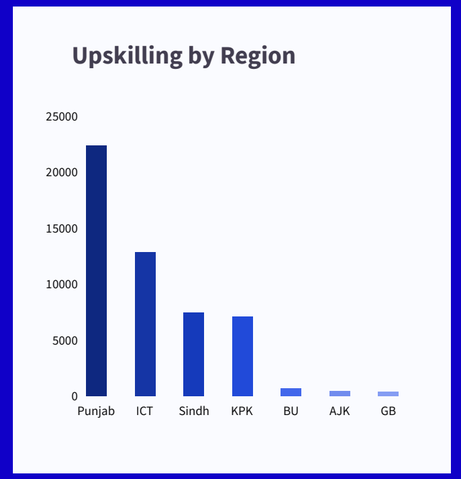
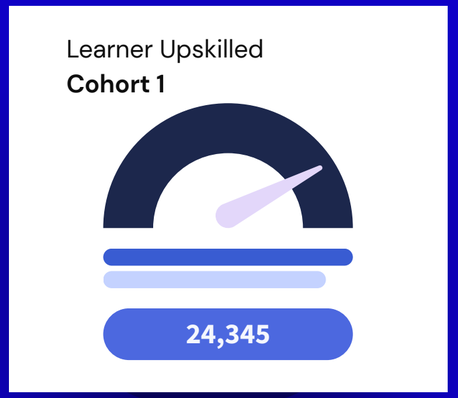
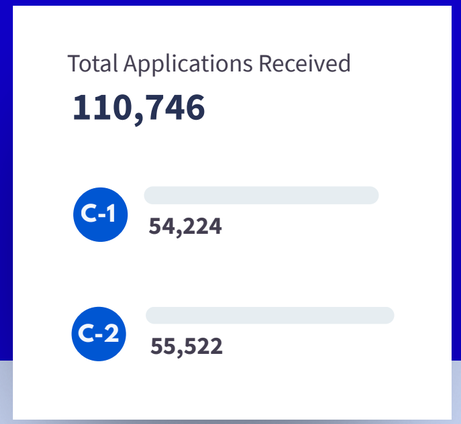
DLSEI 3.0 **PROJECT REPORT**

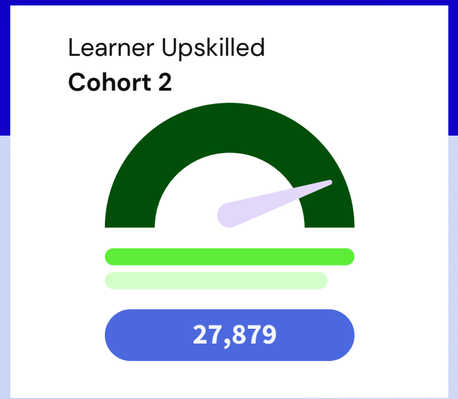
December 2024 – December 2025

Prepared By: **Noon Consulting**









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01 DLSEI Project Overview

The Digital Learning & Skills Enrichment Initiative (DLSEI) is a flagship program of the Higher Education Commission (HEC) of Pakistan, implemented in partnership with Coursera. The initiative aims to equip students and faculty of Pakistani universities with in-demand digital and professional skills aligned with global workforce requirements.

DLSEI addresses the skills gap in higher education by providing access to internationally recognized online courses that bridge academic learning with practical, market-relevant competencies.

DLSEI Program Highlights

- **DLSEI Phase 1 (2018)**: 8,000 learners onboarded - ***view report***
- **DLSEI 2.0 (2021–2024):** 50,000+ learners upskilled - ***view report***
  - 24,000 licenses in Year 1
  - 26,000 licenses in Year 2

Building on this success, DLSEI 3.0 was launched in December 2024, targeting the upskilling of 50,000+ students and faculty over one year through two six-month cohorts.

DLSEI 3.0 – Cohort 1 - *view report*

The first cohort of DLSEI 3.0 commenced in December 2024 and ran for six months. More than 55,000 students and faculty participated, achieving an 82% success rate.

DLSEI 3.0 – Cohort 2 - *view report*

The second cohort began in June 2025 and concluded in December 2025, completing the project's first year. Over 55,000 participants were onboarded, with a 93% success rate achieved.

Project Policies

- Eligibility was limited to active students and faculty of public and private universities.
- Alumni and affiliated college students and faculty were not eligible.
- A strict license revocation policy ensured optimal utilization of licenses.
- Learners were provided access to 16,000+ courses, with unlimited enrollments per license.

This report presents an overview of DLSEI 3.0, outlining its implementation, outcomes, and overall impact.

