



Enterprise  
Challenge  
Pakistan



Prince's Trust International

# Enterprise Challenge Programme Pakistan



Progress Report  
**2017-18**



SANA SAFINAZ



ENTERPRISE CHALLENGE PAKISTAN

# 3 YEARS AT A GLANCE!

## YEAR 2016

**10**

CITIES

**20**

SCHOOLS

**40+**

ACTIVE  
MENTORS

**120**

MENTORING  
HOURS

**300**

PARTICIPANTS

**2750**

ENGAGED  
STUDENTS

**1350**

REGISTRATIONS

**£ 3000**

INVESTMENT

## YEAR 2017

**28**

CITIES

**45**

SCHOOLS

**70+**

ACTIVE  
MENTORS

**270**

MENTORING  
HOURS

**675**

PARTICIPANTS

**+7750**

ENGAGED  
STUDENTS

**+4350**

REGISTRATIONS

**£ 3000**

INVESTMENT

## YEAR 2018

**30**

CITIES

**70**

SCHOOLS

**110+**

ACTIVE  
MENTORS

**440**

MENTORING  
HOURS

**1050**

PARTICIPANTS

**+12000**

ENGAGED  
STUDENTS

**8470**

REGISTRATIONS

**PKR 2.2**

MILLION  
INVESTMENT









## CLARENCE HOUSE

I am delighted to join you in celebrating the Pakistan Enterprise Challenge Awards.

Since its launch in 2015, my Prince's Trust International has supported more than 6,700 young people globally. In Pakistan, its Global Enterprise Challenge, which has been operating since 2016, now supports hundreds of young people each year in seven out of eight regions. However, there is so much more still to do.

In today's uncertain world, many young people are feeling anxious and without hope or direction. We believe that every young person should have the chance to succeed. That is why my Trust's staff, volunteers and partners focus their energies to provide the right support for young people so that everyone can achieve their full potential and be given the opportunity to change their lives. Through my International Trust and its partners on the ground, they are welcomed and given the confidence and skills to live, learn and earn as well as engage in their communities.

Programmes like this are so vitally important as they provide young people with knowledge and experience that they may otherwise not have gained. I am, therefore, immensely grateful to SEED Ventures and its Entrepreneurship & Youth Development Society, who have delivered our programme for three years, and to all the mentors, volunteers and supporters who have been instrumental in making this a reality and contributed to its success.

The young people we meet often face enormous challenges and endure frustrating setbacks, but they also have enormous potential. By believing in them and giving them support, we can help them thrive – and society can prosper.

I send my very best wishes and particular gratitude to all of you who have supported my Trust which makes this programme possible in Pakistan. It will make a huge difference to the lives of the young people involved...

# Founding Partners

---

Enterprise Challenge Pakistan is a Prince's Trust International Initiative. The competition also runs in Jordan, Qatar and the United Kingdom. Prince's Trust International is the most recent addition to The Prince's Charities, established as a result of the extraordinary success of His Royal Highness The Prince of Wales's youth charity, The Prince's Trust. Over 40 years The Prince's Trust has helped more than 825,000 disadvantaged young people across the United Kingdom to turn their lives around; three in four young people supported move into work, education or training. Prince's Trust International has been created to build on the success of The Prince's Trust, by sharing its experience and expertise with governments and NGOs around the world who are similarly seeking to tackle youth unemployment and its related challenges.



SEED Ventures is the local Founding and delivery partner for Enterprise Challenge Pakistan. It is a social, entrepreneurship and equity development organization with the core mandate to provide solutions to social challenges, using entrepreneurship as a vehicle to create wealth and deliver positive social impact. SEED was established to develop the entrepreneurial landscape in Pakistan through enterprise training, business incubation and acceleration, connecting businesses to potential markets and investors, and creating business opportunities across geographies by designing indigenous solutions.



TOTEM Learning, the provider of the business simulation game. Totem are a provider of learning solutions, including 'serious games' for organisational learning and development



# Content

---

06	Message by Princes Trust International
07	Our Vision
08	Message by Entrepreneurship Youth Development Society
09	Welcome Note by SEED
10	About Enterprise Challenge Pakistan
20	Sponsor
21	Supporting Partner
22	2017 Statistics
24	Winner - National Finals 2016
38	2018 Statistics
40	Our Mentors
51	Participating Schools
56	Testimonials
58	Human Resource



**Prince's Trust**  
International

**Message from Jonathan Townsend,  
CEO Prince's Trust International**

"Prince's Trust International is thrilled to be working with SEED Ventures for a third year, building on a fantastic partnership and the success of the Enterprise Challenge programme in Pakistan. From 20 schools in 2016, it is a real joy to see the programme flourish and take in over 1000 pupils from 70 schools in 2018; quite apt for the year of His Royal Highness The Prince of Wales' 70th birthday. The programme's rapid growth, wide geographical reach and amazing mentor participation is testament to the hunger for such a project among under-served communities in the country.

The Enterprise Challenge programme really does provide a fantastic opportunity for young people to develop their knowledge of business skills, whilst building their confidence and presentation skills with support from volunteer business mentors. The participants find in the programme an alternative to vocational focused education. I look forward to hearing about the achievements and being inspired by the young participants taking part in the programme, following the exciting Finals event at the end of the competition. I've no doubt that many of them will be the entrepreneurs and employers of the future."





## OUR VISION

**“To become  
the largest  
global  
business  
challenge  
for school  
children ”**



### **Message from Entrepreneurship & Youth Development Society**

"It gives me immense pleasure to be associated with Enterprise Challenge Pakistan. We have a huge skew towards a young and growing population. Our country with this growing youth population, and a relatively limited job market, needs alternative avenues allowing the youth to explore their potential. Entrepreneurship is one such instrument that has been successful in not only empowering individuals but communities and societies at large.

There is no doubt that economic empowerment leads to more developed societies. However, it is essential that this economic empowerment be backed by an educated and well trained youth that has the ability to contribute to the economic cycle in an innovative and productive manner, with a value system which will create a healthy culture. This can only be achieved through effective training and mentorship, paired with quality education. A programme like Enterprise Challenge Pakistan is a building block towards a new era of empowerment and prosperity"

**Sarfaraz Ahmed Rehman**  
**President - EYDS**



## Welcome Note by SEED

We welcome you to join our journey for Enterprise Challenge Pakistan (ECP), an initiative of Prince's Trust International, executed in Pakistan by SEED Ventures as the local Founding and delivery partner. The competition also runs in Jordan and the United Kingdom.

We are proud that Enterprise Challenge has been growing since its inception in 2008, when it started with just 300 students in the UK, to a much wider scope across other countries and now in Pakistan in 30 cities in the span of three years. The programme has reached 16,000+ students in 70 schools, supported by over 110 mentors. We aim to engage a much larger number of schools and mentors in the next few years with the vision of turning Enterprise Challenge Pakistan in the largest global business challenge for school children

It was imperative to initiate the programme in all provinces of Pakistan and adopt an all-inclusive approach. At the same time, as is the dictum of Enterprise Challenge, while increasing scale, we also continually seek to increase the quality of the programme. We all know Enterprise Challenge Pakistan, or ECP, is a learning platform for participating students. The beaming, eager faces of the young people who have been part of ECP, and the contentment of knowing we are able to make a difference, has given our team the energy and motivation to become one with Enterprise Challenge Pakistan. The success of Enterprise Challenge National Finals held on 16th November, 2017 has restored our trust and commitment towards the young people. The selfless involvement of the mentors, our wonderful partners at Prince's Trust International, all made Enterprise Challenge Pakistan possible. A very stable and strong support was provided to us by Entrepreneurship & Youth Development Society (EYDS) and its Board members, with Enterprise Challenge Pakistan being its flagship programme. Together, we embarked on this journey and together we intend to continue on, spreading its impact country-wide leaving a footprint that will create a new generation of entrepreneurs.





# Enterprise Challenge Pakistan Background



# Introduction

Enterprise Challenge was developed with support from Prince's Trust International and started out as one of the Mosaic Programmes, founded by HRH The Prince of Wales in 2008. Since 1st July 2016, Mosaic's UK-based programmes have been operating within The Prince's Trust. Mosaic's international programmes, such as the International Leadership Programme and Enterprise Challenge (outside of the UK) are now part of Prince's Trust International.

Mosaic currently operates in six regions of the UK – London, South East, West Midlands, North West, Yorkshire and most recently Scotland – and has international reach through International Leadership Programme. In the academic year 2014/15, Mosaic directly supported over 6,700 young people in 248 schools and prisons, supported by 1,335 volunteer mentors. 80% of UK beneficiaries were drawn from the 20% most deprived areas of the country. Mosaic's International Leadership Programme supports 80 young leaders from 18 countries.

Mosaic's programmes have received independent accreditation through the Approved Provider Standard of the Mentoring & Befriend-

ing Foundation, the national quality standard designed for all mentoring projects, providing with very important external recognition of the quality of the programmes.

In addition, Mosaic has for two consecutive years been included in the Department of Education's statutory guidance on careers advice as an exemplar for building strong connections with employers. Mosaic's programmes have also been independently evaluated by Demos, the leading research organisation, which described its programmes as "very well run and both the mentors and mentees reported significant benefits in taking part".

# What is Enterprise Challenge Pakistan ?

## Overview

Enterprise Challenge Pakistan is a pan-Pakistan, inter-school competition that encourages young people to explore entrepreneurship as a career path. It is offered to secondary school students within the age bracket of 13-16 years in various schools across the country. It is an avenue for creating opportunities for young minds regardless of their socio-economic backgrounds, and to work towards contributing to the development of the entrepreneurial ecosystem. ECP is essentially a simulation business challenge where students playing in teams of four or five employ their creativity in cyber-scenarios. The objective is to profitably run an enterprise using the fundamentals of enterprise development.

