

## 19. Setting Up a Laboratory

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### Zabi Ullah

Enrolled in the Masters for Business Administration program, Zabi Ullah took part in the "Show Your Creativity" with the intention of getting practical experience of the theories he was studying in his course work. He involved four other classmates who were interested in setting up a small scale social enterprise. The team met quite a few times before deciding on their final product idea. They opened up a small scale laboratory in their local area which provided services such as blood tests, sugar tests and cholesterol test.



With the initial investment, the group members bought the required instruments. They pitched in some personal money as the cost of instruments was more than the initial investment. "I knew this was a brilliant concept which not only helped the community in creating health awareness but also that we would be able to make a profit out of it. Therefore, being the team leader, I encouraged all the group members to invest some money of their own", said Zabi. After buying all the required instruments, the team hired some medical experts to run the tests as they themselves were business students and did not have the relevant expertise. Zabi was successful in getting voluntary services from some of the medics in the area as he explained the concept of healthy community. The experts committed to giving some time from their jobs to the social cause – these voluntary services helped them saving a lot of money.

Furthermore, the team kept cheaper charges for the tests so that more and more people could afford it. Together the team served more than 200 individuals and earned total revenue of PKR 10,500. Zabi explained that the exercise was extremely helpful for the entire team as they understood the nitty gritty of conducting a business. He and his entire team thanked USAID and YES Network Pakistan for the initiative and encouraged that such programs should be conducted in all universities every year so that graduating students may have a fair idea of problems lying ahead.



## 20. Caring for the Environment

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### Nargis

Belonging to the district of Sibbi, Nargis had big dreams when she was enrolled in the Bachelors program in a university in Quetta. At the age of only 19, she was not only studying Environmental Science but was an active member of the university taking part in various extracurricular activities. She had passion for growth and learning new concepts. Hearing upon the "Show Your Creativity" competition in her institute, she immediately made a team of four members including herself and got registered. Nargis and her team brainstormed for a couple of hours before deciding on using the waste material to make attractive decoration arrangements. "I was studying environmental science therefore I knew the importance of keeping the environment clean and healthy. In this competition I wanted to highlight how every individual could use certain material from the daily waste and put it to some good use", shared Nargis.

Nargis and her team collected various materials for the decoration arrangements to ensure that they are attractive so that their products are bought by the people. With the initial investment money, the team bought raw material such as basket, colorful ribbons, shining spray, and multicolor markers. The team used other waste material such as empty tissue boxes to come up with a list of decoration items which could be put up in homes. They made fancy dustbins, baskets for floral arrangements, photo frames, wall hangings, tissue boxes and pencil boxes for children.

Nargis mentioned that while the team was working, customers had already started booking their products. She even mentioned that some of her products were sold even before the team set up the display at the stall. The team earned total revenue of PKR 4,000.

"One should always put in hard work and dedication. This is the way to go as if you put in these two elements anywhere and you get great results", said Nargis while sharing how her team was completely supportive of each other. She mentioned that they not only learned new things but also enjoyed taking part in the competition. Nargis thanked USAID and YES Network for arranging the event and giving them a chance to be a part of it.



## 21. An Exciting Adventure

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### Hira Rahim

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



She had been making dresses for youngsters 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. However, I 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 admitted 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 felt lucky to have taken part in the competition as not many girls in her surrounding get to do something as exciting as this. She praised the efforts of USAID and YES Network Pakistan in showing a right path to the youth.



## 22. Praise for the "Paratha" Roll

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### Hina Omer

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

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

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

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



## 23. The Knitting Knight

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### Saman Gul

Saman was enrolled in the Bachelors program at the time of the "Show Your Creativity" competition. Upon discovering about the competition, Saman knew what she wanted to do – she knew the art of knitting and doing "karoshia" and she decided to capitalize on that during the competition. She looked for some group members to share her work with but when she could not find any – she registered as an independent candidate. “The other girls who knew how to do Karoshia work had already formed groups and I could not find any group members initially. I got a little upset as I was scared of taking up such an adventurous ride alone. However after the support of my family, I got myself registered alone”, said Saman who did a wonderful job at her display center.