02 DLSEI 3.0 Applications

Total Applications Received

110,746

Applications based on Gender

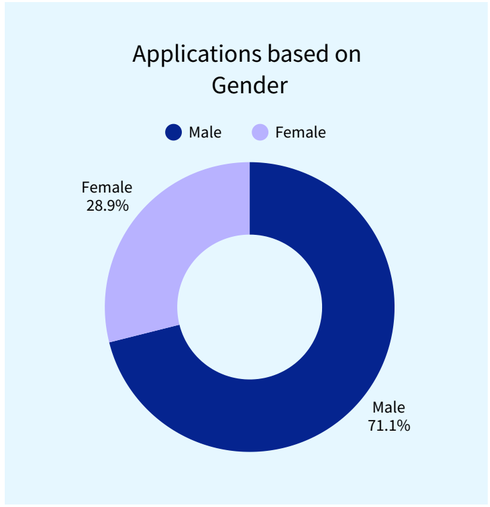
Male: **78,711**

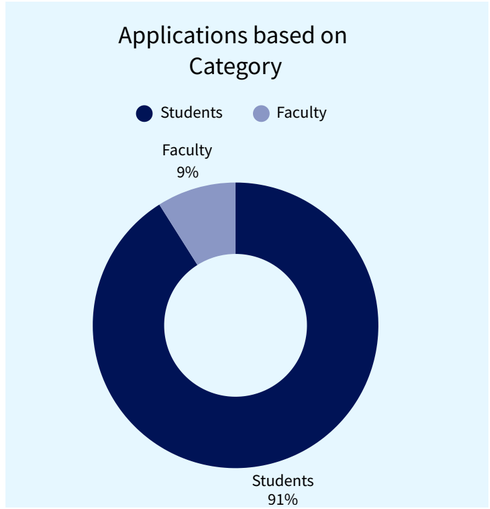
Female: **32,035**

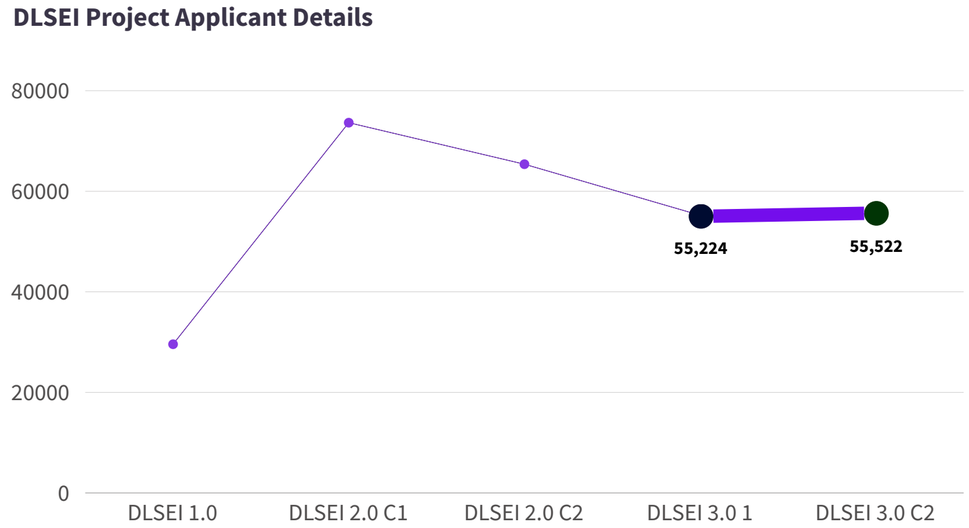
Applications based on Category

Students: **100,819**

Faculty: **9,927**







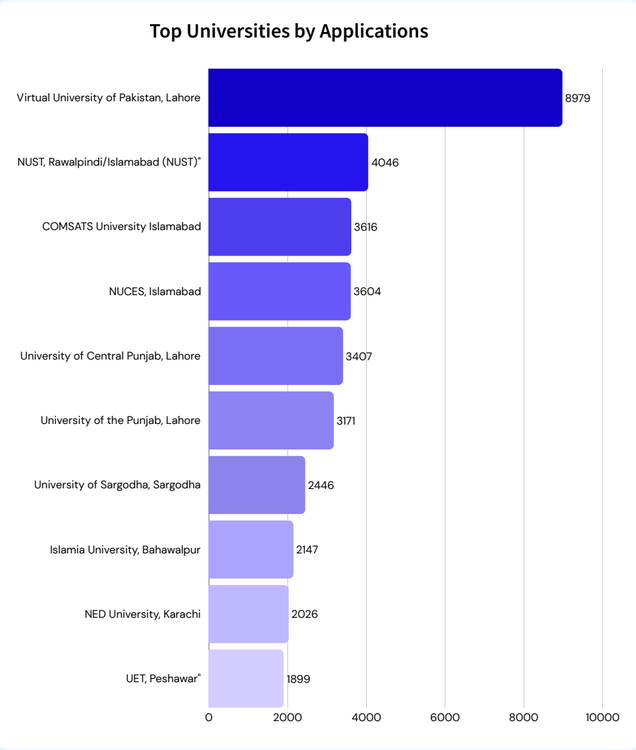
DLSEI 3.0 applications were open for a limited window, unlike previous phases with continuous intake.

DLSEI 3.0 Applications by Universities and Cities

Over 250 universities in Pakistan participated in the DLSEI 3.0 program. To ensure smooth implementation, Focal Persons were appointed at each university to assist HEC in executing the program successfully.

All interested students and faculty applied through the HEC e-Services portal. Focal Persons were provided access to the portal's admin dashboard and were responsible for verifying the eligibility of students and faculty/staff.

Verified applicants were then granted free Coursera licenses through their registered email addresses.



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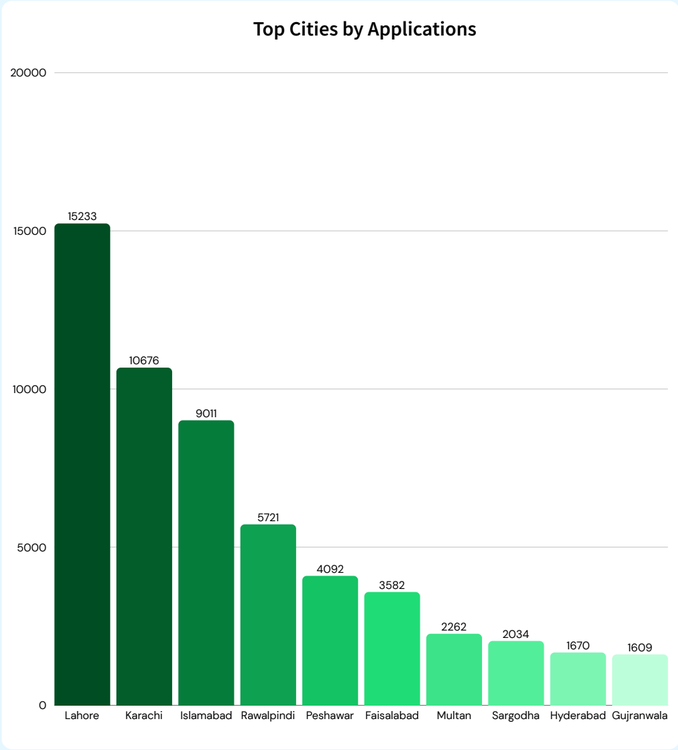

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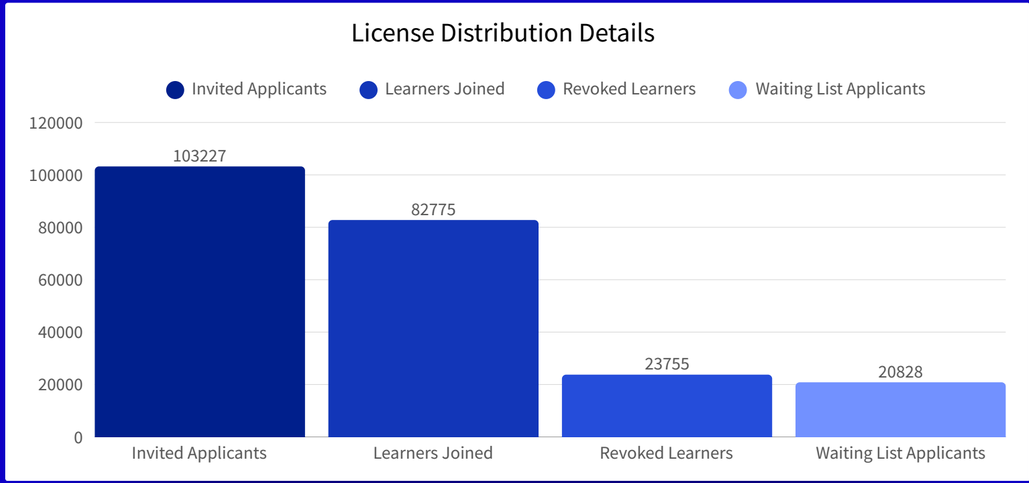
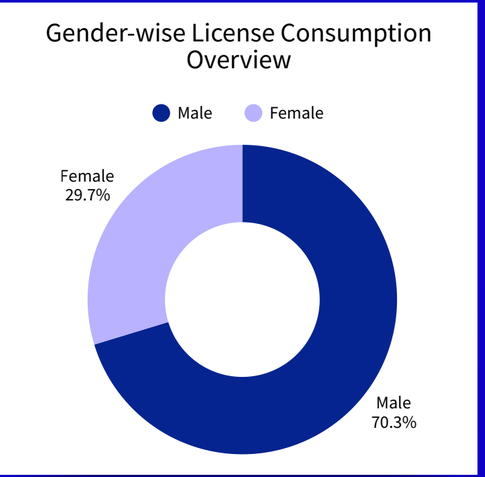
03 Coursera License Distribution and Utilization

