

Strategic Vision for the Second Tenure of Dr. Noman Mujahid, Director Youth Affairs

” From Youth Engagement to Youth Economic Empowerment ”

My next tenure will be guided by a clear principle:

Every youth initiative must create a measurable opportunity, develop a useful skill, strengthen an institution or improve the socioeconomic prospects of young people.

1. Transforming Jawan Marakiz into Youth Opportunity Hubs: -

My foremost priority will be to operationalize Jawan Marakiz as integrated district-level Youth Opportunity Hubs.

Each centre should progressively offer:

- * Digital learning and IT skills training.
- * Career counselling and employment facilitation.
- * Business incubation and entrepreneurship support.
- * Freelancing and e-commerce training.
- * Leadership development and civic engagement.
- * Access to government youth programme's.

A standardized operational model, staffing framework and performance-monitoring system will be introduced.

2. Ehsaas Naujawan Programme: -

The next phase of the Ehsaas Naujawan Programme should move beyond loan disbursement towards enterprise sustainability.

I intend to pursue:

- * Digital application tracking and transparent selection.
- * Business mentoring before and after loan approval.
- * Partnerships with chambers of commerce and industry.
- * Special entrepreneurship opportunities for women and merged-district youth.
- * Financial literacy and business management training.

* Monitoring of enterprise survival, job creation and repayment performance.

The success of the programme should be measured not only by loans disbursed, but by businesses established, employment generated and livelihoods sustained.

3. KP Digital Youth Initiative

A major proposed initiative will be the introduction of a province-wide digital youth empowerment programme.

Priority areas will include artificial intelligence, freelancing, software development, digital marketing, e-commerce, cybersecurity awareness and emerging technologies.

Partnerships will be pursued with universities, IT institutions, technology companies and development organizations.

Particular attention will be given to young people in rural and underserved districts.

4. Establishment of a Provincial Youth Employment and Opportunity Portal

I propose the development of a centralized digital platform connecting young people with:

- * Internships and apprenticeships.
- * Private-sector employment opportunities.
- * Government youth schemes.
- * Scholarships and training programme's.
- * Entrepreneurship support services.
- * Career counselling and mentorship.

The platform should also provide district-wise data to improve planning and policy decisions.

5. Youth Innovation and Startup Support

A Youth Innovation and Startup Support Initiative will be proposed to identify and nurture promising business ideas.

This initiative may include university innovation competitions, district startup challenges, business mentorship, investor networking and structured support for promising enterprises.

Special emphasis will be placed on agriculture, tourism, technology, renewable energy and locally relevant businesses.

6. Special Focus on Emergency Imposed Districts:-

Youth development in the emergency imposed districts will remain a major strategic priority.

My proposed approach includes targeted skills programme's, entrepreneurship support, functional youth centres, sports and cultural activities, and meaningful opportunities for young people to participate in local development and peace process,

These initiatives will aim to promote economic inclusion, social cohesion and constructive youth engagement.

7. Youth Leadership, Volunteerism and Community Service

A structured Youth Leadership and Volunteer Corps at district level.

Young volunteers could contribute to environmental protection, disaster preparedness, literacy campaigns, public health awareness, social welfare and community development.

This will promote a culture of responsibility, service and positive citizenship.

8. Evidence-Based Governance and Performance Monitoring

Institutional reform will remain central to my second tenure.

I propose the introduction of:

- * A real-time dashboard for district youth activities.
- * Quarterly performance reviews.
- * Beneficiary feedback and grievance-Redressal mechanisms.
- * Transparent programme reporting.
- * Outcome-based indicators for major initiatives.
- * Stronger coordination with provincial departments, universities and development partners.

The Directorate should increasingly measure outcomes rather than merely the number of activities conducted.

Proposed First 100 Days Action Plan

My immediate priorities following reappointment will be:

First 30 Days — Review and Institutional Alignment

Conduct a comprehensive review of ongoing programmes, financial allocations, development schemes, staffing, district offices and implementation bottlenecks.

Days 31–60 — Operational Reforms

Develop a standardized operational framework for Jawan Marakiz, review Ehsaas Naujawan implementation, identify digital transformation opportunities and initiate a district performance-monitoring mechanism.

Days 61–100 — Launch of Priority Initiatives

Present a consolidated Youth Development Roadmap 2026–2030, initiate selected pilot programme's for digital skills and youth opportunity services, and establish measurable performance targets for the Directorate.

My Commitment

My reappointment provides an opportunity to build upon previous progress while introducing a new generation of youth-focused reforms.

My ambition is not simply to organize more youth activities, but to establish an institutional system through which young people can access skills, financing, employment, innovation and leadership opportunities.

I envision a Directorate that is transparent, responsive, technology-driven and accessible to young people in every district of Khyber Pakhtunkhwa.

My mission is to move from events to opportunities, from financial assistance to sustainable enterprises, and from youth participation to genuine youth empowerment.

With the support of the provincial government, dedicated departmental colleagues, development partners and, most importantly, the youth themselves, I look forward to serving the province with renewed commitment, energy and determination.