Volunteer mentors (industry experts) help the students understand the basics of running an enterprise and guide students on what options they should take during the challenge and how they should develop their business strategy; the teams with the highest net profit at the end is declared the winner. The competition involves students to think about the ethical and social aspects of business as well, and hence educates them about how to become good corporate citizens. The target audiences for this competition are students belonging to the age group of 13 to 16 years.

## ECP Skills

Enterprise Challenge Pakistan, or ECP as it is popularly known in its

very first year in Pakistan, not only inculcates the understanding of business and enterprise in young minds, but also develops a number of other skills during the programme. Some of the most important ones are:

- ✓ Mentor mentee relationship
- ✓ Confidence
- ✓ Public Speaking
- ✓ Team building
- ✓ Taking informed decisions
- ✓ Critical Thinking
- ✓ Written & Verbal
- ✓ Communication
- ✓ Creativity Enhancement
- ✓ Leadership
- ✓ Motivation
- ✓ Interpersonal skills
- ✓ Adaptability
- ✓ Expression
- ✓ Respect for varied opinions and viewpoints
- ✓ Ethical practices
- ✓ Respect for diversity

## Values

Enterprise Challenge Pakistan works with the intent of instilling some critical values that shape the young minds into confident, enterprising individuals. These values started taking roots in the young people who were part of the programme in the very initial stages of ECP as is evident by some of the instances stated below.

### 1) Sportsmanship

In year 1 of Enterprise Challenge Pakistan, there were three teams of five participants each from each of the 20 schools. The Regional Finals comprised of two rounds; an

inter-school simulation challenge between the three teams, and the second round where only one of the teams played based on their scores in Round 1. While there were occasions where the teams that did not make it to the Final Round of Regional Finals were teary-eyed, and disappointed, yet they cheered for the team that qualified to the second round and were heard saying they would be thrilled if it is their school that qualifies for the National Finals regardless of which team it is. Such excellent sportsmanship developed at an early age creates a strong bond with peers and helps young people learn to get up every time they fall and move on.

### 2) Respect for diversity

Enterprise Challenge Pakistan in its very first year started with an all-inclusive approach and participants were included from all over Pakistan. It was a delightful combination of various regional languages, ethnicities, dialects, and cultures. Each team brought with it its own unique identity and perspectives despite their young age. The seven highest scoring team from Kashmir, Baluchistan, Khyber Pukhtunkhwa, Gilgit Baltistan, Federal, Punjab and Sind, gathered in Karachi two days prior to the vent where ECP team and mentors worked with them on their pitches. Teams blended easily with each other despite being from different parts of the country. Diversity was truly accepted and respected not just throughout the programme but more so close to the culmination of its cycle.

### 3) Ethical practices

An integral part of Enterprise Challenge is the Business Ethics segment that is introduced and focused on in the first part of the programme with the aid of Business Ethics case studies. During this time, the mentors not only discuss the importance of ethical business practices but also talk about their significance in everyday life. Ethical practices in business that cover all stakeholders as well as environment introduced during the

formative years can lead to responsible business owners of the future.

### 4) Respect for varied opinions

The selection of the participants and formation of the teams were done carefully with a tedious process for ECP team keeping in consideration the fact that cherry picking by teachers often leads to the same few students who get most of the opportunities. To prevent this from happening, the entire selection

process was designed and executed by ECP team. Once 15 participants from each school were selected based on the aptitude assessment, three teams of five were formed by balloting. This meant that it was often participants who either did not belong to the same grade or were not a group of friends. It is in instances like these that the true importance and practice of respecting each other's viewpoints, suggestions and opinions is exercised as was encouraged and witnessed during

### ECP Purpose

There are two main interlinked aims of the programme: to increase in young people, the understanding of business concepts and to apply them, and to enhance and work upon the soft skills that go hand in hand with the knowledge of which would benefit them in whatever path they opt for. While the easier route would have been to start the programme in a few urban centres only, SEED adopted a more inclusive approach and took the ambitious step of launching and executing Enterprise Challenge in all provinces of Pakistan and ensured representation from all. The main purpose of ECP is to create awareness of entrepreneurship, guide students in setting up businesses and encourage intermingling and working together as a team. The teams also learn about Ethical Business practices through case studies and are assessed on the same as an important part of the competition.

### Key Objectives

- Inculcate entrepreneurship in young minds
- Introduce the basics of entrepreneurship during formative years
- Ensure emphasis on ethical business practices
- Create an environment that encourages, and is conducive to entrepreneurship
- Instil confidence in sharing new ideas, aspirations and solutions to community problems with an audience.

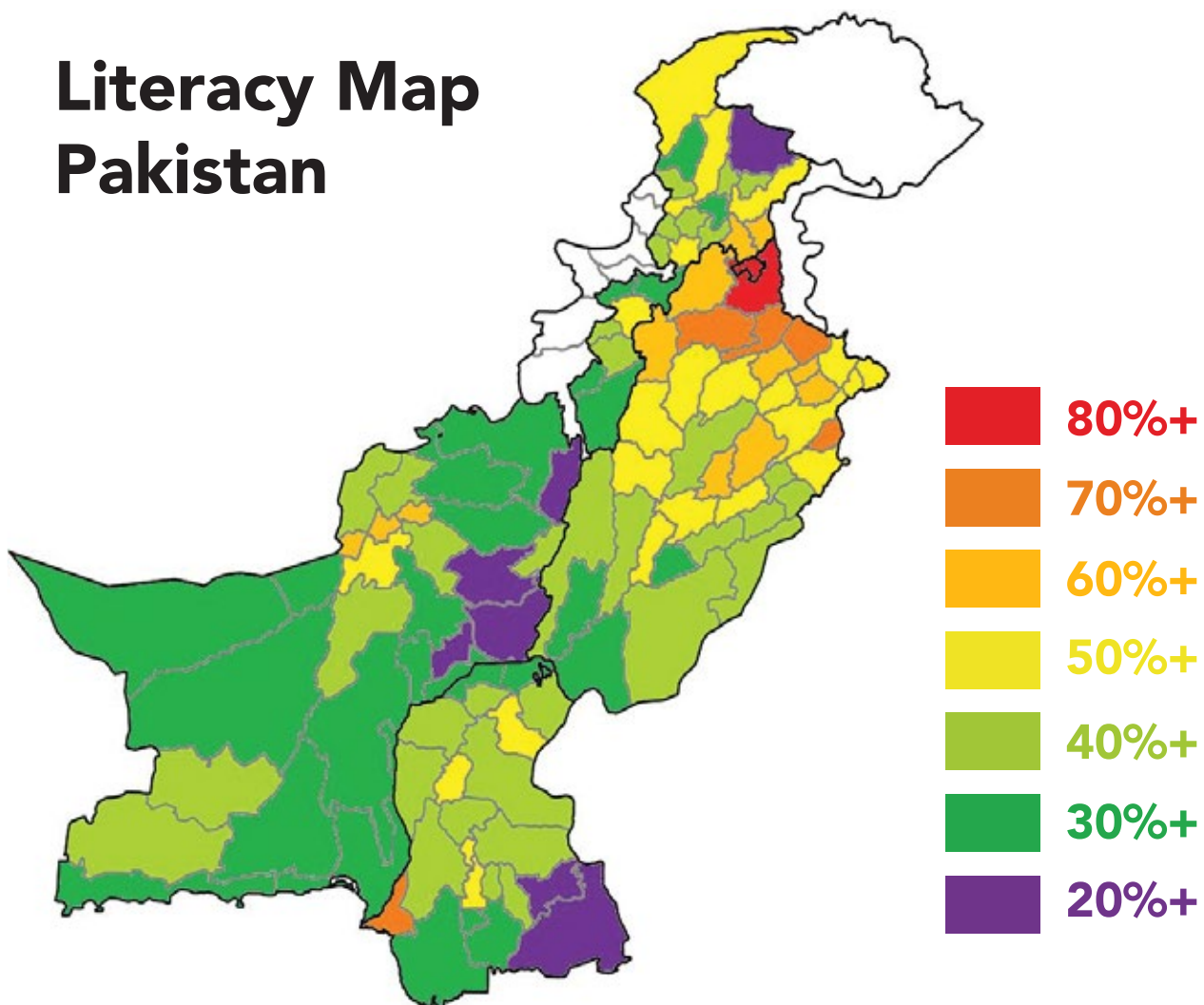
# Enterprise Challenge Model

Before we look at the model and methodology for Enterprise Challenge Pakistan, we need to understand the overall school structure and the different educational systems in the country. This was done during the research and strategy phase before the execution started a brief extract of which is given below.

## Current School Structure/Industry Analysis

Pakistan has one of the lowest literacy rates in the world and according to the Economic Survey of Pakistan (2016-2017), the literacy rate of the country has dropped from 60% to 58%.

## Literacy Map Pakistan





According to Pakistan Education Statistics , published in 2017, the education system of Pakistan is comprised of 303,446 institutions and is facilitating 47,491,260 students with the help of 1,723,790 teachers. The system is composed of 191,065 public institutions and 112,381 private institutions.

Currently there are a number of school systems being followed in Pakistan. These include the Matriculation system in most Tier 2 – Tier 4 schools; British, Cambridge System in all Tier 1 and most Tier 2 schools; and American Education System in some selected Tier 1 schools. Separate ethnic schools such as Ahl-e-Tasheeh, Ismailis etc also co-exist; each one of these caters to different mindsets and implements different school systems and curriculums.

Unfortunately, a very large percentage of these schools have no notion of promoting a free, 'thinking mind' in these children. Along with the modern education being imparted, there are Madrasahs (religious schools) which implement the Islamic education system. These schools have their

own management system without any interference from either the provincial or federal governments.

### **Understanding the Education system**

There are multiple school systems co-existing in the country as has been mentioned earlier. These may include the Cambridge system, American school system, Matriculation, Islamic education amongst others.

