

2024 IMPACT REPORT

ENTERPRISE CHALLENGE PAKISTAN

In Partnership with:



Transforming young people's mindset from job seekers to job creators

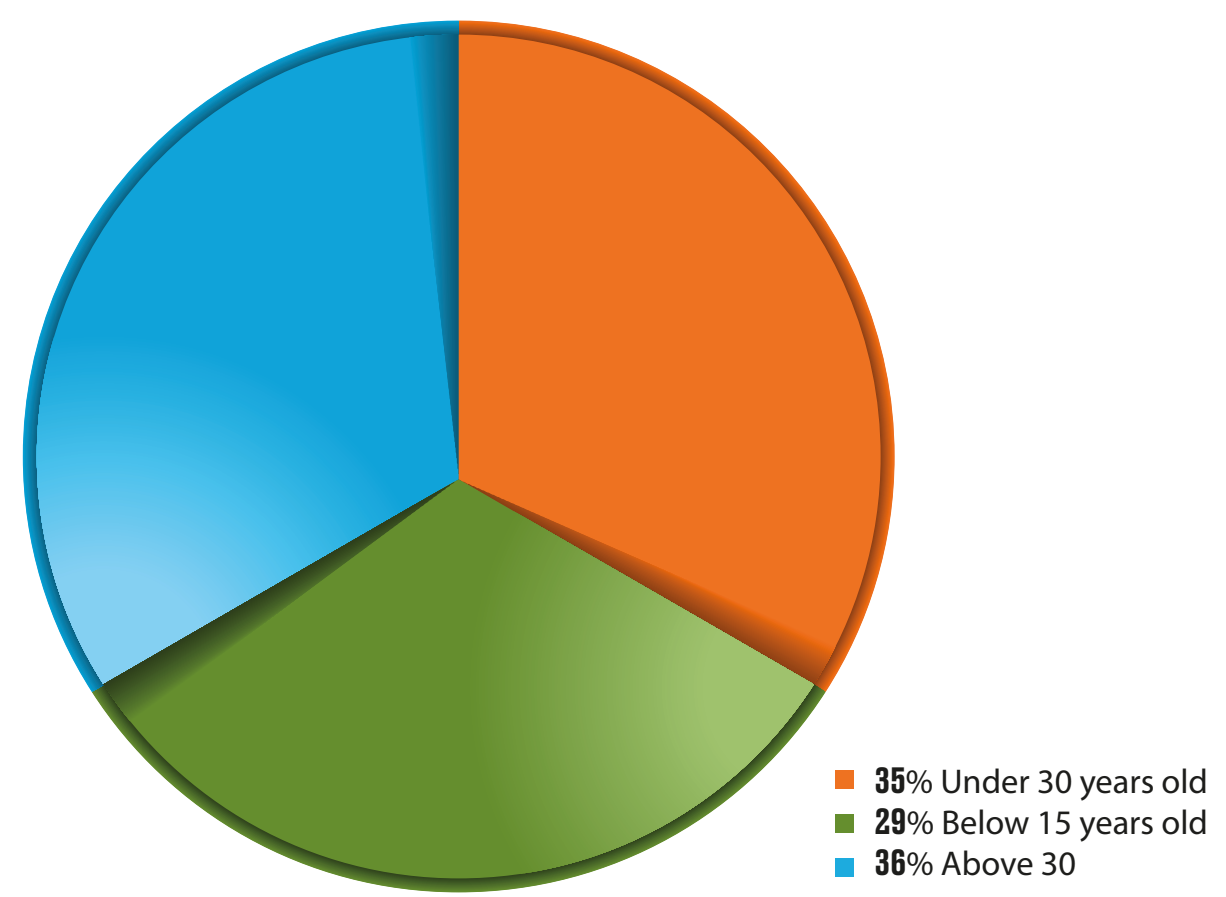


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Unveiling the Reality:

A Closer Look at Youth in Pakistan



Pakistan faces a significant youth demographic, with 64% of the population under 30 years old and 29% below 15. However, resources and opportunities for this demographic are lacking, leading to Pakistan ranking low on global youth

development indices. With 4 million youths entering the job market yearly and 1.5 million jobs needed annually until 2040, job creation is critical. High unemployment rates, especially among youth, exacerbate the issue. Over 60% of

young people have unstable or low-paying jobs, and 35% work without any pay. This creates an aspirational crisis, emphasizing the urgency for entrepreneurship and job creation to engage Pakistani youth effectively.





About Enterprise Challenge Pakistan

Enterprise Challenge Pakistan (ECP) is a national competition to inspire and instil entrepreneurial and business acumen among young students between the ages of 14 and 18 years to transform their mindsets from job seekers to job creators.

Over the course of the programme, young persons:



Are shown and taught educational videos specifically developed for ECP participants



Play exciting business simulation games to apply the concepts they learnt



Receive personalized mentorship by business/industry experts



Acquire the skills to develop and pitch their innovative and sustainable enterprise ideas

PROGRAMME OBJECTIVES

Instilling entrepreneurship in young minds

The programme aims to:

- Increase knowledge of basic business concepts, corporate ethical strategies
- Build important skills
- Develop their confidence and aspirations for what they can achieve
- Increase their understanding of the world of work and their ability to have a positive impact on their wider community and society

History of Enterprise Challenge Pakistan

Established in 2015, Enterprise Challenge Pakistan emerged from a collaboration between Prince's Trust International and SEED Ventures.

Over the years, SEED Ventures has orchestrated seven cycles of Enterprise Challenge Pakistan, engaging more than 6,500 young participants from every corner of Pakistan. This milestone firmly cements Enterprise Challenge Pakistan as the nation's premier youth-focused business competition.

Forbes, acknowledging its significance, has featured Enterprise Challenge among the 'Five Leading Programmes Supporting the Next Generation of Entrepreneurs.' This accolade underscores its profound influence in nurturing entrepreneurial talents and opening avenues of opportunity for youth on a global scale.

We are proud that this programme has now become 'Pakistan's largest business competition for school children'.



Over the last 7 years, Enterprise Challenge Pakistan has impacted:



6527
Young people



418
Schools



07
Regions



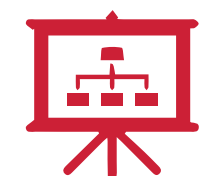
30+
Cities



831
School Teachers



504
Business/Industry
Experts as Mentors



1400+
Business Pitches
Received



£26,500
Seed Funding Awarded
to the Winning Teams



Our Young Entrepreneur From Cycle 06

Mahnoor, 16, Islamabad

Drawing on her science skills and her newfound business knowledge, fifteen-year-old Mahnoor is pursuing big change with small creatures. Flies on rotting food are generally considered a pest and a health hazard.

