



Centre for Peace and
Development Initiatives



ANECDOTAL
EVIDENCE OF
THE BENEFIT OF
OUR
GROOMING

DESEY

Developing Employability Skills
among Educated Youth

CONTENTS

Introduction	1
About DESEY	1
Difference We Made Anecdotal Evidence of the benefit of our grooming	2
MULTAN.....	2
Haseeb Bin Masud.....	2
Nadeem Dogar	2
Rana Naveed.....	3
M. Shahzaib Ali	3
Umaid Azhar	4
Shehzad Talib.....	4
BAHAWALPUR.....	5
Adil Gulzar.....	5
Muhammad Faisal Siddique	5
Robeena Riaz	6
Sobia Riaz.....	6
LODHRAN.....	7
Muhammad Sajid & Muhammad Wajjid	7
Chaudhary Niaz Ali.....	7
Luqman Khalid	8
Imran Ali	8
Syed Baqir Ali Shah	9
MUZAFFARGARH	10
Qurat Ul Ain Yousaf	10
Muhammad Hussain.....	10

INTRODUCTION

Skills for Peace Initiative by CPDI aims to prevent the youth from joining violent groups by imparting employable-skills training so they have better career prospective and providing them civic education so that they can participate actively in improving governance and propagate the message of peace and harmony in the society by serving as ambassadors of peace. To achieve these objectives, CPDI is training these youth in four skill development and civic education centers set up in district headquarters. Youth benefiting from this activity belong to all 18 tehsils of the four project districts.

With the support of Umeed Jawan, CPDI has invited graduate and post-graduate degree awarding institutes and universities of four districts to train students. CPDI liaisons with job sector offering employment opportunities and government institutions to arrange exposure visits on governance for the students.

ABOUT DESEY

The objective of Developing Employability Skills among Educated Youth (DESEY) was imparting training among graduate and post graduate youth from four target districts: Multan, Lodharan, Muzafarghar and Bahawalpur on Employability skills. The core objective was to minimize the skill-gap of educated graduate and post graduate students and enhance their civic education and knowledge on governance and to enable youth to act as ambassadors of peace in their localities and reduce their vulnerability to join violent groups by providing them employability skills and civic education. To achieve these objectives CPDI with the support of Umeed Jawan, invited graduate and post-graduate degree awarding institutes and universities of all four districts to train a total of 1540 graduate and post-graduate students. To serve the purpose, training centers in four District Headquarters were established and Modules on Professional English Writing, Spoken English, Computing Skills, Civic Education and Job Hunting Techniques were developed. CPDI also established liaison with job sector offering employment opportunities and with government institutions to arrange exposure visits on governance for the students. So far, as many as 45 batches, each consisting of 20 graduates, have successfully completed the five-week training course to become ambassadors of peace.

**DIFFERENCE WE MADE
ANECDOTAL EVIDENCE OF THE BENEFIT OF OUR GROOMING**

MULTAN

HASEEB BIN MASUD

Qualification: MBA Marketing
Joined DESEY on: 29th Sep, 2014
Appointed in: McDonald, Lahore
Appointed on: 18th Jan, 2015
Designation: Trainee Manager



“Training was very helpful and well managed. Trainers guided us to rectify the mistakes in our CVs. The training polished our professional English writing and speaking skills. Moreover, we were provided adequate training to improve our computing skills & understand the constitution, our Right to information and importance of peace and tolerance in the civic education module. After the training, I felt more energetic and focused to explore new horizons for a brighter career. Thank you CPDI for a truly amazing helping hand”.

NADEEM DOGAR

Qualification: MBA in Marketing
Joined DESEY on: 29th Sep, 2014
Got Job in: McDonald, Lahore
Appointed in: 18th Jan, 2015
Designation: Trainee Manager



“The syllabus taught was splendid according to the needs of educated youth. Trainers helped us to develop professional CV and inspired us to learn Civic Education as per the international norms. If I look back into the bright spots of my life, CPDI is the brightest one, like a moon among stars. I was a crude product CPDI make me a diamond. Over there trainers motivated me, encouraged me and gave me enough confidence which led me to adopt a holistic approach towards success. After attending five modules of

“DESEY” program I am able to channelize my academics into professional aptitude. CPDI promoted my talent to the level where I am capable of getting fruitful results out of it. The skills developed by CPDI “DESEY” training were the reason behind my success. I am thankful to CPDI, who gave me confidence and guided me to get a great job”.

RANA NAVEED

Qualification: B.A
Joined DESEY on: 29th Sep, 2014
Appointed in: CPDI, Multan
Appointed on: 16th Jan, 2015
Designation: Marketing Intern Officer



“CPDI’s training program guided me in the right direction. It opened the door to seeing a new way of success in life. After completing the training, I found myself more skilled and confident. I will take these skills with me wherever I go.”

