



Time to hire from Pakistan

**WHY NOW AND WHY YOU
SHOULD DO IT?**

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Embracing the remote workforce from Pakistan

In recent years, remote work has become a popular option for companies around the globe. With advancements in technology, it is now easier than ever to connect and collaborate with professionals from different countries. One country that has been gaining attention in the remote work domain is Pakistan. Below, we explore the benefits of hiring remote workers from Pakistan.

Cost-Effectiveness

One of the most significant advantages of hiring remote workers from Pakistan is the cost-effectiveness. Pakistan has a lower cost of living compared to many Western countries, resulting in lower salary expectations. This means that businesses can find highly-skilled professionals at a fraction of the cost compared to hiring locally. By outsourcing work to Pakistan, companies can efficiently manage their budget and allocate resources to other aspects of their business.

Technical Expertise

Pakistan is known for its strong education system, particularly in the fields of science, technology, engineering, and mathematics (STEM). As a result, the country produces a large pool of skilled professionals with expertise in various technical domains. Many Pakistani remote workers are well-versed in programming, graphic design, digital marketing, and other tech-related fields. Hiring remote workers from Pakistan allows businesses to tap into this talent pool and benefit from their technical expertise.

Language Proficiency

English is widely spoken in Pakistan, making communication with remote workers smooth and hassle-free. Most Pakistani professionals are fluent in English, both written and spoken. This ensures effective collaboration and

minimizes language barriers or miscommunications that may arise when working with remote workers from other countries.

Cultural Compatibility

Pakistani professionals are known for their strong work ethic, commitment, and dedication. They understand the value of hard work and strive to deliver exceptional results. This cultural compatibility creates a positive work dynamic, fostering productivity and efficiency. Additionally, Pakistani remote workers are often adaptable and quick learners, easily integrating into different work cultures and environments.

Time Zone Advantage

Pakistan follows the GMT+5 time zone, which offers a significant advantage for companies in certain regions. For example, businesses in Europe can benefit greatly from hiring remote workers from Pakistan, as the time difference allows for extended work hours and faster project turnaround times. This advantage enables businesses to provide round-the-clock customer support, deliver work within tight deadlines, and increase overall efficiency.

The transformative power of remote workers

Remote work has revolutionized the traditional work environment and opened up new possibilities for businesses and professionals alike. The ability to work from anywhere has not only provided flexibility and convenience but has also proven to have a transformative impact on productivity, company culture, and work-life balance. In this blog post, we explore the transformative power of remote workers and how they have reshaped the modern work landscape.

Increased Productivity

Contrary to the belief that remote work leads to decreased productivity, studies have shown that remote workers can actually be more productive than their office-based counterparts. By eliminating the distractions and time-consuming commutes associated with an office environment, remote workers are able to focus on their tasks and complete them more efficiently. With the freedom to set their own schedules and work in their preferred environments, remote workers often experience increased motivation and job satisfaction, leading to higher levels of productivity.

Global Talent Pool

The rise of remote work has exponentially expanded access to a global talent pool. Businesses are no longer limited to hiring employees within their immediate vicinity; they can now recruit top talent from around the world. This not only allows companies to bring in diverse perspectives and expertise but also contributes to the overall growth and success of the organization. With remote workers, businesses can tap into a vast pool of talent without the need for relocation or work visa limitations.

Enhanced Work-Life Balance

One of the most significant benefits of remote work is the ability to achieve a better work-life balance. Remote workers have more control over their schedules and can better integrate their personal commitments into their professional lives. This flexibility allows for a healthier lifestyle, reduced stress levels, and increased overall well-being. Additionally, remote work eliminates the need for long commutes, giving employees more time to spend with their families, pursue hobbies, or engage in self-care activities.

Improved Company Culture

Remote work has challenged the traditional notion of company culture. Companies are now focused on creating a virtual work environment that fosters engagement, collaboration, and employee morale. Remote workers often embrace digital communication tools, such as video conferencing and chat platforms, to stay connected with their colleagues and build strong professional relationships. This emphasis on effective communication and collaboration transcends geographical boundaries and contributes to a more inclusive and diverse company culture.

Environmental Impact

The environmental benefits of remote work should not be overlooked. With fewer employees commuting to and from the office, there is a significant reduction in carbon emissions and traffic congestion. Remote work also promotes a paperless work environment, as documentation and communication are primarily digital. By embracing remote work, businesses can contribute to a greener and more sustainable future.

In conclusion, hiring remote workers from Pakistan is a game-changer for businesses. The diverse skill set, competitive pricing, and work ethic of these professionals can transform your business, leading to increased efficiency, cost savings, and ultimately, business growth. The next section will delve deeper into

the specific benefits of hiring remote workers from Pakistan and how they can provide a competitive edge in today's global market.

The talent pool in Pakistan

In the world of outsourcing, which we recently [reviewed](#), countries like India and the Philippines have generally hogged most of the limelight. Indeed, these markets have emerged as leading outsourcing hubs over the last few decades. However, with our years of experience operating in Pakistan and serving international clients' talent needs, we believe that Pakistan is one of the world's most underrated outsourcing markets and potential future global hubs.

