

**Case Studies of Changemaking
Competition**

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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



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. Tahreem Sultan

Tahreem and her team were a little apprehensive about taking part in the Changemaker Institute Award Competition held at their institute as all of them were girls and were not sure if they could pull this off. However, they still registered just to challenge themselves and learn from the experience. Tahreem and her two other group members decided to capitalize on their existing skills to make profits. They sold hand-made greeting cards and indoor plants. Tahreem and her group members invested some of their initial money in buying raw material for the greeting cards and allocated the remaining money to buying indoor plants from a nearby nursery. They spent a total of six hours to make handmade cards and brought them to university the next day to sell to fellow students and faculty members. The team sold plants and cards to 3 customers and gained a remarkable profit of PKR 1,000. Tahreem shared that the only challenge they faced was that of time management as they had to take up the task of carrying out the business alongside their regular class schedule. However, once they were done with making the cards, selling them was not as difficult as they had anticipated. Tahreem shared that the entire team's experience cannot be explained in words as they started off thinking they could not manage it – but once it was initiated, the feeling was remarkable. “It was an exciting experience. We had only thought about doing stuff before but never acted on it. This competition gave us the confidence that we can do it and we actually did do well”, shared Tahreem on behalf of all her team members. She concluded by saying that this competition taught them that making an earning is not as challenging as the society has made it. If one puts in hard work and dedication into something, they can earn well even with a small investment.

Team Members: Hira Maryam, and Zarmeena Khan

1.2. Usman Amin

Usman and his classmates were delighted to be taking part in the Changemaker Institute Award Competition held at their institute. The team had a unique idea which required greater manpower and higher investment in order to be implemented efficiently. Therefore, the group

decided to include more members and increase their investment. Now, the group of 8 individuals, set off to achieve their goal of carrying out blood tests at reduced costs for the marginalized groups in their community. Usman explained that the major challenge for the entire group was not conducting the tests as there was enough manpower and they divided the tasks equally, but to convince individuals to get their blood tests done. Explaining further he said that since their target audience were the marginalized families, it was difficult to convince them to spend out of their pocket and get a blood test done for no specific reason. The team had to explain in detail the benefits of getting the blood test done and how it impacted their regular lives. They shared the costs of the given blood tests in professional laboratories and convinced their customers that they were offering reduced costs for the same blood tests. After much first-hand experience, the team gradually gained the expertise to attract customers. Usman and his team served more than 38 individuals and earned a total profit of PKR 1,520. Usman further shared on behalf of his entire team that though they faced difficult time in attracting customers but once they got the skills, they enjoyed the entire process. He thanked YES Network Pakistan for conducting such a useful event at their institute and equipping them with the knowledge and benefits of social entrepreneurship. He advocated that similar events should be organized in all universities so that all graduating students have some exposure to practical life.

Team Members: Usaid Naeem, Zubair Hussain, Javed Iqbal, Nabia Mehmood, Haroon Gujjar, Hafiz Ahsan, and A. Haseeb.

1.3. Nauman Sharif

Being students of Bachelor of Business Administration, Nauman and his team wanted to apply their theoretical knowledge to the Changemaker Institute Award Competition. They were excited to incorporate the concept of social entrepreneurship into their business venture. After several consultation meetings to decide the product they wanted to sell in the competition, they came down to conducting sugar tests. Nauman explained that they selected this idea after carrying out a deep analysis of what the most marginalized sector of their community required. Upon conducting the initial pilot survey, they figured out that health was one area which the marginalized families could not afford due to increased costs. Therefore, they decided to offer low cost sugar tests. Nauman explained that it was not

difficult for the team to get clients since they had already visited these families to determine the product they demanded. However, it was a little challenging for the team to ensure that they understood what it meant to get a sugar test done. The team further recommended how the recipients can make simple changes in the diet to improve their health. The team earned a total profit of PKR 300. The response given by the families was so phenomenal that the team continued with their enterprise and are serving the marginalized families until now. Nauman described the entire process as ‘awesome’. He concluded by saying that his entire team is still learning as it is a learning process and they will continue to do so for as long as they can manage with their studies. He shared that the best moments were those when they received countless blessings and prayers from the ladies of the families for helping them and keeping the costs so minimal that they could afford it.

