to ensure curriculum-industry alignment.

To view curricula recommendations visit [here](https://www.acm.org/binaries/content/assets/education/curricula-recommendations/cc2020.pdf).

<https://www.acm.org/binaries/content/assets/education/curricula-recommendations/cc2020.pdf>

01

Instructional Design Framework P@SHA

Framework for Curriculum Development created based on ACM

02

Competency Maps & Curriculum Outlines (Curriculum Working Groups)

Competency Maps & Curriculum outlines created via brainstorming and discussion

- 20+ online and offline sessions conducted

03

Content Curation and Lesson Plan Development (Curriculum Partners)

Curriculum Partners brought on board to convert industry outlines and content to deliverable, structured lesson plans

- 30+ review session conducted

P@SHA Industry Readiness Bootcamp TechLift

Pilot Cohorts:

To test the waters, Techlift initiated a small number of bootcamps through an advanced cohort phase with **500+ learners**. This stage was meant to provide early insights to a model that is being implemented in the industry for the first time, and ensure that challenges can be proactively addressed for the regular cohorts. 05 of these bootcamps have been completed by Frag Games (02) and Cure MD (03) with a total of **158 graduated learners**. Cure MD who has led 3 of these bootcamps for 76 learners **employed 68** of the graduates immediately after the completion of their training.

P@SHA is creating a phased approach of placing the graduating learners in suitable job roles in the industry. The model is based on an evolving and improving framework that will profile candidates and connect them to relevant vacancies, eventually leading to a **robust placement process** that can be used to connect talent with companies beyond just the TechLift program.

In addition to the early results, advanced bootcamps are a source of program improvement and a way of creating interest in the program from prospective students for future cohorts.

Main cohorts

The main bootcamp cohorts that start from October 2022 will train **3,500 learners** by the end of January 2023. These graduates will be skilled by the industry and placed in their respective fields as per the demand in the industry. All of the graduated candidates will be linked with the industry to meet the demand and a placement model will be utilized to fill the industry's demand gap.

JV/Consortium Lead



Strategic Partner



Joint Venture Companies



P@SHA Industry Readiness Bootcamp TechLift

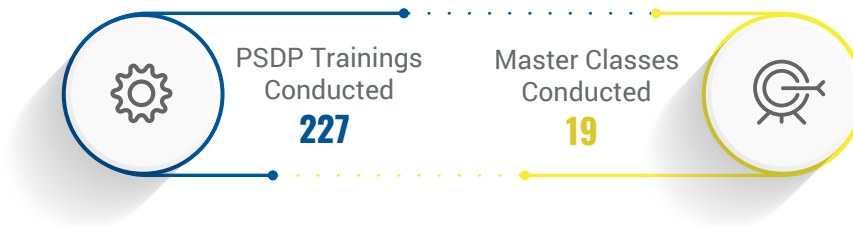
Consortium Companies



Others Skills Development Initiatives

Professional Skill Development Program (PSDP)

This program has been designed to close the skilled resource gap. This program had successfully completed its PSDP-I, which started by vetting the applications by training partners and out of 21, 10 were selected to run the initial cycle. PSDP-I has conducted 60 training sessions with substantial subsidies to P@SHA member companies. Recently, with 9 new training partners this program has expanded into PSDP-II.



P@SHA's Monthly Training Calendar

P@SHA Training Calendar launched to allow member companies to see all scheduled training in one place, and avail benefit of exclusive discounts!

- P@SHA Training Calendar covers two important training programs:
 - **P@SHA Skill Development Program (PSDP)** – P@SHA has partnered with multiple training partners and experts to provide exclusive discounts on training to P@SHA member companies.
 - **Master Classes** – These are 2-hour free classes to cover specialized skill sets in both technical and core skills.



Click [here](https://www.pasha.org.pk/training-calendar/) to view the P@SHA Training Calendar.

Skill Development Other Initiatives

Curated partnerships with 16 training providers, with exclusive discounts for P@SHA members

The graphic features a dark blue background with a yellow wave at the bottom. It lists 11 training topics, each with a checkmark icon. Below the list is a grid of 16 logos for training providers. At the bottom, there are social media icons, the P@SHA logo, and the website URL.

Trainers for P@SHA Skill Development Program

- ✓ Agile Methodologies
- ✓ Programming Languages
- ✓ MEAN & MERN
- ✓ Software Quality Assurance
- ✓ Artificial Intelligence
- ✓ Cloud Technologies
- ✓ DevOps
- ✓ Big Data
- ✓ Blockchain
- ✓ Project Management
- ✓ Data Science

Logos of training providers: HISTORIC INSTITUTION, SHERDIL IT ACADEMY, AgileBeams, DICE ANALYTICS, Agile USA, Prudential, aajile, 10PEARLS UNIVERSITY, BLUE PEAKS, FRONTIER TECHNOLOGY INSTITUTE, [KARACHI AI], GENESE, SOCIO ENGINEERING TECHNOLOGIES, CORVIT, PSTB Pakistan Software Testing Board.

in f o P@SHA | Pakistan Software Houses Association www.pasha.org.pk

CXO Mentorship (January 2021 – December 2021)

This mentorship program was initiated for connecting young/new CXOs with senior industry leaders for both mentorship and networking. It has matched 13 CXO mentors with 14 CXO mentees. Each mentee was required to spend a minimum of 8 hours in a calendar year with their mentor. Both mentors and mentees provided periodic feedback to P@SHA secretariat. The mentorship program kicked off with 13 mentor/mentee pairs, but only 9 pairs were able to continue the program till Quarter 3 & 4. The detailed testimonials were collected and shared with the members' community. CXOs mentor and mentees who have completed the program completion requirement of completing 8 hours have been awarded their completion certificates by P@SHA as well.


The second cohort of P@SHA CXO Mentorship will be launched soon!

Academia-Bridge Program

This program was launched in September 2021, for bridging the academic industry gap by forming a collaboration between a software company (Industry Partner) and a university (Academia Partner) to provide hands-on training to students by replacing their course labs with a newer technology stack and bringing in senior engineers and technologists from the industry to conduct these labs. The pilot has already been in action with a collaboration between Contour Software and Sir Syed University of Engineering and Technology, where the team from contour has updated the lab content and is teaching MERN/MEAN stack in the Web Engineering course labs.

P@SHA Skilled HR Development Roundtable

At the P@SHA ICT Awards 2020-21 in Karachi on October 23rd, 2021, P@SHA had conducted roundtable discussions on five important themes: Skilled HR development, Fintech, Ease of doing business, Diversity & Inclusion and E-Commerce. These policy roundtable discussions aimed to discuss the challenges faced by the IT industry players and look for their viable solutions. P@SHA Skills & Development (S&D) Committee launched a policy whitepaper resulting from the Skilled HR development roundtable discussion.

 You can access the roundtable paper [here](#).

<https://www.pasha.org.pk/policy-roundtables/skilled-hr-roundtable-summary/>

At the ITCN Asia 2022 in Lahore on March 16, 2022, P@SHA conducted roundtable discussions on skilled HR development. The session was moderated by Shamim Rajani, Salman Dar, Syed Bilal Mehmood and Ali Ihsan of P@SHA Skills Committee. The round table included attendees from both the industry and academia, as well as officials from PSEB. The key takeaways from the discussion were

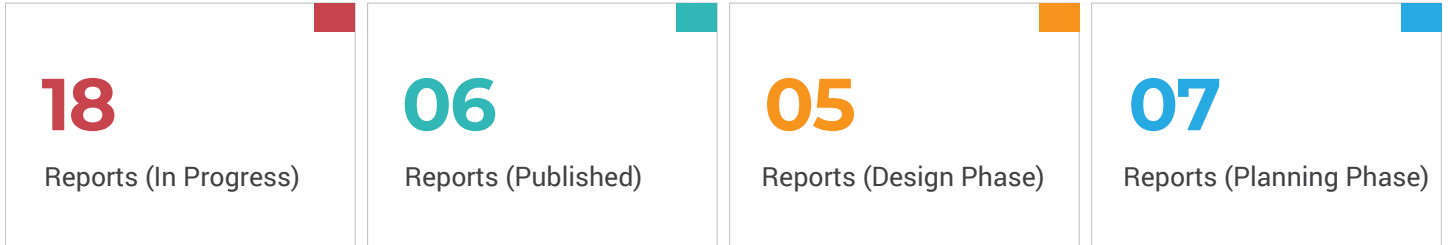
- Develop a policy framework for boot camps that is sustainable
- Create employment for trained graduates
- Capacity building of the IT industry

MoU signed with LUMS

P@SHA has signed an MoU with Lahore University of Management Sciences (LUMS) for strengthening the industry-academia linkages through joint collaborative activities aimed at skills development, job placements, industry driven curriculum and research-oriented programs and initiatives. This collaboration will contribute towards enhancing development of skilled resources, to acquaint them with the prospective job opportunities. P@SHA has signed an MoU with LUMS to strengthen 'Industry-Academia linkages' via Joint and Collaborative Efforts.



