



IMPRESSSION

Enhancing Digital Skills Across Pakistan

STRATEGIC PLAN

2023—2030



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In light of Pakistan's vast potential as an IT powerhouse, its growing youth population, thriving IT ecosystem, and strategic global connectivity, IMPRESSION aspires to shape digital transformation through impactful digital education interventions for a greener, more inclusive, and cohesive Pakistan.

Pakistan's significance in the digital landscape is evident, with its position as the world's 3rd largest English-speaking country¹ by population and the 3rd largest contributor of online labor². The country's booming gig economy has seen freelancers generate nearly US\$ 269.8 million (IT: US\$ 156.9 million and non-IT: US\$ 112.9 million) during July-March FY2023³.

Pakistan's impressive talent pool in the IT sector boasts over 25,000 IT graduates annually, alongside a workforce of 500,000+ IT & ITeS professionals and 300,000 active freelancers. The country's skilled workforce makes it highly desirable on the global stage⁴.

Recognizing the importance of digital skills in addressing current and future challenges, we have established a strategic partnership with ICDL Asia and Danubius University Romania for an 8-year plan. Working jointly with ICDL Asia, our objective is to upskill 5 million professionals by 2030. Additionally, our language program, accredited by Danubius University, covers 7 languages which recognized across all EU countries.

IMPRESSION's forward-looking approach goes beyond short and mid-term actions, establishing a consultation and monitoring mechanism to anticipate the digital education needs of Pakistani citizens in the long run.

With our Strategic Plan, we aim to harness Pakistan's potential and empower a digitally skilled generation to excel in the fast-changing digital landscape. Together, we will pave the way for a prosperous and future-ready Pakistan.

1: <https://worldpopulationreview.com/countries/countries-by-english-speaking-population>

2: <https://www.ilo.org/>

3: https://www.finance.gov.pk/survey/chapters_23/Economic_Survey_2022_23.pdf

4: https://app.techdestination.com/why_pakistan



SOURCE: PAYONEER

EXPAND PARTNERSHIPS AND COLLABORATIONS

OBJECTIVES

Through collaborative efforts, build a stronger, diverse, and inclusive network, fostering digital inclusion across Pakistan..

ACTIONS

IMPRESSION takes action by fostering collaborations in digital education, engaging universities, government institutions, industries, and social enterprises. We actively welcome new members focused on advancing digital skills at all levels.

