

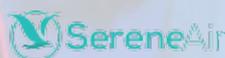


Enterprise  
Challenge  
Pakistan



# Youthpreneurs

A transformative journey of students  
turned social entrepreneurs



SANA SAFINAZ



# WELCOME

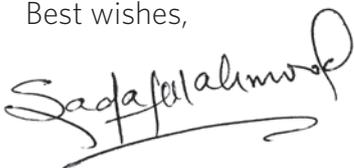
Thank you for your participation in this year's Enterprise Challenge, the largest business challenge for school children in Pakistan. Enterprise Challenge Pakistan (ECP), is a Prince's Trust International and SEED Ventures initiative. The competition also runs in Jordan the United Kingdom. The programme in Pakistan is generously supported by British Council Pakistan, Jubilee Life Insurance, Engro Foundation and Adamjee. We welcome your participation in the Challenge and trust that your experience will be a rewarding one.

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 in Pakistan, the programme has reached more than 10,000 young people across 28 cities in Pakistan in the short span of two years, and has engaged 975 participants supported by more than 80 business mentors, in the last two years. Our aim this year is to grow further and reach out to 70 schools reaching out to another 10,000 young people and 1050 selected participants.

Enterprise Challenge is based on the foundations of diversity, inclusivity and equal opportunity. Keeping this ethos in mind, the programme was launched and delivered in all provinces of Pakistan from its inaugural year. At the same time, while increasing scale, we continually seek to increase the quality of our programmes.

Given the above and our strategic planning for the execution of the programme in Pakistan, I am confident that you and your students' involvement with us will be beneficial, enlightening and, indeed, fun! Once again, thank you for working with Enterprise Challenge Pakistan and please be sure that we are here to support you throughout your involvement with us.

Best wishes,



Sadaf Mahmood

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# SNAPSHOT OF EDUCATION AND SOCIAL ENTREPRENEURSHIP IN PAKISTAN

Enterprise Challenge Pakistan, is often referred to as a one-off programme, initially developed with the support from the Prince's Trust International and later introduced in countries with a vast youth population like Pakistan. There is no doubt that more than half of the population of Pakistan, comprises of the youth. But, we seldom talk about the role of the youth in shaping the future. The education system, just like in any other country, contributes majorly in forming a mindset of the young people towards contributing to their society.

Pakistan, being a developing country, suffers from numerous social problems ranging from lack of necessities to lack of social and technical innovation. This however, does not end here. According to National Human

Development Report (NHDR) published by United Nations Development Programme (UNDP), the amount of young people attaining working age in Pakistan is set to rise from an average of 4 million to 5 million, by 2035 offsetting the need to generate 1.3 million additional jobs every year.

Considering the state of the formal sector, major reform leading to sustainable growth must be achieved. To support this growth, the onus really lies on the education sector for developing human capital. Globally, social entrepreneurship has proven to be an effective tool for job creation and uplifting the standard of living along with adding to the quality of life led by people of a society. The dynamics of Pakistan have proven to be ideal

breeding grounds for start-ups and social entrepreneurs. This was proven by British Council's report "The State of Social Enterprise in Pakistan", stating as many as 448,000 social enterprises are currently working in Pakistan. More than half of these enterprises are led by young people – under the age of 35.

One of the key barriers in the growth of the social entrepreneurship landscape in Pakistan, is the lack of awareness at an early stage. Enterprise Challenge Pakistan, aims to encourage young people in being more aware of their surroundings, hence identifying problems or issues and subsequently devising entrepreneurial solutions to solve them.



**“ An additional 1.4 million or more people of working age will join the labour force every year for the next five years.” - National Human Development Report (NHDR), UNDP”**



## Enterprise Challenge Pakistan: An Overview

*“It was an exciting moment when we landed in Karachi, the city of lights and opportunities. It was an enthralling moment when we presented our idea in front of the brilliant business tycoons. We were shivering we did not reveal it through any of our gesture. For the first time in our life, we met this type of nosegay of businessmen.”*

-Students of Trust School,  
WAPDA Town, Lahore

Enterprise Challenge Pakistan is a pan-Pakistan, inter-school competition that encourages young people to explore entrepreneurship and to discover it as a tool to bring about change in our society. The programme introduces entrepreneurship at a stage where children are susceptible to new ideas and pathways that can potentially change their future.

