

Case Studies

The Emerging Entrepreneur Competition



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1. Going Beyond Expected

The 23 year old Anum Saba was excited to take part in the emerging entrepreneurship competition. This young woman who always wanted to make an earning for her finally got the chance at the competition. Her previous experience and interest in handmade decorations was enough for Anum and her team members to make a business out of it. However, in order to broaden their horizon of the business, the team also sold imported soaps.

The efficient and effective planning was rewarded in the form of profit equaling to PKR 5,050. They used the capital to buy imported soaps and raw materials for handmade goods for the decorations. These included beads, cards, strings etc. and sold them to 36 people including their neighbors, friends and family members. The biggest hurdle for Anum Saba and her team members was to travel from one place to another. The difficulties faced by women walking around the streets are not unknown to the society. However, Anum and her team members did not give up and took it as a challenge to be overcome.

“It was really difficult at start as it was our first experience but as the time passed and we became more invested and determined towards the project. In just a couple of days, we were working day and night to ensure that our enterprise was doing well. And most importantly, we were having fun doing it. I personally enjoyed the part where I had to convince people to buy our product – this was indeed a new learning experience for me”, said the group leader Anum Saba. She further elaborated that her team reinvested the money they earned in the first few days into their business to buy more raw material. They wanted to make as much profit as possible and hence adopted the approach the reinvest some of their profit as the response from the clients was phenomenal.

Team Members: **Anum Saba**, Safina Begum, Saba Naz, Farah Naz, Faiza Yakoob (Vocational Training Institute Taxila)

2. Going A Step Further

At the very young age of 19, Muhammad Umer Kheyam was selected as the team leader for his group to participate in the 'Emerging Entrepreneurship Competition'. Umer Kheyam and his team efficiently analyzed the market needs and accurately decided to trade in children garments. The team unanimously concluded that this was the best way to run a profitable business. Their correct selection of the product for the competition resulted in a profit of about PKR 750 by serving only 11 people in total.

"Through this life changing experience I gained the priceless knowledge and experience of how to run a business, how to increase my net-worth and how important it is for me to polish my skills altogether. Even though this was my first time but running this small business equipped me with the confidence and belief that I will be able to successfully run any business in the future", said Umer.

While explaining how the team worked, Umer mentioned that they used up all their initial investment in buying children clothing in bulk. He further mentioned that since the sales were going good, the team included another member (one of their friend) and used the new investment to make some more profit. Umar mentioned that this skill taught the entire team how to timely and quickly make accurate decisions in order to maximize the profit. He said, 'this new investment experience enhanced my negotiation skills along with my ability to market and interact with different people.' Umar also mentioned that he and his entire team is thankful to the organizers for giving them such an opportunity to learn from experience before the set into the real life and start earning for their family.

Team Members: **Muhammad Umer Kheyam**, Shah Faisal, Rehan Manzoor, Shahbaz-ul-Hassan, Shehryar (Vocational Training Institute Taxila)

3. Age is Just a Number

Still in her teens a young girl, Sehrish kalsoom got the rare opportunity to lead a five membered team in the 'emerging entrepreneurship competition' to run a small business. She really proved that age is actually just a number with her simple yet effective idea of selling stitching material like buckram, thread, beads etc. to the girls in her class and her school. She observed that these small things were highly needed as well as important to her and similarly will be for her age-mates and class-mates as she was a student of the dress making course. She assessed that if she started supplying these raw materials within the class rooms she will have many marketing benefits on her side as well as assured buyers.

This keen observation allowed Sehrish and her team members to experience what she said was 'an icebreaking' experience. Although the team served only 6 people and earned a profit of PKR 280, what was important was the experience and the fact that even though this was their first time ever to run a business and that too all on their own, still they were successful and did not go into a loss.

"I learned a lot of skills through this journey, including how to deal with the buyers and carry out proper formal negotiations and how to analyses profit", shared Sehrish. She further elaborated that for her team the most challenging part was to convince people to buy their product. She thanked the organizers of the competition and mentioned that now she and all her team members are good at sales and marketing – something they did not know about prior to this competition.

Team Members: **Sehrish Kalsoom**, Razia Begum, Iqra Kanwal, Saba Hameed, Zainab Mubeen (Vocational Training Institute Taxila)

4. The Precious Handmade Bangles

The five member team of Zainab Mazhar chose a very conventional idea to run their business on. The firm determination of Zainab to convince her team members to run on her skill of Bangles Crafting when accepted and worked upon turned out to be a very wise choice resulting in the form of an accumulative profit of PKR 10,100 proving the project to be a huge success.

This team was the perfect example of team work. Their smart division of the work load raised the project to be more productive. The group leader was the designer who finalized the designs and outlook of the handmade bangles. Along with the assistance to two other group members, she made those hand-crafted bangles whereas the other two group members managed the department of sales and promotion: advertising their product and setting up and decorating the stalls. They did not only make hand-made bangles but also other jewelry including necklaces with gotta, lace, thread and bead decorations. The investment was spread over the raw material for the jewelry and the promotional costs.

The success can furthermore be assessed by the rare occurrence of shop displays in this case. The handmade bangles of Zainab and her team members were admired to such a level that many different shop keepers contacted with the team to keep these handmade bangles in their shops. The strongest evidence of their success is that the business is running to date. There are still many shops that keep Zainab's product. "This was without doubt a life changing experience for me. I have never felt so independent and confident about myself. Now I can not only bare my own expenses but also support my family to some extent", said Zainab.

