

# **Case Studies of Changemaking Competition**

Baluchistan University of Information Technology, Engineering and  
Management Sciences

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YES Network Pakistan

Higher Education Institutes



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## **FOREWORD**

We have a record youth population today. Our world is home to 1.8 billion young people. There are more young people between the ages of 10 and 24 today than at any age other time in human history. 9 out of 10 young people are living in less developed countries. The YES Network Pakistan vision is one where every young person is seen as a changemaker and is provided an opportunity to discover their changemaking potential in real world. YES is building a community of knowledge and practice in the country to foster a culture of youth-led changemaking.

Educational institutions can play a major role in advancing the field of youth-led changemaking. They can provide the leadership to create a sound eco-system for youth-led changemaking in the countries. It is in the educational institutions that we can find the largest number of children and young people. By integrating youth-led changemaking in schools, colleges, universities, vocational institutions, we help incorporate youth-led changemaking in communities where these institutions are located.

This booklet presents the inspirational stories of young people participated in ‘Changemaking Competitions’ from the universities we have engaged and empowered to build an effective echo system and structure for the support of youth-led changemaking. Changemaking competitions helped young people to see things in a different perspective and to develop, implement, and evaluate new ideas and approaches.

Changemaking Competitions provide a great opportunity to young people to create new products, new services, and new ways of addressing local challenges. These competitions show that we can infuse the spirit of changemaking in thousands of young people so quickly. We have an unprecedented youth population in the world today. Youth-led changemaking presents the most exciting idea to realize the dream of a true demographic dividend. This demographic dividend can only be realized by developing and aligning structures that support youth-led changemaking.

I am sure that you will find the stories inspirational and powerful.

Ali Raza Khan  
Founder and CEO  
YES Network Pakistan



The British Council builds trust between the UK and other countries in order to create international opportunities for organisations and individuals across the world. Each year, our work directly engages with more than 30 million people worldwide, and reaches nearly 600 million people through digital media, radio and television. In the UK, we provide opportunities for more than three million people to improve their skills and gain international experience. We have worked in partnership with businesses, national associations and institutions, professional networks, local communities and government ministries for more than 75 years, partnering with more than 300 international organisations each year in order to help them meet their strategic and business aims through cultural relations. For more information, please visit [www.britishcouncil.org.pk](http://www.britishcouncil.org.pk)



YES Network Pakistan was founded by Ali Raza Khan in 2002 to drive first-ever 'Youth as a Solution' movement in the country and get young people started as changemakers. YES facilitates several thousand young people each year to begin their changemaking journey. YES creates, activates and multiplies spaces for young people to master changemaking skills across the country. YES offers a comprehensive package to youth; from inspiration to experimentation; to training and risk-free funding, showcasing and practical support. In 2008 the YES decided to take an institution change approach to break down the traditional, attitudinal, social, structural, legal and financial barriers to youth-led changemaking. YES has planted the seeds of youth-led changemaking in over 1200 educational and vocational institutions, integrated this concept into the curriculum of over 172 leading vocational and educational institutions of Pakistan; and is working with over 80 leading universities of the country to align their structures for youth-led changemaking through a variety of exciting and innovative projects.

YES work is featured in more than 30 countries of the world. YES has innovated an approach to restore trust with young people and help them get started as changemakers, with unheard of success rates. YES has worked with the leading international organizations, private companies and alliances. YES has won several international awards for its contributions in the field of youth-led changemaking. YES is a legally registered non-profit organization that has a board of directors who is responsible for the performance of the organization. YES is certified by PCP as a 'Best Practice Institution.'



### About Changemaker Institute Award Project

The Changemaker Institute Award Project in Pakistan is the first of its kind in the country. The concept of changemaking (social innovation and social entrepreneurship) is not yet sufficiently integrated in higher education institutions' culture and curricula. There are no established social innovation or social entrepreneurship professorships, departments and institutes for changemaking in Pakistan. The project is trying to catalyze social innovation in universities and ultimately impact the education of millions of students and empowers them to solve local challenges.

Dedicated start-up support services is the need of the hour to transform an 'Average' or 'Good' campus into a 'Changemaker Campus' that could offer the students with the much required social entrepreneurship practice opportunities, infrastructure, skills training, financial assistance, management skills, markets and peer networks. The Changemaker Institute Award takes an institutional change approach to impact the education of millions of students. It intends to collaborate with universities to break down barriers to institutional change and foster a campus-wide culture of youth-led changemaking.

We provide a structured support to the interested institutions to navigate through the process of achieving the status of "Changemaker Institute Award."

