



Case Studies

Enterprising on Peace



Case Studies

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1. Learn & Earn

Badar Zaman and his team members shared the concern to improve the society and be more responsible citizens. They wanted to be the ones to take an initiative which others could appreciate and maybe even follow in terms of improving the society in their own manner. Badar and his team are working on a project called “Peace Technical Education against Child Labor”. This project aims to provide a consistent livelihood for the victims of child labor. Badar explained that he hoped to provide a permanent solution to deserving candidates who wanted to learn a skill and earn their livelihood.

“This issue is very close to our team members as we understand its importance and significance in development of a nation”, shared Badar. He highlighted that children forced to work in Pakistan are mostly facing a double disadvantage – they are unable to get education and furthermore have to bear the financial responsibility of their family. He further mentioned that sadly nowadays a huge proportion of youth has turned into beggars and mongers. It was because of these reasons that Badar’s team vowed to provide these candidates with a skill that would not just help them take care of themselves but would also allow them to learn and earn for their family.

Badar plans to divide his team into several groups before going into the field to analyze and shortlist deserving candidates. Once the candidates will be selected, Badar plans an extensive training course to provide knowledge about expertise like refrigerator and air-conditioner maintenance enterprise or teaching English language. Badar pointed out that he plans to enlist many volunteers to help him achieve his goal. He confessed that a lot of people have reservations on the team’s idea. However, the team is motivated and aims to cater to as many child laborers as possible and play their part in improving the society.

Team Leader: **Badar Zamaan**

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2. Cricket Lovers

Like many others in our country, Waqas and his team believe that Cricket unites the people of the subcontinent, especially our country. Waqas and his friends from Nain Sukh are planning to organize a “Peace Sports Festival” that would help eradicate differences between various sections of the society and promote peace and tolerance. “My team wants to arrange a cricket tournament because we truly believe that people in our area are cricket lovers and would forgo anything just to play cricket. This sport is one activity where different sects of Muslims and non-Muslims can participate just as Pakistanis and that’s the spirit our team wants to flourish”, shared Waqas while explaining his team’s idea for the competition.

Waqas expressed that his team is hoping the cricket tournament would be a source of bonding and he can present that in a positive manner to the national audience with support of electronic media. He plans to rent a ground in the vicinity for a single wicket and double wicket tournament. “Currently, we are only planning to organize a single or double wicket tournament but if they work out well, we surely intend to organize a full one day match tournament with 8 players in each team”, shared Waqas.

As the leader, Waqas has planned to take care of the tournament’s promotion and supervise every task himself. “I am very confident about the success of our plan because the youth of our nation is very vibrant and they just need guidance to do something productive,” shared Waqas. He explained that cricket will just be an activity to unite people from different tribes, casts, colors and other divisions to foster brotherhood and unity among the youth. He confessed that it could become a challenge to convince and motivate people to take part in the tournament. However, the group plans to involve volunteers and friends to share the burden.

Team Leader: **Waqas**

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3. Booking Peace

Hajra from St. Anthony School in came up with the idea of holding a book fair in her school to promote peace, equality and unity. According to her, “My team wants to call it ‘Peace Book Fair’ because everyone believes peace is the number one priority of our nation at this point in time.” Hajra’s team aims to keep a long list of books with a variety of genres that basically promote peace in the community. The team additionally plans to sell bookmarks promoting peace and equality.

Explaining the idea behind selling of bookmarks, Hajra said, “We had a considerable number of volunteers who wanted to do something more than just organizing the book fair. Therefore, we have allowed them to make creative bookmarks promoting peace that could be sold to book readers in order to bring versatility to the project.” Hajra’s team plans to carry out the project and organize the book fair in their school. The organizing team plans to make a lot of advertising material to be displayed inside, outside and around the school in order to gather a significant audience. The team has also nominated one individual to promote the project on the internet to gather social support. As the team leader, Hajra has committed to supervising all the activities and coordinating with various book shop owners that are interested to place a stall at the book fair.

At the end, Hajra highlighted that their project’s goal is not to earn money from the book fair but they aim to spread awareness about the value of peace and underlines its need in the society today.” Hajra exclaimed that her team is very excited to make a prized impact on the society.

Team Leader: **Hajra**

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4. Peace Pouch

Minahil and her group of friends from the Saint Marry School immediately knew what they wanted to do as soon as they registered for the competition. They wanted to make handmade pouches and bags for ladies. The team decided to put the peace logo and write different peace quotations on each pouch to ensure that they were carrying out a business which promoted peace in their community.

The group of girls chose to go with pouches as each group member knew how to make them and each one of them was passionate about it. They immediately bought the required raw material which included fabric, beads, and other ornaments to make them attractive. The girls came up with different ways to put the peace logo and still make it look fashionable and stylish. Some pouches had the logo made with beads, some had it engraved in thread while others had it in 'Sitara' to give it a fancy look. "Being the leader, I assigned each group member to make pouches with different material so that the group had variety at the time of selling", shared Minahil while explaining that she used the same strategy at the time of selling. She gave 10 bags to each group members to sell in their vicinity amongst their friends and family. This way, each group member learned how to innovatively make pouches and later sell them to customers.

The team sold to about 7 customers and earned a total profit of PKR 350. Minahil mentioned that her entire group had a lot of fun during the competition as they were learning new things at every step. "The most precious things my team and I learned were teamwork, communication, and hard work followed by dedication. Some other new concepts that the team practically experience included customer handling, advertising and marketing, and the art of selling the product", shared Minahil.

