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SHOW YOUR CREATIVITY

FOREWORD

At a time when more than 75 million young people are unemployed worldwide, promoting an entrepreneurial mindset and culture, unleashing entrepreneurial and innovative capabilities of young people and boosting their role in society has become more important than ever.

The British Council vision is one where employers are fully engaged in skills development and young people possess the skills needed, not just to support economic prosperity, but to tackle future international challenges. We use the themes of skills and enterprise to develop international collaboration and support social and economic development, to give young people new opportunities, higher aspirations and a greater global perspective, and prepare them better for the world of work and enterprise.

This booklet presents inspirational stories of young people from Pakistan we have worked with to enable them to be more creative and self-confident, to encourage innovative business start-ups and to enhance their role in society, such as tackling critical problems in their local communities. These young people became socially conscientious entrepreneurs who understand the positive impact they can make to society, by using creative approaches to promote community inclusion and prosperity. Each of these entrepreneurs is a passionate role model for many other young people, encouraging them to foster their entrepreneurial talent for the wider community and societal benefit. I believe you will find the stories in this booklet inspirational, powerful and exciting and I hope they will encourage potential entrepreneurs to go for it!

Tracy Ferrier
Head of Skills
British Council

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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.



YES Network Pakistan

YES Network Pakistan was established in 2002 with the vision to promote youth-led development in the country. YES has played a pioneer role in introducing and institutionalising the concepts of service learning, youth service and youth social entrepreneurship in the leading public and private institutions of the Pakistan.

We design and deliver innovative and supportive youth engagement programmes to demonstrate the impact of youth-led development on youth and the society. YES assists over 15,000 youth every year in starting and running community-based ventures to carry out national and local missions otherwise left without funding. We have sensitised, educated and facilitated the representatives of over 1200 educational and technical institutions to undertake organised youth engagement approaches to mainstream youth into the development process of Pakistan.

YES Network Pakistan is certified by Pakistan Centre for Philanthropy as a 'Best Practice Institution' in the year 2011.

For more information, please visit
www.yesnetworkpakistan.org

ABOUT ‘SHOW YOUR CREATIVITY’

The British Council launched the ‘Show Your Creativity’ project under its Skills for Employability programme in 2011. The project aims to identify and address underlying psychological, social and economic barriers that limit young students’ ability to become entrepreneurs. The project was conceived following feedback through informal dialogues with participating students in Youth Social Entrepreneurship Award. The study revealed that the youth studying in educational and technical colleges lack confidence in their ability to run a new business and being their own boss. Fear of losing their investment was another major factor.

The project falls under the umbrella of the National Youth Social Entrepreneurship Award. The students are mentored by a national network of master trainers from technical and vocational institutions who organise ‘Show Your Creativity’ competitions in their areas through various on and off campus activities.

The students are then encouraged to take on an

enterprising activity/business through provision of a small loan ranging between one and five thousand rupees (£6.45 and £32.26) for a period of two to four weeks. At the end of the tenure each student returns the original loan with an option to keep or donate the profit. Rewards and certificates are awarded for the biggest social impact, the highest financial return and the most innovative approach.

The project yielded immediate dividends as it attracted over 3,000 students from 50 TVET colleges across Pakistan to attend various activities in just over a year. Over 800 young students are currently engaged in various enterprising activities.

It also contributed immensely in rolling out the national Youth Social Entrepreneurship Award as it helped creating an atmosphere where students can practice the entrepreneurial capabilities without the fear of failure or loss before taking part in the main social enterprise competition.

Aamir Gulfam

FROM RUGS TO RICHES



An enterprising young man of 21, Aamir Gulfam learnt quickly how to start living successfully as an entrepreneur. He attended the workshop called 'Show Your Creativity' held by the British Council and YES Network Pakistan, and a world of possibilities opened up for him about starting a new enterprise.

Aamir's interest in the subject began to increase with the expert guidance of the instructors and he became very enthusiastic about starting his first business venture.

