



Enterprise Challenge Pakistan 2020

COVID-19 EDITION

Instilling entrepreneurship in young minds



SANA SAFINAZ





About Prince's Trust International and SEED Ventures



Prince's Trust International was founded in 2015 by His Royal Highness The Prince of Wales to tackle the global crisis of youth unemployment, building on over four decades of experience in the UK. Their mission is to empower young people to learn, work and thrive by providing opportunities to develop the skills and confidence to succeed. Their model ensures that we are able to tailor our programmes to local needs, identifying gaps in ongoing provision.

Prince's Trust International works in 13 countries across Africa, Asia, the Caribbean, Europe and the Middle East delivering a variety of youth programmes in the fields of education, employability, entrepreneurship, and personal development. Prince's Trust International is committed to amplifying the voices of young people on the global stage and putting their needs at the very heart of the design and delivery of their work.



Social, Entrepreneurship and Equity Development – SEED is an ecosystem development organization and is working in Pakistan to develop the enterprise and social enterprise landscape in the country. The organization has over a decade of experience working across the entrepreneurial ecosystem with different domain players.

Our endeavors range from: policy advocacy and structuring legislations conducive for entrepreneurial development, creating access to finance through fund management and impact investment, developing entrepreneurial capacity, and working towards building the right culture and market that supports the growth of entrepreneurship, social entrepreneurship, and employment generation in the country.

“Enterprise Challenge Pakistan has given young people their first glimpse of running a business and motivated the job creators of the future. It is inspiring to see the ideas generated by young people which are increasingly combining social impact and environmental sustainability with viable business models. We are proud of the partnership that has been built with SEED over a number of years.”

Will Straw

CEO, Prince's Trust International

“Enterprise Challenge Pakistan is a programme very close to our hearts. Over the last 4 years, PTI and SEED have transformed young people's mindset from job seekers to job creators across Pakistan. In light of the pandemic, both organization's quickly pivoted to an online delivery to ensure that young people received the support they deserve. We look forward to continuing our relationships with our brilliant partners and sponsors in the future.”

Shaista Ayesha

CEO, SEED

About Enterprise Challenge Pakistan

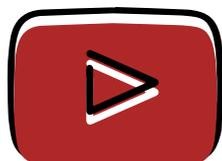
Over the course of 6 weeks, students:



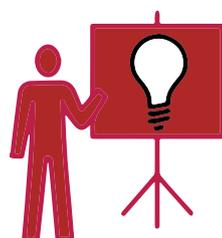
Undergo one – to – one mentorship with a business industry expert



Play an exciting business simulation game



Watch online educational videos specifically developed for ECP participants



Learn to develop and pitch enterprise ideas

Enterprise Challenge Pakistan (ECP), an initiative of Prince's Trust International (UK), is a free-of-cost, national competition to inspire and instill entrepreneurial and business acumen amongst young students between the ages of 13 and 18 years. This programme is delivered by SEED Ventures in Pakistan.

Specifically designed for in-class use by teenagers, the Challenge uses a virtual game to introduce students to realistic business scenarios, where they develop and market a new product; providing a challenging and interactive opportunity for students whilst demonstrating how key business issues such as finance, sales, marketing and production are affected by each other. Delivered flexibly by business mentors recruited and trained to volunteer in schools, it enables student teams to learn about core business concepts through engaging content and activities, including the creation and pitching of sustainable business ideas.

At the end of the programme, students compete to win seed money of **£3000** (for winning position) and **£2000** (for runner-up position) to upstart their enterprise ideas.

Impact Story



In Gilgit, women often have limited employment opportunities and face several barriers such as traditional gender role expectations and transport mobility issues. As a result, many women are unable to work and those who manage to set up home-based businesses are unable to generate sufficient income.

Fatima, 15 years old, hails from Hunza, Gilgit and her team emerged with one of the best social enterprise ideas while competing with 52 teams across Pakistan in Enterprise Challenge Pakistan 2020.

Their idea proposes an e-commerce platform for female run businesses in Gilgit which will connect them with customers and industries beyond their physical reach. Their team is currently in the process of receiving mentorship by SEED which will assist them in outlining a sustainable business model against their cash prize of £3000.

'When girls and women are economically dependent, they can't make decisions for themselves,' Fatima says. 'This platform will allow them to become economically independent. It is my dream to be able to make women economically independent, so that they can make their own decisions.'

Fatima also hopes to involve the local community including her family, friends and other contacts as well as targeted digital ads to up-start her team's idea. 'My uncle's wife makes lots of handicrafts and she's already said that she's interested,' Fatima explains.

She also wishes to encourage other young people to participate in this programme well. She says, "Whatever subjects you're studying, entrepreneurship can be for you. Don't dismiss it, because entrepreneurship is for everyone."

The Enterprise Challenge Pakistan Journey



01

Online applications and shortlisting of students and mentors. Mentor reference checks conducted.

02

Teacher and mentor training conducted by SEED



03

Exciting entrepreneurial starter kits sent out to selected participants!

04

6-week programme where students attended live mentor sessions, watched educational videos, played the business simulation game and developed enterprise ideas.



05

Regional Finals: Teams were scored on their game play scores and pitch ideas by SEED.

06

Top 10 teams underwent bootcamp sessions to prepare for the National Finals

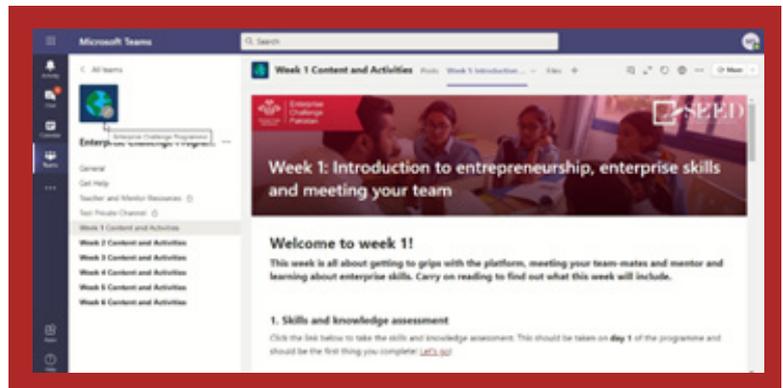


07

National Finals: winners and runner's up of ECP announced at the online event.

