

Social Enterprise Competition on Peace

Independent Evaluation

An Independent Evaluation Report Examining
the Impact of Social Enterprise Competition on Peace.

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May 2014

Evaluator's Profile



Mr. Syed Rashid Hussain Shah is a graduate of International Business Studies from Maastricht University, the Netherlands. He has acquired both distinctions and scholarships during his MS studies at Maastricht University. Besides, he also possesses a Certified Marketer- Asia degree from the Asian Institute of Marketing, Singapore.

Mr. Hussain has been enriched with diversified cultural experiences during his stay in Europe for over 10 years. He has resided in 7 different European countries, including Germany, Belgium, The Netherlands, Luxemburg, Belgium, UK, and France. He has worked for leading research global organizations such as Nielsen and served the market of MENAP region. To his portfolio, a strong commendation of German Ministry of Planning and Development is also visible, as he served in the research wing of the ministry. Moreover, his engagement in the global strategic and marketing division at Merck KGAA, Darmstadt talks about his diversified exposures.

Mr. Shah has always shown a great tendency towards entrepreneurial initiatives and experiences. He had also served as Director "Center for Entrepreneurship and Innovation- (CENTIN)" at University of Management and Technology (UMT) for a period of three years.

Currently, Mr. Hussain Shah is engaged at UMT as an "Assistant Professor" at School of Business and Economics. His teaching interest lies in Consumer Analytics, Research Methods and Techniques, Retailing, and Entrepreneurship. To his credit goes the first developed course in Pakistan about "Managing Family Enterprises".

He is credited with over 20 years of corporate and social work experiences both in Pakistan and abroad. Moreover, he has also supervised over 20 research projects for MS level students. Besides, he has supervised 35 corporate and social research projects at different levels.

Mr. Hussain Shah possesses strong analytical and research skills that embed with a natural understanding of cultural ingredients and strong working ethics.

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Evaluator's Declaration

The project namely "Peace Enterprise Competition 2014" was commissioned to YES Network Pakistan by United States Institute of Peace (USIP). This was one of its unique kind of initiative that had been taken by USIP in collaboration with YES Network Pakistan to promote the cause of social entrepreneurship among Pakistani youth, while requiring them to bring innovative and creative ideas for the promotion of peace in the society.

I do declare that all the analysis and conclusions that were performed by me, were solely based on the information obtained from different sources (YES, beneficiaries, social media and funded teams). Hence, I believe that all the information analyzed in this evaluation report shall be treated as correct and reliable for any research purpose or actionable agenda to promote social entrepreneurship in Pakistan.

Declared by: Syed Rashid Hussain Shah

Dated: 30th May 2014

Quick Facts

Geographical Scope: Nationwide

Final Evaluation: May 2014

Mode of Evaluation: Independent

Technical Area: Social Enterprise Development on Peace

Evaluator: Mr. Syed Rashid Hussain Shah

Project Start: June 2013

Project End: 30th June 2014

Donor: United States Institute of Peace (US\$30,000)

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Executive Summary

Social entrepreneurship is an exciting idea to meet the societal needs by applying business models. The concept of social entrepreneurship is very new in Pakistan. The term is catching local attention due to the efforts of a few organizations such as Youth Engagement Services (YES) Network Pakistan. Over recent years, there has been a growing realization of the key role which the social enterprises are playing in the social sector. The concept of social entrepreneurship is well matched to the needs of Pakistan. The social, economic and environmental indicators of Pakistan are suggesting the urgency and need of wide scale adoption of the concept of social entrepreneurship.

USIP entertained the request of YES Network Pakistan to launch the Youth Social Enterprise Competition on Peace in the country. YES decided to employ social enterprise as a strategy to create, deliver and sustain peace building efforts. YES aimed to facilitate young people in the establishment of social enterprises that could play an important role in helping deliver on projects for the promotion of peace. YES Network Pakistan scope of work comprised of orienting 1470 young people living in conflict-stricken areas on Youth Social Enterprise Competition on Peace; selecting and supporting 7 unique and innovative ideas of young people on peace building and reconciliation; training and engaging 7 teams of young people in designing and implementing social enterprises on peace building and reconciliation and educating at-least 1050 people on peace in conflict-stricken areas through social media, sports, music, art etc. on the need of building blocks for sustainable peace through 7 social enterprises.

An independent evaluation was commissioned by YES Network Pakistan to assess the impact of Youth Social Enterprise Competition on Peace and the value of youth-led social enterprises. Both qualitative (case studies of participants and beneficiaries) and quantitative analysis (base line surveys - 6810 participants from 28 different cities/locations and response of 404 beneficiaries) has shown that the project has been successfully completed and notable positive results have been realized despite of serious instability in many of the areas of the country. YES oriented 6800 young people across the country. Selected 8 ideas of young people from across Pakistan including FATA, Gaza and Tharparkar. Trained and engaged 8 teams of young people in designing and implementation of their ideas. A large number of people directly and indirectly benefitted from these projects. Youth Social Enterprise Competition on Peace has helped young people living in most deprived and conflict-stricken to take initiative, create projects, conceptualize and launch one's own venture to promote peace which is an exception and not the norm in Pakistan.

The project has helped in creating a grassroots level structure for peace building initiatives in conflict-stricken areas, inspiring young people to take collective action for peace building at grass roots level, created a new generation of young leaders who are fully engaged in peace building through sustainable enterprises and improved understanding of people from different religions, sects and backgrounds. It was suggested that YES can further develop its capacity to work with young people in peace building and can promote their role as peace makers in the society.

Introduction

An independent evaluation was commissioned by YES Network Pakistan to assess the impact of Youth Social Enterprise Competition on Peace and the value of youth-led social enterprises. The evaluation sought to explore 4 key questions:

Key Questions

- 1) Created a grassroots level structure for peace building initiatives in conflict-stricken areas.
- 2) Inspired young people to take collective action for peace building at grass roots level.
- 3) Created a new generation of young leaders who are fully engaged in peace building through sustainable enterprises.
- 4) Improved understanding of people from different religions, sects and backgrounds

To answers these questions all the projects launched by YES were analyzed by the evaluator. The findings presented in this report and the conclusions and insights provided are based upon the results of the following elements of the evaluation as detailed below:

Evaluation Element	Engaged
Review of surveys and feedback from the participants of the training workshops to establish projects' starting point and level of knowledge in relation to the social enterprise and peace building	All monitoring and evaluation data.
Feedback from the beneficiaries	7 youth-led projects
Tele-interviews with the selected beneficiaries	7 youth-led projects

of the project to verify the information provided in the feedback.	
Tele-interviews were undertaken to follow-up on projects' journey towards social enterprise development and their plans for their future business sustainability	Peace Cricket Academy Non-sectarian Center Peace Festivals Peace Musical Concerts

Table 1: Evaluation Elements

Report structure

The executive summary provides a summation of the key findings and insights for future practice from the evaluation.

Chapter 1: It begins by setting out the need of the project and how it can assist in promoting peace in the society.

Chapter 2: It describes the journey of the project towards promoting the concept of social enterprise among young people, the starting activities and the progress made. This chapter presents the sequence of the project activities.

Chapter 3: This chapter sets out the qualitative findings of the project, strengths and the areas of improvement.

Chapter 4: This chapter presents the quantitative findings of the impact of the youth-led social enterprises.

Chapter 5: This chapter reviews the main conclusions of the evaluation and presents a series of insights for future similar projects.

Chapter 1: Background

1.1 Youth Engagement Services (YES) and Social Entrepreneurship

Youth Engagement Services (YES) Network Pakistan is considered to be a national leader in the field of social entrepreneurship. YES has introduced the concept of Social Entrepreneurship in over 1200 technical institutions of Pakistan. YES holds a unique position in the country, as it is the first organization in the country which has integrated the concept of Social Entrepreneurship into the curriculum of over 160 leading vocational and educational institutions of Pakistan. [1] YES is working with over 30 leading universities of Pakistan to prepare young people as Social Entrepreneurs through a variety of exciting and innovative projects. In an external evaluation done by Pakistan Center for Philanthropy in 2011, YES has scored 97% in facilitating young people to become self-reliant and contributing members of the society. [2] YES Network Pakistan is implementing its projects in partnership with several local and international organizations. YES Network Pakistan and British Council Pakistan have been working together since 2008 to promote Social Entrepreneurship among TVET sector in Pakistan. British Council considers YES as “one of the most trusted partners” in Pakistan. British Council has highlighted the work of YES in the field of social entrepreneurship in its several international publications. [3] YES Network Pakistan has also been working with religious minorities since 2008. According to Catholic Board of Education, “YES is our most valued partner. YES has brought huge change in our institutions. It has opened the doors of our classrooms for innovation, creativity and collective action.” [4] The work of YES is endorsed and featured by the publications produced by the Planning Commission of Pakistan. [5] YES has also launched and successfully completed Social Entrepreneurship project in FATA with the financial assistance from GIZ. According to GIZ, “YES has demonstrated that the entrepreneurial nimbleness, grit

and vigor of FATA's youth can be utilized to meet the unmet service needs of the people. YES pursued its task with vigor and determination to the very end." [6]

1.2 Youth Social Enterprise Competition on Peace

Social enterprise has proven to be an exciting strategy to achieve sustainable peace and build resilient communities. A key benefit of the social enterprise is the ability to provide social benefits to the communities in which they operate. USIP entertained the request of YES Network Pakistan to launch the Youth Social Enterprise Competition on Peace in the country. The current state of Pakistan has been under serious attack from hardliners and terrorists of more than one brand or category. Nobody is feeling secure in the country. YES decided to employ social enterprise as a strategy to create, deliver and sustain peace building efforts. YES aimed to facilitate young people in the establishment of social enterprises that could play an important role in helping deliver on projects for the promotion of peace. Young people were encouraged to contribute towards regenerating the beliefs and behaviors of individuals and communities for coexistence and to show new ways to deliver and reform by applying market-based strategies to achieve a social purpose of creating an inclusive society.

YES Network Pakistan scope of work comprised of orienting 1470 young people living in conflict-stricken areas on Youth Social Enterprise Competition on Peace; selecting and supporting 7 unique and innovative ideas of young people on peace building and reconciliation; training and engaging 7 teams of young people in designing and implementing social enterprises on peace building and reconciliation and educating at-least 1050 people on peace in conflict-

stricken areas through social media, sports, music, art etc. on the need of building blocks for sustainable peace through 7 social enterprises.

Looking back, it is very evident that the project has been successfully completed and notable positive results have been realized despite of serious instability in many of the areas of the country. Considering the amount of work done under the project and analysis of the feedback from the participants, it is clear that there has been a change in the mindset of the young people about the need to be engaged in finding solutions to the most persistent problems being faced by the society.

The project created opportunities for the youth with the purpose of changing their mindset and developing their skills to build a peaceful society. The project delivered workshops to youth living in hard-to-reach and conflict stricken communities and rural communities on social entrepreneurship. The project also focused on engaging representatives of different faith groups to motivate and inspire youth to bring about sustainable and lasting solutions. This aimed to ensure that the project does not exclude anyone in the efforts to find new ways of promoting peace in the society.

With the programmatic and infrastructure investments made by the YES Network Pakistan, there has been improved understanding about the need of promoting social entrepreneurship among young people for promoting peace. Further consolidation of the pioneer efforts made with youth-serving institutions will go a long way in creating a culture of youth social entrepreneurship in

the country. Due to the engagement of a very diverse (culturally and religiously) team many challenges were effectively surmounted.

The project was launched with the assumption that the concept of social entrepreneurship will inspire youth to design and deliver peace building projects with earned income strategies. Looking back, it is very evident that the project attracted great attention of the youth. A large number of youth from across the country were sensitized, oriented and engaged in developing ideas for the promotion of peace. After the end of the project, it is very evident that YES Network Pakistan has made effective use of the USIP contribution to carry out the Social Enterprise Competition on Peace.

Chapter 2: Social Enterprise Competition Project's Journey

2.1 Journey of the Project

YES Network Pakistan adopted an interesting methodology to implement the project across the country. A participatory and inclusive approach was used throughout the implementation process aimed at ensuring active participation of the previously trained people by YES. The project team created a logical work breakdown structure. It included the following activities:

2.1.1 Selection of Focal Persons

YES Network Pakistan began the project by sharing about the Social Enterprise Competition on Peace with its existing focal persons (trained representatives of educational, technical and religious institutions on the concept of social entrepreneurship) operating throughout Pakistan with the view to seek their expression of interest. On the basis of the expression of interest received, YES selected a very diverse team (religiously and culturally) comprising of 14 focal persons from across Pakistan including FATA, AJK and Gilgit-Baltistan for one-day orientation session on the Social Enterprise Competition on Peace in Islamabad.

2.1.2 Development of Material

YES Network Pakistan developed promotional material on Youth Social Enterprise Competition on Peace. It included fliers, guidance for running and participating in the competition, idea submission forms, baseline and endline forms, etc. for almost 7000 young people who were accessed directly through orientation sessions. All these materials were used by the 14 focal persons for utilization and distribution to young people of their areas. These materials were in both English and Urdu languages.

2.1.3 Orientation Session with Focal Persons

YES organized one day orientation session on Youth Social Enterprise Competition on Peace for the 14 selected focal persons from the 7 areas of Pakistan. The orientation session provided an opportunity to YES to develop a roadmap in-consultation with focal persons for rolling out the competition in their communities/institutions. The focal persons ranked the orientation session very high and expressed their commitment to launch the project activities in their regions.

2.1.4 Orientation Sessions with Young People

After the training of focal persons, YES engaged focal persons and its team members in creating awareness about the Youth Social Enterprise Competition on Peace among young people. A total of 6810 young people were reached out, sensitized, oriented and inspired to participate in the competition. These sessions were organized for in-school and out-of-school male and female youth from different religions, sects and backgrounds.

2.1.5 Formation of Jury of Judges

YES formed a jury of judges to select 7 best ideas of young people for training and seed funding. The jury members had solid background and knowledge of entrepreneurship.

2.1.6 Selection of 7 Best Ideas

The jury members selected 9 best ideas against the seven point's criteria. One team was dropped as they were not able to attend the training.

2.1.7 Training on Social Entrepreneurship

YES organized three days training workshop on social entrepreneurship to further polish and refine the ideas of young people. All the team members of 8 selected teams participated in the training. The training was conducted by experts in the field of entrepreneurship or social entrepreneurship. The training was highly ranked by all the participants.

2.1.8 Disbursement of Funds

YES provided 50% grants to the winning teams. The remaining 50% will be provided in the month of June. YES transferred the money via bank transfer.

2.1.9 Launching of Peace Projects

7 teams out of 8 have been able to launch their projects successfully. The team based in AJK is in process of launching it as the leader of the winning team went abroad.

