

2013

# Case Studies of Changemaking Competition

Government Girls Degree College,  
Quetta





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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



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. Hira Rahim

At the young age of 18, Hira completed her Intermediate Studies. Since childhood she had a passion for clothes and dress designing. She always aspired to become a fashion designer and have a boutique of her own. Hira found out about the Show Your Creativity competition in her institute and was thrilled to take part in it since she already knew what she wanted to do.

She had been making dresses for youngster and doing embroidery at home as a hobby but never had the chance to take it to the professional level. “I love doing embroidery. I do it whenever I am free. When our entire class found out about the competition they all started looking for group members. But wanted to do it alone and I knew what I wanted to do”, shared Hira in a confident tone. Hira used the initial investment money to buy some semi stitched shirts as she knew there was not much time to do the stitching. She did embroidery on the neckline and the bottom of the shirts / kurtas in different colors and designs to make them look unique. She invested some of her money in buying the thread for embroidery as well.

“I was super excited for the competition. This was like a dream come true. I didn’t have to borrow money for the investment and I could show my work to a larger group”, said Hira in an exciting tone. She displayed her outfits on a stall in her institute for sale and much to her surprise the shirts sold like hot cakes. She kept the profit margins low so that she could get more customers and her strategy worked. She earned total revenue of PKR 10,000. She confessed to taking some help from her mother in order to complete the shirts before the date of the display.

Hira expressed that she was delighted to be introduced on such a big platform at such a young age. She also mentioned that she feels lucky to have taken part in the competition as not many girls in her surrounding get to do something as exciting as this. She praised the efforts of USAID and YES Network Pakistan in showing a right path to the youth.

### 1.2. Hina Omer



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Hina was super excited when she found out about the Show Your Creativity competition being held at her institute. She immediately decided to put her cooking skills to use. And in order to show some diversity, she grouped with an Aunt of hers who happened to have a Diploma degree in Fashion Designing. Together, Hina and her Aunt started working to set up a stall of food and jewelery.

Since a young age, Hina was known for her cooking skills – she was always appreciated in friends and family for her unique taste of her cooking. She decided to use her skill and make different eatable items which people would love to eat during the competition. However, she kept her focus on two major items - that is, hot and spicy paratha rolls and cutlets. Her hot and spicy paratha rolls were a unique item which no one else in the competition was doing and they sold out like hot cakes. Hina mentioned that though her display center had food items as well as the jewellery items but she received a greater response on the food. She earned revenue of PKR 15,000 which included major sales from the eatables.

“This was an amazing learning experience. I got to know how to sell product to customers, how to satisfy a customer and how to market your product to attract customers”, said Hina. She mentioned that this competition helped her groom herself a lot. Now she is regularly putting up a stall in Benazir Park and the response on her stall at the public park is great. She thanked USAID and YES Network Pakistan for giving her the chance to polish her skills and the confidence to conduct business in a public area.

“I have gained in ways that I cannot even express. Most importantly, I have gained a perspective that women can also be part of the workforce. Before this competition I had never imagined myself doing business and now I feel I can win the world”, shared Hina.

### 1.3. Saman Gul

Saman was enrolled in the Bachelors program at the time of the Show Your Creativity competition. Upon discovering about the competition, Saman knew what she wanted to do – she knew the art of knitting and doing karoshia and she decided to capitalize on that during the competition. She looked for some group members to share her work with but when she could not find any – she registered as an independent candidate. “The other girls who knew how to do Karoshia work had already formed groups and I could not find any group members



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initially. I got a little upset as I was scared of taking up such an adventurous ride alone. However after the support of my family, I registered alone”, said Saman who did a wonderful job at her display center.

Saman knitted various items such as sweaters, pouches, key chains, frock sets for little girls and shoes for new born babies. She started with buying the karoshia thread for PKR 600 and invested all her time in making the above mentioned products for two weeks. “I did not have much therefore did not have as much variety on my display stall as I would have wanted but I was satisfied with my work. I wanted to make quality products other than focusing on quantity as quality products would get me loyal customers whereas quantity will get me only one time customers,” confessed Saman. She earned total revenue of PKR 3,400 and received a lot of orders with little variations such as change in color and size.

She mentioned that this was quite a learning experience for her as she learnt how to make sales and what is the role of marketing in generating revenue for a business. Another learning experience she highlighted was that of dealing with the customers. She mentioned that her first sale was the most difficult as she had no experience in all of the above mentioned fields but with every sale she learnt something new. She appreciated the efforts of USAID and YES Network Pakistan for giving her this opportunity.

