Project Report

Digital Learning & Skills Enrichment Initiative (DLSEI 2.0)

2021-2024
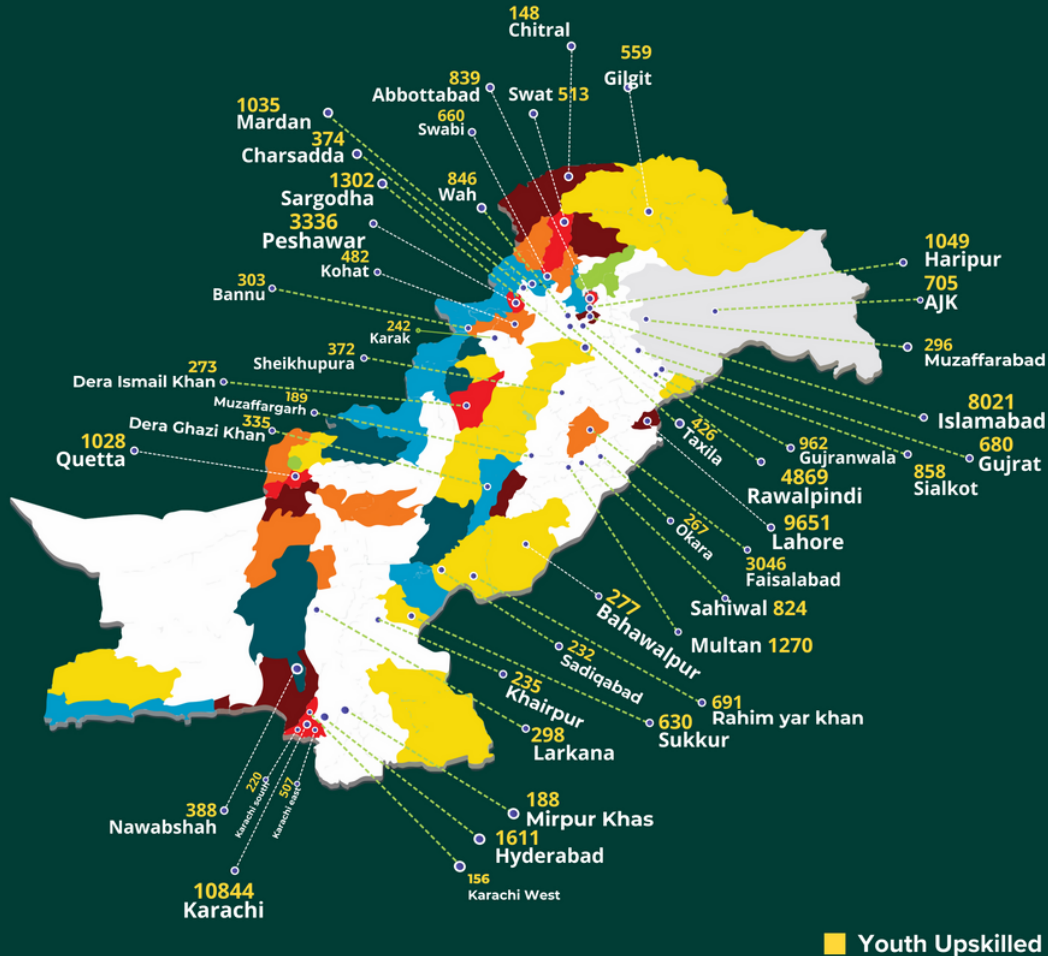
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Map labels:

148 Chitral
559 Gilgit
839 Abbottabad
Swat 513
1035 Mardan
374 Charsadda
660 Swabi
846 Wah
1302 Sargodha
3336 Peshawar
482 Kohat
303 Bannu
1049 Haripur
705 AJK
242 Karak
296 Muzaffarabad
372 Sheikhupura
273 Dera Ismail Khan
189 Muzaffargarh
335 Dera Ghazi Khan
1028 Quetta
8021 Islamabad
426 Taxila
962 Gujranwala
680 Gujrat
4869 Rawalpindi
858 Sialkot
267 Okara
9651 Lahore
3046 Faisalabad
277 Bahawalpur
Sahiwal 824
Multan 1270
232 Sadiqabad
235 Khairpur
691 Rahim yar khan
298 Larkana
630 Sukkur
188 Mirpur Khas
388 Nawabshah
220 Karachi south
507 Karachi east
1611 Hyderabad
156 Karachi West
10844 Karachi

■ Youth Upskilled

Table of contents

Introduction

DLSEI Introduction

The Digital Learning & Skills Enrichment Initiative (DLSEI) was launched by the Higher Education Commission of Pakistan in partnership with Coursera. Its main aim was to offer Pakistani students access to top global universities and institutes for acquiring essential professional skills.