2.1.10 Reflection Sessions and Evaluation

YES organized reflection sessions with all the teams to review their performance and assess the impact of their interventions on them and the society. The findings of the sessions were shared with the evaluator for review and analysis.

Chapter 3: Qualitative Analysis and Findings

Both Qualitative and Quantitative research methodologies were used for the evaluation of the project. The details of qualitative methodology are discussed below:

3.1 Qualitative Analysis

3.1.1 Data Collection

The following documents were provided for desk review to the evaluator:

1. Project proposal
2. Progress report
3. Attendance sheets of the sessions
4. Evaluation forms of focal persons
5. Analysis report of the evaluation forms
6. Baseline survey forms
7. Analysis report of the baseline survey forms
8. Evaluation forms of sessions on social entrepreneurship which were filled by young people
9. Analysis report of the sessions
10. Snapshot of ideas funded
11. Analysis of the ideas funded
12. Press clippings
13. Contact details of the focal persons
14. Reflection sessions report
15. Evaluation forms of the three days training for 8 winning teams
16. Analysis of the evaluation forms of the three days training

17. Pictures of the various sessions
18. Facebook links of the funded projects
19. Video interviews of the participants

3.1.2 Steps of the Evaluation Process

1. Consultation with the Project Team
2. Sharing of Project Data
3. Development of Action Plan
4. Development of Tools
5. Sharing of Tools
6. Data Collection and Analysis
7. Tele-interviews
8. Report Writing

3.1.3 Case Studies of the Team Leaders of the Funded Projects

a) Case Study No: 1

Name: Shazia

Province/City: Balochistan

Gender: Female

Project Name: Peace Festival

Shazia lives in Balochistan. She is getting education in Balochistan University. According to her the situation in Balochistan is the most delicate where explosions and terrorism are like order of

the day. Terrorism and killing are everywhere. As a result of this situation the students, their parents and other workers are adversely affected.

She made up her mind that she will not surrender to terrorism. She wanted to do something for her area. However she did not have any opportunity to pursue her dream of bringing back peace in her society. However, lack of resources and direction had put her dream on hold.

She was very delighted when she came to know about the launching of Youth Social Enterprise Competition on Peace by the YES Network Pakistan. She decided to submit an idea to YES. Her idea was to hold “Peace festival” in female educational institutions to help girls to overcome fear and stress. Her idea was selected for funding. She and her team members got three days training from YES to further polish her idea. According to her, the training was filled with new knowledge and ideas.

Upon return from the training, she started holding peace festivals in the educational institutions. The purpose of the peace festivals was to offer wide range of services such as counseling, motivation, entertainment, etc to young girls who are scared and lost connection with the society. She wanted to help those girls who had witnessed terrorist acts on their campuses and buses. Many of these girls suffered from injuries. They escaped from the explosion narrowly and they were very disturbed. Due to these reasons they were thinking of giving-up their education and many were trying to get migrated to other universities. Effects of these terrorists’ attacks were very dangerous and long-lasting. The peace festivals infused a new spirit among them and redirected their energies towards education. My friends Malala, Anam and Yasmin who were injured in the terrorist acts are now back to life. I was very happy to see them actively participating in the peace festivals. According to her, “there is a wave of new happiness and

peace. Those students who were in a mood to pack up their studies are now carrying on. All of them are happy with my project. I am arranging different festivals in different schools to promote peace. I am grateful as whatever I achieved it was due to peace competition and there is a change in the society. I am also earning money from the project which I am using for holding more festivals.”

b) Case Study No: 2

Name: Pastor Raja Shaleem

City: Lahore

Gender: Male

Project Name: Peace Musical Academy

Opportunity sometimes knocks in the most unexpected of ways. A young pastor from Lahore, Shaleem had little idea what impact attending an orientation session on Social Enterprise Competition on Peace would have on him and his community. For Shaleem, this opportunity was a Godsend; he wanted to do something to help the young people of different congregations to come together. And the session gave him the inspiration to start up on his project. According to him, the differences among different religious congregations such as Anglican church, Presbyterian church, Roman catholic, The Salvation Army, etc are increasing day by day. They are developing negative and cynical attitudes towards other congregations. The youth of these congregations have been deprived of opportunities to connect with each other. He really wanted to improve this situation and bring together youth of all congregations. He wanted to use music to bring together youth of these congregations. He wanted to use the incredible power of music to unite people regardless of their backgrounds.

He was very excited to learn about the youth social enterprise competition on peace. He developed his idea and submitted to YES for funding. He got selected for training and funding.

Shaleem believes that the training was an eye opening for me. It equipped me and my team with new and powerful knowledge about social entrepreneurship. During the training, he refined his idea and developed new strategies to launch and implement his idea.

With the money in hand, he got to work and organized musical concerts and invited young people from all the congregations. In the beginning, it was difficult for him to mobilize young people for the concerts. Due to the nature of his project, he was able to muster support from the different congregations. He says that the music concerts went very well as they were attended by a large number of young people. The musical concerts do not only provide an opportunity of youth from different backgrounds to establish bond with others but also to unleash their singing talents. I have witnessed a very positive change in young people. I have seen the development of new friendships and relationship. I feel I have been successful in breaking barriers among youth. The best thing about my project is that I am able to generate income and build new partnerships. My future plan is to build a musical academy.

c) Case Study No: 3

Name: Salva Khan

City: Jhang

Gender: Female

Project Name: Information Technology Academy

“Working as a female social entrepreneur in a strictly male dominated society is a challenging job,” says Salva Khan, a young resident of Jhang city. She feels very frustrated to see the growing sectarian violence in her city. According to her, the sectarian violence is among the critical threats to Pakistan’s internal security and stability. Besides sectarian-related attacks and targeted killings by violent sectarian groups, sectarian discrimination is also increasingly penetrating young peoples’ attitudes and behaviors in Pakistan.

She thinks that despite the government’s repeated bans on sectarian groups, they are becoming more active and defiant across country, particularly in Jhang. She really wanted to contribute in resolving this issue. She wanted to create a common platform for the personal development of young girls from different sects. She says that she herself is a student of a Jamia (religious school) and I always found it strange that we are not allowed to meet the girls of other Jamia. She wanted to create a place where girls from different Jamia can come and learn new and modern skills such as IT skills. She firmly believes that to educate a male is to educate one person but to educate a female is to educate a family.

She got an opportunity from YES to share her ideas and thoughts. Her idea was selected for funding. She also attended three days training on social entrepreneurship. She says that the training was a great and unforgettable experience. The training really helped her team to improve their idea. Upon return from the training, she launched her project and shared the opportunity with the girls of different jamias. During the first season, she along with her team members provided training to 11 girls. Now, they are providing training to 20 girls in information

technology. She is charging a nominal fee from the students. She says that due to my project religious and sectarian differences have minimized to a great extent and the students are getting that education which is not being imparted in their own institutions.

She proudly shares that as a result of these courses, one of my students Aman has got a job. Ayesha and Fatima, who were very disappointed with the prevailing situation, are now very happy for having the opportunity to learn new and modern skills.

She has started morning/Evening classes due to enhancement of number of students. She has gained self- confidence and respect in the area. Salva is now self-reliant and playing an important role to spread peace in the society.

d) Case Study No: 4

Name: Shah Mehmood

City: Mohmand Agency

Gender: Male

Project Name: Cricket Coaching Academy

Shah Mehmood is a 22 years old boy. He belongs to Mohmand Agency where health, education and employment opportunities are almost nothing. The current law and order situation and unrest have aggravated the mental stress and depression. Due to lack of resources for recreational and outdoor activities, the youth is badly affected. Instead of engaging themselves in productive and constructive tasks, youth is exposed to bad company and exploitation. The residents Mehmood's area have no sports facility whereas the youngsters are quite talented in the community

particularly in cricket and other sports. Mehmood has been observing all this since long. He finally thought of improving situation for his fellows living in the tribal areas.

He presented his plan for opening a cricket coaching academy to YES two years ago. Mehmood along with his group members provided a seed funding from YES to setup the coaching academy. When Mehmood heard that YES has launched social enterprise competition on peace he decided to apply again in order to scale-up his efforts. Mehmood was confident that his project idea will be again selected due to his past performance and his future plans to engage vulnerable youth. Mehmood was very fortunate that his idea was selected by the judging team for expansion. He got training and funding from YES to expand the scope of his work and to arrange more facilities including bats, balls, net and physical trainer, etc. for his academy. The players who were playing in streets got the opportunity to play in an environment where they could actually practice best cricket techniques. Mehmood knew that the youngsters are full of talent but due to unavailability of coaches and guidance, these players could not make their place in national cricket as yet. Mehmood is now working closely with Pakistan Cricket Board to find and harness new talent from FATA. “I am committed to train young players of my community to help them stay away from violence and grow in their favorite sports i.e. cricket,” says Mehmood. Mehmood aims to start coaching academies in other Tehsils as well. He is heading the project very seriously.

3.1.4 Tele-interviews of the Beneficiaries of the Funded Project

The evaluator randomly selected one project beneficiary from each of the funded project.

The feedback from the beneficiaries of the 7 projects is given below:

1. Feedback from Beneficiary No. 1

Name: Sheraz

City: Lahore

Beneficiary of: Peace Musical Concert

1. How was your experience of participation in the project?

My experience of participation in the project has been very good. Due to this participation, I have experienced many good changes within myself. I have been able to overcome my biasness towards other.

2. What inspired you to participate in this project?

My frustrations, disappointments and growing tensions motivated me to join the project. My friends encouraged me to participate in the programme of promoting peace through music.

3. What benefits you got by participating in the project?

By participating in the project I got rid of all my bad habits. I got a new understanding of others and eliminated many long-held indifferent religious beliefs which are causing social distances through the music, there has been an enhancement in my friendship circle.

4. What is the best thing about the project?

The best thing of the project is to bring a positive change in the society, to bring the people close together to strengthen mutual relationships and to dispense love.

5. Have you observed any change in the situation after launching the project?

Yes, there has been a great deal of change in our networks.

6. If there is a change, what sort of it?

Respect, love and understanding have been increased among the young people.

7. Did you pay for participating in the project?

Yes I paid an amount of Rs.100/ to participate in the music concert.

8. In your opinion how far it is necessary to make people aware in order to maintain peace in the society?

It is very very important.

9. How the project, from which you have benefitted, can be made better, in order to promote peace in the society?

More and more music concerts should be held, leaflets should be distributed among people and more and more people/groups should be made part of this project.

10. Would like to recommend this project to other people?

Yes, I will do it. I have recommended it to all my friends.

2. Feedback from the Beneficiary No. 2

Name: Rajnaish

City: Tharparkar (Sindh)

Beneficiary of: Peace through Entertainment Project

1. How was your experience of participation in the project?

My experience of participating in the project has been very good. It really drew our attention to many important and neglected issues of the society.

2. What inspired you to participate in this project?

I was impressed by the objectives of the project to create awareness among people through entrainment. We learnt about many problems created by us due to negligence and their possible solutions.

3. What benefits you got by participating in the project?

I established contacts with so many peoples. I increased my self-confidence and by participating in it I realized my responsibilities towards society.

4. What is the best thing about the project?

The best element of the project is that this step is being taken by the young generation and being spread, to make young people aware and to make them responsible citizen.

5. Have you observed any change in the situation after launching the project? 6. If there is a change, what sort of it?

The atmosphere of peace has enhanced, people have become aware about not only to raise the voice and to become violent but to create peaceful but to create peaceful atmosphere and to respect each other and others as well.

7. Did you pay for participating in the project?

No

8. In your opinion how far it is necessary to make people aware in order to maintain peace in the society?

Peace is as important for human society as is air, water and food in order to lead a better life.

9. How the project, from which you have benefitted, can be made better, in order to promote peace in the society?

For the purpose, more and more people should be mobilized, they may be coordinated and with good funding and marketing, this can be made better.

10. Would like to recommend this project to other people?

Yes, in order to extend it I would recommend it.

3. Feedback from the Beneficiary No. 3

Name: Shakeel Khan

City: Mehmmond Agency (FATA)

Beneficiary of: Peace Cricket Academy Project

1. How was your experience of participation in the project?

My experience of participation has been very good. I am enhancing my skills and enjoying the opportunity.

2. What inspired you to participate in this project?

The game of cricket inspired me to join the project. There are many good coaches who are training the players. This is a very positive activity where young people are involved and are busy.

3. What benefits you got by participating in the project?

With this project I am channeling my energies in positive activities; there is also great improvement of my cricket playing skill.

4. What is the best thing about the project?

The best thing of the project is that youth of our area got an opportunity to enjoy and learn and do something positive. This is the best way to engage and empower youth.

5. Have you observed any change in the situation after launching the project?

Yes, there has been a change. Young boys who used to indulge in violence, drugs and other hazardous activities now are spending time in healthy activities.

6. If there is a change, what sort of it?

We are producing and showcasing local talent at national level. A few of our players have been selected for different national teams.

7. Did you pay for participating in the project?

Yes I paid an amount of Rs. 250 as admission fee and an amount of Rs. 250 as monthly fee.

8. In your opinion how far it is necessary to make people aware in order to maintain peace in the society?

To keep peace and to make people aware about it is very necessary. If it is not done, the people will tilt towards extremism and the concept of equality would vanish. It is, therefore, necessary to promote peace.

9. How the project, from which you have benefitted, can be made better, in order to promote peace in the society?

For this purpose, people belong to different tribes be gathered, they may be informed about the importance of peace. Common people be approached so, that peace is promoted.

10. Would like to recommend this project to other people?

Yes, definitely so that more and more people may come towards positive change.

4. Feedback from the Beneficiary No. 4

Name: Rozeena

City: Gilgit

Beneficiary of: Peace Library Project

1. How was your experience of participation in the project?

The experience of participation in the project has been very good as I read many new books, got a lot of knowledge, made contacts with new people and got the awareness about others.

2. What inspired you to participate in this project?

The nature of the project inspired me to participate in the project. There is no such project in our community.

3. What benefits you got by participating in the project?

Many religious differences among us have been removed. Intermingling has enhanced among us without religious prejudice.

4. What is the best thing about the project?

The biggest thing of the project is to bring people close to each other, to remove distance to maintain an atmosphere of peace and to remove all the differences.

5. Have you observed any change in the situation after launching the project? 6-If there is a change, what sort of it?

Yes, there is a change. People have started developing positive feelings for other religious groups.

7. Did you pay for participating in the project?

Yes, I paid for the membership.

8. In your opinion how far it is necessary to make people aware in order to maintain peace in the society?

The society will progress only if there is a peace. To maintain peace in the society is an important as the independence. It is the maintenances of peace which help the society in performing other functions.

9. How the project, from which you have benefitted, can be made better, in order to promote peace in the society?

The number of books in the library may be increased rest of the people may be made aware to join it and all the people may be motivated to read good books on peace.

10. Would like to recommend this project to other people?

Yes, sure.

