

Portfolio Case Study

Comparative assessment of three Pakistani digital-skills training providers

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Status

This is a completed demonstration case study using public official sources. Before publishing, read it fully, verify the live links and be prepared to explain every judgment. The recommendation is for a fictional employer-partnership scenario, not a universal ranking of the organizations.

Executive summary

A fictional employer wants a public-facing partner that can help build a pipeline of digitally skilled learners in Pakistan. This assessment compares DigiSkills, Saylani Mass IT Training (SMIT) and the Punjab Skills Development Fund (PSDF) using public information available in July 2026. DigiSkills appears strongest for free, scalable, online national reach and freelancing-oriented learning. SMIT appears strongest for intensive technical pathways such as web, mobile and AI, with a more center- and program-based model. PSDF appears strongest when the objective requires broader workforce-development infrastructure, multiple delivery modes, employer alignment and access across Punjab. For a national online awareness and foundational digital-skills partnership, DigiSkills is the recommended starting partner. For a technical talent-pipeline or hands-on training partnership, SMIT may be more suitable. For an employer-led workforce program in Punjab, PSDF may be the strongest fit. A final selection would require direct verification of partnership terms, learner outcomes, capacity and data-sharing arrangements.

1. Research question

Which of the three publicly visible Pakistani digital-skills providers appears most suitable for a fictional employer seeking a partnership to develop job-ready digital talent?

2. Scope and method

- Organizations: DigiSkills, Saylani Mass IT Training and Punjab Skills Development Fund.
- Sources: official program and organization websites only for core claims.
- Assessment date: July 2026.
- Criteria: accessibility, delivery model, course relevance, career orientation, scale evidence, employer-partnership suitability and public transparency.
- Exclusions: no private learner data, no direct interviews, no independent outcome audit and no financial or legal due diligence.

3. Provider profiles

DigiSkills

DigiSkills describes itself as Pakistan's largest training program offering free online courses in freelancing skills with e-certificates issued through Virtual University and Ignite. Its official site states that more than 5.5 million trainings have been imparted since 2018. Current course pages include freelancing, e-commerce, digital marketing, digital literacy, graphic design, SEO, WordPress, data analytics and business intelligence, among others.

Assessment note: Strongest visible advantages are free online access, national reach, structured batches and broad digital/freelancing coverage. The public model is particularly suitable where scale, remote participation and foundational employability are priorities.

Saylani Mass IT Training

Saylani describes SMIT as a large-scale free IT training program teaching web development, mobile application development and AI to thousands of students, with the goal of preparing graduates for software development, freelancing and technology careers. The enrollment portal also advertises areas such as networking and graphic design.

Assessment note: Strongest visible advantages are technical depth, industry-relevant programming pathways and a more intensive training identity. Public information suggests stronger fit for technical talent pipelines than for broad national online access.

Punjab Skills Development Fund

PSDF states that it provides access to high-standard skills training for sustainable employment and income. Its training options include on-site, online and hybrid modes, more than 250 demand-driven trades across eight sectors, and on-site offerings across more than 2,500 locations. Its Global Rozgar program is described as employer-led and focused on job-ready skills for BPO, customer support, digital services and IT-enabled operations.

Assessment note: Strongest visible advantages are workforce-development infrastructure, multiple delivery modes, employer orientation and broad geographic training capacity in Punjab. Its scope is wider than digital skills alone.

4. Comparative assessment

Criterion	DigiSkills	Saylani SMIT	PSDF
Access	Free online; broad national accessibility	Free technical training; availability depends on programs and locations	On-site, online and hybrid; strong Punjab infrastructure
Course orientation	Freelancing and broad digital skills	Technical careers: web, mobile, AI and related IT	Demand-driven workforce skills across multiple sectors
Scale evidence	Official site reports millions of trainings	Official site states thousands of students	Official site lists 250+ trades and 2,500+ on-site locations
Employer alignment	Indirect through employability and freelancing	Career and industry orientation is stated	Explicit employer-led and job-ready programs are visible
Best-fit partnership	National online learning and awareness	Technical talent pipeline and hands-on training	Employer-led workforce initiative in Punjab
Main public-data gap	Independent completion and employment outcomes	Current seat capacity, city coverage and outcome evidence	Program-specific digital outcomes and current partnership terms

5. Illustrative weighted scorecard

Scores are analytical judgments from 1 (weak public evidence) to 5 (strong public evidence) for this fictional scenario. They are not audited performance ratings.

Criterion	Weight	DigiSkills	SMIT	PSDF
Accessibility and reach	20	5	3	4
Technical depth	20	3	5	4
Employer alignment	20	3	4	5
Delivery flexibility	15	5	3	5
Public transparency	15	4	3	4
Evidence of scale	10	5	3	5

Illustrative totals: DigiSkills 81.0/100; Saylani SMIT 72.0/100; PSDF 89.0/100. The close result shows that the preferred provider changes with the partnership objective.

6. Key findings

1. No single provider is best for every partnership objective; the decision depends on scale, technical depth, geography and employer involvement.
2. DigiSkills has the strongest public case for free, scalable, online and nationally accessible digital-skills training.
3. SMIT has the strongest public positioning for intensive technical pathways in web development, mobile development and AI.
4. PSDF has the strongest visible employer-led and multi-mode workforce-development infrastructure, particularly in Punjab.
5. Public websites provide program descriptions and scale claims, but they do not provide enough comparable, independently verified employment-outcome data for a definitive impact ranking.

7. Recommendation

For the fictional scenario of a national employer seeking a fast, low-cost online partnership for broad digital and freelancing readiness, begin partnership discussions with DigiSkills. If the employer needs a smaller but more technically intensive software-development pipeline, conduct a parallel discussion with SMIT. If the employer intends to co-design an employer-led program in Punjab with on-site, hybrid or BPO-oriented training, prioritize PSDF. Before selection, request current enrollment capacity, completion rates, placement or income outcomes, employer-partnership terms, learner demographics, geographic coverage, safeguarding and data-sharing policies.

8. Risks and limitations

- This is desk research based on public official sources and has not been validated through interviews.
- Provider-reported scale figures were not independently audited in this project.

- Course availability, batches, locations and partnership terms may change.
- The scoring framework reflects a fictional employer scenario and should not be treated as a universal ranking.
- Learner outcomes, completion, employment quality and long-term impact require direct evidence before a high-stakes decision.

9. Source log

Organization	Source	Claim used	Accessed
DigiSkills	https://digiskills.pk/	Free online program; national scale; e-certificates; reported training volume	July 2026
DigiSkills courses	https://digiskills.pk/Courses.aspx	Visible course categories	July 2026
Saylani SMIT	https://saylaniwelfare.com/services/education/technical-education/saylani-mass-it-training	Web, mobile and AI training; free industry-relevant education	July 2026
Saylani enrollment	https://forms.saylaniwelfare.com/	Additional visible course areas	July 2026
PSDF purpose	https://www.psdf.org.pk/about-us_trashed/our-purpose/	Employment and income-oriented skills-development purpose	July 2026
PSDF training options	https://www.psdf.org.pk/get-involved/training-options/	On-site, online, hybrid; trades and location figures	July 2026
PSDF Global Rozgar	https://www.psdf.org.pk/global-rozgar/	Employer-led job-ready BPO and digital-services focus	July 2026