



Enterprise
Challenge
Pakistan



2016 - 2017

Enterprise Challenge Pakistan

A Prince's Trust International Initiative





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



OUR VISION

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



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Prince's Trust
International

Welcome Note from Jonathan Townsend, CEO Prince's Trust International

"Prince's Trust International is excited to be partnering with SEED Ventures for a second year, bringing the Enterprise Challenge programme to Pakistan. Following the successful launch of the programme in 20 schools last year, this year we celebrate 44 schools joining the programme. This is a significant achievement, extending delivery even further across Pakistan, reaching many more young people from more remote and under-served areas of 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. I look forward to hearing about the achievements of the 600+ young participants taking part in the programme following the exciting Finals event at the end of the competition."



**NOTE FROM PRESIDENT
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 28 cities in the short span of two years. The programme has reached 10,000+ students in 45 schools, supported by over 70 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 of 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 the 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, and our sponsors ZAFSA Group, Jubilee Life Insurance and Engro Foundation 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 six highest scoring team from Kashmir, Balochistan, Khyber Pukhtunkhwa, Gilgit Baltistan, 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 the first 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 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 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.

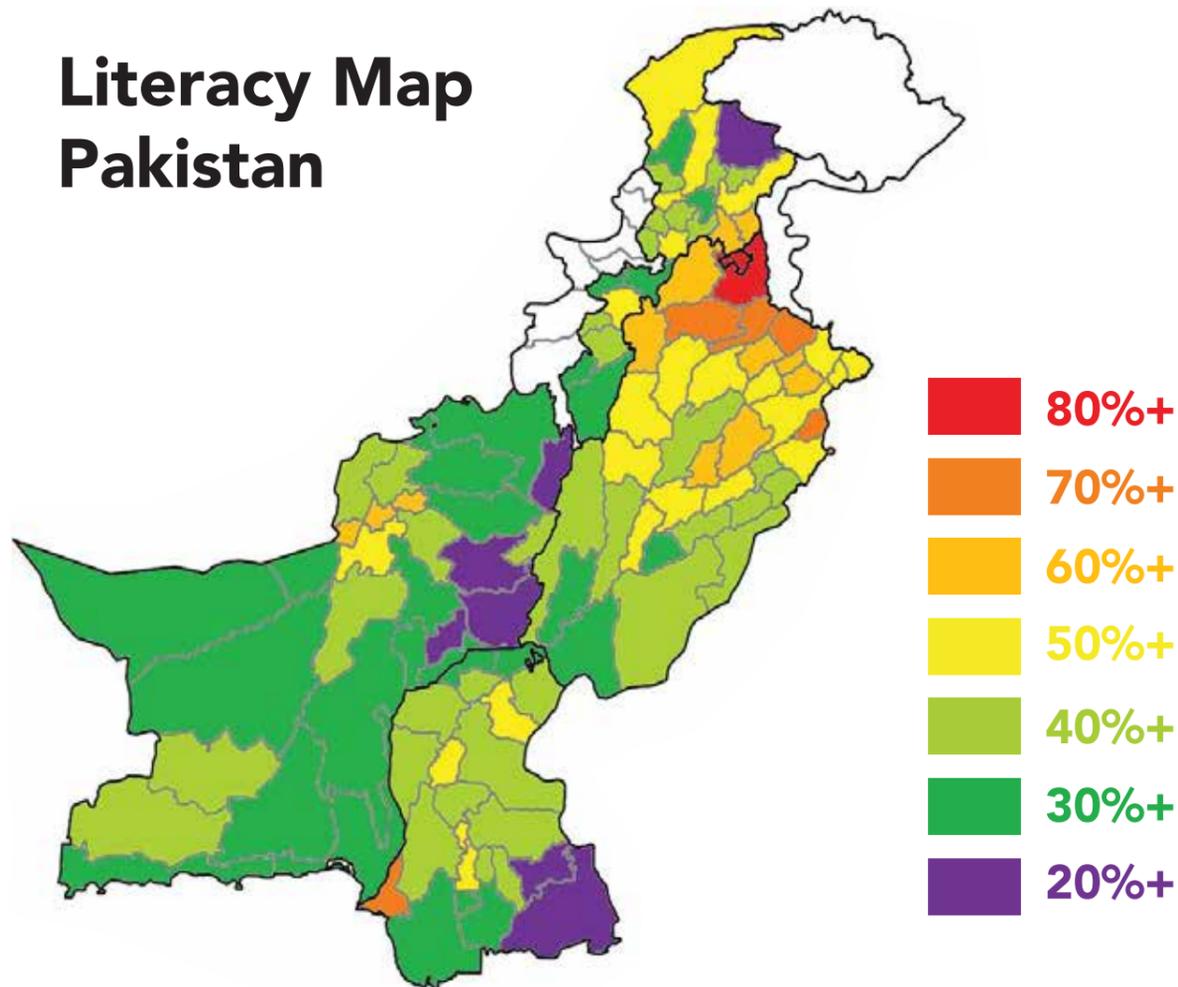
Enterprise Challenge Model

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:

Geographical Reach Year 2

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

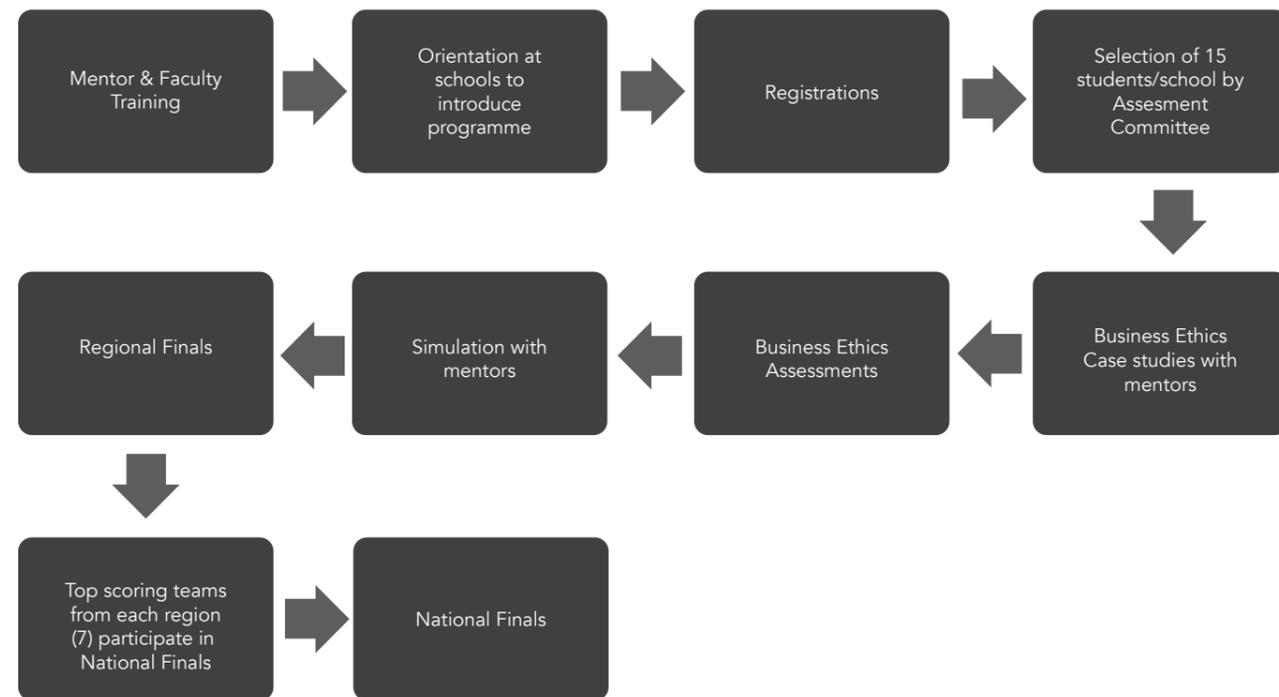
Quetta
Pishin
Gwadar



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 2017 (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. Balochistan
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 partner 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.