Industry-driven Research Activities Knowledge Production Efforts




Collaboration with Google: Unlocking Pakistan's Digital Potential

P@SHA collaborated with Google for a report launch “Unlocking Pakistan’s Digital Potential’ in highlighting the potential and growth of Pakistan IT & ITeS Industry. P@SHA also reviewed the report and shared the success stories from the P@SHA members’ companies.




UNLOCKING PAKISTAN'S DIGITAL POTENTIAL

Grow with **Google** | **P@SHA**

 You can rewatch the report launch event [here](#)

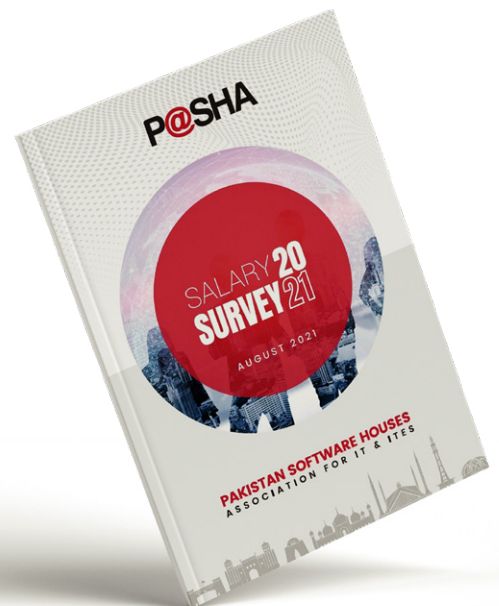
 | <https://www.youtube.com/watch?v=8u1IZx07s8A>


 In order to read the full report click [here](#)

 | <https://dnd.com.pk/wp-content/uploads/2021/11/Unlocking-Pakistans-Digital-Potential.pdf>

P@SHA Salary Survey Report 2021

P@SHA successfully resumed its much-awaited flagship initiative. The aim of P@SHA IT Salary 2021 was to help the IT & ITeS Industry in performance evaluations and increments, allow salary benchmarking, analyze and address reasons behind employee turnover rates. This time P@SHA Salary Survey Report 2021 covers 62 roles and 225 jobs. We have received an overwhelming participation from 175 companies and 30,000 employees to make it more comprehensive than ever. The report has led to different planned initiatives (industry-academia linkages) and other reports. The report has gone viral with insights being used by both industry and academia for their decision-making.



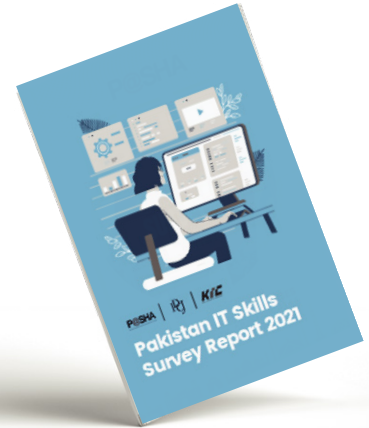
 Downloadable version available now!

 | <https://www.pasha.org.pk/knowledge-center/salary-survey/pasha-salary-survey-2021/>

Industry-driven Research Activities Knowledge Production Efforts

P@SHA IT Skills Requirement Analysis Report 2021

P@SHA IDCJ IT Skills Survey Report 2021 is an “exploratory study”, jointly conducted by P@SHA and IDCJ, to gauge the existing skill levels in the major functional areas of the IT sector of Pakistan relevant to the work requirements of the Japanese IT market. The report aims to find the current status and the gap in the existing skills being employed in the IT sector. The report performed an in-depth analysis of the technical skill levels in specific areas of interest such as software development, data science, and cloud management services. The analysis will aid in forming a basis for finding future training needs and a detailed capacity-building plan for the employed resources in the IT sector.



 You can read full report

<https://www.pasha.org.pk/knowledge-center/industry-reports/pakistan-it-skills-survey-report-2021/>

P@SHA IT Skills Requirement Analysis Report 2021

The P@SHA IT Skills Requirement Analysis Report focuses on the current landscape of Talent Demand in the IT & ITeS Industry across Pakistan. The IT Skills Requirement Report 2021 is based upon a survey conducted by P@SHA to find the most in-demand technology tracks and tools required by the industry. A total of 148 unique IT and ITeS companies participated in the survey. However, since 08 companies didn't provide complete data, the data of 140 companies is used for analysis and findings in salary benchmarking.



The report covers in-demand technology tracks nation and region wise, prospective in-demand technology tracks and the need of skilled resources. In an attempt to discover new opportunities for employment and bridge the skills gap of Pakistan's workforce, the IT Skills Requirement Report 2021 covers an exclusive demand and need analysis of the IT Industry in Pakistan.

 You can read full report

<https://www.pasha.org.pk/pashapk/IT-Skills-Requirement-Analysis-Report-2021.pdf>

Industry-driven Research Activities Knowledge Production Efforts

Comparative Analysis: Support Policies in IT Emerging Economies

The report “Comparative Analysis: Support Policies in Emerging IT Economies” is an extensive study of the support policies practiced by the countries in Indo-Pacific region to build a mature tech ecosystem. Suggesting that the growth of IT sector is considerably affected by government policies and interventions, the report analyzes five broad categories of policy measures: fiscal policies, monetary policies, innovation policies, human capital policies, and investment climate policies. The report compares Pakistan’s policies with the regional countries–Bangladesh, Malaysia, India, Philippines, Vietnam. Building on the regional practices, the study gauges Pakistan’s position in the regional tech landscape and suggests policy recommendations to facilitate the growth of the industry.



 The detailed report can be read here.

<https://www.pasha.org.pk/pashapk/Policy-Comparative-Analysis-by-P@SHA.pdf>

The Great Divide: The Industry-Academia Skill Gap Report 2022

The Industry-Academia Skills Gaps Report 2022 aims to conduct an in-depth analysis of the demand and supply of the universities and IT & ITeS companies of Pakistan. The objective was to present a birds-eye view from the IT industry perspective to understand their needs and demands regarding the skilled resources. The study also unveils the current skills analysis of the education sector and students of IT relevant degrees from top-tier universities in Pakistan.



This report confirms and captures gaps between industry requirements and university preferences using data from 100+ university students and 90+ IT companies. The data is further supplemented by interviews from 10 industry experts for a situational analysis, and 10 academic experts to provide recommendations and action items for bridging the skills gap.

 The detailed report can be read here.

<https://www.pasha.org.pk/knowledge-center/industry-reports/the-great-divide-the-industry-academia-skill-gap-report-2022/>

Reports In-progress

Design Phase

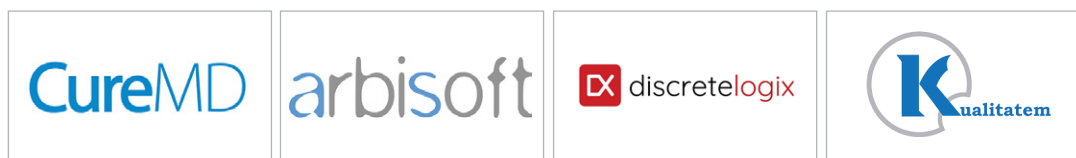
- D&I Statistics Across Pakistan IT & ITeS Industry
- P@SHA Employee Benefits & Salary Benchmarking Report
- P@SHA Salary Survey Benchmarking Guidelines 2022
- Tax Analysis Report: Mapping Cost of Doing Business in Pakistan for IT & ITeS Industry
- IT & ITeS Exports: Dissecting 3-year Growth

Planning/Launch Phase

- P@SHA IT Skills Requirement Analysis Report 2022
- Animations, Games and Graphics Industry Report
- Mapping Ease of Doing Business in Pakistan for IT & ITeS Industry
- Digital Marketing Guide: IT & ITeS in Pakistan
- The ROI of Technical Skills Training & Development Programs
- Decoding CSR projects: Leveraging IT for a better & Inclusive world by IT & ITeS Industry of Pakistan
- Salary Survey 2023

Other Initiatives

- Advised on **Asian Development Bank (ADB)** report “Assessing the Implications of Industry 4.0 (4IR) on Jobs and Skills in High-Growth Industries in Central Asia”
- Collaborated with and provided input on **National Export Strategy of Pakistan (NPSES)**
- **D&I Pilot:** A D&I pilot has been initially started with 5 companies. However, a few companies were able to make it till the end despite challenges. The pilot participant companies were able to evaluate their D&I practices with D&I Benchmarking scorecard. Later, based upon their calculations they drafted a D&I action plan. A weekly/monthly sync had been scheduled with P@SHA secretariat to keep track of the D&I action plan progress.