Not only are their curriculums, operating procedures and overall environments completely different from each other, but often their schedules for examinations and in some cases holidays also are not in parallel to each other. While Tier 1, 2 and some Tier 3 schools start their new term in August, most Tier 4 schools and some Tier 3 schools start from April after having their Final Examinations in March.

Similarly while most Tier 1 and 2 schools have a Spring Break in March, Tier 3 and 4 schools do not close for a week during that time unlike their peers. There is also no specific distinction of the tiers of

these schools and is often crudely determined based on the fee structure, the primary language, and the socio-economic profile.

A deep understanding of the education system in the country was essential in order to effectively schedule and run Enterprise Challenge Programme.

This has also helped in creating a long-term strategy by involving schools themselves whose input and suggestions to resolve these issues before the execution in year 1 have been critical. A framework was created working around the existing school systems to ensure maximum effectiveness and smooth execution and has worked well determining the future cycles of the programme as well.

### **The Inclusive Model ECP**

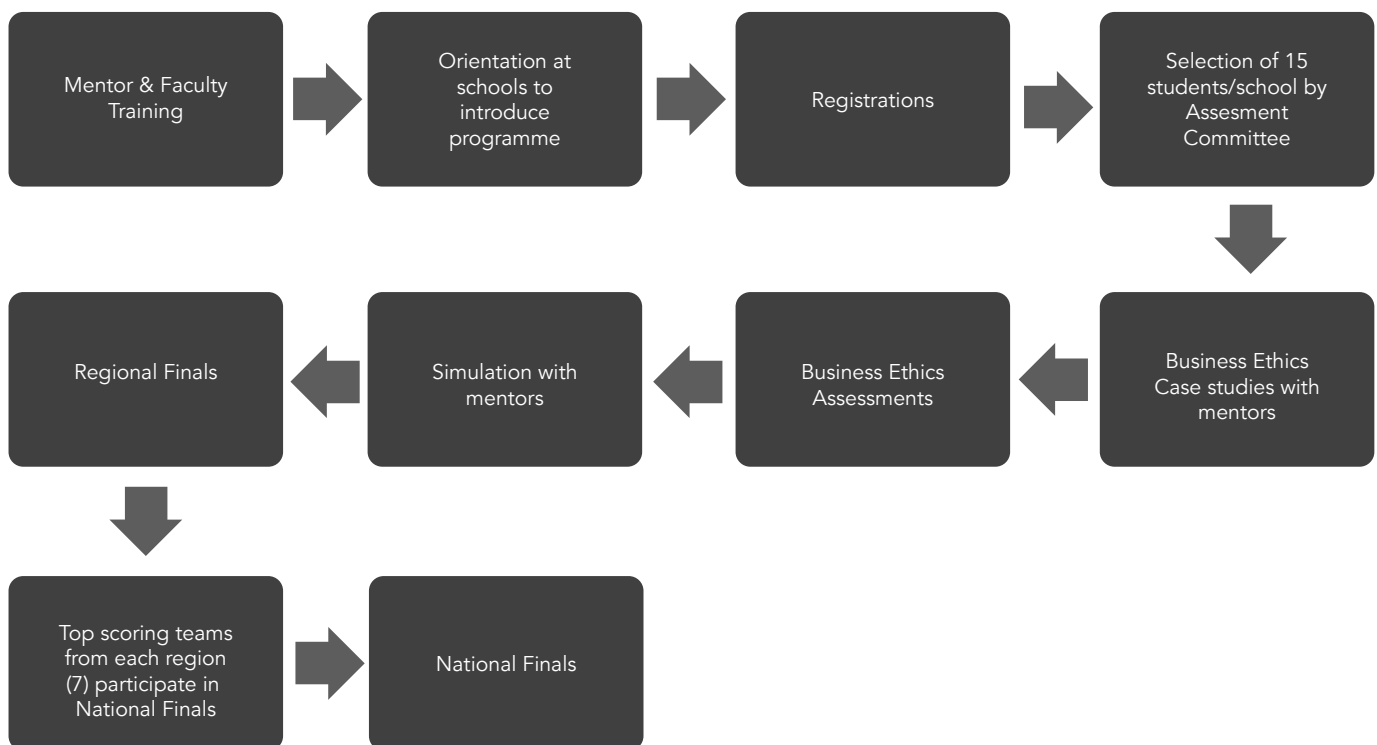
A pan-Pakistan approach created a much-needed all-inclusive platform that not only accelerated the success of ECP but also resulted in collective support from all quarters. The programme in year two was run in 28 cities of Pakistan, mentioned as follows:



# Methodology

To effectively and successfully accomplish the objectives and deliverables for Enterprise Challenge Pakistan, SEED employed a range of techniques and methodologies. This methodology was devised during the strategy phase and was based on the research conducted prior to the programme launch in September 2015.

## ECP Process



## Mentor and Faculty Training

There were six sets of trainings held for Enterprise Challenge Pakistan each year (details in Table 1.1). Both mentors as well as the school representatives attended the training sessions. The purpose of conducting these trainings were to equip the mentors with the skills to effectively deliver the mentoring sessions. The school representatives serve as the focal point for ECP Regional Coordinators and play a pivotal role in scheduling and facilitating the delivery of the programme. Hence, it is important to train them ahead of the execution of the programme. The trainings were conducted by Programme Manager, ECP.

Date and Day	City	Audience	Timing	Venue
16th August, 2017	Karachi	Mentors from Sind, Baluchistan	9:30 am to 4:30 pm	Governor Hall, Hotel Marriott
17th August, 2017	Lahore	Mentors from Punjab	9:30 am to 4:30 pm	Rivendell Hall, Grand Luxus Hotel
18th August, 2017	Gwadar	Mentors from Gwadar	9:30 am to 4:30 pm	Gwadar 1 Hall, Hotel PC
19th August, 2017	Islamabad	Mentors from Islamabad/Rawalpindi, KPK, Kashmir	9:30 am to 4:30 pm	Serena Hotel
21st August, 2017	Skardu	Mentors from Skardu, Shiger, Khaplu	9:30 am to 4:30 pm	Hotel One
24th August, 2017	Gilgit	Mentors from Gilgit, Hunza	9:30 am to 4:30 pm	Rupal Inn

Table 1.1

## Execution – August To October

For execution purposes and to ensure a fair and inclusive representation from across the country, the regions were divided as follows:

1. Sind
2. Punjab
3. Baluchistan
4. Khyber Pakhtunkhwa
5. Gilgit Baltistan
6. Kashmir
7. Federal

### Stage One: Orientation in Schools

Once the schools were engaged and selected, orientation sessions were scheduled at each of the 45 schools in order to introduce Enterprise Challenge to the potential participants and encourage applications.

### Stage Two: Student Selection and Registration

In the year 2017, more than 4350 students registered for the competition. The students interested in the programme were given registration forms for student profiling and aptitude assessment. The forms also included parental consent forms to be signed by the parents. 15 students from each school were shortlisted by the Assessment Committee. A total of 675 students participated in the programme.

### Stage Three: Mentorship

#### - Business Ethics

The first three weeks starting September 1, ECP focused on discussing ethics in business with the students. This discussion was facilitated by Case studies provided to the students as a part of the Student Kit. The significance of social entrepreneurship and ethical business practices is discussed with the students. All three case studies were developed and designed by SEED team.

#### - **Business Ethics Assessment**

In order to assess the understanding of the participants regarding the business ethics, a written assessment was administered and was required to be filled out by each student. The assessment comprised of an array of questions, developed to test theoretical as well as practical application of concepts.

#### - **Simulation**

An online educational game that helps participants understand the basics of entrepreneurship was developed. The translated Urdu version was also developed. The participants play against the computer in real time creating a virtual enterprise and apply basic business principles of marketing, sales, and distribution.

### **Stage Four: Regional Finals**

Regional Finals are a midway assessment of the selected teams. The regional finals test the students on the basis of the following:

- 1) Speed of decision making
- 2) Quality of decision making
- 3) Effective teamwork

The Regional Finals have been designed to be conducted in two rounds, both played on the same day.

- 1) Intra school competition
- 2) Inter school competition

In the first round the scores of the three teams were collated with the scores of the previously done business ethics assessment. The second round was played by the highest scoring team.

### **Stage Five: National Finals**

Enterprise Challenge Pakistan National Finals were held on 16th November, 2017 at the British Deputy High Commission in Karachi. Seven highest scoring teams from the Regional Finals had to develop and pitch a business idea with a social impact. This idea was pitched to a panel of judges and the audience. The ideas were required to be:

1. Sustainable
2. Socially impactful
3. Innovative

The winners received seed investment and certificates. Additionally, the mentors and supporting school faculty were also provided with tokens of appreciation.





## Sponsors

---



**Medicines For All**

**ZAFA Group** is a veteran organization and is a well-reputed name with over four decades of operations in Pakistan's pharmaceutical industry. A programme of this scale could not have been planned and executed seamlessly across Pakistan without the support of our founding sponsor who believed in the impact of this programme with immense enthusiasm.



**Jubilee Life insurance** is a reputable name in the insurance industry of Pakistan. Being a subsidiary of Aga Khan Fund for Economic Development (AKFED) Switzerland, the insurance company employs global practices to provide insurance solutions. With their vision to shape futures, Jubilee Life Insurance is a key supporter of Enterprise Challenge Pakistan.



**Engro Foundation** is the single front of all CSR activities of Engro affiliate companies. It works on the philosophy to promote the growth of communities around Engro's supply chain and giving people equal access to choices, opportunities and the ability to exercise their rights. Engro Foundation is constantly striving to further develop its strategy and create greater sustainable impact by improving livelihoods in our value chains and empowering communities for better local outcomes.