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.

2016 Statistics



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



10 Cities



20 Schools



40+ Active Mentors



120 Mentoring Hours



300 Participants



2750 Engaged students



1350 Registrations

£3000 Investment

The programme was initiated in 2015 where an entire year was dedicated to understanding the landscape, mapping the educational institutions and identifying the need for enterprise development training at a school level. Post research, a strategy and plan was developed as to how the programme was to be rolled out and implemented across Pakistan. The first cycle was implemented in 2016 in 10 cities across Pakistan.





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 well received by the audience who was welcomed by the British Deputy High Commissioner, Elin Burns and the Guest of Honour, Governor Sind, Muhammad Zubair presided over the event



Judges

The panel of judges included prestigious names of the industry, the brief profiles of whom have been mentioned as follows:

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 Balochistan, 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 Sindh

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 handbags. 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 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 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 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.



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.

“ 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 potential to tap the potential hidden in the students belonging to the rural areas

Ikhtiar Ahmed Khoso
Mentor ”



“ 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 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.



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.

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.



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.

2017 Statistics

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

28 Cities

45 Schools

70+ Active Mentors

270 Mentoring Hours

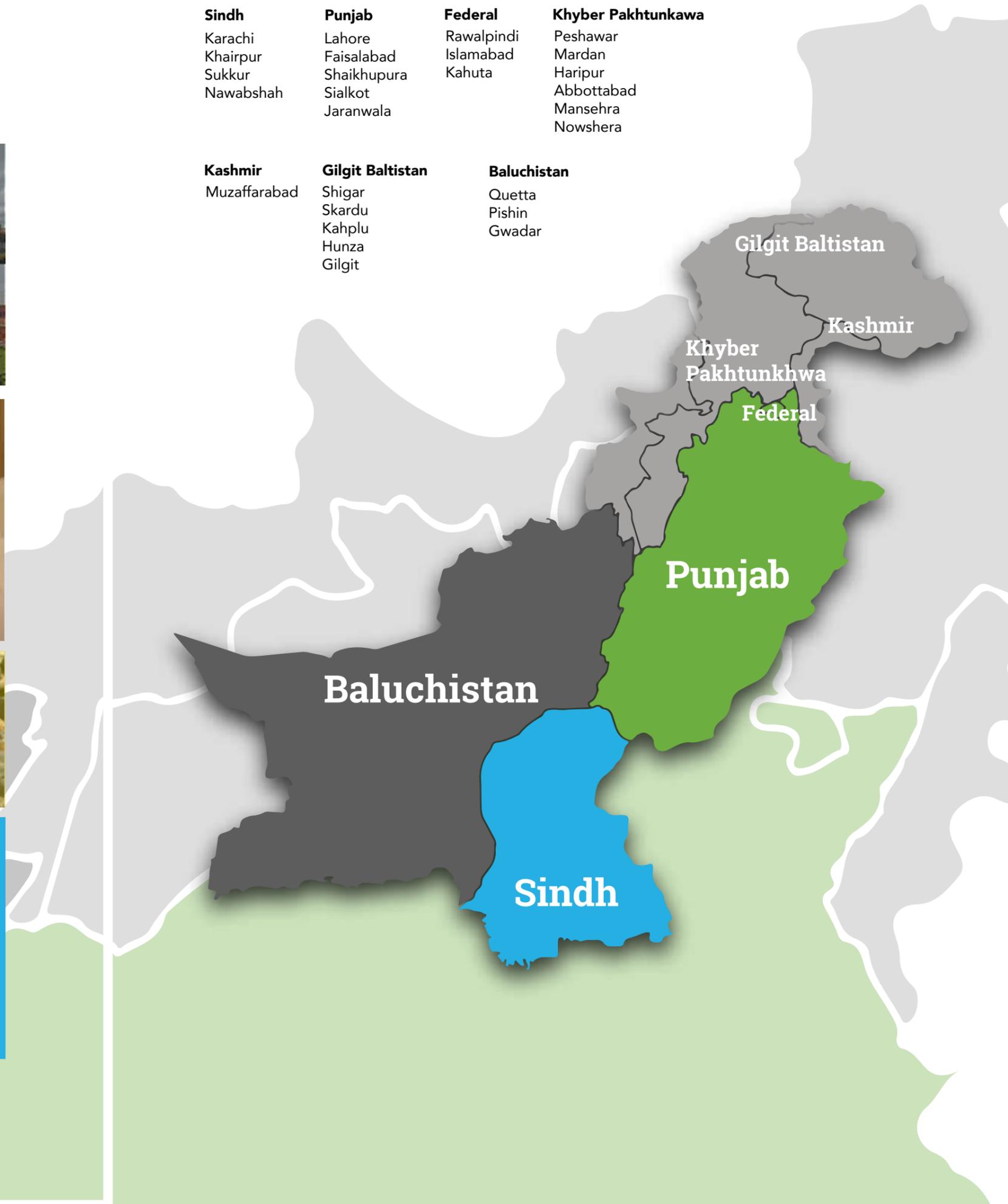
675 Participants

+7750 Engaged students

+4350 Registrations

£3,000 Investment

- | | | | |
|--|--|---|--|
| 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 | |



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



**Our
Mentors**



Alamgir Firoz
Director -
Firoz International



Tahir Sharif
Partner at
A F Ferguson & Co



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



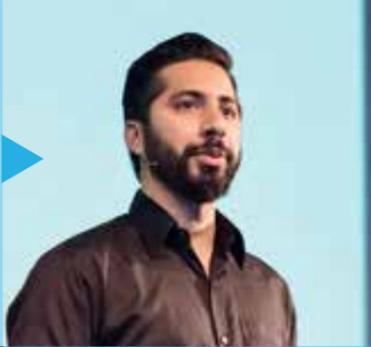
Arsalan Ali
Entrepreneur



Arsalan Mahmood
Head of Business
Strategy and
Investments -
MRG Acquisitions



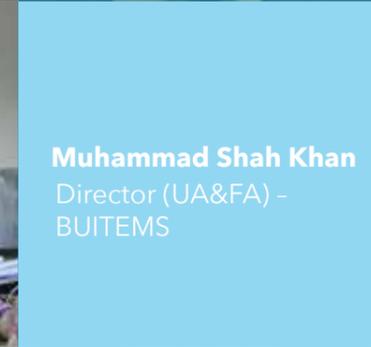
Hashim Yasin
Entrepreneur



Sana Durrani
CEO -
Todays Women
Organisation



Muhammad Shah Khan
Director (UA&FA) -
BUIEMS



Fida Hussain
Faculty at University
of Turbat Gawadar,



Ahmer Arif
Country Representative
at SES-Senior Experten
Service



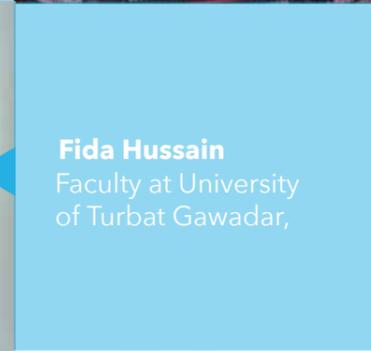
Tahira Raza
President,
First Women Bank Ltd



