Issue 7

Microinsights

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Empowering Pakistan's Youth: Building Financial Literacy and Inclusion in the Digital Era

Introduction

Pakistan's large youth population presents a significant opportunity to translate its demographic advantage into inclusive economic growth. With approximately 67% of the population under 30 and 26% of the population is between 15–29 years old, empowering young people to earn, save, invest and build businesses is increasingly important (UNFPA, 2025).

27%

of adults in Pakistan own a financial account vs. 75% across low- and middle-income economies

DID YOU KNOW?

25% DIGITAL GENDER GAP

Women are 25% less likely to use mobile internet

This micro insight article intends to assess existing gaps and opportunities and identifies practical pathways for financial institutions and policymakers to transform financial access into productive participation, entrepreneurship and long-term financial resilience.

Gaps: Turning Potential into Prosperity

Greater access alone does not guarantee financial empowerment and a substantial share of young people remains disconnected from productive economic activity. Recent labour-market evidence shows that among Pakistan's large population, approximately 46.3 million young people are aged 15–24 and youth unemployment stands at 12.8%, almost twice the overall unemployment rate of 7.1% .

1. Low Financial Literacy:

Limited understanding of savings, credit, investment and digital financial products prevents many young people from translating financial access into informed financial decisions.

Current literacy rate of Pakistan is 62.3%

2. Limited Productive Use of Finance:

Even when young people gain access to accounts and digital payments, this does not always progress into formal savings, access to credit, investment or entrepreneurship, the activities that create long-term financial empowerment.

26% vs 75% Account ownership Pakistan vs LMIC average

3. Unequal Access & Inclusion:

Young women, rural youth and lower-income groups face greater barriers to formal financial services and digital connectivity, widening existing inclusion gaps.

Financial-inclusion gender gap declined from 34% in 2023 to 29% in 2025

Current Status

Youth Population:

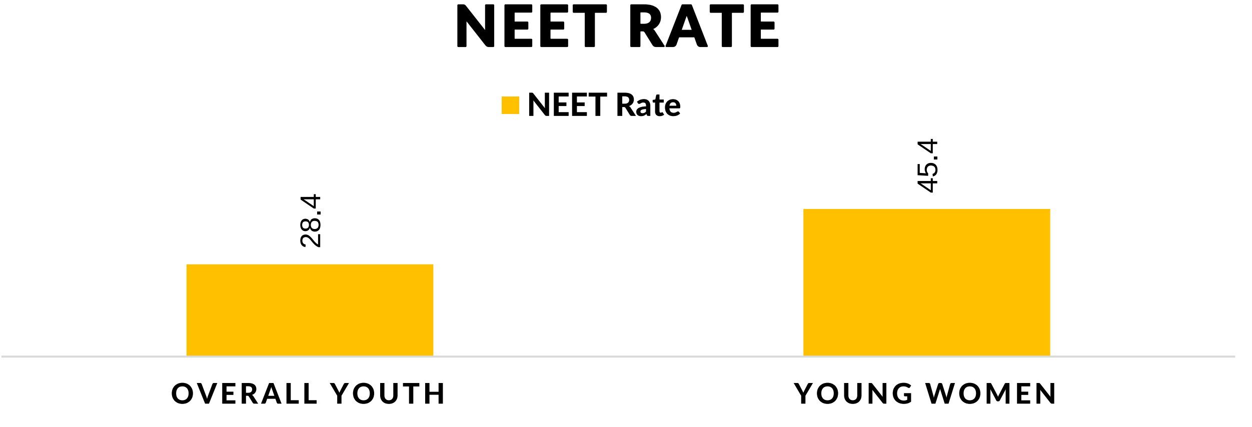
Pakistan, the fifth most populous country in the world, is home to a significant youth population with 67% of the population being below 30

How much of this demographic asset is being transalated into tangible development outcomes despite the access?

Digital Financial Access:

Pakistan's financial ecosystem is rapidly digitalizing: 88% of retail payment transactions conducted through digital channels with 24.1 million mobile banking app users.

Productive use?



Young women face a substantially higher rate of being not in employment, education or training.

Connectivity is not financial inclusion

The 2025 HDR places Pakistan in the 'low' human development category with an HDI value of 0.544. Pakistan continues to face significant challenges in health, education, and living standards, resulting in a relatively low level of overall human development.

> *"Pakistan becomes a low human development nation, falling behind some of the poorest countries.*
>
> *— Dr Aisha Pasha, Former Deputy Finance Minister*

168/193

HDI rank · score 0.544 (2025)

Pakistan's progress towards Financial Inclusion

The strongest evidence of progress comes from SBP's National Financial Inclusion Strategy 2024–28.

Pakistan's supply-side financial inclusion level increased from **64 % in December 2023 to 69% by December 2025**. SBP's national target is **75% by June 2028**

In 2025 alone, **6.8 million** new unique accounts were added to Pakistan's banking system, and more than **55% of** those new accounts belonged to women

Indicators	Baseline	Targets	Progress
	(Dec. 2023)	(Jun.2028)	(Dec.2025)
Financial Inclusion			
I. Financial Inclusion level	**64%**	**75%**	**69%**
II. Gender gap in financial inclusion	**34%**	**25%**	**29%**

70%

of payments in Pakistan are now digital

The next question: are young customers using digital finance to save and borrow — or only to transact?