After the successful DLSEI 1.0 project in 2018, DLSEI 2.0 began in 2021 with 50,000 licenses obtained from Coursera. In the first year, 24,000 licenses were distributed among students and faculty from both public and private universities, followed by 26,000 in the second year.

Key Accomplishments

DLSEI 2.0 has made a significant impact on Pakistan's education system, inspiring students to acquire crucial skills necessary for kickstarting their careers. The enthusiasm witnessed from 2021 to 2023 among students has been remarkable.

- Upskilling over 50,000 youth.
- Enhancement in learning methods.
- Counseling students on career initiation.
- Raising awareness on the importance of digitalization.
- Assisting students in selecting professional fields.
- Encouraging faculty to engage in online education and skill development.

Additionally

- The presence of social media platforms has experienced substantial growth.
- Thousands of queries have been successfully resolved.
- There has been a surge in enrollment in professional and specialized courses.

DLSEI Objectives

Objectives achieved

Objectives

Achieve 100% utilization of provided licenses and surpass an 80% completion rate within the 2-year project duration, exceeding DLSEI 1.0's 60% completion rate. Attract a minimum of 100,000 applicants to the program.

Working Approach

Segment the project into 2 cohorts, providing 26,000 licenses to students for 7 months each. Ensure maximum student benefit through this approach.

Strategies for Achievement:

- Strong marketing campaign
- Motivational webinars
- Follow-up emails/SMSs
- In-person seminars
- Comprehensive student support services
- Monitoring and evaluation.

DLSEI Phase 2 has successfully attained a remarkable **91%** completion rate, surpassing the targeted 80% completion rate. Additionally, the program has attracted nearly **140,000** applicants, exceeding the minimum target of 100,000 applicants set forth in the project objectives. These achievements demonstrate the effectiveness and impact of the strategies implemented during the project duration.

DLSEI Project Statistics

DLSEI 2.0 Statistics

The DLSEI project received a highly enthusiastic response from learners. Students from more than 200 universities have participated in the program and had the opportunity to learn from Coursera.

A total of **138,149** applications were received throughout the project, comprising approximately **115,000** university students, while the remaining applicants were faculty/staff of universities.

Learners have pursued a wide variety of skills, focusing on areas of personal interest and professional relevance. Faculty members have also integrated DLSEI into academic programs, enhancing the overall learning experience for students.

Key Statistics

The following data illustrates the statistics of the DLSEI project from 2021 to 2024.

267,361 courses have been completed by learners in the DLSEI project. This figure represents the number of skills acquired by students through their participation in the program.

552,784 enrollments in courses by learners in the DLSEI project signify the number of skills acquired by students through their participation in the program.

1,431,695 learning hours were collectively spent by participants in skill development and education. This figure highlights the extensive amount of time dedicated by learners to learning.

45,146 learners have successfully completed courses and upskilled. This number reflects the individuals who have directly benefited from the project's initiatives and resources.

DLSEI Top Trending Courses

Rank	Course name	Enrollments
1	AI For Everyone	5971
2	Programming for Everybody	5651
3	Foundations of Project Management	4864
4	Work Smarter with Microsoft Excel	4311
5	Foundations: Data, Data, Everywhere	4214
6	What is Data Science?	3820
7	Supervised Machine Learning	3820
8	Write Professional Emails in English	3817
9	Introduction to Front-End Development	3717
10	Work Smarter with Microsoft PowerPoint	3574

This table illustrates the top courses selected by learners in the DLSEI.

DLSEI Top Trending Specializations

| Rank	Specialization Name	Enrollments
1	Google Data Analytics	11807
2	Microsoft 365 Fundamentals	10272
3	Python for Everybody	9963
4	Improve Your English Communication Skills	8363
5	Google Project Management	8231
6	Google Digital Marketing & E-commerce	7977
7	Meta Social Media Marketing	6976
8	Meta Front-End Developer	6968
9	IELTS Preparation	5749
10	Google Cybersecurity	4968

This table illustrates the top specialization courses selected by learners in the DLSEI.