ECP SNAPSHOTS

The MS Teams for Education platform was used to facilitate ECP. Students were assigned private team channels with their mentors, attended live calls, watched educational videos and completed worksheets through the platform.

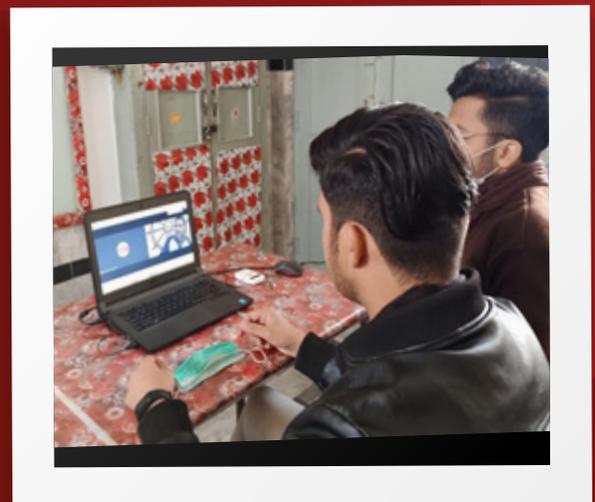
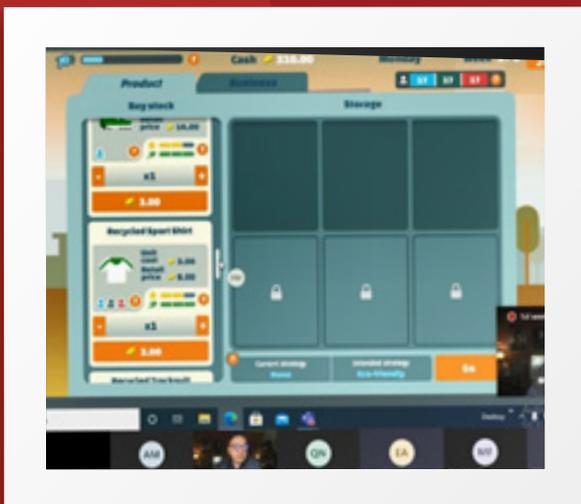
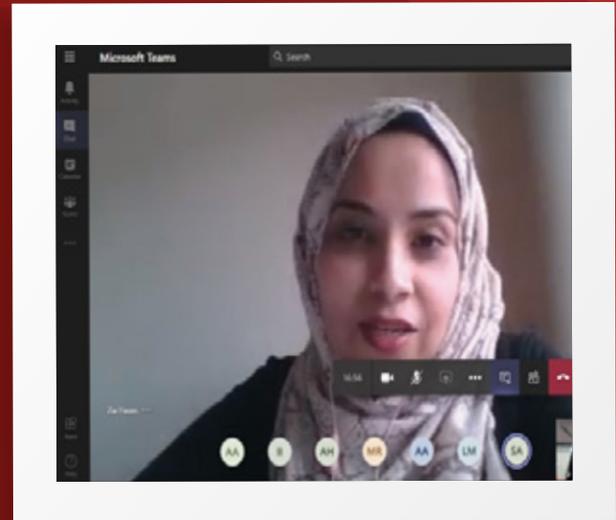


Right: students received exciting entrepreneurial starter kits before the start of the programme. Left: As a token of appreciation, mentors and teachers received special packages from ECP.



ECP SNAPSHOTS

Students attended live sessions with their mentors over MS Teams for Education. Mentor sessions were held once a week for 6-weeks with students. Some schools allowed their students to attend school and collectively attend the session with their mentor online.





Safeguarding of Youth

In light of school closures and uncertainty posed by the pandemic, we adapted ECP to the digital world. The safety of the young people participating in an online space was a key priority for Prince's Trust International and SEED. In order to safeguard the students, ECP put several measures in place:

Mentors went through a background and reference check.

The presence of teachers was mandatory in the live sessions between students and mentors.

Parental consent was taken at the beginning of the program, before the National Finals and the hand holding of the winners.

An exclusive complaint and queries mechanism was set up through the ECP website.

Microsoft Teams was picked as the main interactive platform which had security options put in place for the participants.

A Code of Conduct was created for young people and mentors

The Pop-Up Game

Students had the opportunity to play an exciting business simulation game with their mentor called Pop-Up. The game aims to help students practically understand the multi-dimensional nature of running a business and how various factors such as ethical practices, employee satisfaction, eco-friendly practices and customer feedback integrate to impact business profitability.

After choosing a business to set up in the game, students had to make multiple business-related decision such as: which products would be sold, quantity and quality of products, product pricing, employee salary, business timings, how to be more ethical and environmentally friendly.

Along with teaching students about business concepts, the game aimed to encourage teamwork, creative thinking, problem solving and decision making within students.

What did students think of the game?

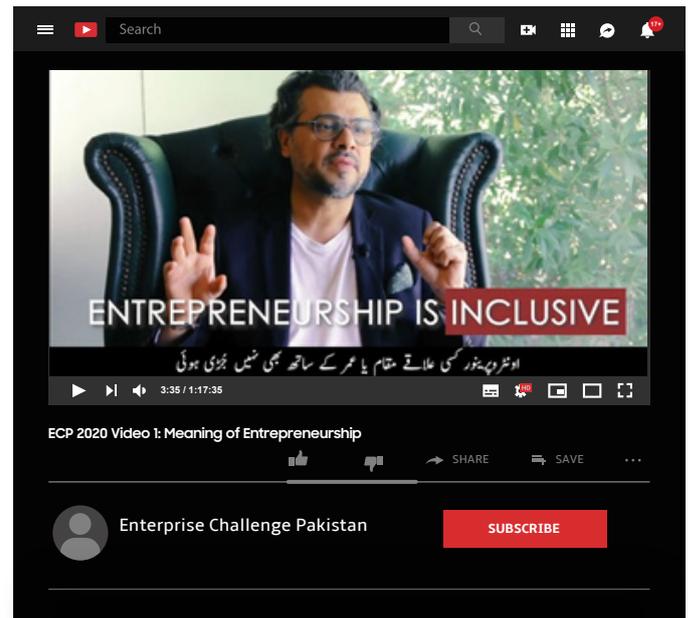
"[Through playing more of the Pop-Up game], we believed in ourselves enough to make those decisions and not question ourselves."

