

## Chapter 11

# YOUTH EMPOWERMENT, SPORTS AND TOURISM

The subjects of youth, sports and tourism have now become responsibilities of the provinces after devolution of the social sector under the 18<sup>th</sup> Constitutional Amendment. The individual provincial plans, policies and programmes have to converge at one point to reflect a broader national charter. These sectors are now financed, promoted and protected by the provinces, but the federal government is still responsible for signing the conventions, agreements and treaties with international bodies and organisations. The need for a national sports and tourism policy is imperative in this scenario. As such, the sports have always been a top priority on the national agenda and so is the tourism. Similarly, the Prime Minister has announced a package of far-reaching consequences for the youth empowerment through a number of financial incentives.

### Youth empowerment

Pakistan is currently facing an unprecedented youth bulge, which comprises 53 million youth falling in the age bracket of 15-29 years making around 29 per cent of population. This window of demographic dividend if not utilised and harnessed will close down by 2045 – the year when the population will be more aged. There is enough evidence to prove that lack of investment and an indifference to the needs of youth incur a high cost in terms of lost development opportunities and ill-health with serious social, physical and mental disruptions. In such a situation, there is no option but to invest more in the youth in short and long-term periods to ensure that the generation has better economic and social development prospects. However, if this unprecedented opportunity were missed like it has already happened in several developing economies and in Pakistan too in the past, it will lead to more turmoil and dissatisfaction. It is a tangible policy of the government of Pakistan that by initiating right mix of development policy measures, right choices will be provided to youth for ensuring economic and social development.

There has been adequate investments and right mix of policies to address needs of the youth. Despite this, there is large scale unemployment of the youth. A large number of them still continue to be out of schools. Pakistan has an average of 40 per cent children in schools, which is the lowest in South Asia. Millions dropout even before completing primary level schooling and there are millions who never attend any school in their lives, particularly girls and boys from poor communities. Unemployment of the youth has remained a serious issue and despite some measures taken in the past, the unemployment rate has not improved. The youth, particularly dropouts of schools and colleges, get into vicious poverty circle.

#### A snapshot of youth population in Pakistan (Age 15-29 years)

<i>Total youth population:</i>	53 (million)
<i>% of total population:</i>	29
<i>Male (million):</i>	27.30
<i>Female (million):</i>	25.70
<i>Rural area (%):</i>	64
<i>Urban area (%):</i>	36
<i>Youth literacy rate (%):</i>	55 (overall 58)
<b>Source:</b> Pakistan Social Living Standards Measurement Survey (PSLM) 2012-13	

Women unemployment is at its peak, as they have only 14 per cent share of the job market. A large number of young women continue to be out of job market, and their contribution to the economic development has not been properly exploited. Also, there is a shortage of skilled labour in the local as well as neighbourhood markets. Secondary and college education is focused on academic achievements and virtually there is hardly any attention paid to skill development, which creates a gap between education and the required job skills. The disparity between demand and supply of skilled workers creates hurdles for economic growth and productivity enhancements. Scope of the government jobs for the youth is very limited. Due to restructuring and reforms, automation of work, computerisation of processes, smart-work policies and job opportunities in the public sector will further reduce in the coming days. Therefore, such policies are required to be adopted, which can be helpful to equip the youth with right job skills for their absorption in the private sector, particularly industry, agriculture and services sectors.

The entrepreneurship remained a neglected area in the past. Self-employment of the youth, by providing adequate training skills and access to business start-up finances, is the need of the day. Important policy actions are required to promote capacity of the youth by supporting transitions, which include continuing education, education to work transition, including life-skill training, jobs and entrepreneur development.

## Issues

The following are important issues.

- A large segment of the youth has no access to quality education, skill development, vocational training, soft loans and employment, which result in high illiteracy and unemployment.
- The basic infrastructure for sports, social volunteerism and recreational activities for youth is not available.
- There are no regular incentives or scholarships for the talented and high performing youth.
- No guidance and reach-out programme for the disengaged youth so that they can become fully active and responsible members of the society.
- There is no policy for mainstreaming of the youth studying in medressahs.
- No priority is given to the disadvantaged youth, that is, women, rural and disabled youth.
- There is non-existence of research and development in the field of youth.
- The educational syllabi do not prepare youth for the job market.

