



Funded by the
European Union



PRESS RELEASE

European Union and British Council launch landmark analysis to drive women's digital skills revolution in Pakistan

Islamabad, 29 May 2025 – The European Union Delegation to Pakistan and the British Council have jointly launched a pivotal report titled “*Skill Gap & Market Need Analysis*” under Component 4 of the Team Europe’s funded Technical and Vocational Education and Training (TVET) Sector Support Programme (Phase IV). Funded by the European Union and the Government of Germany, this programme will support Pakistan's efforts towards improving technical education and employment prospects for its youth. Conducted by Ipsos Pakistan, the study identifies critical digital and high-tech skill gaps across Khyber Pakhtunkhwa, Gilgit-Baltistan, and Balochistan, and provides the foundation for two internationally accredited Centres of Excellence focused on equipping women with future-ready skills.

Launched under the patronage of **Ms Wajiha Qamar**, Minister of State for Federal Education & Professional Training, the report presents a comprehensive overview of labour market demands and outlines a strategic roadmap for developing inclusive, industry-aligned technical training in emerging technologies.

Key Findings:

- Pakistan’s rapidly growing Information and Communications Technology (ICT) sector exports reached US \$3.2 billion in 2024, with expected revenue growth of 7.3% by 2029, yet women occupy only 16% of ICT jobs.
- The study identifies 42 specialised courses in 20 high-tech domains, such as Artificial Intelligence, Machine Learning, Data Analytics, and Cloud Security, and Mobile Development where demand outpaces available skills.
- Fewer than 10% of TVET institutes currently offer advanced, competency-based training in emerging technologies.

Ms Wajiha Qamar, Minister of State for Federal Education & Professional Training said: “This report provides the evidence we need to close the gender gap in technology and create opportunities for the women and girls of Pakistan to lead in the digital economy.”

Jeroen Willems, Head of Cooperation, EU Delegation to Pakistan said: “The EU is proud to support Pakistan’s journey towards a green and digital future. By investing in women’s digital and high tech skills, we invest in the nation’s future prosperity.”

James Hampson, Country Director, British Council Pakistan said: “The launch of this report marks a pivotal step in turning ambition into reality. The upcoming Centres of Excellence will provide safe, inclusive, and industry-aligned pathways for thousands of women.”

The report can be viewed and downloaded here (will include link)

ENDS

For media inquiries, please contact:

Ahmed Saqlain
Manager Communications
British Council
Email: ahmed.saqlain@britishcouncil.org

To follow us on social media:

Twitter: [@pkBritish](https://twitter.com/pkBritish)
Facebook: [@BritishCouncilPakistan](https://www.facebook.com/BritishCouncilPakistan)
Instagram: [@britishcouncilpakistan](https://www.instagram.com/britishcouncilpakistan)

Notes to the Editor**About the TVET Sector Support Programme**

The TVET Sector Support Programme (TVET SSP) is a five-year programme designed to strengthen Pakistan's TVET sector, by providing training opportunities to men and women in high-demand professions. The action aims to advance Pakistan's human capital development through creation of decent jobs in green and digital areas.

Building upon the successes and lessons learned from the previous three phases of Team Europe's support to Pakistan's TVET sector, the programme aims to enhance skills development in environmentally friendly sectors such as agribusiness, water, and energy. The programme is jointly implemented by GIZ and the British Council.

Implemented in collaboration with the Government of Pakistan, Component 4—co-led by the British Council and GIZ—focuses on delivering competency-based digital and high-tech training tailored for women, including refugees and returnees. The programme will establish two internationally accredited Centres of Excellence operating through a hub-and-spoke model across KP, GB, and Balochistan, delivering inclusive training in robotics, AI, IoT, data science, and more.

About the British Council

The British Council is the UK's international organisation for cultural relations and educational opportunities. We support peace and prosperity by building connections, understanding and trust between people in the UK and countries worldwide. We do this through our work in arts and culture, education and the English language. We work with people in over 200 countries and territories and are on the ground in more than 100 countries.

www.britishcouncil.org