Team Members: **Zainab Mazhar**, Sobia bibi, Shehla bibi, Naila bibi, Irm Naz Malik (Vocational Training Institute Hassan Abdal)

5. Teaching Computer Basics to Females

Sumbal Arshad and her team members had a unique yet advanced thinking. They knew that most of the other female groups would opt for more feminine set of expertise to be utilized like selling food items or clothing. Thus, Sumbal herself chose a rather bold area of her expertise to be transferred to others. She opted to teach computer courses. This was a skill she was already learning at the Vocational Training Institute and so thought it to be the best option as all her knowledge was fresh and still flowing to her. She also observed that many people around her still faced problems when operating computers whereas this skill is very vital to enhance their lifestyles.

“By providing this small service I did not only polish my own computer skills and brought them to the next level but also learned the very important skill of teaching and gaining some well needed experience”, shared Sumbal.

She further informed that the capital was tactfully used for advertisement purposes such as flyers and brochures were distributed to get the maximum attention. As expected and Sumbal and her team was successful in attracting young female students. As Sumbal and her team members were able to get 7 students altogether, they had the opportunity to give individualized attention to all of them. Even with only 7 students they were able to score a profit of PKR 4,100. Even though the team found it a little difficult to convince people to take the course that they were teaching, they never gave up. They were fully determined which helped them get over this fear and come out even strong then they have ever been after the experience and knowledge they were able to collect from this rare experience.

Team Members: **Sumbal Arshand**, Ifra Sayab, Haseena, Aqsa Mehboob, Kainat Malik
(Vocational Training Institute Hassan Abdal)

6. Thinking Out of the Box

Being students Sana Hira and her team conducted a small demand analysis. They wanted to pick a product that was in demand. After much discussion, the team went with the idea of supporting school administrations. The team offered the services of typing, printing, and making copies of the exam papers. In their opinion, school administrations find this as an additional workload during exam days and it affects their daily schedules. Furthermore, it was exam season so the team decided to do business in the fields of composing and photocopying.

They contracted with 7 different schools to type out the exam papers of every class and make the required number of copies. Sana productively divided her team into small groups to reach out to the maximum number of schools in the area within the given time. This way they did not only get maximum number of contracts but also gave first-hand experience to every group member of how to deal, communicate and convince people. Similarly, the typing job was done by all of the members as well. The investment given was used to buy ream paper which is used to print text on, inks and also for advertisement purposes. This combined effort resulted in profit of PKR 1,440.

“Generally, typing hand written exams does not seem like much. It gave me all the experience I needed. It was without doubt quite an influencing practice. I did not only learn how to handle different attitudes of different people but also learned the very vital skill of convincing people to do what you want them to do. Negotiating with principals wasn’t easy but we sure did come out of it stronger than we ever were. The weather did not make anything easier on us but the determination gave us the power to see the bigger picture here”, said Sana while sharing her experience.

Team Members: **Sana Hira**, Raheela bibi, Kiran murtaza, Naheed Akhtar, Naiza Bibi Malik (Vocational Training Institute Hassan Abdal)

7. Diversification

‘Diversification’, a well proven business technique by many of the world’s millionaire businessmen to minimize the risk factor was used by Kousar Bibi and her team members. They choose the two very different business markets to set foot in - eatables and medical assistance. The team made baked goods like cakes and patties along with doing blood pressure and sugar tests.

The applied technique came in handy when the business of baked goods was sinking but luckily balanced across the success of medical assistance service. When even after some time the business of baked goods did not show any progress, Kousar wisely shifted all the resources to the much more fruitful service of medical tests. This way they were not only able to do more tests but also eliminate the losses they were bearing due to the failing food business. Once all the focus was shifted to the medical business the profits were immense. The team served altogether 300 people in the given short period which lead to a profit of PKR 6,500.

Most of the people who were willing to get themselves tested were women especially those about to bear a child. However, some men acquired the service too. Kousar informed that she personally assured the clients that these tests were free of all danger and completely in accordance to the medical standards. With the investment money they team got all the medical equipment required like sugar testing strips and machine. However, they were smart enough to not buy but arrange a blood pressure machine through their personal contacts minimizing the cost. She furthermore told that even though this was tough work it made her eager to shape her future as to what she desires it to be. It taught her the value of independency and self-sufficiency.

Team Members: **Kousar Bibi**, Rabia Basri, Waseem Fatima, Afsana bibi, Khadija (Vocational Training Institute Hassan Abdal)

8. Learning Never Ends

Confident of her skills, Aliya Noreen stood determined in front of rest of her group members to invest in her idea. She wanted to use her God gifted artistic skills to make hand-made decorations like hand-made flowers, baskets, paintings, diagrams etc. And that is exactly what she did with the help of her group members.

The work was so greatly admired that many different shop keepers did not only keep their products in their shops but also expressed the desire to learn this skill from Aliya. However, wisely enough Aliya did not agree to it and instead provided the shopkeepers with the finished product and thus formed lasting partnerships and increased profits. Given the limited time and the quality of work, the team was able to sell their product to 10 individuals. But even with this less number of purchasers, they were able to gain an accumulated profit of PKR 915 which is no less. Although most of the buyers were shop keepers who resold Aliya's products, she did have some direct buyers as well.

According to Aliya the work was quite hard as every minute detail made a difference and was very time consuming but the passion to feed her skills and to polish them was bigger than all the hurdles. In addition to this, she shared how beneficial this experience was. The entire team along with her learned the art of negotiation, convincing and business dealings. In the beginning she found it a little difficult to convey her passion to the people around her but gradually she mastered this art as well. She also realized the fact that learning never ends. Aliya has now embarked upon the journey to polish her skills to become a more skillful person with the ambition to later teach young passionate children the art of decorations.