Pakistan ticks many of the right boxes for outsourcing, beginning with its well-educated and young talent pool. The higher education system is growing quickly and improving in the quality of its research output, and producing higher numbers of graduates with diverse skills each year. The can-do attitude of the young workforce and an already well-established IT and freelance ecosystem combine with these factors to make Pakistan an excellent choice for outsourcing.

The higher education system

Pakistan's education system has flourished under the Higher Education Commission of Pakistan (HEC), which specifically supervises teaching quality, funding, and research output. The HEC has tirelessly worked to build a sustainable, diverse, and globally competitive tertiary education sector. HEC's concentrated efforts have led to various Pakistani universities being recognized as rising stars across various disciplines, putting many of them in the top QS Asia University rankings.

For instance, the [National University of Sciences and Technology](#) ranks at number [334](#) globally for electrical engineering according the QS World University Rankings 2023, and number one in Pakistan. Similarly, the [Lahore University of Management Sciences](#), one of the top private research universities of Pakistan, has been ranked in the top 200 universities in the [Asia University Rankings](#) 2022. All in all, this marks Pakistani universities among the top Asian universities that generate a pool of talented and well-educated graduates.

Research capabilities and technical skills

The HEC has implemented a comprehensive strategy to promote a sustainable and forward-thinking research culture in higher education institutions. The objectives are the personal growth of students and capacity building of universities through human resource development, and faculty and researcher exposure to international academia. Strong networking with international universities has strengthened the research potential of students and enabled the creation of research and teaching labs. As a result, since 2016, research outcomes have improved, increasing the publication of articles by [6 times](#), especially in journals with an impact factor. The HEC's efforts are helping improve the technical and research skills of Pakistani graduates, particularly in technical domains such as engineering and computer science, which augurs well for the future suitability of the market as an offshore hub for technology outsourcing and development.

A young, motivated, and culturally aligned workforce

Pakistan has one of the world's largest pools of potential young workers, with about [130 million](#) individuals below the age of 25. This young workforce is energetic and comprised of [fast learners](#), who can provide innovative solutions to issues by adapting to advanced technology and knowledge. They have the potential to put in extra effort to provide efficient solutions and timely deliverables to ensure that quality of work is maintained. According to research carried by the PEW research center, 81% of Pakistanis believe that [hard work pays off](#).

Another major advantage of outsourcing to Pakistan is that the workforce has sufficient command over the English language, and can use it in business settings. [Research](#) by the World Atlas shows that Pakistan has the third-highest number of English speakers in the world, who can communicate in it as a second language, hence making it easy for them to confidently converse with international clientele. Fluent communication is fundamental to any business process, and like the other factors described thus far, Pakistan has an added benefit in this department as well.

Pakistan's IT and digital ecosystem

According to a [Kearney](#) 2019 report, Pakistan was ranked among the top emerging digital hub locations, surpassing renowned countries like the Philippines, China, and India in terms of financial viability. Similarly, the IT industry of Pakistan is one of the fastest growing IT industries in the world. Over the past three years, the IT ecosystem in Pakistan has expanded by about [70%](#). It is estimated that about [25,000](#) graduates with degrees in software engineering and information technology enter the employment market each year, and are being increasingly absorbed into technology outsourcing. Till date, there are more than [2,000 registered IT businesses](#), coupled with numerous state and private continuing education programs to enhance the knowledge of future engineers. In addition, recent infrastructural and capacity building investments by the public and commercial sectors have added to Pakistan's potential to become a future software and technology development hub.

Pakistan's freelance market

Pakistan is one of the global leaders in the freelancing economy, with its skilled freelancers being a major force on top global platforms like Upwork and Fiverr. The programmer market of Pakistan has batched the third rank, following USA and India respectively in providing talented and skilled freelance programmers to the world. Similarly, according to a [study conducted by Forbes](#) to examine the top fastest growing freelance markets in the world for the year 2022, Pakistan was ranked at number four, definitely making it a hidden gem of outsourcing. This huge pool of skilled talent, that has already gained experience of serving international customers, presents a tremendous opportunity of being aggregated into outsourcing firms with a high potential of being scaled up.

In conclusion, Pakistan's talent pool consists of well-educated and well-versed youngsters willing to tirelessly work for clients, making it a reliable choice for outsourcing. The promising outlook of tertiary education, the hard-working attitude of the young workforce, and the established IT, digital, and freelance ecosystem makes Pakistan an all-round excellent option for global firms to outsource any function or process. FRIDAY has years of on-the-ground presence in the country, and had developed a deep knowledge of the market.

Through our strong relationships with universities and other talent hubs, and our own specialized recruitment teams, we select top professionals who can seamlessly integrate with your international teams. This is why we continue to serve Australian and European clients from diverse industries, who have multi-functional outsourcing needs, with the highest standards of quality and delivery.