## Current initiatives for the youth

### Prime Minister's Youth Programme

The incumbent PM has announced a package with broad canvas of programmes enabling the youth and the poor segments of population in general to get good opportunities of employment, economic empowerment, acquiring skills needed for gainful employment,

spreading use of computers and imparting on-the-job training for the young graduates to improve the probability of getting a productive job.

### **PM's Youth Business Loan Programme**

This Loan is for young entrepreneurs falling within the age bracket of 21-45 years to start their own businesses. Under this programme, loans from Rs100,000 to Rs20,00,000 are provided to applicants through computer balloting. The loans are given for eight years at low mark-up. The programme is being carried out through designated financial institutions.

The first computerised balloting of the Programme was held on February 28, 2014. Around 38,000 applications (28,000 from Punjab, 600 from the Islamabad Capital Territory, 3,500 from the Khyber Pakhtunkhwa, 100 from Gilgit-Baltistan, 1,000 from Balochistan, 500 from the Azad Jammu and Kashmir and 3,000 from Sindh) were received. Out of these applications 6,127 were approved for balloting, and 5,399 applicants have been given loans in the first phase. Most of the participants have expressed their interest in livestock, agriculture, education and cottage industry.

### **PM's Qarz-e-Hasana Programme**

The Qarz-e-Hasana or microfinance loan facility is aimed at providing interest-free financing for 2.5 million to five million people in a period of five years. The vulnerable rural and urban poor, with a poverty score of up to 40, are eligible to apply for this loan. The national outreach of the programme will not be limited to the geographical limits. However, preference will be given to limited and unserved areas. A total of 250,000 loans of an average amount of Rs25,000 will be disbursed. An amount of Rs3.5 billion has been allocated for the Programme by the federal government. The Pakistan Poverty Alleviation Fund (PPAF) will be the central executing agency of the Programme. Registered partner organisations and community entities, with necessary expertise and experience, will also be engaged in the process.

### **PM's Youth Training Programme**

Under this Programme, young individuals with 16 years of education from recognised institutions will be provided on-job-training and internships at the private and public sector offices. Professional trainings will equip them with abilities to secure job opportunities in the country or abroad. A total number of 50,000 interns will be hired under the Programme and a monthly stipend of Rs12,000 will be paid to each selected applicant for a year.

Graduates of age not more than 25 years (26 for less-developed areas) are eligible to apply. A budget of Rs four billion has been allocated for the Programme for the financial year 2013-2014. A top class management consulting firm and university from the private sector, in collaboration with the government, will be responsible for the design, placement of internees and their periodic evaluation. Partnership with the private sector will increase financial transparency, ensure selection on merit and produce more efficient outcomes and results.

### **PM's Youth Skills Development Programme**

This Programme is aimed at providing vocational training to the unemployed youth for acquiring productive skills important for gainful employment. Young men and women, who have received middle-level education (8<sup>th</sup> Grade), and are maximum 25 years of age, are eligible beneficiaries of the Programme. The government is refunding fee equivalent to or less than

Rs3,000 per month for a half-a-year, while also paying a monthly stipend of Rs2000 for the same duration to each beneficiary.

An estimated 25,000 individuals will benefit from the Programme. The break-up of 25,000 youth to be trained is: 200 from Islamabad, 500 AJ&K, 300 Gilgit-Baltistan, 400 FATA, 3000 KPK, 2000 Balochistan, 5850 Sindh and 12,750 from the Punjab. Out of a total of 25,000 youth, 8524 females will be given technical and vocational training. Rs800 million have been allocated for the Programme in the financial year 2013-2014. The Ministry of Education and Trainings and NAVTTC are the main executing agencies of the Programme. The provincial TEVTAs and Federal Government Skills Training Institutes will work in collaboration with the main executing agencies, which are responsible for designing the Programme and its final evaluation.

The Programme was approved at a cost of Rs800 million by the Central Development Working Party (CDWP) on October 28, 2013. About 350 well-reputed technical education and vocational training institutes from the public and private sectors have been selected through the provincial Technical Education and Vocational Training Authorities (TEVTAs) and NAVTTC's regional offices in Islamabad, Lahore, Multan, Karachi, Larkana, Quetta, Gwadar, Peshawar and Gilgit-Baltistan.