"In the game, we thought of different options and that helped with our problem-solving skills."

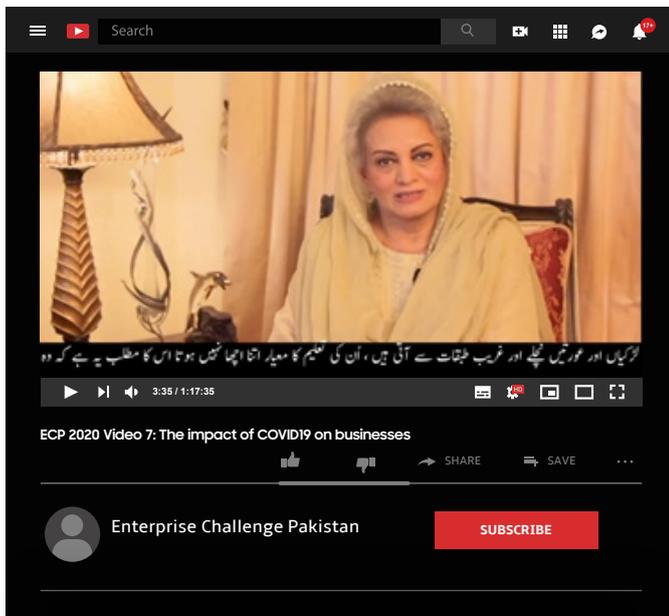
"[The Pop-Up game] also made all our team members interact and talk and as I had very low confidence, it helped me to speak up in the group of strangers, and improve my speaking abilities."

The Mentor Series

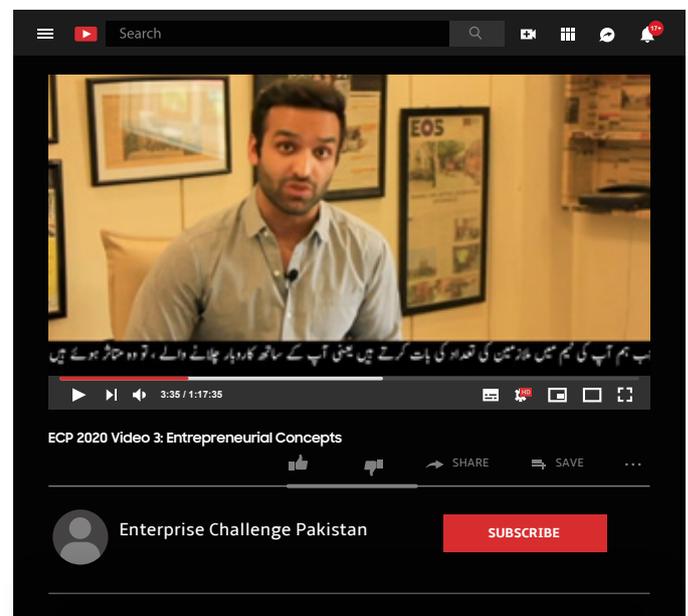
In order to adapt ECP to the digital world, we developed animated online educational videos for students to watch on YouTube. These videos included various mentors from diverse backgrounds who spoke about key business concepts and gave examples from their own enterprises. This had the effect of providing students with exposure to more than one mentor in this cycle and allowed them to learn from multiple real-life examples. These videos also contained Urdu subtitles.



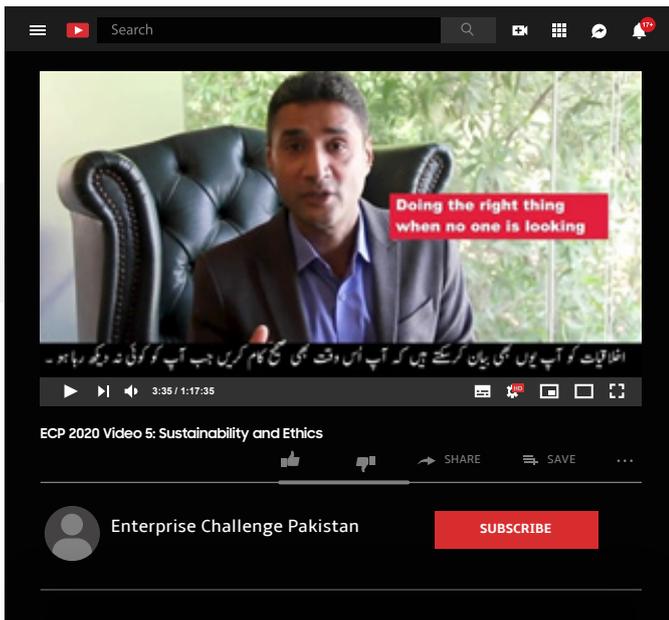
Above: Faraz Khan, Founder, SEED Ventures, outlined what is entrepreneurship and who is an entrepreneur.



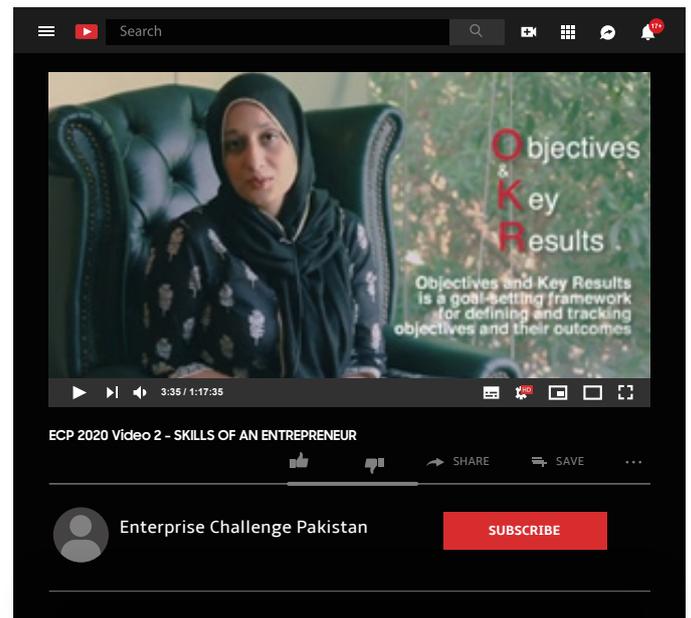
Above: Massarat Misbah, Founder, Depilex Beauty and Clinic Institute, explained how the COVID-19 pandemic affected her business and the beauty industry in Pakistan.