Team Members: **Aliya Noreen**, Sidra Aslam, Habiba Nosheen, Rafia Mukhtar, Yasmeen Bibi (Vocational Training Institute Fateh Jang)

9. Learning by Experience

The 21 year old Sadaf and her group members were quite familiar with the dreadful challenges a sugar patient faces. A very dear friend of these youngsters got diabetes from quite a young age and they altogether saw what it can do if the patient and their care takers are not properly informed. Given the opportunity to interact with a greater number of people through the Emerging Entrepreneurship Competition, the team considered it to be the perfect platform to not only spread awareness to people in their surroundings regarding the symptoms but also check blood pressure and sugar levels which would have monetary returns.

Although the main focus of this team was on blood pressure and sugar tests, they also traded food items like channa chart, fruit chart etc. The team struggled with the food items stall. However, for the tests, the team had most of the machinery and knowledge required. They bought sugar testing strips, rented a blood pressure machine and bought ingredients for the food items. Given the extent of diversity in their business, it was essential for them to divide the jobs for efficient management.

Most of the clients were females; in particular the one who did not want to go out of their homes as Sadaf and her team members also provided door to door service. Some females had issues with hospitals and male doctors and hence loved the fact that a bunch of females approached them at their doorstep for such tests. This is how many women approached the group and altogether 30 people were tested. The team produced an altogether profit of PKR 2,100. Sadaf said that after the competition she felt a clear boost in her self-confidence and patience due to all the experience of dealing with people of different temperaments.

Team Members: **Sadaf Shaheen**, Summiya Bibi, Ghazia Kousar, Mehwish Jabeen, Sobia Noureen (Vocational Training Institute Fateh Jang)

10. Foodies at their Best

After long meetings amongst the team members, Sehrish Jabeen and her team decided to keep it simple and give it their best shot. They pitched the idea of selling every day food items within their school premises. The team members arranged eatables like dahi bhallay and fruit chart, biscuit, nimko etc and sold them for a small profit.

In order to maximize the profit margin, most of these eatables were home-cooked. They divided the tasks quite effectively. In those days there was gas load-shedding in Balksar region however one of the group member's house had the facility of gas so that member's house was used for cooking purposes. Another group member who was able to get the permission to go to the market; got all the ingredients for the dishes whereas one group member provided all the utensils required to make the eatables. The fourth member cooked the food and the last member was responsible for bringing together students in the college to the stall to buy food. This is how, through great team efforts the final dishes were made and sold out.

Sehrish's team altogether served about 330 girls from within their school collecting a total profit of PKR 2,610. She accepted the fact that interacting with unknown people was quite challenging and so was running a business on their own. However, as time passed and they gained experience, things started to become easier and she herself saw a positive change. This is how Sehrish and her team member's first time experience was. At the end of the competition, Sehrish and her entire team thanked the organizers of the event as they mentioned that this event has groomed them and exposed them to ideas and learning which will stick to them for the rest of their lives.

Team Members: Sehrish Jabeen, Zaheen Fatima, Badran Nisa, Asma Batool, Shakila Batool
(Vocational Training Institute Balkasar)

11. Doing Whatever It Takes

“The ‘emerging entrepreneurship competition’ was one of the biggest opportunities of my life,” shared Ishrat Fatima. Being 21 years of age and a student of Matriculation, along with her young group members she considered herself immensely lucky to have gained the opportunity of experiencing how to independently run her own business.

Ishrat Fatima and her team members decided to proceed with the skill they knew the best and could get easy and expert assistance - cooking. The team made eatables like channa chart, fruit chart, baked goods etc. They also bought some other highly demand packed snack items like juice packets, nimko boxes, etc. With the given capital, the wise team members not only bought the ingredients for their food items, the snacks but also allotted a small amount of the capital to the setting up and decorations of the stall. They observed that it was important to set up an appealing stall to attract more customers. The team was smart enough to realize that even though this is a small business, it will be beneficial to spread it a little. This is why they did not only set up a stall in their own school but also in many other schools. For a little extra attention, they kept a weight machine beside their stall where they assisted checking people’s weights.

Towards the end of the competition Ishrat and her team members prepared a skit to boast up their profits. All of the members participated in it and little was spent on props. It was a family skit which everyone could watch and appreciate. This is how it was a huge success and the team was able to cater 181 people altogether throughout the competition and earn a suitable profit of PKR 2,190.

Team Members: **Ishrat Fatima**, Iqra Batool, Aroosa Bibi, Adeela Javeed, Rukhsar Arif
(Vocational Training Institute Balkasar)

12. Food & Play

At the young age of 20, Malika Khalid was selected as the team leader for her group to participate in the 'emerging entrepreneurship competition'. Malika and her team did not take much time in deciding what their product would be. They wanted to capitalize on their existing skill of making food items. However, they did not do it as simply as it sounds. Their sense of creativity was clearly seen in the ways they carried out their entire project.

This team organized functions in which they did not only keep their own food products like fruit chart, chana chart, dahi bhalay, rice, custard etc. but also kept few accessories like earrings, clips, ponies etc. to broaden their horizon. In order to maximize their sales they prepared a small play for their function which was highly appreciated. This way, not only did they gain profit by selling the tickets to their play but also by all the food items the people who came to the festival purchased from the stalls set up by the same team around the premises. The expenses did not increase much at all since the crew of the play was from the members of the group who invested their time and efforts into making it a success.

In spite of all the challenges this team faced with the security threats to their area which resulted into permission issues to go out of their school by the school administration, they did not lose hope in their event to pull through. With the determination to do all they can do in whatever circumstances they are provided to bear with, the team pushed back even harder and later saw all their hard work paying off when they catered around 277 different people in their festival and so made a collective profit of PKR 1,110. Malika expressed her gratitude toward this rare opportunity as it taught her the value of team work.