**The British Council** is the UK's international organisation for cultural relations and educational opportunities. It creates friendly knowledge and understanding between the people of the UK and other countries doing this by making a positive contribution to the UK and the countries it works with – changing lives by creating opportunities, building connections and engendering trust.

**SANA SAFINAZ**

Established in 1989 **Sana Safinaz**, is an established fashion label in Pakistan and also an all-encompassing life-style brand. With categories of ready to stitch and ready to wear clothes, along with accessories and footwear. Sana Safinaz offer women a complete solution for all their clothing needs. Sana Safinaz has come on board to support Enterprise Challenge Pakistan for 3 years starting 2018.



## Supporting Partners

---



Founded in 1940s by the (late) Dinshaw B. Avari, **Avari Group of Companies** is a family owned business since its inception. It is operated by Mr. Byram D Avari, who is the Chairman, and his sons Dinshaw and Xerxes. Hotels are the core business of the group having high end properties in Pakistan and abroad, which provide luxurious services to their guests.

The Group has multiple companies such as Avari Plaza and ATA Travel Services (Pvt.) Limited, which has won "Outstanding Sales Achievement Awards" for Cargo and Passenger Sales year after year from American Airlines.



**SereneAir** is Pakistan's premium airline on a mission to rejuvenate domestic flying experience. With its avant-garde technology, expansive destinations, eclectic cuisine and top-notch service, SereneAir aims to provide an aviation experience like never before.

SereneAir makes bold promises with its fleet of Boeing 737-800s which are famous for their efficiency and superb safety record. We aspire to provide travelers with a timeless journey, owing to our skilled and professional crew.

A blend of excellence, ambition and customer care is what will God willing propel SereneAir as one of the leading names in the industry and inspire travelers to experience serenity like never before.

## Strategic Partner



British Deputy  
High Commission  
Karachi

The British Deputy High Commission (BDHC) has extended its support for Enterprise Challenge Pakistan. This is a strong testament of their stance towards developing collaborative and progressive educational opportunities for Pakistan's youth and encouraging young minds to explore entrepreneurship as a potential avenue.

# 2017 Statistics





**Sindh**

Karachi  
Khairpur  
Sukkur  
Nawabshah

**Punjab**

Lahore  
Faisalabad  
Shaikhupura  
Sialkot  
Jaranwala

**Federal**

Rawalpindi  
Islamabad  
Kahuta

**Khyber Pakhtunkhwa**

Peshawar  
Mardan  
Haripur  
Abbottabad  
Mansehra  
Nowshera

**Kashmir**

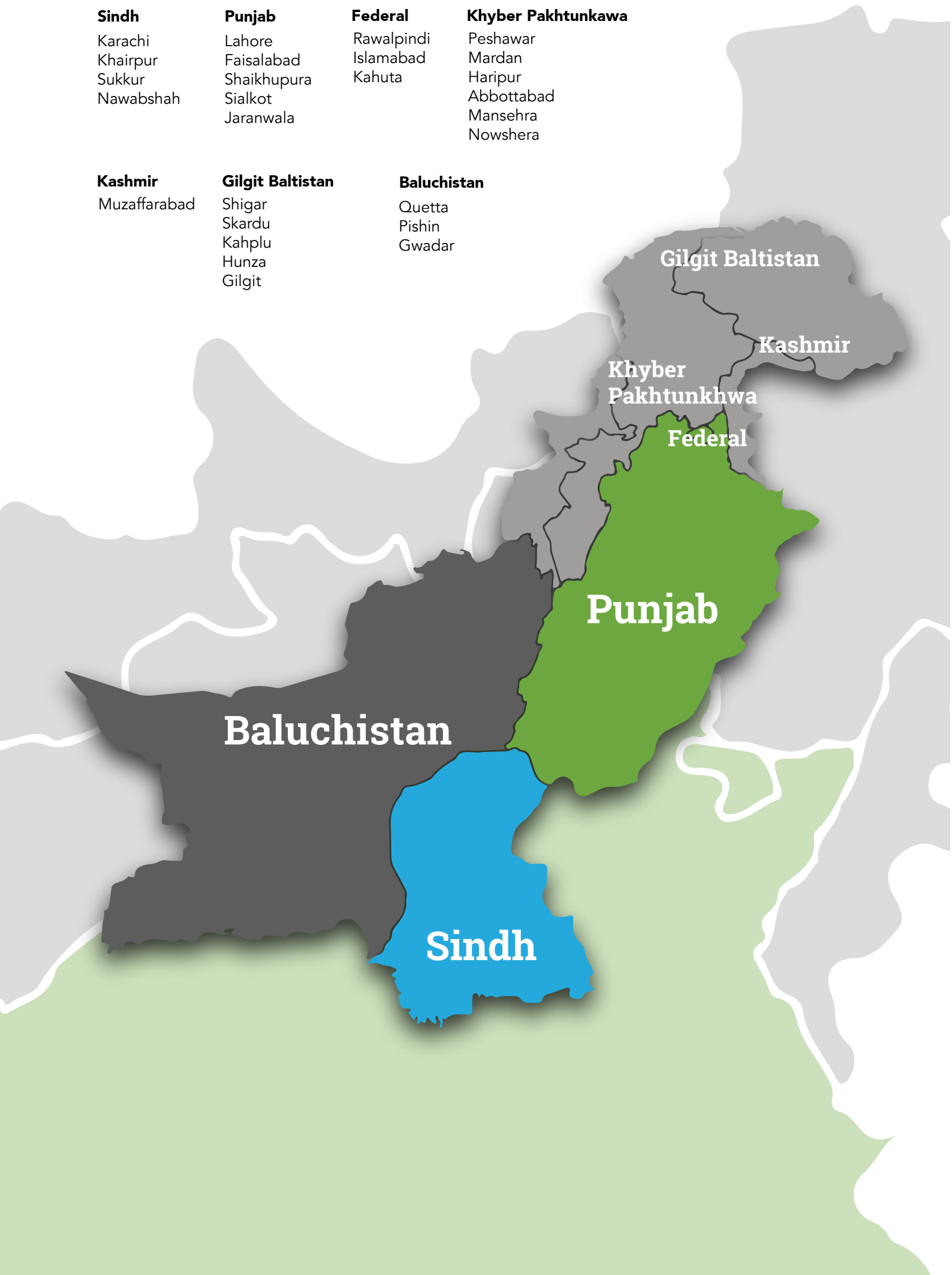
Muzaffarabad

**Gilgit Baltistan**

Shigar  
Skardu  
Kahplu  
Hunza  
Gilgit

**Baluchistan**

Quetta  
Pishin  
Gwadar





# Enterprise Challenge Pakistan National Finals 2017







## Background

Post Regional Finals, scores of all teams from 7 regions were collated. One team from each region namely, Sind, Baluchistan, Gilgit Baltistan, Kashmir, Khyber Pakhtunkhwa, Punjab and Federal emerged with the highest scores and qualified for the National Finals.

These seven teams were asked to develop sustainable business solutions for the National Finals where they had to pitch the business ideas in front of a panel of judges and audience. The event was received enthusiastically by the audience welcomed by the British Deputy High Commissioner, Elin Burns, and the Guest of Honour, Governor Sind, Muhammad Zubair attended the event as the Keynote Speaker.



# Judges

The panel of judges included prestigious names of the industry

## **Amin Hashwani**

Executive Director, Hashwani Group of Companies; Founder, Charter for Compassion

Amin Hashwani is a businessman and a social activist. He has founded and continues to support various social initiatives in the field of education, health, youth development, culture, and peace besides serving as the Executive Director of Hashwani Group of Companies. Internationally he has led business delegations, organized cultural and media events, collaborated in peace building between nations and societies, spoken at universities, think tanks, and the United Nations.

## **Chris Hunt**

Director Sindh and Baluchistan, British Council Pakistan

Chris has been the British Council's Director in Karachi since 2016, leading on opening of the British Council library in the city and accountability for the British Council's work in the Sindh and Balochistan provinces. Chris oversees marketing and business development nationally for the British Council and is excited about the forthcoming 'Women of the World' festival which the Council will be delivering with partners in Karachi in December 2017.

## **Aman Ul Haq**

Head of Engro Foundation

Aman ul Haque heads Engro Foundation, the social investment arm of Engro Corporation. In his role as the Head of Engro Foundation, Aman looks after deploying a business inclusive strategy, connecting social development to Engro's diverse businesses. Under his leadership, the Foundation has executed various flagship programs in collaboration with international and local partners.

## **Ahmad Jalal**

CEO Aman Foundation

Mr. Ahmad Jalal spent 18 years abroad and returned to Karachi to be the CEO of the Aman Foundation. As Managing Director at Abraaj Group, he led investments for Global Healthcare Fund and spearheaded creation of the Pakistan Midcap Fund. He was an Executive Director with Goldman Sachs where he executed investments for the Principal Investments Team.



**Sadia Khan**

CEO, Selar Enterprises

Sadia Khan has pursued a versatile career path traversing investment banking, financial regulation, family businesses and entrepreneurship across three continents. Sadia started her career at Lehman Brothers in New York. Since then she has worked with Asian Development Bank in the Philippines, the Securities & Exchange Commission of Pakistan and the State Bank of Pakistan.

**Ehsan Malik**

CEO, Pakistan Business Council

Ehsan Malik is the Chief Executive Officer of Pakistan Business Council (PBC), a research based business advocacy body. Prior to joining PBC in January 2016, Ehsan was the Chief Executive Officer of Unilever Pakistan for nine years. Ehsan is also a Member of the Board of Directors of Abbott Laboratories Pakistan Limited, IGI Life Insurance Limited, National Foods Limited, Gul Ahmed Textiles Limited and International Industries Limited.