For this reason, Enterprise Challenge Pakistan, commonly known as ECP, is offered to secondary school students within the age bracket of 13-16 years in various schools across the country. The programme ensures an all-inclusive approach that does not discriminate on socio-economic class or geographic boundaries. 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.

Since the first year of execution in 2016, Enterprise Challenge has managed to restore the faith of its stakeholders in ensuring that no idea is too big or too small. No problem is too difficult to be mitigated and each corner of the nation, where the programme is implemented, presents a diverse set of social challenges. To enable the youth, in being more aware of their surroundings and not just limiting them to the boundaries of basic classroom education, is the driving force behind the team that makes this programme possible.

This report highlights the success of the programme since its introduction here in Pakistan. Welcome aboard!

# Let's State Facts

**4054**  
FROM 2016-2018

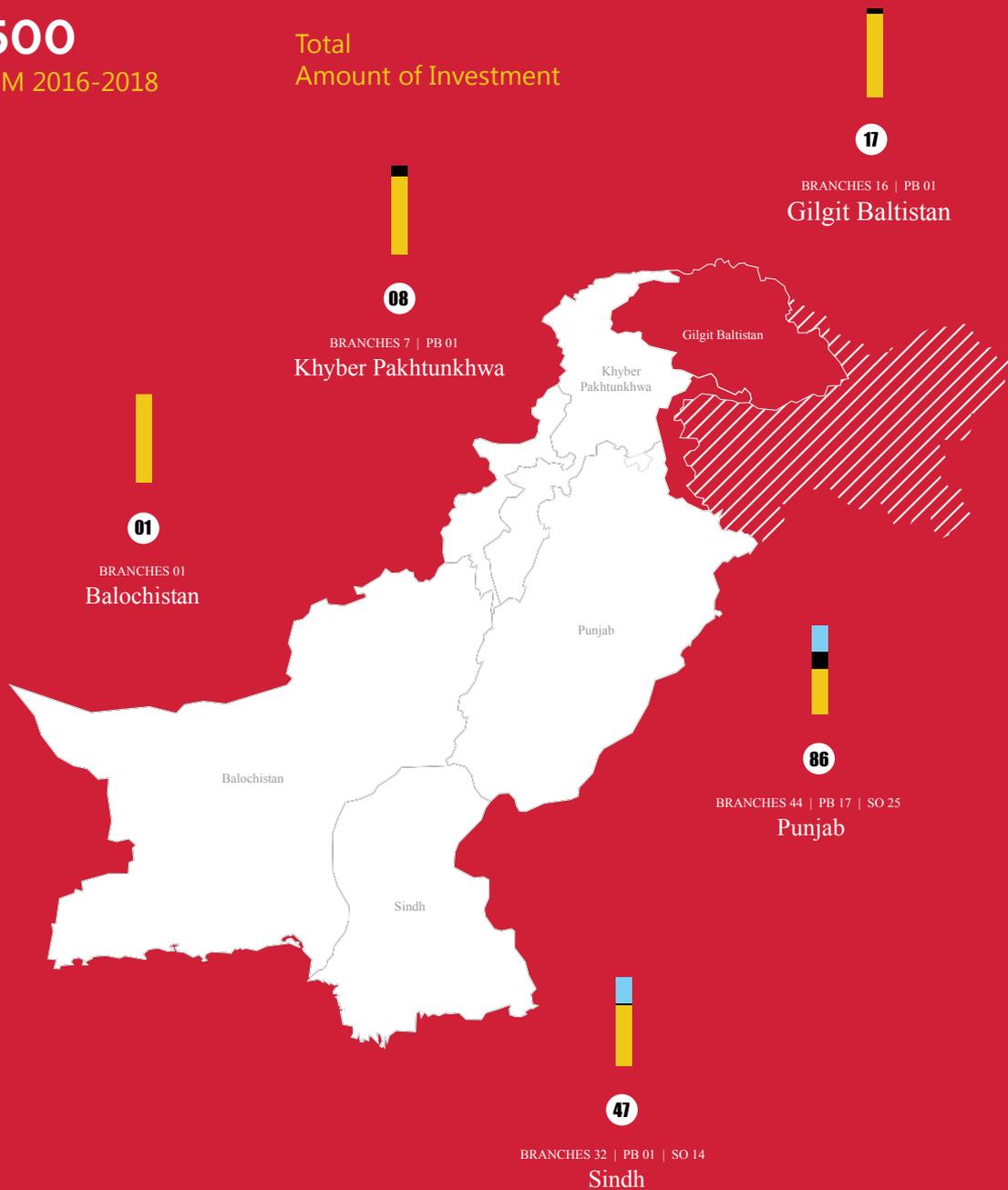
Number of  
Participants

**5000**  
FROM 2016-2018

Number of  
Schools

**2500**  
FROM 2016-2018

Total  
Amount of Investment



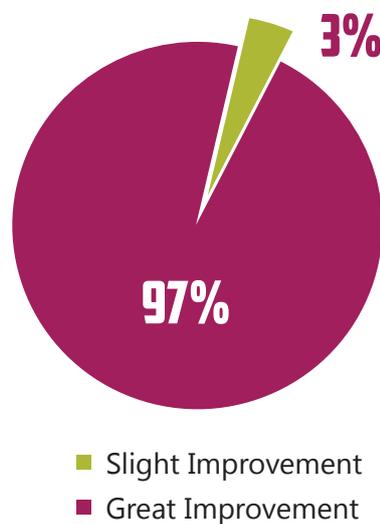