Team Members: **Malika Khalid**, Shamza Batool, Samina Bibi, Amreen Kaneez, Memoona Gulistan (Vocational Training Institute Balkasar)

13. Cooking & Selling

When given the opportunity to lead a team of five members to run a small business in the 'Emerging Entrepreneurship Competition', Andleeb Zahra took on the challenge. She instantly called for a meeting of all the team members. Just like any good group leader would do, within the first meeting Andleeb asked all of the group members to pitch in their ideas about what they thought was the most suitable and profitable manner to earn money. After listening to the entire group member's ideas, Andleeb held a vote to decide which idea they should proceed with. This is how she not only avoided any possible conflict within the group and also came up with the idea of setting up a food stall in their school.

Just as the group had decided, the food stall offered fruit chart, juice packets, nimko, Lays etc. With the initial capital Andleeb and her team members went to the main market of their area and bought some ready-made snacks and the ingredients of the snacks they planned to make on their own to minimize the expenditure. Once everything was ready and in place, the student response was better than expected. "Most of the buyers were the same age as ours but we were the ones running the business and earning profits whereas the ones across the counter were the ones spending their money and that, was an amazing feeling", said Andleeb. The team altogether sold goods to 161 girls of their school earning a profit of PKR 600.

Furthermore Andleeb shared that by running this small business with group members taught her the power of group work. It was without doubt a lot of fun too but what they learned and experienced at this young age was priceless.

Team Members: **Andleeb Zahra**, Hina Kiran, Hira Aslam, Tanzeel Manzoor, Maryan Parveen
(Vocational Training Institute Balkasar)

14. Dress Designers

Madiha Zafar and all here group members were students of the Dress making course at the Vocational Training Institute when they were selected to participate in the 'Emerging Entrepreneur Competition'. The team wanted a product idea which would incorporate their expertise and through which they could apply their theoretical knowledge about stitching in a more practical manner. After much brainstorming, Madiha and her team members decided to offer their services as dress designers and dress makers to all the prospective buyers in their surroundings.

During their planning meeting conducted by the group leader, Madiha Zafar, the team decided further details like making dresses for all age groups but mainly focusing on 1-5 year old boys and girls. Due to the dress making course they were doing, these girls had easy access to sewing machines and so all of them worked simultaneously which increased the productivity levels of the team. This is how they were able to make so many clothes enabling them to serve more than 768 individuals and a sky high profit of PKR 25,000. However, they had to buy raw materials like cloth pieces, laces, buttons etc. to start up their business. Even though all of them worked together, the group leader at times took on the specific duty of cutting the cloth just to bring uniformity and to speed up the work process.

"My group members and I consider ourselves to be among the very few lucky ones to have gone through such an amazing experience which not only taught us a lot about dress making which we possibly could not have learned had we not explored our capabilities beyond our comfort zone but also many useful business tactics which will help us a lot in our future to help support our community", said Madiha Zafar.

Team Members: **Madiha Zafar**, Maryan Gul, Saira Yasmeen, Bshra Kanwal, Fariha Irum
(Vocational Training Institute Chakwal)

15. It's All About Clothing

Mehwish Noreen, a student of designing course at the Vocational Training Institute when selected to participate in the 'Emerging Entrepreneurship Competition' sought it to be the best platform to get some firsthand experience of not only how to conduct business dealings but also about stitching. This view point of hers was shared with all of her group members who were also students of the designing course. Once the entire team was on the same page regarding the basis of their business idea, they moved on to deciding other important details.

As decided, the team did not restrict itself within the boundaries of the Vocational Training Institute but in fact approached all the nearby areas of their village and supplied the clothes they stitched. This way, Mehwish and her team was able to explore the business market which lies outside their own comfort zone, giving them a more realistic experience as to how a normal business market operates including all the business tricks and tactics. Although the group had the required knowledge to stitch all sorts of clothes, their main focus was children and ladies clothes as they were highly demanded in the market and had greater profit margins.

With the investment money Mehwish and her group members bought the cloth needed for stitching and other stitching accessories like threads, buttons, beads etc. The team did not have to spend money on advertisements as many shop keepers kept the clothes they stitched. Throughout the competition Mehwish and her team members were able to sell their clothes to 110 people accumulating PKR 1,350 in profit. According to Mehwish she still stitches, negotiates prices and sells her clothes to few different shop keepers. This is a clear evidence of how positive of an effect this competition has had over people's lives.

Team Members: Mehwish Naureen, Rehana bibi, Nadia Kanwal, Arifa Yasmin, Asia Parveen (Vocational Training Institute Chakwal)

16. The Lessons from an Unsuccessful Business

“Dealing with customers was a major issue at first but, at the same time, it was the area that we progressed in the most. It was our first experience to run any sort of business and it taught us an incredible deal about how to resolve different problems that arise while running your own business”, said Hameeda while explaining how unsuccessful the first business was. However, wisely enough Hameeda and her team members had only invested half of the total capital money to their jewelry business in which they sold ponies, pins, clips etc. in their own school.

Once they realized that they were not going to get much out of this jewelry business, without wasting any more time they efficiently moved on to their next idea and invested whatever they had from the jewelry business and the saved up capital money into the new idea. They started selling eatables like bariyani, channa chart, dahi bhalay, ice-cream, burgers etc. and in order to minimize the costs they decided to make all these things by themselves. The team bought all the ingredients themselves whereas the team leader was the one who did all the cooking as she knew the most about it. The final job of creating a market demand and selling their commodities was a task to which they all contributed equally. In addition to selling these food items in their schools, Hameeda and her group members went door to door selling their food products. This is how they were able to sell to 108 people collecting a total profit of PKR 1,350 proving that the more understandable the task is the easier and profitable it becomes.