**Mahreen Khan**

Political Communications Specialist

Barrister Mahreen Khan is a renowned broadcaster, journalist and senior communications specialist. She has previously worked for the Prime Minister's Secretariat in Pakistan as Media Advisor and the United Nations in Kosovo. She currently resides in Karachi, Pakistan. Ms. Khan is a Master Media Trainer for Pakistan's civil service and police academies.

**Sharjeel Shahid**

Group Head Banking Products and Corporate Services, United Bank Limited

Mr. Sharjeel Shahid has more than 23 years of diversified experience of managing banking operations in large retail banks and business management for various institutions. A tech savvy qualified Chartered Accountant who has worked in UK prior to working for Barclays, Standard Chartered and now UBL in Pakistan.





# National Finals Pitches

## Team

*Dawood Public School – Karachi*

Students of Dawood Public School came up with the idea of an enterprise that specialises in developing cultural products such as clothes, shoes and hand-bags. The idea was to manufacture them and use local embroidery in order to promote artisans belonging to the rural areas. They wanted to empower these women in rural areas and contribute to their financial uplifting.



## Team Baluchistan

*Oxford Public Foundation School - Quetta*

The business idea presented by the students aimed to encourage women education in Quetta by providing them with affordable course books. The problem identified was that there are many children in a family and parents invest more in the education of boys than girls. To make education more affordable and encourage parents to invest in female education, the team wanted to utilize used course books, and sell them at a subsidised rate.



## Team Punjab

*The Trust School – Lahore*

The problem the students identified was that there was no photocopying service in their school or in its vicinity. The team wanted to setup a photocopying shop, which will cater to their own school and others in the vicinity. This service, however, would be provided at a subsidised rate to the students.



### **Team Federal**

*The Citizens' Foundation School – Islamabad*

The students wanted to train women, who possessed basic skills of stitching and then to improve upon the same in order to turn them into professionals of their field. These clothes would then be sold online to generate revenues. The criteria for women for this skill enhancement programme would be set. This would involve women who already own stitching machines and possessed some basic skills.

“

ECP is an initiative that pushes the boundaries of students who have limited access to formal education. The initiative brought energy and motivation among the students to start their own business and understand the dynamics of business.

SEED, through this initiative has the capacity to tap the potential hidden in the students belonging to the rural areas

**Ikhtiar Ahmed Khoso**

*Mentor*

”



### **Team Gilgit Baltistan**

*Abruzzi School – Shigar*

Shigar is a city where dry apricots are available in abundance. The local farmers naturally dry it due to which their quality is below par. The students wanted to train the farmers regarding modern farming and drying techniques. The team would then have the apricots tested from renowned laboratories to ensure quality. The apricots would be supplied to local and international markets. The farmers would also get a higher profit than they might by using traditional means.





### **Team Kashmir**

*Burraq School – Muzaffarabad*

The team wanted to setup an educational institute where the students would be learning practically and doing hands on activities. The problem they identified was that the educational system in schools was outdated and focused more on memorising and rote learning skills rather than understanding practical application of the concepts. Burraq School Management showed great enthusiasm and was ready to provide its facility and infrastructure to support the students in their initiative.

### **Audience Engagement and Contributions**

Seed investment for all National Finalists was contributed by a generous anonymous donor. Furthermore, Mr. Arsalan Mahmood, Business Strategy Consultant at MRG Acquisitions contributed Android Tablets for the Audience Choice Award Winners.

MRG Acquisitions is a multi-investment financial advisory company which manages a diversified portfolio of businesses in Asia, Europe, North America and the Middle East.

“

Interacting with the young minds during the Enterprise challenge was truly an inspiring and energizing experience. I have always wanted to give back to society in some way, and thank SEED for giving me this opportunity and honor. I hope to come back next year and be part of the challenge again

**Atique-Ur-Rehman Siddiqui**

*Mentor*

”



### **Team Khyber Pakhtunkhwa**

*Peshawar Model School – Peshawar*

The team wanted to setup a garments factory specifically to manufacture school uniforms. The company would employ women, especially widows and unemployed females. The students aim to tap into the potential of these women and contribute towards their empowerment, beginning from Peshawar and then reaching into different areas of the country.





# ENTERPRISE CHALLENGE PAKISTAN

Prince's Trust International

National  
2017

Strategic Partner



British High Commission  
Karachi

# Audience Choice Winners 2017

Team Federal represented by The Citizen's Foundation, Rawalpindi won the Audience Choice Award. The winning team was announced after conducting a poll within the audience. The attendees of the event voted for the business ideas that they deemed conceivable for developing into a successful venture.

The following students received the Audience Choice Award:

1. Rimsha Naeem
2. Iqra Manzoor
3. Noor-ul-Saba
4. Asma Azeem
5. Kausar Rahim Gul



# National Finals Winners 2017







In the 2017 competition, five students representing Abruzzi School, Shigir with their remarkable business idea and an eloquent pitch secured an investment worth £3,000, making them the winners of the competition.

Following are the students who represented the school:

1. Sajid Hussain
2. Qayem Hussain
3. Muhammad Muntazir Mehdi
4. Sajeela Saleem Khan
5. Farhana Naseem

The students showed immense confidence on stage and wooed the audience with their well thought out idea, complete with financial projections.



# PISHIN

## A Success Story

Education is a powerful tool for bringing about social change. Pakistan, with its ever growing population of over 207 million people, has an education system comprising of 303,446 institutes that churn out approximately 445,000 graduates every year. Despite these statistics, the state of education in Pakistan is very bleak. The literacy rate for age 10 years and above in Pakistan, according to World Bank, is 57 percent (2014). This is the lowest rate in the developing nations of Asia.

A number of factors contribute to the current state of education, however, one important factor is that of lack of innovation.

The system is running on predeveloped procedures and methods and is failing to cater to the growing needs of the population in terms of introducing new theories, technologies and skills.

Enterprise Challenge is a programme that aims to enhance basic skills of entrepreneurship, leadership and decision making among school students. We believe that the inculcation of these skills at a young age coupled with the right amount of dedication and encouragement can reap innumerable benefits for individuals and the society, as a whole.





## Background

Pishin, formerly part of Pishin Quetta District, lies in the Northwest of Baluchistan and is home to a number of tribes. With a population of just 736,481 people, Pishin has an overall literacy rate of 31.1% with women only contributing 13%. Young participants, with their agility in understanding business concepts and practices, identified this gap and aimed to develop a sustainable solution to the pressing problem of female literacy in Pishin.

## Journey

Five individuals from Pishin, Baluchistan began their journey as participants of Enterprise Challenge Pakistan and ended up stealing the show in the National Finals 2016 held in Karachi. Young individuals, Sanaullah, Muhammad Idrees, Muhammad Faraz, Barak Khan and Obaid ur Rehman from Little Angels High School, Pishin entered the competition with high hopes and ambitions. After passing through six weeks of rigorous mentorship, sweeping the Regional Finals with a profit of \$6.3 million, these students finally qualified for Enterprise Challenge Pakistan National Finals.

Mentors were lined up, ready to prepare the

National Finalists for the big day. The students were required to develop an idea for a social enterprise and propose a method for making it sustainable. As the students reached Karachi for the event, they underwent 2 full day training sessions with mentors and SEED team where their ideas were further refined, their business pitches were curated and their financial plan was vetted.







## **The Bright Idea**

Enterprise for Education in Pishin (EFE Pishin), is a social enterprise established by the Winning Team of Enterprise Challenge Pakistan National Finals 2016. The business idea involves setting up canteens within schools, run by the students in order to generate funds which are used to promote female literacy within the area.

## **ENTERPRISE FOR EDUCATION IN PISHIN**

### **Mission**

“To promote female education in district Pishin by directing financial support from the enterprise”

### **The Future**

Depending on the financial outcomes, the enterprise will endeavour to promote female education in the following manner:

- The enterprise will award scholarships to underprivileged female students to encourage continuation of education.
- The enterprise will provide financial support to deserving female students. However, accessing schools may pose to be a challenge in the area where the students have to cover larger distances.
- The enterprise will endeavor to make books, stationery and other essential items to enhance chances of continuing education.
- The enterprise will conduct awareness campaigns to promote female education in the district.
- Develop partnerships with local schools to expand the scope.



## MONITORING AND MENTORSHIP

The business pitch was well received by the panel of judges and with much enthusiasm among the audience. The students were awarded with £3000 worth of investment as initial capital for their venture. Additionally, the young entrepreneurs were closely mentored by the SEED team through regular meetings and discussions to evaluate progress, monitor investment utilization and provide assistance in mitigating issues.

### Issues and Roadblocks

Initially, the young people had planned to engage local women by employing them at the canteens however, due to cultural barriers, the

students were unable to materialize this. The women, who were approached, refused to work outside their homes. This issue proved to be a learning experience for the young entrepreneurs. It allowed them to take a step back and re-evaluate the feasibility of their business model. Through pilot testing and careful evaluation, the team arrived at the conclusion of reaching the root cause of this barrier which was lack of ambition and willingness of females towards acquiring education.

### Bottomline

These young people are a testament to the potential that the youth of Pakistan possesses. It is true that the youth are the builders and leaders of tomorrow. However, in order to achieve this, it is of essence that the

youth become more aware of their surroundings and the society in general. It is only then that pressing issues such as female illiteracy will emerge and be mitigated. The education system's lack of ability to cater to the evolving needs of the society has developed a gap for programmes such as Enterprise Challenge Pakistan. Participants through active learning and decision making have been successful in identifying social issues and developing sustainable solutions to solve these issues. It would be an understatement that these young people are entrepreneurs as they are the future leaders and change makers of our society.



