

Government of Pakistan

Prime Minister's office

Youth Affairs Wing

Islamabad June 22, 2022

Special Assistant to Prime Minister on Youth Affairs Ms. Shaza Fatima Khawaja held a meeting to discuss the potential avenues of creating jobs and providing skills training to youth in E-commerce Industry. Additional secretary MOIT Ms. Aisha Morani, Mr. Hafeez Abbasi DG-IT NAVTTC, Mr. Saleem Ranjha, Chairman, Open, Lahore and representatives of renowned tech companies participated and shared their views regarding the promotion of E-commerce industry in Pakistan.

SAPM highlighted that freelance industry of Pakistan worth more than 3 billion dollars, therefore it is necessary to transform a roadmap and empower young freelancers all across Pakistan. Dignitaries highlighted that the issues like Lower skill set, non-accessibility to modern tech devices, and absence of Industry related courses in academia should be resolved so that more youth can get involve into this industry.

Establishment of E-commerce Association was also brought into consideration, through which a proper mechanism can be devised to benefit youth from the concerned sector. Inclusion of Private sector can play effective role in this regard. SAPM assured that government will provide full support to all the private stake holders and take necessary actions to solve their problems.

E-commerce sector is one of the fast-growing industries of the world. If given proper attention, this industry has the potential to impact the economy of Pakistan in a positive manner. Prime Minister's youth programme has already initiated different tech courses for youth under skills training programme. SAPM Ms. Shaza Fatima said that PMYP will focus on enhancing the scope of these courses so that maximum youth can be equipped with modern skills.

SAPM Ms. Shaza Fatima Khawaja held a meeting to discuss the potential avenues for the promotion of E-commerce industry in Pakistan. Government Officials and representatives from renowned private companies discussed ideas to empower youth through E-commerce sector.