DLSEI Learner Proficiency and Completion by Top Skill
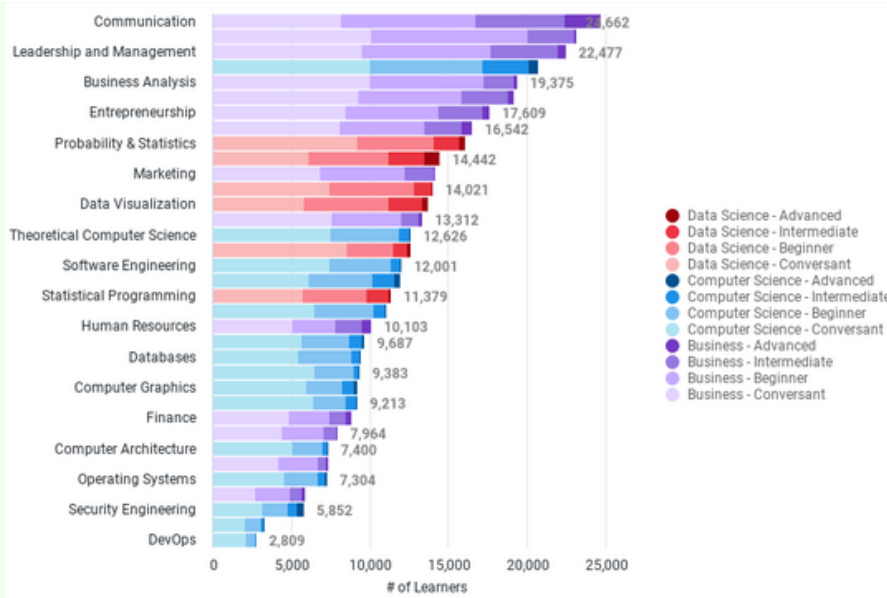
This graphical representation illustrates the learning history of learners, indicating the number of courses completed in various skills, ranging from conversant to advanced levels.
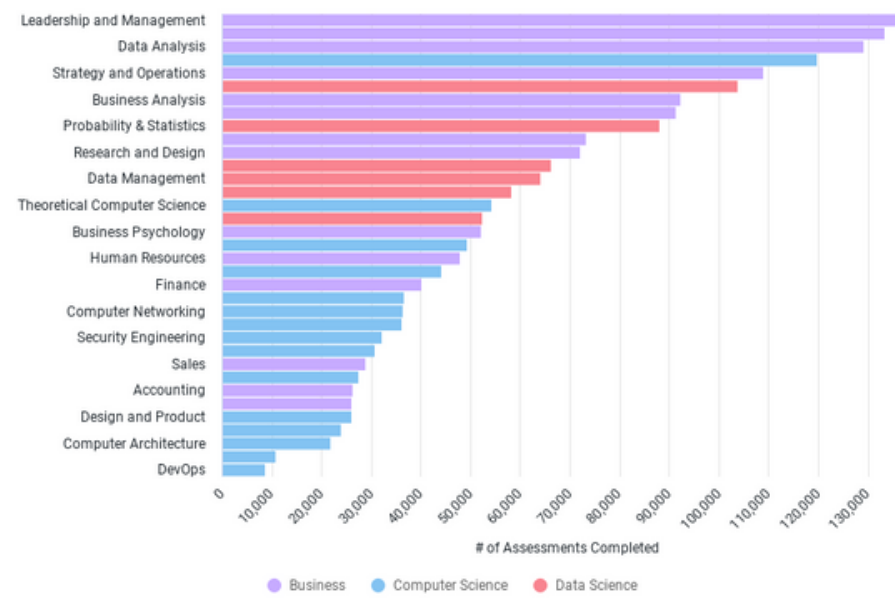
This graphical representation displays the total completion of assessments categorized by skill level.

DLSEI Top University Particiption

Rank	University Name	Enrollments
1	Virtual University of Pakistan, Lahore	19325
2	NED University of Engg & Tech, Karachi	16203
3	NUST, Rawalpindi/Islamabad	15761
4	COMSATS University Islamabad	15495
5	University of the Punjab, Lahore	14579
6	Air University, Islamabad	13766
7	University of Central Punjab, Lahore	13047
8	Quaid-i-Azam University, Islamabad	12518
9	Bahria University, Islamabad	11600
10	NUCES, Islamabad	11104

This table illustrates the participation of learners from universities. The enrollment count represents the number of students engaging in various courses.

DLSEI Top Cities Participation

Rank	City Name	Enrollments
1	Karachi	51975
2	Lahore	46579
3	Islamabad	42475
4	Rawalpindi	24194
5	Peshawar	19764
6	Faisalabad	10243
7	Haripur	6374
8	Multan	6347
9	Quetta	5491
10	Hyderabad	5342

This table illustrates the participation of learners from various cities of Pakistan. The enrollment count reflects the number of students engaging in different courses.