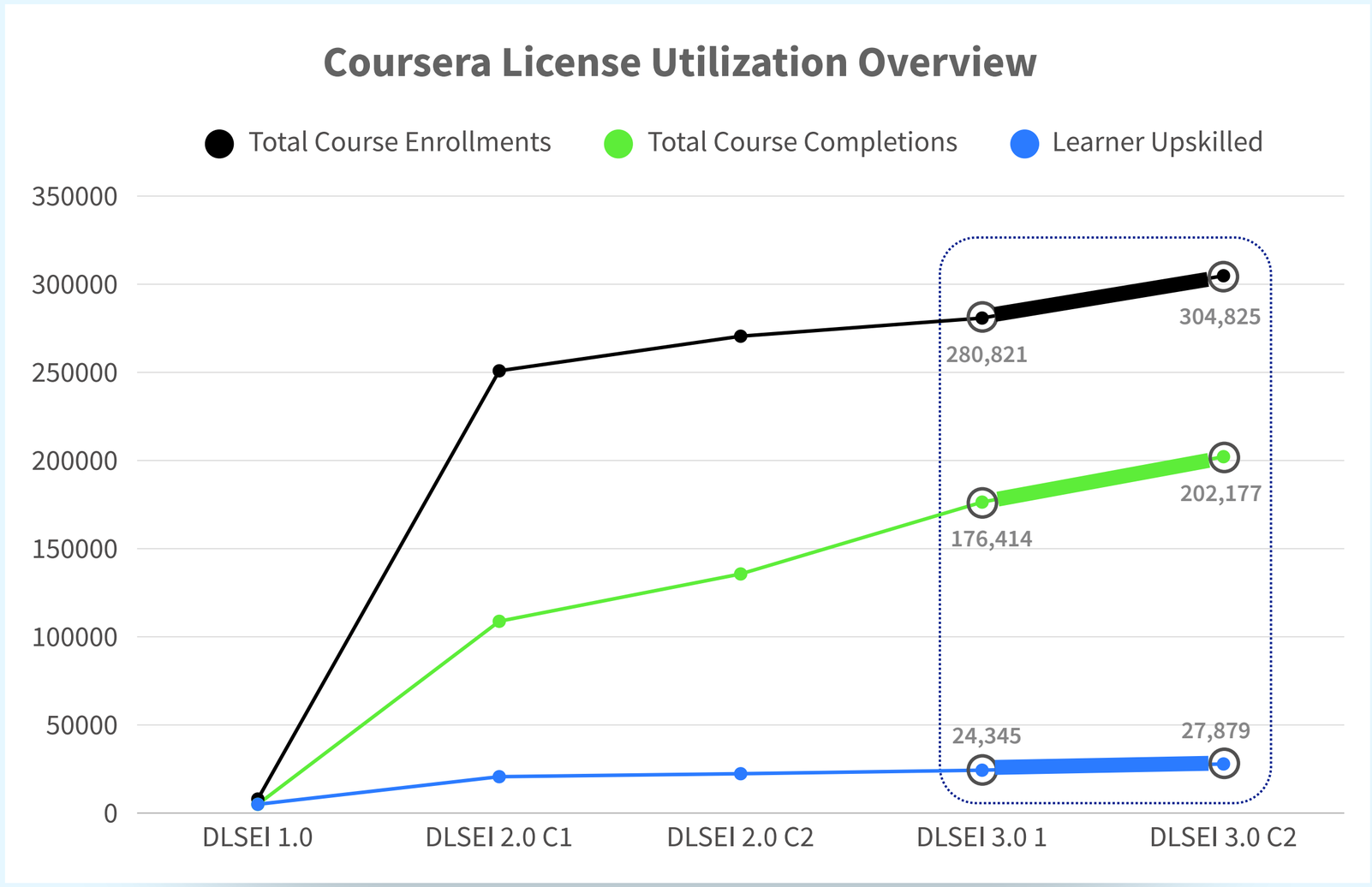
Under DLSEI 3.0, a total of 30,000 licenses were allocated to university students and faculty for a one-year period. To maximize program impact, the year was divided into two six-month cohorts, enabling the upskilling of up to 60,000 students and faculty through the reuse of the same licenses.

Cohort 1 commenced in December 2024 and concluded in June 2025. Cohort 2 was launched in June 2025 and concluded in December 2025.

To ensure optimal license utilization, a strict revocation policy was implemented whereby inactive licenses were revoked and reallocated to applicants on the waiting list.







Nationwide Learner Upskilled

52,224

DLSEI 3.0 (2024-2025)

Total Course Enrollment

585,646

DLSEI 3.0 (2024-2025)

Total Course Completion

378,591

DLSEI 3.0 (2024-2025)

DLSEI Learner Upskilling Across Universities

Rank	University Name	Count
1	Virtual University of Pakistan, Lahore	3568
2	NUCES, Islamabad	2075
3	NUST, Rawalpindi/Islamabad	1805
4	COMSATS University Islamabad	1764
5	University of the Punjab, Lahore	1357
6	University of Central Punjab, Lahore	1193
7	University of Sargodha, Sargodha	1071
8	University of Agriculture, Faisalabad	1069
9	University of Engineering & Technology, Peshawar	898
10	University of Engineering & Technology, Lahore	806
11	University of Engineering & Technology, Taxila	784
12	University of Lahore, Lahore	738
13	NED University of Engineering & Technology, Karachi	715
14	Bahria University, Islamabad	679
15	Quaid-i-Azam University, Islamabad	648
16	University of Sindh, Jamshoro	647
17	Air University, Islamabad	640
18	University of Karachi, Karachi	621
19	Government College University, Faisalabad	617
20	Riphah International University, Islamabad	563
21	University of Gujrat, Gujrat	549
22	International Islamic University, Islamabad	543
23	Islamia University, Bahawalpur	539
24	NUML, Islamabad	525
25	Sukkur IBA University	521

Rank	University Name	Count
26	Abdul Wali Khan University, Mardan	514
27	University of Management & Technology, Lahore	512
28	Bahauddin Zakariya University, Multan	457
29	SZABIST, Karachi	446
30	GIKI, Topi, Swabi	436
31	University of Education, Lahore	422
32	Institute of Management Science, Peshawar (IMS)	417
33	University of Peshawar, Peshawar	363
34	University of Haripur, Haripur	352
35	Allama Iqbal Open University, Islamabad (AIOU)	350
36	Pak Austria Fachhochschule, Haripur	348
37	Fatima Jinnah Women University, Rawalpindi	327
38	The Superior University, Lahore	323
39	Iqra University, Karachi	320
40	PIEAS, Islamabad	296
41	Pir Mehr Ali Shah Arid Agriculture, University RWP	292
42	Government College University, Lahore	287
43	Dawood University of Engineering & Technology, KHI	277
44	Kohat University of Science and Technology, Kohat	264
45	Lahore Garrison University, Lahore	263
46	Khwaja Fareed University, Rahim Yar Khan	261
47	NUTECH, Islamabad	259
48	University of Veterinary and Animal Sciences, Lahore	256
49	Karakurum International University, Gilgit, GB	252
50	DOW University of Health Sciences, Karachi	248