Team Leader: **Minahil Fatima**

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5. Friendship Counts

St. Anthony School's student, Maaz Ali, presented the idea to distribute "Friendship Bands for Peace" in his school as a project in the "Friendship Entrepreneurship Competition." Explaining the concept behind his idea for promotion of peace, Maaz pointed out that everyone has a different personality and a unique mind frame which makes it difficult to figure out if they are open for friendship or not. He is hoping that the friendship bands would help eradicate hesitation among all students and they would be able to promote peace and tolerance by developing new friendships with the help of the bands.

Moreover, Maaz's group explained that even if people don't make as many friends as the team is expecting, just wearing the band would also imply that they promote peace and tolerance. Having an eight member organizing team, Maaz hopes to first implement this project in their own school and later on expand the project to other nearby schools. Maaz clarified that even though the team comprises of eight organizing committee members, there is a long list of volunteers that have promised their help to make the bands.

Maaz shared that he hopes to make a total of approximately 2000 bands to start the project from the school. "I want people to be able to feel proud and display their support for peace and tolerance. It is something our nation needs very desperately. Hence, I came up with this idea of peace promotion and I will work as hard as I can to pull the idea through", shared Maaz while expressing that each member of his team is fully committed to the cause and is very hopefully that the plan will work out.

Team Leader: **Maaz Ali**

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6. Peace Bags

Ayesha and her team members from Saint Marry School participated in the Peace Entrepreneurship Competition with great zeal and enthusiasm. They were excited to be a part of the competition. “I have always wanted to take part in competitions and other extracurricular activities in my school. As soon as I heard about the peace competition, my sister and I started planning the whole process. We both gathered other friends and formed a group to register for the competition”, shared Ayesha in an excited tone.

Ayesha mentioned that her group unanimously chose her as the leader and decided to make pouches with peace logo and quotations about peace on them in an attempt to create awareness about peace. Ayesha further mentioned that the team selected this idea as they wanted that their message of peace should remain in the hearts of people even after the competition ends. Therefore, considering that they were in a girl’s school, the team focused on making pouches. “We as a team knew that pouches are in fashion and girls can use them in school for keeping their stationary and also use them outside school. This way our message would get to a larger audience even outside our school”, shared Ayesha while explaining why they particularly selected to work on pouches.

Ayesha further mentioned that one of their teachers constantly guided them while the team was making pouches and using peace quotes on them. They sold each pouch for PKR 50 and each girl in their team sold about 10 pouches. The team did not only sell their product in their school but also took them home and sold them to family and neighbors. She further explained that each time a group member sold a pouch, they read out the peace quotation loud and gave a brief orientation session to the buyer for a couple of minutes about peace. This way they transferred knowledge about peace to others in the community and hoped that those receiving it would do the same and the message will go on forever.

Team Leader: **Ayesha Zahoor**

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7. Peace Ambassadors

Malika and her friends from St. Anthony School are participating in the “Peace Entrepreneurship Competition” to implement the idea of enlisting Volunteer Peace Ambassadors at her school. Malika’s team hopes that they will be able to enlist almost 200 - 300 peace ambassadors who will be trained and advised throughout their project to promote peace in the society.

Explaining the idea behind the project, Malika revealed that all peace ambassadors will be informed about a vast variety of methods they can adopt to promote peace and tolerance in the society. Some ideas offered by their team include ice-cream dedication to a friend, a puppet show highlighting the importance and value of peace, paper weights and bookmarks that have quotes insisting on the need for peace, along with the sales of cakes and muffins. Malika and her group plans to implement the project in the school and may not expand the project elsewhere.

In order to ensure that every idea for promotion of peace achieves its goal, Malika and her team plan to come up with a uniquely fashioned logo is supposed to be added to all their products. Team members and volunteers will also be expected to wear the logo at all times during the activity. Malika stated that she is hopeful that if not all, then at least some ideas in their projects will be successful like the sales of muffins or ice-cream and the puppet show. She stressed that each member of her organizing team is fully convinced that if peace is valued and promoted in every part of the world, it will eventually lead to a conflict-free global world that would live peaceful always. She highlighted that if her team succeeds to enlist more than anticipated number of ambassadors, the project will be even more successful than their expectations.

Team Leader: **Malika**

Case Studies

8. Art on Peace

Iqra and her team were ecstatic to find out that they had been selected for the “Peace Entrepreneurship Competition” being held at their Vocational Training Institute. The team held several meetings to come up with a unique idea that would promote peace in their surroundings. Finally, the team decided to hold an art exhibition which would cater to art pieces on the theme of peace. The team named their project “Art on Peace”.

According to Iqra, painting is her strong suit and she can make different kinds of paintings including those on canvas and shirts to promote peace and tolerance in the society. Iqra expressed that she and her team are confident that the unique designs and carefully crafted paintings will convey the message they intend to. The team believes that painting is a valuable medium to highlight the importance and need for peace. Iqra mentioned that paintings are a classic form of art and have been historically used to create awareness on different issues.

The team aims to hold the exhibition of their hard work in the school and elsewhere to gain recognition for the cause. They also plan to take the exhibition to nearby schools and colleges to ensure a wider audience. “Many teachers already like my idea and have promised to help me put up my own exhibition for promotion of peace. In addition to that, there is a five member team that is all set to help me organize the exhibition”, shared Iqra while clarifying that the team will help organizing the exhibition but will not be painting as she is the only one who knows how to paint.