DLSEI Project Implementation Activities

DLSEI Project Activities

To implement the DLSEI program, various platforms were used to engage students and faculty members, disseminating project information, and encouraging them to make the most of this valuable resource. Social media, digital technology, print media, and in-person strategies were all employed for communication and marketing purposes.

The primary goal was to reach a wide audience across Pakistan and encourage maximum applicants to apply for the license. Alongside prelaunch marketing efforts, post-launch marketing was also conducted to sustain student momentum and encourage maximum utilization of the project benefits.

1. Focal Persons:

Focal persons were trained through sessions, and their active participation was ensured with regular updates and engaging content via WhatsApp, along with marketing kits. Informative webinars sustained their involvement throughout the project.

2. Print Materials::

Brochures and standees distributed among universities were utilized by focal persons for DLSEI marketing.

3. Emails and SMSs:

Over 100,000 emails and SMS messages were dispatched to learners, encouraging their enrollment and delivering project updates.

4. Learners support:

The social media team proficiently resolved over 5000 queries, initiating 1500+ conversations, achieving an impressive 92% response rate.

5. DLSEI web portal:

The DLSEI user-end portal effectively provided essential project information to students, including registration guidelines, instructional videos, and FAQs.

6. Social Media Marketing:

Various social media platforms were used for DLSEI marketing, with Facebook being the primary platform, followed by Instagram, Twitter, and YouTube. Regular updates, policies, and other details were shared through social media creatives. Additionally, both organic and strategic inorganic marketing approaches were implemented to maximize audience outreach.

60 webinars were scheduled for students and faculty members, with 40 for students and 20 for faculty members.

15 in-person seminars were conducted in various regions of Pakistan.

10 events were organized in different major cities of Pakistan, including Peshawar, Lahore, Multan, Karachi, Sukkur, Quetta, Islamabad, and the main launching event at HEC Islamabad.

https://www.facebook.com/DLSEI/

https://www.facebook.com/groups/897557568219132/

https://www.instagram.com/dlsei.hec.pk/

https://www.youtube.com/@dlseipk5502

https://twitter.com/dlseipk

DLSEI Project Initiatives

Coursera courses integration into curriculum

During DLSEI 2.0, HEC has observed a keen interest among most university focal persons in leveraging the licenses provided. This interest has manifested in various forms, such as integrating Coursera courses as credit hours or incorporating them into final year projects.

These initiatives have proven beneficial to academia in multiple ways, including efficient utilization of licenses, enhancing students' skills and digital learning experiences, and cultivating students' interests in diverse subjects.

Key benefits of integrating Coursera courses in the curriculum

Enrich student learning experiences: Through platforms like Coursera, students access top-tier content from global institutions, enriching their learning experiences.

Improve student learning outcomes within a course/program: DLSEI fosters essential skills like critical thinking and adaptability, aligning with student development goals.

Shift institutional perspective towards online learning: DLSEI supports HEC's ODL policy, encouraging universities to embrace online education and innovative technology.

Cost-cutting benefits: Transitioning to online platforms reduces financial burdens associated with traditional classes.

Private authoring tools: Collaborating with university faculty using Coursera's private authoring tool enhances course customization and integration.

Online Courses Development
A project under DLSEI

Alongside the skills development program, the creation of MOOCs by Pakistani universities is a concurrent project within DLSEI. More than 20 universities actively participated and underwent training for online course development using Coursera's Private Authoring Tool. The objective was to develop at least 50 online courses, including a few in Urdu language, by February 2024.

As the project concludes, the majority of universities have successfully compiled and developed courses on the Coursera platform. These courses will soon be accessible to Pakistani learners in the subsequent phase of DLSEI.

Key Benefits of Online Courses Development

- Can be used for Professional, Trainings, Government, Trainings and Faculty Development
- Uniform Education Platform for all
- Students can connect & learn anytime from anywhere.
- Students are in control of their desired lectures.
- Can boost student's Resumes & career prospects.
- MOOCs nationally can be used by faculty to polish their skills.
- MOOCs can reduce cost of physical classes.

Focal Persons experiences with DLSEI

To implement the DLSEI program, universities appointed focal persons tasked with facilitating program implementation within their institutions. Various methods were employed to promote and motivate participation, including multiple webinars, distribution of print materials, and organization of in-person seminars.

Many focal persons independently utilized Coursera facilities within their academic curriculum, integrating them into quizzes, assignments, and final year projects (FYPs).

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Focal Persons marked DLSEI as "STAR" Project of HEC.

Dr. Nadeem Iqbal
(*Head of Computer Science Department - Abdul Wali Khan University, Mardan*)

Dr. Nadeem Iqbal incorporated Coursera courses into AWKUM's internships and Final Year Projects. Students were guided to enroll and complete these courses, which counted towards their internship upon certification. He created an online hub for FYP students, offering tailored Coursera course suggestions.