He came up with the idea of selling indigenous rugs or *Darris* (as they are called in local language). "I never in my life thought of doing a business. It's not that I did not like it, I just did not think I could do it", recalls Aamir.

In the beginning, he found dealing with different people a bit challenging, but he did not lose focus, stood his ground, and ultimately came to the realisation that through sheer dedication and commitment, one can overcome any difficulty.

With an investment of just a thousand rupees, Aamir made his first profit of Rs. 2,000 in a period of two weeks. Aamir says that 'the workshop is a good way of encouraging people to start their own business.'

He is of the view that the British Council and YES Network Pakistan can play a pivotal role in promoting new thinking among young people. He believes that the government should also support such initiatives to help youth.

Muddasir Rehman

AN ENLIGHTENING ALTERNATIVE



Muddasir is an intelligent, compassionate and patriotic teenager. He is genuinely concerned about improving the quality of life of his fellow citizens. Muddasir felt strongly about prevailing energy crisis in the country.

At the 'Show Your Creativity' workshop he was given valuable insights into starting a small enterprise and presented his plan of producing emergency lights; an idea that was immediately approved by the British Council and YES Network Pakistan.

With the seed money, Muddasir started his journey of social enterprise. He put in a lot of hard work and soon created a successful prototype.

The markets were already full of emergency lights of all sorts so the first challenge that Muddasir faced was to create awareness of his product and to gain enough of the people's confidence

in his creation for them to make a purchase. He held product demonstrations and focused on its affordability and durability.

Slowly but gradually, his continual marketing and hard work overcame the public's initial reluctance in buying his product. He invested Rs. 1,000 and his hard work and diligence made him a handsome profit of Rs. 3,050.

His invention has earned him the respect and admiration of his teachers and elders. "I want to expand this project and take it in the national level," says Muddasir.

He earns enough from this enterprise to finance his studies and support his family which definitely makes him a role model for the youth of his community.

Waqas Noor

REVIVING TRADITIONS

Waqas is a young man from Kamalia, a small town in Toba Tek Singh, Punjab who is proud of his heritage and wants his town to be recognised the world over. Waqas decided that the best way to make people find out about his town was to bring the town to them. Through the British Council and Yes Network Pakistan workshop on Social Enterprise, Waqas succeeded in his dream of doing just that.

He put up an exhibition of Kamalia's local products and handicrafts made from *Khaddar* (a kind of cloth). With an investment of just Rs. 1,000 Waqas used his ingenuity, determination and diligence to fulfill his goal of recognition for his hometown. He bought *Khaddar* products from a local dealer for Rs. 500 and the rest he spent on setting up the exhibition and transportation.

He succeeded brilliantly in creating awareness of the traditions of his town's indigenous crafts and made an astounding amount of Rs. 21,500. Boosted by the results, Waqas aims to represent his community on a national level and eventually make it global.

Waqas hires students to develop exclusive designs and products for his business and also women who cannot leave their homes to make a living.

"There are so many talented students in our country, if they get motivation and training as I did then they can also change their fate, because success lies in our hands if we work hard," expresses Waqas.



Waseem Usman

A HELPING HAND FOR HUMANITY



Waseem is a responsible, mature and industrious 27-year-old. He comes from a small, underdeveloped and remote village; basic amenities and facilities that many take for granted are a luxury for the villagers.

He feels a sense of responsibility for his community and its problems and is keen to contribute towards improving their quality of life. One of the many problems that his village faced was the unavailability of life saving drugs. Waseem wanted to help change this fact.

At the 'Show Your Creativity' challenge, held by the British Council and YES Network Pakistan, he presented his idea of supplying medicines to the local medical stores. Everyone appreciated his noble idea and he was given the necessary training and seed money to start his enterprise.

With an amount of Rs. 1,000, he went to the city and bought medicines, which were in demand and those, which should be available at a medical store to deal with emergencies.

Waseem's untiring effort has ensured regular availability of such medicines. With the support of his family and the appreciation of his community members, he has found the motivation and encouragement to continue with his enterprise.