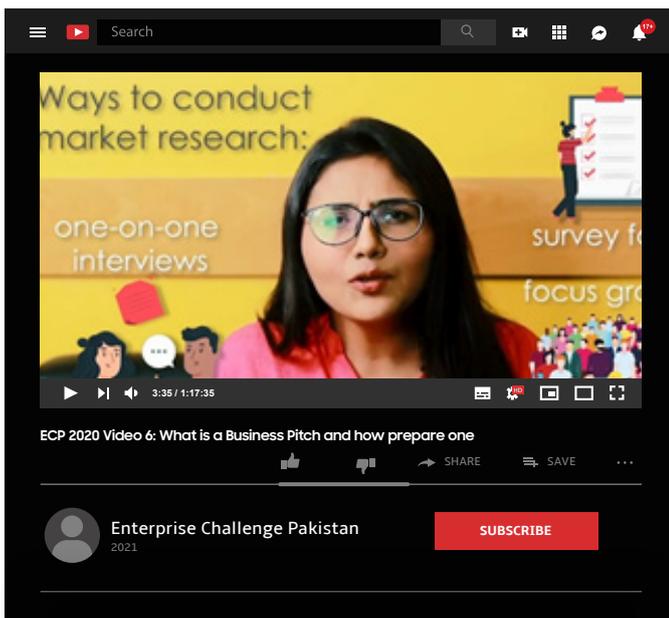
Above: Jahanzeb Salim, Head of Operations at Supersavari Express, explained the importance of skills such as confidence and teamwork for entrepreneurs. Using the example of his own enterprise, he explained how the pandemic effected the tourism business and how they recovered the business.



Left: Azam Rathore, Founder and CEO at MIP Technologies, explained what sustainability is and why being ethical in business is important.



Right: Sana Farooq, Director of E-Learning Network, spoke about key soft skills of an entrepreneur such as ability to work as a team and communicating effectively. She also gave examples of how her enterprise adapted to work remotely during the pandemic.



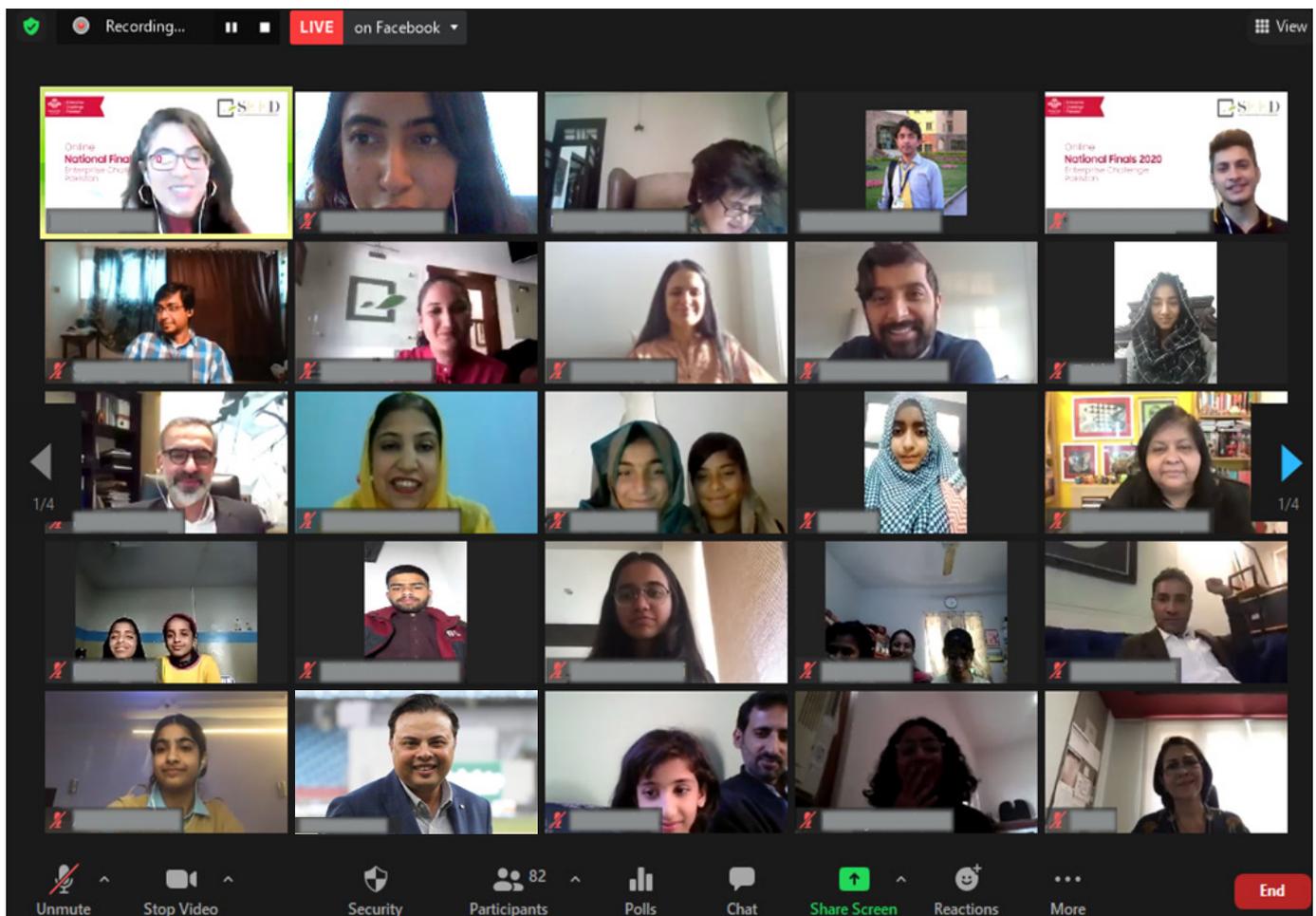
Left: Azima Dhanjee, Co-founder and CEO of ConnectHear, explained multiple entrepreneurial concepts such as market research and profitability in an easy-to-understand manner. She also outlined how to successfully pitch a business.