# Impact Assessment

A random sample of 300 participants, belonging to different schools and diverse areas of Pakistan, was used to conduct an impact assessment at the end of the year, 2017. This survey was administered before, during and after the programme to track the changes and improvement. Findings from this survey showed the following:

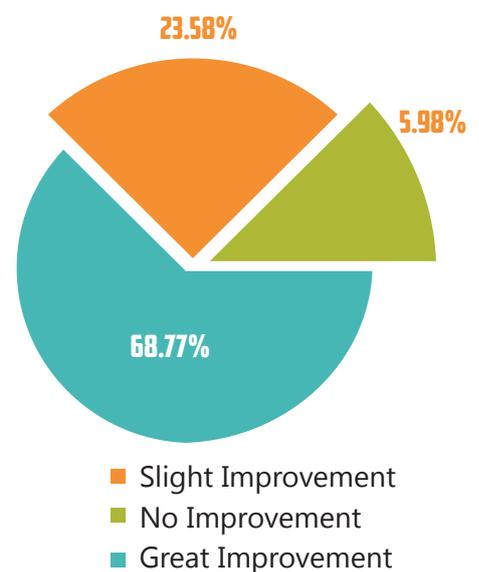
Charts show considerable improvement in the confidence level as well as business knowledge of the students after receiving 6 weeks of mentorship through Enterprise Challenge Pakistan.

The mentorship was inclusive of group discussions, presentations and lectures. The underlying factor for business knowledge development proved to be the case studies and the business simulation game where students learnt about the various essential components of the business such as finance and marketing.

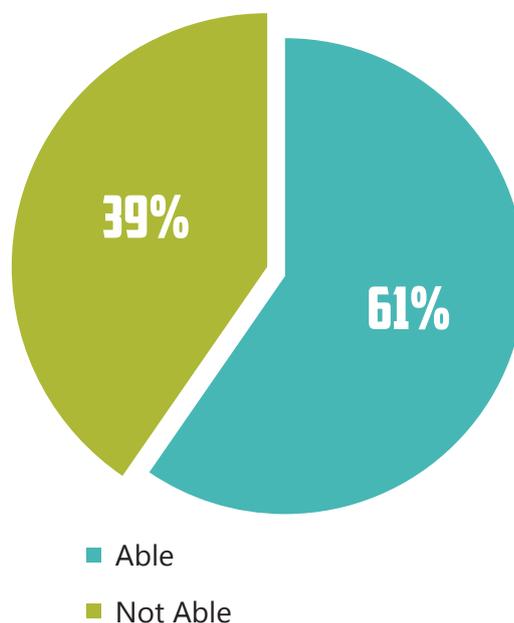
## Business Knowledge



## Confidence Level



## Ability to Define Social Entrepreneurship



The basis of social entrepreneurship i.e. understanding the essence of the concept and recognizing the need for employing ethical practices was also laid by providing reading/learning material, discussions, reinforcement through assessments and mentorship.