Revealing her plans further, Iqra said that she hopes to touch a few controversial topics including religion and political. “I have one member of the organizing committee devoted to find ideas and dialogues that could be used to make intriguing paintings. So we are using all resources for this project and will do our best to make maximum impact to promote peace and tolerance in the society”, said Iqra.

Team Leader: **Iqra Zafar**

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9. The Message of Peace

Noman and his friends from Vocational Training Institute Jhang have more than one idea to implement in the “Peace Entrepreneurship Competition” as they plan to organize a theater performance that will highlight the value and importance of peace, while some members of the team plan to sell T-shirts that do the same. He believes that the impact of a theater performance would be better than any other idea in the competition.

In his remarks, Noman pointed out that his friends are planning to sell the T-shirts to the audience that comes to attend the show. He revealed that the T-shirts will be featuring various kinds of messages that promote peace including the poetry of Allama Iqbal. “Our plan is to do a massive promotion of our play and send free invites to popular personalities of our town including the politicians. This will allow us to have a huge a gathering in one place. So if a large audience is already gathered to promote peace, they are very much likely to buy the T-shirts as well”, said Noman. He stressed that all his team members are very optimistic that the theater play will turn out to be best medium to convey the message of peace to the masses.

Noman’s team plans to get more than 100 T-shirts printed in advance before the play commences. He says that a considerably large number of friends are working on his organizing committee that includes the cast and the crew along with writers and directors. He unveiled that his suggestion to the writers and directors was to come up with a script that deescalates the growing separatism in the country and instead promote unity and harmony. Noman and his friends are very much hopeful that the play would make a memorable impact on the audience.

Team Leader: **Noman**

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10. Inner Peace

Samina Sarwar and her group members from Quetta decided to stick to their strong skills while taking part in the Peace Entrepreneurship Competition. They unanimously decided to make bags, decorations, mats, and infant children's clothing sets from Keroshia. Samina mentioned that all group members knew the art of Keroshia and hence the team considered it the best product.

The team did not take much time to come up with attractive decorations, comfortable clothing for children, and fashionable bags. They invested some of the capital in buying the raw material and within days came up with a huge collection of Keroshia products. "We did not make blind assumptions on our product line. Since all of us already knew how to do keroshia and were already doing it on a really small scale in our houses, we took orders from friends and family and then bought the raw material according to our needs", shared Samina who mentioned that this strategy helped them a lot in saving extra money to be spent on unsold products. The team completed three sets of customized purses and bags, two baby sets, and a dozen of small decoration pieces within the defined duration of the competition. However, Samina mentioned that they completed some orders after the competition as well.

"The competition helped us all to grow in terms of running a small business of our own. We all were already working from home but never had the experience or the opportunity to sell our product and ask a fair price for it. Thanks to the organizers, we now know the worth of our work", said Samina while explaining that once an individual has a consistent source of earning, it gives them inner peace and that was the concept their team focused on.

Team Leader: **Samina Sarwar**

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11. Peace Sports Festival

Naveed and his friends from Jhang are extremely motivated to organize a “Peace Sports Festival” in their area and compete in the “Peace Entrepreneurship Competition.” He believes that a sport is an activity shared and enjoyed by everyone in the society regardless of their age, ethnicity, color or religion. Naveed’s team vows to organize a sports event focusing on a cricket competition that includes several intra-regional teams that would participate to promote peace.

In addition to that, Naveed pointed out that particularly the youth of our country is very excited and enthusiastic about cricket. “The youth of our country automatically comes together wherever there is cricket. So we plan to put that shared love for cricket and unite different sects of the society to promote peace and tolerance”, said Naveed. Therefore, Naveed’s team plans to arrange a grand finale for the sports festival as the final match of a cricket tournament among 30 teams that will have 6 members each. He clarified that there will be other sports events in the festival as well but the main attraction of the sports festival will be the cricket tournament.

Naveed and his team members are very hopeful that their sports festival would be able to promote the idea of peace. They claim that youth will realize the true value of peace when they see that everyone loves the same sport as them. This will help them identify other mutual interests. This way unity and tolerance will be highlighted - two very important and vital necessities for survival these days. According to the team, they are planning the sports festival just to motivate and unite general people from different backgrounds, casts, color. And since Naveed’s team also consists of youth, he is hopeful that he will be able to convey the message to other young ones preset in the festival.

Team Leader: **Naveed**

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12. Peace Vocational Training Institute

A group of volunteer workers from Jhang decided to participate in the “Peace Entrepreneurship Competition” under the leadership of Arslan Aslam. After quite a few meetings to select their product for promotion of peace, the group finally decided to set up a “Peace Vocational Training Institute”. Inspired by the peace competition and in an attempt to thank their vocational institute for giving them this opportunity, the team came up with the unique idea of Peace Vocational Training Institute. Arslan further explained that his team plans to set up a vocational training institute that is exclusively available to needy people and recruits its students on a strictly transparent basis.