But Mahnoor has found an ingenious way to harness the power of fly larvae and food waste to create new, sustainable products. Appalled by the food waste from local markets, Mahnoor has established a black soldier fly colony, fed on organic waste. She sells the larvae as chicken feed and is experimenting with a bio-tech proce-

dure to extract chitosan powder from the insects' cocoons. Chitosan is a valuable polymer used in a range of industries including pharmaceuticals and cosmetics, and the market is growing fast.

Mahnoor's dual entrepreneurial endeavours were kickstarted during the Enterprise Challenge Pakistan programme, and she is now progressing her business idea in real life. Girls in Pakistan still face many barriers to progressing in science and business fields. But Mahnoor is breaking the mould and blazing a trail for others to follow.



Our Young Entrepreneur From Cycle 06

Sara, 17, Karachi, Sindh

Sixteen-year-old Sara is making waves with her ingenious business idea of plantable pencils. Sara, a keen artist, is deaf and uses sign language to communicate.

Every single time she presents her idea in public in her home country of Pakistan, Sara is challenging and changing perceptions about the role that girls and disabled people can play in business and public life – both areas where they have traditionally been excluded.

Although she is a trailblazer who is undeniably breaking down barriers, the greatest barrier that Sara has overcome is the one in her own mind. 'I am a powerful girl and I can do whatever I set my mind to,' Sara says. But she didn't always feel this way.

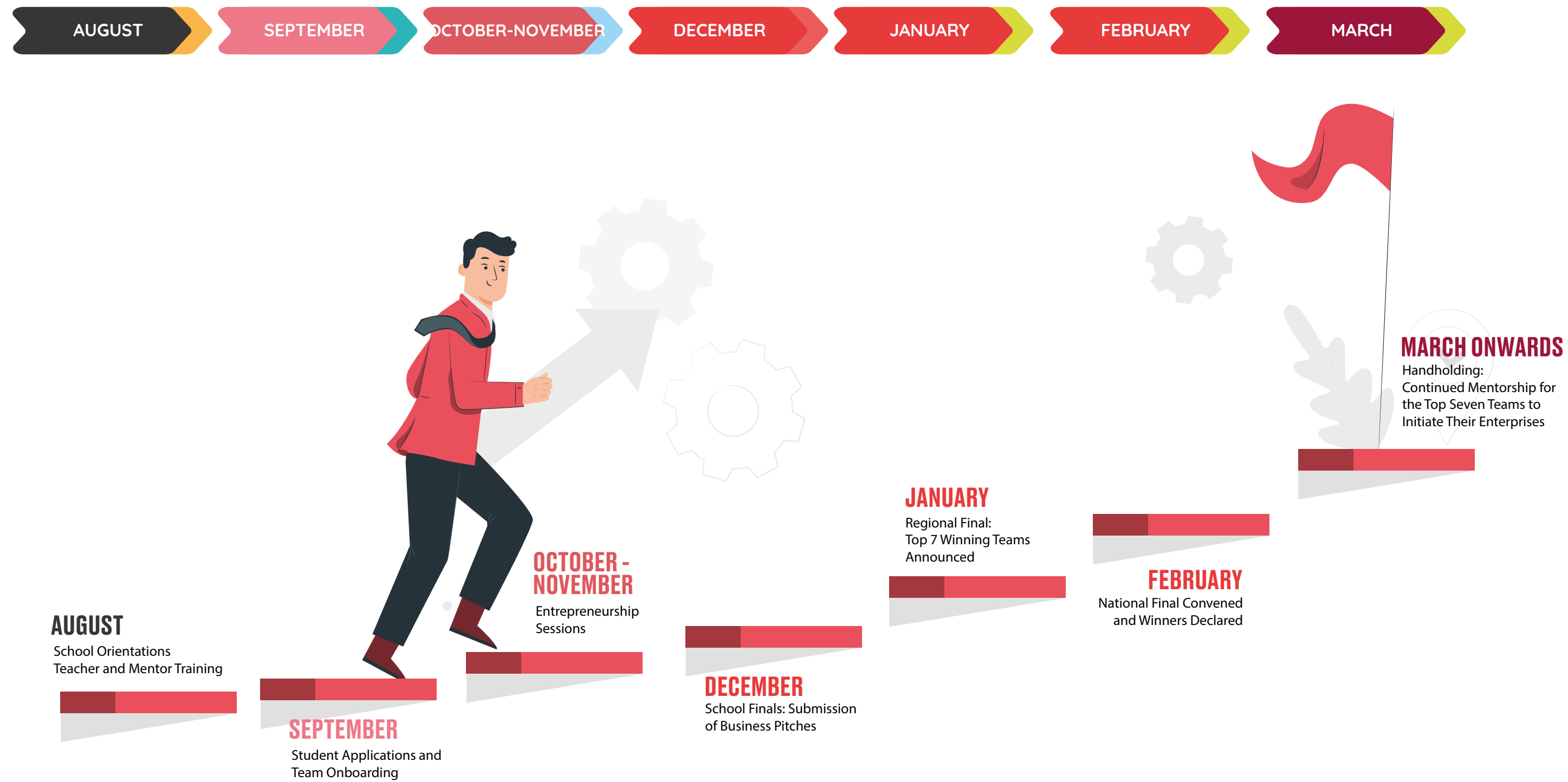
Before taking part in Enterprise Challenge Pakistan (ECP), Sara's sense of self-worth, and her ambitions for her future, were both far more limited.

"ECP provided me with the knowledge of how to establish and run a business. It offered both a commercial sense and an ethical perspective"

"Before ECP, I had an inward approach towards life. My life revolved around going to school and then straight home right after. ECP really opened up my mind and allowed me to realize that I have the capacity to contribute to the society and become self-sufficient"

Enterprise Challenge Pakistan

Journey 2023-2024



Nationwide Engagement

Enterprise Challenge Pakistan 2023-24

This year witnessed a remarkable surge in interest in the Enterprise Challenge Pakistan, with 232 schools displaying eagerness to participate. Through a meticulous selection process, 121 schools were chosen to partake in the programme, underscoring a dedicated effort to

nurture entrepreneurial fervour within educational establishments. The participating schools were located in all 7 regions of Pakistan spanning across 22 cities, signalling widespread interest and engagement in the Enterprise Challenge Pakistan 2023-2024.



In a bid to champion inclusivity and catering to students from diverse socioeconomic strata, half of the participating schools charged no fee or charged monthly fee below Rs. 5000, constituting a collective of 60 schools.



Out of 121 schools, there were 9 public schools that participated in the programme. The 11% participation of underscores the dedication to fostering entrepreneurship education in public schools.