The prayers that he receives from people are priceless, he says. "This is just the beginning - noble causes like these should be promoted. If we start taking collective responsibility towards social prosperity then almost all of our problems can be resolved," says Waseem.

Zufishan & Kanwal

THE CREATIVE ENTREPRENEURS

An enterprising and socially aware mind knows no age limit, as is demonstrated by the inspiring story of two 14 year-old girls Zufishan and Kanwal.

Belonging to an underdeveloped and remote village, there were many things which were not easily available to them. Being students, they felt the lack of a very small and basic but important object in their life, a stationery case. Without a proper case, students kept misplacing or losing their pens and pencils regularly, which was a concern for parents too as they had to buy these items frequently. The village bookshops were also poorly equipped and did not stock any pencil cases.

When they found out about the 'Show Your Creativity' challenge at the Social Enterprise workshop, they knew what they had to do. They presented their idea to the panel, which gave

their instant approval and support to the girls. They asked friends and family to donate any extra or unwanted fabric and made colourful stationery cases by mixing and matching the pieces of cloth.

They displayed their creative and original stationery cases at the school exhibition and got an overwhelming response from students and appreciation from teachers and parents alike. They earned Rs. 3,900 from their enterprise which motivated them to continue with the business and now they stock their stationery cases in the school canteen.

"We gained confidence and courage from this project, and learned that we can achieve anything if we just try," says Zufishan.





Pakistan is a land of rich, diverse cultures and vibrant people. Each province prides itself in its own unique identity and is an integral part of the beautiful bouquet that is Pakistan. Abdul Basit, a resident of Faisalabad, believed strongly that cultural promotion and interaction between people was very important for the development of a sound and progressive society.

A student at the University of Agriculture, Faisalabad, Basit took part in the 'Show Your Creativity' challenge of the British Council and YES Network Pakistan held at his college and proposed a cultural exchange and promotion idea for the challenge.

He wanted to promote the culture of Multan with the help of two things; displaying the traditional art of *Mehndi* (Henna) application and its different designs and selling a popular dessert, *Multani Halwa*. His unique idea was

Abdul Basit A SWEET CULTURAL EXCHANGE

readily accepted and Basit started working towards holding a three-day exhibition at his college.

The basis of his initiative was a healthy trading of cultures; a sentiment which was appreciated by the people of the community. He sold the *Mehndi* and *Multani Halwa* at a much lower rate than was available in the market which generated a lot of traffic at his stall.

The initiative provided him a unique opportunity to hone his entrepreneurial abilities. Basit hopes that people can surpass the boundaries created by society and become one big happy global village.

Abdul Wahab

MAKING A LITTLE GO A LONG WAY



The first time young Abdul Wahab was introduced to the concept of entrepreneurship was when the British Council and YES Network Pakistan conducted a workshop in his city.

The workshop provided a lot of help and guidance on starting a new business with limited resources. He learnt about the many possible fields that he could venture into and decided to take a shot at entrepreneurship.

With an initial investment of Rs. 1,000 Abdul Wahab started a business of refurbished tyres. He purchased old tyre tubes from the market, repaired and conditioned them and sold the tubes at tyre shops in his area.

The challenge was a great learning ground for him; from conceiving the nature of the business to

buying, selling and marketing his product, every stage was a new and thrilling experience.

He used to believe that businesses needed with very high startup costs, but thanks to the expert guidance he received, he learned that with focus, planning, determination and sincerity, one could make a little go a long way.

Abdul Wahab made Rs. 1,500 from his enterprise.

At present, Abdul Wahab is employed. He feels that the government should also provide similar platforms of entrepreneurship for the youth so they can realise their potential and contribute in the economic development of the country.

Asad Ullah

ADDING FUN TO LEARNING



Asad Ullah is a 21-year-old college student. He wants to become a self-made man and believes that he has the strength and determination to realise his dream. He thinks that the youth of the country are self-confident and self-motivated; they only require the proper guidance to help them on the path to prosperity and success.