5. Feedback from the Beneficiary No. 5

Name: Mohammad Ameer

City: Multan

Beneficiary of: Peace Lamp Project

1. How was your experience of participation in the project?

I found the peace lamp very useful and cost-effective.

2. What inspired you to participate in this project?

Since my studies were getting affected due to immense load-shedding. I was unable to carry on my studies in a better way. I could not afford to purchase expensive Ups and generator, hence I purchase the product which helped me to carry on my studies in a better way.

3. What benefits you got by participating in the project?

The biggest benefit of participation in the project was that the disruption in my studies due to load shedding was minimized.

4. What is the best thing about the project?

Both the product and price is the striking aspect of the project. Young people belonging to lower middle class who cannot afford to purchase Ups and generator they can afford this lamp to carry on their activities.

5. Have you observed any change in the situation after launching the project?

It saved my time at-least and helped me to concentrate on my studies. I am sure other young people or adults who have bought the lam would be benefited a lot it this era of high load-shedding.

6. If there is a change, what sort of it?

I can say about myself. I feel less frustrated and tense.

7. Did you pay for participating in the project?

I purchased the lamp.

8. In your opinion how far it is necessary to make people aware in order to maintain peace in the society?

Without peace we can't live, it is need of the hour.

9. How the project, from which you have benefitted, can be made better, in order to promote peace in the society?

New styles of lamps should be introduced.

10. Would like to recommend this project to other people?

Certainly, I would love to recommend.

6. Feedback from the Beneficiary No. 6

Name: Rabia

City: Quetta

Beneficiary of: Peace Festival

1. How was your experience of participation in the project?

My experience of participation in the "Peace Project" has been very encouraging; through it I dispel my fear and doubts. Our lives are getting back on a track and our minds have started

thinking in positive direction. My inclination towards studies had vanished due to explosions but now it has revived.

2. What inspired you to participate in this project?

My fear and depression have motivated to participate in the project. I felt that the situation can only be improved by participating in positive activities.

3. What benefits you got by participating in the project?

I got peace of mind and tranquility which was totally missing in my life and the lives of many girls studying in my institution.

4. What is the best thing about the project?

The best thing is that something has thought for common people who are the target of lawlessness, something has been thought about female students and small-scaled efforts are being made to promote peace.

5. Have you observed any change in the situation after launching the project? 6. If there is a change, what sort of it?

Yes, girls are feeling energized and happier than before. They are now in process of overcoming their fears.

7. Did you pay for participating in the project?

No the participation was free. We had to pay for the things we purchased from the stalls.

8. In your opinion how far it is necessary to make people aware in order to maintain peace in the society?

Without peace there is no purpose of life. Life is a tension all the time without peace.

9. How the project, from which you have benefitted, can be made better, in order to promote peace in the society?

Expand the project by engaging affected girls in the spread of peace.

10. Would like to recommend this project to other people?

Yes, of course.

7. Feedback from the Beneficiary No. 7

Name: Aamna

City: Jhang

Beneficiary of: Non Sectarian Training Center

1. How was your experience of participation in the project?

It was a great experience. I interacted with girls from different backgrounds. I learnt computer skills which are rarely taught to girls of any jamia. I feel very confident now.

2. What inspired you to participate in this project?

Computer education inspired me to join the project. There is no such opportunity for girls.

3. What benefits you got by participating in the project?

It has enhanced my computer knowledge. I did not know about the operation of computer but now I can easily operate. I made new friendships with people of different faiths.

4. What is the best thing about the project?

The best thing of the projects is that girls belonging to different (religious) sects get education in group form, they inter-mingle with each other. In order to eliminate sectarian violence and to promote love and peace, such steps are necessary.

5. Have you observed any change in the situation after launching the project?

Yes a lot of change in the girls participated in the trainings.

6. If there is a change, what sort of it?

My Self-confidence and tolerance towards others has increased. I feel that I can connect with others now.

7. Did you pay for participating in the project?

Yes, I paid an amount of Rs. 500/= as monthly fee and an amount of Rs. 500/= to obtain the certificate.

8. In your opinion how far it is necessary to make people aware in order to maintain peace in the society?

It is very important as without peace we will continue to live a life of desperation.

9. How the project, from which you have benefitted, can be made better, in order to promote peace in the society?

The scope of the project should be enhanced. More girls studying in Jamia should be reached out to make them aware of the opportunity.

10. Would like to recommend this project to other people?

Yes, I will.

3.2 Findings from the Qualitative Analysis

3.2.1 Strengths of Social Enterprise Competition Project

The strengths of the Social Enterprise Competition Project is presented below:

1. The YES team has exhibited good mastery and experience in the management and implementation of the project. Confidence and clarity of approach and alignment with their work added both social and economic value to the project.

2. The project team conceptualized a very clear and thorough process for training and engagement of youth including appropriate mechanisms to follow-up. The project clearly indicated the reason of it being considered to be the cost effective approach to deal with violence and discrimination.
3. The project pursued a very inclusive approach to train, engage and reach out to young people from different religions, cultures and backgrounds.
4. The project exceeded its own expectations by reaching out to 6800 young people instead of 1470 as mentioned in the project proposal. The project has reached out to young people who are very difficult to reach. The project has oriented and engaged young people from different faiths.
5. The project team showed a good anticipation about the challenges and concerns of reaching out to young people from different faiths and backgrounds. The strategy of engaging a very diverse team of focal persons from their local communities worked very well.
6. The project team has done good job in carrying out the activities as per the approved work plan.
7. The project team has documented the project activities very well. All the activities are documented in a very professional manner. It is encouraging to see the attendance sheets with complete details (names, contact numbers, signature, location, etc), video interviews, survey forms and feedback forms properly filled out.
8. The monitoring team of YES has done a good job in terms of tracking, documenting and analyzing the information from the field on regular basis. The analysis charts on excel sheets of all the activities speak volumes of the performance of the monitoring team.

9. YES has utilized its existing support network structures very well to carry out the activities of the project.
10. YES has clearly defined the expected outcomes for the specified beneficiary community and different groups.

3.2.2 Areas for Improvement

1. The proposed project took a high risk of launching a Social Enterprise Competition on Peace for the first time without getting any formal feedback from the focal persons engaged in the project throughout the country. It would have been better and less risky if clarity of purpose was developed between YES staff and focal persons before the start of the project.
2. Looking at the ideas of change submitted by the young people, it is felt that young people that attended the sessions had no previous experience of participating in workshops/sessions of social entrepreneurship. It would be better if YES had organized the sessions in the areas where they had strong presence in the past.
3. Target number of young people was increased manifold. Although the intention of the project team was good to reach out and seek ideas from as many young people as possible but it also contributed in creating unrealistic expectations from the young people.
4. YES should find a way to deal with those young people who had submitted ideas for change but were not selected for funding. If funding is not available at-least some sort of training or guidance may be provided to them so that they can pursue their ideas.

5. The project did not focus on building an institutional support structure for the funded teams. It would be better if YES had explored the possibilities of linking and connecting the funded teams to local, regional and national institutions for the sustainability of their projects.
6. The follow up activities are not covered in the current proposal, a mechanism for this needs to be sought. Although, the YES staff shared the ideas and thoughts regarding the future engagement of the teams through its on-going efforts, but it would have been better if it was included in the project.

Chapter 4: Quantitative Analysis and Findings

4.1 Comparative Statement

Proposed in the project	Actual Findings
1. Orient 1470 young people living in conflict-stricken areas on Youth Social Enterprise Competition on Peace	Oriented 6800 young people across the country. 26% (1815 youth) of the total reached out youth submitted their ideas for peace building.
2. Select and support 7 unique and innovative ideas of young people on peace building and reconciliation	Selected 8 ideas of young people from across Pakistan including FATA, Gaza and Tharparkar.
3. Train and engage 7 teams of young people in designing and implementing social enterprises on peace building and reconciliation	Trained and engaged 8 teams of young people in designing and implementation of their ideas. The feedback of the participants about the training was excellent.
4. Educate at-least 1050 people on peace in conflict-stricken areas through social media, sports, music, art etc. on the need of building blocks for sustainable peace through 7 social enterprises. Each social enterprise will serve at-least 150 people during the period of six months.	It is difficult to give exact figure of the people benefiting or benefitted from the project due to the nature of a few projects such as peace musical concerts, peace festivals and cricket academy. These projects have benefitted large number of people. A few of the projects such as non-sectarian center for girls' project, library project and lamp project have

	beneficiaries from 15 to 100.
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Table 2: Comparative Statement

4.2 Quantitative Analysis

A base line survey was conducted with 6810 participants from 28 different cities/locations across Pakistan. The facts extracted from the Quantitative analysis are presented below:

4.2.1 Gender

Out of the 6810 participants, 4951 were male participants and 1809 were female participants. 50 participants did not disclose their genders.

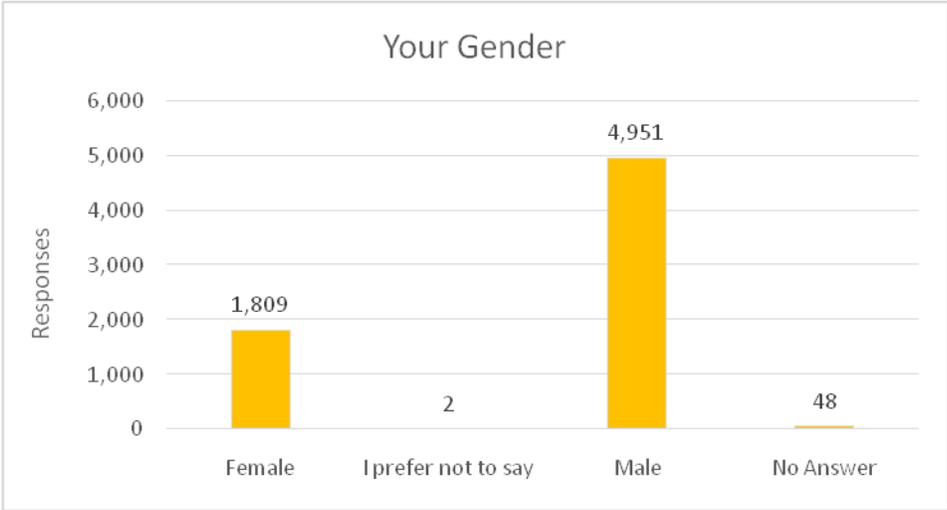


Figure 4.1: Gender of the Participants

4.2.2 Religion

The participants included young people belonging from different faiths, such as Muslims, Hindus and Christians. Majority of the participants that is; 6,480 were Muslim. 171 were Chritions, while 115 were Hindus. 37 participants did not respond to the question.

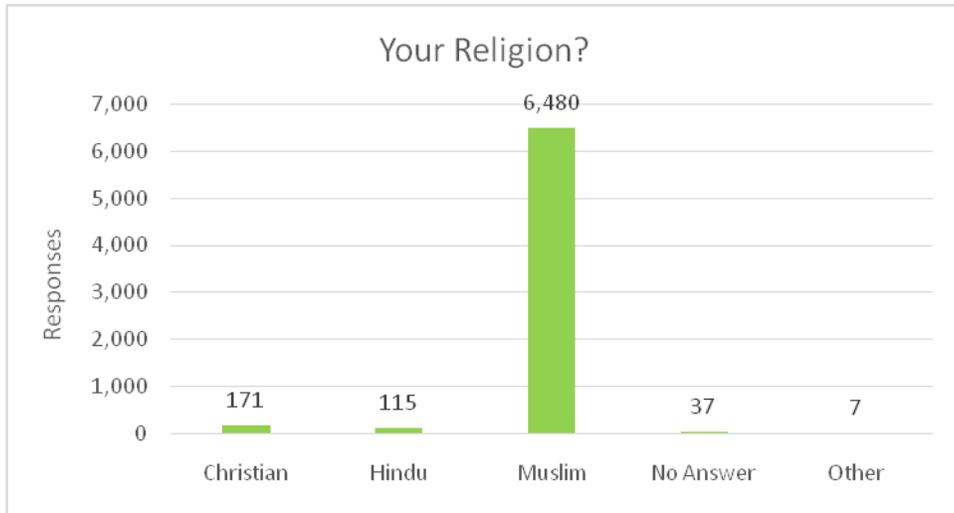


Figure 4.2 Religion of the Participants

4.2.3 Age of the Participants

Majority of the participants, that is; 5,173 were between the ages of 11 to 20, 1,364 were between the ages of 21 to 30 and 128 participants were between the ages of 31 to 40. 116 participants did not respond to the question.

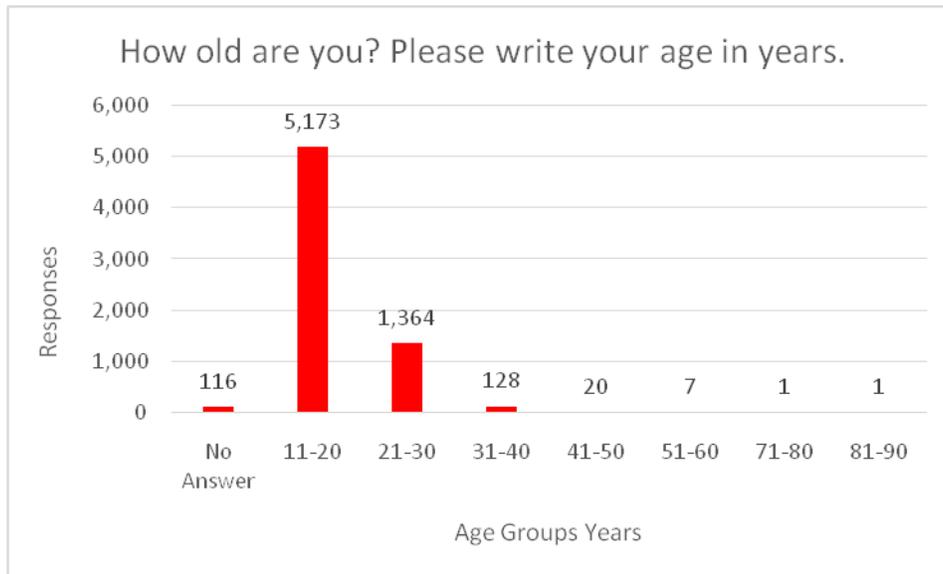


Figure 4.3 Age of the Participants

4.2.4 Meaning of Peace to the Participants

53.9% of the participants believed that Peace means safety and security, 21.5% believed that Peace means religious freedom, 12% believed that Peace means absence of war and 7.9% considered Peace as interfaith harmony. 4.6% of the participants did not respond or gave multiple answers. Hence, majority of the participants believed that Peace means safety and security.