### Did you know?

Over 85% of Enterprise Challenge Pakistan improved their understanding of the skills required to succeed in a business

# Behind The Scenes

The journey from being mere students to young social entrepreneurs was not an easy one for the National Finalists of 2017. Hours of hard work, persistence, overcoming challenges beyond doubt, breaking and building, un-doing and re-doing and finally fine polishing, describes this journey to the least.



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# Support Strategy

## Timelines and Processes

A milestone-based timeline was developed for the young entrepreneurs to support their endeavours along with their academic life. The zeal and excitement of the National Finals left the young ones with hope and the motivation to make their ideas come true. This was demonstrated throughout the time period, where they finalized their business ideas and developed plans for execution.

All of this was achieved in a span of 6 months, starting from June, 2018 – November, 2018 and was arranged as follows:

Sr. No	Phase	Milestone	Time period
1.	Initiating and Planning	Business Model Completion	June – July
2.	Pre-implementation	Pilot testing	July - August
3.	Implementation	Managing cash flows, Profit/loss analysis	September - November
4.	Scaling the business	Exploring growth opportunities	November - Jan

Note: The progress of each start up is individualistic. This model best represents the progress made over the course of 6 months.

## Challenges and Methodology

While it was comparatively easier to generate a strategy, it was a lot more challenging to execute and integrate in the business cycle of each start-up.

The key learning from the entire process was that: each team is different, and each start-up is different. This was obvious from the beginning and we always knew that it would be a challenge to deal with young people with a diverse calibre and rudimentary knowledge of setting up social enterprises. The goal was to ensure that all

start-ups are able to achieve 2 months of operations until November, 2018. Keeping this in mind, we kickstarted the process by ensuring that all the teams had rock solid ideas and business plans that are in line with the essence of social entrepreneurship.

This was, by far, the most difficult stages of them all for the students as well as the team and it seemed that most of our resources were utilized during this stage in order to provide assistance, guidance and mentorship to the

students. Constant back and forth, vetting old ideas, developing new ones, integrating the social aspect, all seemed like a major challenge. Not only this, but it was highly important that all team members were aligned on the idea and felt close to the social problem that they were addressing. The challenge with setting up social enterprises is that it requires complete ownership. You are not just owners of an enterprise but spokespersons of a social phenomenon that impacts lives daily.

It was not until August, that most of the teams were able to finalize their ideas and were finally satisfied with their business plans. The main challenge while developing the business plan was to ensure that the goals of the organization were realistic and achievable. Moreover, if they were utilizing the capability of the entire team, intellectually and creatively. This period helped the young entrepreneurs in understanding their positions within their teams and realizing their own skill sets. This phase required them to get out of their comfort zones and gather material for research, pilot test, identify and reach out to the stakeholders and manage finances. All of this was rather new for the individuals and can be considered as a milestone for them in becoming future entrepreneurs as well as professionals of their industry.

Once the business plans were finalized and vetted, it was time for the most exciting bit that was the execution stage. It was a make it or break it, kind of a situation for the young entrepreneurs. They were going to put their ideas out in the public to test whether whatever they had thought or perceived was going to be well received or not. To much of their surprise, majority of the start-ups received a positive, and for some quite an overwhelming response, from their target audience.

Delighted and over joyed with the results, the students were asked to re-evaluate their strategies and to figure out what went right and what went wrong. If something can be improved, then how and to what extent? These are the questions that are yet to be answered by these young entrepreneurs and will help them scale their enterprises and take them to the next level.

“

*Success is a function of persistence and perseverance and the willingness to work hard for twenty-two minutes to make sense of something that most people would give up on after thirty seconds.*

*-Malcolm Gladwell*

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# Providing Support

**FUN  
MOMENT**



## Tools

To aid the establishment of these start-ups, monitoring and evaluation tools were used to ensure that the mentorship continues. There was no doubt regarding the scale of what the students were going to achieve, since the beginning. In order to achieve something of this magnitude, it was immensely important to make sure that these children are provided with the right kind of support for their ideas.

Continuing with this mindset, SEED, with its expertise in launching and scaling start-ups, persistent mentorship, guidance with the input of possible collaborative opportunities, and a hint of technical support, these young entrepreneurs bloomed from ideation to execution and are now ready to scale their businesses.

With these young entrepreneurs spread all over the map, support was provided via weekly calls, mentorship sessions, technical and creative assistance.