Team Members: Salman Saeed, Aghaz Imtiaz, Hajira Aslam, and Jawaria Iftikhar

1.4. Muhammad Ali

Muhammad Ali expressed that his source of motivation behind taking part in the Changemaker Institute Award Competition came from the CEO of YES Network Pakistan – Mr. Ali Raza Khan. He shared that the seminar held under the guidance of Mr. Ali Raza was a major energy booster and motivated him to take up the challenge of indulging in a social enterprise. He shared that through this project he aimed to learn how to carry out a business individually and to make it profitable from a small amount of investment. For the aforementioned purpose, Ali selected selling tissue papers as his product. He shared that it was not just about making money but also educating individuals on benefits of clean and healthy lifestyle. Ali sold tissues to more than 25 customers and made a profit of PKR 70. He shared that the most challenging task for him was customer development as this was an area he had no expertise in. He learned by coming up with different tactics to sell the product and proudly shared that by the end of the competition he could successfully make sales with ease. He expressed that one of the most important things he learned from this competition was confidence building. He shared that these were things which could not be taught in theory and had to be gained with practical experience; and that he was glad that he got this opportunity within his student life. “I have built confidence by interacting with different people”, shared Ali. This competition equipped Ali with the basics of any business enterprise and now he

feels confident that he can handle any practical business once he graduates. He concluded by saying that the competition has motivated him to think about a practical product which would benefit his community and help him earn money for his family at the same time.

1.5. Samina Iqbal

Samina and her team were thrilled to be a part of the Changemaker Institute Award Competition held at their institute. They are a team with members from diverse educational background. This gave them the benefit to think in multiple directions before finalizing their product for the competition. This very aspect also led to a lot of conflict within the team during the initial phase. However, with coordination and cooperation, the team learned to work well with each other and finally decided to put up a food stall within their institute. The concept seemed not very innovative but the team wanted to take up something that they could do well and not take on too much which could not be handled. The team served about 24 individuals and earned a profit of PKR 1,350. Samina and her team shared that their major challenge was managing time and customer development as these were both the things none of the member had any hands-on experience at. Nevertheless, with time, they learned both the aspects. They mentioned that their biggest achievement was utilizing all their food supplies and ensuring there were no leftovers. It is a challenge to ensure maximum utilization of products with minimum resources - something the team managed efficiently. Samina shared that being the team leader felt very difficult in the beginning as bringing the team to a unanimous decision was a challenging task. However, she explained that with time, the team members learned to work well together and supported each other. She said, "I loved working with my team. All the members worked really hard and they kept motivating and supporting each other throughout the project". Samina shared that the team felt 'amazing' after serving all the teachers, students and even the custodian staff. She thanked YES Network Pakistan for providing them with the opportunity to experience having their own business. She also mentioned that the team plans to continue the activity even after the competition has finished.

Team Members: Iqra Ghafoor, Areeba Fatima, Khizra Khalil, and Uroosha Imtiaz.

1.6. Samina Iqbal

Ahsan was surprised to see such an innovative concept of social entrepreneurship being given importance at their institute. He did not want to let go the opportunity and hence registered as a team at the Changemaker Institute Award Competition at his earliest. He selected four of his friends to be his partners in this venture. The team had various ideas floating in the initial meetings but they decided to go ahead with selling stationary on campus and at a nearby hotel. They included the hotel in their target population as this would increase their sales beyond that of other groups participating in the competition and would help them make higher profits. Ahsan and his team also came up with another innovative idea of selling shares from their initial investment to attract more investors and to make their business even bigger. They offered a 10% return on investment of 500 for individuals willing to invest in their business. This idea got the team more funding and they were able to secure more funds to buy stationary and to reach out to a wider audience. Ahsan and his team made a total profit of PKR 390 after giving the additional investors their due share of investment and the promised return. The team shared that the only task they considered challenging was to decide their product. They expressed that the entire process was hard but definitely not impossible and has taught them a lot of valuable lifelong lessons. Ahsan shared that through this competition, he and his team gained an early insight into practical life and future responsibilities: they learned how practical management is far more complex than simple theories, and the most important lesson for them was to realize that even small investments can generate higher profits given you are dedicated, committed and are working hard.

Team Members: Ahsan Kamal, Umair Baloch, Muhammad Adeel Arshad, Arif Zaman Sial, and Ahsan Maqbool

1.7. Abdul Ahad

Most of Abdul Ahad's team members are students of Agriculture Studies. They decided to make use of the knowledge they have gained so far in their studies and apply it to the real world. Ahad and his team decided to offer soil and water tests for small scale farmers in their community. The team was inspired by the orientation regarding social entrepreneurship and were motivated to not only gain experience of entrepreneurship but also wanted to contribute

in making their community better. Hence, they aimed at a product with socio-economic benefits. During the Changemaker Institute Award Competition, Ahad and his team benefitted 30 small scale farmers and reaped a profit of PKR 400. Ahad shared that it was challenging task for the team to come up with a strategy to implement their product as it was their first ever experience of running a business. However, the team learned quickly. They strategically kept the prices of the soil and water tests lower than that offered in laboratories so that small scale farmers can benefit from reduced costs and get an overview of what is lacking in their input to enhance their yield. The team had to go door to door to inform the farmers about their services and to explain how getting the tests would benefit them. Ahad shared that their experience was good and the entire team was very excited to help these farmers increase their potential crop. He shared that the feeling they got knowing that they have helped a small scale farmer in increasing his income for the season was a very satisfying feeling and encouraged them to continue doing so even after the competition. Ahad shared that the one word that describes the feelings of his entire team regarding the competition is 'hope'.