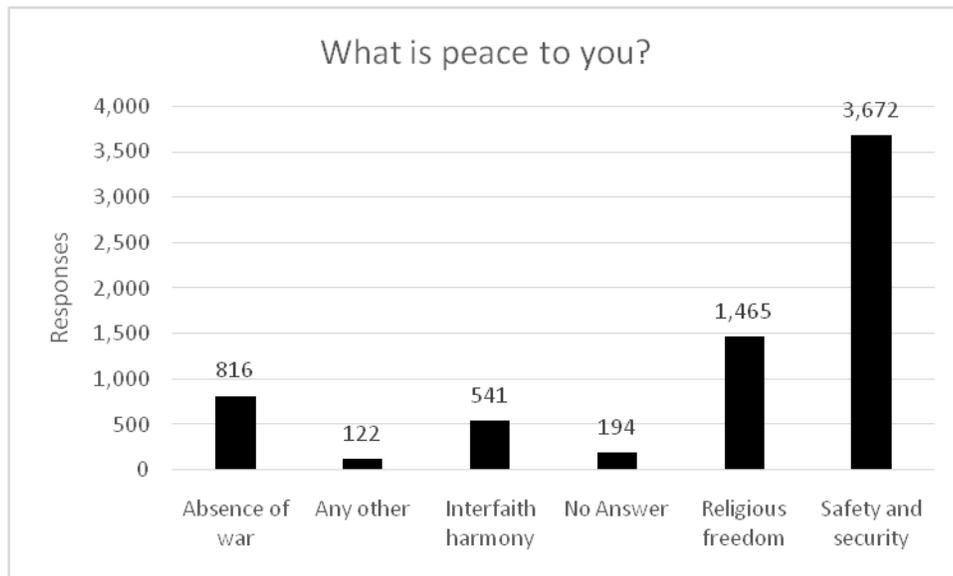


Figure 4.4: Meaning of Peace to the Participants

4.2.5 Qualification of the Participants

40% of the participants had done matriculation, 36% of the participants had done intermediate, 10% of the participants were graduates, 6% had completed Middle education, 2% possessed Masters Degree and only 0.1 had only completed their primary education. 0.1% had attained professional degrees. 4.4% of the participants did not respond.

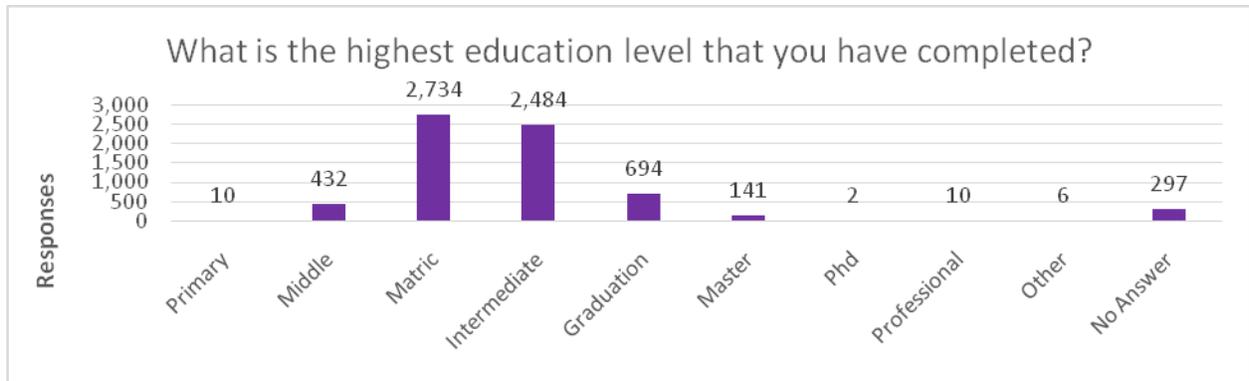


Figure 4.5: Qualification of the Participants

4.2.6 Status of the Violent Conflicts Experienced by the Participants

When the participants were inquired about the status of the violent conflicts in their communities during the past six months, 39% of them replied that those conflicts had been resolved. 30% replied that the conflicts were in the process of being resolved, 25% believed that such conflicts cannot be resolved while 5.5% of the participants did not respond.



Figure 4.6: Status of the Violent Conflicts Experienced by the Participants

4.2.7 Members of a Group that are Discriminated

57% of the participants described themselves as being members of a group that are not discriminated while 39% of the participants believed that they are members of a group that are discriminated.

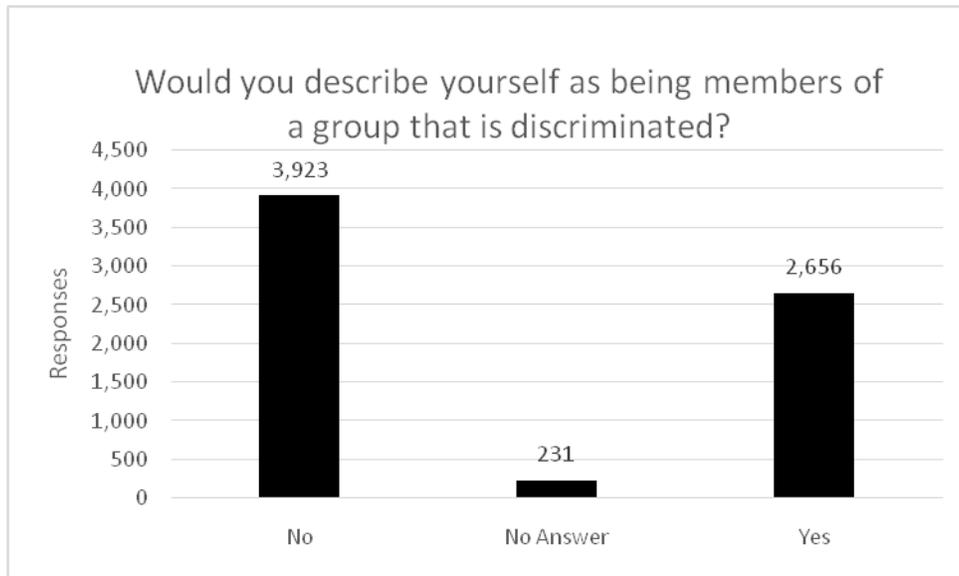


Figure 4.7: Members of a Group that are Discriminated

4.2.8 Reasons for Discrimination

29% of the participants did not share the reason for facing discrimination, 25% of the participants described sect as the reason for facing discrimination, 13% believed language, 9% believed religion and 6% felt race as the reasons for facing discrimination. 3% stated age and 14% gave multiple answers.

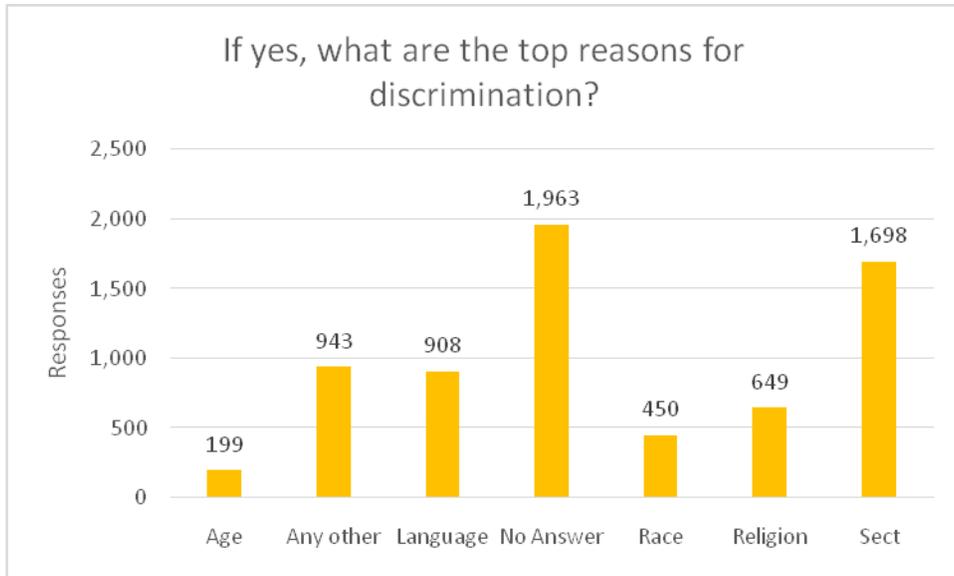


Figure: 4.8 Reasons for Discrimination

4.2.9 Seeking Support against Discrimination

25% of the participants stated that they would turn to law and order agencies for support against discrimination, 24% would turn to government, 15% would turn to their families, 11% would turn to friends and 3% would go to NGOs. 6% believed that they would not seek support from anybody. 11% did not respond.

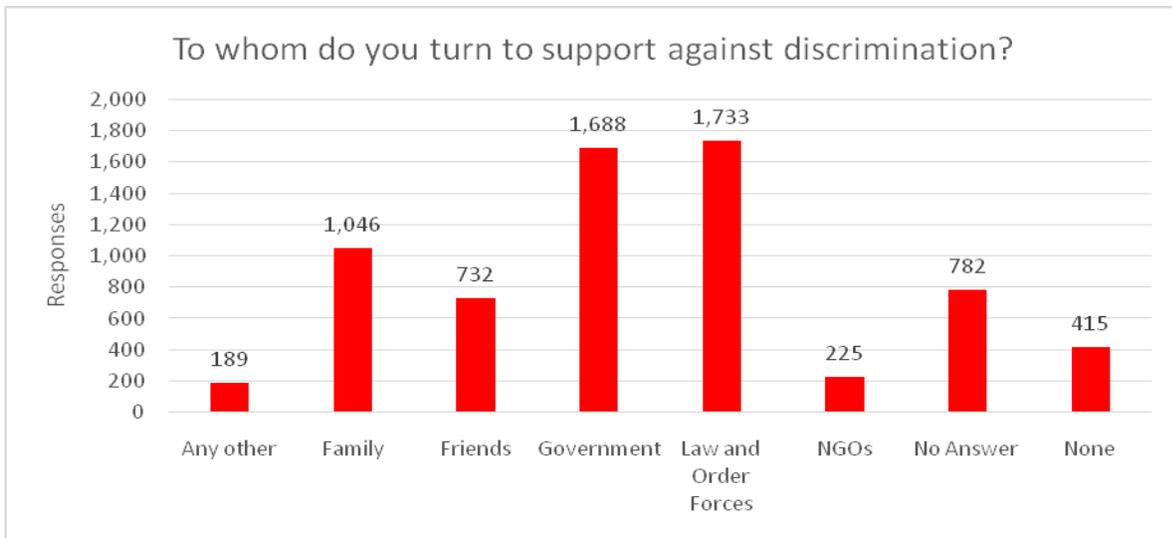


Figure 4.9: Seeking Support against Discrimination

4.2.10 Innovative Ideas for Eliminating Discrimination from the Society

Majority of the participants, that is; 66% had innovative ideas for eliminating discrimination from the society, while, 29% had no innovative ideas to eliminate discrimination. A small minority, that is; 4% did not respond.

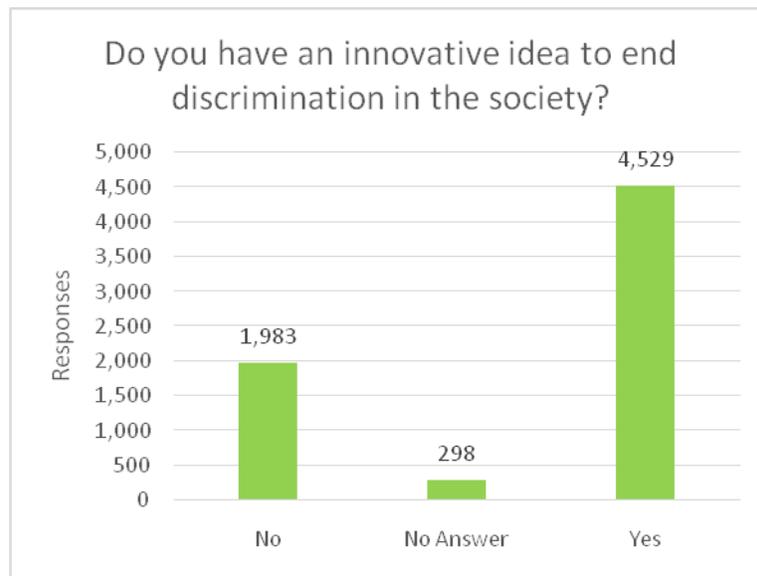


Figure: 4.10 Innovative Ideas for Eliminating Discrimination from the Society

4.2.11 Constraints in Turning Idea into a Reality

32% of the participants believed that the major constraint in turning their ideas into reality was lack of training and guidance. 25% considered financial capital as the main hurdle in turning their ideas into reality. 19% believed lack of confidence as the biggest hurdle, 5.5% lacked support from the elders, while 14% did not reply.

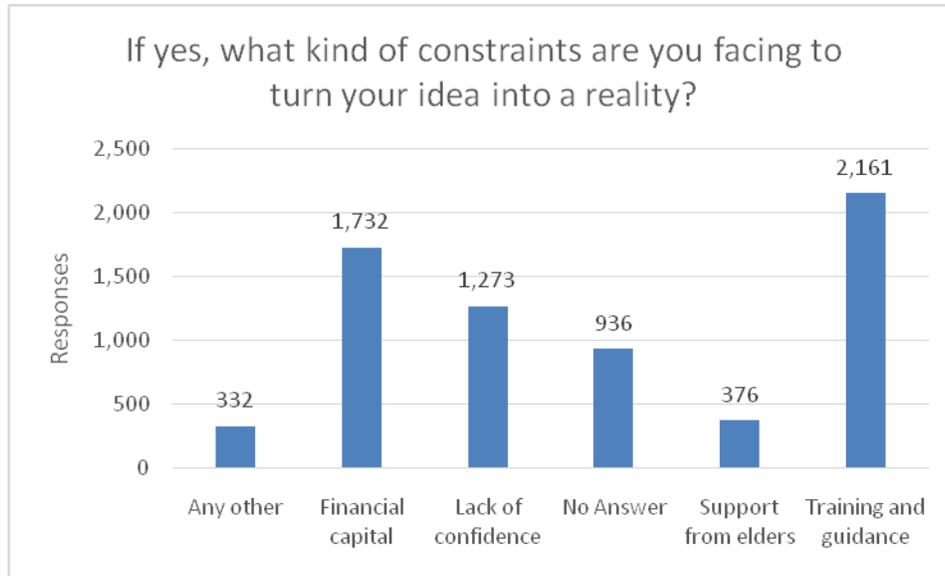
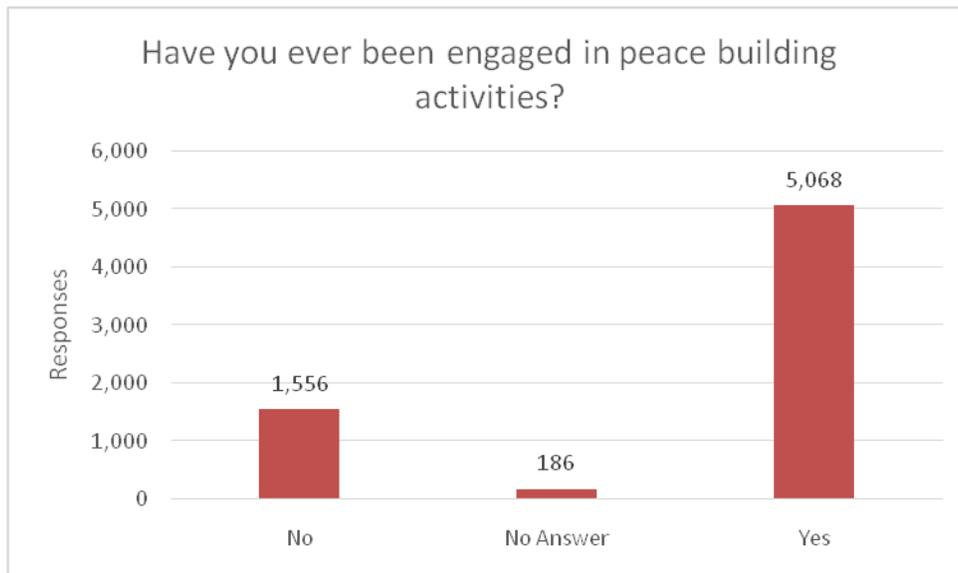


Figure 4.11: Constraints in Turning Idea into a Reality

4.2.12 Engagement of the Participants in Peace Building Activities

Majority of the participants (75%) agreed that they were involved in peace building activities, while 22% replied in negative. 3% of the participants did not respond.