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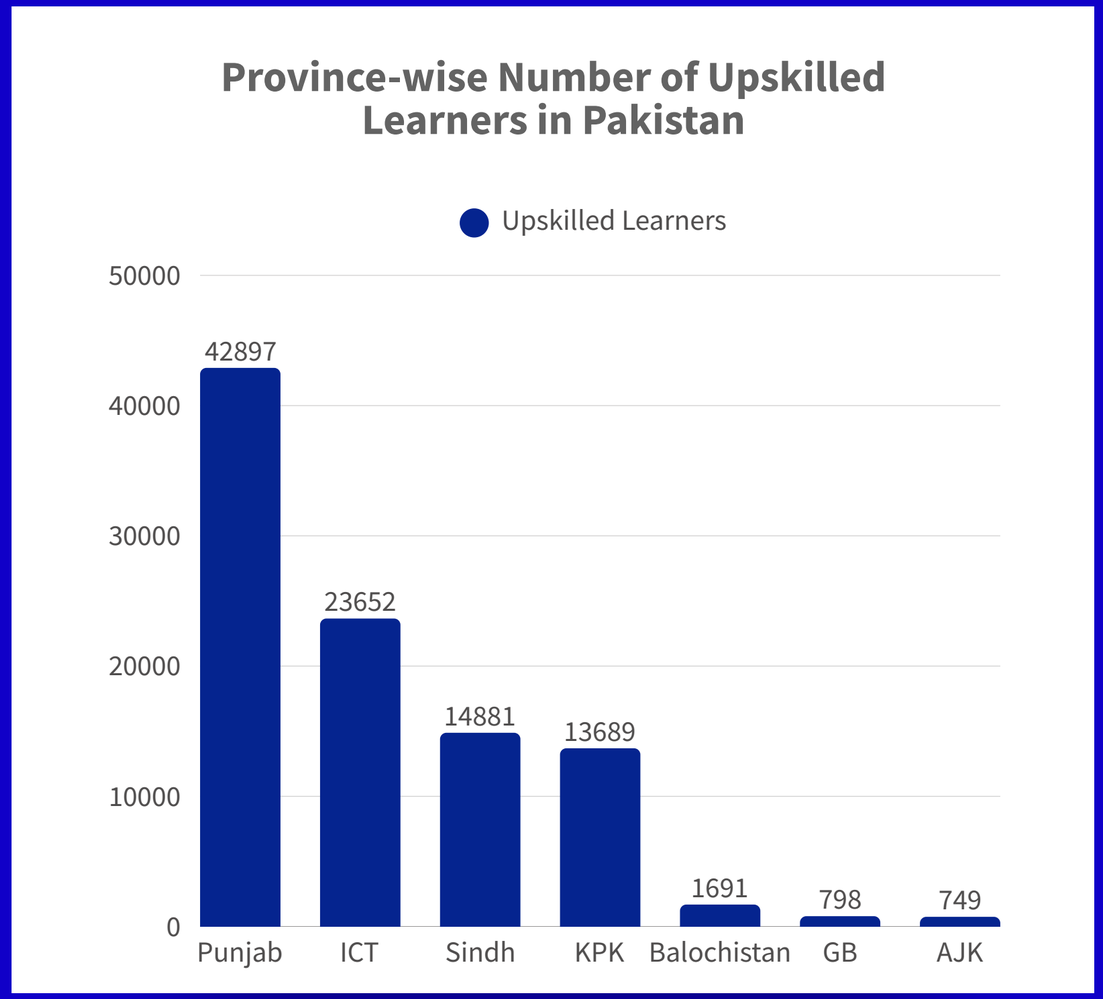
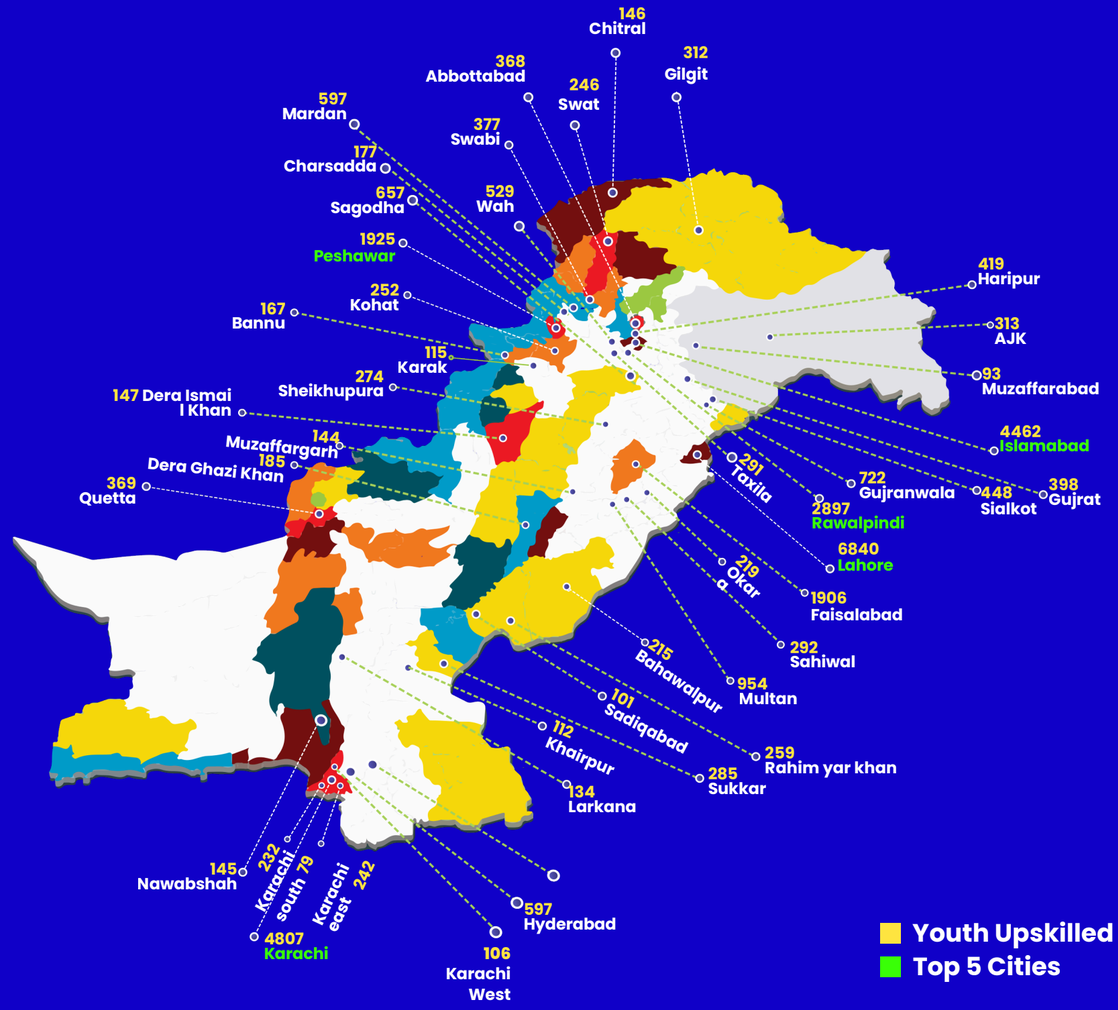
DLSEI Learner Upskilling Across Pakistan





04 DLSEI 3.0 Coursera Program Overview

DLSEI 3.0 (Year 1) recorded over 585,000 course enrollments across multiple domains, resulting in more than 378,000 course completions. These offerings included individual courses, guided projects, and specializations.

Within the first year, learners completed over 14,860 specialization programs, indicating advanced skill development and domain-specific expertise among participants.