Hameeda furthermore shared the improvements she observed in herself, like the boost in her confidence levels, the several new business tactics she became familiar with and all the new knowledge she grasped on to from this rare experience which she will hold on to in whatsoever business she does in the future.

Team Members: **Hameeda Yasmin**, Nabeela Fatima, Um e Habiba, Hafiza Tanveer, Amna Bibi, Sheraz Haider, Faizan Mehmood, Asghar Ali, Meesam Tamaar, Sammar Abbas (Vocational Training Institute Chakwal)

17. The Moving Medical Camp

The 20 year old boy Muhammad Bilal, studying to become a medical assistant, was well familiar with the mysterious ways a human body can act or react to different situations and so knew how important it is for every person to know their blood group - especially in case of any emergency. He also knew that many people would get their blood groups checked merely out of curiosity and so he sought it to be the best way to earn as it would not only give them moral satisfaction but also monetary rewards.

The nursing course that Muhammad Bilal and his group members were doing at the Vocational Training Institute provided them with sufficient knowledge and classification to carry out these blood tests. Along with these tests the team also checked blood pressure levels going from one school to another spreading awareness realizing the importance of such knowledge. While fulfilling their moral obligations this team did not forget their main goal. The more schools they went to the more people acquired their assistance. However this travelling added up to other costs of buying blood testing equipment.

Quite efficiently Muhammad Bilal, the team leader decided to break the team into two groups of two members each and send both of the sub-teams to different areas in order to serve more people within the given time frame. This is how they were able to test 40 people and earn PKR 450 in profit. Bilal shared that his team faced the difficulty of convincing people that these tests are free of any danger and are up to the medical standards for them to merely even start being comfortable with getting themselves tested. However, the reluctance of these people did not dampen the determination of Bilal and his team but in fact made their intentions even stronger to get the job done.

Team Members: **Muhammad Bilal**, Mubeen Khalid, Muhammad Riaz, Hassan Ali, Muhammad Azaz (Vocational Training Institute Chakwal)

18. The Medical Outlet

At the very young age of 16, when given the opportunity to lead a five member group at the 'Emerging Entrepreneur Competition', Sadia Parveen considered herself to be incredibly lucky. But as they say, age is just a number. In spite of being the youngest member of her group she led it with great maturity and confidence. Sadia instantly called on a group meeting to mutually decide and divide the work needed to be done.

The group decided to set up a medical outlet. Through this outlet, they decided to provide three different medical services: blood pressure tests, sugar tests and weight tests. In order to avoid any disruption during work hours, young Sadia divided the required tasks with mutual understanding and preferences. Two group members looked after the blood pressure patients, two after sugar patients and one took care of the weight test patients. This was how Sadia thought she could best utilize all the group resources to ensure maximum profit. With the investment amount, the team bought the sugar testing strips for their patients and blood pressure machine. However, they were able to arrange a sugar machine on their own which helped them reduce their business cost. Through such tactful operation they earned a total profit of PKR 1,520.

This outlet catered fewer men but many young girls and women approached the medical outlet making a total of 35 people who were tested. Sadia shared with us that, "This was quite a learned experience. I did not only learn how to conduct business dealings and negotiate with people of different temperaments but also realized that I should not let my age come in between my progression levels."

Team Members: **Sadia Perveen**, Rabia Shaheen, Kanwal Shaheen, Fouzia Sultan, Shehla Sadiqa (Vocational Training Institute Jhamra)

19. The BIG team

17 year old Arsalan Ali was studying electrical work at the Vocational Training Institute when the opportunity to run his own business knocked at his door. He was selected to lead a team of ten group members. Since the entire team was studying the course of electrical work that was the only thing they all were mutually passionate about and so it was decided that Arsalan and his team members would sell electrical goods in their area. Just to add up little more diversity, the team offered their services to not only supplying the electrical goods but also to put them in and running position at the buyer's premises.

Arsalan and his group members did not confine themselves within the boundaries of their own village but also spread their services to about 10-15 neighboring villages by dividing their team to go around to different areas. They supplied even small products like switches, iron wires etc. and heavier products like motor etc. Few people hired them for their services as well, like to set up a motor machine in their backyard but most of the purchasers bought only the product and so collectively the team served 25 people.

"My learning was not limited to the number of buyers we had, leading a ten member team teaches you a lot in itself. I faced a lot of challenges with negotiating and convincing people but what I gained is way more than that. I made life-long contacts, learned how important team work is and above all I got familiarized with many business dealings and ethics which theoretical studies cannot possibly teach you", shared Arsalan. The competition did not only give this team practical experience but also monetary benefits in form of a profit of PKR 100.

Team Members: **Arsalan Ali**, Asad Ali, M Afaq, Abousafyan, Ali Abbas, M. Waqar, M. Afzaal, M. waqeel, M. Zubair, M. Dubair ul Hassan (Vocational Training Institute Narowal)

20. Learning and Not Giving Up

“The emerging entrepreneur competition was the biggest and most influencing experience of my life. It taught me the most important lesson which helped me improve my life from there on. I used to believe that I cannot be independent as I cannot start my own business due to the lack of capital since I believed that in order to run a profitable business it needs to be a big one. However, this competition changed my entire thinking. By running this small business I saw how it can be profitable too”, said M. Tanzeem Yousf referring to his experience in this competition.

Tanzeem Yousaf along with his two group members initially started the business of supplying clean water. However, when that business failed, this team did not lose any hope. Without wasting any more time and with the assistance and guidance of their teachers and friends they moved on to their next business idea which was supplying books and stationery to different schools. This business idea came through a lot better than the first one as they were able to convince 10-15 different schools to get into a contract with them to supply school uniforms, stationery and other accessories like different books required by the students at the schools which were part of the curriculum.