Networking Events



Industry Engagement: Networking Events

Events Breakdown Across Cities



- » 03 CXO Meetups
- » Animation, Gaming and Graphics: Problem Discovery Workshop
- » Interactive Session with FBR - conducted with PSEB & MoITT
- » Interactive Session with SBP - conducted with PSEB & MOITT
- » Interactive Session with SRB - conducted with PSEB



- » 04 CXO Meetups
- » Animation, Gaming and Graphics Event (Sponsored by Quixel)
- » Interactive Session with FBR - conducted with PSEB & MoITT



- » 02 CXO Formal Meetups
- » Networking Dinner with APICTA Executive Council
- » Press Conference with APICTA Executive Council
- » Interactive Session with FBR - conducted with PSEB & MoITT
- » P@SHA x Tencent: Economic Potential of Gaming Industry in PK

Networking Events

Strategic Partnerships Event:

- **Technology Roundtable - with Board of Investment (BOI), Islamabad:** P@SHA partnered with the Board of Investment for a Technology Roundtable with government and IT leaders. The purpose behind this roundtable was to bring together policy makers, business communities and potential investors to explore new avenues for enhancing business & investment linkages in Pakistan's booming IT sector. Badar Khushnood, Chairman P@SHA moderated the E-Commerce Roundtable. And Barkan Saeed, former chairman P@SHA moderated roundtable on 'IT Exports'
- **Pak-Seattle Tech Exposure, Islamabad:** A team of Pakistanis working at Seattle came to Pakistan to interact with the industry and share their experience. P@SHA partnered with Tech Exposure to help connect the local IT industry with the foreign delegation. The opportunities for the Pakistani companies were also shared to encourage the companies to scale up and grow internationally. The event was attended by top Government officials from the Ministry of IT and Commerce. The event was a big success as the CXOs gained a lot out of it.
- **E-Commerce Convention with MoC, Islamabad:** Ministry of Commerce arranged an event for the launch of E-Tijarat Digital Portal. P@SHA was invited to take part in this initiative. The chief guest of the event was then Prime Minister, Imran Khan. P@SHA was also awarded as the top trade body for IT and ITeS. Mr. Badar Khushnood received the accolade on behalf of P@SHA. The event was attended by top government officials from Ministers to Secretaries. CXOs from different companies were also a part of this event.
- **Cash Reward Incentive Scheme:** For the first time in the history of Pakistan, P@SHA managed to get an incentive scheme approved for the IT industry. This was to promote the IT industry and support them to grow even more. With the help of PSEB, P@SHA secured a Cash Reward Incentive for the IT and ITeS companies. An event was arranged in this regard for the announcement of this historic package. Led by PSEB, P@SHA supported the event and brought on board the key players for this historic initiative taken for the IT industry. This event was attended by senior officials of the ministries, PSEB and P@SHA companies.
- **P@SHA X Google | Launch of Google Career Certificate:** Since 2020, Grow with Google has equipped tens of thousands of Pakistanis with free access to training courses, tools, products, and programs. It has accelerated economic recovery by helping people find jobs, advance their careers, and grow their businesses. To help prepare job-seekers and underprivileged communities, P@SHA partnered with Google for the launch of Google Career Certificates program in Pakistan, launched on September 22. The program is designed to make you job-ready and equip you with in demand job-skill within 6 months. P@SHA Chairman Badar Khushnood, Ignite, IRM, and external experts and inspirational leaders were part of this exciting session filled with insights, practical tips, and expert advice on how to advance Pakistan's #digital workforce.
To know more details visit [Grow With Google](#)

Networking Events

Google Career Certificates

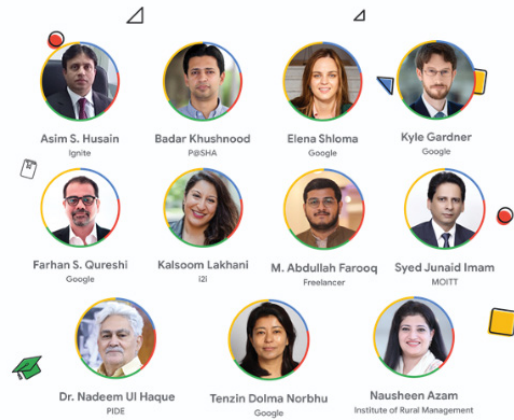
Job-ready skills you can put to work

- A path to in-demand jobs
- No experience necessary
- Learn at your own pace
- Stand out to employers

Learn more: goo.gle/GCCPKIlaunch

Grow with Google

Google Career Certificates



Join on 22 September (12PM PST): goo.gle/GCCPKIlaunch

Grow with Google

P@SHA as 'Industry/Outreach Partner' Events

P@SHA also collaborated for the following events:

● P@SHA - 'Industry Partner'

- P@SHA collaborated with PSEB & Sindh Revenue Board (SRB) for a seminar on "Ease of doing business" for reduction of Sindh Sales tax on IT companies
- P@SHA in association with Trade Development Authority of Pakistan, facilitated 16 outgoing trade and investment officers TIOs through meetings with leading IT companies.
- P@SHA Collaborated with E-commerce Gateway as an "Industry Partner" for ITCN Asia in Lahore. P@SHA member companies were given exclusive discounts and prime locations to showcase their companies and products. It was a 02 days event that gave a chance to networking of companies. A Skilled HR roundtable was also arranged on the first day that was conducted by P@SHA. People from the government, industry and academia were part of this fruitful conversation.
- P@SHA Collaborated with E-commerce Gateway as a "Strategic ICT Partner" for ITCN Asia in Karachi. 45 P@SHA member companies exhibited at ITCN Asia- Khi 2022, in which 16 Member companies availed P@SHA exclusive discounts on booths. It was a 03 days event that gave chance to networking of companies. Our Secretary General- Hira Zainab also announced AICTA news at the ITCN conference on Day 1.

● P@SHA - 'Outreach Partner'

- TerraBiz complimentary live e-Talk session on Leading with Soul PSX (Pakistan Stock Exchange) for GEM Board (Growth Enterprise Market)
- Open MENA for 'Entrepreneurship for Digital Transformation of Education Conference'
- Collaborated with Google for Google Developer Conference
- P@SHA collaborated with All Pakistan Women Movement & TiE chapter for 'TiE Women Global Pitch Competition'

P@SHA - 'Outreach Partner'

- Tech Nation 2022, Bahawalpur: P@SHA partnered with Tech Nation in arranging a Digital Conference in Southern Punjab. Tech Nation Digital Conference 2022 was the first step towards the efforts for conducting career awareness focused events, specially in the underdeveloped areas of Pakistan mainly in the IT sector. It was a 2-day conference in the region of South Punjab which brought together a number of influential industry leaders, social media influencers, entrepreneurs, and motivational speakers.
- OPEN Mena EdTech Conference: P@SHA acted as a Community Partner for OPEN Mena EdTech Conference. The primary goal of this conference was to emphasize on the importance of primary and secondary education and what important role can digital transformation play in upscaling the quality of education in Pakistan.
- Agile Regional Marathon 2021: P@SHA played the role of Outreach Partner for Agile Regional Marathon 2021.