M. SHAHZAIB ALI

Qualification: Bachelor in Sciences
Joined DESEY on: 22nd Dec, 2014
Appointed in: Muhammad Nawaz Sharif
Agariculture, Multan
Appointed on: 14th Jan, 2015
Designation: Lab Attendant / Labour Supervisor



“CPDI gave me courage, polished my abilities, and made me capable of passing the complex recruitment and selection procedure of Muhammad Nawaz Sharif University of Agriculture, Multan. Thanks to CPDI for imparting professional skills and giving me confidence to conquer all gigantic hindrances that could have come in my path towards excellence in academia and professional career”.

UMAID AZHAR

Qualification: MBA in Marketing
Joined DESEY on: 29th Sep, 2014
Appointed in: McDonald, Lahore
Appointed on: 18th Jan, 2015
Designation: Trainee Manager



“Developing Employability Skills among educated Youth program has brought a positive change in my life. I felt so much confident while giving interview on professional front. The skills developed through DESEY training were the reason behind my success. I am thankful to CPDI, who gave me confidence and guided me to get a great job. Thank you for all the invaluable guidance”.

SHEHZAD TALIB

Qualification: International Relations
Joined DESEY on: 22nd Dec, 2014
Appointed in: Dawood Takaful Insurance Company, Multan
Appointed on: 10th Feb, 2015
Designation: Takaful Manager



“The five-week training program has played an important role in my professional life. Each module has its broad spectrum of effects on the individual. CPDI imparted valuable skills to the students. At last day of my session, after going through all five modules, I was much satisfied and confident that I will get job as per my aspirations. It is the true evidence of success of CPDI’s DESEY program that I could get the job at managerial post in Dawood Family Takaful Limited. I am thankful to CPDI, who made me confident and guided me to get my preferred employment.”

ADIL GULZAR

Qualification: BS (HON) Computer Sciences
Joined DESEY On: 29, September, 2014
Appointed in: Pak Continental Hotel and Restaurant
Appointed on: 20, Nov, 2014
Designation: Front Office Manager



“After completion of five-week training I am now aware of both on line and offline strategies of job hunting that enabled me able to apply for any kind of job. As a result of the training program, I was very much motivated and, on seeing the advertisement of Pak Continental hotel, I applied for the Post. I am happy to be selected as a front office manager. Now I am doing my job and I am happy that I am able to support my family Thanks CPDI DESEY!”

MUHAMMAD FAISAL SIDDIQUE

Qualification: Masters in Library Sciences
Masters in Public Administration
Joined DESEY On: 29, September, 2014
Appointed in: CPDI Pakistan
Appointed on: 1st, Feb, 2015
Designation: Internee Marketing Officer



“I am really thankful to CPDI as they trained me for job hunting and I started my professional life in social development sector as a marketing officer (CPDI). I feel that I am very lucky to be working with the DESY team”.

ROBEENA RIAZ

Qualification: Masters Social Work
Joined DESEY On: 29, September, 2014
Appointed in: Aurat Foundation Project Waseela Talim
Appointed on: 11, Nov, 2014
Designation: Social Organizer



“I was so glad when I come to know of CPDI’s DESEY program for southern Punjab. I immediately got admission in the first batch of DESEY in Bahawalpur District. It is an opportunity, especially for girls, in their home district to know about job hunting. Before getting the admission, I lacked presentation skills and confidence and did not have any idea about how to apply for a job. After getting registered, I learnt a lot of things especially, capacity building, presentations skills and I got to know about my job market and how to hunt job online and offline. I also learned methods to develop my C.V, cover letter and acquired interview and I.T skills. Thanks to CPDI Pakistan for encouraging me to achieve my goal.”

SOBIA RIAZ

Qualification: Masters Social Work
Joined DESEY On: 29, September, 2014
Get job in: Aurat Foundation Project Waseela Talim
Appointed on: 11, Nov, 2014
Designation: Social Organizer



“I was very disappointed about my future because in South Punjab there are not many opportunities, especially for girls. I was happy to know that CPDI Pakistan started a program with name of DESEY in four districts, Bahawalpur, Multan, Lodhran and Muzfargrrah. So, I got admission in first batch of DESEY in Bahawalpur district. Before getting the admissions I did not was shy in my approach and lacked confidence. With more learning and guidance by the trainers, I learned to analyze job market and how to look for jobs more effectively. I am now more confident and professional in my approach. All the credit goes to CPDI Pakistan and especially Bahawalpur office team and my trainer for helping me get employed.”