Sameen Khan Kakkar
Student Affairs
Coordinator - BUIEMS



Fida Ahmed
HOD Management
Sciences, University
of Turbat, Gawadar



Dur Jan
Faculty at University
of Turbat Gawadar



Farah Shaikh
General Manager
Marketing
ZIL Limited



Elia Qazilbash
Entrepreneur
Marketer
Educator



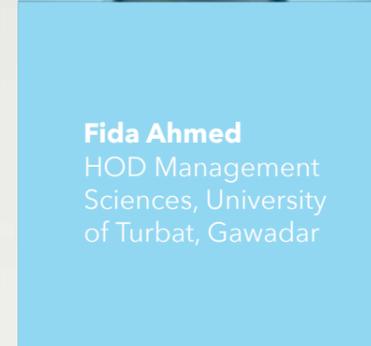
Mansoor Karim
CEO - JWT



Mujahid Amjad
Faculty at University
of Turbat Gawadar,



Ihsan Ali
Manager Incubation
IBA SUKKUR



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



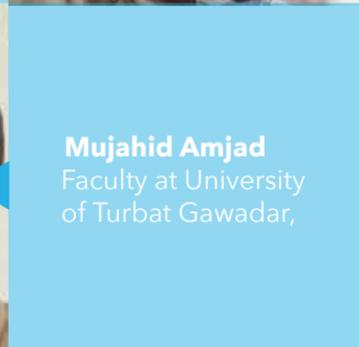
Norbert Almeida
Regional Security
Manager-
Procter & Gamble



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



Atique Siddiqi
Co-founder
Mobile Advertisement
at Telenor, Pakistan



Syed Imran Ali Shah
Revision Trauma and
Orthopaedic Surgeon





Muhammad Hammad
Specialist in
Entrepreneurship
and SME Development



Zainab Chauhan
Founder, ZAT



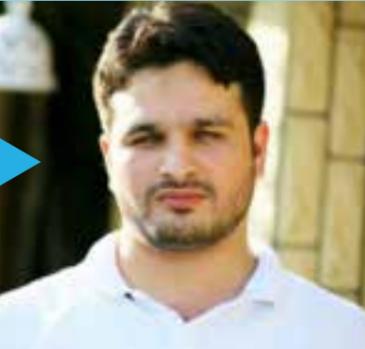
Jawad Sadiq
Tech Lead
ENTWINO
TECHNOLOGIES
(PVT) LTD



Ehsan Ali
Red Crescent



Muhammad Yasin
Digital Marketing
Head - KP IT
Board/ Techvalley



Annie Khan
Entrepreneur
Manchalla Startup



Saira Ahmad
Executive Director
PR & Communications
at NETSOL Technologies
Ltd



Faisal Javed
Resource Business
Partner for PTCL



Khawaja Musharaf
CEO - KM & Ashraf Sons



Ali Qasim
CEO, Trainer
Consultant -
KnoWhere Solutions



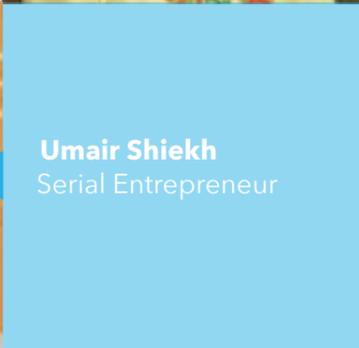
Mehwash Faruqi
Business
Communication
Manager in
Descon Lahore



Umair Shiekh
Serial Entrepreneur



Adeel Javed
CEO - Vizrah



Ahad Nazir
Project Coordinator-
Sustainable
Development
Policy Institute



Sahiba Musharaf
Marketing Consultant



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



Muhammad Uns
CEO - Docket



Farhan Ahmed
Co-Founder and
CTO-Docket



Farhan Hussain
CEO -
Hunza Tech



Maida Liaqat
Graphic Designer
& Trainer



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



Sakeena Batool
Trainer - FE&MT



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



and many more...



Israr Khan
Director Finance
SEED Pvt Ltd.