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

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



## 24. A Daughter Fulfilling her Mother's Dreams

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### Sadiqa

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

Mrs. Sadiqa mentioned that she cannot explain the feeling in words when her daughter told that she could also take part in the competition. Being a mother, she was known for her outstanding cooking skills and therefore decided to put up a food stall to offer healthy homemade food for youngsters in the university. Mrs.



Sadiqa put up items like chicken and beef burgers, sandwiches, brownies and coffee. Her food stall gained rush in no time. It was always loaded with students demanding homemade delicious food. "The first day of the competition I made 100 burgers and sandwiches worrying that the stock maybe too much. However, to my surprise, I was out of stock in only three hours and had to request customers to wait for the next day", mentioned Mrs. Sadiqa. She managed to gather total revenue of PKR 26,000 and served more than 250 individuals.

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



## 25. Flowers All the Way

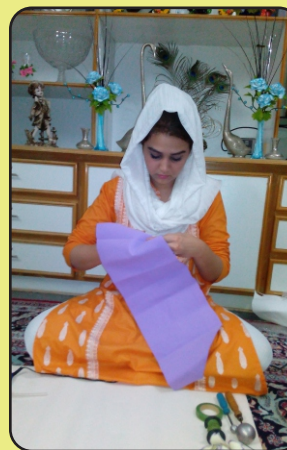
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### Zahra

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

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

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



## 26. The Bio Gas Revolution

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### Rehmat Ullah

Belonging to the region of South Waziristan, Rahmat Ullah is enrolled in a Bachelors program in a university in Quetta. Along with two other members, Rahmat Ullah got registered with the "Show Your Creativity" competition with the intention of bringing a revolution in the rural areas of Balochistan. "I knew I had a big vision but I could not just sit and wait for life to get a big opportunity. I took the chance and worked my way on how to implement my idea within limited resources", expressed Rahmat Ullah who intended to make bio-gas plants.



Rahmat and two of his group members carefully planned to keep the activity within the resources that they had. All the team members had taken part in the one day training on Social Entrepreneurship organized in their institute and were enthusiastic to take part in the activity to show their talent alongside benefitting the society in a positive manner.



The team conducted a small orientation session in villages that they visited and explained how they intended to set up the bio-gas plant which was an environment friendly solution. They explained the prospects and consequences to each of the interested candidates. They also made different drawings to show how the plant would operate in the houses which showed some interest. After much coaxing, three houses agreed to get the plant installed in their houses. The team earned total revenue of PKR 20,000.

Rahmat Ullah further mentioned that he wanted to do this project at a large scale in his own village. However, due to financial constraints he has not been able to do so for the time being but remains committed that he will eventually fulfill his dream of installing bio-gas plants in his village. Alongside, he also thanked and appreciated USAID and YES Network Pakistan for arranging this competition as it gave him the chance to conduct a pilot study for his large scale project.





## 27. Learning with Colors

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### Syed Muhammad Idrees

Enrolled in a Bachelor program, Syed Muhammad Idrees and four other friends formed a group to provide unique solution to the problems of their university mates. Idrees and his group had a few discussion sessions to decide which issue needed to be taken up during the competition and work on it. After mutual agreement, the team decided to offer colored printing within university premises.

“Being students, we knew the problems that other students were facing on the campus. Our university is a little far away from the main city and therefore the students cannot go out in the market to find services which are not available on campus”, shared Idrees. The team finally decided to provide color printing services on campus. With the initial investment, the team bought a color printer and arranged for a small outlet on campus. For the small outlet, the team had to take permission from the administration. Thanks to the competition, the administration already knew about it and willingly allowed the team to set up our printer on campus and offer printing services to the students.

After arranging for the outlet, the team members approached the classes in the university and made announcements about their enterprise and mentioned that they were offering discounted rates. Initially students had to go out of the campus and get colored printing done at a higher cost and now they were getting it on campus at a reduced rates – therefore, the team was in business just hours after the announcements. The team offered PKR 6 for each colored print out. They served more than 150 students in their institute and earned total revenue of PKR 10,400.