Given that it was their first experience, this team did exceptionally good. The important part was learning which they did. As Tanzeem highlighted that he learned that what is important is to do a business and not how big or small it is. He also learned the basic business ethics and the trick of dealing with unknown people and to negotiate and convince them to buy from you. A clear expression of how profitable the use of all these techniques could be can very easily be seen through the profit this team earned - PKR 500.

Team Members: **M. Tanzeem Yousaf**, M. Asif Ilyas, M. Zain Dilawar (Vocational Training Institute Narowal)

21. Three Outstanding Business Ideas

The team leader Jahan Zeeb expressed the team's intention saying, "With the little investment that we had, we wanted to focus on using all our resources in a way that would produce maximum revenue on our capital investment". With this ambition, the team did not stick to just one business idea but in fact applied three different ones to ensure maximum returns.

Firstly, they dealt in customized pen printing in which they got 8 schools to buy pens on which the school's name was printed, promoting uniformity. Next, they moved on to supplying refreshments like juice and soft drinks. For this purpose they selected a venue that guaranteed profit - Imran Khan's rally in Sialkot as thousands of people would be part of the rally and each and every one of them would be a prospective buyer. They bought 7 crates of juices which were oddly quite hard to sell at first but by the end of the rally, Jahan Zeeb and his team were all sold out. This is when they moved on to their third and last business idea: organizing a cricket tournament in Sialkot.

Applying all these ideas sure did not come cheap. They had to buy ink pens to get the printing done one; they had to pay to the printing press the printing cost, the juice boxes and the sports equipment like bats and balls needed at the tournament. However, wisely enough they resold the equipment and re-added the money. This is how these young Matriculation students were able to earn a profit of PKR 8,890 and able to attract 400 different people to acquire their services throughout their tenure.

Team Members: **Jahan Zeeb**, Abdul Rehman, Husnain Raza, Hafiz Muhammad Rizwan, Syed Ali Abbas (Vocational Training Institute Sialkot)

22. A Unique Idea

Hafiz Muhammad Waqas Iqbal, a young Matric student when given the opportunity to do something out of the box, decided along with his group members to not just keep it simple but also morally and financially fruitful. This is when the group came up with the idea of selling Ramazan calendars.

The team decided not to invest all of their startup capital at once but in fact spent only half of it purchasing published Ramazan calendars and introduced their business to the local market. Once they saw how fruitful the business was becoming, all the group members pooled in some additional money to expand the business and added some more capital to the bag a larger profit. With more investment, they got more calendars and this is how Waqas and his group members were able to sell more than 50 calendars to different people putting together a good profit of PKR 450.

Even with this small business idea Waqas took on full caution to ensure its fulfillment. Just as any wise group member would do, he divided up and assigned the tasks to each individual. Two group members went to the main city market to negotiate the prices of the calendars and purchased them, other two members were responsible of selling these calendars to the maximum number of people. The team evenly spread off to different places time to time to reach out to maximum number of people. The final group member was responsible to keep a check and balance on the stock and to ensure the team does not run out of calendars in time by placing orders for more with reasonable margin. This is how even with this small business Waqas and his team members learned the three most important lessons of running a business: importance of team work, negotiation, and timing.

Team Members: **Hafiz Muhammad Waqas Iqbal**, Rana Wasim Ahmed, Muhammad Faisal Arshad, Mudassar Nawaz, Zubair Ullah (Vocational Training Institute Sialkot)

23. Remembering Allah – the Al-Mighty

35 year old Shabir when given the opportunity to do something different through the 'Emerging Entrepreneurship competition' exactly knew what he wanted to do. Being the group leader and an Alim, he had great influence over young boys. He guided them towards the words of Allah and its importance along with the need of Halal earning.

Having done so, the entire group mutually decided to teach Quran to Muslims so they opened their own academy by the name, Al-Quran Academy. With the given investment money they bought Quran-e-Majeed and different Surahs for the use of the academy students. This way more students came in, even the ones who were not able to buy their own copies of the Quran did not hesitate to join the class. This is how collectively Shabir and his group members were able to influence 50 people into reading and understanding the word of Allah and this led to a total profit of PKR 4,575.

"This was the only best way to not only earn money but also do it the right way. However, it was not as easy as it sounds. It was hard to listen to so many people patiently and to convince them to do the right thing but with my determination and the support of my team and Allah, it just happened. Teaching kids Quran in depth was a great privilege and a 'sadqa-e-jariya' and I will forever be obliged to this competition to become the source of this golden opportunity", said Shabir when asked to share his perusal experience to run a business.

Team Members: **Shabir Ahmed**, Tahir Rafiq, Ali Hamza, Waseem Ijaz, Khabab Ahmed (Vocational Training institute Lala Musa)

24. Showering the Plants

Waqar Ahmed, a 20 year old Matric student when given the opportunity to lead a team of five members at the 'Emerging Entrepreneurship Competition', instantly called upon a group meeting. In that meeting all of them monetarily assessed the profit margin of many different business ideas and concluded that providing the service of spraying on plants would be the most profitable one for the entire group.

In order to start the business, the group members decided to spend the capital money to buy 3-4 spraying showers, 4-5 different types of spraying material and a few tanks. To ensure efficiency and effectiveness, Waqar assigned each group member a specific task. One group member made the liquid mixture of the sprays; another covered all the areas that needed to be covered: flowers, vegetables etc., and another group member sprayed all over the plants. The remaining two group members worked on managing the finances and the stock levels. This service of theirs was acquired by many females and aged people. The team served around 45 people and made a collective profit of PKR 1,570.