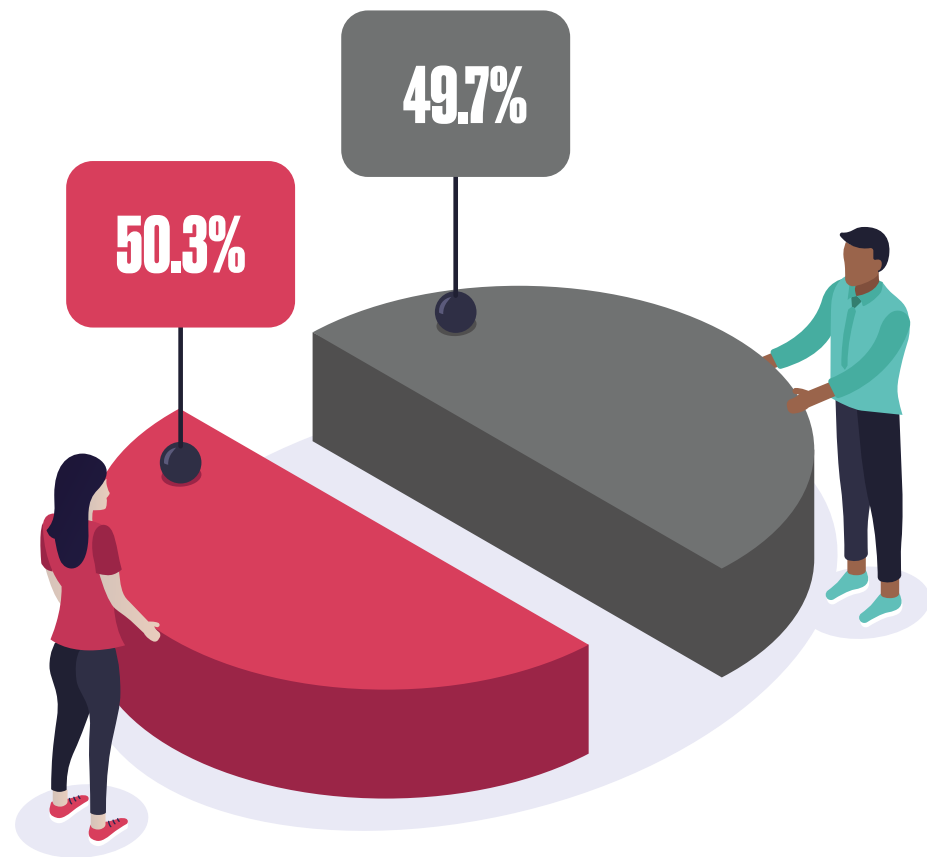


Approximately 39% of the enrolled schools represented a diverse array of categories, encompassing private institutions, trust schools, educational service providers, and public-private partnerships.



Student Applications

The Enterprise Challenge Pakistan 2024 demonstrated gender equality with nearly equal participation of girls and boys, with 1,119 girls and 1,101 boys completing the programme.



A total of more than 3,834 applications were received, reflecting a strong enthusiasm for entrepreneurship among Pakistani youth.



A total of 2,232 young participants actively engaged in the programme, demonstrating widespread involvement in entrepreneurial activities.



Encouragingly, a total of 2,220 young participants successfully completed the programme, underscoring their exemplary commitment and dedication throughout the duration of the initiative.

Training Teachers and Mentors

A cohort of 242 teachers, including two focal teachers from each school, underwent rigorous training to enhance their capacity to guide young participants through the intricacies of business fundamentals. Furthermore, 96 mentors received specialized training to adeptly mentor and support young individuals in applying business concepts and refining their pitching skills.

These dedicated educators and mentors diligently studied Enterprise Challenge Pakistan manuals to gain invaluable insights crucial for effective curriculum delivery and mentorship.



Key Findings

Young people who participated in Enterprise Challenge Pakistan have given stellar reviews about their experience.

Here are 12 reasons why they rated the programme so highly:



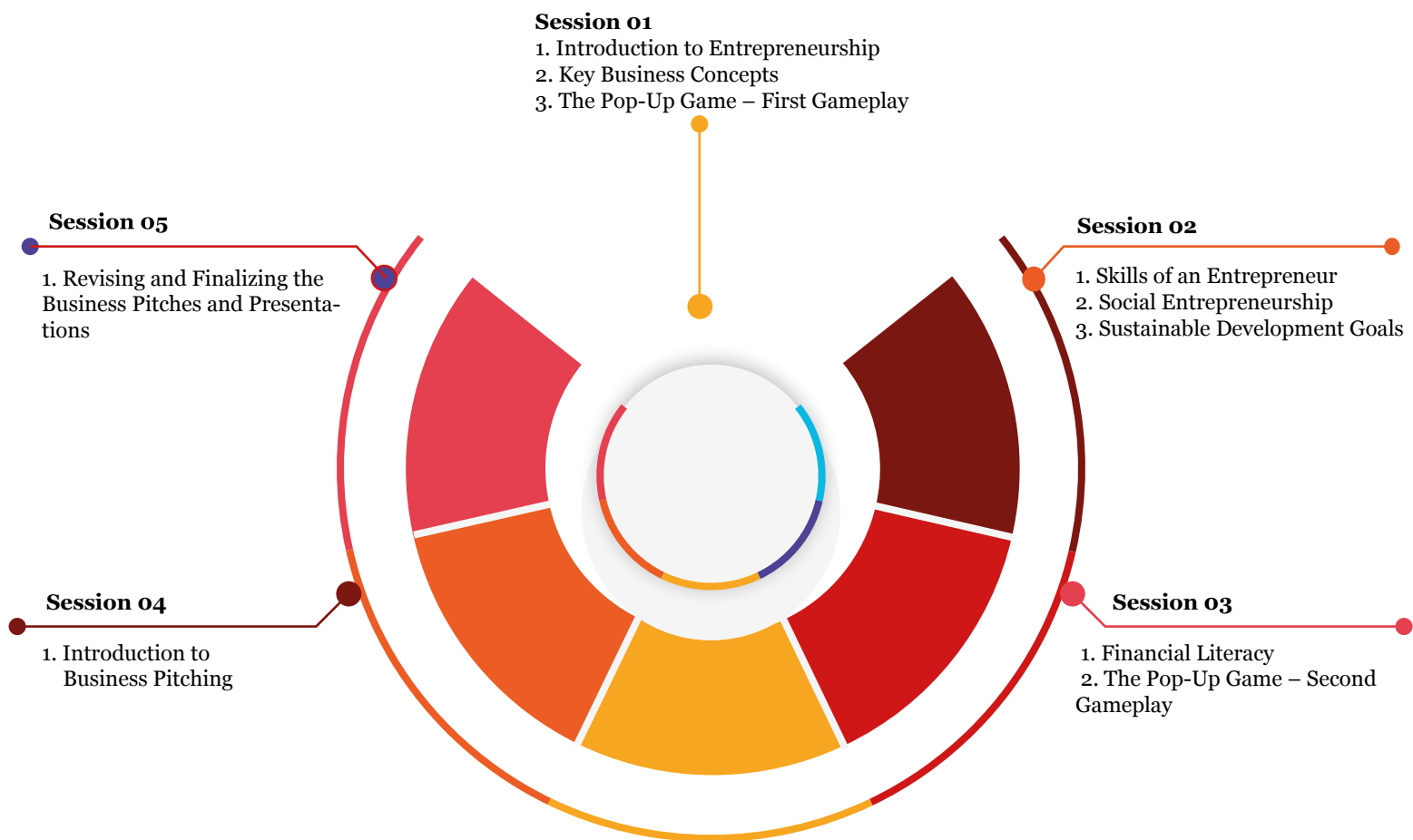
Programme Outcomes

The percentage of young participants who self-reported improvement in their skills is as follows:



Entrepreneurship Sessions

This year's programme witnessed active participation from 2,232 young people, indicating a strong interest in entrepreneurship and skill development. Over the course of five sessions, participants delved into diverse subjects crucial for entrepreneurial success. These sessions included:



This comprehensive curriculum aimed to equip participants with a comprehensive understanding of entrepreneurship while fostering practical skills necessary for success in the business world.



From Schools to Regions: Submission of Business Pitches

An impressive total of 427 pitches were submitted from all seven regions of Pakistan. Following a meticulous evaluation, 115 teams successfully advanced to the school finals.

From these remarkable entries, 22 outstanding pitches were selected to progress to the city finals, demonstrating exceptional merit and potential.

Furthermore, from the initial pool of submissions, seven teams stood out as regional finalists, showcasing the diverse talent and innovation present across the regions.



British High Commission, Islamabad

February 24, 2024

Pre-National Final: Mentorship and Boot Camp Sessions

The regional finalists received additional mentoring sessions to refine their business ideas and pitches in anticipation of the national final, offering invaluable guidance and support as they aim for success in the competition.

The day preceding the national final, teams from diverse regions of Pakistan convened for a boot camp. This interactive ice-breaking session provided further training for the national final, encompassing mock pitches, risk management strategies, and stress management activities, all geared towards bolstering participants' enthusiasm for the upcoming competition.

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National Final: Where Dreams Come True

The grand finale of Enterprise Challenge Pakistan's national event took place at the British High Commissioner Her Excellency Jane Marriott's residence garden in Islamabad.

Among the attendees were the 35 young participants – regional finalists, esteemed ECP teachers, mentors, and school principals, along with representatives from Prince's Trust International and SEED Team. The distinguished presence of business industry experts and philanthropists from the public, private, and development sectors further accentuated the event's significance within the entrepreneurial landscape. This gathering epitomized a convergence of influential stakeholders, fostering meaningful connections, collaboration, and recognition of entrepreneurial excellence.

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National Final: JUDGES



MS. MALEEHA MIMI BANGASH
Expert Digital Banking Esg/green
Banking, Sme



Mr. Shabir Randeree
Chairman
Prince's Trust International Board



Mr. Zaheer Mehdi
Chief Govt. & Corporate Relations
Officer – Engro Corporation Limited



Mr. Syed Ali Naseer
Chief Data And
Strategy Officer – Jazz



Mr. Khurram Hussain
Dy. Chief Executive Officer –
Alfalah Insurance Company Limited



SENATOR ENGR. RUKHSANA ZUBERI
CHAIRPERSON –
WOMEN IN ENERGY PAKISTAN

National Final: Awards

At the Enterprise Challenge Pakistan national final, seven regional teams presented their groundbreaking business concepts to a captivated audience and esteemed panel of judges.

Team Roshni from Abbottabad, Khyber Pakhtunkhwa, shone as the champions and clinched the audience poll award for their innovative project aimed at fostering inclusivity for the visually impaired community.

Gen-Z Ventures from Islamabad secured the runners-up position with their focus on life safety

The remaining five teams also left a lasting impact: Solar Sizzle from Karachi, Sindh, stole the spotlight with their sustainable energy solutions, winning the audience poll award for the most innovative project.

Eco Fusion Hybrid Dryer from Gilgit City, Gilgit Baltistan, was hailed as the Most Financially Viable project, promising economic stability. Ciggy Savers from Multan, Punjab, received recognition for their eco-friendly

approach to combating mosquito-borne diseases.

Empowering Threads from Muzaffarabad, AJK, championed women's economic empowerment.

Serviso from Quetta, Balochistan, tackled employment disparities head-on.Each team received well-deserved cash prizes and medals, honouring their dedication and commitment to entrepreneurship.

This year's national final in Pakistan wasn't just about celebrating within our borders; it was also a moment of pride as Sara, last year's Deaf Reach School champion, won the Prince's Trust International Regional Award (South Asia) for Young Achiever. Her achievement adds immense significance to our celebrations, showcasing the power of talent and determination to break barriers and inspire others.

National Final: Awards

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Winner (Most Impactful) Team Roshni

Fauji Foundation Education System, Abbottabad, KPK
Enterprise Idea: To assist the blind community in achieving their inclusion and independence by providing access to printed braille material.



TOP 7 (Most Financially Viable) Eco Fusion Hybrid Dryer

Fauji Foundation School, Jutial Gilgit, Gilgit Baltistan
Enterprise Idea: To help rural communities achieve economic stability by replacing the old traditional and unhygienic drying methods of fruits, vegetables, and herbs with an innovative, efficient, eco-friendly hybrid dryer in the future.



Runner Up GenZ Ventures

Imperial International School and College, Islamabad, Federal
Enterprise Idea: To help miners, construction workers, and bikers by ensuring their life safety by selling smart safety helmets.



Top 7 (Most Eco-Friendly) Ciggy Savers

Fauji Foundation School and College, Multan, Punjab
Enterprise Idea: To reduce the number of patients with dengue fever and malaria by providing affordable and easy-to-use mosquito repellents.



TOP 7 Empowering Threads
Asria School and College, Muzaffarabad, Pakistan-Administered Kashmir
Enterprise Idea: To provide a platform for skilled local women to become financially empowered by selling their handicrafts nationally and internationally.



TOP 7 (Most Innovative) Solar Sizzle

Aga Khan Higher Secondary School Karimabad, (Morning Shift), Karachi, Sindh
Enterprise Idea: To reduce reliance on expensive natural gas, leading to long-term cost savings for consumer by offering a portable, rechargeable electric stove powered by solar energy



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Winner

The Enterprise Challenge Pakistan 2023-24 proudly crowned the Abbottabad team – Roshni - not only as the winners but also for presenting the most innovative business idea. Team Roshni won the competition for their pioneering project aimed at addressing the marginalized status of the visually impaired community. Under the leadership of Zakia Khalid, Khawar Raza, Muhammad Farhan, Esha Jabeen, and Tehzeeb Jahangir, the team recognized the urgent need to enhance the inclusion of the visually impaired, particularly in educational settings where access to braille reading materials is restricted due to exorbitant costs.

