

doing business and show a lack of trust in e-commerce. There is a lack of trust because there is absence of any laws or rules. Merely the trust element poses threat to industry in long run. There is also a dire need to remove the misconception of e-commerce in business circles in Pakistan. Fourthly, there is lack of proper infrastructure like telephone line and frequent power breakdown in cities and towns across the country. And finally, security of online transactions, high bandwidth rates and monopolistic role of the PTCL are the

issues hampering the growth of e-commerce in Pakistan.

The country cannot make better use of e-commerce opportunity to tap the global market without meeting these challenges and removing the barriers on the domestic front. Most of the Pakistani firms give low priority to e-commerce due to lack of knowledge and low level of understanding, which is the result of unavailability of proper framework for the Internet in the country.

Absence of any e-commerce policy framework has been a big hurdle be-

cause of what many companies have held their plans to start e-business in Pakistan. Presently, the e-commerce industry is operating on trust with zero regulations.

The e-commerce industry has a bright future with high growth prospects in Pakistan. The industry is set to flourish at a faster pace if the government takes serious measures to remove barriers hindering its growth and expansion. Presently, customer satisfaction is gradually gaining trust amongst customers. ■

IBA-CICT SIGNED A CONTRACT WITH NAVTTC TO EXECUTE PM'S KAMYAB JAWAN PLAN

The Institute of Business Administration, Karachi's Center for Information and Communication Technology (IBA-CICT) has signed a contract with the National Vocational and Technical Training Commission (NAVTTC) to execute the Prime Minister's Kamyab Jawan National Youth Development Programme 2020.

Sharing his views on this occasion, Director ICT and CICT IBA Karachi, Mr. Imran Batada said, "I would like to appreciate the efforts of the federal government for initiating this program. We have devised the course outline of this program in such a way that the students will study up-to-date courses and will have hands-on experience on different tools."

Director General NAVTTC Karachi, Ms. Nabila Umer said, "Kamyab Jawan Programme aims at providing quality training to the youth of Pakistan. The initiative of training in hi-tech disciplines is a first-of-its-kind, and is funded by NAVTTC. The criteria of the selection of implementation partners is based on their standards, infrastructure and capacity to impart quality train-



ing. This initiative will prove to be a game changer and an avenue to provide employment opportunities for the youth. NAVTTC in collaboration with the IBA, Karachi and other universities of Sindh wants to prepare the youth to step into the digital age." Deputy Director NAVTTC Sindh Azizullah Chandio, Deputy Director NAVTTC Irfan Haider, and Assistant Manager NAVTTC Sindh Abdul Qadeer Sohoo also attended the ceremony.

Prime Minister's Kamyab Jawan National Youth Development Programme 2020 aims at providing practical training to the youth in the most in-demand and highly employable high-tech trades and emerging technologies to enable them to seek employment in the national and international market. The high-tech courses of this program include: Big Data, ERP, Digital Forensics, Artificial Intelligence, Internet of Things, Cyber Security, Block Chain, and Digital Marketing and SEO. ●