1.12 Engagement of the Participants in Peace Building Activities

4.2.13 Engagement with Youth from Across Dividing Lines

69% of the participants were engaged with youth from across dividing line, while 18.5% were not engaged. 12% did not respond.

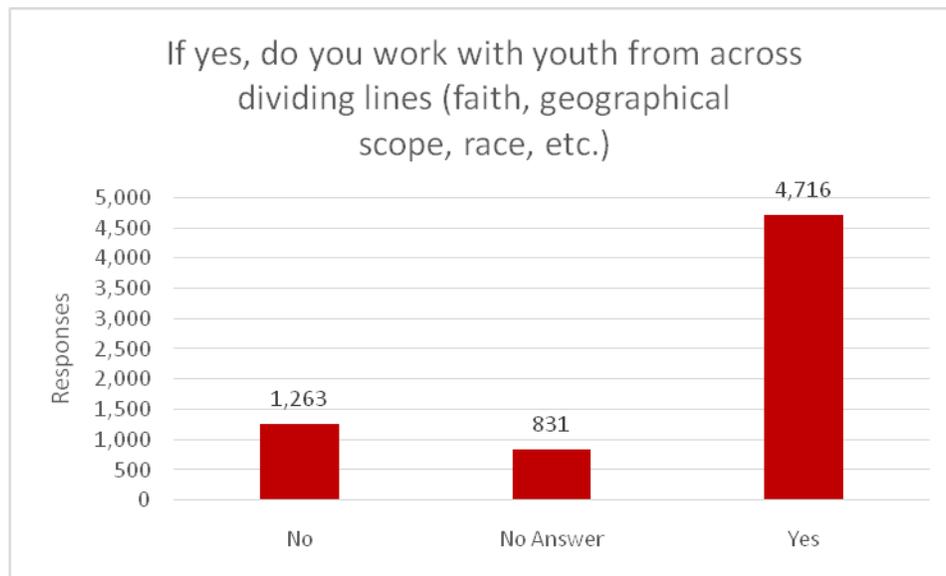


Figure 4.13 Engagement with Youth from Across Dividing Lines

4.2.14 Interest of Participants in Peace Building Efforts

A large majority of participants, that is; 91% were interested in participating in peace building activities, while, 7% of them were not interested. 2% did not respond.



Figure 4.14 Interest of Participants in Peace Building Efforts

4.2.15 Ways for Contributing to Peace and Harmony in the Society

47% believed that they can contribute to peace and harmony in the society by designing and implementing innovative ideas, 29% by donating time and 10% by in-kind support. 6.6% of the participants did not respond.

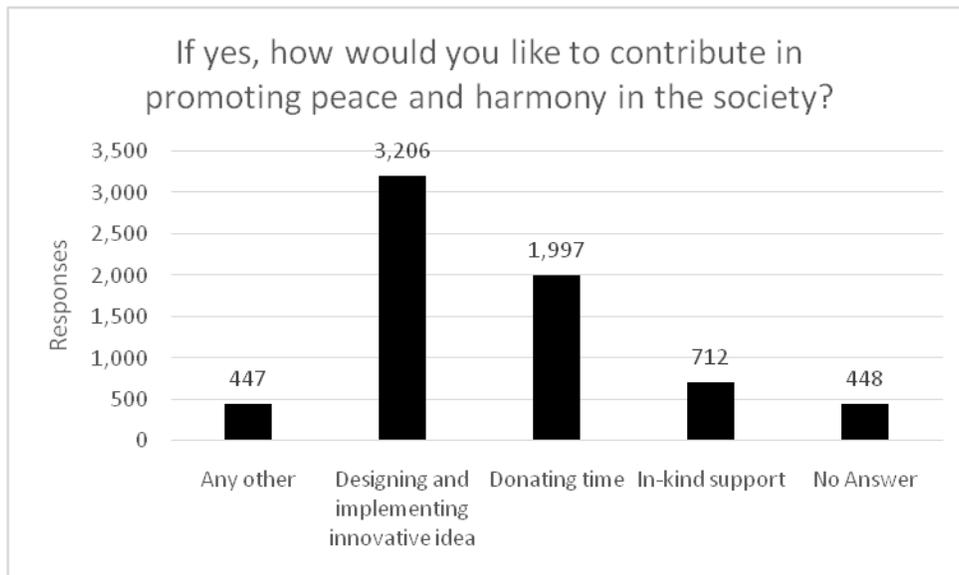


Figure 4.15: Ways for Contributing to Peace and Harmony in the Society

4.2.16 Rating of the Role of NGOs in Peace Building Process

45% of the participants believed that NGOs are slightly effective in peace building process, 22% considered it as ineffective, 13% believed it to be highly effective, while, 13% of them had no idea about that. 5% of the participants did not respond.

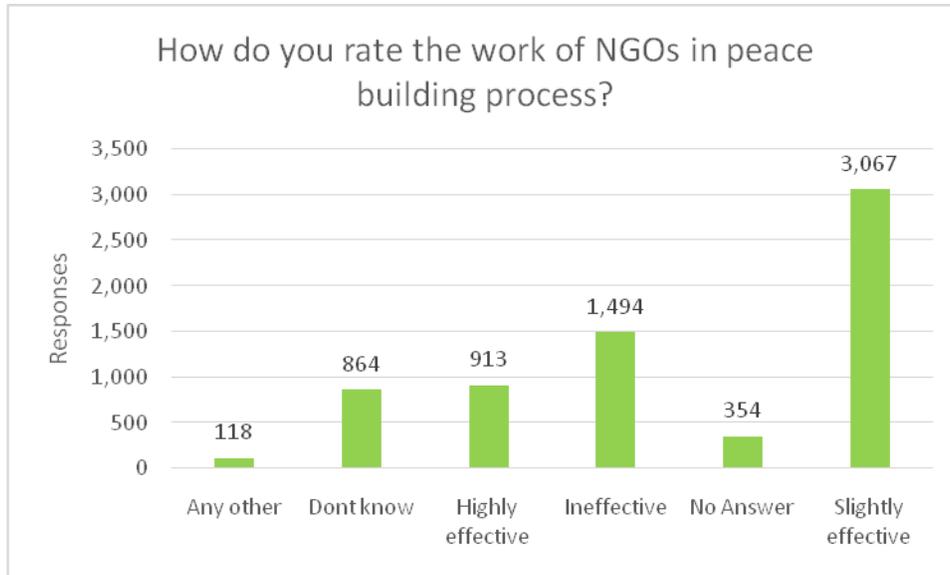
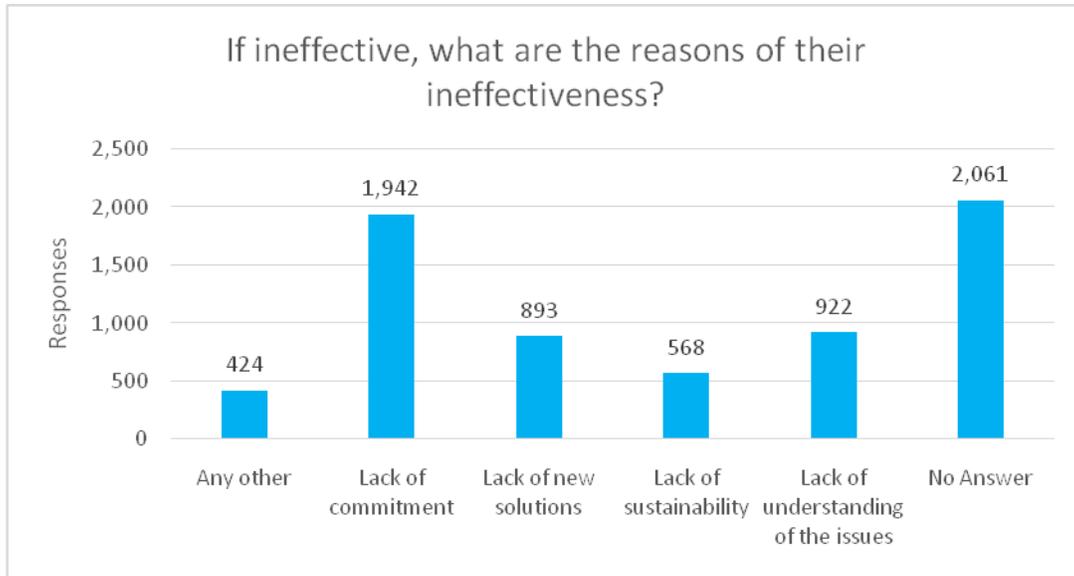


Figure 4.16: Rating of the Role of NGOs in Peace Building Process

4.2.17 Reasons for the Ineffectiveness of the NGOs in Peace Building Activities

30% of the participants did not respond. 28% of the participants believed lack of commitment for the ineffectiveness of the NGOs. 13.5% believed lack of understanding of the issues as the main reason and 13% considered lack of new solutions to be the major reason. 8% believed lack of sustainability to be the main reason, while, 6% gave multiple answers.



4.17 Reasons for the Ineffectiveness of the NGOs in Peace Building Activities

4.2.18 Participation of the Respondents from Different Provinces

59% of the participants belonged to the Punjab province, 14% belonged to KPK, 12% belonged to Sindh, 11% belonged to Gilgit, 2% belonged to AJK and 1.4% were from Baluchistan.

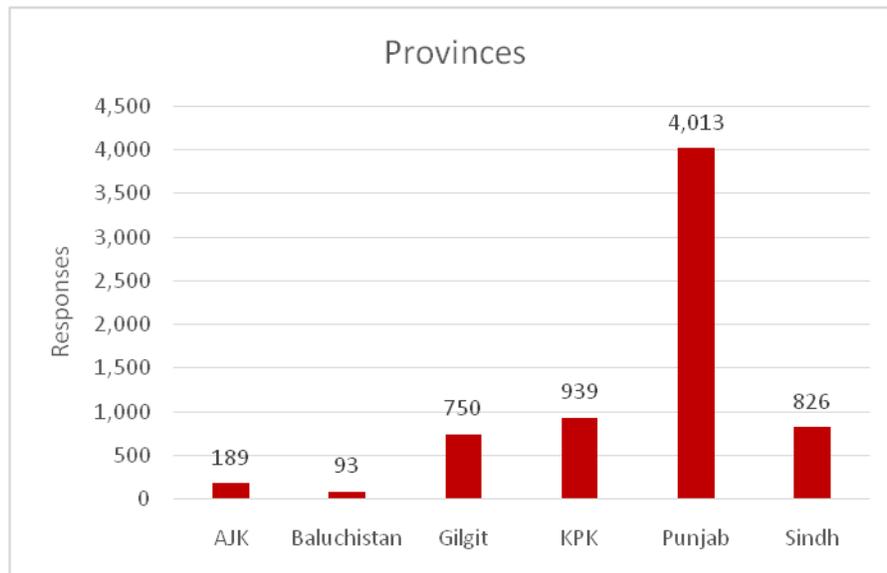


Figure 4.18 Participation of the Respondents from Different Provinces

4.2.19 Participation of the Respondents from Different Cities

The participants belonged to 28 cities of Pakistan. The city wise participation is depicted below:

