



Successful Completion of E-skills IT Training Programme in Partnership with Akhuwat

Kasur, June 15, 2024: A dynamic six-month E-skills IT training programme on ‘SEO - Ecommerce with Social Media Marketing’ concluded recently, benefiting 39 students, including 20 girls and 19 boys. The programme, conducted in partnership with Akhuwat, has already enabled 10 participants to start earning through small-scale online initiatives, demonstrating its success.

The concluding ceremony was held at Akhuwat College, Kasur, where laptops were distributed to the graduates, equipping them with essential tools for professional growth and financial independence. The event was graced by Mr. Imran Abbasy, MD & CEO of PPL, Dr. Muhammad Amjad Saqib, Founder of Akhuwat, and officials from both organizations.

In his address, Mr. Imran Abbasy congratulated the graduates and expressed hope that the programme would open numerous earning opportunities, facilitating their seamless transition into the workforce. He also distributed certificates and laptops to graduates from PPL’s operational areas in Dera Bugti, Sanghar, and Chakwal districts, as well as Tehsil Gujjar Khan.

With a contribution of Rs. 10 million, PPL’s support of the IT training programme underscores its strong commitment to CSR and youth empowerment. PPL continues to lead in CSR initiatives, fostering sustainable community development and empowering individuals towards financial independence, benefiting marginalized communities nationwide with an annual input exceeding Rs 3 billion.

Founded in 2001, Akhuwat provides support through interest-free microfinance, free education, healthcare, and other socio-economic measures.