He took part in the 'Show Your Creativity' workshop held by the British Council and YES Network Pakistan. His passion for self-reliance found a direction from the training and lectures of the workshop and he presented his 'learning with fun' idea in the competition.

Asad is of the view that learning gets easier when it is accompanied by a fun activity. Incorporating the element of fun attracts students and in the

pursuit of having fun, they end up learning as well. He put up a stall in his institute where he displayed very informative books about Pakistan and CDs on study lectures. He added the fun element by setting up an air gun shooting arena.

'Students enjoyed the books and information CDs and also played shooting game. It was a different experience for them. I earned, I enjoyed and I made others learn', says Asad.

Asad made Rs. 4,460 from an initial investment of Rs. 1,000 only. Apart from the handsome profit, Asad enjoyed the entire experience of providing learning along with fun to the students of his college.

Ayesha Waheed SPREADING SMILES



A sprightly young woman of 21, Ayesha is a student of computer studies at her local vocational training institute. She possesses an altruistic soul that thrives on helping others which has made her the heart of her group mates at her institute.

Ever ready to try her hand at anything new, when the British Council and YES Network Pakistan held workshops on Social Enterprise at her institute, Ayesha attended the workshop hoping to learn new things. Ayesha learned that in order to become a contributing member of society you just needed a little bit of imagination and hard work.

While many of her peers signed up for entrepreneurial projects involving selling goods and providing various services, socially conscious Ayesha decided to opt for a different approach. She wanted to serve the people of her community by providing them relief from the stresses of everyday life by organising an entertainment show.

Ayesha teamed up with a few of her classmates and began the task of organising the event. This project was a great learning experience for all of her teammates as they got to learn about the many different aspects of event organising and management. The training she had received during the workshop really helped her in overcoming any obstacles she met along the way in coordination and resourcing.

Finally on the day of the event, some 60 people attended the show and made it a success. Ayesha and her team sang songs and also performed on a few of them. She devised an ingenious plan of earning some money by playing song requests. The audience participated wholeheartedly and her effort was thoroughly appreciated. Ayesha only earned Rs.180 from playing song requests, but she feels that the satisfaction she got from making so many people smile is beyond any monetary profit.

“I am happy to make so many people smile and just enjoy a light and entertaining evening,” says Ayesha.

Hamid Iqbal

FUELLING AMBITION

A young man of 24, Hamid Iqbal is an enthusiastic person who feels a sense of responsibility towards society. He belongs to a small village that has been hit hard by the socio-economic decline prevalent throughout the country.

Hamid was very keen to solve the pressing issues that were faced everyday by the people of his community, but he didn't know how to start making a difference. One problem that he noticed was the unavailability of fuel in his village. The gravity of the matter always became more apparent when seriously ill persons could not be rushed to hospitals because there was no petrol readily available.

With the training and guidance he received from the Social Enterprise workshop, Hamid decided to take a practical and smart initiative towards solving the fuel crisis and proposed the idea of selling fuel in his community.

He went to the city and bought petrol and diesel from Rs. 1,000 seed money. He earned a Rs. 100 profit in two weeks.



“I am glad that I have been of some use for my people. I have helped them to reach the hospital on time in case of an emergency,” says Hamid. He says that he has gained profit as well as people's blessings with this project.

He believes that if we all work together for improving our society then we can achieve anything.

Kamran Qasim A RISING ENTREPRENEURS



Kamran Qasim is a young and intelligent man with a positive energy that often sees him at the forefront of any project and competition at his university. When he attended the workshop held by the British Council and YES Network Pakistan, he was full of ideas to explore and implement. The workshop further strengthened his spirit and provided him the guidance to carry out his idea.

For the Youth Enterprise Challenge, Kamran decided to create a network of his fellow students willing to give tuitions to the school children of the area. His idea was welcomed by many of his fellow students; it was the perfect opportunity for them to start earning an income as many came from low income families.