In the Peace Vocational Training Institute (PVTI), Arslan and his team aims to provide various skills that might help the candidates earn their livelihood. These skills could be anything that the candidate feels passionate about. However, the most lucrative skills in today’s market are of an electrician or an air-conditioner repairing. The team is hoping to find extremely deserving candidates who would otherwise not be able to earn a livelihood if they did not receive vocational training. In doing so, Arslan and his team hopes to remove as many beggars and needy people off the streets as possible. “I personally want to take care of the recruitment procedure so we only provide vocational training to the needy or illiterate but passionate and hardworking candidates”, expressed Arslan.

Arslan revealed that currently his team has the potential to provide training to up to 20 candidates. He explained that his 5-member team will be divided into two members each who will provide training at the training center while the other two will provide training in faraway places from where deserving candidates cannot easily approach the training center. Arslan hopes that his project will help eradicate street mongers because he thinks that majority crimes and problems of their area are related to unemployed members of the society who have nothing better to do so they get involved in unlawful activities that result in unrest. Arslan’s team hopes to aim at such audience for vocational training.

Team Leader: **Arslan Aslam**

Case Studies

13. Peace Merchandise Shop

Erum Hussain and her friends from Saint Anthony School have come up with the idea of “Peace Merchandise Shop” for the Peace Entrepreneurship Competition. Erum explained her team’s idea and shared that the team is making a variety of merchandise items like caps, wristbands, ribbons and headbands that have different quotations, inspirational words or graphical images that promote peace.

The group has planned to keep all the merchandise colorful and fashionable so the buyers don’t only wear it the first time they buy it, but in fact they feel proud and like to wear it again. Erum hopes that eventually when a considerable percentage of audience at her school will be wearing peace merchandise; it will become a symbol of kindness, tolerance and unity in the students and staff of the school. She explained that her team aims to make a big impact at their school before considering expanding the project to other schools or in public. She added that at the moment, they are 6 people in the organizing committee of the project and they are very hopeful that they can reach their goal within one month. The group will be divided into two teams of girls and boys so girls are more comfortable selling items to the girls in the school and likewise for boys.

In her remarks Erum revealed, “Since its going to be summer season when we implement our project, I think peace caps will be one of our most sold items.” She hopes that the project will allow her team members to experience how to promote peace and call for an end to extremism in the society. Lastly, she mentioned that she is confident that her team’s idea would successfully spread the message across the board and hopefully it will become a trend in school too.

Team Leader: **Erum Hussain**

Case Studies

14. Peace Mugs & Pouches

Saint Marry School's Shezay Fatima is going to implement a project called "Peace Mugs and Pouches" in the Peace Entrepreneurship Competition. This is her way of promoting peace and highlighting its value in the society. Shezay explained that her team plans to have very beautiful and unique designs on the mugs and pouches with characters, quotes and/or other creative tweaks that promote peace.

Explaining the idea behind the project, Shezay revealed that they intend to set up stall for selling these items in school and also make sales to the people in local neighborhood and families of each team member. Shezay's team currently consists of five members who will help her set up the stall and make the sales. However, she added that there is a separate long list of volunteers that have promised to work in their free time to donate their skills and items for the cause and work to make the mugs and pouches. Furthermore, Shezay explained that every day when the team closes their stall each evening, they will divide the leftover items among each group member so they can take them home and try to sell in their neighborhood and family. This way the team aims to capture a larger audience and make higher profits.

Shezay thanked the volunteers for their outpouring support for the cause and hoped that all volunteers would show up when need be it. She mentioned that her team is very hopeful that they will be able to promote the cause through this idea. "Every household keeps a variety of mugs for various reasons, so I think selling the mugs would be a lot easier and successful as compared to pouches", shared Shezay while highlighting that her team is very optimistic and has set realistic goals that it hopes to achieve easily.

Team Leader: **Shezay Fatima**

Case Studies

15. Food Festival

Durdana and her team were uber-excited to take part in the Peace Entrepreneurship Competition being held at their institute. After registering for the competition, they met several times to discuss different ideas which could promote peace in their community. Finally, the team decided on taking a bold step and work for promoting peace in Madrassah schools in their community. They decided to hold a food festival at the institute to bring together children from all religious sects under one festival where they could interact, enjoy and learn about each other without hostile conditions.

The team is planning on holding a grand food festival which will be open for all students. However, their main focus will be to invite children from Madrassah schools in their community. The team aims to keep majority of home-cooked hygienic food promoting the concept of healthy eating but will also keep some packed food for convenience as Durdana anticipated that their team will not be able to cook for hundreds of children every day. Furthermore, Durdana shared that the team will put up banners for promotion and will use peace quotes in the banners to create social harmony.

The team aims to cater to 100 children at their festival. They have decided to work in pairs. However, the pairs will keep switching jobs so that each and every individual member gets the experience of organizing a festival. Durdana confessed that her team has taken on a challenging task and hence she expressed that they plan to go to as many schools and Madrassahs as possible to promote their festival. Lastly, she mentioned that her team is very enthusiastic to start working on the project. She explained that they are working on ideas and logistics of the festival even in their holidays so once schools reopen, they do not waste time and start with the final preparations of their food festival.

Team Leader: **Durdana**

Case Studies

16. Peace and Fashion

Hina and her team from Quetta felt honored to be a part of such an inspiring competition. She and her team appreciated the efforts of the organizers to carry out such a competition in their region and engage females. Hina mentioned that her team brainstormed for hours to come up with the idea of selling hand-made customized clutches for females. These clutches had peace logos engraved on them and a few of them had inspirational quotes on peace. Hina expressed that the team selected this idea as they could easily sell the clutches in their own institute and they did not necessarily have to go out of their institute to make sales. “We were not allowed to leave institute’s premises therefore we had to come up with an idea which would sell within our institute”, shared Hina.

