

Concept Note of Enterprise Challenge Pakistan 2026-2027

Programme Rationale:

Pakistan ranks the lowest in the region on the Youth Development Index and 162/181 on the Global YDI. Currently, Pakistan has the largest generation of young persons, 64% are below 30 years and 29% are below 15 years. Every year, 4 million youths enter the job market and an additional 1.5 million jobs need to be created each year until 2040 just to address the demand. On top of that, Pakistan is already facing the highest unemployment rate in the past 25 years, especially among young people, meaning that its job market needs to grow even faster. Furthermore, over 60% of young people are currently in unstable or low-paid jobs, and 35% of those who do have a job are working in an unpaid position. This creates a tremendous aspirational crisis, which, if left unchecked, could lead to a failure of the youth bulge. Hence, entrepreneurship and job creation are one area that is critical for youth engagement in Pakistan.

Programme Description:

Enterprise Challenge Pakistan (ECP), an initiative of the King's Trust International and SEED Ventures, is a national competition that develops business acumen and core life skills among young students aged 14 to 18. The programme has a special focus on children from rural and underprivileged communities, children with disabilities, young girls, and those in public schools.

The goal is to create a space for young people to learn core skills and develop critical thinking and an understanding of business concepts, green economy and social responsibility principles needed for achieving economic independence after school and contributing to their communities sustainably.

The programme aims to:

- Increase knowledge of basic business concepts, corporate ethical strategies focusing on equality and diversity as well as socioenvironmental values
- Build important skills such as teamwork, decision-making, problem-solving, communication, creative thinking, and resilience
- 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

Programme Impact to Date:

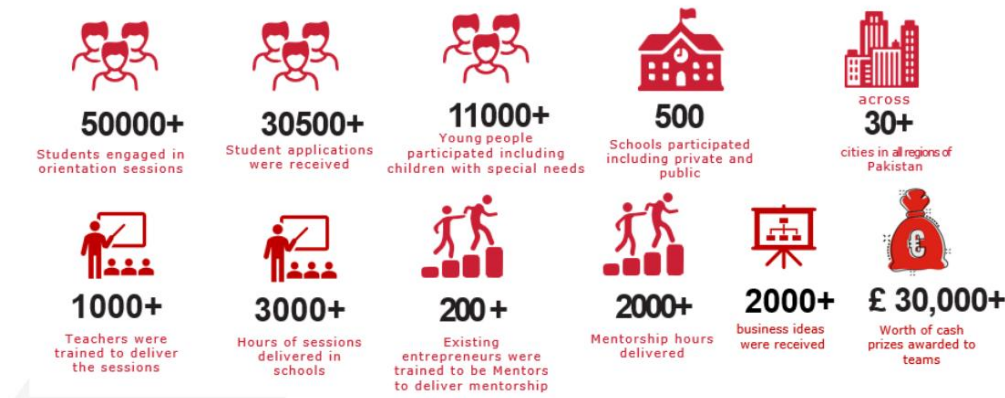
Since 2016, in the last 9 cycles of the programme, ECP has engaged with over 11,000 young people, including children with special needs, from 500+ schools across the country and engaged with over 1000 teachers and over 200 mentors/existing industry experts. More than 90% of participants from previous cycles reported positive feedback on their knowledge and attitudes towards entrepreneurship, and on improvements in skills such as confidence, teamwork, problem-solving, decision-making, effective communication, and creative thinking.

OUR IMPACT

IN THE LAST 9 CYCLES OF ENTERPRISE CHALLENGE PAKISTAN (2016-2026)

SCAN TO SEE
OUR IMPACT VIDEO:

[HTTPS://YOUTU.BE/LYILUWV6LHG?FEATURE=SHARED](https://youtu.be/LYILUWV6LHG?feature=shared)



Enterprise Challenge Pakistan 2026-2027 – Cycle 10:

In the 10th cycle, April 2026-March 2027, we hope to deliver the programme to 4000 young students (girls and boys) between the ages of 14-18 years from 160 schools across all regions of Pakistan, including 50 public schools, schools and/or communities in rural areas, and schools with children with disabilities.