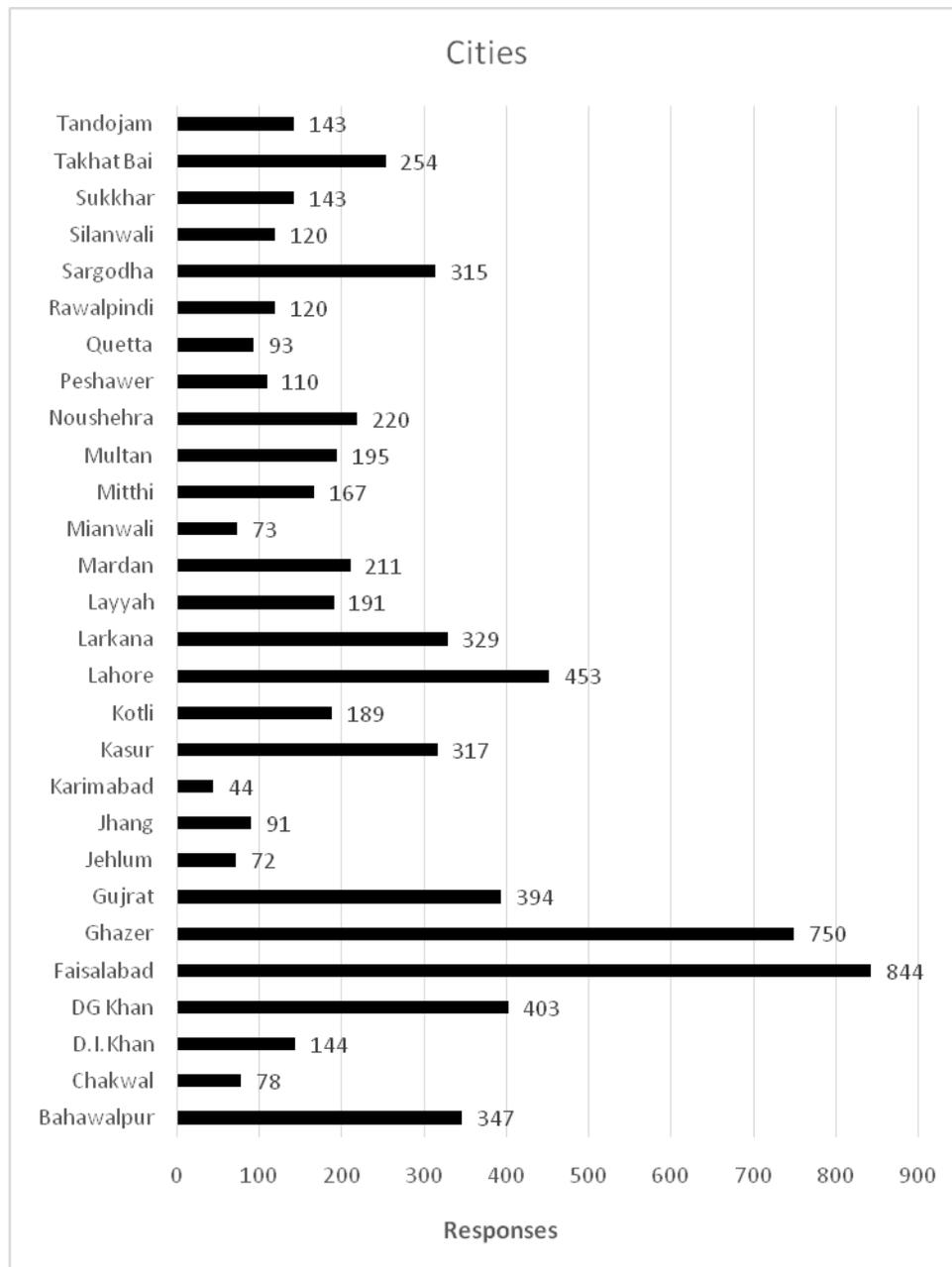


Figure 4.19: Participation of the Respondents from Different Cities

4.3 Snap Shot of Selected Projects

There were over 1815 youth who had submitted their projects based on "Peace Enterprise Competition" across Pakistan, with an exclusive representation from small communities, ethnic groups, as well as college and university students. A panel of judges had been formed to evaluate the best possible projects, that can be involved into the final trainings as well as monitoring framework for the Peace project. Following is a brief descriptive of 8 finally selected projects along with the location, team member details, financial requirements, community information and also a model of their income generation;

1. Name of the Idea: Peace Library

Location: Gazar, Gilgit-Baltistan

Number of Team Members: 5 (3 females 2 males)

Amount Requested: Rs. 30,000

Community: Ismaili Muslims

Income Generation Method(s): Nominal fee will be charged for providing books.

Snapshot of the Idea: The proposed project intends to establish a 'Peace Library' to remove differences and hatred among different sects. The proposing team believes that the major reason of growing violence and terrorism in Gazar is the distribution of hate-based literature and absence of unbiased literature in the markets. Young people have no avenues or safe places to access progressive and positive literature. The proposing team plans to take a comprehensive approach by not only educating youth in safe environment but also sensitizing shopkeepers and retailers about the need of selling positive literature. The library will not only provide books,

materials, articles to the people of all sects but also will carry out a series of field activities such as peace shows and talks to develop better understanding about different sects.

2. Name of the Idea: Intersect Harmony Center

Location: Palendri, AJK

Number of Team Members: 3 (3 males)

Amount Requested: Rs. 40,000

Community: Muslims

Income Generation Method(s): Nominal fee will be charged for providing trainings to young people.

Snapshot of the Idea: The proposed project aims to bridge sectoral differences between Dubendi and Brelvi youth in an innovative manner. The proposing team will run business competitions by forming teams of Dubendi and Brelvie youth. In order to participate in the business competition, young people must form a mix team of 6 people (3 Dubendi and 3 Brelvi). Each team will plan and execute a business idea for at-least 2 weeks. Each team will be provided an interest-free loan of Rs. 6,000. The project team will charge a nominal amount of Rs. 150 for training youth in business planning and execution. The project will unite the Dubendi and Brelvi youths in a useful way by creating an environment in which they can work towards the same goal, show respect for others and share space and equipment. It will also help the youth to unleash their entrepreneurial talents.

3. Name of the Idea: Education through Entertainment

Location: Tharparkar, Sindh

Number of Team Members: 5 (5 males)

Amount Requested: Rs. 35,000

Community: Hindus

Income Generation Method(s): Tickets of stage shows will be sold.

Snapshot of the Idea: The proposed project intends to establish a theatre group to promote peace and understanding among different religions and sects. Tharparkar is one of the districts located in the Sindh province. The population can be divided into three main classes, Rajputs (which include Muslims), Hindu tribes and aboriginal tribes. There is no access of media, internet and social media for the awareness about social issues. Theatre shows provide the best way to educate and motivate local people. The proposing team will organize a series of theatre shows on complex and sensitive themes. The theatre performance will be used as an instrument for healing and peace in areas of conflict.

4. Name of the Idea: Peace Musical Concerts

Location: Lahore, Punjab

Number of Team Members: 7 (5 males and 2 females)

Amount Requested: Rs. 27,500

Community: Christen

Income Generation Method(s): Tickets of musical concerts will be sold.

Snapshot of the Idea: The proposed project intends to use music as a medium to bring together Catholic and Protestants youth. The proposing team believes that the differences among different denominations such as Catholics, Protestants, Baptists, Pentecostals, Anglicans, Presbyterians and Lutherans are continuously increasing. There is no common platform for the young people to come together and understand each other. The most popular form of cultural expression among youth of all denominations is music. The proposed team will organize musical concerts and competitions to provide youth of different denominations to showcase their talents and abilities.

5. Name of the Idea: Peace Cricket Academy

Location: Mohmand Agency, FATA

Number of Team Members: 2 (2 males)

Amount Requested: Rs. 50,000

Community: Muslim

Income Generation Method(s): Admission and monthly fee will be charged.

Snapshot of the Idea: The proposed project aims at promoting a culture of peace through sports in the most troublesome area of Pakistan. The poor law and order situation and unrest in Mohmand Agency of FATA have aggravated the mental stress and depression among the youth. Due to lack of resources for recreational and outdoor activities, the development of youth is badly affected. Instead of engaging themselves in productive and constructive tasks, youth is exposed to bad company and exploitation. The youth of FATA have no sports facility whereas the youngsters are quite talented in the community particularly in cricket and other sports. The proposing team will provide a platform to vulnerable youth to channel their energies in sports

and add good name to their area. The Peace Cricket Academy will focus on teaching batting, balling and fielding techniques to youth.

6. Name of the Idea: Peace Festivals

Location: Quetta, Baluchistan

Number of Team Members: 4 (1 male 3 females)

Amount Requested: Rs. 40,000

Community: Muslim

Income Generation Method(s): Tickets will be sold of peace festivals.

Snapshot of the idea: The proposed project aims at organizing ‘Peace Festivals’ to provide a platform for young girls to overcome their fears, inhibitions and stress as well as to showcase their talents in promoting peace in the province. The proposing team believes that the recent terrorist acts in the female educational institutions of Baluchistan have shaken the confidence of female students. Many of them have developed a deep sense of fear and doubt about their future. The ‘Peace Festivals’ will be used as a mechanism to reinvigorate female youth. During the ‘Peace Festival’, a variety of activities will be carried out for female students to help them to regain their confidence and take an active role in peace building process.

7. Name of the Idea: Non-Sectarian Skills Center

Location: Jhang, Punjab

Number of Team Members: 4 (4 females)

Amount Requested: Rs. 30,000

Community: Muslim

Income Generation Method(s): Fee will be charged for providing computer skills to female youth.

Snapshot of the Idea: The purpose of the proposed project is to establish a ‘Non-Sectarian Skills Center’ for the female students of Deobandi and Brelvi madrassas. The proposing team believes that the students of both the madrassas are deprived of computer skills. The ‘Non-Sectarian Skills Center’ will provide a space to the students of both the groups to learn these skills in a friendly and non-judgmental and non-stigmatizing manner. The center will also contribute in developing a positive bond among the female youth of both the sects.

8. Name of the Idea: Student Lamp

Location: Multan, Punjab

Number of Team Members: 5 (5 males)

Amount Requested: Rs. 10,000

Community: Muslim

Income Generation Method(s): Student lamps will be sold out at a very nominal price.

Snapshot of the Idea: The proposed project intends to create a low-cost student lamp in order to help young people of poor families in their studies and work. The proposing team believes that the unprecedented increase in the load shedding in the country has contributed in promoting violence and aggression among youth. Due to the excessive load shedding, young people are unable to study or work resulting in tremendous increase in youth-led protests and violence. The proposed project will provide a solution to young people of poor families to study or work without interruption by using student-lamp which will work on battery for at-least 5 hours.

4.4 Ideas in Action

Eight ideas were selected by the YES Network Pakistan for training and financial assistance. Out of eight projects, seven have been launched by the winning teams. One youth team is in process of launching it in AJK. YES have placed a sound implementation framework to monitor and evaluate the performance of the funded teams.

The evaluator applied self-reporting format to measure the performance of the peace projects that are in action. The response of 404 beneficiaries were taken through questionnaires. The evaluator designed an evaluation tool and sent to all the teams for seeking the input from their beneficiaries.

4.4.1 Gender of the Beneficiaries

As mentioned above that the beneficiaries of the PEACE project shared a diversified background. The representation of gender was one of the significant findings. Commonly it is perceived that female do not participate into such initiatives, it is become even more significant that female from different ethnicities, minorities and above all from a cultural perspective (that is male dominant), tends less to participate into such events. However, one major contribution and success of the project could have been narrated as 38.3% participation from female belonging to mostly under privileged and neglected socio economic group.

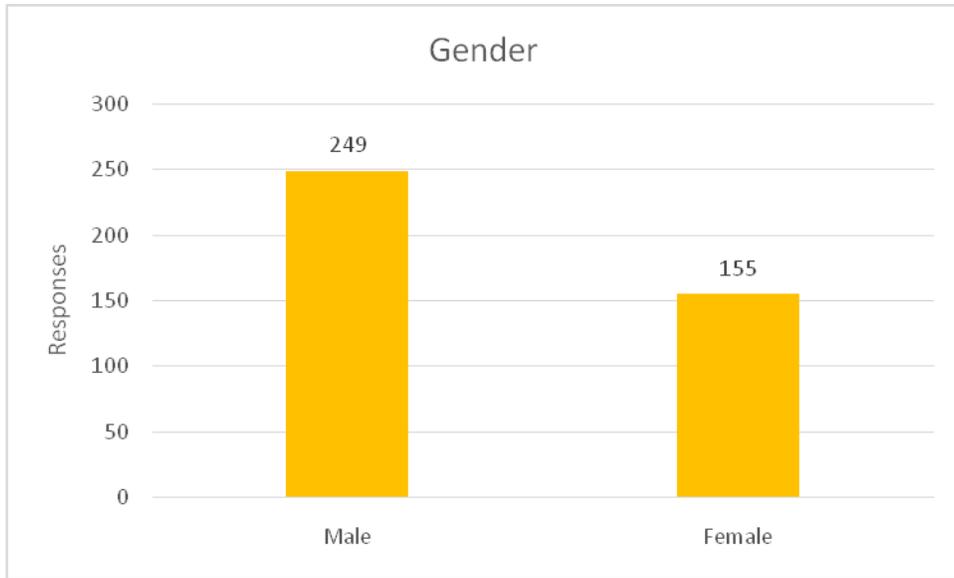


Figure 4.20 Gender of the Beneficiaries

4.4.2 Product or Services Received by the Beneficiaries

62.6% beneficiaries received service and training, whereas 33.9% beneficiaries were provided products.

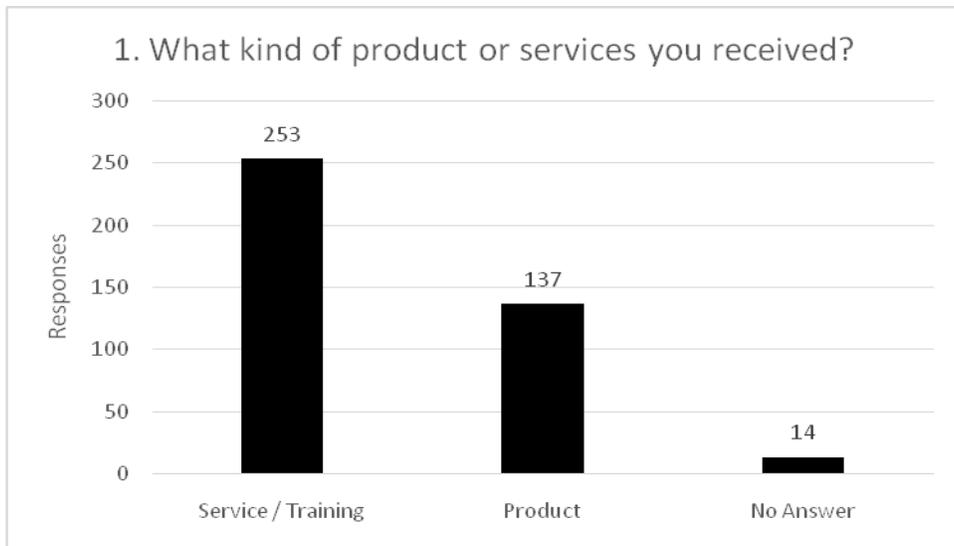


Figure 4.21: Product or Services Received by the Beneficiaries

4.4.3 Usefulness of the Product or Services

While talking about the benefits of the services/trainings or products that the beneficiaries had received, 92.8% has rated the project highly useful.

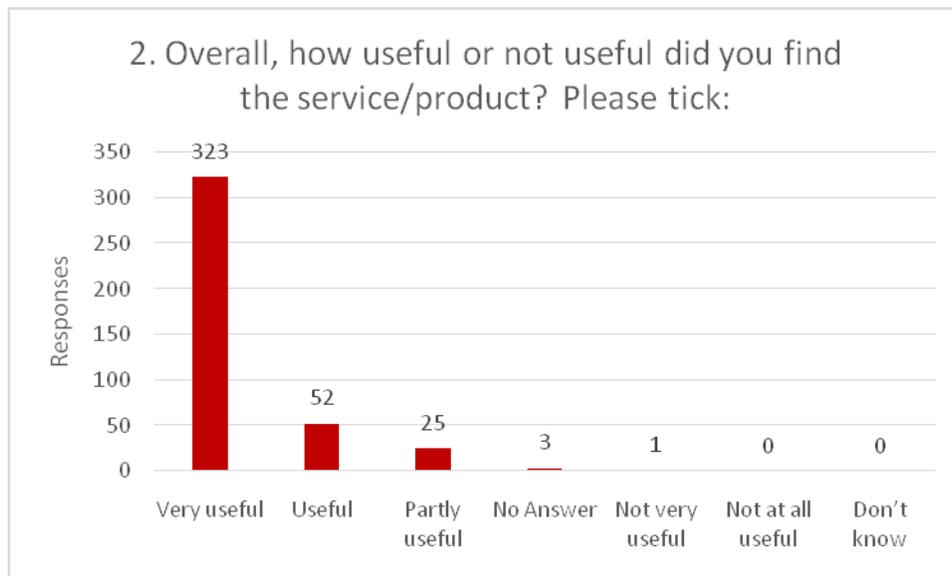


Figure 4.22: Usefulness of the Product or Services

4.4.4 Benefits of Services and Products

The benefits of services and products were highly associated with certain traits by the beneficiaries. Explaining more about it, they have mentioned that the specific service or product related initiative has enhanced their current capacity of different domains as following:

51.2% (knowledge and development), 24.2% (broader vision), 12.3% (skill development), 6.4% (self-confidence), and 4.7% (relationship building).