With approximately 1.12 million visually impaired individuals in Pakistan alone, their solution, the Braille Transcription Service, endeavours to fill this void by converting regular digital/print media into braille format. By transcribing books across diverse genres and making content accessible to braille readers, the team's innovative initiative not only diminishes the financial obstacles associated with braille literature but also fosters equitable educational opportunities, in alignment with SDG 4. Their vision transcends geographical boundaries, with plans to expand the service initially in KPK and subsequently nationwide and globally.

Furthermore, their future endeavours, including Urdu language books, a Braille Embosser, and Pakistan's inaugural Braille Magazine, underscore their commitment to nurturing empathy, raising awareness, and mitigating inequalities, thereby making significant contributions to multiple Sustainable Development Goals (SDGs), notably SDG 8 and SDG 10. The Abbottabad team's unwavering dedication to promoting inclusivity and empowering the visually impaired community establishes a noteworthy precedent for social entrepreneurship, inspiring impactful change on both local and global scales.



Runner Up

The Enterprise Challenge Pakistan 2022-23 witnessed remarkable innovation and dedication from the Islamabad team Gen-Z Ventures, comprising Uneza Ali Abbasi, Shaheer Kashif, M. Aqib Khan, Rayyan Omer, and Muhammad Abdullah.

Their project aimed to revolutionise workplace safety, particularly for miners, construction workers, and bikers, through the introduction of Smart Safety Helmets equipped with GPS trackers. This groundbreaking solution addresses the pressing issue of communication gaps between workers and head offices, significantly reducing the risk of accidents and fatalities. Their comprehensive approach, encompassing GPS tracking, the establishment of safety zones, and streamlined rescue proto-

cols, showcases exceptional foresight and commitment to ensuring worker well-being in high-risk environments.

The project not only tackles immediate safety concerns but also lays the foundation for proactive monitoring and response, exemplifying the team's ingenuity and compassion for worker welfare. As runners-up in the challenge, Gen-Z Ventures have not only secured their position but have also paved the way for a transformative solution with far-reaching impacts on workplace safety standards. Their dedication to innovation and social responsibility serves as an inspiring example for future entrepreneurs, highlighting the profound potential of young minds to drive positive change in society.



Our Young Entrepreneur From Cycle 07

Atiq, 15, Gilgit, Baltistan

In the serene surroundings of Gilgit Baltistan, 15-year-old Atiq Anwar harbored aspirations far beyond the mountains that surrounded him. Growing up amidst a lineage of entrepreneurs, Atiq was no stranger to the drive for success. However, he never imagined that one day he would have the opportunity to craft a business proposal.

Observing the methods employed by locals to dry fruits in his community, Atiq envisioned a cleaner, more efficient solution. With encouragement from the Enterprise Challenge Pakistan, he embarked on a journey to develop an eco-friendly business plan. Despite the constraints of limited resources, Atiq and his team forged ahead, driven by their vision to introduce the Eco-fusion Hybrid Dryer—a transformative solution aimed at revolutionizing fruit drying processes in their region.

Through the programme, Atiq gained invaluable practical

business skills, from mentoring to online business simulation game, enhancing his confidence, teamwork abilities, and information gathering prowess. The ECP experience not only equipped Atiq with the tools necessary for business success but also instilled in him a sense of perseverance and determination.

Reflecting on his journey, Atiq remarked, "Through Enterprise Challenge Pakistan, I discovered the thrill of turning challenges into opportunities, and in that process, I found both joy and invaluable lessons that will guide me towards future success."

As a result of his participation in the ECP, Atiq emerged not only as a budding entrepreneur but also as a beacon of hope for his community. "From Enterprise Challenge Pakistan, I accomplished more than success; I achieved growth, tenacity, and a profound sense of fulfillment," he shared.

With a newfound sense of purpose, Atiq envisions a future where obstacles are mere stepping stones to success. "Engaging in the Enterprise Challenge has sparked a beacon of possibility," he affirmed. "To aspiring young minds: Embrace the Enterprise Challenge, because within its trials lie the seeds of innovation and development."

Atiq's journey epitomizes the transformative power of entrepreneurship and the profound impact of Enterprise Challenge Pakistan in nurturing young talent and fostering innovation. As he continues to pursue his entrepreneurial dreams, Atiq remains steadfast in his belief that with determination and opportunity, anything is possible.

Our Young Entrepreneur From Cycle 07

Rija, 17, Rohri, Sindh.



In the heart of Rohri, Rija, a 17-year-old student at City Public Higher Secondary School embarked on a journey fueled by determination and a desire for change. Born into a community entrenched in traditional gender norms, Rija faced barriers that hindered women's social mobility and opportunities for entrepreneurship.

Rija was driven by a vision to challenge societal norms and empowering women, so she seized the opportunity presented by the Enterprise Challenge Pakistan in 2023-2024. With her innovative business plan – 'Pink Auto Raksha' - Rija aimed to provide a safe and exclusive transportation service for women, staffed by female drivers.

"Before the programme, societal norms and limited opportunities held me back," Rija reflected. "Being a woman in a conservative environment, I faced challenges in breaking gender

stereotypes and pursuing entrepreneurship."

Through the programme, Rija honed essential skills, from understanding business to effective communication and strategic planning. Interacting with mentors provided invaluable insights, shaping her vision for 'Pink Auto Raksha.'

"The most enjoyable part was interacting with mentors. Their insights and guidance were invaluable in shaping my business plan. I found their experience truly enlightening," Rija shared.

As she navigated the challenges of entrepreneurship, Rija's determination never wavered. "Achieving success in this challenge required dedication and refining my business plan through the programme's guidance," she said, "It was about persistently working towards a vision of empowering women through safe transportation."

Through her initiative, Rija not only challenged stereotypes but also empowered women to enhance their social mobility and independence. Speaking on the topic, Rija said, "Since participating, my life has transformed, I feel empowered, and I see the positive impact on women in my community."

With her unwavering resolve, Rija embodies the spirit of entrepreneurship and social change. "To young people aspiring for a similar journey, I would say embrace opportunities that challenge the status quo," she advised. "Programmes like these can turn your ideas into powerful solutions that change lives."



Programme Highlights

This year's Enterprise Challenge Pakistan witnessed active participation from 22 cities across Pakistan, including Abbottabad, Faisalabad, Rohri, Nagar, Shigar, Sibi, Mohmand, Mansehra, and Pishin, ensuring a comprehensive representation and showcasing the diverse entrepreneurial talent across the nation.