Spotlight on the National Finals 2020

In the past, the National Finals have been held at the British Deputy High Commission, Karachi. Students from across Pakistan were flown into Karachi and presented their ideas on stage to a panel of judges. The success of the winning teams was celebrated

at the event. This year, we adapted to an online National Finals over Zoom on February 11, 2021. The event was attended by 100+ national and international guests. During the event, the audience was guided through the ECP 2020 journey followed by remarks from

the esteemed sponsors, mentors and teachers. The key highlight of the event was the showcasing of the top 10 pitches followed by the winning teams announcement and speeches by the team leaders.



LOCAL CELEBRATIONS TOUR

The pandemic did not allow students to physically attend the National Finals in Karachi as in the past. In order to celebrate the success of the top 10 teams, the ECP team took the celebrations to them!



Karachi: Dawood Public School



Lahore: Ghazali Premier School



Kashmir: Buraq School



Peshawar: Peshawar Model Boys 1



Mansehra: IIUI



Karachi: MSB Shabbirabad

Winners

Uswa Public School and College

IDEA: E-commerce platform called Melodious Hunza to connect women and talented locals with bigger and parallel industries.

Mentor: Arhum Ishtiaq, Co-Founder and CTO, ConnectHear

“ECP taught us how to take a business forward. It has taught us problem identification and how to come up with solutions and how to pitch an idea. ECP taught us all these things. And because of ECP, we have found a problem in our society and also found a solution to it. We also developed a product to solve this problem. We are very thankful to learn all these things through ECP.

The platform will allow them[women] to become economically independent. It is my dream that I'm able to make women economically independent and make their own decisions?”- Fatima, student



Runner's Up

St. Joseph's Convent School

IDEA: Istikham, a mental health application for students.
Mentor: Amir Khan, COO, Neocom solutions

“Our school has always taught us to aim for the sky. And we also have a few subjects compulsory in our school that would not be in other schools. We are always taught to take more on our plates. This is why we registered for the challenge. And we're glad we did, we fought through it. It was hard to balance our school life and this challenge but it was a journey and we learned a lot through it, especially that we can do this, we have the ability to do this.

I am very thankful that the Prince's Trust and their organization came to Pakistan and saw the talent here. I really like how they targeted this age group instead of going to universities. They've inculcated this sense of being independent and I really like that.” - Aliza, student

Top 10 Finalist's Testimonials



Top 10 National Finalists Ghazali Premier School, Punjab

Mentor: Mahwish Afridi, Executive Director, Femonics

"ECP made us look into businesses more holistically - we learned how to integrate different things like marketing and sustainability in a business through our mentoring sessions. We had a fantastic time developing our social enterprise idea." - Husnain

Top 10 National Finalists Peshawar Model School Boys 1, KPK,

Mentor: Azam Rathore, Founder, MIP technologies

"Our team worked overtime to practice and deliver their pitch in time. I've struggled with communication and experienced significant public speaking anxiety. However, the team and the mentor helped me perform the pitch with confidence." - Haroon



Top 10 National Finalists Dawood Public School, Sindh

Mentor: Syed Ali Ahmed, CEO, Tinker Gang

"Our idea was close to what the runner up team had pitched, solving issues around mental health. The competition actually gave us a chance to see and learn from really good pitches and how they can make a difference." - Areeba



Top Scorers in ECP

Out of 52 teams that participated from across the country, a total of 10 teams made it to the National Finals. While the winning and runner's up teams were from Hunza and Karachi, the other 8 teams that made it to the top 10 deserve a notable mention as well. Here are the other ideas from the finalists that made the competition a close-call:



The team's idea aimed to develop a mental health application, Virtual Partner, which would deploy a hologram as a way to alleviate loneliness in people facing mental health difficulties.

Dawood Public School, Sindh

Mentor: Syed Ali Ahmed, CEO, Tinker Gang

This team aimed to tackle emotional distance between family members and sedentary lifestyles by developing an educational and entertaining board game called Mazeology.

MSB Shabbirabad, Sindh

Mentor: Babur Hussain, CEO 360 Digital Eyes



MSB
EDUCATIONAL INSTITUTE
SHABBIRABAD



FAUJI FOUNDATION

The team wished to tackle food wastage and hunger faced by the poor on a daily basis. Their idea, "Food waste hunters" aimed to collect surplus food from restaurants and dhabbas and sell them to the poor at a low, affordable price.

Fauji Foundation, Punjab

Mentor: Mariam Arshad, Founder and Director, Impact Dynamics

Through their enterprise Mofshaz Sports, this team aimed to provide recycled sport shirts in Pakistan by using fabric cloth made of wasted plastic bottles. In future, the enterprise aim to arrange tournaments and sports competitions for the youth.

Ghazali Premier School, Punjab

Mentor: Mahwish Afridi, Executive Director, Femonics



The team's enterprise aimed to develop low-cost, traditional Pakistani clothing and handicraft items in Peshawar.

Peshawar Model School Boys 1, KPK

Mentor: Azam Rathore, Founder, MIP Technologies SOS



Through their platform, Affordable Wears, the team wished to provide used but spare commodities to the people who cannot buy new ones.

IIUI Mansehra, KPK

Mentor: Waqar Amin, CTO, Makesbridge

Their team developed a social enterprise to create employment for female artisans in Khuzdar by selling local handicraft items.

School of Scholars, Balochistan

Mentor: Shaista Ayesha, CEO, SEED



Their idea aimed to tackle problems of low-quality education, poor time management by youth and out of school children in Kashmir by developing a Coaching Academy. The academy would provide affordable learning to students from middle- and low-income families.

Buraq School, Kashmir

Mentor: Jawad Haider Kazmi, Chief Executive, Buraq School

Handholding of Winners

The winning teams will receive handholding and mentorship by SEED to execute their enterprise ideas. Over the course of 3 mentorship sessions, the teams will develop milestone-based plans and determine how to best utilize their cash rewards. They will be given 6-months to execute their plans and will have access to SEED's support during this time if needed.

Faraz Khan – Founder, SEED Ventures, mentoring the winning team from Gilgit on their idea to develop an e-commerce platform to empower the women of Gilgit.