"I have no words to express my joy. As a team, our objective was to work for women empowerment and our progress up till now has been considerable. Through guidance and investment we have been successful in achieving the goals we had set for ourselves"

### Obaid- ur-Rehman

Student and Founder EFE  
Pishin

# 2018 Statistics



## 7 Regions

(Sindh, Punjab,  
Khyber Pakhtunkhwa,  
Gilgit Baltistan, Baluchistan,  
Federal and Kashmir)



## 30 Cities



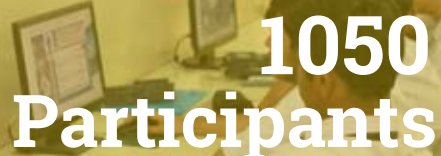
## 70 Schools



## 110+ Active Mentors



## 440 Mentoring Hours



## 1050 Participants



## +12000 Engaged students



## +8470 Registrations



## PKR 2.2 Million Investment

**Sindh**

Karachi  
Khairpur  
Sukkur  
Nawabshah  
Daharki

**Kashmir**

Muzaffarabad

**Punjab**

Lahore  
Faisalabad  
Shaikhupura  
Sialkot  
Jaranwala  
Mureedkey  
Kasur  
Kala shah kaku  
Wagha

**Gilgit Baltistan**

Shigar  
Skardu  
Kahlu  
Hunza  
Gilgit  
Alchori

**Federal**

Rawalpindi  
Islamabad  
Kahuta

**Baluchistan**

Quetta  
Pishin  
Gwadar

**Khyber Pakhtunkhwa**

Peshawar  
Mardan  
Haripur  
Abbottabad  
Mansehra  
Nowshera







**Our  
Mentors**







**Alamgir Firoz**  
Director –  
Firoz International



**Tahir Sharif**  
Partner at  
A F Ferguson & Co



**Arsalan Mahmood**  
Head of Business  
Strategy and  
Investments –  
MRG Acquisitions



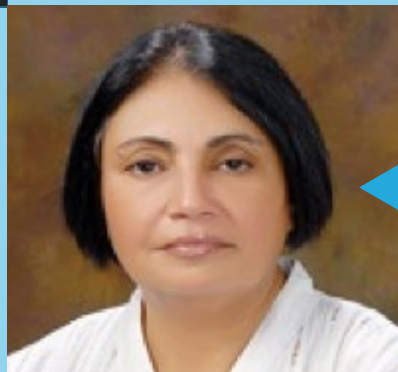
**Hashim Yasin**  
Entrepreneur



**Tahira Raza**  
President,  
First Women Bank Ltd



**Ahmer Arif**  
Country Representative  
at SES-Senior Experten  
Service



**Elia Qazilbash**  
Entrepreneur  
Marketer  
Educator



**Farah Shaikh**  
General Manager  
Marketing  
ZIL Limited



**Saima Anjarwala**  
Corporate Services  
Manager at  
British Deputy  
High Commission,  
Pakistan



**Mansoor Karim**  
CEO – JWT



**Syed Imran Ali Shah**  
Revision Trauma and  
Orthopaedic Surgeon



**Norbert Almeida**  
Regional Security  
Manager-  
Procter & Gamble







**Ikhtiar Ahmad Khoso**  
Director for the Center  
for Entrepreneurial  
Leadership and  
Incubation, Sukkur IBA



**Arsalan Ali**  
Entrepreneur



**Sana Durrani**  
CEO -  
Todays Women  
Organisation



**Muhammad Shah Khan**  
Director (UA&FA) -  
BUIEMS



**Fida Hussain**  
Faculty at University  
of Turbat Gawadar,



**Sameen Khan Kakkar**  
Student Affair's  
Coordinator - BUIEMS



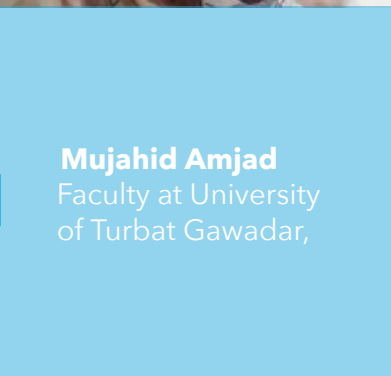
**Fida Ahmed**  
HOD Management  
Sciences, University  
of Turbat, Gawadar



**Ihsan Ali**  
Manager Incubation  
IBA SUKKUR



**Jamal Baquar**  
SEVP & Group Chief -  
Corporate Banking  
Group at National  
Bank of Pakistan



**Mujahid Amjad**  
Faculty at University  
of Turbat Gawadar,



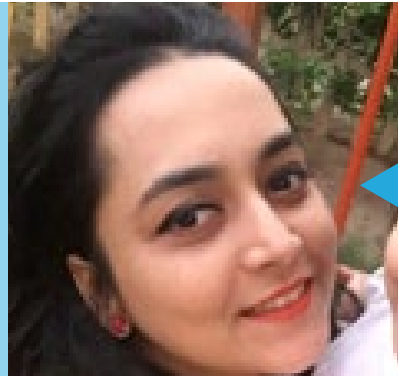
**Atique Siddiqi**  
Co-founder  
Mobile Advertisement  
at Telenor, Pakistan







**Muhammad Hammad**  
Specialist in  
Entrepreneurship  
and SME Development



**Zainab Chauhan**  
Founder, ZAT



**Muhammad Yasin**  
Digital Marketing  
Head - KP IT  
Board/ Techvalley



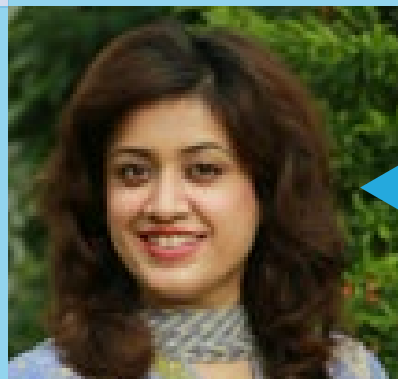
**Annie Khan**  
Entrepreneur  
Manchalla Startup



**Mehwash Faruqi**  
Business  
Communication  
Manager in  
Descon Lahore



**Ali Qasim**  
CEO, Trainer  
Consultant -  
KnowWhere Solutions



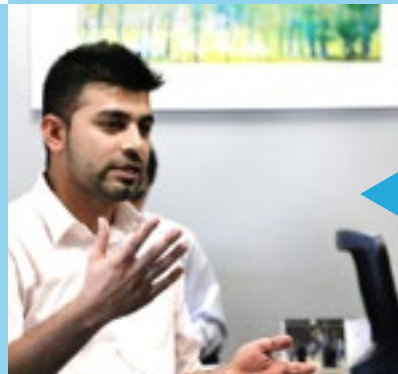
**Umar Farooq**  
Founder,  
President, and CEO  
of HCP Group &  
Tech Valley  
Abbottabad



**Sahiba Musharaf**  
Marketing Consultant



**Maida Liaqat**  
Graphic Designer  
& Trainer



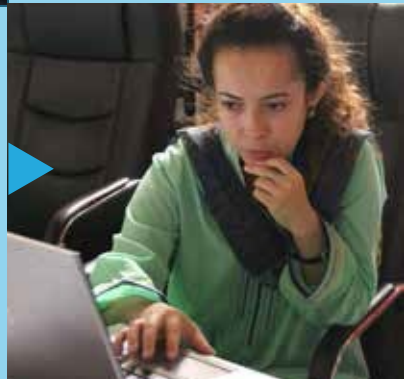
**Muhammad Uns**  
CEO - Dockit



**Lal Bano**  
CEO -  
Women Excellence and  
Empowerment Initiative  
(WEEI)

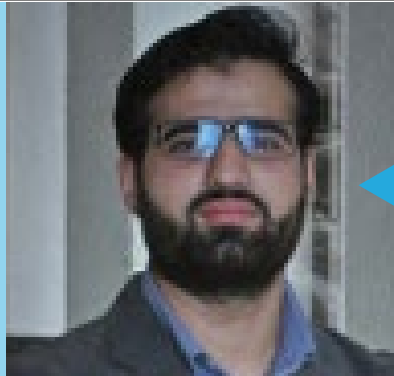


**Sajida Parveen**  
HR Manager  
Gilgit Baltistan  
Mechanical and  
Electrical Workshop  
(GBMEW)





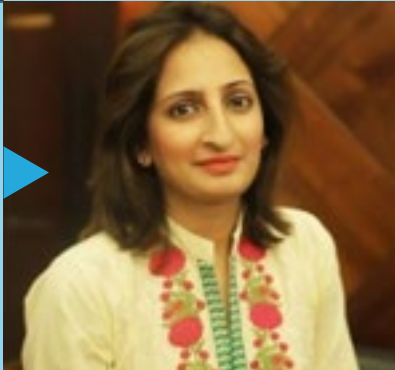
**Jawad Sadiq**  
Tech Lead  
ENTWINO  
TECHNOLOGIES  
(PVT) LTD



**Ehsan Ali**  
Red Crescent



**Saira Ahmad**  
Executive Director  
PR & Communications  
at NETSOL Technologies  
Ltd



**Faisal Javed**  
Resource Business  
Partner for PTCL



**Khawaja Musharaf**  
CEO - KM & Ashraf Sons



**Umair Shiekh**  
Serial Entrepreneur



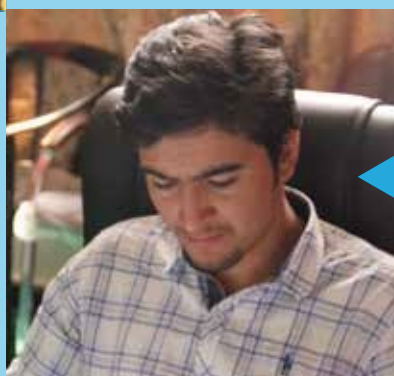
**Ahad Nazir**  
Project Coordinator-  
Sustainable  
Development  
Policy Institute