In no time, Kamran had built a strong team and started advertising his tuition services through multiple marketing strategies. He used the seed

money to make brochures and pamphlets and also aired a small advertisement on the local radio. His extensive marketing tactics were instantly successful and Kamran started getting requests from eager parents immediately.

The project made a great start as it provided employment opportunities to 60 students. Now, these students are earning between Rs. 10,000 to Rs. 20,000 per month by tutoring children. Kamran himself made a handsome amount of Rs. 23,000 in a short span of time.

It is his wish to see a prosperous Pakistan where young people make use of their knowledge for the betterment of the community. "There is so much potential in this field, I aim to have an internet portal for the expansion of my business," says Kamran.



Kanwal Shehzadi

TACKLING A WEIGHTY MATTER

At 21, Kanwal is a mature and levelheaded girl who wants to use her skill and training to start a business and become independent and self-reliant. She found out about the 'Show Your Creativity' challenge in the Social Enterprise Workshop that was held by the British Council and YES Network Pakistan at her institute.

Having received training in blood testing, she decided to utilise her skill and presented the idea of starting up a blood grouping center. She felt it necessary for people to know about their blood group and wanted to educate them about its importance in case of an emergency.

The laboratory at her institute is equipped with modern facilities of blood testing; there Kanwal decided to carry out the blood analysis. She set up the different blood groups in a way that

made it easy and possible for people to get their blood group of choice, easily and quickly.

She also set up a weight checking service for people to easily get their weight checked.

With the money at hand, she was able to turn her business into a success and earned a profit of Rs. 700. More importantly, she was also able to benefit 50 people in her area.

She is very thankful to the Enterprise Award programme for proving her the chance to experience what it feels like to be a social entrepreneur. She says that the government needs to introduce similar initiatives to increase awareness of social enterprise amongst the general public, and only then will people be able to prosper and contribute to society.

Muhammad Irfan

EVERY LITTLE COUNTS



Irfan, a very bright young man of 20, believes in learning and using skills for benefitting others. He is an ordinary student but possesses extraordinary ambitions. He belongs to an area where technology and easy access to computers is unfortunately still a novelty. The worst affected by the lack of such a necessity were students. They had problems in delivering neatly written and presented home assignments. People applying for jobs had no way of creating a digital resume.

He presented his idea of providing computer documentation and printing facilities in his community. The British Council and YES Network Pakistan appreciated his social business plan and instantly funded his enterprise initiative.

Irfan got typing training and started approaching people through word of mouth. At first, his friends came to him for help but gradually students from different institutes started approaching him for the composition of their assignments. Irfan also went into a partnership with an owner of a bookshop in his neighbourhood from where he started providing his services.

“I have earned Rs. 1,600 by investing Rs. 1,000. I have not just earned financially but I have earned the respect of many because I successfully solved a very pressing social problem,” says Irfan.

Irfan is of the view that if we want to bring change in our lives then we have to believe that every little act counts.

Musarrat Khalil

BLOOD GROUPING PIONEER



Musarrat Khalil is a 24-year-old woman who always wanted to do something different and unique in her life. However, the community that she belonged to looked upon female participation in the business world as an unthinkable idea, so Musarrat's dream of making a mark in society was yet unfulfilled.

When she learnt about the workshop being held by the British Council and YES Network Pakistan in her area she was very eager to attend. The workshop gave her confidence and guidance to challenge the norms of society and take a step in the world of social enterprise.

The workshop highlighted the role of women in the present world and encouraged everyone to become social entrepreneurs. Motivated by the

lectures and advice, Musarrat chose to participate in the challenge and gave her idea of setting up a blood-grouping center.

She was going to arrange the donated blood into different blood groups to facilitate quick, easy and accurate use. Her project was quickly approved and she was given funds to begin her enterprise.

Musarrat's initiative was a huge success and not only did it help a number of people, it also gave her confidence a boost and enabled her to think of even bigger and better things that she could explore as options for entrepreneurship.

Her experience was a very pleasant one, and she described it as a dream come true to have owned and run her own business.