The programme will be delivered in the following cities and regions:

- Sindh: Karachi, Daharki and Hyderabad
- Punjab: Lahore, Multan and Sadiqabad/Sargodha
- Khyber Pakhtunkhwa: Peshawar, Chitral and Abbottabad
- Balochistan: Quetta and Pishin
- Federal: Islamabad
- Gilgit Baltistan: Gilgit City and Hunza
- Azad Jammu and Kashmir: Muzaffarabad

Region		City	Private & Private Schools	Young People
Sindh	1	Karachi	12	300
	2	Hyderabad	12	300
	3	Daharki/Sukkur	12	300
Punjab	4	Lahore	12	300
	5	Multan	12	300
	6	Sadiqabad/Sargodha	12	300
Khyber Pakhtunkhwa	7	Peshawar	12	300
	8	Chitral	12	300
	9	Abbottabad	12	300
Balochistan	10	Quetta	12	300
Federal	11	Islamabad	12	300
Gilgit Baltistan	12	Gilgit City	12	300
	13	Hunza	12	300
Azad Jammu and Kashmir	14	Muzaffarabad	12	300
optional	15	Faisalabad/ Rawalpindi	12	300
optional	16	Pishin/Skardu	12	300
Total				

Programme Structure and Timeline:

From each school, 25 students will be shortlisted to participate in the programme (5 teams of 5 students each). The programme consists of 6 sessions of 2 hours each, which will be delivered in eight weeks. Four sessions are delivered by schoolteachers in which participants learn their activity-based manuals, watch online videos specifically curated for ECP to learn about key business concepts and later play the business simulation game to apply the concepts they have learned earlier. The two sessions delivered by mentors from the business industry to provide mentorship to participants on their business ideas and how to develop their pitch and presentation. At the end of the sessions, the school final happens in which the ECP coordinator visits the school to record the final game score, business pitch and presentation of teams.



Following is the tentative schedule of key programme activities:

- April -August 2026: School Orientations and Schools, Students and Mentors Applications
 - Partnerships with public schools
 - Orientation sessions in schools
 - Distributing ECP flyers
 - Design and printing of starter kits and training materials
- August 2026: Training of Coordinators, Teachers and Mentors
 - ECP Team Training
 - City-wise training sessions of onboarded teachers and Mentors
 - Distribution of starter kits
- September -November 2026: In-school sessions (6 sessions of 2 hours each)
 - Sessions delivered by teachers along with interactive activities
 - Students playing the pop-up game
 - Mentorship sessions with Mentors/Industry experts
- December 2026: School Finals and Shortlisting of Regional Finalists
 - Submission of business pitches
 - Scoring of business pitches
 - Distribution of participation certificates
- January 2027: 10th National Final most likely on the 23rd of January 2027
- Bootcamp for finalists for the top 5-7 teams
 - National Final Ceremony tentatively January -March 2027
 - Top 5-7 teams present their pitches to the jury and compete for awards. The event is attended by partners, industry experts, philanthropists, education sector professionals, funders and government officials and members from the diplomatic circle.
 - Local Celebrations in schools
- February – March 2027: Programme Reporting and Conclusion
 - Submission of final data and reports

Note: This is a tentative plan and is subject to change depending on events and circumstances.

Partners:**The King's Trust International**

King's Trust International, founded in 2015 by His Majesty King Charles III, is a bold force for global change tackling the urgent crisis in youth unemployment building on nearly five decades of proven impact in the UK. Now active in around 20 countries across the Commonwealth and beyond, it partners with local organisations to deliver transformative programmes and interventions in education, employability and entrepreneurship, helping young people unlock their potential and find meaningful work.

As it marks its 10th anniversary, the charity is proud to have supported well over 100,000 young people worldwide and is just getting started. This milestone year saw the launch of the ambitious 'Generation Potential' campaign, a bold new initiative to empower one million more young people globally over the next decade to shape a brighter future.

Website: <https://kingstrustinternational.org/>

**SEED Ventures**

SEED Ventures (Social, Entrepreneurship, and Equity Development), established in 2009, pioneers social impact ecosystem development and investment. Our mission is to empower social entrepreneurs and amplify traditional entrepreneurship's social impact. Collaborating with public, development, and private sector partners, we create innovative financial mechanisms to address socio-economic challenges.

Focused on nurturing change-makers, empowering youth and women, and fostering social inclusion, we support nano-, micro-, small enterprises, and start-ups. Through four key portfolios—children, youth, women, and marginalized communities—we tailor solutions to meet diverse needs. With research, advocacy, capacity building, innovation, market linkages, and finance access, we cultivate enabling ecosystems for sustainable social impact.

Website: <https://seedventures.org/>

Sponsors: Jubilee Life Insurance, Fatima Fertilizer, COSARAF Foundation

Contact Details:

For further information, please get in touch with Ms. Maha Salman, Programme Manager Enterprise Challenge Pakistan at maha@seedventures.org