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**"It begins, it will not be easy;  
but it is worth it. All Pakistanis  
today stand with IK. Today we  
stand for Naya Pakistan."**

**U S M A N   D A R**





PM' Youth Development Program aspires to provide hand-holding support to the youth across all regions of Pakistan through their entire entrepreneurial journey from blue-print to scale in a commercially sustainable manner, thereby reducing the burden of support from GoP. In addition to supporting start-ups, State Bank of Pakistan (SBP) has launched a subsidized financing program worth Rs100 billion. Under this financing scheme citizens aged between 18 and 45 years may avail financing of up to Rs. 5 million each at a borrowing cost varying between 6% and 8% for a maximum period of eight years. To implement this program, initially, National Bank of Pakistan (NBP), The Bank of Punjab and the Bank of Khyber will execute the program under the guidance and supervision of the central bank with the expectation that other commercial banks will also join the program in the next phase.

Some of the salient features of the development program are interest-free loans for start-up programs, internships for fresh graduates, economic empowerment, employment, and a green youth movement.

Last week, the Startup Insider team paid a visit to Prime Minister's Office and had one-to-one interview with Usman Dar, Special Advisor to the Prime Minister on Youth Affairs. Following article is the summary of what government of Pakistan is going to do for the youth of Pakistan.

"Millions of youth will benefit from it. The program will help them to fulfill their entrepreneurial dreams," said Usman Dar.

**U**sman Dar, born on 28 August 1974 in Sialkot, is an entrepreneur by profession, a mensch by nature, a patriot by heart and a responsible citizen by action. He is a senior member of PTI from Sialkot. He had taken part in the election 2013 from NA110. He aims to serve the country under the leadership of Imran Khan. He has done a great job on the ground to bring a positive change according to the ideology of Imran Khan. He is considered to be a senior member of the party, right hand of Imran Khan and presented it well on every forum.

Usman Dar is currently serving as Special Adviser to the Prime Minister on Youth Affairs, in office since 3rd December 2018 and Chairman of the Prime Minister's Youth Program.

# LET'S REBUILD PAKISTAN THROUGH ENTREPRENEURSHIP

By Qaisar Hayat



Usman Dar, current Special Advisor to Prime Minister on Youth Affairs is an emblem of entrepreneurship and modernism in business – a concept now budding in Pakistan. His 15 years of experience in running several businesses where he lead innovations and multiple business integrations, tells a story that many among the Pakistani youth can learn from today. Inspired by Imran Khan's honesty and passionate valor for development of the youth – Dar joined PTI in 2012. Although he closed the chapter of actively running a business but he carried his experience forward. Harnessing his experience he is the champion of various flagship programs that have been started under the banner of the Prime Minister Youth Program.



*Over 400,000 students graduate from universities in Pakistan – adding to that around 350,000 students graduating from informal education streams and 4.5 million unemployed citizens creates a rolling number of around 18 to 20 million. As such, from the technical point of view, around 20 million young graduates must be given employment.*

## A new dream of Entrepreneurship in Pakistan – Kamyab Jawan

Youth development and youth empowerment play a very significant role in the development of the economy. These individuals make the future workforce, they can alleviate poverty and aid the national economy creating more opportunities for the fellow countrymen.

According to the Global Youth Development index 2019, Pakistan ranks at 154th out of 183 countries with the

lack of education, poor health & wellbeing, massive unemployment and absence of financial inclusion contributing to the index rankings sinking progressively.

## Pakistan's Youth Landscape

Over 400,000 students graduate from universities in Pakistan – adding to that around 350,000 students graduating from informal education streams and 4.5 million unemployed citizens creates a rolling number of

around 18 to 20 million. As such, from the technical point of view, around 20 million young graduates must be given employment. Building on these statistics, Dar reaffirmed PM Imran Khan's strong inclination and a clearly marked plan towards the development of youth. Not only that the Prime Minister has promised 10 million jobs in the coming years.

## Leading from the front: Business Savvy to Political Prowess

## Theology of Three

When asked about his experiences and gist of learning – Mr. Usman Dar spoke about his doctrine which he lives by and urges all the young people of Pakistan adopt. Mr. Dar, with great fervor and spirit related his doctrine of life and business: Honesty, Knowledge and Responsibility. He says, to excel you have to be honest to yourself and to your business and stakeholders; have knowledge of the



business or venture you are aspiring for and finally responsibility – you and you only will do your job and success does not come overnight so shouldering the responsibility of your own success is essential.

## “Kamyab Jawan Program”

PM Imran Khan as a strong inclination and a clearly marked plan towards the development of youth. Not only that, the Prime Minister has promised 10 million jobs in the coming years. He has started various programs under the flag of “Kamayab Jawan Program.” The theme of the program is to equip the youth of the Pakistan with various technical skills along with the facilities to utilize those skills to creation of opportunities for themselves and others.

The Program, unlike the previous government sponsored projects, is not politicized. The key focus of the Program and all related activities is to ensure the outcome of “job creation”.