A total of 423 innovative business ideas flooded in, reflecting the remarkable creativity and entrepreneurial potential of the young participants. These submissions spanned various industries and solutions, demonstrating the breadth of entrepreneurial innovation inherent in the programme.

The National Final, held for the first time in Islamabad at the British High Commission, marked a significant milestone in the programme's history.

Notably, a regional finalist from Karachi had the honour of ringing the gong at the Pakistan Stock Exchange during the Gong Ceremony before the final event, symbolizing recognition and integration within the esteemed business community. This gesture underscored the programme's ability to connect participants with industry leaders and opportunities for growth.

Sara, last year's team winner from Deaf Reach School, achieved a notable milestone by winning the Prince's Trust International Regional Award for Young Achiever, serving as a testament to the programme's impact on individual accomplishments. Her success highlighted the transformative opportunities provided by the programme for aspiring entrepreneurs.

The inclusion of Deaf Reach Sukkur in the programme underscored its commitment to

accessibility and inclusivity in entrepreneurship education. This initiative exemplified the programme's dedication to providing opportunities for all aspiring entrepreneurs, regardless of background or ability.

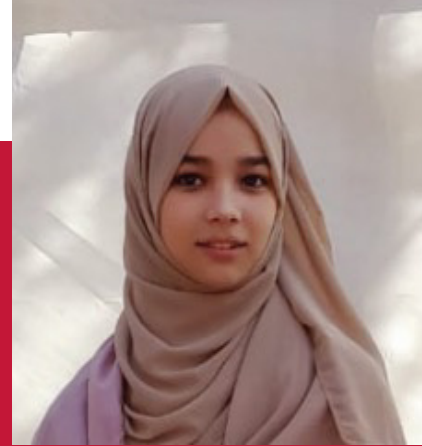
The celebration of a five-year partnership milestone with Jubilee Life Insurance at the British Deputy High Commission earlier in February highlighted the programme's ongoing dedication to advancing entrepreneurship and fostering collaborative partnerships for sustainable impact.

Earlier this year, Habib Public School extended an invitation to the Enterprise Challenge Pakistan programme manager to serve as a judge at their entrepreneur gala. The aim was twofold: to impart insights on the art of business pitches and to evaluate the pitches for the competition results.

Testimonial

Zahra, 15, Quetta, Balochistan.

"For me, Enterprise Challenge Pakistan has been a game-changer! It gave me practical entrepreneurial skills, boosted my confidence, and improved my teamwork abilities. These things have made tackling business challenges easier and handling tasks more efficient. The programme has also opened up opportunities for my personal and professional growth, providing insights into business strategies and valuable networking experiences that I can apply to my journey." - Madiha Zahra, 15, Quetta, Balochistan.



Umair Tahir, 18, Lahore, Punjab.

"Securing the 7th place in the Enterprise Challenge Pakistan is more than a ranking; it is the triumph of passion and unwavering dedication. This achievement fills me with pride, showcasing the limitless possibilities when dreams meet purpose."



Wajeeha, 16, Quetta, Balochistan

"Enterprise Challenge Pakistan helped me identify my strengths and weaknesses. I discovered my passion and realized that without it, I am incomplete. Consequently, I am committed to consistently working towards it. My friends and family have observed my passion, leading them to respect this aspect of my personality." - Wajeeha, 16, Quetta, Balochistan.



Huzaiifa, 16, Multan, Punjab.

"The Enterprise Challenge reshaped more than strategies; it sculpted my behaviour. From calculated risks to a resilient mindset, the experience instilled a transformative shift in me, making me turn challenges into stepping stones and helping me build a confident approach to both business and life. I see myself as a resilient strategist, and others as potential collaborators in the journey of innovation. The experience has not only transformed my perception of challenges but also illuminated the collective potential to create a meaningful change."



Zakia Khaild, 15, Abbottabad, KPK

"After all the meetings and sessions I attended in Enterprise Challenge Pakistan, I learned a lot about entrepreneurship and confidence. My mind became crystal clear about business concepts and how to implement solutions to solve problems that are sustainable and profitable. All of these sessions helped me to find loopholes in my business pitch and therefore I keep polishing it." - Zakia Khaild, 15, Abbottabad, KPK.



Raza Abidi, 15, Karachi, Sindh.

"The ECP experience played a pivotal role in enriching me with insights into business establishment and operation, introducing my concept of social enterprises, and instilling a profound sense of social responsibility."





Prince's Trust International

Prince's Trust International was established in 2015 by our Founder and President, His Majesty King Charles III, the former Prince of Wales, to help tackle the global crisis in youth unemployment. Building on over four decades of experience in the UK, we now work with local partners in 18 countries across the Commonwealth and beyond, including Africa, Asia, the Middle East, Europe and the Caribbean. In a rapidly changing world, we deliver education, employment, enterprise, and environmental projects that enable young people to build meaningful and sustainable careers.

"HRH The Prince of Wales's vision is that young people must be empowered to build their own futures. This has never been more true as we emerge from the worst of the pandemic."

Enterprise Challenge Pakistan instils the entrepreneurial spirit in young people encouraging them to develop business ideas and gain life skills like teamwork, self-confidence and problem-solving. We hope this year's finalists will become the employers of tomorrow."

Will Straw
CEO, Prince's Trust International



Social, Entrepreneurship and Equity Development – SEED is a social enterprise that specializes in creating inclusive economic prosperity. With more than a decade of experience, we collaborate with the public, private, and development sectors to achieve SDGs and create sustainable impact at individual, community, institutional and systemic levels.

"Over the last 5 years, Prince's Trust International and SEED have transformed young people's mindsets from job seekers to job creators through Enterprise Challenge Pakistan. It brings me great joy to witness the brilliant impact-driven ideas that these young people developed".

Shaista Ayesha
CEO, SEED

About Us

Our partners play a critical role in executing the programme and we would like to recognize their vital contribution to Enterprise Challenge Pakistan 2021-2022.



Engro Corporation Limited is a leading Pakistani conglomerate that remains committed to helping solve some of the Country's most pressing issues. Under its four verticals (telecommunications infrastructure, food & agriculture, energy & related infrastructure, and petrochemicals), Engro impacts every Pakistani's life by facilitating connectivity and financial & digital inclusion, improving food security, and providing smart agri-solutions for improved farmer yields, fueling a future devoid of power crises, and enabling economic growth through greater potential for exports.

Through its inclusive social good initiatives, Engro executes programmes to promote female literacy, vocational trade, entrepreneurship, and vital life skills while also establishing medical facilities to serve those within its value chains. Through its businesses and social initiatives, Engro has a singular goal: to enable growth for Pakistan.