### **PM'S Programme for Provision of Laptops**

This Programme is an attempt to enhance the scope of research and quality education, and increase access to information technology. A total of 100,000 students from across Pakistan will be awarded a laptop each. Students, both male and female, registered with the Higher Education Commission (HEC) approved educational institutions, are eligible for the Programme. All masters, doctoral students and 50 per cent under-graduate students will get the laptops. The HEC and Ministry of Education and Trainings are the executing agencies of the Programme, launched with an initial budget Rs4,000 million. The HEC is in negotiations with manufacturers for local assembling of the laptops.

### **PM's Programme for Fee Reimbursement**

With the aim to encourage pursuit of the higher education, this Programme will provide scholarships to the post-graduate (MA, MSc or higher level) students, belonging to remote and under-privileged areas. The tuition fee of the student selected will be financed under this Programme, and paid directly to the relevant universities. An annual budget of Rs1.2 billion has been allocated for the Programme for the financial year 2013-14. The HEC is the executing agency, while the Ministry of Education and Trainings will be responsible for implementation.

### **Plan**

The following steps will be taken during the Plan period.

- Establishment of the National Youth Council under chairmanship of the PM having representatives from all provinces, AJ&K and Gilgit-Baltistan in order to have a better collaboration among different federal and provincial departments working for the betterment of the youth
- Establishment of the National Youth Hostels in different parts of country to promote youth travel and bring national integration and brotherhood among the youth of Pakistan
- Special attention on free education in the FATA and Balochistan

- Increase in incentive for interns keeping in view impacts of inflation and wage rate of market
- Establishment of career-counselling centres in every college and university
- Adopting transparent system for selection, and avoiding red-tapism
- Educational institutes to consult private sector, industries, and all job providers about the demand of particular degrees or skills for further distribution of demand of required skills and degrees in different study programmes
- Expansion of skill development institutions through divergent measures
- Regularising Medressah education by issuing licences to qualified religious people in order to avoid distraction of the youth
- Medressah reforms with an aim to the mainstreaming of their students
- Government to support organisations like Girl Guide and Scouts, etc.
- Establishment of the Youth Development Councils at the Tehsil level across Pakistan with a representation of the local elders and businessmen, while encouraging and facilitating the private sector to involve the youth in community development programmes and projects
- Provide training to the youth for running small businesses in collaboration with the private sector, while the financial institutions to provide micro-credits, and the government to incentivise the private sector and banks to help the youth in entrepreneurship
- Targeting adolescent youth (10-19 years) through specific intervention strategies with focus on empowerment, gender justice, health and responsible living
- Thrust on involving the youth in the national planning and development and making them focal point of development strategy by providing them proper education, training, and employment opportunities, including entrepreneurial training and access to credit
- Provincial youth departments to play a pro-active and catalytic role in exploring and identifying employment opportunities for the youth in coordination with other ministries and departments
- Youth activities to focus on providing quality health services and ensure that the youth have access to information relating to health issues, drug addiction, etc., while addressing problems of the youth with special needs
- Provincial youth departments to coordinate, monitor and ensure various facilities and services for the youth with physical and mental disabilities
- Sports competitions to involve the excluded youth (out of schools and poor) to begin from the Tehsil level, and extended to the provincial and then national levels
- Through legislation, municipal corporations, housing societies and educational institutions bound to build sport and recreational infrastructure for the youth
- Expansion of vocational training and employment promotion programmes to cover all districts, while the provincial youth departments to establish effective linkages with all departments and agencies involved in youth development work at the Centre and in the provinces

- Continuation of all programmes launched and announced by the government to encourage entrepreneurship, skill development and internship

## Sports

Sports play instrumental role in nation-building as it breaks down all barriers to unite the nation. However, sports have never been viewed as a human intensive industry with unbelievable magnitude and influence of distinctive social, political and economic activity in Pakistan. Inadequate youth, education and sports policies have deprived the youth of healthy and meaningful activity of sports. The policies and lack of interest has not only resulted in retardation of sports activities at the national and international levels, but have also greatly affected the education institutions where new classrooms have been constructed on sports grounds. The separation of sports from education has dried up the basic source of sports input and the role of education institutions as incubators of producing good citizens, talented leaders, effective team players, co-workers and companions have also been adversely affected. Hence, sports, as a life skill component, are missing from the education system. Carefully planned and well-organised sports can bind the nation together – a factor alone is enough for according a much higher priority to sports in the national plans.