There are various initiatives under this Program such as SME Lending (Financial Empowerment) split into 4 tiers which are:

- Grants worth 50,000 rupees for rural households supported by youth (live-stock, sewing machines etc.)
- Interest-free loans worth PKR 100,000 aimed at rural areas for small shops
- Loans from 100,000 to 500,000
- Loans from 500,000 to 5 million

This system will allow the youngsters to build their lives from scratch, alleviating poverty from the very core by performing well and thus building more credibility for bigger loans for business

expansions. To ensure effective usage of these grants and loans, SMEDA is on-board to give extensive trainings and ensure the money invested yields outcomes for the families and individuals.

## Startup Pakistan Program

A shining example of



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collaboration of different well-being projects is that under the umbrella of Start-up Pakistan, the PM Housing Project will collaborate to include some 20-25 thousands unemployed engineers on projects to develop the 40 rural model villages.

Similarly, 25 projects will be started under the name of “Start-up tourism”, along with mobile clinics in vans for young doctors at the union council level. In collaboration with the HEC, Green Youth Movement will be started in various educational institutes of Pakistan. This will highlight the importance of the clean and green environment in the society and will be incentivized through addition in credit hours.

Another project of the Start-up Pakistan program is the development of Business Incubation Centers in the top 50 universities of the country. 500,000 students will be incubated in the first phase of this project and out of these students if only 0.1% will get success then there will be 500 new ventures in the market creating job opportunities and ensuring

the economy to grow. Similarly, an agreement with the NAVTTC (National vocational and technical training commission) will target 500,000 students with technical skills to further enhance the chances of making new start-ups in the country.

## Bigger and Better than Before

Taking the plans forward towards efficient execution, a Start-up community is being set-up. Members will be young successful start-ups owners. Further, the Youth Council has 5 members who run successful start-ups – the purpose is to ensure the entire eco-system is enhanced and made conducive for the culture of new business development in Pakistan.

Financial aid has been part of previous government initiatives as well however, this time around the difference is created by the terms and conditions being realistic. The grants are for those who are not able to support themselves. Further, the market interest rates are at 16% – 17% – the PKR 100,000 to PKR 500,000 loans are being given out at 6% which means a subsidy of 10% – 11%. A control mechanism was previously also missing – the Kamyab Jawan Portal has been designed to ensure that all data is available transparently along with provision of queries and real-time support. The Program has an in-built mechanism of handholding and trainings to

mitigate the risk of failure.

This subsidized program of worth 100 billion rupees will change the course of the business as new blood will be injected in the stagnant stream of economy in Pakistan. The core purpose of the lending program is to ensure that poverty is alleviated in a holistic approach towards welfare.

From a bird's eye view consider the following: Once the youngsters of Pakistan are given a chance to take the help from the Government of Pakistan in the form of incubation centers, interest free loans, SME lending programs with very little interest rates as compare to the previous government and participate in the internship programs – their quality of life is set to improve. A poor household will be given a grant that they can harness to establish a source of income that will raise them above the poverty line. Going forward, if their performance after utilizing the grant is good enough, they can build their credibility to apply for bigger loans. The objective is to enhance the opportunities for the youth of self-employment with the emphasize on the small entrepreneurial startups with the incremental economic growth in the nation's economy. Success in small venture can lead to expanding the businesses for the individual's own betterment along with job creation for others. Thus, this cyclical process has the



### Lighter Side..

#### My favourite quote is:

"Leadership is having a compelling vision, a comprehensive plan, relentless implementation, and talented people working together." **Alan Mulally**

#### My favourite movie is:

The Shawshank Redemption

#### I am energized by:

Challenges and problems.

#### I recommend reading:

"How to Win Friends & Influence People" by Dale Carnegie



WE HAVE FAMILY BASED BUSINESS IN SIALKOT. PRIMARILY MY GRANDFATHER TOOK THE INITIATIVE AND LAUNCHED SPORTS BUSINESS IN 1990. THEN MY FATHER TURN THAT VENTURE INTO LEATHER BUSINESS. AND WHEN I COMPLETED MY STUDIES, I TOOK IT FURTHER AND SCALED IT UP AND EXPANDED OPERATIONS INTO MORE COUTRIES.

PRIME MINISTER'S **Kamyab Jawan**  
**کامیاب جوان** NATIONAL YOUTH DEVELOPMENT PROGRAMME  
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potential to raise the standard of living of the rural Pakistanis. The major outcomes of these programs are expected to see the capacity building , skill development and employment creation for the youth of Pakistan.

#### Picture of Success

2 million young Pakistanis will be targeted through the economic empowerment and start-ups projects. The National Internship Program will further expand the reach to graduating students in the government sector and the private sector as well. The potential of youth in rural areas along with those in urban areas will be harnessed through these projects and Pakistan can see a new light in the long day of flailing economy. Finally, once these

projects have matured a government sponsored consolidated job portal will be designed that will house all jobs created under the umbrella of the Kamyab Jawan Program across industries.

The need of the hour is to lend any support to our economy as we are faced with challenges that no other age of mankind has ever seen. Once the stronghold of internal economic stability is stablished, only then can the government envisage any international development and participation.

**QAISAR HAYAT** SERVES AS ASSISTANT EDITOR AT STARTUP INSIDER. A SOCIAL MEDIA MARKETER, STORY-TELLER AND A STARTUP BLOGGER BY PROFESSION.