Amna Khawar Chishti and Salman Ahmed
(*University of Central Punjab*)

Salman Ahmed used Coursera as a key part of his course assessments. In his business law class, he assigned students a Coursera course for a project assessment.

Syed Mudassir Hussain
(*Benazir Bhutto Shaheed University Lyari, Karachi*)

Syed Mudassir Hussain provided compensation to DLSEI learners by granting exemptions from quizzes, assignments, and midterm assessments.

Rana Ayaz
(*Benazir Bhutto Shaheed University Lyari, Karachi*)

Rana Ayaz devised an efficient mechanism in collaboration with department heads to maximize the use of available resources.

DLSEI Project Feedback

DLSEI 2.0 Learner's Survey

A survey was conducted using Google Forms and distributed to approximately **24,000** learners from cohort 1 who had completed at least one course on Coursera. A total of **12,114** responses were received.

Based on the learners' history, including active students, those who graduated during the program, and faculty members, the survey form was divided into three parts: Students, Employees, and Graduates who are not yet employed.

Graduated but not employed
14%

Employee
22.4%

Students
63.6%
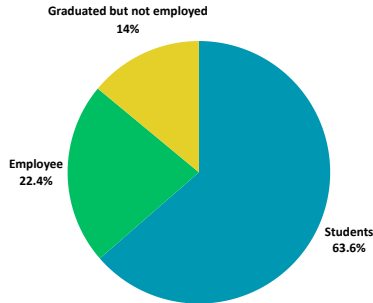
DLSEI 2.0 Survey form: https://forms.gle/afUTKmej6dv6aKpa6
Detailed survey results can be shared upon request.

Survey Results

90% Found **DLSEI support** and helpdesk helpful.

96% Improved **skills and knowledge** through the DLSEI project.

93% Found Coursera helpful **academically.**

83% Found Coursera helpful in **understanding concepts,** and **improving skills** in their **studies**.

64% employees received r**ecognition** or **advancement** due to Coursera.

38% employees experienced an **increase in earnings** due to Coursera.

47% **freelancers increased earnings** through Coursera courses.

81% graduates credited Coursera for aiding their **selection in interviews** or **tests.**

99% expressed i**nterest in obtaining a Coursera license** again.

83% s**trongly recommend** Coursera to others

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As a mother, I dream of empowering my child with financial independence. Thanks to HEC Pakistan and Coursera's DLSEI program, I gained skills in e-commerce data and digital marketing. This knowledge will benefit me and help guide my daughter toward financial freedom. I'm committed to breaking gender roles and empowering future generations of women.

Hira Lashari
University of Sindh l Top rated Freelancer on Fiverr

"

Enrolling in Coursera courses transformed my life. The DLSEI team guided me through the process, ensuring I had all the information I needed to choose the right courses. Completing the IBM full stack cloud computing course equipped me with valuable knowledge and skills, boosting my confidence to explore new career opportunities. I secured a $$$ project from a cloud computing and web application services company. I highly recommend this incredible opportunity to everyone.

Maqadas Manzoor
Virtual University of Pakistan l Top rated Freelancer on Fiverr

Inspirational Stories

I'm Adeel, studying Energy and Environmental Engineering at the University of the Punjab. Completing the Google Project Management Specialization was a great opportunity. I appreciate DLSEI's commitment to continuous learning and HEC's dedication to educational opportunities. I'm honored to share my journey and inspire others.

I'm Adeela Shahid from the University of Karachi, a stay-at-home mom of three children. HEC-DLSEI provided me the chance to enroll in Coursera courses and enhance my skills at home. Completing 7 certificate courses in a month gave me a sense of achievement and helped me discover my PhD field of interest. I highly recommend this program to all ladies looking to enhance their skills.

I'm Shahir Ahmad Safi from **Afghanistan**, a final-year civil engineering student at UET Taxila. Big thanks to HEC for sponsoring this amazing program! I've completed over 50 courses, obtained three professional certificates, and explored four specializations—all in about a year. It's been quite a journey!

Supporting Materials

1. Digital Learning & Skills Enrichment Initiative - DLSEI 1.0 Report
2. Digital Learning & Skills Enrichment Initiative - DLSEI 2.0 Cohort 1 Report
3. Digital Learning & Skills Enrichment Initiative - DLSEI 2.0 Cohort 2 Report
4. DLSEI Informational Website
5. DLSEI Application Portal - eservices
6. Marketing Kit - Cohort 1
7. Marketing Kit - Cohort 2

Thank You