“This competition taught us a lot of things. We learnt how to conduct a small business of our own and how to solve problems at the run time. We also learned how to interact with customers and how to market one’s product”, mentioned Idrees while sharing the experience of his entire team. He treasured the efforts of USAID and YES Network Pakistan.

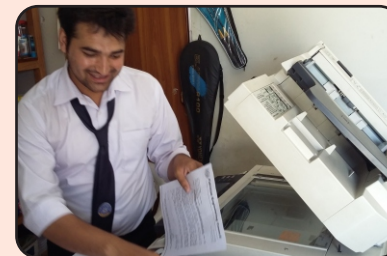


## 28. Understanding Students' Problems

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### Mukhtiar Ahmad

22 year old Mukhtiar Ahmad wanted to do something for the betterment of his fellow students in his university. “I was inspired at the social entrepreneurship session that was held at our institute prior to the announcement of the competition and I wanted immediate solution to some of the problems of my university students”, shared Mukhtiar while explaining why his team chose the idea of offering photocopy services in their institute.



Mukhtiar and his four other team members decided on offering photocopy services to other university students as they knew that the university photocopier charges unreasonable high prices and university being away from the main commercial market, it becomes difficult for the students to go to the market every time they need something photocopied. Mukhtiar further explained that prior to the team's decision to take up this as the business idea, they conducted a pre-testing by asking students when they require the most photocopies. The response was highly ideal to the situation. Majority of the students wanted photocopies before final examinations as they needed lectures and assignments before examinations. This was the idea for the team as the examinations week was just 15 days away.



The team announced in all classes about their services and mentioned that the team would be at a particular point in the university so all the interested students may give material for photocopies and they will get it done at reduced rates.

Mukhtiar and his team had already made an arrangement with one of the photocopiers and the team announced that would provide the photocopy papers and would charge only PKR 1 for each photocopy. The team would gather all the photocopy of the day from the university and every day one member would go and get the photocopy done. At the end of two weeks, the team made total revenue of PKR 16,500 and served more than 250 students. Mukhtiar thanked the team members of USAID and YES Network Pakistan for giving him and his team this learning opportunity.



## 29. Killing the Heat

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### Anees Ahmad

26 year old Anees Ahmad from Panjgur is studying Masters in Business Administration in a higher education institute in Quetta. He found out about the "Show Your Creativity" competition and wanted to avail the opportunity to get firsthand experience of what he was studying. He spoke to some of his class fellows and formed a group of five members to register for the competition.

After brainstorming for a while, Anees and his team decided to put up a food stall. However, they did not want to put a traditional food stall where they would put home cooked food. They wanted to put up food items which were not being displayed and since it was an all boys group, they did not want to cook and focus on products which they could get from the market and offer to customers at the competition as a unique product which no one else was offering. "We had studied the concept of demand and supply fully in our courses and wanted to apply those to real life. Therefore, we figured out the customers' demand and arranged for the supply accordingly. "In my opinion, this was the reason why our team generated such good profit", said Anees while explaining why they chose to keep ice cream and Kheer at their stall. He also mentioned that since the competition was held in summers so the people really enjoyed having ice cream and cold Kheer to kill the heat.

Alongside deciding on the product, the team also took another strategic decision in their initial meetings. They decided to donate their profit to a local charity organization for betterment of the marginalized community. The team served to more than 150 customers and earned total revenue of PKR 7,000. Anees also mentioned that seeing the response on the venture, one of the group members decided to conduct this as a full-fledged business on the campus after graduating and with the permission of the university administration. In the end, Anees thanked USAID and YES Network Pakistan for their innovative learning ideas.



### Mehwish

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

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

Mehwish mentioned that she and her friend had a great time during the competition. They learned a lot of basic ways in which a business is conducted such as customer retention, customer dealing, marketing and sales. "I would like to personally thank USAID and YES Network Pakistan for starting this wonderful venture as it gives students the confidence to take up life lying ahead", shared Mehwish while requesting that more of such competitions should be arranged for students all over the country.