### 1.4. Mrs. Sadiqa

Mrs. Sadiqa is a housewife for as long as she got married. Prior to getting married she completed her intermediate studies. However, could not continue her studies due to marriage. “It was my dream to get education and do something on my own. However, belonging to a traditional family I could only study up till intermediate”, shared Mrs. Sadiqa. After all these years, at the age of 40, Sadiqa’s thirst to learn new things and do something on her own was not quenched. She now has a daughter who is enrolled in Intermediate program. “Hearing upon the Show Your Creativity competition in my daughter’s institute, I was excited. I encouraged her to take part in the competition and just as a means of encouraging her mentioned that had I got this opportunity at my time I would have never let go such a golden chance”, shared Mrs. Sadiqa while mentioning how her daughter registered on her behalf at her institute so that her mother could show her talent.



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Mrs. Sadiqa mentioned that she cannot explain the feeling in words when her daughter told that she could also take part in the competition. Being a mother, she was known for her outstanding cooking skills and therefore decided to put up a food stall to offer healthy homemade food for youngsters in the university. Mrs. Sadiqa put up items like chicken and beef burgers, sandwiches, brownies and coffee. Her food stall gained rush in no time. It was always loaded with students delicious demanding the homemade food. “The first day of the competition I made 100 burgers and sandwiches worrying that the stock maybe too much. However, to my surprise, I was out of stock in only three hours and had to request customers to wait for the next day”, mentioned Mrs. Sadiqa. She managed to gather total revenue of PKR 26,000 and served more than 250 individuals.

Mrs. Sadiqa expressed gratitude towards USAID and YES Network Pakistan for giving her this opportunity to fulfill her dream. She expressed that this was a brilliant idea and must be incorporated in all schools and colleges so that children who are finishing their education can gain some experience of the practical life ahead of them.

### 1.5. Zahra

“It’s a blessing to be brought up in a family where children are given all the opportunities that come their way. When I told my parents about the Show Your Creativity competition, they were ecstatic and encouraged me to take part in the competition. They helped me at every step”, said Zahra who carried out an individual project regarding the competition. She displayed different decoration items from dough. She made different floral arrangements to be displayed in drawing rooms, bedrooms, kitchen, and living room.

Zahra mentioned that she bought the required raw material with the initial investment money. This included dough, foaming sheet, ribbons and multicolored glitters. She arranged for some of the raw material to be bought from Karachi. “I wanted my floral arrangements to be unique such that the customers had never seen before. I also knew that other members were also putting up stalls which included floral arrangements. Therefore, I decided to give it my best”, shared Zahra while explaining the effort she put in for the competition. Zahra managed to earn total revenue of PKR 24,000.



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She further mentioned that complete support from her family members was one of the reasons why she has always been able to take part in competitions like this. She further appreciated USAID and YES Network Pakistan for giving her and other participants the chance to show their creativity and become more confident in life. “I am the most thankful to USAID and YES Network Pakistan for this opportunity as it not only changed my life by teaching me a lot of new aspects of life but also gave my mother the chance to fulfill her dream by letting her participate in the competition”, shared Zahra in an emotional tone expressing how this competition was a life changing event for her.

### 1.6. Mehwish

At the young age of 18 years, Mehwish had learnt the art of makeup. At the Show Your Creativity competition, Mehwish made a group with one other friend with mutual interest and decided to offer a beautician’s services. Mehwish and her friend offered services like facial, eyebrows, threading, hair styling, waxing, and mehndi application. They put up banners of their services and mentioned reduced prices as compared to professional beauty parlors. The main initial investment was made in buying the facial products and some hair styling pins etc. They started offering services as soon as they got hold of the required material.

Mehwish and her friend could not gather a lot of material due to financial restrains but they planned their services strategically. With initial discounted prices, they gained a lot of revenue which they re-invested for buying more facial material. Their focused marketing and strategic planning got them to earn total revenue of PKR 10,000. Mehwish mentioned that some of her other friends who were not a part of competition also helped her get clients. Mehwish focused on offering facial services to the staff members as it helped the staff members such that they got the services at reduced price and within the university premises. For Mehwish and her team, they could get more profit from teachers as compared to students. While focusing on the students, Mehwish and her team offered services like threading and eyebrows plucking.

Mehwish mentioned that she and her friend had a great time during the competition. They learned a lot of basic ways in which a business is conducted such as customer retention, customer dealing, marketing, and sales. “I would like to personally thank USAID and YES



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Network Pakistan for starting this wonderful venture as it gives students the confidence to take up life heads on”, shared Mehwish while requesting that more of such competitions should be arranged for students all over the country.



1.1.Pictures