**Adeel Javed**  
CEO - Vizrah



**Farhan Ahmed**  
Co-Founder and  
CTO-Dockit



**Farhan Hussain**  
CEO -  
Hunza Tech



**Sakeena Batool**  
Trainer - FE&MT



**and many more...**





**Israr Khan**  
Director Finance  
SEED Pvt Ltd.



**Faraz Salim**  
CEO



**Irfan Siddiqui**  
Assistant Professor  
UCP



**Murtaza Baig**  
CTO  
Vizrah



**Adnan Khan**



**Sheryar Ahmed**



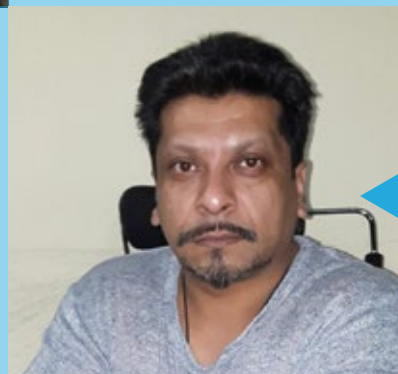
**Waqar Abbas**  
Director Investments &  
Operations  
Accelerate Prosperity



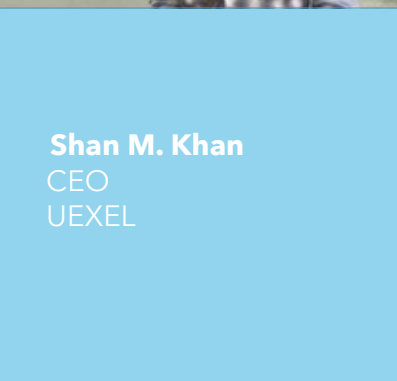
**Wazir Ejaz**  
CEO  
BCDF



**Sharukh**  
CEO  
SmarTek



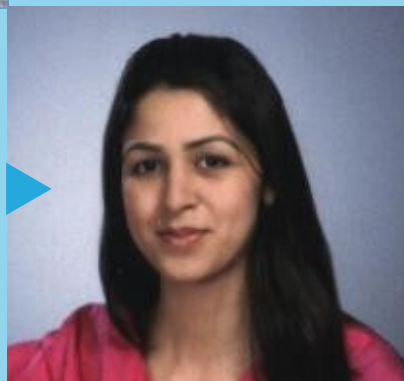
**Adeel Jaffri**  
DAI



**Shan M. Khan**  
CEO  
UXXEL



**Aleena Ahmed**  
Student & Trainer  
NUST





**Haider Ali Daud Khan**  
CEO  
Strawberry Sports



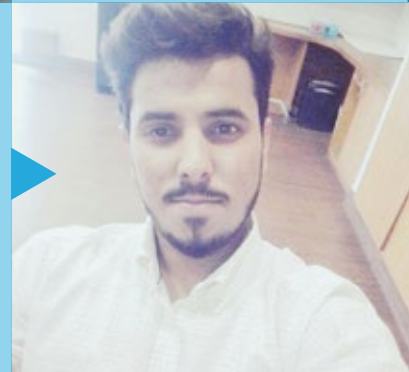
**Nabeel Khan**  
Punjab Coordinator  
TCF



**Ayesha Neelofur**  
Senior Coordinator  
Officer  
UMT



**Haider Tariq**  
CEO  
Shack Shop



**Mahnoor Ahmed**  
CSS Aspirant



**Qaiser Abbasi**  
Author



**Syed Tahir Hussain**  
CEO  
Nevado



**Zahida Batool**  
Consultant  
FE&MT



**Sajjad Haider**  
Anthropologist,  
Motivational Speaker



**Agha Hamza**  
Entrepreneur/Incubator  
Manager



**Ahmed Qureshi**  
CEO  
M. Muhammad & Sons



**Yumnah Iftikhar**  
Manager  
NIC, Quetta





**Sarfaraz Rehman**  
Ex- CEO  
Engro Foods



**Fahad Zuberi**  
SZABIST



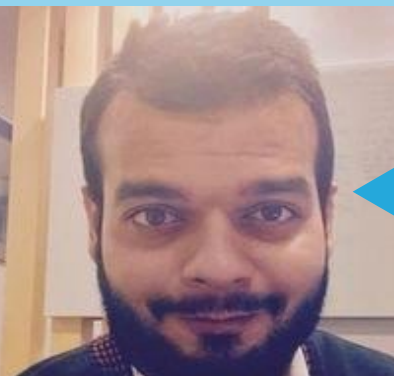
**Favad Soomro**  
Director  
Engro Foundation



**Imran Azhar**  
AzCorps



**Muhammad Imran**  
Group Head  
UBL Ameen



**Saadi Mansoori**  
Phillip Morris



Waqqas Iftikhar  
SCB



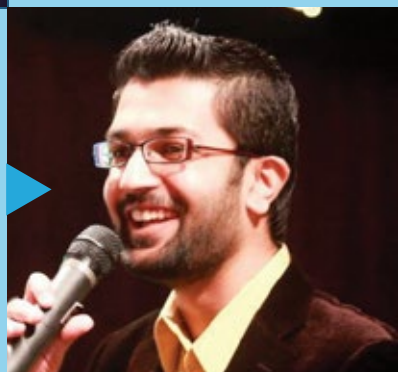
**Tanzeel ur Rehman**



**Sabrina Dawood**  
Dawood Foundation



**Usama Shahid Khan**  
Chief of Partnerships  
Empower Pakistan



**Farhad Karamally**  
CEO  
Funverks



**Sanam Karamally**  
Associate Consultant  
Funverks



**Annie Gul**  
Ex- CEO  
Engro Foods



**Asad Ashfaq**  
SZABIST



**Khurram Rasheed**  
Director  
Engro Foundation



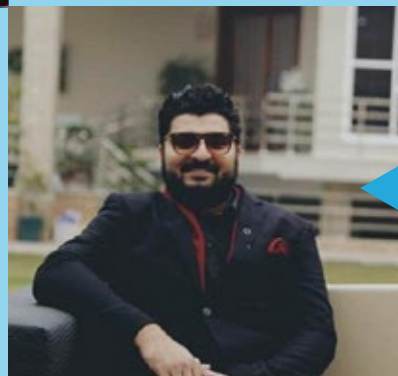
**Muhaimin**  
AzCorps



**Usama Zarif**  
Group Head  
UBL Ameen



**Sanan Sethi**  
Phillip Morris



**Zargham**  
Associate Consultant  
Funverks



Waqqas Iftikhar  
SCB



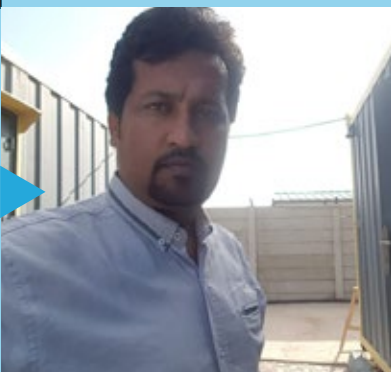
**Sarwat Majeed**  
General Manager  
Serena Hotels



**Muneeza Kassim**  
CFO  
Engro Vopak Terminal  
Limited



**Ali Muhammed Mahar**  
District Monitoring officer  
Aurat Foundation



**Usama Shahid Khan**  
Chief of Partnerships  
Empower Pakistan







**Ali Fahd**  
CEO  
WiTribe



**Mian Furqan Mahmood**  
Executive Director  
Enrichers Pvt. Ltd.

**Waseeq Qureshi**  
Head CSR  
Ufone



**Jameel Gouheer**



**Ahmed Sajjad Zaidi**  
Founder  
IRIS.pk



**Asadullah**

**Akbar Durrani**  
UNDP



**and many more...**

# Participating Schools 2017

Following schools were selected to be a part of the competition with their respective regions:

## Sindh

<b>Karachi</b>	Al-Murtaza Girls School
	Al-Murtaza Boys School
	St. Joseph's Convent School
	Dawood Public School
	Mama Parsi Girls Secondary School
	The Smart School Superior Campus
	St. Michaels Convent School
<b>Khairpur</b>	Developments In Literacy (DIL) School
<b>Sukkur</b>	Saint Mary's Convent School
<b>Nawabshah</b>	The Ways Foundation School

## Federal

<b>Rawalpindi</b>	The Citizen's Foundation School, Dhamial Campus
<b>Kahuta</b>	Developments In Literacy (DIL) School, Chatro Campus
<b>Islamabad</b>	Peshawar Model School

## Khyber Pakhtunkhwa

<b>Peshawar</b>	Peshawar Model School
<b>Mardan</b>	ANSI School and Degree College
	Peshawar Model School, Mardan
<b>Haripur</b>	Jam-e-Jinnah School and College
<b>Abbottabad</b>	Iqra Academy
<b>Mansehra</b>	SOS Hermann Gmeiner Public School & College
<b>Nowshera</b>	Green Light School

## Kashmir

<b>Muzaffarabad</b>	Buraq School - Muzaffarabad
	Sawera Model School



## Gilgit Baltistan

<b>Shigar</b>	Abruzzi School
	Gov. Model High School
<b>Skardu</b>	Gov. Model High School (Boys High School)
<b>Khaplu</b>	Gov. Model High School (Boys High School)
<b>Hunza</b>	Faizi Academay SAS (Nagar)
<b>Gilgit</b>	The Learning Academy

## Punjab

<b>Lahore</b>	Ghazali Premier High School/ College
	The Trust School - Boys Branch - Lahore
	The Trust School - Thokar Campus
	The Trust School - Green Town
	The Spirit School, Khana Nau Campus
<b>Faisalabad</b>	GET Education Trust
	City Star School
	Anmol Public School
<b>Shaikhupura</b>	The Allied School
<b>Sialkot</b>	The Spirit School, Kube Chak Campus
	Home Like School System
<b>Jaranwala</b>	The Allied School