Top Domains

By completions

1. Business
2. Computer Science
3. Data Science
4. Information Technology
5. Health
6. Physical Science and Engineering
7. Language Learning
8. Social Sciences
9. Personal Development
10. Arts and Humanities
11. Math and Logic

Rank	Sub-Domains
1	Data Analysis
2	Machine Learning
3	Software Development
4	Marketing
5	Business Essentials
6	Mobile and Web Development
7	Leadership and Management
8	Business Strategy
9	Cloud Computing
10	Computer Security and Networks
11	Learning English
12	Security
13	Design and Product
14	Personal Development
15	Basic Science
16	Education
17	Environmental Science and Sustainability
18	Finance
19	Support and Operations
20	Mechanical Engineering
21	Electrical Engineering
22	Music and Art
23	Algorithms
24	Data Management
25	Networking

Rank	Sub-Domains
26	Psychology
27	Public Health
28	Entrepreneurship
29	Patient Care
30	Governance and Society
31	Research
32	Healthcare Management
33	Law
34	Health Informatics
35	Other Languages
36	Nutrition
37	Chemistry
38	Math and Logic
39	Probability and Statistics
40	Research Methods
41	Physics and Astronomy
42	History
43	Philosophy
44	Economics
45	Animal Health

Top Specializations Completed by DLSEI Learners

Rank	Specialization Name	Count
1	Machine Learning	471
2	Google Cybersecurity	425
3	Google AI Essentials	381
4	Google Project Management	363
5	Google Data Analytics	340
6	Learn English: Beginning Grammar	237
7	Google Prompting Essentials	226
8	IELTS Preparation	219
9	Google Digital Marketing & E-commerce	197
10	IBM Data Science	196
11	Microsoft 365 Fundamentals	186
12	Google IT Support	182
13	Python for Everybody	162
14	Deep Learning	137
15	Meta Front-End Developer	123
16	Adobe Graphic Designer: Design that Demands Attention	117
17	Health, Safety, and Environmental (HSE) Engineering	113
18	SOLIDWORKS 3D CAD for Education	109
19	Google Advanced Data Analytics	107
20	Google UX Design	95
21	Prompt Engineering	85
22	IBM Data Analyst	85
23	IBM RAG and Agentic AI	79
24	IBM Generative AI Engineering	73
25	Microsoft Power BI Data Analyst	72

View Details »

Data Science

AI & ML

- Machine Learning
- Deep Learning
- ML Algorithms
- Gen AI
- LLM
- Tensorflow
- ChatGPT
- AI Neural Networks
- Prompt Engg
- Model Evaluation
- Open AI
- PyTorch

Data Analysis

- Python
- Data Visualization
- SQL
- Tableau
- Big Data
- R

Business

Marketing

- Digital Marketing
- SEO & SEM
- SMM

Leadership and Management

- Project Mgt
- Strategic Planning
- Team Leaderrship

Business Strategy

- Business Analytics
- Business Modeling
- Ops Research

Business Essentials

- MS Excel
- Org Skills
- Accounting

Finance

- Financial Analysis
- Portfolio Mgt
- Investments

Technology

Cloud Computing

- IaaS
- SaaS
- Cloud Services
- Virtual Machines
- Cloud Security
- Cloud Architecture

Software Development

- Web Dev
- Mobile Dev
- Front-End Web Dev
- Programming
- SDLC
- Back-End Web Dev
- App Dev
- Algorithms
- OOP
- GitHub
- C++
- CI/CD

Security

- Cyber Security
- Cryptography
- Penetration Testing
- IAM
- Incident Response
- Network Security

Mobile & Web Development

- HTML
- CSS
- JavaScript
- Flutter
- Django
- API
- UI & UX
- Android Dev
- iOS Dev
- Flutter
- React
- MySQL

Networking

- TCP/IP
- Network Protocols
- OSI Models
- Wireless Networks
- Virtualization
- Network Security

Top IT courses Completed by DLSEI Learners

Coursera offers a comprehensive range of IT courses, including Computer Science and Data Science, covering topics from foundational to advanced levels in programming, networking, cybersecurity, cloud computing, databases, AI, and analytics. Out of **17,300**+ total courses and projects, **9,036** are IT courses, including **104** advanced specialization courses for in-depth skill development.

All IT courses provide industry-recognized certifications from leading partners like **Google, Microsoft, IBM, AWS, and Meta**, aligned with their skill frameworks and certification paths.

Rank	Course Name	Count
1	Python for Data Science, AI & Development	2964
2	Supervised Machine Learning: Regression and Classification	2317
3	Work Smarter with Microsoft PowerPoint	2315
4	Foundations of Cybersecurity	2239
5	Programming for Everybody (Getting Started with Python)	2186
6	What is Data Science?	1916
7	Foundations: Data, Data, Everywhere	1898
8	Introduction to Front-End Development	1695
9	Generative AI: Prompt Engineering Basics	1625
10	Introduction to Software Engineering	1590
11	Play It Safe: Manage Security Risks	1493
12	Introduction to Artificial Intelligence (AI)	1491
13	Generative AI: Introduction and Applications	1427
14	Machine Learning with Python	1325
15	Connect and Protect: Networks and Network Security	1303
16	Statistical Analysis of Data for Researchers	1302
17	Advanced Learning Algorithms	1236
18	Ask Questions to Make Data-Driven Decisions	1176
19	IoT for Everyone	1140
20	Tools of the Trade: Linux and SQL	1128
21	Work Smarter with Microsoft Word	1071
22	Data Analysis with Python	1062
23	Prompt Engineering for ChatGPT	1061
24	Databases and SQL for Data Science with Python	1036
25	Python Data Structures	1033

View Detail »

Top Skills by DLSEI Learner Category

Students

Rank	Skill
1.	Artificial Intelligence & Machine Learning
2.	Microsoft Excel & Spreadsheet Analytics
3.	Python Programming & Automation
4.	Applied Machine Learning & Predictive Analytics
5.	Cybersecurity & Information Security
6.	Presentation & Productivity Tools (PowerPoint, Office)
7.	Generative AI & Prompt Engineering
8.	Project Management (Traditional & Agile)
9.	Data Science, Big Data & Cloud Analytics
10.	Data Analysis & Business Analytics
11.	Web Development & Front-End Technologies
12.	Software Engineering & SDLC
13.	Digital Marketing & Marketing Analytics
14.	Advanced Cyber Defense & SIEM
15.	Networking, Cloud & Infrastructure Security

Faculty

Rank	Skill
1.	Artificial Intelligence & Machine Learning
2.	Microsoft Excel & Spreadsheet Analytics
3.	Generative AI & Prompt Engineering
4.	Project Management (Traditional & Agile)
5.	Data Analysis & Business Analytics
6.	Python Programming & Automation
7.	Cloud Computing & Big Data Technologies
8.	Digital Marketing & Marketing Analytics
9.	Cybersecurity & Information Security
10.	Research & Research Methodologies
11.	Communication & Professional Skills
12.	Software Development & Web Technologies
13.	Leadership & Management
14.	Data Visualization & BI Tools (Power BI, Tableau, R)
15.	Risk Management & Governance