*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*

*- Mentor, Ahmed Sajjad Zaidi*



## Challenges and Methodology

Working with young people has been a forte at SEED. Enterprise Challenge Pakistan, however, was one of the first few projects where we worked with students within the age bracket of 13-16 years of age. Moreover, establishing student led social enterprises was a first for the team.

### Communication barriers

The journey was far from being easy. From developing the strategy to actual monitoring and evaluation, it was a roller coaster ride. The team struggled with technical as well as general issues. Considering that these students were based in different parts of the country was a challenge in itself. Skype, WhatsApp and telephone calls were the chosen medium of communication for teams based in all other provinces, except Sindh. Wherever and whenever school visits were possible, they were organized. Close contact with the school point of contacts and representatives made this journey possible.

### Think Big Mentality

Initially, the team worked upon instilling the mindset of pulling of something big within the children and reviving the confidence which they had showcased while presenting their ideas at the National Finals, 2017. The "THINK BIG" mentality was still missing. Weeks of mentorship, plenty of calls and tonnes of messages later, the students realized the importance and the need for turning their ideas into reality.

### Relationship Management with schools

The school representatives played a pivotal role in bridging the gap between the students and the SEED team. They noticed the dynamics of the young entrepreneurs within the team, provided technical support and motivated them. Where this support was not present, the SEED team along with the students suffered a setback.

Communicating with the school management and aligning with them on the monitoring and evaluation plans became testing. Traditional red tape, non-serious attitude and lack of support was also noticed in some schools. However, this was dealt with precaution and stringent action at some point to ensure that the students were receiving the best possible on-ground support. New point of contacts were appointed, upper management was reached out and were aligned to ensure that the students were fully aided in cases of investment disbursement processes, seeking approvals, legalities and partnerships with third parties.

### Taking Ownership

This was a big win for the team as it meant, now the students are ready to bring about a change and take full ownership of their social enterprises, which is the essence of entrepreneurship.

The next struggle was to help the students replicate and execute their business plans. The novice social entrepreneurs struggled with maintaining a balance between their studies and their young start-ups. Executing their business plan meant, scheduling meetings, sharing and gathering information, market visits, vendor management etc. During this time, the SEED team took the back seat realizing the need for the students to learn, experiment, make mistakes and buttress their enterprises.

### Emotional Support

The team ensured that they weren't just supporting these young individuals technically, but also personally and emotionally. Frequent bouts of hopelessness, fear of failure and self-doubt was experienced by all the students at one point or the other. It was very important for the SEED team to ensure that they were motivating the students and reassuring them of their abilities.



# IN THE SPOTLIGHT

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.



*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)*



## LightBulb Moment

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.

**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.

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.

## The Future

The enterprise endeavours to work on delivering a greater social impact 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. 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



*Our mission is to promote female education in district Pishin by directing financial support from the enterprise*



Through pilot testing and careful evaluation, the team arrived at the conclusion of tackling the root cause of this barrier which was lack of ambition and willingness of females towards acquiring education. Taking this forward, the young entrepreneurs have been successful in providing basic education and supporting the skill development of 18 women belonging to different households, residing in Pishin.

## 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 inability 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.

# Youthpreneurs

*A young social entrepreneur who believes in something bigger than themselves.*

It is not often that we see a group of 13-16 year olds, discussing business plans, developing strategy, doing market analysis and comparing costs. Enterprise Challenge Pakistan through it's planned mentorship paired with adequate investment, constant guidance and monitoring, ensured that these children had all the opportunities to achieve something that is a lot bigger than themselves.

It is safe to say, that SEED has been successful in creating a cohort of highly ambitious, competitive, dynamic yet, headstrong young entrepreneurs who have reached heights in just a span of 6 months.

“

*Being an entrepreneur at this stage of life is an amazing experience which none of us would ever be able to forget. We are extremely thankful to ECP for providing us for this chance and giving us the confidence for taking up this challenge”*

*- Students of Dawood Public School*

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## Team Profile

### School Name

- Abruzzi School, Shigir

### Team Members

- Sajid Hussain
- Qayem Hussain
- M Muntazir Mehdi
- Sajeela Saleem Khan
- Farhana Naseem



## Team Gilgit Baltistan

## Name of Enterprise: Shazday

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.