Note: The World Bank Global Findex account ownership rate is a survey-based measure of adults aged 15+ who own an account at a financial institution or use a mobile-money service. SBP's NFIS financial inclusion indicator is based on a different domestic measurement framework; the two figures are therefore not directly comparable.

Mobilink Bank — From Access to Active Financial Participation

As young people move from student to first earner, freelancer, entrepreneur and business owner, their financial needs evolve and Mobilink Bank's product suite is designed to move with them.

1	**STUDENT**	E-Bike Loan	Affordable mobility for education
2	**FIRST EARNER**	DOST App & Digital Account	Everyday banking & payments
3	**FREELANCER / GIG WORKER**	Freelancer Loan	Laptops & equipment for digital work
4	**YOUNG ENTREPRENEUR**	Karobar / Karobar Plus Loan	Financing to start & grow a business
5	**GROWING BUSINESS OWNER**	Running Finance Loan	Working capital for business expansion

PKR 50k–500k

typical financing range across Freelancer & Karobar loans

+51%

growth in tech-freelance exports, FY2025–26 (US$856M)

Raast + QR

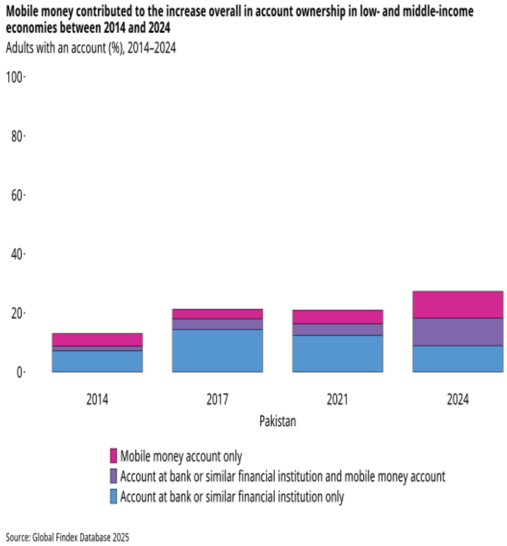
enabled digital collections for young businesses

Mobilink Bank advances women's financial inclusion through its flagship Women Inspirational Network (WIN). Its women-focused ecosystem includes Bint-e-Hawa financial products, capacity-building initiatives, support for rural women, and the WIN Program for women-led startups, helping women move from financial access toward formal economic participation and business growth. Mobilink Bank reports that WIN has trained 25,000+ women, while 26.4% of its loan portfolio supports women entrepreneurs.

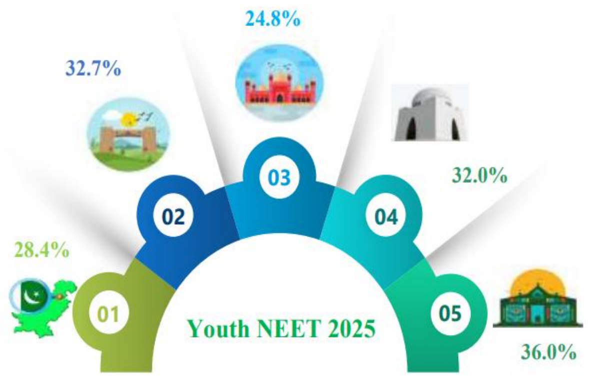
Youth livelihood creation can increasingly intersect with Pakistan's transition toward more sustainable economic activity.

Mobilink Bank's wider green-financing portfolio reached PKR 3.04 billion by March 2026