She further explained that her team worked day and night to make these clutches and decorate them with embellishments so that they were attractive and unique. Not even a single clutch in their collection resembled another one in their collection – each one was different and that got the team some good profit. Hina shared that they kept the clutches at a small shop inside their institute so that buyers could come and purchase at any point. Hina explained that since they started their project in the month of Ramazan, their business initially did not pick as much pace as the team had expected. However, in a week’s time, it kept up and the group was making sales every single day. Hina mentioned that they kept a profit margin of PKR 200 on each clutch. Therefore, they were making good money.

“This competition has taught me and my entire team how to carry out a business. It taught us to be innovative and to market and price the product well. This has even a confidence boost to each one of us and we are thankful to the organizers”, said Hina.

Team Leader: **Hina Gul**

Case Studies

17. Taking Control

“Everyone was making groups to participate in the peace competition. However, I had a different idea. In my opinion, there was not much to do by an entire group. I knew I could single handedly take part and do well in the competition”, said Hina while sharing why she did not choose to have other members in the group.

Hina had learnt the art of making decoration pieces with various different materials and she decided to put her knowledge of interior designing and decorations to good use. As soon as she registered for the competition, she bought the required raw material and started making beautiful unique decorations which encouraged pace and harmony in the culture. Some of were floral arrangements to be kept in drawing rooms, others were intricate mirror work with peace quotes on it and some included decoration pieces made from net with a logo of peace on them. Hina mentioned that in her opinion whoever bought the decoration piece and kept it in their house, was promoting peace in many ways.

Hina prepared quite a few items to be kept on the stall in their institute. She mentioned that at the day of the display, some of her friends helped her by being on the stall at times she had to be away. She thanked her friends for being there. She mentioned that her decoration pieces were highly appreciated by fellow university members and teachers. She kept her stall for two days and the next day improvised a little to improve her profit margin – she kept small food items on her stall as well. Hina was known in her class for making outclass “*paratha rolls*” and she kept them on the stall the second day of the display in order to attract more customers. In just two days, Hina earned a profit of PKR 15,000.

Team Leader: **Hina Omer**

Case Studies

18. Health and Peace Awareness

Meerab honestly shared that initially her team was struggling to come up with an idea to promote peace. They did not want to do the typical mugs, shirts, or selling of pouches with peace logos as too many groups were already doing that. Therefore, the team sought guidance from one of their instructors and loved the idea put forward by the instructor. They immediately decided to offer medical services to the marginalized community in order to promote peace. They were promoting peace through healthy environment. The team decided to offer blood group testing services to the masses.

They bought some initial supplies such as syringes, needles, cotton etc to carry out the test. The team started with conducting the blood tests in their own institute. Because the idea was unique and no one else was doing it, the team received a phenomenal response. They served a total of more than 500 individuals and earned a profit of PKR 8,000. Meerab further explained that the team worked in complete harmony and supported each other where ever needed. They often switched roles to ensure that each member was learning all the tasks of running an enterprise. Each of the group members was given the chance to interact with clients, each one was given the training and later on the responsibility to draw blood for the tests, and in the end each member had carried out the complete procedure for their own learning.

Meerab mentioned that as a team they did not have to face any challenges except for deciding the services to offer. Once that was finalized, the team was running in flow and earned a decent profit. “We all learned how a healthy environment can promote peace in the society and we are glad that we were able to transfer that knowledge to all our clients”, concluded Meerab.

Team Leader: **Meerab**

Case Studies

19. Linking Peace

Inderias Sanson and her team members took their time to decide on an innovative way to promote peace. After much discussion amongst all the group members, they unanimously decided to work on Keroshia accessories for children and elders. The team came up with the concept of creating beautiful accessories made out of Keroshia and shared that every time a client bought from them, they gave them a small speech on how buying for children helps shows their love of children and hence promotes peace within the community.

The unique and expressive idea allowed the team members to make a profit of PKR 2,200 in the competition. Inderias mentioned that she divided tasks to each group member equally. “Everyone was suppose to make keroshia accessories from home. I taught them initially how to do Keroshia and they were given one item each to make every day”, shared Inderias while expressing how each group member learned a new skill through this competition. She further mentioned that the team initially had some trouble setting up their stall and making first few sales as they did not have experience in marketing and/or sales. However, they soon picked up and were confidently selling their items.

She further expressed that this competition has taught her and her team two new concepts – entrepreneurship and promotion of peace. “I had heard what and how people generally conduct business but never ever experience it. This competition taught me the nitty gritty of handling a business and more importantly it taught me and my entire team that no matter what we do in life, we must always think of our society and give something back to it in a positive manner”, shared Inderias.

Team Leader: **Inderias Sanson**

Case Studies

20. Scaling it Up

Mehwish Saifullah had mixed feelings about the Peace Entrepreneurship Competition being held at her institute. She registered for the competition with mixed feelings and decided to go with the flow. After registering, she sat down to come up with a plan for her business. Soon she decided to take her small scale hobby to a new level and experiment by taking it to a full-fledge enterprise through this competition.