Talib-uz-Zaman, Director Programmes | Head of Ethics and Strategy, SEED Ventures mentoring the Runner's up team from St. Joseph's Convent School on developing a mental health application for students.

Our Judges

The judges marked video pitches and presentations sent in by the top 10 teams on the following criteria: sustainability of the idea, intended impact, innovativeness and presentation. We had 5 experienced and seasoned judges to score the final top 10 pitches!



Syed Usman Qaiser

Head of Marketing & Brand Management,
Jubilee Life Insurance



Favad Soomro

Head of Engro Foundation



Akber Sheikh

Treasurer, COSARAF
Charitable Foundation



Uzma Khan

CEO, Sana Safinaz



Anwar Kashif Mumtaz

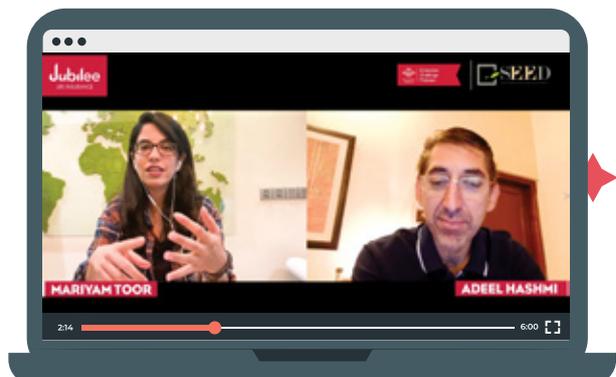
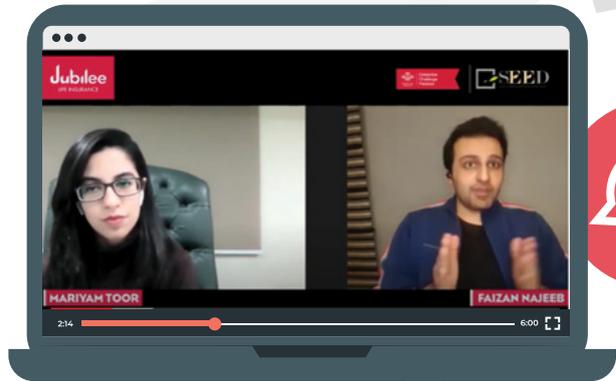
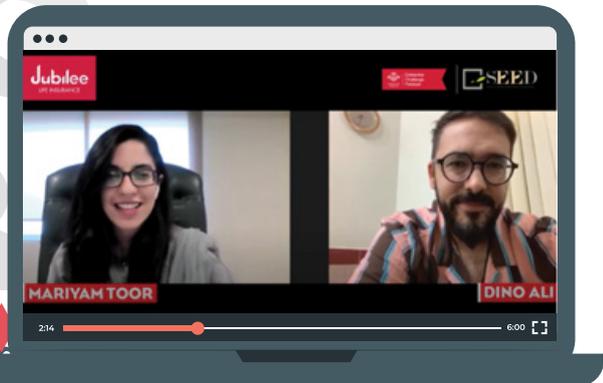
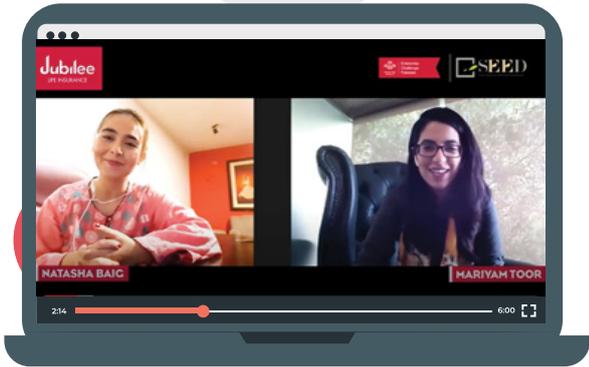
Senior Partner at
Saiduddin and Co.

SPONSOR SPOTLIGHT



We extend a special thank you to Jubilee Life Insurance for being one of ECP's keenest supporters. This year, with their support, we launched a 6-episode series on our social media pages in order to reach a larger audience beyond the scope of the programme itself.

We interviewed notable names like **Natasha Baig, Faizaan Najeeb, Dino Ali, Ahsan Bari** and **Adeel Hashmi** and learned about how to stay resilient in the face of challenges, pursue our dreams and approach life with passion and confidence. The episodes have cumulatively reached **7 million+** people on social media.



Typography

COLOUR

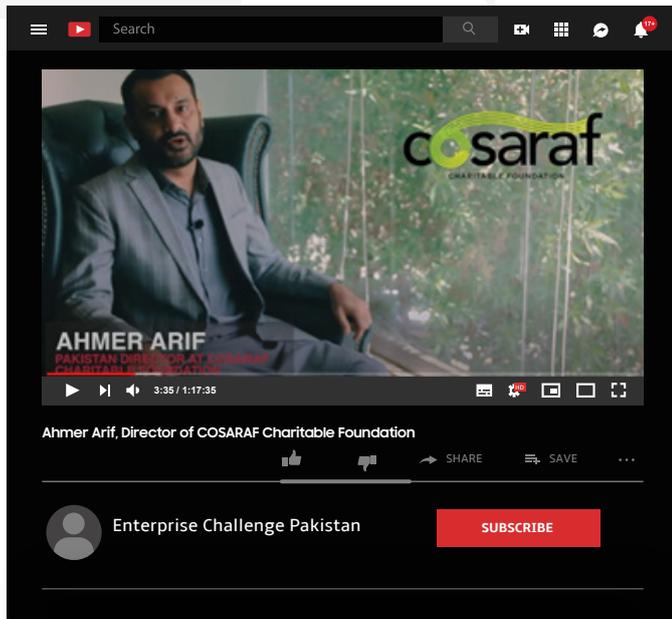
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SANA SAFINAZ