Fastest-growing skills

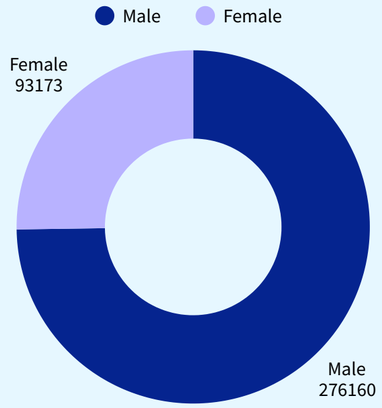
Coursera Global Job Skills Report 2025

Rank	Domain
1.	GenAI
2.	Human resources (HR) technology
3.	Risk mitigation & control
4.	Assertiveness
5.	Threat management & modeling
6.	Incident management & response
7.	Stakeholder communications
8.	Security information & event management (SIEM)
9.	Business communication
10.	Network planning & design

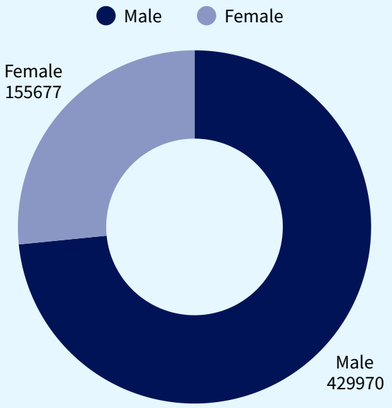
DLSEI overall course completions

Rank	Course Name	Count
1	AI For Everyone	10941
2	How to write a research paper	4948
3	Work Smarter with Microsoft Excel	3197
4	Python for Data Science, AI & Development	2964
5	Supervised Machine Learning: Regression and Classification	2317
6	Foundations of Cybersecurity	2239
7	Programming for Everybody (Getting Started with Python)	2186
8	Foundations of Project Management	2166
9	Accelerate Your Job Search with AI	2107
10	What is Data Science?	1916
11	Foundations: Data, Data, Everywhere	1898
12	The World of Classroom Assessment and Testing	1803
13	Introduction to Front-End Development	1695
14	Generative AI: Prompt Engineering Basics	1625
15	Introduction to Software Engineering	1590
16	Foundations of Digital Marketing and E-commerce	1570
17	Play It Safe: Manage Security Risks	1493
18	Introduction to Artificial Intelligence (AI)	1491
19	Generative AI: Introduction and Applications	1427
20	Machine Learning with Python	1325
21	Connect and Protect: Networks and Network Security	1303
22	Statistical Analysis of Data for Researchers	1302
23	Project Initiation: Starting a Successful Project	1241
24	Advanced Learning Algorithms	1236
25	Getting Started with Microsoft Excel	1218

Course **completion** based on Gender



Course **enrolment** based on Gender



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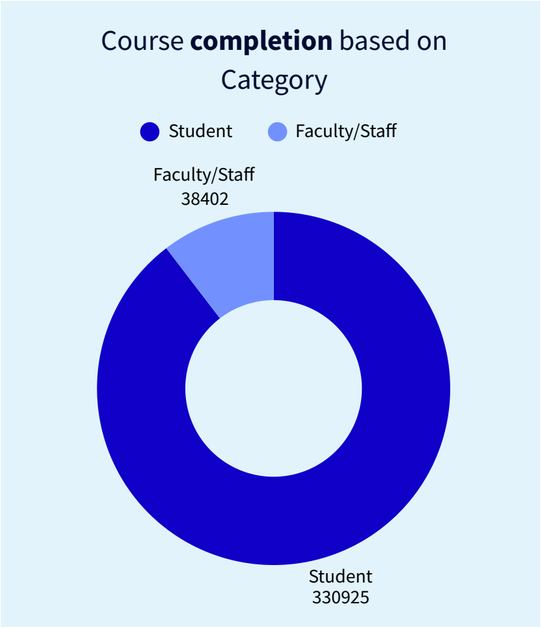
DLSEI course completions based on Universities

Rank	University Name	Count
1	Virtual University of Pakistan, Lahore	41078
2	NUST, Rawalpindi/Islamabad	11594
3	COMSATS University Islamabad	11506
4	NUCES, Islamabad	10292
5	University of the Punjab, Lahore	8895
6	University of Engineering & Technology, Peshawar	7780
7	University of Agriculture, Faisalabad	7769
8	Bahria University, Islamabad	7323
9	University of Sargodha, Sargodha	7188
10	Air University, Islamabad	6457
11	NUML, Islamabad	6400
12	University of Central Punjab, Lahore	6126
13	University of Engineering & Technology, Lahore	5395
14	University of Karachi, Karachi	5347
15	University of Engineering & Technology, Taxila	5316
16	University of Sindh, Jamshoro	5150
17	NED University of Engineering & Technology, Karachi	5082
18	Abdul Wali Khan University, Mardan	5063
19	University of Lahore, Lahore	4904
20	Islamia University, Bahawalpur	4896
21	Quaid-i-Azam University, Islamabad	4863
22	Government College University, Faisalabad	4721
23	Bahauddin Zakariya University, Multan	4714
24	International Islamic University, Islamabad	4597
25	University of Management & Technology, Lahore	4269



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05 Custom Course Authoring Program

The Coursera Course Authoring Program (CCAP) is an initiative under the DLSEI program designed to develop locally authored Coursera courses in collaboration with Pakistani universities.

During the first year of DLSEI 3.0, eight courses were developed by universities across Pakistan, achieving strong enrollments and high completion rates. These locally developed courses reflect students' authentic interests and learning preferences, benefiting DLSEI learners while also enabling universities to integrate their own courses into their academic programs.

Course Name	Course Domain	Developed By	Course Instructor	Enrollments	Completions
How to Write a Research paper	*Business*	*The University of Faisalabad*	*Muhammad Farooq Akhtar*	*6899*	*4948*
The World of Classroom Assessment and Testing	*Social Sciences*	*University of education*	*Dr. Qudsia Fatima*	*2214*	*1803*
Statistical Analysis of Data for Researchers	Data Science	*University of Engineering and Technology, Peshawar*	*Dr. Safdar Nawaz Khan Marwat*	*1741*	*1302*
IoT for Everyone	IT	*University of Engineering and Technology, Peshawar*	*Dr. Safdar Nawaz Khan Marwat, Dr. Muhammad Imran Ahmad, Masuda Ahmad*	*1379*	*1140*
Basics of Management	Business	*Mir Chakar Khan University*	*Misbah Haque*	*586*	*431*
Suicidality & Psychological Aid in Context of Pakistan	Health	*National University Of Medical Sciences (NUMS)*	*Prof. Dr. Shazia Khalid, Saira Javed*	*578*	*386*
QuickStart: From Algorithm Design to Working Prototype	Computer Science	*University of Engineering and Technology, Peshawar*	*Dr. Safdar Nawaz Khan Marwat, Dr. Muhammad Imran Ahmad*	*500*	*310*
Coping with Anxiety and Fear	Health	*GC Women University Faisalabad*	*Dr. Riffat Sadiq*	*491*	*166*

06 HEI's Experience with DLSEI

Universities utilized Coursera courses provided by HEC in alternative ways - such as credit hours, Final Year Projects (FYPs), quizzes, and assignments, based on their own discretion.

In addition to Coursera course authoring for the development of locally developed courses, universities also leveraged Coursera as a digital education platform to deliver learning opportunities to their students.