Mehwish decided to make handmade decorations including floral arrangements, bags, baskets, and tissue boxes. She spent a couple of day working on different handmade products and once they were done, she started contacting various commercial shops in her surroundings to keep her products for sale. She was successful in keeping her products at a few shops. After getting some feedback from the shopkeepers keeping her products, she also started working on handmade greeting cards. As Eid is approaching, she focused majority of her cards on Eid wishes and kept them at the shops too. Her handmade Eid cards sold like hotcakes.

Mehwish mentioned that she spent the initial investment amount in buying raw material such as paper, glue, glitter etc. She mentioned serving more than 25 individuals so far and is expecting to sell more as Eid is approaching. So far, she has managed to earn a profit of PKR 3,000. However, the profit is expected to rise as her business is still in progress. Mehwish thanked the organizers of the competition in making her realize her true potential and assisting and supporting in taking her hobby to a new level where she can make an earning for herself and her family.

“I could not have imagined taking such a risk on my own. This competition has boosted my confidence and encouraged me to make use of my skill and earn”, shared Mehwish.

Team Leader: **Mehwish Saifullah**

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21. Pitching for a Peaceful Healthy Community

Enrolled in the Master's Program, Naseema took part in Youth Social Entrepreneurship Competition on Peace with the intention of improving the health conditions in her community and bringing awareness about healthy lifestyle amongst her community members. According to her, there were no health facilities in her community at that time. Therefore, she decided to take the initiative and carried out the entire project on her own. Naseema mentioned that she had always wanted to work for the community and promote peace, and this was her chance to show her abilities in both areas. She chose to work for a healthy community to promote peace.

She bought a weight machine in the beginning and charged PKR 10 for each individual getting their weight checked. She had bigger plans. She intended on checking people's blood pressure through the BP apparatus. Thinking strategically, Naseema raised money from weighing people in her educational institute and in her residential area and collected enough money to buy the BP apparatus. Alongside, she also hired a part time nurse to conduct the Blood Pressure test to ensure that the procedure was conducted as required.

After buying the machine and arranging for the nurse, Naseema announced about the health camp being arranged in the village through the mosque's loud speaker. She arranged for the camp and as soon as the announcement about the health camp was made, customers started coming in. "According to the village norms, majority of the villagers visited the camp upon the announcement but they didn't want to be checked. They were a little reluctant and visited the camp just out of curiosity. Convincing the villagers to check their health check up was the real challenge as the benefits of the checkup had to be communicated to them in a manner that they could take the test", expressed Naseema. She further explained that once a couple of the people started getting their checkup, the others followed and convincing was no more a challenge.

Naseema mentioned that she kept the prices extremely low as her aim was to create awareness about health and ensure that a large number of people could get themselves

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checked. She charged PKR 10 for each of the services. Over a span of two weeks, she catered more than 500 customers and earned total revenue of PKR 11,800.

Appreciating the concept of the competition, Naseema mentioned that she learnt a lot through this project. She said, “This project taught me a lot of things such a marketing, sales, and human resource management. She thanked USIP and YES Network Pakistan for their efforts in promoting social enterprise in her region”. She mentioned that she recently set up a small dispensary in her village for the underprivileged who cannot afford expensive medicines and medical procedures.

Naseema

Case Studies

22. Enrolling Out of School Children

Zarena completed her master's degree and is now working as a full time professional in a private company. She found out about the Youth Social Entrepreneurship Competition on Peace through some friends who were still completing their degree. She was excited to join the team as this was an innovative project and she has always wanted to be a part of such an activity at her institute.

During the planning phase, Zarena mentioned that some of the children in her residential area are not enrolled in schools and are always playing on roads in messy condition. She explained to the group members how children with no education can be a danger to the next generations as they have the potential to indulge in delinquent activities and pose a threat to the society. She proposed that she wanted to civilize those children and enroll them in a part time tuition center if not in a formal school so that they turn into educated and bright future of the country. Zarena's idea was highly appreciated by the entire team and they started working for the children in her residential area who were not going to school. This was the team's way of promoting and encouraging peace and harmony in the society through education. The team purchased some stationary, white board, registers and other material required to run a second time tuition center. The main aim of the team was to enroll the extremely poor children who cannot afford fees of the private schools. Therefore, after the set up, the team set off for the most challenging task of the competition – convincing the parents of those children to send them to the tuition center for a couple of hours every day so that they learn some basics and are organized in their living. After much debate, 2-3 families enrolled their children in the tuition center and paid a very nominal amount of fee. However, in a couple of days when the other families saw the different in the children who were going to the tuition center, they also started sending their children for studies. The team made revenue of PKR 8,000.

“It was a treat to watch those children who were always fighting in the street every time I got back from work. A small initiative by our team changed the lives of these children. Just as the initiative by USIP and YES Network Pakistan changed our lives and encouraged us to think about the society before our own selves”, said Zarena

Zarena Bibi

Case Studies

23. Playing with Jewels

At the age of 24, Aisha had just completed her Bachelors studies when she found out about the Youth Social Entrepreneurship Competition on Peace. Going through the format of the competition, Aisha thought hard to come up with an innovative product idea as she wanted that her product should promote the message of peace in the community. After much thinking, she decided to take up her hobby. As a teenager, Aisha had learnt the skill of gem cutting and marble designing. “I was not sure how I was going to pull this off but I started. Shaping jewels is a long and time consuming process and I was not sure if I would be able to put ample on the stall at the day of the competition as we only had two weeks”, shared Aisha. She mentioned that shaping one piece of jewelry takes about 5-6 hours and marble takes one complete day. Aisha worked hard day and night for two weeks and was able to create beautiful jewelry pieces and marble arrangements with logo of peace on them.