LODHRAN

MUHAMMAD SAJID & MUHAMMAD WAJJID

Qualification: BBA (HONS)
Joined DESEY on: 29 September, 2014
Appointed in: MCB Gelewaal Branch and Model Town Branch Lodhran
Appointed on: 19, December 2014
Designation: Teller Services Officer



Muhammad Sajid & Muhammad Wajid twins belong to a little town Gogran in District Lodhran. They appeared in ZTBL for interview but couldn't clear it. Similarly in Bank-Al-Habib they appeared and got rejected. They didn't lose hope and contacted CPDI – Lodhran for Employability Skills Training Programme. Their English Written & English Spoken was taken care of. Their interview skills were polished and techniques were imparted. This proved very beneficial in their job search & interview skills. When they were both called for an interview in MCB, their moral was high & they were way more confident than before and in the end both of them successfully got the job of 'Teller'.

CHAUDHARY NIAZ ALI

Qualification: BA (Mathematics)
Joined DESEY on: 29 September 2014
Appointed in: UAE – Private Construction Firm
Appointed on: 1 December 2014
Designation: Assistant Supervisor



"I was quite a shy person and had low confidence. I told District Youth Coordinator Lodhran that I have always aspired to go outside Pakistan for work purpose but I can't speak and can't interact with people properly and that is the reason I took enrollment in DESEY Programme. The Trainer kept me engaged in many activities especially where interacting with others was required. After a couple of weeks, my communication and interaction with other people was greatly improved."

LUQMAN KHALID

Qualification: B.Sc
Joined DESEY on: 29 September 2014
Appointed in: Pak Mission Society, Rajanpur
Appointed on: 16 January 2015
Designation: Community Organizer



“I had completed many internships and diplomas/short courses and was called many times by employers for interview purpose but was always rejected before I joined DESEY Programme, and become one of the pioneer trainees of this programme. When I told CPDI Lodhran team about my issues, team evaluated my flaws and we found out some mistakes in my CV, interview presentation & English writing techniques. In five weeks I improved in all the defected areas and applied in various jobs using the platform of CPDI Lodhran Office. Now I am an Assistant Coordinator at ‘Pak Mission Society’ in Rajanpur, all because of CPDI”

IMRAN ALI

Qualification: B.Tech HONS
Joined DESEY on: 29 September 2014
Appointed in: Al-Rafique Construction Associates – DHA Karachi
Appointed on: 10 December 2014
Designation: Site Engineer



“I had completed a Diploma in Civil Engineering and wanted to work in a reputable organization. I joined DESEY Programme thinking that DESEY is only offering English Language and Computers Skills. When I properly got involved in the programme, I covered up all my deficiencies, which were causing trouble for me in acquiring my employment. As a result of the training programme, I have improved my I.T Skills, updated my CV, and enhanced my team working capacity. Thanks CPDI!”

SYED BAQIR ALI SHAH

Qualification: M.Com
Joined DESEY on: 29 September 2014
Appointed in: Qatar Chemicals, Doha, Qatar
Appointed on: 3 January 2015
Designation: Station Assistant Manager



“I had completed my M.Com and was looking for job opportunities in foreign countries. My confidence echelon was good but I was lacking in proper communication & technical IT skills. I told CPDI Team of Lodhran after completion five weeks that I was thinking that this programme won’t help me out in anyway because I thought that I had ample understanding in all the modules, but prominent deficiencies were spotted and taken out. I applied in Doha, Qatar for the post of Station Assistant Manager in one of the firms & got selected within no time. Thanks are due to CDDI trainers.”

QURAT UL AIN YOUSAF

Qualification: BS (Hons) Philosophy
Joined DESEY On: 29th Sep, 2014
Appointed in: Woman Social Organization Muzaffargarh
Appointed On: 24th Nov, 2014
Designation: Management Information System (MIS) Officer



“Being a fresh degree holder, BS (Hons) in Philosophy, I joined DESEY Project as a trainee in CPDI Office Muzaffargarh. Skills development training raised my skills in computer operation, English writing and spoken English. Moreover, civic education, job hunting modules and exposure visits of Government Departments made me realize that there are numerous professional spheres where an educated woman can work. DESEY skills training program is much useful for educated youth and after getting introduced to the subject of Countering Violent Extremism (CVE), I am keen to find more and more remedies and solutions to rid society of extremism”.

MUHAMMAD HUSSAIN

Qualification: BA (Economics)
Joined DESEY on: 29th Sep, 2014
Got Job in: Pakistan Railways-Multan
Appointed On: 5th Dec, 2014
Designation: Constable



“After successful and timely completion of training program, I have earned first remuneration in my life. Now I can buy new shirts, shoes and can contribute to my family needs. Now I am dreaming to meet my future educational expenses too. I am happy and thankful to Centre for Peace and Development Initiatives for providing me the chance to prove myself”.