Institute of Space Technology, Islamabad

Focal person: **Faran Mahmood**

At our institution, the DLSEI program evolved from a supplementary resource into a core component of the academic ecosystem. By aligning Coursera's global curriculum with internal degree requirements, we strengthened students' technical readiness and enhanced faculty pedagogical capacity.

DLSEI supported multidisciplinary Final Year Projects by enabling students to access courses not offered locally. Junior faculty leveraged Coursera for structured course design and instructional improvement. Additionally, senior students enhanced employability by validating power skills alongside academic qualifications.

The DLSEI cohort demonstrated that online learning effectively complements and amplifies traditional education models.

Karakoram International University, GB

Focal person: **Zaigham Ali**

I would like to share my experience with Coursera and its integration into my teaching practice. I have personally completed nearly 20 Coursera certifications in digital skills, research, teaching methodologies, and AI in education. This continuous learning enhanced my teaching confidence and helped align my course content with global standards.

As a postgraduate faculty member, I integrated Coursera short courses into coursework through e-assignments, allocating marks and requiring certificate submission. The initiative increased student motivation, encouraged independent enrollments, and fostered peer learning. Several students completed multiple certifications, with one earning a PMP. I strongly recommend continuing and scaling this practice to enhance employability and promote lifelong learning.

National University of Medical Sciences

Focal person: **Zerbab Naeem**

Coursera courses were integrated as a mandatory component of PhD coursework to fulfill credit-hour requirements of the doctoral program. Approximately 10% weightage was assigned, and all PhD students in the NUMS Department of Psychology were required to complete at least one Coursera course.

This contribution supported fulfillment of the prescribed 1,800 instructional hours for the PhD program. Additionally, the NUMS Coursera Course Authoring Team, particularly course facilitators, encouraged students from diverse academic backgrounds to enroll in the course Suicidality and Psychological Aid in the Context of Pakistan. Participants were requested to provide structured feedback, which was used to refine and improve future course offerings.

HEI's Experience with DLSEI

PIDE, Islamabad

Pakistan Institute of Development Economics PIDE

Instructor: **Amena Urooj**

My engagement with Coursera has been long-standing, beginning in 2014, during which I completed multiple courses and specializations in data analytics, programming languages, data science, machine learning, and communication skills. I have applied these competencies in self-learning as well as in teaching across all academic levels. Coursera has enabled continuous professional development by providing access to emerging global disciplines such as artificial intelligence, sustainability, data analytics, and digital pedagogy.

It has also supported faculty training in modern pedagogical approaches, outcome-based education, and innovative assessment methods. Additionally, Coursera enhances research capacity through training in research methods, statistical tools, and grant development. The HEC fee-waiver program has been highly effective and should be continued.

University of Central Punjab, Lahore

University of Central Punjab

Instructor: **Bilal Sarwar**

I am pleased to share how selected Coursera certifications were integrated into my courses to enhance teaching effectiveness and student learning outcomes. I completed certifications in Understanding Financial Statements (University of Illinois Urbana-Champaign), Management and Financial Accounting (Macquarie University), and FinTech Foundations and Overview (HKUST).

The knowledge gained was incorporated into Financial Accounting and Fundamentals of Accounting and Finance courses, improving explanations of financial statements and their interpretation through real-world examples. Contemporary FinTech and digital transformation concepts were added to link core accounting principles with industry practices. These integrations strengthened quizzes, discussions, and applied assignments, significantly enhancing student engagement and understanding.

Instructor: **Dr. Anam Fazal**

I completed Coursera courses in FinTech, RegTech, and Blockchain as part of my professional development. Despite a technical issue preventing completion of the Blockchain course project, the acquired knowledge was effectively integrated into classroom teaching and applied in supervising a Final Year Project focused on developing a decentralized application (dApp). Course materials were systematically organized into structured lectures and converted into student-friendly handouts using AI tools, followed by careful language refinement. Key concepts were incorporated into teaching to ensure clarity and academic rigor.

This approach provided students with high-quality, internationally aligned content, strengthening conceptual understanding and competence in emerging areas such as blockchain and financial technologies.

Instructor: **Dr. Muhammad Salman**

During 2025, under the HEC–DLSEI program, Coursera evolved from a standalone learning platform into a practical academic tool integrated across teaching, research, and faculty development. Coursera courses were embedded into Final Year Projects and research, enabling students to directly apply skills in AI, data science, cloud computing, and digital technologies, resulting in improved project quality, confidence, and industry alignment. Selected modules were also incorporated into quizzes and assignments, promoting applied learning, critical thinking, and higher engagement.

Additionally, Coursera supported faculty professional development and co-curricular activities, fostering a culture of continuous learning. Overall, DLSEI enabled globally benchmarked, application-oriented learning, strengthening academic quality and future readiness.

HEI’s Experience with DLSEI

University Focal Persons

70 *responses*

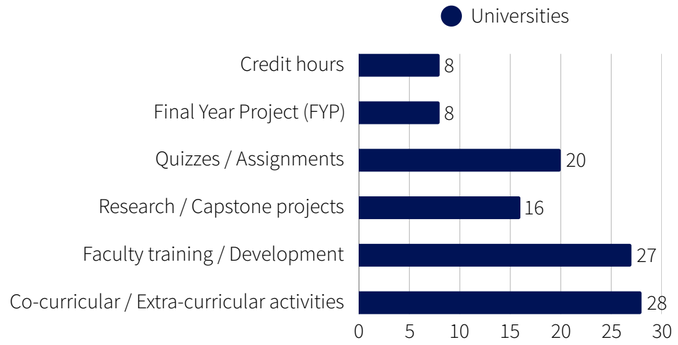
97.1%

universities are satisfied with the overall performance of DLSEI 3.0

View Details »

The survey link is no longer accepting responses as data collection has been completed. The form is retained for reference and audit purposes only.

Several universities utilized DLSEI Coursera courses in alternative formats, including credit hours, final year projects (FYPs), and quizzes.



Amna Khawar Chishti
Program Manager, Learning Innovation Center
University of Central Punjab

As Program Manager at the Learning Innovation Center, UCP, and DLSEI–Coursera focal person for three years, I have seen its transformative impact. Coursera has enhanced my professional skills and enabled me to mobilize thousands of students, faculty, and staff. This initiative is a vital tool for sustained skill development, preparing Pakistan’s youth and professionals for the global workforce.

07 DLSEI 3.0 Learner Feedback

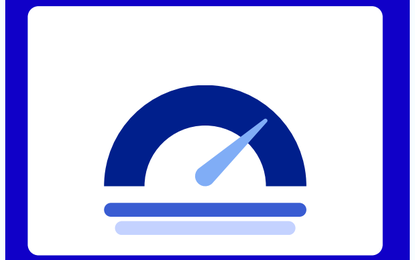
A survey was conducted across both Cohort 1 and Cohort 2 to capture learner experiences with the DLSEI program.

A total of 19,663 responses were received from approximately 60,000 learners. Of these respondents, 15,016 were students, 2,287 were faculty/staff, and 2,360 were university graduates.

Students
19,663 responses

98.85%
students reported that Coursera courses aligned with their academic interests and career goals.

Students
19,663 responses



77.9%
students reported applying the knowledge or skills gained through the courses in their coursework, internships, or projects.