#### **This support includes:**

- Changemaking Campus Scan
- Creation of a Changemaking Team
- Launching Changemaking Competitions
- Startup Funding and Mentoring Services to Students to Drive Change
- Holding Changemaking Exhibitions
- Changemaking Curriculum Development
- Awarding Changemaker Institute Status
- Plugging into other Global Changemaker Institutions



### **1.1. Rehmat Ullah**

Belonging to the region of South Waziristan, Rahmat Ullah is enrolled in a Bachelors program in a university in Quetta. Along with two other members, Rahmat Ullah registered with the Show Your Creativity competition with the intention of bringing a revolution in the rural areas of Balochistan. “I knew I had a big vision but I could not just sit and wait for life to get a big opportunity. I took the chance and worked my way on how to implement my idea in limited resources”, expressed Rahmat Ullah who intended to make bio-gas plants.

Rahmat and two of his group members carefully planned to keep the activity within the resources that they had. All the team members had taken part in the one day training on Social Entrepreneurship organized in their institute and were enthusiastic to take part in the activity to show their talent alongside benefitting the society in a positive manner.

The team conducted a small orientation session in villages that they visited and explained how they intended to set up the bio-gas plant which was an environment friendly solution. They explained the pros and cons to each of the interested candidates. They also made different drawings to show how the plant would operate in the houses which showed some interest. After much coaxing, three houses agreed to get the plant installed in their houses. The team earned total revenue of PKR 20,000.

Rahmat Ullah further mentioned that he wanted to do this project at a large scale in his own village. However, due to financial constraints he has not been able to do so for the time being but remains committed that he will eventually fulfill his dream of installing bio gas plants in his village. Alongside, he also thanked and appreciated USAID and YES Network Pakistan for arranging this competition as it gave him the chance to conduct a pilot study for his large scale project.

Group Leader: Rehmat Ullah (0305-3941529) - Balochistan University of Information Technology, Engineering and Management Sciences (BUITEMS)



## **1.2. Syed Muhammad Idrees**

Enrolled in a Bachelor program, Syed Muhammad Idrees and four other friends formed a group to provide unique solution to the problems of their university mates. Idrees and his group had a few discussion sessions to decide which issue to take up during the competition and work on it. After mutual agreement, the team decided to offer colored printing within university premises.

“Being students, we knew the problems that other students were facing on the campus. Our university is a little far away from the main city and therefore the students cannot go out in the market to find services which are not available on campus”, shared Idrees. The team finally decided to provide color printing services on campus. With the initial investment, the team bought a color printer and arranged for a small outlet on campus. For the small outlet, the team had to take permission from the administration. Thanks to the competition, the administration already knew about it and willingly allowed the team to set up our printer on campus and offer printing services to the students.

After arranging for the outlet, the team members divided the class in the university and made announcement about their enterprise and mentioned that they were offering discounted prices. Initially students had to go out of the campus and get colored printing done at a higher price and now they were getting it on campus at a reduced price – therefore, the team was in business just hours after the announcement. The team offered PKR 6 for each colored print out. They served more than 150 students in their institute and earned total revenue of PKR 10,400.

“This competition taught us a lot of things. We learnt how to conduct a small business on our own and how to solve problems at the run time. We also learned how to interact with customers and how to market one’s product”, mentioned Idrees while sharing the experience of his entire team. He treasured the efforts of USAID and YES Network Pakistan.

Group Leader: Syed Muhammad Idrees (0313-6825972) - Balochistan University of Information Technology, Engineering and Management Sciences



### **1.3. Mukhiyar Ahmad**

22 year old Mukhiyar Ahmad wanted to do something for the betterment of his fellow students in his university. “I was inspired at the social entrepreneurship session that was held at our institute prior to the announcement of the competition. And I wanted immediate solution to some of the problems of my university students”, shared Mukhiyar while explaining why his team chose the idea of offering photocopy services in their institute.

Mukhiyar and his four other team members decided on offering photocopy services to other university students as they knew that the university photocopier charges unreasonable high prices and university being away from the main commercial market, it becomes difficult for the students to go to the market every time they need something photocopied. Mukhiyar further explained that prior to the team’s decision to take up this as the business idea; they conducted a pre-testing by asking students when they require the most photocopies. The response was highly ideal to the situation. Majority of the students wanted photocopies before final exams as they needed lectures and assignments before exams. This was idea for the team as the exam week as just 15 days away.

The team announced in all classes about their services and mentioned that the team would be at a particular point in the university so all the interested students can give photocopies and they will get it done at reduced prices.

Mukhiyar and his team had already made an arrangement with one of the photocopiers that the team would provide the photocopy papers and be charged only PKR 1 for each photocopy. The team would gather all the photocopy of the day from the university and every day one member would go and get the photocopy done. At the end of the two weeks, the team made total revenue of PKR 16,500 and served more than 250 students. Mukhiyar thanked the team members of USAID and YES Network Pakistan for giving him and his team this learning opportunity.

Group Leader: Mukhiyar Ahmad (0335-8278844) - Baluchistan University of Information Technology, Engineering and Management Sciences