Flagship Events



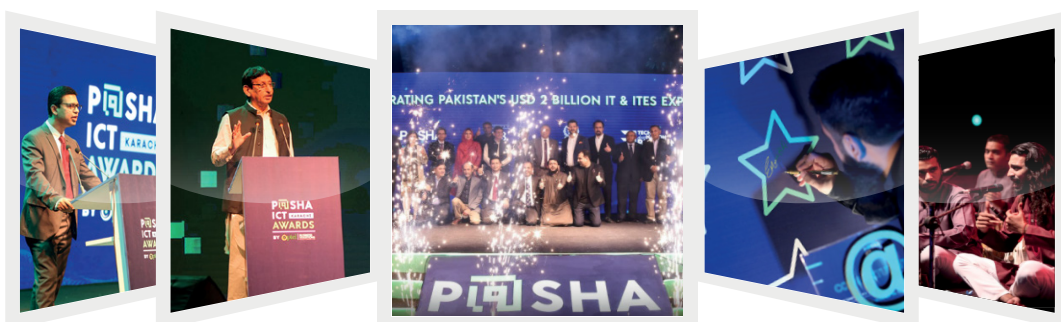
P@SHA ICT 2021: P@SHA held its flagship event, the 17th P@SHA ICT Awards Ceremony in Karachi on October 23rd, 2021 which was attended by more than 400 people including the winners, runner ups, sponsors, industry veterans, startups and other ecosystem players. The Chief Guest of the ceremony was Federal Minister for IT and Telecom, Mr. Syed Amin ul Haque, the Guest of Honor was the High Commissioner of Canada to Pakistan, Ms. Wendy Gilmour.

P@SHA

Before the awards ceremony, 5 roundtable meetings were held on the following themes: Skilled Human Resource, Diversity & Inclusion, E-Commerce Roundtable, Innovation in Fintech and Digital Payments, and Ease of doing business

The winners and runner ups of the P@SHA ICT Awards are

<https://www.pashaictawards.com/positionholders>



APICTA 2020-21

P@SHA is a member of Asia-Pacific ICT Alliance (APICTA) along with other 15 economies of the Asian-Pacific region. The winners of the P@SHA ICT Awards were nominated by P@SHA to the Asia-Pacific ICT Alliance (APICTA) Awards which took place virtually this year and were hosted by the member association of Malaysia called PIKOM this year.

The Gold awards were won by the following teams:

- » Autosphere by Mercurial Minds in ICT Services under Business Services
- » Pouлта Inc. in the Industrial Category



The Merit awards were secured by the following teams:

- » Nano Loan Prediction Model by Love for Data in the Banking under Consumer category
- » Ultra Low-latency Market Feed Handler by EMumba in the Finance & Accounting under Business Services category
- » Social Champ in the Marketing Solutions under Business Services category
- » Swyft Logistics in the Supply Chain/Logistics under Industrial category



Glimpses from the APICTA Awards Ceremony

P@SHA ICT Awards 2022

P@SHA is all set to host its 18th P@SHA ICT Awards 2022 in the heart of Pakistan, Lahore! The city with a glorious past unites and connects people through its food, music, culture, and art. The journey started by revamping the P@SHA ICT process through the standardization of templates and procedures for activities covering project management, marketing, event management, application outreach, judging & evaluations, etc. The applications were officially kicked off in July. Two application extensions were given due to the overwhelming response received after the APICTA announcement. **12 Outreach partners** joined hands to spread the word for P@SHA ICT Awards 2022!

A total of **900+ applications** were received under **42 categories**.

You can visit P@SHA ICT Awards 2022 website here:

<http://www.pashaictawards.com/>

P@SHA hosted a **webinar** to guide members through the registration process for P@SHA ICT Awards 2022.

The judging will take place in the start of October with the help of an esteemed panel of judges. This would be followed by the registrations to attend the main event to be held in October. The video highlights from P@SHA ICT Awards Ceremony 2021 can be seen here.

<https://tinyurl.com/5r4vn6xa>



Initial Application Screening Status

Total Submissions	937
Initial Screening	852
Category Change	28
Require Clarity (calls/emails for verifications)	102
Ineligible	167
Shortlisted Applications	680



APICTA 2022

Hosted by P@SHA, the APICTA Executive Committee meeting with delegates from 16 member economies including Malaysia, Australia, Sri Lanka, and Chinese Taipei was held in Serena Hotel, Islamabad. It was announced that Pakistan has successfully won the bid to host the APICTAs Awards, making it a historic milestone for Pakistan's IT & ITes industry. First held in 2001, the APICTA Awards have previously been hosted by member economies such as Australia, Malaysia, China, and Singapore.

The Awards have proven to be a productive force to develop the local & regional economy and have already led to lucrative business opportunities for qualifying Pakistan IT & IteS companies in the recent past. By hosting APICTA awards, Pakistan would have an opportunity to position its strategic case for **'Make in Pakistan'**. Majority of APICTA delegations will be first-time visitors to Pakistan and at least 200 international delegates are expected for the 5-day event, including IT leaders, entrepreneurs, policymakers, foreign officials, researchers and students which will help further strengthen a progressive image of Pakistan.

P@SHA hosted a press conference and a networking dinner for APICTA Executive Committee and P@SHA member companies. So far, 70 million PKR funding has been raised for APICTA 2022 by P@SHA.

The press release can be read here

<https://www.dawn.com/news/1707465>



International Delegations

P@SHA has facilitated delegations for various international conferences and events. It has also tried to subsidize these delegations to encourage more participation. The details of the events are as follows:



The 40th GITEK Technology Week was held from 17th to 21st October 2021 in Dubai. Over 200 Pakistani representatives participated as exhibitors and visitors this time around. P@SHA played a pivotal role in facilitating the Pakistani delegation through subsidy by the Trade Development Authority of Pakistan. The Pakistan Pavilion was inaugurated by the Federal Minister for IT & Telecom, Syed Amin ul Haque, along with the Chair of P@SHA Branding Committee, Muhammad Zohaib Khan and MD Pakistan Software Export Board, Osman Nasir. The highlights of Pakistan Pavilion at GITEK can be watched [here](#).



<https://youtu.be/hXNcz5gbHd8>

Tech Destination B2B Networking CxO Meetup at GITEK 2021

: P@SHA in collaboration with PSEB organized a "Tech Destination Pakistan" CXO meetup at the World Trade Club, Dubai on October 19th, 2021. The Chief Guest of the event was Mr. Syed Amin ul Haque, Federal Minister for IT & Telecom. The highlights for this meetup can be watched [here](#).

<https://youtu.be/ZugaBcH-Tj0>



International Delegations

Workshop on IT Investment Opportunities in Pakistan

P@SHA collaborated with Pakistan Software Export Board and Ministry of IT & Telecom to conduct a “Workshop on IT Investment in Pakistan” at the Pakistan Pavilion, Expo Center, Dubai on October 20th, 2021. The highlights for this workshop can be watched [here](https://youtu.be/k6MJHz7rGzU).

<https://youtu.be/k6MJHz7rGzU>

Visit to Sharjah Research and Technology Innovation Park

On October 24th, 2021, a delegation of CxOs participating in GITEX from Pakistan visited the Sharjah Research and Technology Innovation Park. The delegation was led by the Chair of the Brand Pakistan Committee, **Mr. Zohaib Khan**.



The Digital Tech Summit, 2021

A two-day conference program (November 30 – December 1) was held in Copenhagen, Denmark. The Embassy of Pakistan in Denmark took the initiative to showcase the Pakistan IT Industry at Digital Tech Summit. A delegation of 9 companies represented Pakistan.

PITB's Panel Discussion

Chairman P@SHA Badar Khushnood moderated the two panel discussions on “South Asia’s New Hub of ICT - Pakistan” and “Startup Ecosystem of Pakistan” at the Pakistan Pavilion at Expo 2020 Dubai organized by Punjab Information Technology Board & Startup Punjab. The panel discussion “South Asia’s New Hub of ICT - Pakistan” can be watched here. The panel discussion on “Startup Ecosystem of Pakistan” can be watched here.



The panel discussion on “Startup Ecosystem of Pakistan” can be watched

<https://www.youtube.com/watch?v=wT9nC8Kwyik>

- **Panel Discussion at Expo 2020: South Asia's New Hub of ICT - Pakistan** Chairman P@SHA moderated the discussion. The recording can be watched here.
- **Panel Discussion at Expo 2020: Startup Ecosystem of Pakistan** Chairman P@SHA moderated the discussion. The recording can be watched here.

International Delegations

Leap Saudi Arabia Feb 2022

P@SHA, along with PSEB and TDAP, set up one of the biggest Pakistan Pavilion at one of the most vibrant events of the MENA region. Around 40 big and small companies represented Pakistan at this massive scale event. Companies pitched to international clients and had a very productive three-days event. Along with the main conference, P@SHA with its partners, was able to set up a Tech Destination CXO Meetup at the Riyadh Chamber of Commerce for the Pakistani Delegation to meet potential clients one on one. This complete event was a huge success and the companies had a lot of output from this event.

MWC Barcelona 2022

The IT Minister along with the top Telcos companies of Pakistan was part of the delegation. A B2B meeting session was arranged with the President of Istanbul Chamber of Commerce to discuss the possible collaboration opportunities.