Jubilee Life Insurance is proud to be part of the Enterprise Challenge Pakistan once again this year as partners for the fifth consecutive year since 2017. It is very exciting to be associated with SEED in their efforts to help school children grow and develop with an Entrepreneurial mindset.

Sindh Karachi

Syed Moin Ali
Manager Incubation Center at ICCBS Technology Park, University of Karachi

Misbah Amin
Owner at IBA Karachi, Center for Entrepreneurial Development (CED), Idraak (Founder), E-Ingenious (Founder)

Alyshah Aziz Kanani
Owner at Porter Global & Magnus Global
Erum Humair - Teacher at Karachi Public School/ Sweet Chilli

Ambreen Haider
Regional head SME at Silkbank

Hammad Shams
Head of Marketing at Sindh Economic Zones Management Company

Andeel Ali
Manager at Monitoring Evaluation Learning and Development (National Incubation Center Karachi (LMKT)

Hyderabad

Junaid Razzaque Soomro
Teaching Assistant at University of Sindh Jamshoro

Shahzana Memon
Manager Monitoring & Evaluation at NIC Hyderabad-

Vikram Kumar
Owner at AVE Corporation

Mir Ghazanfar Ali Talpur
Digital Marketing Consultant,E-Commerce Specialist and Design Thinking Trainer at MWOLFF

Sumera Kazi
Lecturer at Isra University

Rohri

Noman Rafique
Subject Specialist at City Public Higher Secondary School, Rohri

Samreen
Subject Specialist at City Public Higher Secondary School, Rohri

Sukkur

Nisha Kumar
Teacher at IBA Public School Sukkur

Imran Ali
Academic coordinator at FESF(Deaf Reach School)

Aisha
Teacher At IBA Public School (SWEET HOME CAMPUS)

Mashooq
Teacher at Darsgah Public Higher Secondary School

Sangi Hassan
Coordinator at Super Public Higher Secondary School Rohri

Sameen
Lecturer at IBA College

Punjab

Lahore

Farwa Tassaduq
Owner at One Earth Toys

Sobia Ali
Owner at The Learning Lounge

Kirran Mehboob
Owner at Fairytale/ Samsara

Lahore

Muhammad Umair
Owner at Khadija's Fashion

Iqra Amjad
Owner at Hi Voices Pakistan

Tayyaba Siddiqi
CRO at Allied School Bosan road Campus

Ayesha Nadeem
Teacher/Coordinator at Allied School Bosan road Campus

Abrar Ahmad Khan
Lecturer at Britain International School System

Muhammad Abeer Siddiqui
Teacher at Britain international school system

Duaa Ijaz
Teacher at Britain International College Network

Hafiz Bilal Ahmed Sabri
O-levels Teacher of Economics at The City School

Kazim Shuaib Khan
Business Teacher at The City School

Faislabad

Nasir Ali
Programme producer and Content Writer at Indo TV Australia

Asad Javad
Officer at Interloop LTD.

Mohammad Arslan
Sales Manager at Ideal pharma

Khyber Pakhtunkhuwa

Peshawar

Quratulain
Owner at Ain Consulting

Subhash Chander
Owner at SUBHASH Educational Complex and Consultancy Services

Arbab abdul wahid
Owner at Brayt

Babar Jamil
Co-founder at FindMeCareer

Saddam Hussain
Owner at Solar Universal Network Peshawar

Charsadda

Mehrin Ruaid
Owner at Silted

District Mohmand

Abdullah Khaskar
Partner at Mohmand marble stone

Abbottabad

Sardar Jamil Anwar
Assistant Professor at COMSATS University Abbottabad

Noreen Gul Sahibzada
Principal

Ayesha Rahman
Owner at ECO Beauty

Peshawar

Rajab Ali
Owner at Pakistan Legends School & College, Balakot Virsa restaurant ,kaghan Valley tourism company

Bilal Ahmed
Owner at Himalayan Healthy Foods Pvt Ltd

Balouchistan

Quetta

Zahid Akhter Muhammad
Owner at CEO Alhamd time leaders

Humaira Aziz
Owner at Traditional Celine

Hedayatullah
Owner at Zhob Horticulture

Junaid Razzaque Soomro
Owner Handicrafts Valley

Imam Bakhsh
Teacher at Education Department

Rida Batool
Teacher at Ummat Public School

Pishin

Abdullah Alhamdi
Owner at Ever Greenwich Grammar High School Gharshinan road Greenwich chowk pishin.