## Baluchistan

<b>Quetta</b>	Oxford Public Foundation School
	Pak Turk School (Girls)
<b>Pishin</b>	Little Angels High Schools - Pishin
<b>Gwadar</b>	The Oasis School Branch 1
	The Oasis School Branch 3

# Participating Schools 2018

Following schools were selected to be a part of the competition with their respective regions:

## Sindh

<b>Karachi</b>	Saint Micheal's Convent School
	Dawood Public School
	Saint Joseph's Convent School
	Al Murtuza Boys Branch
	Al Murtuza Girls Branch
	Foundation Public School - DHA
	Foundation Public School - Gulshan
	Creek High School
	The Garage School
	The Garage School
	TCF Shirin Sultan Dossa Campus XVI Secondary Morning"
<b>Sukkur</b>	Saint Mary's Convent School
<b>Khairpur</b>	DIL School
<b>Nawabshah</b>	The Ways Foundation
<b>Daharki</b>	TCF Engro Campus, Daharki
	Engro School

## Baluchistan

<b>Quetta</b>	OPF School
	Iqra Bait ul Ilm (IBI) - Jinnah Town
	Iqra Bait ul Ilm (IBI) - Kasi Road
	Sane English Grammar High School Brewery Quetta
	TCF Merck Campus I Secondary Morning
<b>Pishin</b>	Little Angels High School
<b>Gawadar</b>	Grammar School
	TCF Radiant Way Campus IV Secondary Morning



## Gilgit Baltistan

<b>Gilgit</b>	The Learning Academy - Boys Branch
	The Learning Academy - Girls Branch
<b>Skardu</b>	Gov. Boys Model High School
	USWA Public School - Girls Branch
	USWA Public School - Boys Branch
<b>Alchori</b>	Gov. Boys Model High School
<b>Shigar</b>	Gov. Boys Model High School
	Abruzzi School
<b>Hunza</b>	USWA Public School - Ganish

## Federal

<b>Islamabad</b>	Peshawar Model School
	TCF School Dhoke Chaudrian Campus Secondary Morning
	TCF School Maj Gen Fazal-e-Muqeem Campus Secondary Morning (Damial Road)
	IIUI School, Gulraiz Campus
	IIUI School, F 10 Campus
	IIUI School, I8 Campus
<b>Kahuta</b>	DIL School, Chatro Campus

## Kashmir

<b>Muzaffarabad</b>	Burraq School
	Sawera Foundation

## Khyber Pakhtunkhwa

<b>Peshawar</b>	Peshawar Model School
	IIUI Warsak Road Campus
	IIUI Khyber Campus

<b>Mardan</b>	ANSI Model School
	Peshawar Model School, Mardan
	IIUI, Mardan
<b>Nowshera</b>	Green Light School
<b>Haripur</b>	IIUI Haripur
<b>Mansehra</b>	SOS School - Dhodial
<b>Abbottabad</b>	IIUI

## Punjab

<b>Lahore</b>	Ghazali Premier High School and College
	The Trust School - Wapda Town
	The Trust School - Thokar Niaz Baig (Girls)
	The Trust School - Green Town
	The Trust School - Amir Town (Boys)
	The Trust School - Amir Town (Girls)
	The Trust School - Thokar Niaz Baig (Boys)
	The Smart School
	TCF Irshad & Mazhar Campus Secondary Morning
	Care Foundation School, Care 11qbal Nagar Sheikhupura Road, Kot Abdul Malik
<b>Faisalabad</b>	Anmol Public High School
<b>Sialkot</b>	The Spirit School, Kube Chak Campus, Sialkot
	Home Like School System
<b>Mureedkey</b>	The Spirit School
<b>Kasur</b>	TCF Dr. Amir-ud-Din Trust Campus-V Secondary Morning
<b>Kala Shah Kaku</b>	Developments in Literacy (DIL) Khuda ki Basti 4 Kala sha kaku tehsil feroz wala district Sheikhupura
<b>Daska</b>	Quaid e Azam Public School

# Testimonials

## Ahad Nazir – Mentor

"The experience of being a mentor at the Enterprise Challenge Pakistan was an eye-opener for me. I always under-estimated the talent in the young minds of Pakistan before this opportunity. The school that I was part of was The Citizen Foundation school in Dhamial. The young girls I mentored were excellent in their confidence and understanding of the subject. Irrespective of the result, I feel more confident now of the future than I previously was. I would like to take this opportunity to thank SEED for including the mainstream schools in this challenge rather than focusing on a marginal segment of society."

## Nabeel Khan- Mentor

*"While class sessions generally helped, the true character of students shone during simulation games. The laid back, calm and composed nature gave way to competitive, collaborative loud and excited vibe. I feel programs like ECP are needed to give exposure to young adults regarding entrepreneurial skills at a young age."*

## Sarfraz Rehman - Mentor

*It was fun and especially to see the enthusiasm of the young ladies. Added to it was a bit of nostalgia for me, in that I remembered my own O level exam centre. I mentor and coach a lot, but older more focused college/university graduates. That is very different and this is more like dealing with a bunch of teenagers. Good experience and reminded me of my own sons and younger relatives*

## Arsalan Mahmood -Mentor

*"Enterprise Challenge Pakistan is a building ground for aspiring entrepreneurs - and for existing entrepreneurs too. During the course of the challenge, mentors are trained in the discipline of business in order to pass on knowledge. As a mentor, I haven't just been equipped with the tools to teach, but those to learn as well. In today's economic climate, initiatives such as the ECP are more needed than ever, to foster growth, refresh the learning process, and gain or regain the ability of critical thinking in business."*

## Ahmed Sajjad Zaidi - Mentor

*The Enterprise Challenge Pakistan Programme is an excellent initiative at nurturing the spirit of entrepreneurship in youngsters. It was a fulfilling, and rewarding experience mentoring for the ECP. I am positive that it will play a significant part in preparing the leaders of tomorrow*



### **Imran Azhar - Mentor**

*"The Enterprise Challenge Pakistan Programme gave me a fantastic opportunity to meet, to listen, to discuss with and to mentor number of talented, young, interesting and ambitious students of AJK. These students despite having limited resources have amazingly high energy, and have reflected superb pre- entrepreneurial activities. This is really wonderful opportunity for students to prepare them for real world challenges. I am very appreciative towards the efforts made where in such small areas with not much facilities they still have high literacy rate. I found this experience absolutely fantastic and not only I was mentoring the students, they also taught me many thing as I believe learning is a two-way process. I wish my mentees all the best for their bright futures".*

### **Farahnaz Haider Shaikh- Mentor**

*"This was my first time as a Mentor and I loved it! The School was organised and well prepared for the sessions, the students were engaged and involved, and the ECP team always on hand to coordinate and communicate with. I think breaking out of text book mode and talking to professionals, applying concepts through an online game and working as teams to come up with solutions is a brilliant way to introduce principles that hopefully will stay with these young minds as they enter the practical world. I wish all the participants the very best and appreciate the effort made by SEED Ventures in bringing this idea to Pakistan. On a personal note, the sessions became all the more enriching as I was assigned my alma mater to work with. Returning after decades to the place where it all began only added to the joy of giving back!"*

### **Students from Abruzzi School -Shigar**

*From Enterprise Challenge Pakistan we learnt how to practice ethics while conducting business and realized the importance of this. The mentoring sessions helped us in developing confidence and improving our communication skills.*

### **Students from Al- Murtaza School, Karachi**

*The thing that we found the most beneficial were the mentoring sessions. Besides that we also learnt a lot from the game about setting up businesses and entrepreneurship in general.*

### **Mr. Ziaullah, Principal, Little Angels High School, Pishin (Balochistan)**

*"I don't have words for to thank SEED for its professional, caring and friendly handling of Enterprise Challenge Pakistan from its onset to the ending of the first cycle. We always felt at home working with you and always felt encouraged."*

# Human Resource

## SENIOR MANAGEMENT

Faraz Khan – Co-Founder SEED & Lead Consultant  
Khusro Ansari- CO-Founder SEED & Senior Marketing/Media Consultant  
Israr Khan- Director Finance  
Sadaf Mahmood- Senior Strategist  
Shahbaz Khan- Execution & Media Consultant

## ECP CORE TEAM

Sadaf Mahmood – Programme Manager, Pakistan  
Shaista Ayesha- Head of Content  
Zarah Irfan- Communications Officer/ Coordinator  
Fatik Hasan- Federal and GB Coordinator  
Umer Abid – KPK and Kashmir Coordinator  
Gulbaz Khan- Sind Coordinator  
Junaaid Quadri – Baluchistan Coordinator  
Manal Sohail – Punjab Coordinator  
Sana Mela - Punjab Coordinator

## SUPPORT TEAM

Muhammad Ali - Digital/ Design Lead  
Faiz Muhiuddin – On ground support  
Shahmeer Ansari – Trainer  
Riaz Khan- Project Support  
Qamar Abbas – Project Support  
Neelum Hasan – Project Support  
Ahsan Ehsan – Project Support  
Maham Insha – Event Volunteer  
Raamiz Insha – Event Volunteer  
Ameer Khusro Ansari – Event Volunteer  
Hamza Farooq – Event Volunteer  
Nima Ashfaq – Social Media / Event Volunteer

# Enterprise Challenge Pakistan

33C/II, Lane No. 6, Ittehad  
Commercial Phase VI,  
Karachi - Pakistan.

T: + 92 213 517 1771 - 3  
E: [svpl@seedventures.org](mailto:svpl@seedventures.org)  
[www.seedventures.org](http://www.seedventures.org)



© The Prince's Trust 2018 - all rights reserved.

Registered office: Prince's Trust House, 9  
Eldon Street, London EC2M 7LS.

Prince's Trust International is a registered  
charity, and company limited by guarantee in  
England and Wales.

Registered charity number: 1159815.  
Company number: 09090276