London Technology Week:

Date: 13-17 June 2022: The London Technology Week is the UK's flagship Tech event, bringing 20,000+ global government and corporate leaders, inspirational start-up founders, senior investors, and tech rising stars together to discuss the power of technology for societies. P@SHA, along with PSEB took a delegation of over 20 companies who participated in this one-of-a-kind conference. With the help of the Pakistan High Commission in London, an interactive dinner was also organized which featured some renowned tech leaders from London.

You can watch event highlights

<https://www.youtube.com/watch?v=wT9nC8Kwyik>

Collision Canada

Date: 20-23 June 2022: Collision Canada is one of the biggest Tech events across the globe. Set to host more than 33,000 attendees, Collision had to offer access to some of the biggest tech companies of the world that include Microsoft, AWS, Siemens, AirBnB, Shopify etc. With a diverse list of some of the top speakers from around the world, Collision had to offer huge opportunities for our local companies. P@SHA, along with PSEB took a delegation of over 10 companies who participated in this mega event. A very productive and interactive session was arranged by the Pakistan High Commission in Toronto. This helped the delegates to connect with the top-notch people of the industry and helped them connect to the right people for expansion

Other Updates

NEST I/O Update

The Nest IO's physical space was vacated at the end of October 2021 and all relevant activities were completed. An expression of interest was released to member companies and different vendors contacted for the sale of devices, equipment and office furniture. The highest bids were considered and the total sales proceeds amounted to 5 million PKR.

P@SHA Sub-Committees 2021-2022



 Members 2021 - 2022  Meetings Conducted

The member details for each subcommittee can be viewed [here](https://www.pasha.org.pk/about-us/pasha-committees/).

<https://www.pasha.org.pk/about-us/pasha-committees/>

CEC Meeting Highlights can be seen [here](https://www.pasha.org.pk/knowledge-center/cec-meeting-highlights/).

<https://www.pasha.org.pk/knowledge-center/cec-meeting-highlights/>

Most Active Committees

- » Skill Development Committee: 23 meetings
- » Awards & Judging: Dr. Shoab Khan, Ali Syed: 16 meetings
- » Animations, Graphics & Games: 11 meetings

CEC Member Progress Overview 2021-2022

CEC Member	Role	Committees Chair 2021-2022	Key Contribution
Badar Khushnood 2020-2022	Chairman 2021-2022	eCommerce HR Committee	Led the policy campaign and government meetings Led the coordination with APICTA to bring it to Pakistan Worked with Secretariat closely on all initiatives
Barkan Saeed 2020-2022	Chairman 2020-2021 Treasurer 2021-2022	Chairman-2020-2021 Treasurer 2021-2022	Laid foundations for strengthening of Secretariat Worked as treasurer with Secretariat government relations and worked with MoITT & PSEB closely
Ammara Masood 2020-2022	Senior Vice Chairperson 2021-2022	Fintech Diversity & Inclusion	Proposed P@SHA Returnship Program Focal point for SBP
Waqas Pitafi 2020-2022	Vice Chairman 2021-2022	Industry Sub-Sectors	Launched subsector groups
Salman Dar 2020-2022	CEC Member	Membership	Launched P@SHA Regional Chapters Worked with Governance & Skills Committee as an active member
Ali Ihsan 2021-2023	CEC Member	Animations, Graphics and Gaming	Strengthened AGG subsector initiatives at P@SHA Launched AGG events Led GDC Delegation Kickstarted AGG subsector report Worked with Governance & Skills Committee as an active member
Muhammad Zohaib Khan 2021-2023	CEC Member	Brand Pakistan	Led all delegations and exhibitions
Khuram Rahat 2021-2023	CEC Member	Governance	Reviewed and oversaw changes in Articles of Association Worked with Treasurer and Secretariat in finalizing Investment Plan for P@SHA
Bilal Hashmat 2021-2023	Chairman 2021-2022	STZ	Promoted collaboration with STZA
Dr. Shoab A Khan 2021-2023	Chairman 2020-2021 Treasurer 2021-2022	Awards & Judging	Led P@SHA ICT Awards Judging Committee Chief Judging for APICTA 2022 Represented P@SHA in NCEAC and HEC

Planned Initiatives

- P@SHA Annual General Meeting 2022
- P@SHA ICT Awards Judging 2022
- P@SHA ICT Awards 2022
- APICTA 2022
- P@SHA D&I Pilot Program: Success Stories
- P@SHA CXO Mentorship Program 2022-23
- CXO Meet-ups in Islamabad, Karachi, Lahore
- P@SHA Membership Outreach Campaign
- Member Services and Partnership Pack
- Knowledge Production Efforts
 - P@SHA Tax Analysis Report
 - Salary Survey Quick Guide 2022
 - Skill Requirement Analysis 2022
 - Diversity and Inclusion Landscape across Pakistan IT and ITeS Industry
 - Animations, Games and Graphics Industry Report
 - P@SHA Employee Benefits & Salary Benchmarking Report
 - P@SHA Salary Survey Benchmarking Guidelines 2022
 - Tax Analysis Report: Mapping Cost of Doing Business in Pakistan for IT & ITeS Industry
 - IT & ITeS Exports: Dissecting 3-year Growth
 - P@SHA IT Skills Requirement Analysis Report 2022

CEC Members Progress Highlights

In September 2022, CEC passed a resolution for elected CEC members to submit at the end of year. Secretary-General provided a template. The progress reports shared by the CEC members are published as provided, without any changes or verification.

P@SHA Sub-Committee: Progress Overview

In September 2022, CEC passed a resolution for elected CEC members to submit at the end of year. The Secretary-General provided a template. The progress reports shared by the CEC members are provided on the next pages.



Ali Ihsan
CEC Member
Chair Animation, Graphics and Games

Progress Overview

CEC Meetings Attended	All
Committee Chair	Games and Animation Committee
Committee TORs Submitted (Y/N)	Yes
Committee Meetings Conducted	10+
Committee Member	Governance, Skills
Committee Meetings Attended	20+
Other Activities	PITB Skills Group, Techlift Bootcamp, MoIT Animation and Games group. PSEB White Paper Review Group.
Meetings Attended	30+

Progress Highlights

- Held a AGG meetup in all 3 Cities
Started work on the Industry Report for AGG
- - Found sponsors and partners for the above report
- Conducted workshops in all 3 cities for problem discovery
- Advanced meetings with US Consulate to open Visa access for the AGG and IT industry
Reviewed all industry white papers and provided feedback as a PSEB working group
- Authored the proposal for the Center of Excellence for Animation and Games
- Reviewed and provided feedback and strategic direction for the RFP
- Pushed for and approved transparent release of MoMs for all committees including the CEC
- Ensured it was actually done for committees chaired by me
- Pushed for and approved CEC accountability which will be put to vote at current AGM
- Also pushed other accountability measures that were NOT approved
- As a part of governance, assisted in reviewing AoA changes and make recommendations, several of which are now in the final draft
- Brokered peace between war parties. I'm serious.
- Led the GDC delegation to San Francisco, helping set up booths and branding at the show.
- Met with BoI to try and formulate a process to bring in FDI from several key parties into Pakistan
- Newsflash, ball was dropped by govt big time
- Helped organize P@SHA x Tencent, to promote a holistic and positive picture for the gaming industry
- Signed MoU with IGDA to collaborate towards AGG industry growth.

Committee Member Update

Bootcamps, Curriculum reviews, PSDP partner interviews (practically all), survey reviews and formulation. Hounding members to actually reply (single handedly doubled response rates :D). Attended govt skill roundtables. So many.

Engaged with universities for curriculum interventions. Helped with recommendations for P@SHA Masterclasses.

Most importantly, wrote the whitepaper for Bootcamps and through a team effort was instrumental in the government award of the programme and helped bring structure to it's practical form. Have remained involved as a JV member and ensured that P@SHA always has a seat at the table.

Important, have pushed for and successfully helped create the L & D Division within the P@SHA Secretariat.

Other Updates

Other updates are a thought. A man is not known for the work he says he's done. He's known for the work he actually does. I don't believe in accolades, I believe in results.

