Pakistan Bureau of Statistics Data Fest 2025

Panel Discussion: *From Data to Evidence for Job Creation*

12 November 2025 at 11am-1pm

Context

The Pakistan Bureau of Statistics (PBS) is organizing a two-day Data Fest from November 11-12, 2024. The event brings together decision-makers, private sector actors, international organizations, and civil society, including experts, researchers, and data enthusiasts to share knowledge and skills about data in Pakistan. The Data Fest seeks to highlight the pivotal role of data in policymaking, foster long-term partnerships between key stakeholders and strengthen Pakistan's data ecosystem by acting as a catalyst for collaborative knowledge exchange, innovation and debate. This year's Data Fest is organized along 5 themes: A) Vision of Uraan Pakistan, B) Disaster Risk and Climate Resilience, C) Data for Growth and Investment, D) Health, Education and Resource Distribution and E) Data Ecosystem, AI and Communication.

Session Overview

Under the thematic area on "Data for Growth and Investment", the panel discussion "From Data to Evidence for Job Creation", will explore how data can be transformed into actionable evidence for productive private sector job creation. The session will provide a platform to discuss existing labor market statistics, enterprise-level insights and data, and innovative analytical tools can inform strategies for employment generation, particularly in Pakistan's evolving economy with a high degree of informality. The session will feature:

- Opening remarks by the World Bank team: Focusing on job creation as a global strategy and the role of data in gearing policymaking in this direction.
- Presentation by **Shaukat Khan, Director Labor Statistics, PBS**: Key findings from the Pakistan's Labor Force Survey 2024-25, and insights on enterprises from the Economic Census 2023, providing an up-to-date snapshot of Pakistan's landscape of jobs.
- Keynote Address and Presentation by **Naimat Khudazade, Department of Labor Statistics, Azerbaijan**: Insights from international experience of Azerbaijan on collecting and dissemination data for jobs through administrative sources and Statistical Business Registers.
- Panel Discussion and Audience Q/A: How public and private sector data can be used better serve policymakers, investors and entrepreneurs for inclusive and sustainable job creation. The panelists include:
    - Moderator: **Ibrahim Khan**, Economist, World Bank
    - **Sahar Etezaz**, Country Officer, International Finance Corporation (IFC)
    - **Monis Rahman**, CEO and Founder, Dukan E-Commerce
    - **Dr. Aliya Hashmi Khan**, Former Dean of Social Sciences, Quaid-i-Azam University
    - **Nadia Sethi**, General Manager, Small and Medium Enterprises Development Authority (SMEDA)
    - **Naimat Khudazade,** Department of Labor Statistics, Azerbaijan

The objective is to showcase the use of official data in identifying trends and opportunities in employment and enterprise growth, promote collaboration between public and private data producers and users, and highlight how improve data linkages can support inclusive and sustainable job creation in Pakistan.

Suggested Key Discussion Questions

- Using Data for Evidence Based Job Creation
    - How can insights from the LFS and Economic Census be used by the private sector to guide investment opportunities, especially in high potential sectors?
    - What gaps exist in the current labor market and enterprise data that limits its usefulness for private sector decision making?

- Public–Private Data Collaboration
    - What types of data are already being collected by private sector platforms (e.g., e-commerce, HR systems, financial services) that could complement official statistics?
    - How can partnerships between PBS, SMEDA, and private firms improve the timeliness and relevance of labor market information?

- Innovation and Digital Transformation
    - What innovative data sources (e.g., administrative data, digital transactions, geospatial data) could better capture the realities of Pakistan's informal economy?
    - How can AI and big data analytics be responsibly used to generate insights for employment and entrepreneurship policies?

- Policy and Institutional Linkages
    - How can data in general, and analytical products derived from PBS statistics more specifically, feed into ongoing government initiatives such as Uraan Pakistan and Private Sector Development Strategies?
    - What institutional mechanisms can ensure continuous dialogue between data producers, policymakers, and businesses to strengthen job creation policies?

- Learning from Global Practices
    - What lessons can Pakistan draw from peer countries that have successfully integrated enterprise and labor data for economic planning, such as Azerbaijan?
    - How can international organizations support Pakistan in developing sustainable data systems for job market and enterprise monitoring?