Building a strong remote team

One of the key benefits of hiring remote workers from Pakistan is the opportunity to build a strong and cohesive remote team. With advancements in technology, it is now easier than ever to create virtual teams that can work seamlessly together, regardless of geographical locations.

When building a remote team from Pakistan, it is important to prioritize effective communication and collaboration. Clear communication channels and well-defined roles and responsibilities are crucial for remote teams to thrive. Regular virtual meetings and updates can help foster a sense of camaraderie and ensure that everyone is aligned towards common goals.

Moreover, taking the time to understand and appreciate the cultural norms and values of your remote team members from Pakistan can greatly contribute to team cohesion. This can be done through cultural sensitivity training or team-building exercises that encourage cross-cultural understanding.

By investing in building a strong remote team from Pakistan, you can create a collaborative and inclusive work environment where everyone feels valued and motivated. The combined efforts and expertise of your remote team members can deliver exceptional results and contribute to the overall success of your business.

Widespread use of English Language

One of the concerns that may arise when hiring remote workers from Pakistan is the potential language and communication barriers. However, these concerns are minimized when hiring from Pakistan due to prevalence of English language in the country.

English has a significant presence in Pakistan and is considered one of the official languages alongside Urdu. Here are some key points about the prevalence of English in Pakistan:

Official Status

English holds the status of being one of the official languages of Pakistan, along with Urdu. This means that it is used in various official capacities, including in government, legal proceedings, and education.

Education

English is the primary language of instruction in many private schools, especially those following the Cambridge system. Even in government schools, English is a mandatory subject, and many textbooks are available in both English and Urdu.

Higher Education and Professional Fields

English is widely used in higher education, especially in fields like science, engineering, medicine, and business. Many universities and colleges conduct their courses in English.

Business and Commerce

English is the preferred language in the business world. It is used in official documents, contracts, and communications, making it crucial for anyone involved in trade and commerce.

Media and Publications

English is prominent in the media landscape of Pakistan. Newspapers, magazines, and television channels often publish content in English. There are also numerous English-language publications and journals.

International Communication

English is the global lingua franca, and proficiency in English is often seen as a valuable skill, especially for those seeking to engage with the international community in various capacities.

Urban Centers

In major cities like Karachi, Lahore, and Islamabad, English is commonly spoken, especially in professional and urban environments. In these areas, a significant portion of the population is likely to be bilingual, if not more proficient in English than in Urdu.

Additionally, leveraging technology can also help in overcoming language barriers. Using communication tools with built-in translation features or providing language learning resources can enhance understanding and facilitate effective communication within the team.

It is important to remember that effective communication is a two-way street. Encouraging open and transparent communication channels, where remote workers feel comfortable expressing themselves, can help in creating a collaborative work environment.

Trust and communication are key

When it comes to hiring remote workers from Pakistan, building trust and fostering effective communication are essential components for success. Trust is the foundation upon which any successful working relationship is built, and remote work is no exception.

Establishing trust begins with clear and open communication. Regularly communicating expectations, providing feedback, and acknowledging achievements can help remote workers feel valued and engaged. Make sure to set clear goals and deadlines, and consistently follow up to ensure progress is being made.

Building trust also involves giving remote workers autonomy and the freedom to make decisions. Trust that they will take ownership of their work and deliver results. By empowering them, you are showing that you trust their abilities and are confident in their expertise.

Alongside trust, effective communication is crucial for remote teams to stay connected and aligned. Utilize various communication tools, such as video conferencing, instant messaging, and project management software, to facilitate seamless communication. Set up regular check-ins and encourage open dialogue to address any potential issues or concerns.

By establishing trust and fostering effective communication, you are creating a collaborative and productive work environment. In the upcoming section, we will discuss the benefits of tapping into the diverse talent pool that Pakistan has to offer and how it can contribute to the growth and innovation of your business.

Conclusion

As we've explored throughout this ebook, hiring remote workers from Pakistan has the potential to transform your business in many ways. From the diverse talent pool to the opportunities for innovation and creativity, there are numerous advantages to embracing this remote work model.

However, it's crucial to note that the benefits of hiring remote workers from Pakistan extend beyond the immediate impact on your business. The future of remote work with Pakistani talent holds immense potential for growth and development.

As technology continues to advance, remote work is becoming increasingly common and accepted. Companies are recognizing the value of a global workforce and the unique perspectives and skills they bring to the table. With the growing popularity of remote work, the pool of highly skilled workers in Pakistan continues to expand, providing you with even more options for talent acquisition.

The future of remote work is bright, and by harnessing the talent from Pakistan, you can position your business for long-term success. So, take advantage of this trend and explore the vast opportunities that hiring remote workers from Pakistan can bring to your organization.

In the next section, we will delve deeper into the specific considerations and strategies for successfully managing remote workers from Pakistan. Stay tuned to learn more about how to ensure effective communication, collaboration, and productivity in a remote work setting.

Friday can help you hire,
retain and manage
talent, so that your
business can stand-out
from the rest!