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



## Business Idea

**Business Idea:** Shigar is a city where apricots are available in abundance during t. The local farmers naturally dry it due to which their quality is below par. Women of the community were engaged in the growing and drying process of these apricots with the help of multiple sorting, sifting and drying techniques.

These apricots are then attractively packaged into packs of 250 gms and sold in the market to individual customers locally and across the country. Up to 447 Kgs of apricots have been bought and processed till date!

## Team Profile

### School Name

The Citizen's Foundation  
School, Rawalpindi

### Team Members

- Rimsha Naeem
- Iqra Manzoor
- Noor-ul-Saba
- Asma Azeem
- Kausar Rahim Gul



## Team Federal

## Name of Enterprise: Shazday

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 and it is safe to say the girls won everyone's hearts!



## Business Idea

Business Idea: To train women, who possess 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.

Investment Utilization: PKR 123,750 has been used as initial investment to purchase stitching machines that will be given out to women who have been selected through a criteria. Trainings will be organized to polish the skills of the women and to equip them to fulfil commercial orders.

## Team Profile

### School Name

Dawood Public School ,  
Karachi

### Team Members

- Umaima Sohail
- Ramisha Sohail
- Rabia Bawani
- Arisha Rehan
- Fatima Abbas

## Team Sindh

## Name of Enterprise: Organza

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.

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



## Business Idea

Business Idea: To design and produce modern, every day, ready to wear clothing for young girls, by employing underprivileged women thereby providing them with a source of income and ultimately empowering them as contributing members of our society.

Investment Utilization: The girls set up an exhibition where they showcased a variety of designs in multiple sizes and were able to generate a revenue of PKR 21,600. The team utilized an initial investment of PKR 41,950 only. Another exhibition is in the planning, where the young entrepreneurs will showcase remaining designs.

Future Plans: Developing a strong online presence and setting up an e-commerce website.

## On Challenges

*“ It was difficult to get good quality raw material at cheap prices. But we researched markets and managed to get it at best possible prices. Secondly, it was challenging for us find women with skills who would stitch clothes according to latest trends and fashion. After a lot of searching, we found a lady who was good at stitching and was also in need of a job”*

## Learning experience

*The exhibition we held enhanced our ability to do effectively communicate with people. It helped us understand the basics of managing finances and how to deal with people belonging to different mindsets in different situations. We discovered a new level of confidence as we got exposure to face and experience the real entrepreneurial world.*

*The happiness of the first item sold is unexplainable!”*

## Team Profile

### School Name

Burraq School, Kashmir

### Team Members

- Nayab Mustafa
- Raja Sahil Sheraz
- Muhammad Faisal Ejaz
- Choudary Shoaib Pervaiz
- Syed Muhammad Taqi Imam

**Team  
Kashmir**

**Name of  
Enterprise: The Learning School**



## Business Idea

**Business Idea:** To set up an institute that uses blended learning to nurture the communication, critical thinking and collaborative skills of young people. 50% of the revenue from the institute will be used to sponsor children and young persons and provide free of cost education. The rest shall be reinvested in the institute and shared equally between the members. The institute provides spoken English Language course with a strong focus on listening, speaking, reading, writing and vocabulary.

**Investment Utilization:** PKR 200,000 was utilized for setting up the learning centre. The monthly revenue is PKR 8,000 only at the moment. The centre charges PKR 1,000 as registration fee and also sponsors one child.

**Future Plans:** To introduce the following programmes:

- Computer Literacy (MS Word, Excel, Power Point, Urdu Typing, Internet Use, Installation)
- Personality Development
- Maths, Science, English and Urdu (Activity-based learning programme)

## On Challenges

*An important challenge was to convince people for enrolment in this spoken language course. We talked to our relatives, our fellows of different schools, most of them first agreed but never really joined!*

*Our enterprise had a rough start, when one of the partners refused to contribute. But we never gave up on him. All of us contacted him time and again, until he finally agreed to join hands. We have not looked back since.*

## Best moments and making memories

*A feeling of being young entrepreneurs was very much exciting for us, as we were going to start our own social enterprise, where we can learn and earn as well.”*

*“We were so happy to see the turnout when the registrations first opened. It is overwhelming to see so many people interested in our initiative and really gave us hope.*

## Team Profile

### School Name

Trust School, WAPDA Town,  
Lahore

### Team Members

- Raviha Ajmal
- Maryam Iqbal
- Fizza Ijaz
- Laraib Saif
- Sameen Sohail

## Team Punjab

### Business Idea

Business Idea: Setup a photocopy station in school that puts special emphasis on efficient use of resources such as electricity and paper usage. Printing is scheduled to be done in bulk quantity only and both sides of the paper is being utilized. The profits are re-invested and are used to provide financial assistance to deserving children.