Election Manifesto Status

Manifesto Item	Status (Completed/In progress / Not Started)
National Training Programme	In Progress
AGG Pilot Programmes	In Progress
Transparency and Inclusion	Complete



Muhammad Zohaib Khan

CEC Member

Chair Brand Pakistan

Progress Highlights

GITEX Technology Week 2021 and 2022

- Arranged and executed Tech Destination Networking Event during GITEX Dubai October 2021, this was the first ever such type of networking B2B event. Honorable Federal IT Minister, Bahrain Chamber of Commerce, UAE Minister, Diplomats from Malaysia, Singapore and African countries was part of it. All the CXO of Pakistan Tech Companies was there. Around 120+ people were gathered at the premium business venue i.e., Dubai World Trade Club top floor.
- Was able to convince and secure best place for Pakistan Pavilion for GITEX Dubai 2022 (this year), before that we use to have sidelined places for Pakistan Pavilion. This new place was used to be with Saudi Pavilion for their tech companies
- Convinced PSEB to have Connections Lounge which will be the biggest show case and branding of Tech Destination Pakistan, there will be meeting rooms and secretariat for government people.
- Was able to secure 40 minutes for Pakistan Innovation Day as their Official Conference Agenda for 5 days and this slot was dedicated for Pakistani Tech Eco System to share success stories of Pakistan. Worth 11 million Rupees (Waived off)
- Convinced Ignite to go as proper Pavilion to promote startup Eco System of Pakistan.
- Many other plans are under discussions for GITEX Dubai 2022 with PSEB and MoiTT

Leap Saudi Arabia Feb 2022

- Pakistan Participated as Country Pavilion after 10 years in any Tech Saudi Event.
- Lead a delegation of 100+ CXOs from Pakistan
- Took lead to process e-Visa & Waiver for COVID Travel from Minister of ICT Government of Saudi Arabia
- Took best place in Leap for Pakistan Pavilion which was appreciated by all Exhibitors
- Represented P@SHA and Industry as Speaker at Riyadh Chamber of Commerce Tech Destination Event in which many Saudi Buyers came to meet Pakistani Companies. Riyadh Chamber setup B2B Meeting area for Pakistani Tech Companies. Closely coordinated with Pakistan Embassy in Riyadh, Riyadh Chamber and PSEB for making this successful
- Many companies got reasonable projects and opening up their company in Kingdom of Saudi Arabia after those efforts.

MWC Barcelona 2022

- It was one of the best Pakistani Presence in MWC Barcelona
- Involved at eleventh hour just to make Branding of Pakistan in different Levels.
- Honorable IT Minister was part of the delegation along with the CEOs of Pakistani TOP Telcos, 12 Companies participated from Pakistan and appreciated the way of Branding Pakistan.
- B2B Meeting session with the President of Istanbul Chamber of Commerce during MWC and discussed how P@SHA can work together with them.

Delegation to London Technology Week

- First time in many year PSEB agreed to support P@SHA delegation for London Tech Week
- Processed many companies CXO Visa for London Tech Week.
- Follow up Delegation is planned for October 2022 especially for those who receive late Visa and are currently in collaboration with FPCCI.
- Arranged Tech Destination Networking Event at Pakistan High Commission London. Pakistani Diaspora in Tech Sector working in Private and Government Sector, CXOs of Pakistani Tech Companies, Head of Commercial Section at PHC, Potential IT Buyers and many others attended this event.
- Meeting with UK-Pakistan Business Council placed with Pakistani Delegation.
- Was able to allow access to delegates for the VIP under sidelined events of London Tech Week.

Delegation to Collision Canada

- First time lead to have delegation to Collision Canada in Toronto with the support of PSEB.
- Able to waive-off event tickets worth 40,000 USD
- One of my Brand Committee Member Mr. Jamil Goher took lead to represent P@SHA and Pakistan Tech Eco System at the B2B Event organized by Pakistan Consulate, Toronto.
- Close coordination with Pakistan Consulate Commercial Section for the B2B Event and Collision Conference.
- Support all P@SHA members and Industry Delegates for obtaining their VISA for Canada.

Activities in Federation of Pakistan Chamber of Commerce

- 2 years back I started bringing P@SHA representation at FPCCI.
- Invited Honorable IT Minister, Ministry of IT and PSEB Leadership in order to involve with Non-Tech Businessmen Community at FPCCI.
- Involved in IT and Cyber Security Committee at FPCCI and brought 22 members from the relevant sector in these committees.
- Involve FPCCI to push P@SHA Policy narrative to Government of Pakistan's decisions related to IT.
- Involved Skill Committee Chair with FPCCI in order to get support for the issues related to Skills Training

Sindh Revenue Board (SRB)

- Proposed SRB to reduce Sales Tax on Services from 13% to 3% 2 years back with the support and leadership of Systems Limited, TRG and TPS Pakistan
- In 2021 got Export Tax exemption on BPO Sector for the companies registered in Sindh
- Got approval during the Budget of 2022 from Sindh Government to reduce optional Tax rate from 13% (Adjustable) to 3% (non-adjustable)

ITCN Asia 2022

- Represented P@SHA during ITCN Asia 2022 Karachi, appreciated the efforts of P@SHA Karachi Team for making excellent branding of P@SHA Stand during the event.
- Negotiated with ITCN Asia Management to give subsidy / discounts for P@SHA Members participated in ITCN Asia and to get best location for our IT Companies.
P@SHA was appointed as Official Partner for ITCN Asia to enable brand at this biggest exhibition.
- Speaking slot allocated for Secretary General Ms. Hira Zainab in order to represent P@SHA in front of Honorable IT Minister, Industry Leaders, Chamber Presidents, Chancellors of Tech Universities and many other Tech Companies.

Role in KARACHI IT PARK

- P@SHA nominated me as Industry Representative to involve as Member of the Committee to build Karachi IT PARK near Karachi Airport.
- Attended 20+ Meetings to prepare RFP and Compliance Document under the guidelines of Korean Exim Bank.
- Ministry of IT and PSEB are also part and lead in charge of the IT Park.
- Consultant RFP has been finalized as of 8th September 2022.

Role in the MOU between TDAP and Pakistan Software Export Board

- MOU between TDAP and PSEB was signed.
- Promotion through IT Exhibitions and Delegations will now be together under working relationship between Trade Development Authority and PSEB.
- I was involved to make sure Industry demand for all the events subsidized by the Government of Pakistan can go through TDAP and PSEB.
- First smooth successful project after this MOU was Leap Saudi Arabia 2022.

Other working

- Webinar was arranged between P@SHA and Brazilian Software Association (ASSESPRO) and hopefully an MOU will be signed within next 2 months to have collaboration between Pakistani Tech Companies with Brazilian Tech Companies
- Enabled Brand of P@SHA in Events like AGILE Conference, Banking Conference and many other local events.



Khuram Rahat
CEC Member
Chair Governance Committee

Progress Overview

CEC Meetings Attended	11
Committee Chair	Governance Committee
Committee TORs Submitted (Y/N)	Yes
Committee Meetings Conducted	8
Committee Member	Brands Committee
Committee Meetings Attended	5
Other Activities	<ul style="list-style-type: none">■ Member PSEB Infrastructure Committee.■ Steering Committee Member, National Big Data & Cloud Computing.■ Member IT Round Up Review Committee of PSEB.

Meetings Attended 15

Progress Highlights

- I was not involved by the Chairman or the Secretariat in any policy related interactions with any government body so this section is NOT APPLICABLE.
- However, I was involved in interaction with teams from the World Bank and the Asian Development Bank when requested by the Secretariat and contributed accordingly.
- I was involved by PITB, Planning Division and HEC in my personal capacity and contributed actively. I have also been involved in the IT Bootcamp Trainings program also.

Committee Chair Update

The governance committee is tasked with the role of advising CEC and secretariat on policy and governance related issues brought to its notice and monitoring progress on any key policy and compliance issues.