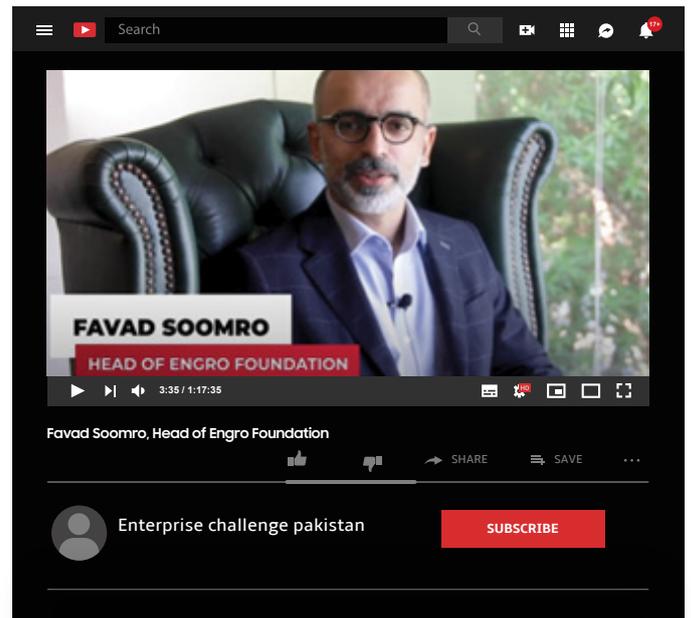


All our sponsors engaged with ECP in a unique and fun way this year!



Ahmer Arif, Pakistan Director of COSARAF Charitable Foundation, spoke about key soft skills that young entrepreneurs need to develop, as part of our educational Mentor Series on YouTube!

Favad Soomro, Head of Engro Foundation, explained differences between charity, corporate social responsibility and entrepreneurship as part of the Mentor Series.



Sana Safinaz designed beautiful masks for us which were sent to teachers and mentors participating in ECP 2020!

Our Impact

Despite the challenging year, our mission to instill the spirit of entrepreneurship within young people across Pakistan continued through the digital space. In its 4th cycle, Enterprise Challenge Pakistan evolved into an online programme where students, mentors and teachers engaged through the MS Teams for Education platform.

We, at SEED Ventures and Prince's Trust International, would like to thank all our sponsors who made this possible and supported us through a challenging year: **COSARAF Charitable Foundation, Jubilee Life Insurance, Sana Safinaz and Engro Foundation.** With their support, ECP has been able to impact lives of young people across the country, despite the multitude of challenges posed by the pandemic.

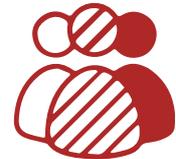
With the gracious support of our sponsors over the years, ECP has successfully engaged:



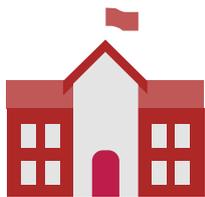
Over 20,000+
young people



Across 7 regions and
30+ cities in Pakistan



From 5 major
ethnic groups



More than 70+
schools



80+ mentors with
diverse entrepreneurial experiences



Religious institutions
such as madrassahs



schools from politically sensitive areas such as Baluchistan and Kashmir by establishing relations with key government organizations



Exciting News!

In 2020, ECP received a mention in Forbes magazine as one of the **“Five Leading Global Programs Supporting the Next Generation of Entrepreneurs.”** The 2018 winning team from Pishin, Balochistan, received a special mention in the article as well.

In 2020, we engaged



260 Students



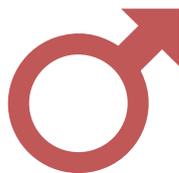
72 Mentors



19 Schools



52 Teams



52%
Boys



48%
Girls

Student Testimonials

Enterprise Challenge Pakistan gave me a broader concept of business, its need and how to start one. This gave me confidence to speak in front of an audience and make firm decisions.

ECP has made me think that it is not just about profit but being ethical, sustainable...solving social problems is an important thing and should be practiced more often.



“ Great opportunity for youth to understand what entrepreneurship is actually. Also helped to clear the idea of what I want to do in my career. ”

“ This challenge was one of the most helpful I attended this year. Though it was held online, it gave [me] ample of confidence to work ”

The Pillars of Enterprise Challenge Pakistan

“Enterprise Challenge Pakistan is a good platform if you want to learn the basics of business and as well as enhance your skills. Even the sessions with mentor are very beneficial, they give us extra information and support through activities whenever we needed help.” - **Student, ECP 2020**

A diverse group of mentors participated in ECP. They had business experience in the fields of: education, technology, social impact, banking, food, media, sales and telecommunications. Their primary role was to conduct one-hour online sessions each week during which they discussed

various aspects of a business with students. They also facilitated students to play the business simulation game and helped them to make sound decisions during game-play. Finally, mentors assisted students in developing and pitching social enterprise ideas.

Teachers were also crucial to the success of ECP. Each team was managed by one teacher who would ensure that the sessions were conducted smoothly and efficiently with the mentors. This programme would not be possible without the dedication of these teachers and mentors!

Let's hear about their experiences with ECP.



“I believe it's a great initiative and something that would bring out a real change in the coming years in Pakistan because we really need to empower our generation especially those who are in the secondary or primary grade level. My experience has been phenomenal, having live sessions with all these students from different areas of Pakistan and teaching them how entrepreneurship works.”

Syed Osama Sarwar,

Mentor, Co-Founder and Director at Neuroi.

“Innovation and entrepreneurship are fundamentally important for the development of a country and I firmly believe that Pakistan can only grow if our youth is guided towards entrepreneurship. My live sessions with the assigned students were critically important because the commitment and interest from the students was overwhelming and I was able to help the students and the teacher apply all the business concepts in a more pragmatic manner.”



Faisal Malik

Mentor, Head of Transformation and Process Re-engineering at HBL



“It’s been really exciting to work with students virtually. This time it’s great to see students shift with this virtual platform. I’m really happy to see that if provided the right platforms, students will truly surprise you and drive the sessions as well and I hope that more such initiatives are not only implemented in Pakistan but the world over.”

Shirin Mehri

Mentor, Team Lead at Green Box

“The dedication and skill that the ECP mentors displayed in guiding the students despite the students being really young is commendable and praiseworthy. Now I see that, not only have the students managed to understand and apply their business ideas in such a short space of time, but they have even motivated their own families to contribute to their business start-up and enable it to take-off.”



Sumera Mehboob

Teacher, Schools of Scholars, Balochistan



“Enterprise Challenge Pakistan is a great entrepreneurial project, in which we learnt a great deal about running a business, how to identify and resolve its challenges, and then successfully transition the business into the market.”