The organization also runs awareness campaigns on environmental issues e.g smog and water conservation.

Investment Utilization: PKR 180,000 was used as initial investment for setting up the enterprise. Total sales of PKR 82,722 has been made till date.

Future Plans: Expansion in other branches of the institute. To put better marketing strategies in place and use the remaining investment amount to expand and develop a robust social impact plan.

## Name of Enterprise: Social Printing Solutions



### Challenges and finding solutions

*"First challenge was to manage all the requirements of business within the available resource. It was also difficult to manage time from our tough school routine to run our business.*

*Furthermore, as a young enterprise it was hard for us to manage with finances to keep updated with profit and loss.*

*We overcome the first challenge by purchasing a second-hand photocopy machine at a reasonable price. It helped a lot to start business within resources. We are thankful to our teachers and staff members who helped us manage our time and resources. We also employed individuals who can help deliver the service and also manage the day-to-day expenses"*



## Team Profile

**School Name**  
Peshawar Model School

**Team Members**

- Sulaiman Ghani Awan
- Muhammad Abbas
- Muhammad Musa
- Muhammad Mubashir
- Kamran Khan

## Team Khyber Pakhtunkhwa

### Business Idea

Business Idea: 4 out of 5 women in Peshawar know how to stitch clothes and do so out of the comfort of their homes. "WEDO" organization aims to empower these women by collaborating with cloth merchants and educational institutes to fulfil the need for good quality and affordable, stitched uniforms in the area.

Investment Utilization: PKR 67,000 has been utilized as initial investment. 113 units of uniforms have been sold to Asian Model School, the first customer of the enterprise. Future Plans: To target 40% of schools of Peshawar by the end 2020. Young entrepreneurs are also working on a plan to recycle/reuse the uniforms.

## Name of Enterprise: Women Empowerment Development Organization (WEDO)

### Overcoming hurdles and challenges

*"At beginning we had no idea how to start up, so we consulted our parents, teachers & school Director who is also an entrepreneur. As we started off, we faced problems such as finding the perfect cloth merchant providing quality cloth in reasonable prices that matched our budget.*

*We took help from social media and posted ads to connect with merchants and did the same to find schools and underprivileged women. At last we found "Asian Model School" whose uniform was easier for the women to stitch, then we made agreement on behalf of our school with Asian Model School to provide them quality uniform on subsidized rates."*



*On a personal level, ECP enabled us to find our inner potential. While dealing with merchants and schools administration, we also improved our communication and negotiating skills. The greatest thing our team explored is that:*

*"Teamwork brings Innovation that enables us to move forward in short time"*



## Overcoming hurdles and challenges

*“At beginning we had no idea how to start up, so we consulted our parents, teachers & school Director who is also an entrepreneur. As we started off, we faced problems such as finding the perfect cloth merchant providing quality cloth in reasonable prices that matched our budget.*

*We took help from social media and posted ads to connect will merchants and did the same to find schools and underprivileged women. At last we found "Asian Model School" whose uniform was easier for the women to stitch, then we made agreement on behalf of our school with Asian Model School to provide them quality uniform on subsidized rates.”*

## Best moments and memories

*It was for the first time in our life that we were starting our own enterprise..that was a life changing moment because at this age students are just connected to home & their educational institutes. We got the opportunity to experience a whole new world of entrepreneurship. Our journey is filled with many special moments, especially getting our first contract from "Asian Model School" and the cloth merchant "Balouch cloth house".*

*The most beautiful moment while running an enterprise was to give employment to the poor ladies and providing them with a peace and sustainability*

## Team Profile

### School Name

Oxford Public School,  
Quetta

### Team Members

- Habibullah
- Muhammad Ismail
- Tariq Shah
- Meer Wais



## Team Khyber Pakhtunkhwa

## Business Idea

**Business Idea:** 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.

Till date, 63 children have received books free of cost via the enterprise! Investment Utilization: PKR 215,000 has been used for procuring and distributing the books. Future Plans: To support as many school children as possible by providing course books at lower prices and also free of cost, in the future.