The most important element of sports is the value it teaches to the individual as well as developing the individual's roles and relationships with others. Participation in sports is an opportunity for self-expression and personal development individually and socially with others. Sports are an all-pervasive entity that influences almost every aspect of daily life, where tolerance, cooperation, discipline and self-confidence are the desired outcomes. Youth sports generate acceptance and respect among genders, races and nationalities. The people of the country will be provided with opportunities to participate in sports, to promote better understanding, discipline, tolerance, sense of sacrifice and above all mutual respect. Pakistan's future generation stands at a critical tipping point and the solution lies in a simple and safe avenue, that is, sports.

## Issues

The following are the major issues.

- There is a lack of sports infrastructure. The existing facilities of sports are not up to the mark and do not match the international standards. There is a shortage of trained coaches and trainers as well.
- Poor economy, unstable political and law and order situation and ever-deteriorating social values contributed immensely to the decline of the amateur sports culture. However, the responsibility for this can also be laid on the educational institutions, students, and parents. Internet clubs, satellite and cable television have also played a major role in providing alternative to sports.
- The national sports bodies attribute dearth of sports facilities to their poor performance. However, influential sports office bearers and their vested interests, and lack of coordination among these organisations, at the federal and provincial levels, are major causes for the poor state of affairs.
- The contribution of district governments in promotion and support of sports is negligible. Due to financial constraints, sports activities at the tehsil and district levels are not held most of the times.

- There is a lack of financial assistance to sportsmen, especially retired. Employment ratio for sport persons in the United Kingdom and Germany is 30 per cent and 13 per cent respectively, while it is less than one per cent in Pakistan.
- The educational institutions are supposed to be sports nurseries at the grassroots level, but have almost ceased to produce any talented sportsmen. Pakistan is short of talented sports persons in various games, like cricket, hockey, football and volleyball, etc.
- Due to lack of research, obsolete techniques are being used in sports. Modern techniques, instruments and infrastructure are not available.
- The mass participation is very low and people of Pakistan have almost lost interest in games, organised at the provincial and national levels.
- Women participation in sports is very low.

## Strategy

The following are key steps of the sports group constituted for formulation of policy for improving sports.

- A Sports Council of Pakistan, comprising all stakeholders, will be constituted and it must be based on public and private members having expertise in respective sports and games. The Council will be merit-based consisting of sport technocrats and competent administrators involved in active sports having sports management knowledge and experience. The Council will outline an overall sports policy, which will be implemented in letter and spirit. The Council will be given due mandate to create a roadmap, which will help combat unemployment. The slogan of the Council will be 'Passion to Profession'.
- The Council will create a fund to help the deserving sportsmen and women, especially for those national heroes who bring laurels for the country. Employment opportunities will also be provided to the retired sports persons.
- The Council will develop a sports policy for national sports, and will also have provincial chapters.
- There will be no interference from any corner in the selection of teams and players' squads for participating in the national and international events.
- A plan will be outlined for building sports infrastructure at the national level with an active involvement of the private sector.
- The district governments will ensure that housing societies have sports facilities. This will be enforced through government legislation regarding housing societies. These facilities will associate themselves with the community living in that housing society and become their 'club'. These clubs will register with their district governments through the articles of association and memorandum and run their club facility under the rules of this memorandum.
- NGOs will be encouraged to include sports as part of their plans to develop local communities and to liaise with the local government for the development of sports infrastructure at the grassroots level.
- All education institutions will have well-equipped sports facilities.

- There will be sports training academies, stadia, complexes, swimming pools and synthetic hockey turfs in all districts.
- All major cities will have boxing and indoor gymnasiums.
- A sports fund will be created to help the deserving sportsmen and women, especially national heroes, who had won laurels for the country. Employment opportunities will also be provided to the retired sports persons.
- A talent hunt programme will be conducted out all over the country for tracing the best players in all fields.
- There will be sports training academies, stadia, complexes, swimming pools and synthetic hockey turfs in all districts of the country.
- The Pakistan Sports Board will be strengthened and the scope of its operation will be extended to the provinces as well.