“For me at that mattered for those 2 weeks was my work. I focused on what I wanted to display and worked accordingly. I set up small deadlines for me each day and met them in order to be able to have a small collection”, explained Aisha. Since the required raw material for gems and marble was expensive, Aisha started with small proportions. She bought quarts worth PKR 500 and marble of the remaining PKR 500. In the process of two weeks, she rented out domestic machinery for making the gem cuts. She was able to finish 60 gem cuts and made various marble arrangements such as vases, paper weights, decoration pieces, and small tiles. Seeing the detail and neatness with which Aisha worked, all her jewelry items were purchases by one buyer; who also offered Aisha to work with him permanently as he owned a jewelry shop. Aisha earned revenue of PKR 3,000.

Aisha mentioned that for her the most challenging task during the competition was to market her products and customer dealing. “This competition taught me two very important concepts – marketing and customer handling. I had studied them but it was completely different when I had to apply them in real life. This was an amazing learning opportunity for me and it enhanced my confidence in my skills. Such competitions must be held on regular basis”, said Aisha especially thanking USIP and YES Network Pakistan for their impeccable efforts.

Aisha Bano

Case Studies

24. An Exciting Adventure

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 Youth Social Entrepreneurship Competition on Peace in her institute and was thrilled to take part in it since she already knew what she wanted to do. Furthermore, she took up the challenge to promote peace through her products and hence embodied peace logo on each clothing piece. Furthermore, she communicated the importance of a peaceful environment to each of her clients while making sales.

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 USIP and YES Network Pakistan in showing a right path to the youth.

Hira Rahim

25. Flowers All the Way!

“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 Youth Social Entrepreneurship Competition on Peace, 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 shared that she always wanted to promote the message of peace and harmony and by making these floral arrangements in the competition, she played her part in encouraging a peaceful environment – a message very close to her heart.

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.

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 USIP 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 USIP 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.

Zahra

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26.Helping Hands!

Mehnaz a student of B.SC decided to take part in “Youth Social Entrepreneurship Competition on peace” with an idea of “Helping Hands”. “I’m living in a male dominating society, where it’s very hard for a female especially young girls to go out” expressed Mehnaz. She further explained that being a girl she also faced many problems to go to the market so, she decided to help the girls of her college by providing them stationary & uniform in college. With the cooperation of her teacher & buddies she visited markets & purchased necessary stationary & uniforms to set a stall in her college. “I was very happy to see a very positive & good response of students” explained Mehnaz. She served more than 200 students & gathered a profit of PKR 5,000.

Mehnaz expressed her gratitude towards YES Network Pakistan for providing her such an exceptional opportunity to serve others. She further explained that it’s a great idea & must be expanded throughout Pakistan. It helps to promote peace in society as well as develops entrepreneurial skills among students.

Mehnaz

Case Studies

27. Peace Building Through Entertainment!

Nazia and her group from Government Girls Degree College are participating in the “Youth Social Enterprise Competition on Peace” to implement the idea of “Peace Building Through Entertainment” in her college. Nazia explained that she selected this broad and divergent idea because there are terrorist activities going on that make students frightened. She want to bring these student out from this terrified situation by providing them recreational activities like play & drama. She further expressed that with the help of her teacher she got permission to arrange her first show in the auditorium of the college. She charged PKR 10 for the entry. She served more than 500 students & generated a profit of PKR 5000. “Now I don’t ask my parents to give me pocket money because I can generate by myself” revealed Nazia. She further explained that her parents are surprised to see a sudden change in their daughter. Now she is confident & hopeful that she can become an entrepreneur in near future appreciating the concept of the “Youth Social Enterprise Competition on Peace”.

Group Leader: Nazia Sheir Muhammad

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28.The Peace Book!

Sara and her group of friends from the SM Grammar Girls High School immediately knew what they wanted to do as soon as they registered for the competition. They were excited to be a part of the competition. They decided that they will promote peace by launching a 'Newsletter' on Peace.

Sara decided to prepare a Newsletter on Peace in which there has some world news about peace and some lines and stories about peace. Sara revealed that they intend to set up a stall in different branches of schools for selling these News lets on Peace. The unique and expressive idea allowed the team members to make a profit of PKR 2,000 in the competition. The team sold the Newsletter to more than 20 individuals at the stall. They served all types of customers which included students & teachers. She mentioned that she divided tasks to each group member equally. She further explained that the team worked in complete harmony and supported each other where ever needed. Sara explained that they planned to go to as many schools as possible to promote their project.

Sara mentioned that one of their teachers constantly guided them while the team was collecting and using the materials from different sources. "The competition helped us all to grow in terms of running a small business of our own" explained Sara. She mentioned that "I am confident that my team's ideas would successfully spread the message across the board" and I'm happy that I'm working in this project for promoting peace". Sara thanked to YES Network Pakistan for providing her with such an opportunity which was so close to her heart.