Sadia Hussain **GOING GREEN**

Sadia is a resident of Jhang, the capital city of Jhang District in Punjab. At 19 years of age, Sadia possesses a socially aware spirit and is saddened by the lack of environmental awareness in society. The one thing that she passionately detests is the use of plastic bags. Aware of their environmentally hazardous nature, Sadia wanted to do something to change people's habit and dependency of plastic bags.

For the 'Show Your Creativity' challenge, Sadia and her team put forth the ingenious idea of limiting the use of plastic bags by providing an affordable and environmentally friendly alternative; they decided to make bags made of cloth. Their idea was approved and funded instantly.

She faced some initial problems of cost management due to constantly fluctuating prices of the raw materials, however, she and her team worked hard, undeterred, to make this project materialise. Finally, their diligence paid off and they were ready to launch their enterprise. Sadia started an awareness campaign at her institute and educated people about the harmful consequences of using plastic bags and urged them to convert to her nature friendly alternative.

Her project was an immediate success. People bought her bags, supported her idea, and gave a lot of encouragement to her and her team.

At present, she is self employed and studying as well. She is of the opinion that if the government takes a bit more notice and provides a few more opportunities, the youth of the nation can really help turn around the fortune of the country.

Sana Ullah **WORKING TOWARD A ROSY FUTURE**



Sana Ullah, aged 23 years, was in the last year of his studies when the British Council and YES Network Pakistan conducted the 'Show Your Creativity' challenge at his college.

The training workshop proved very helpful and it taught the participants about the advantages of starting a social enterprise. It taught them, that no idea was small and the most important thing was that the students take an initiative towards social prosperity. Sana Ullah proposed a very original idea of making and selling rose water. Even though his project was comparatively small, it was accepted and he was granted the loan money to get his project started.

Sana Ullah put in a lot of hard work in making the rose water and made sure he used the best available ingredients. He received a very good

response from the public and made a profit of Rs. 1,600 in two weeks. His outlook on social enterprise greatly evolved because of this project. For him, entrepreneurship revolves around thinking positively and making the best of the situation.

Sana Ullah believes that if the government begins providing social entrepreneurship initiatives to young people, they will be able to realise their dreams, and become active and responsible members of society.

He is very thankful for the training and support provided to him, and says that the experience and training he received on starting a business are invaluable assets, which are sure to help him in future. Sana Ullah wants to become a big businessperson one day.

Shabbar Raza

A LIFE CHANGING EXPERIENCE



Having just turned 18, young Shabbar Raza was a man who had little concerns; the only problem he faced everyday, if it can be called that, was planning his daily get together with friends in the evening.

All that changed when he attended a workshop on Social Enterprise held at his college. The workshop was a revelation for Shabbar and made him see his society and community in a new light. It taught him about social responsibility and making a difference. It taught him that in order to make a positive change in society one needs to take a personal initiative.

Shabbar decided to sell petrol in his community. He faced initial hurdles of transportation and quality of the petrol but soon was successful

in overcoming these problems. He managed to make a profit of Rs. 1,300 in two weeks and served around 10 customers.

According to him, the spectrum of his thinking expanded greatly with this project. He says that he used to think about himself only before, but having gained awareness of the problems of the society, he is now more concerned about helping others than gaining personal profits and benefits.

Shabbar believes that the concept of social enterprise is one that can be mutually beneficial for entrepreneurs and the public, if carried out with sincerity and honesty. He believes that the government should introduce new opportunities for entrepreneurship to the youth of the country.

Umar Usman

THE BATTERY MAN



This is the story of 18-year-old Umar Usman who stepped into the world of entrepreneurship by selling motorcycle batteries. Hailing from Jhang, Umar is a dedicated young man who was eager to solve the problems of society and to help the people of his community gain better opportunities of progress. He started with just Rs. 1,000 in his pocket, and worked his way up to become one of the prime sellers of motorcycle batteries in the local market.