Insights

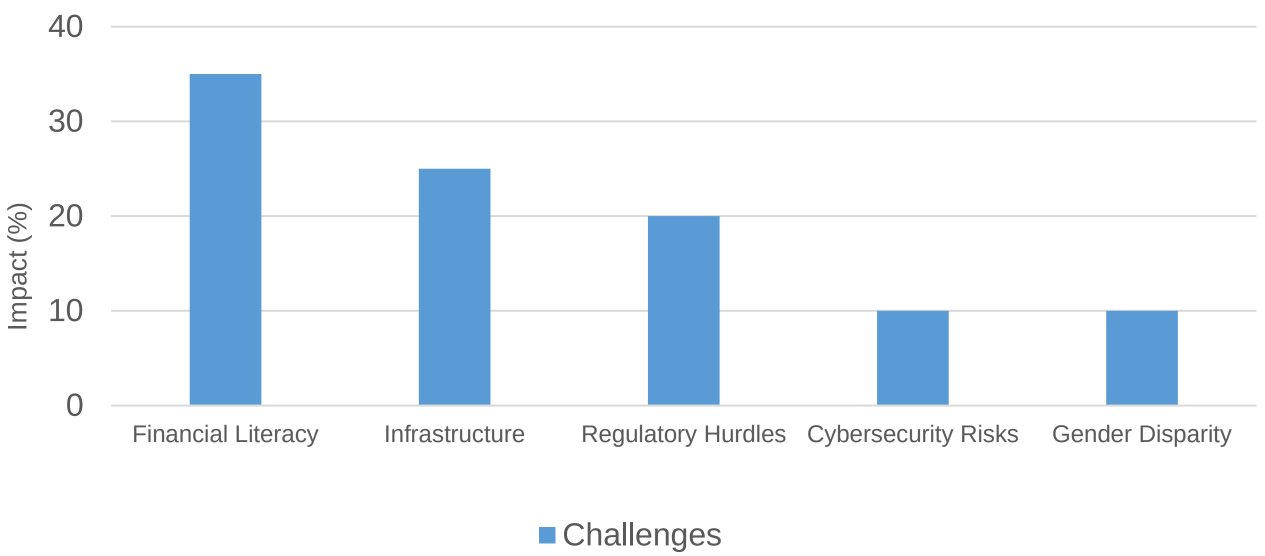


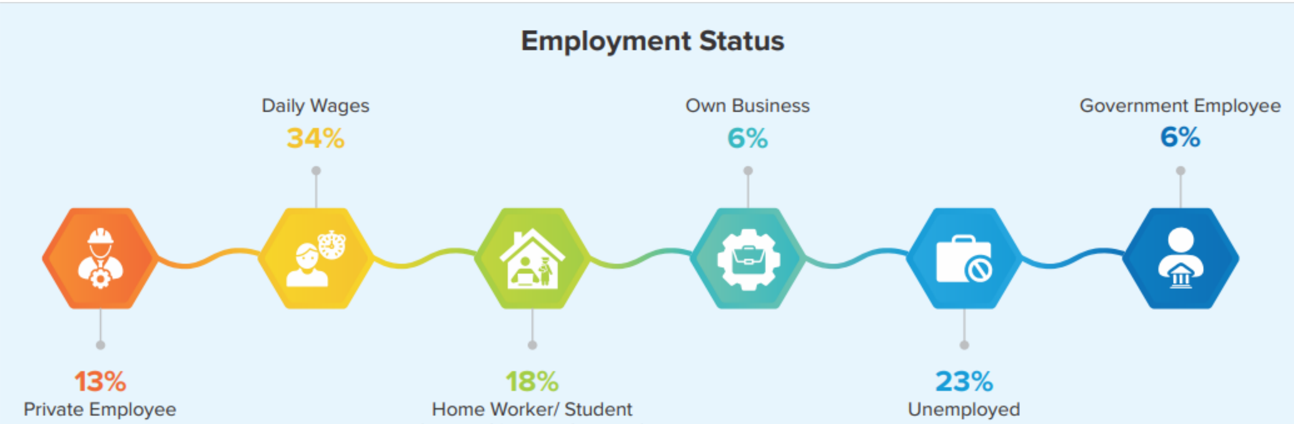
World Bank – Global Findex Database 2025



UNDP Pakistan – Employment Trends Report 2025

Challenges Impacting Digital Financial Inclusion in Pakistan





UNDP Pakistan – Employment Trends Report 2025

Uplifting Youth Through Mobilink Bank Initiatives

Mashal Khan Investment Masterclass

Moving from banking literacy to wealth building literacy saving vs. investing, and making informed financial decisions.

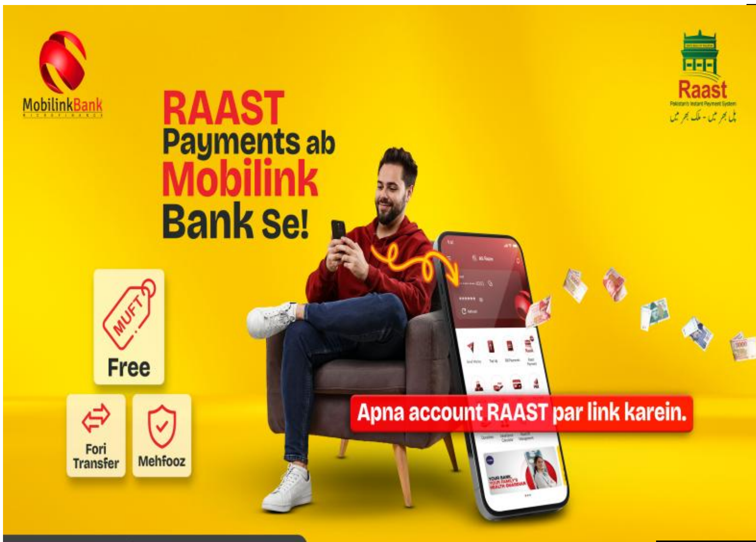
PM Youth Programme & Pur Azm Pakistan

Partnering on entrepreneurship, freelancing, financial inclusion and digital literacy, alongside UNICEF and Generation Unlimited.

GEN-MB 2026 & Dosti Drive

Graduate, AI-trainee and internship pathways, plus on-campus financial literacy sessions such as the Dosti Drive at Bahria University.

Mobilink Bank Highlights



For product related feedback, you can email us at:
Productfeedback@mobilinkbank.com

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