Waqar shared his experience of starting up and running a business in these words: "It was our first time, none of us had done any sort of business before and so it was quite hard. We made a lot of mistakes due to that and our profit wasn't much. However, what we learned was too much. We learned how to deal with people when you run a business, the art and importance of convincing people and to keep the accounts. It wasn't easy, but we learned. For that, we will always be grateful to this rare platform."

Team members: **Waqar Ahmed**, Shamraiz Iqbal, syed Hamza Asad, Khizar Raiza, Syed Farasat Ullah (Vocational Training Institute Lala Musa)

25. Light at the End of Darkness

“At the time when I was given the resources to initiate a business plan with my group members, Jhelum was sinking in a sea of darkness. Electricity issue could possibly not go any worse and people were fed up of the unreliability it brought with itself. It did not take long for us to realize the huge demand this crisis created and we decided to capitalize on that. We worked on supplying LED lights as our area,” said Ikhtasham Amjad.

This group decided to work on the idea of manufacturing and supplying LED lights and for this purpose they purchases LED plates and other raw material required to make it. Among these five men, only two knew how exactly LED lights are made. That is why only those two group members worked on the manufacturing part and another one assisted them in the packing of those LED lights. The team set up stalls at different places to make the product reachable for the general public. On these stalls LED lights were not only sold but people were given total knowledge regarding these lights and how exactly did they work. Due to this little additional value many surplus people were attracted toward the product and Ikhtasham and his team got the response that they expected from the people of Jhelum.

He further mentioned that his overall experience of running a business taught him many things namely self-confidence, dialogue delivery, importance and role of persuasion, customer dealing, and price negotiation. All the things that he learned hold immense importance for an aspiring businessman. Using these vital techniques, this team collectively served around 20 people and made an accumulative profit of PKR 300.

Team members: **Ikhtasham Amjad**, Wajid Hussain, Abdul Basit, Nouman Tanveer, Arslan Ali (Vocational Training Institute Jhelum)

26. Trading

When given the opportunity to lead a team of five members in the 'Emerging Entrepreneurship Competition', Saddam Husasain instantly called upon a group meeting. In this meeting the group members presented business ideas they believed would serve their interest in the best way possible. After patiently listening to the input of all the group members, Saddam guided his team to discuss the pros and cons of each idea to help the members choose the correct one and then he requested everyone to choose one idea among the five presented. This is how Saddam avoided quarrels within the group and wisely enough influenced everyone's thinking into choosing the real best one and so the team unanimously concluded to work in the field of trading.

The very next day, another meeting was called which concluded to the decision of trading in computer hardware products. The team purchased computer hardware products from specific markets at a reasonably low rate and sold them to other businesses on the market rate which gave them a good profit margin. After weeks of hard work and determination, the team was able to make an accumulative profit of PKR 5000 by selling these products to numerous people and businesses in their area.

In their business days, the group members found it to be quite difficult to take out enough time for the business as they were students and could not miss classes. To overcome this obstacle the group leader worked on a specific arrangement, according to which each group member would take a day off from their college and cater to the business affairs. He also got this idea sanctioned by the school administration which was not easy. This is how Saddam learned the vital role of a group leader, to go along with the art of negotiation, confrontation and convincing others to do what you wish them to do.

Team members: **Sadam Hussain**, Noman Ali, Jawad Hussain, Atiq Butt, Ali Hassan (Vocational Training Institute Jhelum)

27. The Art of Jewelry Making

Young Safina Anwar, who is only a student of Intermediate studies when asked to lead four other people in running a business - something which she had never done before. This came as a surprise to her but she took the challenge and got in the game immediately.

Safina persuaded her group members to support her business idea of dealing in hand-made jewelry and they all agreed to it. Handmade jewelry was not just an area of her expertise but also a huge part of who she is - it was her passion, her determination and her strength. Due to prior experience, Safina took the responsibility of all major tasks while other group members merely assisted her and provided all the secondary help to her in making the products. She made hand-made earrings, bangles, hair bands and many more things. Since Safina was focused on the production side, the remaining team members were given the task of marketing and selling the products.

The capital investment money given was efficiently used by the team members in buying the material needed to make these products like color, pencils, bangles, lace, thread, dough etc. This team made an accumulated profit of PKR 5,880 by selling their handmade products to more than 148 different people. Safina shared her personal experience by saying, “It was my first time and I have to confess that I did not think I was up for it. But it turned out be such an amazing experience of my life that it’s priceless. I got a lot of support from people around me and learned how exactly this particular business is supposed to be run.” She thanked the organizers of the competition for giving her and her team members this opportunity.

Team Leader: **Safina Anwar**, Mehwish Noureen, Ishrat Saleem, Aliza Irfan, Zeenat Bibi
(Vocational Training Institute Sillanwali)

28. The Teen Captain

Still in her teens, Naila Parveen scored the rare chance to participate in the 'Emerging Entrepreneurship Competition'. This 18 year old girl did not just participate but became the team leader of a group of four other girls.

Naila and her team chose a very conventional idea for their business idea. The firm determination of Naila convinced her team members to run the business based on her skills of making artificial jewelry: bangles crafting, earrings, necklace etc. The team worked on the very wise choice resulting in the form of an accumulated profit of PKR 3,670 by serving only 27 people in total taking the project to a huge success. The team smartly divided the work load which took the business to another level. The group leader was the designer who finalized the designs and outlook of the handmade bangles and along with the assistance to two other group members who focused on the hand-crafted bangles. In order to increase productivity and to maximize their market outreach, all the group members took jewelry from the stock and visited different areas.