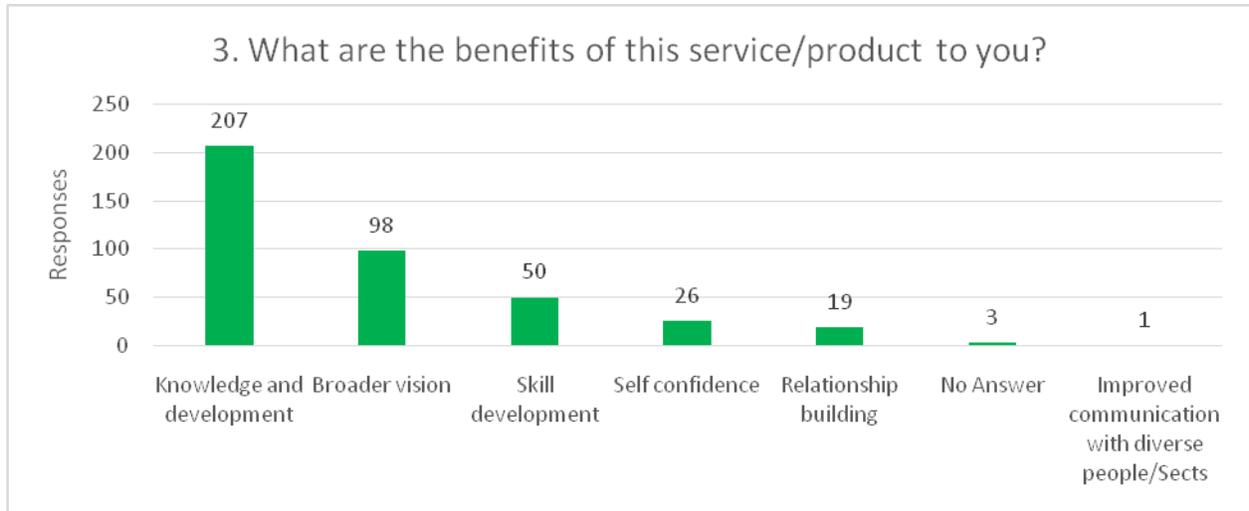


Figure 4.23: Benefits of Services and Products

4.4.5 Views about the Price of Product/Service

68.8% beneficiaries had also shown a respected opinion about their willingness to pay for the services/training or product they have received, whereas 59.4% believed that the charged prices are very reasonable.

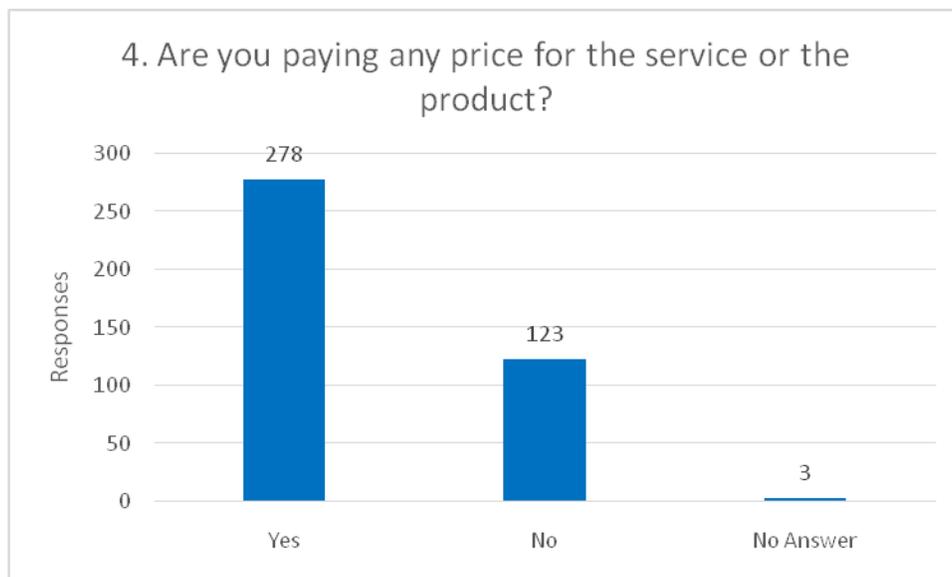


Figure 4.24: Views about the Price of Product/Service

4.4.6 Recommendation of the Product/Service to Others

At the same time, another measure of beneficiaries satisfaction level is to understand their willingness to recommend the product or services to other people. 95.2% people have shown their willingness to recommend it to others. This shows a level of confidence of the beneficiaries on the product/service being offered.

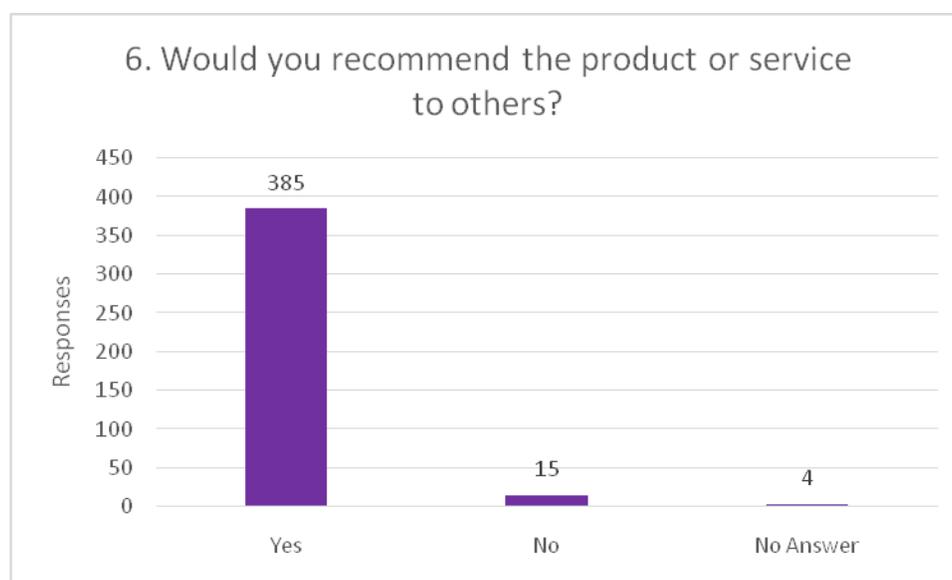


Figure 4.25: Recommendation of the Product/Service to Others

4.4.7 Role of the Product/Service in the Promotion of Peace

When the beneficiaries were inquired about the role of the product/service in the promotion of peace 98.7% believed that such initiatives are of much importance and many more should be conducted to create more awareness as well as positive engagements of youth in difficult economical times.

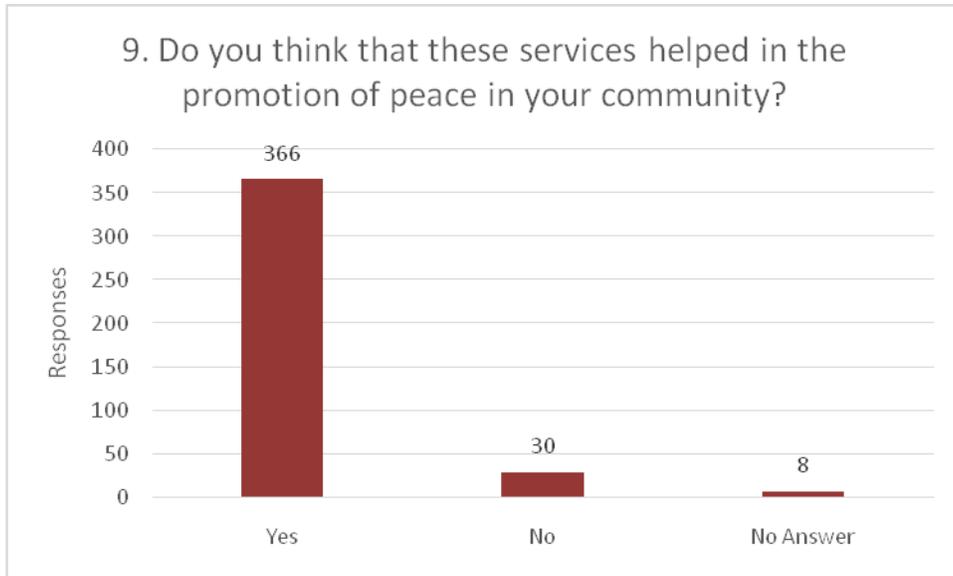


Figure 4.26: Role of the Product/Service in the Promotion of Peace

4.4.8 Areas for Improvement of the Funded Projects

Three areas highlighted by the beneficiaries for improvement of the projects were improving quality of product/services, community awareness and new types of services.

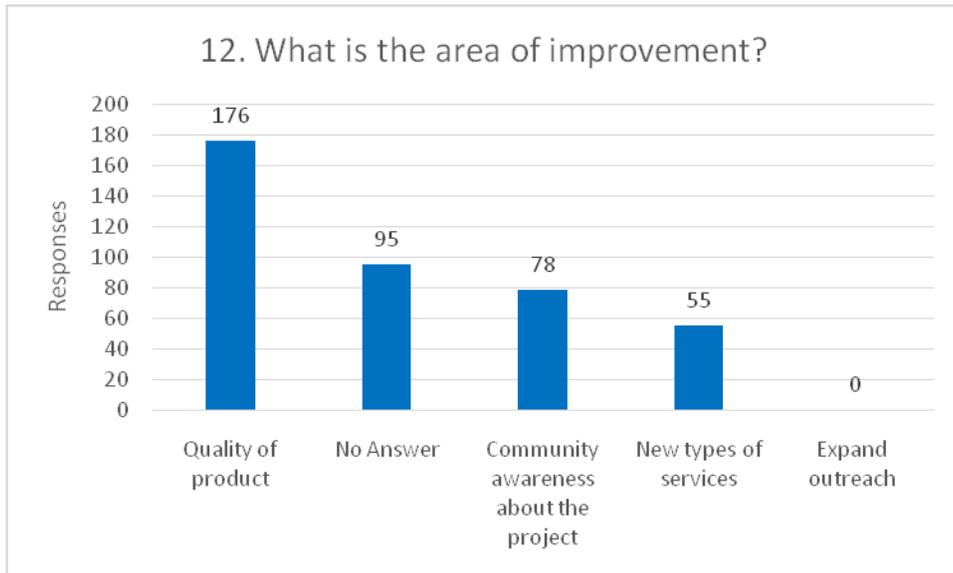


Figure 4.27: Areas for Improvement of the Funded Projects

4.4.9 Best Thing about the Project

94.5% of the beneficiaries believed that the best thing about the project was bringing together people from different faith, sects and backgrounds. 18% believed it to be unleashing hidden talents and 15% believed that the project promoted peace.

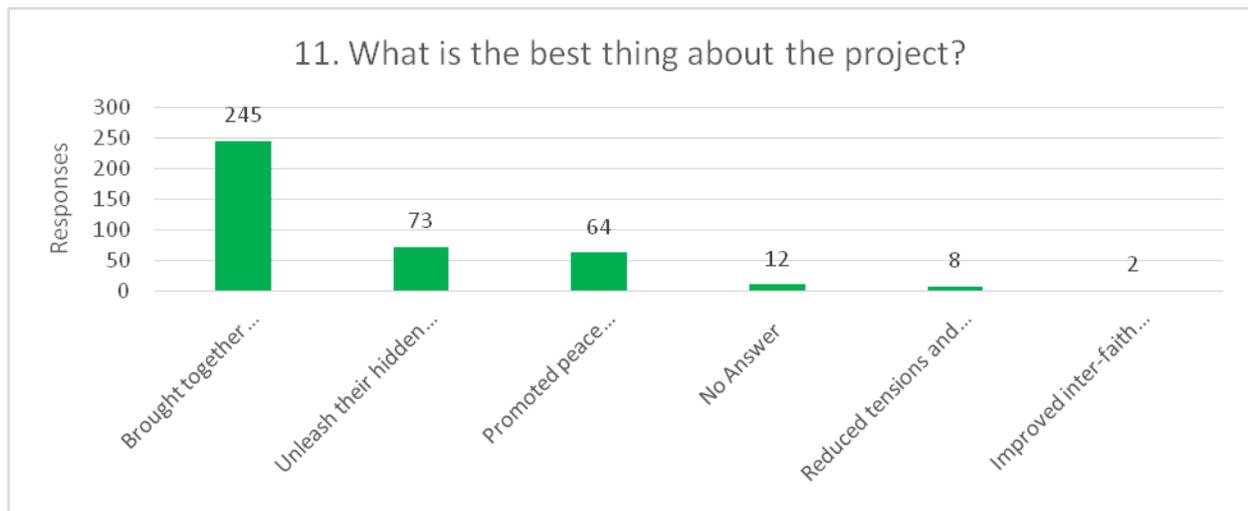


Figure 4.28: Best Thing about the Project

4.5 Post Project Evaluation Based on a Sample Size

In order to enhance the reliability and validity of the project, post project evaluation was also performed. This evaluation was mainly being conducted on a sample size drawn from the original beneficiaries (404). A simplified formula for proportionate sampling has been used. This was first proposed by Yamane (1967: 886). [7] It provides a simplified formula to calculate sample sizes. A 90% confidence interval level and $P = .10$ are assumed for Equation;

$$n = \frac{N}{1 + N(e)^2}$$

On the basis of above mentioned formula, the total sample size of 231, which was calculated from different project beneficiaries is as following;

Sr: No	Name of the project	Name of entrepreneur	Number of beneficiaries	Sample size at 90% Confidence Interval
1	Student lamp	Haris	11	10
2	Nonsectarian IT center	Salva	11	10
3	Peace cricket Academy	Shah Mehmmod	50	33
4	Peace youth festival	Shazia	65	39
5	Peace musical concerts	Pastor Raja Shaleem	78	44
6	Peace through entertainment	Neelesh Sharma	68	40
7	Peace library	Saeeda	121	55

Total Sample size= 231

Table 3: Distribution of the Beneficiaries

4.5.1 Usefulness of the Product/Service

As per the selected sample of 231 beneficiaries, it was found that 90.9% participants had validated the earlier findings about the usefulness of the project.