Team Members: Zahra Batool, Mamoona Kauser, and Zain.

1.8. Fatima Shahid

Fatima and her five other team members wanted to come up with an idea that would impact their community in a positive way alongside being a product that they could handle as students. Since they were going to conduct this business alongside their regular studies, they did not want to complicate their business unnecessarily. Given the current eating habits of this generation and realizing the need for proper hygienic meals at proper lunch timings, Fatima and her team decided to put up a food stall at the Changemaker Institute Award Competition being held at their institute. Fatima mentioned that they realized that there were other groups putting up food stalls as well. Therefore, they had to be innovative in their food item, ensure it was made hygienically, and kept their prices lower than that of their competitors so that they attracted more customers. As expected, it was a challenging task to attract customers to the stall as there were so many other food options available to the customers. The team tried various marketing tactics and finally customers started buying their food items. Fatima shared that they initially prepared 40 servings for the lunch time but their

food sold quickly and there was still more demand. Reacting timely to the increased demand, Fatima and her team reinvested the money they made by selling the first 40 plates of food and started serving food again. They served a total of 117 individuals at their university campus only and reaped a remarkable profit of PKR 1,665. Fatima shared that the team worked really hard to ensure timely supply of food - the basic reason why they were able to make such high levels of profits in a short time. She mentioned that her entire team felt more confident after the competition and that every member's concept of setting up a business changed after running this small venture of their own as it gave monetary benefits as well as moral satisfaction that they were able to positively contribute to the society.

Team Members: Marina Qayyum, Muhammad Ali, Abubakr, Asad Arshad, and Khubaib

1.9. Aqib Javed

Aqib has always been an individual taking up daunting tasks in his life and accomplishing them. Once again, taking the challenge, Aqib registered for the Changemaker Institute Award Competition held at his institute. He did not register with a team - but individually. He shared that the only drawback of registering individually was that the initial investment amount that he received was really small and it became a challenge to come up with an idea to make profit from such a nominal amount. Aqib shared that he decided to sell quality food in his community as he had noticed over time that this was something lacking in the businessmen in his community. The entrepreneurs had become so consumed in making profits that they very often compromise on the quality of the product - especially in the case of food items. "Most shopkeepers cheat their customers by delivering low quality products and later on do not even take responsibility of those products", shared Aqib while explaining the sad state of business ethics that prevailed in his community. He shared that this was his attempt of making them realize that the quality of food items was not to be compromised upon. With his nominal investment, he bought a few good quality food items and set off to sell them in the market at very low levels of profit. He mentioned that within the first one hour of his entrepreneurial experience, he was able to make profit of PKR 65. Overall, he served more than 15 individuals. He shared that it was very difficult in the beginning as he was very confused but once he got the idea of what he wanted to do - things became a lot clearer. He expressed that the most important thing he learned from this competition was confidence and hands-on

experience which will be very useful for him in his future practical life.

1.10. Ahmad Hassan Chaudhry

Being students of Food Science and Technology, Ahmad and his team wanted to experiment with a product that would have higher health benefits for the consumers. With that motive at the back of their mind, Ahmad and his team came up with the idea of selling juices with health benefits. They came up with four unique flavors which would help build the consumer's immune system and the juices would be fresh and hence would help boost energy levels. Their three drinks included: lemonade, honey sattu, and honey sattu with strawberry. The main aim of the team was not to just take part in the Changemaker Institute Award Competition and make profit but to also come up with a product that would have social benefit. Ahmad and his team sold more than 40 juices and made a total profit of PKR 415. He shared that the only challenge his team had to face was that of selling their product. Since no one in the team had the experience of sales and/or marketing, it was difficult for them to attract customers. They tried different methods. But once they started telling their potential customers about the ingredients and their concept of selling healthy drinks, they felt more inclined towards buying the drink. Ahmad shared that this competition taught each of the group members how to multi task and how to endure the pressure of managing tasks in real time. He shared that it seems easy when one is in the planning phase, but once you are in a real time situation it is far more difficult as decisions have to be made on crunch time and those decisions could make or break the deal. He thanked YES Network Pakistan for providing him and his team with this unique opportunity and suggested that such activities should be held on regular basis in educational institutes to prepare students for the practical life ahead.

Team Members: Zaeem Uzair Shan, an Muhammad Zahid Sattar

7.1.Pictures