Faraz Salim
CEO
Xenith PR



Nadya Mistri
Designer/CEO



Nabeel Khan
Punjab Coordinator
TCF



Irfan Siddiqui
Assistant Professor
UCP



Murtaza Baig
CTO
Vizrah



Ayesha Neelofur
Senior Coordinator
Officer
UMT



Haider Tariq
CEO
Shack Shop



Adnan Khan



Sheryar Ahmed



Mahnoor Ahmed
CSS Aspirant



Qaiser Abbasi
Author



Waqar Abbas
Director Investments &
Operations
Accelerate Prosperity



Wazir Ejaz
CEO
BCDF



Syed Tahir Hussain
CEO
Nevado



Zahida Batool
Consultant
FE&MT



Sharukh
CEO
SmarTek



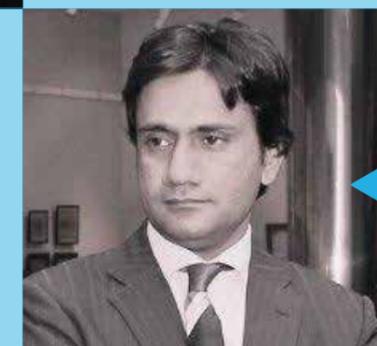
Adeel Jaffri
DAI



Agha Hamza
Entrepreneur/Incubator
Manager



Sajjad Haider
Anthropologist,
Motivational Speaker



Shan M. Khan
CEO
UJEXEL



Aleena Ahmed
Student & Trainer
NUST



Ahmed Qureshi
CEO
M. Muhammad & Sons





Sarfaraz Rehman
Ex- CEO
Engro Foods



Fahad Zuberi
SZABIST



Ali Fahd
CEO
WiTribe



Mian Furqan Mahmood
Executive Director
Enrichers Pvt. Ltd.



Favad Soomro
Director
Engro Foundation



Imran Azhar
AzCorps



Waseeq Qureshi
Head CSR
Ufone



Jameel Gouheer



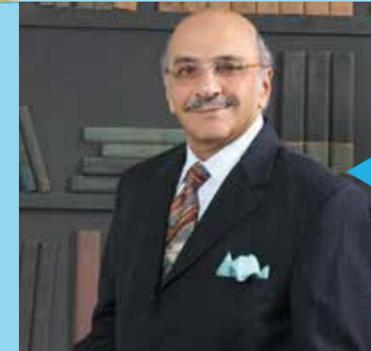
Saadi Mansoori
Phillip Morris



Muhammad Imran
Group Head
UBL Ameen



Ahmed Sajjad Zaidi
Founder
IRIS.pk



Asadullah



Sanam Karamally
Associate Consultant
Funverks



Waqqas Iftikhar
SCB



Akbar Durrani
UNDP



Haider Ali Daud Khan
CEO
Strawberry Sports



Sabrina Dawood
Dawood Foundation



Tanzeel ur Rehman



Farhad Karamally
CEO
Funverks



Usama Shahid Khan
Chief of Partnerships
Empower Pakistan



Ahmed Shoaib
Founder & CEO
Savaree



and many more...

Participating Schools

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

Sindh

Karachi	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
Khairpur	Developments In Literacy (DIL) School
Sukkur	Saint Mary's Convent School
Nawabshah	The Ways Foundation School

Federal

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

Khyber Pakhtunkhwa

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

Kashmir

Muzaffarabad	Buraq School - Muzaffarabad
	Sawera Model School

Gilgit Baltistan

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

Punjab

Lahore	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
Faisalabad	GET Education Trust
	City Star School
	Anmol Public School
Shaikhupura	The Allied School
Sialkot	The Spirit School, Kube Chak Campus
	Home Like School System
Jaranwala	The Allied School

Baluchistan

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

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 things 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
Asama Bhadelia – KPK and Kashmir Coordinator
Gulbaz Khan- Sind Coordinator
Junaid Quadri – Baluchistan Coordinator
Manal Sohail – Punjab Coordinator
Sana Mela - Punjab Coordinator

SUPPORT TEAM

Muhammad Ghufraan – Digital Support
Muhammad Ali - Digit/ Design Lead
Kumber Ali – Videography and Documentary Lead
Faiz Muhiuddin – On ground support
Shahmeer Ansari – Project Support/ Trainer
Riaz Khan- Project Support
Qamar Abbas – Project Support
Neelum Hasan – Project Support
Ahsan Ehsan – Project Support
Muhammad Umer Abid - 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