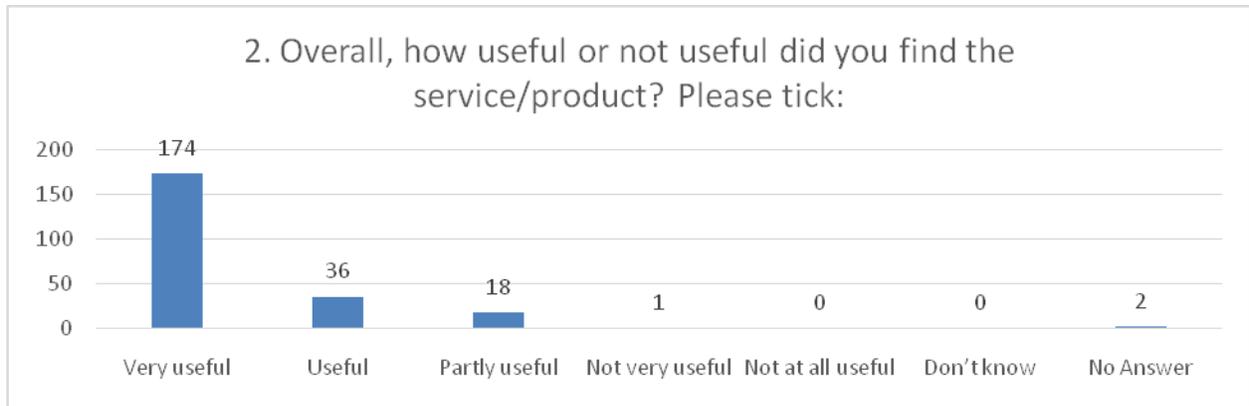


Figure 4.29 Usefulness of the Product/Service

4.5.2 Role of the Projects in Promoting Peace

90.4% participants had accepted the strength of an idea for peace promotion. Whereas, in a full population survey, the same response was around 98%. But this still falls in the range of acceptability, as we had taken a sample size at 90% confidence interval. Hence, this notion is also backed by the beneficiaries. Moreover, the respondents feel that this activity had positively engaged youth to think about possible opportunities for bringing peace and starting up a social entrepreneurial venture at the same time.

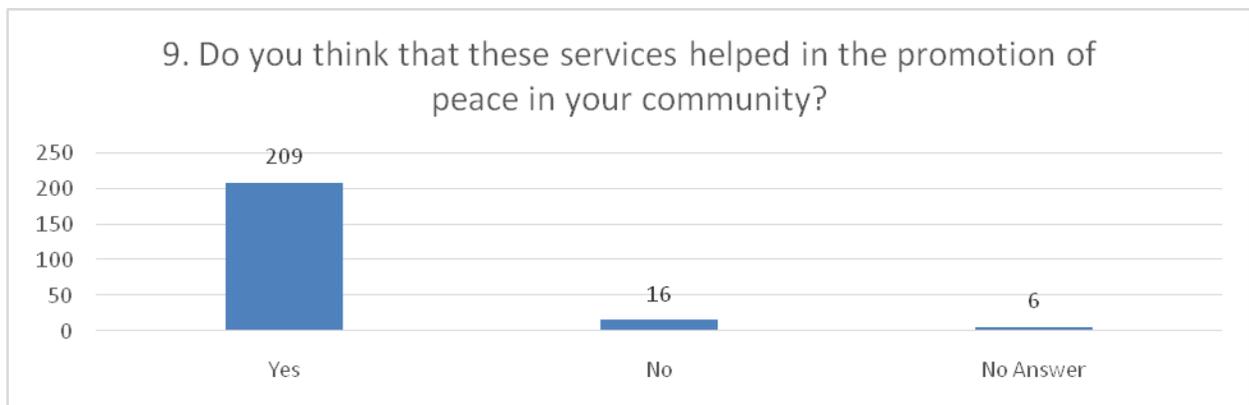


Figure 4.30: Role of the Projects in Promoting Peace

4.5.3 Areas of Improvement Proposed by the Beneficiaries

43.7% of the beneficiaries from the sample wanted improvements in the products, whereas, 19% suggested to create more awareness about such initiatives at larger scale.

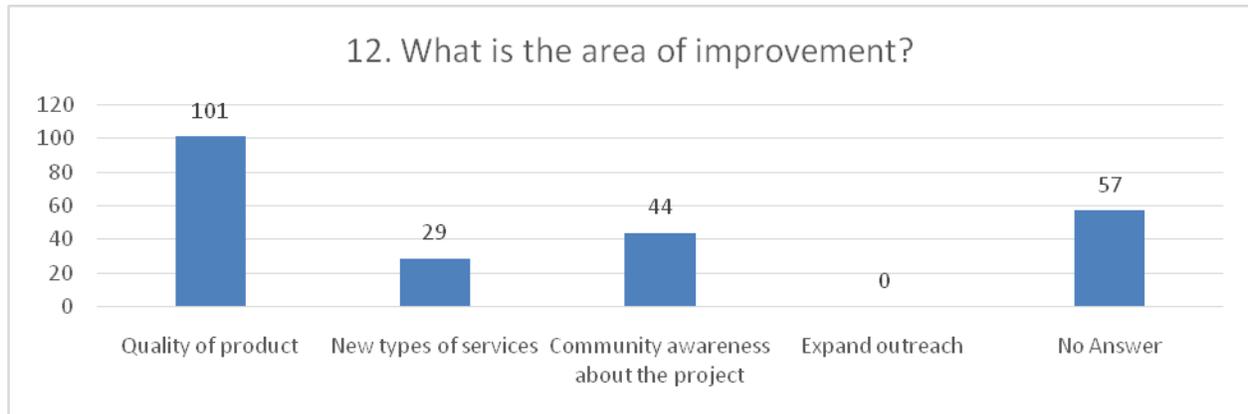


Figure 4.31 Areas of Improvement Proposed by the Beneficiaries

4.5.4 Best Thing About the Project

While describing a best thing about the project, majority of the sample (58%) has agreed upon that the project has brought together people from different communities. 18.6% considered it to be the discovery of a hidden potential and 16.4% favored innovative ideas for implementing peace in a society.

Chapter 5: Conclusions and Recommendations

5.1 Conclusions

The project was designed to inspire, orient, train and engage young people living in troubled communities in designing and implementation of ideas for the promotion of peace. The project adopted a very strategic and systematic approach to launch the competition throughout the country. The goal of the external evaluation is to validate actual achievement of immediate project objectives/outcomes and contribution towards the pursuit of the project development objective, as per project.

The scope of the evaluation in terms of time is June 2013 through to May 2014, thus representing the entire project period. The project geographical coverage area was national. The evaluation involved a review of all project documents as well as consultation (tele-interviews) from the beneficiaries and team leaders. The evaluation found that the project performed well in achieving most of its designated outputs. The evaluation also found that the project was successful in achieving most of its four immediate objectives which are as follows:

1. Created a grassroots level structure for peace building initiatives in conflict-stricken areas.
2. Inspired young people to take collective action for peace building at grass roots level.
3. Created a new generation of young leaders who are fully engaged in peace building through sustainable enterprises.
4. Improved understanding of people from different religions, sects and backgrounds

Following are the major findings that can be extracted from the evaluation of the project:

1. The Youth Social Enterprise Competition on Peace project has brought a new and distinctive vision to promote peace building efforts in the society. Young people demonstrate new ideas and approaches to address violence, discrimination, conflicts, hatred and misunderstandings in the society.
2. It is a rather difficult job to find young social entrepreneurs living in conflict stricken areas in Pakistan who founded and leads a social enterprise organization that is dedicated primarily to creating peace at community level. The youth social enterprise competition on peace has played a catalyst role in promoting the concept of social entrepreneurship among young people from different faiths living in the hard-to-reach areas of Pakistan. There is no doubt about the fact that the project has been very successful in spreading social entrepreneurship approach to young people for the promotion of peace.
3. The selection of the projects of young people was made against the diverse goals they set for themselves using simple and inexpensive measures tailored to the particular circumstances.
4. The funded projects have made substantial progress in terms of creating a social value by providing exciting services to the people of all ages. The project leaders are focusing more on rapid growth in scale of impact and less on organizational life cycle. Many of the project leaders believe that the expansion of the social impact will lead to organizational development.
5. A condition of the grant which required income generation through the project really challenged young people. One apparent result of it is limited focus or limited thinking by

young people to find and share earned income strategies in the idea submission form of YES.

6. A distinguishing feature of the project is the development of a desire (ambition) among young people to create systematic change in their communities for peace building by introducing a new idea. One of the grantees said that the project has really challenged us to re-conceptualize the problem and found new ways to prevent or cure it. This emphasis on a unique approach differs from non-profit organizations which usually work within existing approaches and conventions.
7. It is interesting to note that a large number of ideas submitted by young people tend to take a very indirect approach to address peace issues. These ideas focused on achieving peace in the society by providing social services such as education, health, skill development, etc to people of all ages. Generally, it seems that young people do have a very strong believe that provision of basic necessities plays an important role for any peace process.
8. All the funded projects clearly understand the case for financial sustainability; however understanding of how it can actually be achieved is found very challenging. The 'Education through Entertainment' project based in Tharparkar is finding it very difficult to generate income after the serious drought that took the lives of several hundred people. According to the 'Education through Entertainment' team leader, *"we can't ask people to pay for our street theatres as they are already surrounded by death and poverty"*.

9. 4 out of 8 funded projects have made a great start in their communities while 3 projects have made good start and only one project lacks little behind with others, mainly due to abroad travel of the team leader. There is no doubt that the launched projects have generated positive vibes in their communities.
10. If we benchmark the success of the grantees in terms of what they benchmark in their plans submitted to YES, it is very evident that the grantees have made substantial progress in meeting their self-determined objectives. It is important to mention here that out of eight projects funded six are being implemented in high-risk areas of the country, where the young people engaged are fighting so many odds.
11. The funded projects can significantly increase their social impact if they continue to take more responsibility for spreading their ideas.
12. It is no doubt that the funded projects crossed the first hurdles and revealed their strong commitment to demonstrate the impact of their projects.
13. An overwhelming majority of youth participated in the competition had no previous involvement in social enterprise related initiatives. A very tiny minority had some experience of participating in such activities in the past.
14. Results are sufficient to surmise that youth-led projects are contributing in the promotion of peace and creating new spaces for positive socialization.
15. With the exception of three projects (peace cricket academy, peace musical concerts, peace festivals) all other projects span in their communities.
16. The impact of the projects is becoming evident. The good thing about the funded projects is that they are trying to transcend established practices.

17. With the exception of two projects, six projects have been able to generate funds from their own activities. It will take some time to achieve complete self-sufficiency by all the projects.

18. The funded projects seem to have less focus on institutional building. The projects are largely dependent on the founders work and vision.

In short, the Youth Social Enterprise Competition on Peace has helped young people living in most deprived and conflict-stricken to take initiative, create projects, conceptualize and launch one's own venture to promote peace which is an exception and not the norm in Pakistan.

5.2 Recommendations

The evaluator has suggested following recommendations for improving the project:

1. Project results show that social enterprises are a new model with great potential for the promotion of the peace in Pakistan. Yet, the established enterprises need more incentives and support for their sustainability.
2. Awareness raising activities on social enterprises are needed. Many educational and technical institutions support the engagement of youth in social action they could easily add an opportunity related to social enterprise through competitions and awards.
3. Existing support infrastructures created by the YES across the board need to be further strengthened.
4. Enhance visibility of youth social entrepreneurs' initiatives on peace through campaigns, case studies, communications and invitations to international forums.

5. Create support systems for youth social entrepreneurs by forming partnerships with youth related organizations.
6. It is important that YES build on these good practices and further develop its capacity to work with young people in peace building and promote their role as peace makers in the society.

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- [7] Yamane, T. (1967). *Statistics: An Introductory Analysis*. 2nd ed. New York: Harper and Row.

Appendices

Appendix A: Research tool

(Only for the beneficiary)

Name:

Contact No:

Age:

Gender:

Location:

1. What kind of product or services you received?

1. Product
2. Service / Training

2. Overall, how useful or not useful did you find the service/product? Please tick:

1. Very useful
2. Useful
3. Partly useful
4. Not very useful
5. Not at all useful
6. Don't know

3. What are the benefits of this service/product to you?

1. Knowledge and development
2. Skill development
3. Self confidence
4. Broader vision
5. Relationship building
6. Improved communication with diverse people /
Sects
7. Removed doubts and misunderstandings about each other

4. Are you paying any price for the service or the product?

1. Yes

2. No

5. How do you rate the price?

1. Very expensive
2. A little bit expensive
3. Not expensive
4. Very Cheap

6. Would you recommend the product or service to others?

1. Yes
2. No

7. Is someone else in your community is providing the same type of product/service in your community?

1. Yes
2. No

8. If yes, how this service/product is different from it?

1. Expensive
2. Low-quality
3. Open to everyone
4. No comments

9. Do you think that these services helped in the promotion of peace in your community?

1. Yes
2. No

10. If yes, then explain how these services helped in the promotion of peace in your community?

1. Reduce helplessness
2. Development of emotional bond
3. Positive engagement
4. Removed disconnection
5. Dispelled myths

11. What is the best thing about the project?

1. Improved inter-faith harmony
2. Promoted peace through innovative ways
3. Brought together diverse people/communities
4. Unleash their hidden talents
5. Reduced tensions and communication gap

12 . What is the area of improvement?

1. Quality of product
2. New types of services
3. Community awareness about the project
4. Expand outreach

Appendix B: Funded Teams Detail

Sr.#	Name of Idea	Name of team Leader	Contact No	Location	No of Team Members		Community
					M	F	
1	Peace Library	Ms. Saeeda	0312-9802361	Gazar-GB	2	3	Ismailee
2	Intersect Harmony Center	Mr. Bilal Akhtar	0334-5908505	Plandri-AJK	3	0	Muslim
3	Education Through Entertainment	Mr. Neeleesh	0332-2515500	Tharparkar Sindh	5	0	Hindu
4	Peace Cricket Academy	Mr. Shah Mehmood	0345-9422790	Mohammond Agency	2	0	Muslim
5	Peace Musical Concerts	Paster Raja Shaleem	0322-5332622	Lahore	5	2	Christian
6	Peace Festival	Ms. Shazia Malik	0333-7858281	Quetta	1	3	Muslim
7	Students Lamp	HarisMoin Khan	0308-8764976	Multan	5	0	Muslim
8	Nonsectarian Training Center	Ms. MuqadasRafeeq	0313-7036923	Jhnag	0	3	Muslim