Ghani khan Yasrab
enter prizer and estate agency

Hujat Ullah /Wajahat Khan
Teacher at Shumail High school and Science College

Azad Jammu & Kashmir

MUZAFFARABAD

Khurram Shahzad

Owner at Apex world

Mohammad Usman

Owner at School and training institution-

Chaudhary Shahid Mumtaz

Owner at S&K Foods

Syed Zohaib Hassan Kazmi

Owner at Neelum tv cable network

Saad ul Rashid Hashmi

Owner at Green Era Model High School Upper

Chatter Muzaffarabad

Amjad Ali

Owner at Macam services Pvt Ltd

Aftab Alam

Field monitoring officer at Moawen foundation

Col Retired Rashid

Principal at Fauji Foundation School

Tanveer Alam

Project Coordinator & Business Development

Executive at LearnOBots Private Limited

Hunza City

Zeeshan Alam

Co- Founder and CEO at GreyMatter Ventures private limited

Noushad Hussain

Owner at Hunza Lounge

Nagar Khas

Muhammad Nasir

Principal at Uswa Public School

Islamabad Capital Territory

Islamabad/ Rawalpindi

Muhammad Saad Saleem

Owner at Trash Bee

Ahmad Raza Khan Kirmani

Owner at School of Peace & Leadership Studies

Gilgit Baltistan

Gigit City

Zahra Nooreen

Owner at SHEDEV

Rizwan Muhammad

Owner at TechScape Pvt. Ltd

Mohsin Amir

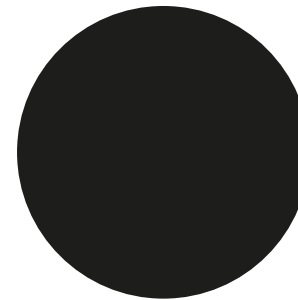
Owner at IdeoMetriX

Sobia Khan

CO-FOUNDER at COLOGIXS SMC PVT LTD

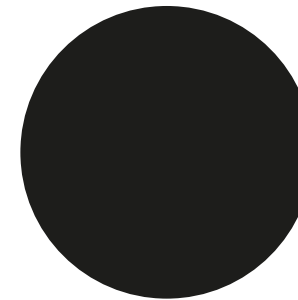
Muhammad Anjum

Owner at Techflare Consultants PVT Ltd



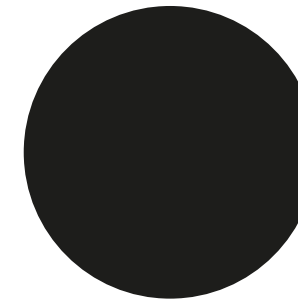
Maha Salman

Programme Manager ECP



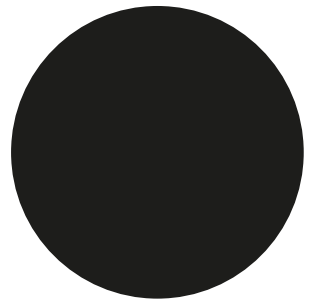
Tehreem Alam

Head of Communications



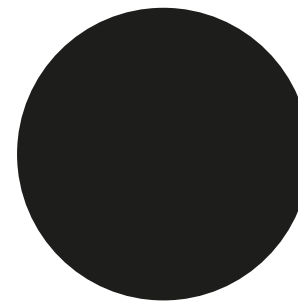
Muhammad Ali Qureshi

IT & Creative Designer



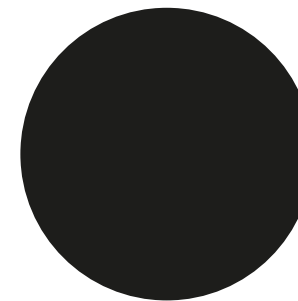
Qurat Ul Ain Khan

Programme Coordinator and M&E Assistant



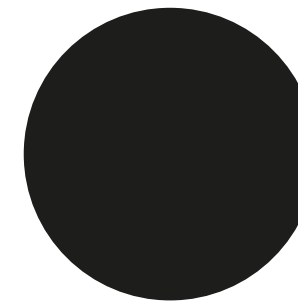
Ilham Zahra Gardezi

Coordinator Abbottabad



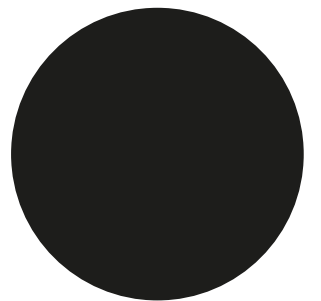
Raj Kumar

Coordinator Sukkur



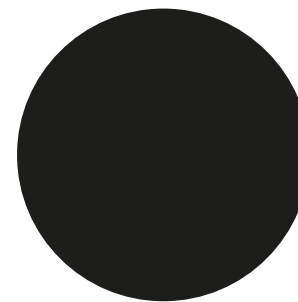
Najeib Razzaque

Coordinator Hyderabad



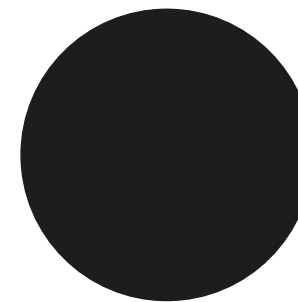
M. Ayyaz Mahmood

Coordinator Lahore



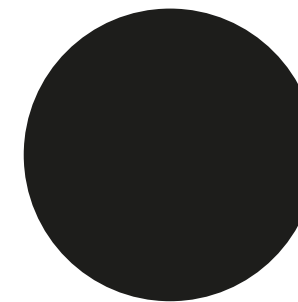
Saeed Ahmed

Coordinator Multan



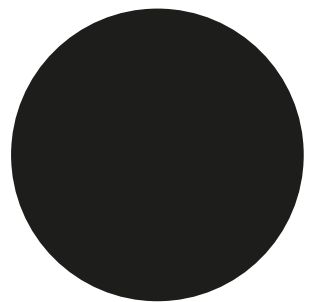
Hiba Zamurrad

Coordinator Islamabad



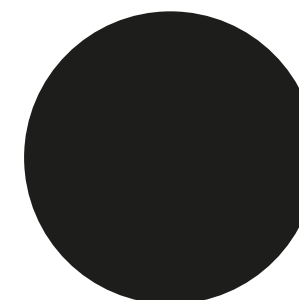
Fouzia Rafi

Coordinator Khyber Pakhtunkhwa



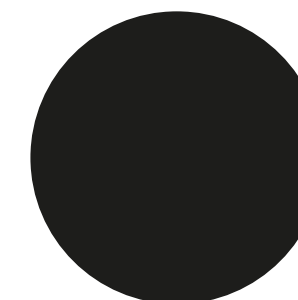
Musab Mengal

Coordinator Balochistan



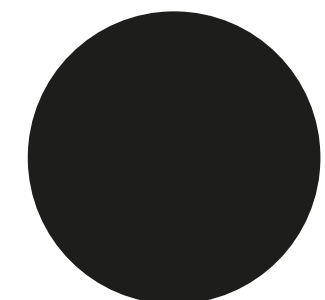
Syed Wajid Ali

Coordinator Gilgit Baltistan



Syed Jawwad Kazmi

Coordinator Muzaffarabad



Sajid Amin

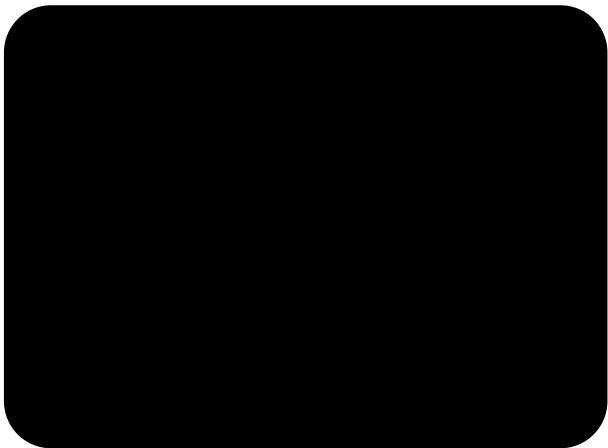
Coordinator Faislabad



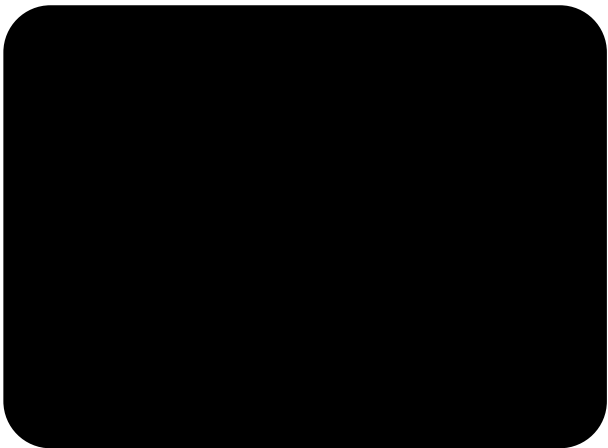
Wasim Malik
Head of Delivery Asia



Yusra Nabil
Programme Manager - Pakistan



Maria Ann
Designation



Bethany Burton
Designation