He carefully selected the batteries from the wholesaler and sold them at his local market at a reasonable price. People soon recognised that his product was better in performance and durability than the other brands available, and his

clientele started to grow. He made a profit of Rs. 2,000 in two weeks with the business.

Encouraged by the response, Umar is now looking to expand his business further.

Umar believes that social entrepreneurship is not only a way by which a person can earn money, but is also a way by which people can test their skills, gain monetary benefits while also helping the society and improving the quality of life of the people.

He believes that the role of the government is crucial to the success of the youth, and without proper guidance, it would be impossible for people to become socially responsible and enterprising individuals.

Qasim Raza

WHERE THERE IS A WILL

Qasim Raza is only 17 years of age, and when he came to know about the 'Show Your Creativity' project, he was very enthusiastic about it and chose to participate. Greatly inspired by what he learnt, Qasim decided to set up his own business of selling auto spare parts.

In the beginning, the major hurdle that he faced was that of marketing. Convincing the customers to buy his product was a difficult process indeed, mainly because he was an untested entity in a market burgeoning with proven options. However, he managed to acquire a niche for himself and a small customer base through various lessons that he learnt during the training at the workshop.

By catering to the specific needs of the people, he was able to attract a few customers, and



he learnt that if proper hard work is put into something, success does become a guarantee. He earned Rs. 2,500 with this project.

Qasim believes that if the right opportunities are provided to the youth of the nation, they can certainly make a future for themselves. For him, entrepreneurship revolves around three things: opportunity, exploitation and success. He believes that the reason why most of the people do not venture into entrepreneurship is the lack of awareness.

At present, Qasim is studying and running his own business side by side.

Misha Kashif A HOMEMADE RECIPE FOR SELF-HELP



Misha is a student of the Agricultural University in Faisalabad. A young woman of 20, Misha likes to take care of her appearance and feels that people have become neglectful of themselves in trying to keep abreast of the fast-paced life of today. She wants to bring people back to taking better care of themselves and plans to start her own range of organic and herbal beauty products.

She shared her idea at the 'Show Your Creativity' challenge held by the British Council and YES Network Pakistan, which approved her creative idea and provided her the funding to launch her enterprise. Misha was proud of her project; she took extra care to properly research and develop the homemade beauty products.

She worked hard at convincing the people about the benefits of using her products and highlighted the fact that they were completely chemical

free, herbal items. People welcomed the idea of homemade, organic beauty products and particularly appreciated the herbal masks and hair oil.

"We can never progress unless we learn to tackle the difficulties that come in our way with courage and steadfastness," says Misha.

Misha made Rs. 3,000 from her venture. Such a positive response has motivated her to expand her enterprise. She plans to do further research to improve her products and then launch her range citywide and ultimately launch her line on a national level.

She says that youngsters should recognise their talent and must come forward and utilise them in helping the society prosper.

Iram Shahzadi

LEARNING TO EARN AND EARNING TO LEARN

Iram Shahzadi has a passion for education and learning. Hailing from a small town, she is one of those girls who don't just dream of making it big but actually strive to make their dreams come true. She believes that if we pursue our passion with dedication then it's not hard to achieve anything.

Due to financial constraints, her father was unable to bear her educational expenses but Iram did not want to quit studying. When she heard about the Social Enterprise workshop at her institute, she grabbed the chance to use its platform to find a way out of the financial crisis, which was threatening her education.

At the workshop, Iram presented her idea of starting a tuck shop. The British Council and YES Network Pakistan encouraged her, and with the training and seed money, she opened a tuck shop at her home.

Her enterprise showed remarkable success and she earned Rs. 1,700 within two weeks. Iram demonstrated true ambition and vision when she utilised part of the profit to expand her business by starting another tuck shop in her institution and using the remaining amount for her educational expenses.

With the two tuck shops running successfully, Iram is now also able to support her family financially. "We should never give up hope. If we stay focused then all problems can be solved just like that," says Iram.

Iram says that one should not quit studying no matter what circumstances or hurdles come in the way because education is the one tool with which a person can truly prosper.



