

## Learn to Earn through Freelancing at FAST NUCES, Peshawar (KPK)

**Learn to Earn through Freelancing Workshop at FAST NUCES, Peshawar** was another addition to the series of trainings organized by Empower Pakistan.

Empower Pakistan is a social venture which aims at eradicating the issue of unemployment, underemployment and terrorism by digitally empowering the youth of Pakistan. In amidst of this scenario, a series of workshops are organized in order to empower the deserving individuals.

These workshops aim at teaching the skills that can be monetized through the internet. Once, the students have the required skillset, they are taught how to make money out of it.



The purpose of “Learn to Earn through Freelancing” workshop was to train the skilled individuals in the internet industry and enable them to become self-employed.

The workshop was held at the **FAST University, Peshawar Campus**, which is situated at the Industrial State in Hayatabad. The institution was established in 2001. The campus is equipped with modern equipment and has the hostel facility.

Different student societies operate at the campus for co-curricular and extracurricular activities. This particular workshop was organized by the **IEEE/ACM society** operating at FAST University. The society is under the supervision of Associate Prof. Dr. Nouman Azam where Usama Chaudhary and Shaleem John were the representatives of the society. These representatives assisted Empower Pakistan during the whole workshop.

## Start of the Workshop

After all the arrangements, the workshop started on the **13<sup>th</sup> of April, 2016** when the **CEO of Empower Pakistan, Syed Sajid Shah** arrived and did the curtain raising. The duration of the workshop was three weeks where **3 sessions** were conducted in the first week and 2 in the following two weeks.



*Usama Arshad giving a session on Fiverr.com*

## Contents of the Workshop

The first 2 sessions included the talk on freelancing, its significance and how to utilize it for real purpose of growth and money making. The training initiated when all the participants were given a ride of the online portals and marketplaces. This helped them get an idea of supply and demand of skills as well as enabled them to explore and identify the skills which they have to offer.

The participants who were from the university easily figured out their relevant skillset. Apart from that, the participants who didn't have the engineering background were given special attention in order to identify the skills. Afterwards, the participants were taught about **Fiverr.com** (a reputed, formalized online marketplace for freelancers). Fiverr pros, Usama Arshad and Usama Chaudhary trained the individuals for this specific platform. Here they trained the participants about profile making and gig formation. There were tosses and turns during the whole process and the main purpose of that was to make sure the leads are converted into sales.



It should be noted that the first workshop in the region of KPK was also conducted at FAST NUCES, Peshawar Campus. It was about WordPress development. LEF was the second workshop to take place over there and that happened for the fact that first workshop was astoundingly impactful.

### Overview of Upwork Training

The last part covered another online portal, **Upwork.com**, a comprehensive and older marketplace with a higher degree of formalization and competition. The process included:

- Skill identification (previously done)
- Killer cover letter
- Improvement of communication
- And negotiations

The workshop ended **on 4<sup>th</sup> of May, 2016** when all these aspects were covered. Sharing amusing and motivational stories of his fellow freelancers, CEO Syed Sajid Shah signed off giving a motivational talk. He insisted on the fact that freelancing is the first step towards entrepreneurship. This applies to every individual out there just the way it had been for the CEO, himself.