Team Leader

Sara Ashraf

Case Studies

29. Promoting Peace with Education!

At the Age of 13 Aqsa Imran and her team from SM Grammar Girls High School decided to promote peace with the idea of “BOOKLETS ON PEACE” In the “Peace Entrepreneurship Competition”. Aqsa and her team collected many quotations, messages and some stories on peace. Aqsa mentioned that “When I spoke to my teachers about this idea, they completely supported me and in fact encouraged me”.

She further explained that after the collection of material on peace they printed the peace messages quotations and stories and made the booklets. She further explained that she divided the tasks to each group members equally and they worked hard for this project. She mentioned that her team is very enthusiastic to start working on the project. Aqsa was ecstatic as she could see a way to fulfill her dream.

In order to ensure that every idea for promotion of peace achieves its goal, Aqsa and her team did not take much time to come up with their unique idea. She revealed that her team initially had some trouble in setting up stall in their own school as they did not have experience in selling their business & initially did not pick as much pace as the team had expected. They changed their strategy and set up a stall in the other schools. She told that her team is very hopeful that they will be able to promote this idea. However, in a week's time, it kept up and the group was making sales every single day.

They served a total of 20 students and earned profit of PKR 5,000. Aqsa mentioned that they learned a lot of things, they learned how to sell and how to communicate with costumers at stall and how to face the challenges. They had a wonderful experience. Aqsa expressed that “The most important lesson that I learnt during the competition was the significance of cooperation and team work”.

Team Leader

Aqsa Imran

Case Studies

30. Learning along the Way!

Still in her teenage, Rubab from the St. Anthony School participated in the Peace Entrepreneurship Competition at her institute with great enthusiasm and zeal. Rubab and her team had quite a few brainstorming sessions in order to come up with an innovative entrepreneurial idea which promoted peace. Finally, the group decided to carry out a “Peace Art Exhibition” comprising of art products promoting the message of peace.

They collected various art pieces which had quotations promoting peace or had the peace sign imprinted or engraved on them. Alongside, the group also made art pieces on their own. They worked hard for days and came up with a unique collection to impress the buyers. Each of their items had a message or the peace sign in order to create more awareness about peace in the society. Once the art products were ready, the group planned their exhibition and carried out in their own school. All team members were engaged in different team activities – which ever activity each one was comfortable with. Some team members were working on art pieces while others focused on selling the art pieces and management of the exhibition. Each member was given the opportunity to learn and grow from this experience.

Since the team was holding the exhibition for the first time ever, the initial response was not very great. However, soon the team realized what they were missing and overcame their challenge. After a little change in their strategy, the team was selling art pieces. They served a total of 30 students and earned a profit of PKR 2,000.

Rubab and her team learned a lot of things during the competition. However, the most important was team work and management. They learned how to make quick decisions and how to improvise on the spot in order to sell their products.

Group Leader: Rubab Saleem

Peace Entrepreneurship Competition

Case Studies

31. Breaking the Barriers

At the age of 28, Faiza got an opportunity which she described as once in a lifetime opportunity for her since she belonged to a conservative family. She knew she would not be allowed to carry out a complete business on her own if it was up to her due to her family pressure. Hearing about the Peace Entrepreneurship Competition, Faiza was ecstatic as she could see a way to fulfill her dream. She had already learnt the art of making handmade decoration pieces, handmade jewelry and unique floral arrangements. She was ready to put her skills to use and earn some money.

Faiza put together a team and immediately registered. Along with her other team members, Faiza came up with ideas to promote peace through her handmade items. The team members suggested putting peace messages on the floral arrangements and decoration pieces. Thereon, Faiza divided the work amongst the team members. Some were assigned the task of collecting peace messages, others were suppose to collect raw material while she and two others worked on the hand made products.

Once the products were ready, the team put up a display at the school's meena bazaar. They sold their products to about 40 individuals and earned a lucrative profit of PKR 10,000. Faiza expressed, " the most important lesson that I learnt during the competition was the significance of cooperation and team work. Without team work, it is not possible to gain results like we did. It was initially difficult. However, it all eventually worked out for us". She further thanked YES Network Pakistan for providing her with such an opportunity which was so close to her heart. After the success of this venture, Faiza mentioned that she was going to take a stand in her family to let her run a small business from home as she already has some experience now.

Group Leader: Faiza

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32. Learning at a Young Age

At the young age of 14, Iqra had the passion to do something different. She was an art student and had a unique artistic sense which children of her age are still to develop, generally.

Owing to her amazing artistic skills and her unique style, Iqra made a team and registered for the Peace Entrepreneurship Competition being held at her institute. “I was not very sure whether I should take part in this competition or not. But when I spoke to my teachers, they completely supported me and in fact encouraged me. That was the moment I decided what to do in the competition”, explained Iqra – the team leader.

Iqra and her team decided to make handmade decorations out of mud i.e. vases, glasses, and other decoration pieces. In order to link their product to peace which was the theme of the competition, Iqra and her team engraved the peace sign on all their products. She further explained that the team used their initial investment to buy raw material for the products and some decoration materials such as paints and embellishments to make them attractive and write peace messages.

The team sold to more than 30 individuals at the exhibition held at their institute and served all types of customers which included students, teachers, parents and other family members. They made a decent profit.

“One of the best things about the competition was that we learned how to sell our products, how to market them and how to handle customers at the stall. This competition taught us how to use money in an efficient manner such that we can earn a profit and that hard work is the key to success”, shared Iqra who was on cloud nine that her team did a good job and learnt important lessons for future.

Group Leader: Iqra Hadayat