# Future Plans

With Enterprise Challenge Pakistan expanding its reach, year after year, the purpose and objective of the programme, will continue to motivate us in developing an enterprising environment for the future generations.

Young people are the back bone of any society. To develop an ecosystem that supports an entrepreneurial mind-set and provides adequate opportunities for the young ones, shall continue to be the motto with which we live by.

The journey of these eight enterprises does not end here. In fact, this is just the beginning to a long path of hurdles, challenges, technological changes and much more for these young entrepreneurs who will, indeed, be the builders of tomorrow.





“Enterprise Challenge Pakistan is a platform which provides the students of different provinces of Pakistan to enter the world of entrepreneurship. It was completely a new and exciting experience for us.

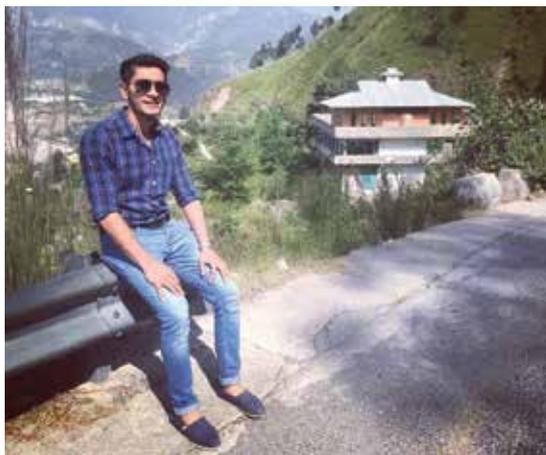
It was an unbelievable moment for our team when a group of five students were selected from KPK and we were also a part of this lucky and hardworking teams.

When we reached Karachi and presented our idea in front of the panel of the judges who liked our idea and gave us hope. The entire journey from getting selected till this day has been a memorable part of our life”

TEAM KHYBER PAKHTUNKHWA



## Snippet From the Team



“There are countless memorable experiences I have had from this programme. I got to learn about the mindset of our countrymen, their capabilities and their drive to do something in life. These were the things which kept me going because ECP is giving these students an opportunity of a life time to achieve something for themselves. Something that is greater than themselves.”

- Umer Abid



“ECP has been a life changing experience for me personally. I've learnt a lot about different cultures and so far it has been one the most impactful projects I've worked on, as I get to see how talented and the kind of mindset school children have. What motivates me the most is the that, children from the toughest of backgrounds are able to showcase their ideas through ECP and will surely make our country proud one day!”

- Junaid Quadri



“Super lucky to be a part of this programme. It was a great experience, specially, because I had never worked with children in my entire life!”

- Gulbaz Khan

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## Words of Wisdom from the Teachers

This is an ode to all the teachers and school management who worked day and night with the young entrepreneurs to ensure that their ideas saw the light of day. From using their personal and professional contacts to providing emotional support to the students, the school representatives played a crucial role in helping these students grow into social entrepreneurs. They put their confidence in these children and their ideas and saw them grow.

In this section, the school representatives share their thoughts on the entire journey with SEED and the young entrepreneurs.

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“Since the inception of this marvellous initiative till the implementation, our plan turned into a revolutionary idea and a journey of personal and social growth for the students. It has had a dramatic effect on their lives, particularly and on their surroundings. SEED team has made a great contribution to this society. God bless your team for their efforts.”

**Ms. Ismat – Trust School, Lahore**

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“Enterprise challenge helped the students in exploring their creative side, being responsible citizens and confident and vocal individuals with a sense of purpose. Initially the idea of setting up an enterprise daunted the students. But later, as they shared responsibilities, they grew closer, worked harder, took bold steps and every idea began to take form.”

**Ms. Safia Adnan – Dawood Public School, Karachi**

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“I think it's a unique journey for the young ones that is packed with experiences, learning and a lot more. Enterprise Challenge Pakistan gave them the opportunity to do something they never thought they could achieve... or would be the builders of a future where they are job givers instead of job seekers”

**Mr. Jawwad Kazmi – Burraq School, Kashmir**