Following are some of the key activities that were brought to Governance Committee;

- It was brought to the attention of the governance committee that there were discrepancies in the Articles of Association published on the website and those submitted to DGTO. After extensive search of internal records, the governance committee was informed that there was no documentation available to support changes in most of the cases. The committee after deliberation directed the Secretariat to create a comparison sheet. After extensive evaluation and discussion it was decided to categorize the changes and in cases where approval was needed from the General body, the same will be presented during the AGM for approval.
- P@SHA license renewal had been pending for a couple of years. The Governance committee followed up with the Secretariat for getting the renewal on priority basis and due to excellent efforts of the Secretary General, we have managed renewal of P@SHA.
- Pending tax matters were brought to the attention of the governance committee. The governance committee kept getting regular updates from the Secretariat on progress in light of advice from tax consultants.
- P@SHA's skill committee was contemplating taking the lead role in the Industry based joint venture. The governance committee advised that P@SHA could not be an active member of the Industry JV due to its mandate as a representative body. However, it could act in an advisory role to the Industry led JV. This advice was validated by the legal consultants also and P@SHA has moved accordingly.
- The governance committee helped the Secretariat in investing P@SHA funds in a secure investment with best possible returns. It also helped getting initial investment costs waived off.
- The governance committee also advised P@SHA secretariat to get rectified from the CEC the expenses incurred on hirings to support the Industry Training Bootcamp, since the costs incurred may not be recoverable as the JV companies are not obligated to pay P@SHA. Since this advisory activity entails cost outlay therefore it will be good to get this approved by CEC for future reference.
- Secretariat informed about plans of moving Secretariat from a Co-working place to its own office. The Governance committee, while supporting the move, advised the Secretariat to prepare a comparative statement and long term cost projections and get the same approved by CEC.
- The Governance committee also asked the Secretariat to ensure that the different processes like; selection of Judges, election committee members etc. are properly documented and approved by CEC.
- The progress on financial affairs of P@SHA were not shared with the governance committee.

Committee Member Update

I was part of the Brands Committee and contribute as a member.

Other Updates

I actively participated in activities organized by P@SHA including Executive Meetups, ITCN, P@SHA Awards, AGM, CEC meetings. Events and conferences invited to attend by different government and trade bodies

Election Manifesto Status

Work towards inclusion of IT industry on one P@SHA platform

Have created awareness of value of P@SHA and encouraged a number of IT Companies and Startups to join P@SHA. Have worked with organizations to offer incentives to P@SHA members, to encourage them to join P@SHA. - It is ongoing

Drive efforts to improve brand image of Pakistan to create opportunities for local companies and startups P@SHA platform

As part of the Brand committee have supported initiatives to improve the Brand image of Pakistan. Also worked with bodies like BOI, ADB, PSEB etc. on building Brand image. Also worked with International joints like AWS, NorthBay etc. to focus more on Pakistan as a technical Hub. - It is ongoing

Collaborate with different stakeholders to improve overall skill development of resources

Actively supported PSEB's IT Bootcamp initiative and engaged my own organization to participate in the JV. Also worked with different universities towards skills development in IT - It is ongoing

Collaborate with different stakeholders to improve overall skill development of resources

- I have worked to address concerns around discrepancies in Articles of Association as aired by members.
- Also worked on addressing concerns around lack of skilled resources.
- worked on addressing concerns around transparency in Election process.
- Worked on putting processes in place to strengthen Secretariat and improve confidence of members.

It will be Ongoing exercise



Bilal Hashmat

CEC Member

Chair Special Technology Zones

Progress Overview

CEC Meetings Attended

95%

Committee Chair

STZ Committee

Committee TORs Submitted (Y/N)

Yes

Committee Meetings Conducted

5 with committee members initially; but later committee members were not receptive after I took the stand not to go against STZA and instead work with them for member benefits.

- 4 in person with STZA (2 ISB,
- 1 with PITB
- 2 with Punjab Board of Investment

Committee Member

Skills

Committee Meetings Attended

STZ > 16+

Other Activities

Techlift Bootcamp, have actually graduated 72 trainees without PSEB funding while 40 more under progress.

Meetings Attended

Skills > 24

Progress Highlights

Strategy:

Cultivate trust, deepen engagement with government agencies to further P@SHA's policy interventions for faster execution of software technology zones in Pakistan.

Background

Collaboration between STZA and P@SHA was stalled due to historical misunderstandings between the leadership of both these organizations.

- Reversed stalled collaboration with STZA, build trust and resume policy intervention activities in the favor of ease of doing business for the IT industry.
- Held 16 meetings (STZA: 2 ISB, 3 Lahore, 3 virtual), stake holders 3, P@SHA STZA committee 5 with, many with CEC and few with chairman
- Collaborated with Punjab Board of investment, Lahore technopoles, PITB and Punjab finance minister to help align and accelerate industry favorable policy support.
- Developed strategic and business plan to consolidate member needs into a workable model for the IT industry across Pakistan.
- Informal discussions, phone calls and meetings were held to align and accelerate policy advocacy to encourage ease of doing business by eliminating govt discretion.

Working documents:

- STZ Vision and Objectives
- Research for Model STZ – I3
- P@SHA Need Assessment Survey
- Policy Recommendations – Punjab Govt
- STZA Rules Feedback and Recommendations – speeding approvals and reducing govt discretion
- Global Skills Gap Study

Ongoing:

- Feasibility study development to form IT industry's consortium consisting of small, medium and large firms, research centers and skill institute to establish Pakistan's first private sector technopoles on private land in Lahore and Islamabad (phase 1) and Karachi, Peshawar and Faisalabad (phase 2)
- Collaboration with NUST for Islamabad STP.
- Development of cluster strategy / rules development

Committee Member Update

- Actively participated with the committee and stake holders to help design, develop and deploy PSEB funded boot camp project.
- Conducted research and provided the committee intimate knowledge of lessons learned by our inhouse learning department.
- Graduated 72 students for the bootcamp without PSEB sponsorship; 34 students are being enrolled for phase 2
- Provided PITB Skills development frame work and guidance.
- Attended almost all meetings and contributed significantly in the development of boot camp and other up skilling initiatives.

Election Manifesto Status

STZ Development

In progress – aggressive participation; Please see attached documents

Human resource development

Partially complete – Skills Committee

Transparency and inclusion

In progress; facing serious difficulties pushing P@SHA to become an open and inclusive organization.

CureMD office availability

Completed – Members are encouraged to use our offices in New York, Lahore and Raleigh NC.

Focus Group / member services etc

Not started due to lack of cooperation



Dr. Shoab Ahmed Khan

CEC Member

Chair Awards & Judging Committee

Progress Highlights

As head of the judging committee, I took over after the PASHA Awards 2021. I performed judging in the PASHA award, for many categories. The following are the achievements.

- I conducted mentoring sessions for the master trainers to mentor our teams presenting in APICTA. Careful selections of potential mentors were done for the training.
- Pakistan won 6 APICTA awards, 2 of our teams won gold and 4 begged Silver/Merit awards.
- I am now Chief Judge from Pakistan to represent in APICTA.
- I am also part of EXCO of APICTA, representing PASHA in the executive body of ACPITA.
- This year APICTA awards will happen in Pakistan, I have been part of all meetings for planning a successful APICTA, where judging is central to the awards.
- I am now planning to align our judging in the local awards to give our teams practice to win maximum awards in APICTA for Pakistan.
- For this we have also requested EXCO to give us the software that is used for APICTA awards, this is done to get self-trained on the software and make our companies prepare for the big day.
- There are going to be more meetings, and then actual PASHA and APITCA awards whereas Head Judge will have a great responsibility.

P@sha Skill Committee

I am also part of the Skill Committee which is headed by Ms. Shamim. The committee has many achievements to its credit, the most glittering is the winning of TechLift Project. I helped the Secretariate in drafting the winning presentation where we set program objectives and course outcomes.

Proposal to PSEB

I was part of the team who went to present our proposal to PSEB and took an active role in the presentation, where others were also competing. Alhamdulillah, we won the project. I also delivered first training session to master trainers in Islamabad. I have been part of all the meetings to ensure the project is successfully completed.

Academic Collaborations

I have always been part of the NCEAC, many times representing PASHA and industrial point of view to NCEAC in drafting curriculums for AI, Cyber Security, Data Sciences. I was also the coordinator of the 70 member committee who drafted curriculum for BS in CS, SE, and IT.

Global AI Summit 2022

I was the only invited speaker out of 200+ from 96 countries who was from Pakistan. I tried projecting Pakistan of our AI portfolio. I met the Pakistan Ambassador in KSA and visited the President of King Abdul Aziz City of Science and Technology. Where we also visited a Semiconductor Fabrication Facility, they have recently installed with the funding of \$70 million.

Now I am working with the Embassy to draft a proposal for 'A Technology Corridor'. This will be a draft, if accepted by Saudis, will then be submitted to our government for signing as MoU in MBS visit, originally planned in this Nov.