## Tourism

Tourism, as an economic activity, has not gained recognition in Pakistan. The country has a potential for special categories of tourism, such as domestic, cultural, historical, rural, pilgrim or religious, adventure and eco-tourism. The mutual dependence of tourism and culture has to be understood and absorbed by those agencies, which are involved in tourism development in Pakistan. The cultural heritage creates a foundation for tourism growth, which has the power to generate income for making these sites and monuments survive. The cultural sites lose their importance and meaning without audience. This is only possible through tourism, and Pakistan possesses enormous possibility for attracting people to its grand historical places from both inside and outside the country.

The major thrust will be on generating a revived spirit in the private sector assuring a definite monetary payback. The estimates for the private sector investment are highly fluctuating because of an uncertain economic, and law and order situation. However, Pakistan having a population of over 180 million, investment in hotel, travel, restaurant and recreational business will continue. According to rough estimates, the private sector investment in direct tourism and its related activities will be more than Rs 50 billion in the next five years.

The tourism sector will assume a greater role in the economic growth during the Plan period. According to earlier-recorded stats of the defunct federal Ministry of Tourism, tourists' arrival is estimated to grow at an average rate of 10.8 per cent per annum to reach 2.136 million, while tourism receipts are targeted to reach \$690 million in 2018. These estimates, though ambitious, but yet attainable if right policies are planned. Details are in the table given below.

**Targets 2013-2018**

S.No.	Type/item	Unit (000)	Benchmark 2013	2014	2015	2016	2017	2018
1.	Foreign arrivals	Million	1.1	1.407	1.562	1.734	1.924	2.136
2.	Domestic travel	Million	43.4	49	51	52	53	55
3.	Income	\$ Million	408	452	502	557	619	690
4.	Hotels	Nos	2,000	2,533	2,748	2,987	3,252	3,546
5.	Rooms	Nos	40,519	59,485	64,579	70,233	76,509	83,475



## Issues

The following issues are adversely affecting tourism.

- There is no national tourism policy, while the sector has been devolved to provinces without having any coordination mechanism at the national level.
- There seems to be little dedication and commitment at the national and provincial levels towards promotion and projection of tourism opportunities and touristic products.
- The country has no tourism educational and training centres.
- The regulatory framework for tourism activities is not tourists-friendly and market-oriented.
- There is an absence of concessional financing facilities for the hotel industry at par with other industries.
- There is little information and guidance about tourism opportunities.
- Administrative hurdles, unfriendly regulations and lack of communication infrastructure in the AJ&K and Gilgit-Baltistan are yet to be considered for correction and improvement.
- There is a lack of authentic statistics and data on the tourism sector renders any policy-making exercise weak.
- Lack of skilled manpower in the hospitality industry has its negative effects.
- There are various security constraints, which do not allow free movement of tourists in all parts of Pakistan, and registration with the Police is required.
- The visa process is cumbersome and visa fee is very high.
- Policies are not supported by legislation; hence not implemented properly.
- For international and domestic tourism investors, there is no one window facility.
- Number of taxes is very high, like the GST, Excise Duty, Bed Tax, etc.
- The land lease policy for setting up tourism sector projects is very stringent.
- There is no marketing and projection strategy, both nationally and internationally.

## Plan

The Plan will take the following steps.

- A national tourism policy will be formulated in consultation with provinces, Gilgit-Baltistan and the AJ&K.
- The role of financial institutions in the sector will be enhanced in consultation with the State Bank of Pakistan.
- A National Tourism Board will be established with representation from private sector, provinces and the federal government.
- Tourism and cultural activities will be dealt together for a successful policy outcome.

- Institutional capacity will be developed for proper implementation of the tourism policy.
- The public-private partnerships will be promoted.
- Sports and cultural shows will be arranged in different parts of the country to promote domestic tourism.
- Tourism product development will be taken-up on modern lines through a comprehensive tourism marketing plan.
- Cultural sites will be promoting as touristic attractions.
- Development of a mechanism for accurate data collection and analysis are needed for the sector. This will require undertaking capacity-building and related activities.
- Encouraging women participation in tourism activities! Women can significantly be better partners in marketing of tourism products by way of participation in packaging, tourism operations, service industry and hotel management. The concept of the Women Tourist Police has gained a great success in Egypt and can be replicated in Pakistan as well, owing to the fact that most of the tourism in Pakistan is family-oriented.
- The private sector will be backed by the state in terms of relaxation in taxation, surcharges and creation of infrastructure and promotion.