Ghulamuddin

Teacher, Uswa Public School, Gilgit

“We had an amazing experience with the Prince’s Trust and the entire Enterprise Challenge. I feel that the students learnt a lot. I learnt a lot about business management, about money management, about how to take an idea from its infancy and develop it to fruition.”



Ehsan Ahmed Suri

Teacher, Nixor O-levels, Karachi

The Bigger Picture

Enterprise Challenge Pakistan is well-aligned with the strategic objectives of the government of Pakistan to up-skill and empower youth across the country. The programme aims to contribute to the larger vision of bolstering economic growth and prosperity in Pakistan by allowing students to discover the entrepreneur within themselves and by shifting youth mentality from job seeker to job

creator. One of the core focus areas in the 2018 National Education Policy of Pakistan is enhancing access to and relevance of skill-based training for youth. Skill based education is considered imperative to support the economic aspirations of Pakistan. ECP ensures that secondary school students develop key soft skills that are essential for success in all areas of life. These skills include:



Teamwork



Problem Solving



Creative Thinking



Resilience



Effective Communication



Decision Making

The government of Pakistan also launched its Kamyab Jawaan Programme in 2019 which aims to cultivate and nurture the entrepreneurial talents within young people across Pakistan. It was announced that approximately PKR 100 billion were allocated to youth loans under this programme. In the spirit of preparing young entrepreneurs with the ability to take initiative, plan and effectively

handle finances, for programmes such as Kamyab Jawaan, winning teams in ECP receive £3000 and £2000 to upstart their enterprise ideas. This allows students to learn financial management in a safe and controlled way while preparing them for their entrepreneurial plans in the future.

The Future of Enterprise Challenge Pakistan

Enterprise Challenge Pakistan will continue its mission to inspire and support young people across Pakistan. Our mission is based on the firm belief that young people are the trailblazers and entrepreneurs of tomorrow. With the right kind of support, there is no limit to what the talented Pakistani youth can achieve.

Over the next few years, we hope that the opportunity to discover their inner entrepreneur reaches more young people across the country, in more remote areas where children may not be able to otherwise access mentorship and quality education. Enterprise Challenge Pakistan envisions a society filled with young people with an acute sense of observation and empathy towards problems in society around them.

SEED's vision is centered around the development of the entrepreneurial ecosystem of Pakistan. A core part of this is inculcating a passion and understanding of entrepreneurship at an early age. This has the effect of opening up a world of opportunities for students and potentially develop the leaders and trailblazers of tomorrow. By encouraging and igniting the flame of social impact and contribution through entrepreneurship, we envision a prosperous economy and wholesome society across Pakistan.

A Note from Our Sponsors



The COSARAF Foundation is delighted to support SEED and The Prince's Trust International in delivering this exciting programme. From our trustees and staff team, we extend our very grateful thanks to both organizations and to all of the mentors involved in supporting this excellent programme under such difficult circumstances. It was wonderful to see and hear all the amazing finalists and we would like to congratulate the winning team Uswa Public School from Gilgit. Entrepreneurship is at the very root of the COSARAF Foundation and the ECP has given a fantastic opportunity to the younger generation to think creatively and build a better future for themselves and their respective communities. We look forward to supporting the program next year.

"COSARAF Foundation was delighted to support ECP 2020. The program was well managed considering the difficult and unpredictable situation with schools. We would like to congratulate the winning team Uswa Public School and we look forward to ECP 2021."

– Ahmer Arif, Pakistan Director, COSARAF Charitable Foundation.



The Enterprise Challenge Pakistan is a first of its kind initiative in Pakistan. This initiative has not only identified the talent at the grass root level but has also given them a chance to rise up to the challenge and showcase their talent, motivating the country in the process as well as portraying a positive image of the country to the world. We are proud to be a part of such an initiative that is helping the youth of our country craft a better future for themselves.

Jubilee Life believes that helping students develop an entrepreneurial mindset at an early age can greatly benefit them in the future and can help shape their mindset into a problem solving one. When they start to take the challenges head on, the chances of them succeeding increase significantly. We hope initiatives such as the Enterprise Challenge Pakistan continue in Pakistan so that the talent in the country may be explored and promoted.

SANA SAFINAZ

In 1989 Sana Hashwani and Safinaz Muneer decided to establish their eponymous brand Sana Safinaz with bespoke casual and formal wear and the following year introduced their bridal couture. As one of the biggest retail brands in Pakistan, their presence expands over 35 stores in 15 different cities with a global reach of more than 59 countries. They are living proof of the entrepreneurial spirit of Pakistani women who can take a home business and turn it into one of the South Asian fashion industry's most recognizable brand names. We are delighted to be a part of this initiative with SEED. We have always believed in giving opportunities to emerging talent, and have always helped them move forward. We have a special place in our hearts for providing space for aspiring entrepreneurs, for the empowerment and independence of women.

"Sana Safinaz is a brand that aims to inspire women of our country. Being a judge at ECP was a remarkable experience and it also made me realize that the future of our country is capable of achieving immensely. My heartiest congratulations to the winning teams - this is just the beginning."

– Uzma Khan, CEO, Sana Safinaz



Engro Foundation was very happy to be one of the main sponsors for the Enterprise Challenge Pakistan 2021. The challenge, which is an initiative of the Prince's Trust International, is in its 4th year and worked to mentor students from all across Pakistan to develop business plans for social enterprises which will have a positive impact on Pakistani society as a whole and lead to an increase in employment. We believe that this program ties in with Engro Foundation's mission to include the under-privileged in Engro's value chains, enhance the lives of people in related communities and engage with relevant stakeholders via actively measured positive social impact for a sustainable Pakistan.

The head of Engro Foundation, Favad Soomro, was a judge for the Challenge this year and also took part in the Mentor Series, and believes that real positive change will only come to Pakistan when individuals, especially the youth, take up the cause.

"Engro Foundation has always been committed to benefitting society and we are proud to have supported ECP for another year. Now more than ever, the youth of Pakistan needs to see the benefits of social entrepreneurship and I hope that such initiatives continue in the future."

Congratulations to all the teams who competed in ECP 2020!"

– Favad Soomro, Head of Engro Foundation

Prince's Trust International Team



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Faizaan Sami
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