Prime Minter Task Forces Focal Person

I have always been an active member of PMTF on KE, S&T, and IT, many times representing PASHA and industrial point of view to govt. forum in drafting projects. Many of them are approved and ongoing and some of them are still in process. Lists are attached below:

Projects Approved and Under Execution

■ Ministry of Information Technology & Telecom

S #	Project Name	Total Cost
1	Demand Driven Industry Quality and Capacity	604.45
2	Crime Analytics and Smart Policing in Pakistan	274.36
3	Establishment of SINO-PAK Center for Artificial Intelligence	991.41
4	National Expansion Plan of NICs including feasibility	751.88
5	Blended virtual Education for Knowledge Economy	6000.00
6	National Freelance Training Program	367.20
7	Cyber Security for Digital Pakistan	1944.17
8	Project Monitoring and Digital Transformation Cell	146.90
9	Inclusion of Pakistan in Seoul Accord as a Signatory	141.90
10	Feasibility Study of National Centers of Research Innovation and Entrepreneurship in AI and Allied Technologies (NCRIE-AI)	10.00

■ Ministry of Science & Technology

S #	Project Name	Total Cost
1	Advanced Skill Development Through International Scholarship	13033.95
2	Establishment of Center of Advanced Technologies in Biomedicine material	863.12
3	Establishment of Facilities for industrial Production of Nano material in Latif Ebrahim Jamal Nanotechnology Center	714.53
4	Establishment Innovative Technology Platform for Fat Track Development of Elite	20.00
5	Livestock and Crops for Food and Nutrition Security- Feasibility Study	
	Establishment of Post Graduate Center for Artificial Intelligence in Health Sciences	341.23
6	Centre of Excellence in Medical Equipment Design & Manufacturing	1989.000
7	National Technology Innovation Through Industry-Research Centers and other	1982.658
8	Stakeholders Collaboration	
	Establishment of "National Centre of Failure Analysis (NCFA)"- IST	550.00
9	Gene Editing of Biological Agents for Nutritional Biochemical and Therapeutically purpose	1800.000
10	Quality Seed Production and Supply to the Farming Community for Ensuring Food Security in Pakistan	1202.72

■ Ministry of Federal Education and Professional Training

S #	Project Name	Total Cost
1	Pilot Project for Blended E- Learning in 500 X schools of Federal Capital & KPK (Grades 1-12)	130.40
2	Pilot Project for STEM Teaching Grade 8-12	193.31
3	Matric-tech pathways for integrating Technical & vocational education & Training (wet) and formal education	315.00

Approved-Not Yet Funded Projects

■ Ministry of Science & Technology

S #	Project Name	Total Cost
1	Grants for Strengthening of Research in Pakistan	1945.000
2	Micro and Nano-electronic Design Center	388.574
3	Establishment of National Stem Cell Banking Facility for Regeneration Therapy	400.000
4	Center of Hygiene and Medical Textile	99.96
5	Provision of Access to Scientific Instrumentation to Public, Private, and Strategic Sector Research Institutions of Pakistan	300.000
6	Indigenous Raw Material Assessment for Supply Chain of Li Ion Battery and Prototype Development in Pakistan	435.750

■ Ministry of Information Technology & Telecom

S #	Project Name	Total Cost
1	National Centers for IoTs	466.70

■ Higher Education Commission

S #	Project Name	Total Cost
1	Pak university of Engineering and Emerging Technologies	23540.00

S #	Project Name	Total Cost
1	National Centers of Research Innovation and Entrepreneurship in AI and Allied Technologies (NCRIE-AI)	40090.00
2	Technology Marketing Export Program Including Feasibility	9500.00
3	Special Technology Zones All over Pakistan Including Feasibility	6286.00
4	Jiddat investment and support Fund Including feasibility	7000.00
5	National Outreach and Talent Support Program for HEIs	18477.250
6	Patent Support Program for Research and Academic Institutions of Pakistan	463.290
7	National Centre for Electric Vehicles (NCEV)	3450.000

Part of Multiple Steering Committees

Member of Steering Committees Representing PASHA

- National Center for Cyber Security
- National Center for Robotics and Automation (NCRA)

Executive Director HEC formulated a committee for monitoring and evaluation of all the labs in NCRA. I headed the committee.

I visited all the labs in different parts of Pakistan and evaluated around 40 projects. Following is the list of the labs.

Robot Design and Development Lab – CEME, NUST, Rawalpindi

Robot Makers Lab- CEME, NUST, Rawalpindi

Human Centered Robotics Lab- UET Lahore

Human Centered Robotics Lab - UCP Lahore

Industrial monitoring and Automation Lab – ITU, Lahore

Agricultural Robotics Lab-LUMS, Lahore

MEMS Sensor Design and Testing Lab – Air University, Islamabad

Mapping and Monitoring using Autonomous Drones AV Dependability Lab – FAST NUCES, Islamabad

Swarm Robotics Lab – UET Taxila

Haptics, Human Robotics and Condition Monitoring Lab - NED UET, Karachi

Haptics, Human Robotics and Condition Monitoring Lab – MUET, Jamshoro

Control Automotive and Robotics Lab – BUIITEMS, Quetta

Control Automotive and Robotics Lab – MUST, Meerpur Kashmir

Advanced Robotics and Automation Lab -UET Peshawar

Execution of Funded Projects

Part of the Steering Committee and Interview Committee of the Project, I developed and assisted in approval of PKR 14 billion project titled, "Advanced Skill Development Through International Scholarship". Conducted interviews of all the students in Peshawar, Islamabad, Karachi, and Quetta.

Manifesto & Attainment

Alhamdulillah attain most of the points in my election manifesto.

Leveraging on Current Position:

Leveraging on my position as member and focal person of PM Task Forces on Knowledge Economy, Science design interventions both on policy and technology perspective to achieve this exponential growth. Designed many interventions: list of projects is given in the table above.

Implementation of Approved interventions:

To ensure P@SHA's involvement in successful implementation of already approved knowledge economy programs like Advanced Skill Development through International Scholarships, Cyber Security for Digital Pakistan, National Center for IoTs, Crime Analytics, PM University etc. while pushing for approval of other already designed programs like Outreach and Talent Support Program to meet the HR need of planned growth of IT Industry.

As part of the steering committees, I am still involved in ensuring successful implementation of these projects.

HR Development:

As part of member National Accreditation and Computing Council, ensuring industry involvement in curriculum development, initiation of new degree and associate degree programs in computing and launching short skill driven courses, making Pakistan Signatory of Seoul Accord to fuel the engine of IT growth in the Country.

I am still part of Executive Committee of NCEAC, where I am part of all the above-mentioned initiatives.

Knitting Industry, Academia and Government Together:

Using my unique positioning and contacts, try providing multiple triple helix platforms for industry, academia, and government to work together for IT Sector.

I am part of drafting new PC-1s by HEC that shall provide multiple opportunities for such a model.

Photo Gallery

The background is a solid teal color. Overlaid on this are several faint, white, abstract shapes that resemble stylized outlines of leaves or petals, scattered across the upper and middle portions of the page.

Picture Gallery

Islamabad CXO Meetup

March 2022



AOP Signing

April 2022: Signing to form an AOP as part of a historic joint venture between leading tech companies to boost IT skills learning in Pakistan (through TechLift - Industry-led IT Skills Bootcamps).



Lahore CXO Meetup



Terrabiz - Future of Retail Business Summit 2022, Karachi



Karachi Casual Meet-up



HISHA NIC Hyderabad Chapter Inauguration Dinner



PSEB, P@SHA & SRB "Ease of doing business" Session resulted in reducing Sindh Sales tax on services for ITES & Software Companies from 13% to 3%

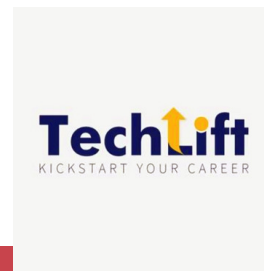


Karachi Casual Meet-up at Karachi Gymkhana



TechLift Program Announcement

Announcing TechLift, Industry-led IT Skills Bootcamps, via a social media launch and coordinated marketing effort in tandem with teams from 20 participating & JV companies.



Techlift TOT Session 1- Karachi at Contour



Lahore CXO Meetup



London Tech Week + delegation



London Tech Week - PTEN Event



Networking Dinner (Pakistan High Commission in Canada) + Canada delegation



TIO Meeting



Google
x OZI
Group



industry trainers
through 3-day,
interactive, in-person
sessions.



ITCN Asia '22 -
Karachi (03 day
event)



CEO Club Networking Dinner at Movenpick, Karachi



P@SHA x Tencent: Economic Potential of Gaming Industry in Pakistan



APICTA Executive Council Networking Dinner



P@SHA MoU Signing with PITB



P@SHA MoU signing with LUMS for strengthening industry-academia linkages



Annual Progress Report

Oct 2021 - Sep 2022

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