View Details 1 »

View Details 2 »

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Ghulam Ullah
BS Public Health
Virtual University of Pakistan, Lahore

Enrolling in DLSEI Cohort 2 through Coursera has strengthened my technical knowledge, sharpened my analytical skills, and enhanced my ability to apply global best practices in real-life situations. It expanded my learning opportunities, boosted my confidence, and inspired continuous personal and professional growth.

Zainab Hiba
Doctor of pharmacy
The Women University Multan

Being part of the DLSEI Cohort 2 program was a valuable learning experience. I developed skills in communication, resume writing, industrial pharmacy, and event management, supporting both personal and professional growth. The program's structured approach and continuous support kept me motivated and focused, built my confidence, refined my abilities, and prepared me for future learning and career opportunities.

Freelancers

668 responses

72.4%

reported that Coursera helped them build the skills needed to attract and satisfy clients.

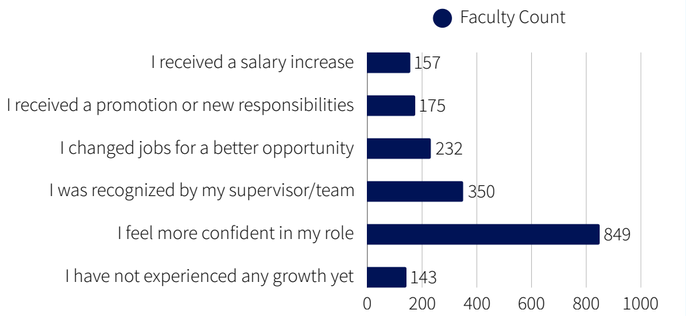
[View Details 1 »]

[View Details 2 »]

The survey link is no longer accepting responses as data collection has been completed. The form is retained for reference and audit purposes only.

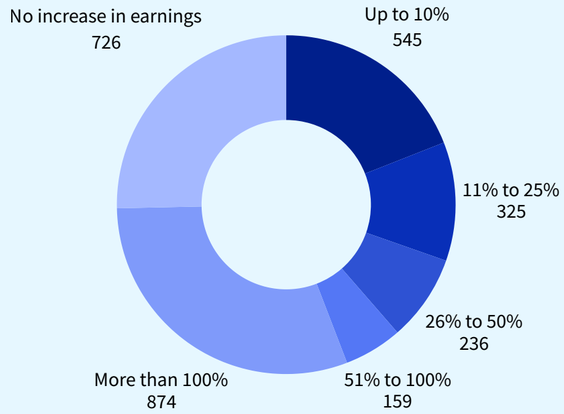
Employed

1,906 employed learners gained professional growth and employment after completing Coursera courses



Employed - Freelancers

2,215 *responses*



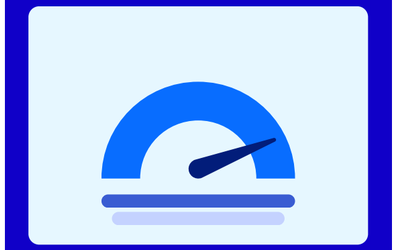
Raja Sadaan Abbas
BBA Student
Virtual University of Pakistan, Lahore

As a BS Business Administration student after completing my ADP, the HEC–DLSEI program strengthened my foundation in business and management. Through DLSEI, I earned 100+ certifications, including 20+ specializations, supporting my UK OTHM Level 6 and 7 qualifications. These achievements helped me secure a job offer from Shell Oil and Gas in Qatar. I am grateful to HEC and DLSEI for this opportunity.

Sayyeda Hoor Khisro
BS Social Sciences
Institute of Management Sciences, Peshawar

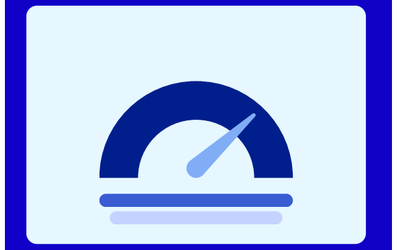
DLSEI's Coursera license significantly transformed my professional journey. The course enhanced my skills and enabled me to earn approximately PKR 100,000 within three months by applying practical knowledge. It strengthened my resume, boosted my confidence, and opened new opportunities. The flexible learning structure made balancing studies easy while gaining industry-recognized certification. I am grateful to DLSEI for this impactful learning experience.

Faculty
2,287 responses



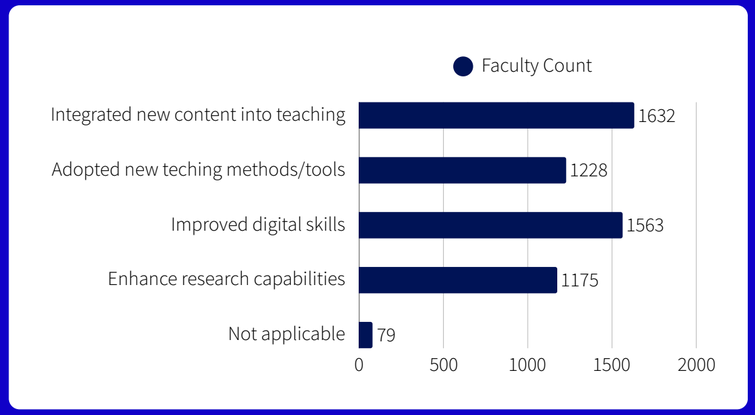
85.5%
reported that Coursera courses were very closely aligned with their academic and teaching interests.

Faculty
2,287 responses



87.75%
indicated that the Coursera DLSEI program contributed to their continuous professional development.

Impact of Coursera Courses on the Teaching and Research Practices of **2,287 Faculty Members**



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The survey link is no longer accepting responses as data collection has been completed. The form is retained for reference and audit purposes only.

Muhammad Mehran Bashir
Faculty Member
MNS UET Multan

I initially faced challenges teaching Artificial Intelligence at the graduate level. Through Coursera, I was able to strengthen my conceptual understanding and gain hands-on experience via guided projects, which significantly enhanced my AI skills. As a result, I now teach the course more effectively, with greater student engagement in practical, hands-on AI activities. This impact is credited to the HEC's DLSEI initiative

M Zunnurain Hussain
Assistant Professor
Bahria University Lahore Campus

Through the DLSEI Coursera license, I achieved a milestone of completing 3,000 certifications. This learning journey significantly enhanced my skills, broadened my career opportunities, and strengthened my confidence through continuous upskilling. DLSEI provided access to high-quality courses that supported both my professional growth and personal development. I am grateful to DLSEI and Coursera for enabling this transformative learning experience.

08 DLSEI 3.0 Promotional Activities

To implement the DLSEI program, multiple platforms were utilized to engage students and faculty, disseminate project information, and promote effective use of the licenses. Communication and outreach strategies included social media, digital channels, print media, and in-person engagements.

The primary objective was to ensure nationwide reach across Pakistan and maximize applications. In addition to pre-launch outreach, post-launch campaigns were conducted to sustain learner engagement and encourage optimal utilization of program benefits.

21 webinars were conducted to provide students with pre-learning and post-learning guidance.

Over 6,000 brochures were distributed and displayed on university notice boards to raise awareness.

A launch event was held at HEC Islamabad in November 2024 to mark the Year 1 launch of DLSEI 3.0.

More than 1,000 posts were published on FB, Insta, and WA channels to promote awareness and learner motivation.

8 webinars were scheduled to guide university focal persons on program governance and implementation.

Top learner success stories were published on social media to inspire others to make the most of the free learning opportunity