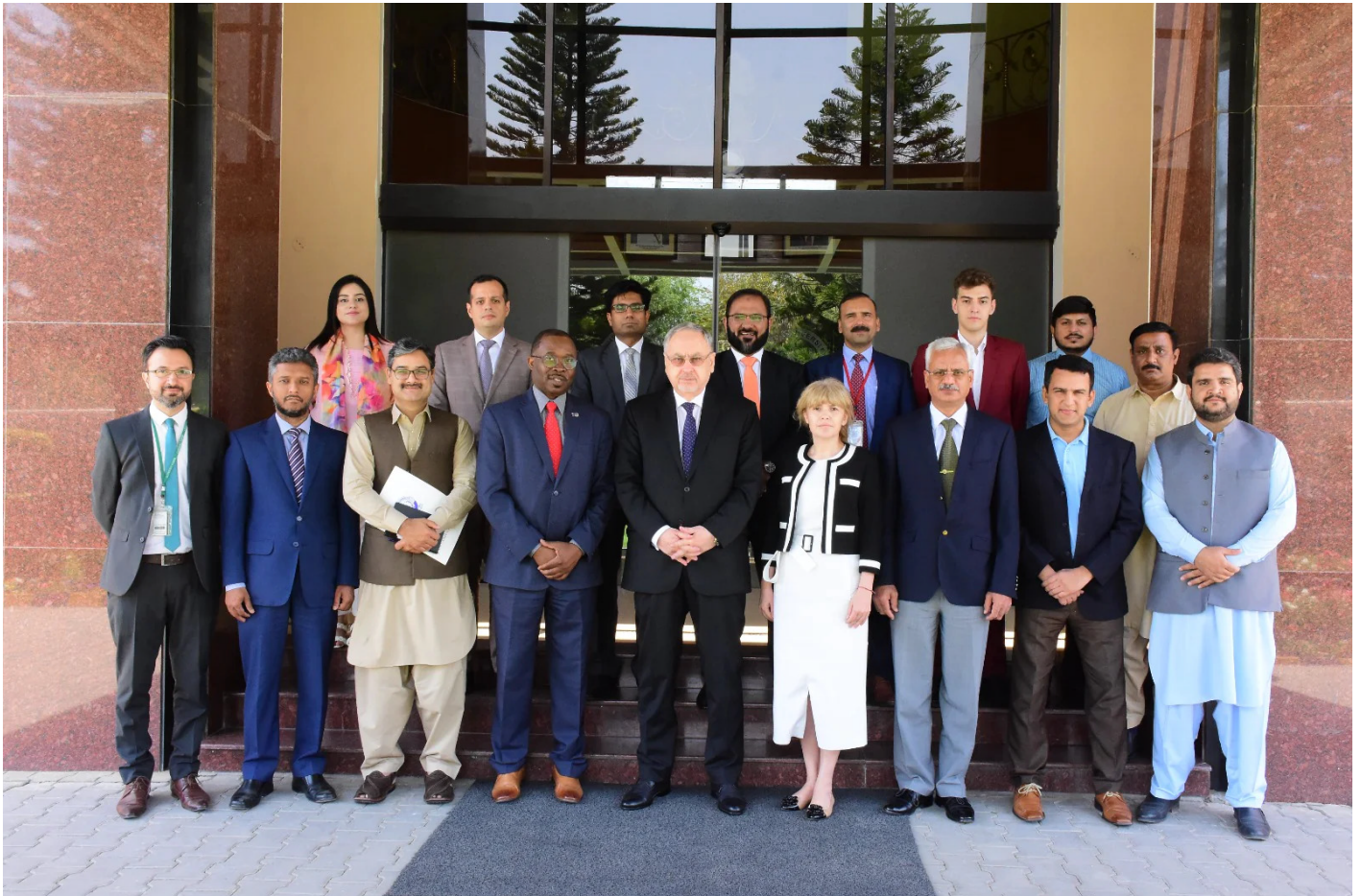
IMPACTS

Increasing proficient digital educators in Pakistan can have significant impacts on society. It improves access to quality education in underserved areas, reduces poverty by enhancing employability, fosters innovation, promotes social inclusion, and addresses global challenges.

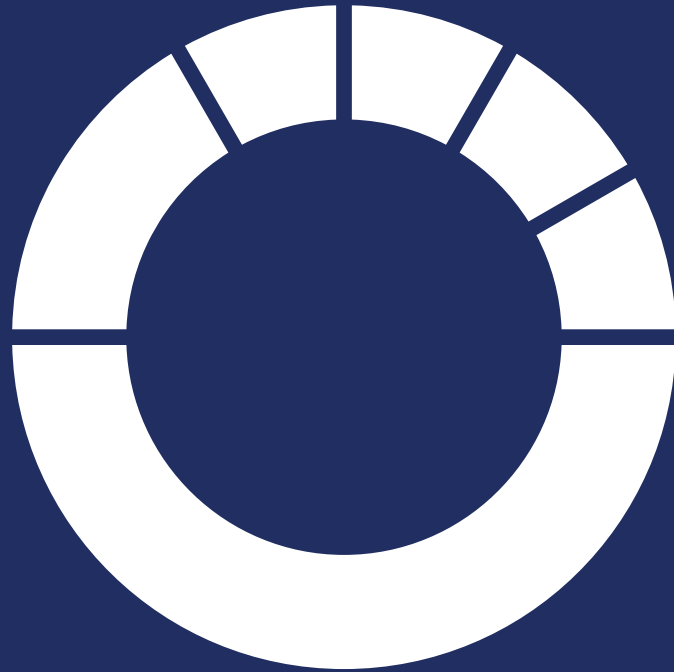
Diverse representation ensures tailored programs to bridge skill gaps, creating a more skilled and adaptable workforce for a brighter future.

OUR PARTNERS INCLUDE

Governmental Institutions, Universities, Colleges, Schools, Networks, Training providers and Companies



SIGN MOU WITH BAHRIA UNIVERSITY TO EMPOWER STUDENTS WITH DIGITAL SKILLS AND EU LANGUAGES IN PAKISTAN



IMPRESSION

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