The team did not only make artificial jewelry but also sold some wood work items such as clock, hat, spoons etc. Therefore, the initial capital money was spread over the raw material for the jewelry and the wood work.

"This was without doubt a life changing experience for me. I have never felt so independent and confident about myself. Now I can not only bare my own expenses but also support my family to some extent at least and that feeling my friend is priceless", shared Naila while thanking the organizers of the competition for the exposure she gained.

Team Leader: **Naila Parveen**, Shakila Sajid, Noreen Afzal, Rida Anwar, Shazia Batool
(Vocational Training Institute Sillanwali)

29. Mutli-Combination Stall

“In a country where females are not given as many opportunities as men, I was ecstatic to be able to take part in an entrepreneur competition amongst male members”, said Sehrish Chaudhry in a confident voice. Sehrish and her team set up a multi-combination stall at their institute where they offered hand fans which the team made themselves and unique accessories like pony, catcher etc. for sale. Their hand fans and other items gained popularity in no time. Their stall was barraged with students as soon as it was break time.

Keeping in mind that their institute not only had student population but also instructors, they decided to keep various types of decoration pieces at their stall to target the faculty members. Much to their surprise, their decoration pieces were an equal hit. All the group members used to manufacture these items at home and bring them to their institute for sale the next day. These included hand fans of numerous different designs and colors, fancy accessories which they decorated themselves with different beads and threads etc. The group members recalled having total support from their family members. They made a profit of PKR 1,300 by serving to more than 28 individuals. The only major challenge faced by some team members was the long distance they had to cover to make it to the institute every day. Nonetheless, the spirit of gaining a new learning experience kept them charged and determined.

Summing up her conversation, Sehrish said, “The competition was a wonderful experience. All of the group members learned how to interact with real customers and the best part was that the girls got to know how to interact with people in practical life. Each group member used to work from home but now they know how to market their product and get a fair price for their hard work”.

Team Members: **Sehrish Chaudhry**, Madiha Zafar, Sadia Ashraf, Sabrina Maqsood, Amina Alam (Vocational Training Institute, Sillanwali)

30. The Handmade Products

The team of five members lead by Rukhsana Kousar chose a very conventional idea to run their business. With determination Rukhsana was successful in convincing her team members to capitalize on her skills of hand made goods like fans and bags. The idea turned out to be a very wise choice as it resulted in an accumulated profit of PKR 1,270 by serving only 22 people in total and proving that the project was a success story to share.

The team worked well with coordination. They divided the work strategically so that each member was equally involved. The group leader, Rukhsana, was the designer who finalized the designs of handmade bag and fans. She got help from two more group members whereas the remaining two group members managed the department of sales and promotion - advertising their product and setting up and decorating the stalls. They were able to reach out to more people than expected due to their advanced thinking. The team decided to not only supply their goods at a specific place on a stall but also to go door to door which would not only give them more experience but also more profit.

“This was without doubt a really nice experience. I learned the important lesson that with proper determination one can do whatever they want to do. I have never felt so independent and confident about myself. This vital experience also gave me a sense of security that if and when time would require me to work on my own, I can and I will. This way I won’t have to rely on anyone else”, shared Rukhsana while appreciating the initiative of the organizers of the competition.

Team Members: **Rukhsana Kousar**, Shumaila Nasreen, Saira Muneer, Kainat Shahid, Iffat Umar (Vocational Training Institute, Sillanwali)

31. Food All the Way

Asma Zia and her four group members from Nankana participated in the “Emerging Entrepreneurship Competition” in order to sell delicious home-cook food that they expected would bring them a lot of profit. According to the team members, they chose this idea because they already had the experience of cooking and calculated it to be the most suitable and money-making idea.

Asma’s group did not only put stall in their own college but they also expanded to nearby schools and colleges. “Being the group leader, I took upon the responsibility to keep the stock of all required ingredients for cooking. Since I also had to cook with the team, at times when I was not available for stock management, another team member would do that. All in all we were all learning everything in the process”. She further mentioned that two group members were given the responsibility to market the business and manage the sale and stock at both the stalls. Another responsibility that Asma kept for herself was to manage the finances and keep a record of all transactions. Overall, Asma and her group managed to sell more than 1200 items at the canteens and make a profit of almost PKR 850. The group highlighted that their most sold items included dishes like *naan tikki*, *fruit chat* and juices.

Asma thanked the organizers of the competition to have allowed her and her team members to gain the practical knowledge about how to operate and manage a small business. “The experience and exposure gained from the competition turned out to be a life changing factor for me and it has surely affected my personality permanently”, shared Asma while mentioned that she learned a lot from the unique experience to deal with so many different kinds of customers on a daily basis.

Team Members: **Asma Zia**, Misbah Akram, Samina Sarwar, Arooj Fatima, Itrat Warda (Vocational Training Institute, Nankana)

32. It's All About Food

Five college girls from Nankana entered the “Emerging Entrepreneurship Competition” with the passion to disprove a general societal sentiment that girls cannot do as much work as men. According to the group leader Sadia, the team was confident since day one that they will be able to bag a sizeable profit. The team placed various food stalls at numerous schools, colleges and academies in the area.

Sadia shared that her food stalls included several dishes like *gol gappay*, milk shake and *dahi bhallay*. “I did most of the work in the competition as the group leader. However, every group member had a vital contribution to our group’s success and I cannot thank them enough”, shared Sadia while explaining the operations of her group. Sadia’s team made more than 700 sales during the competition and earned a profit of PKR 1,170.

Speaking about her experience in the competition, Sadia said, “Participating in the competition was the best decision I ever made. It not only provided us the perfect platform to gain the required business and management skills but also served as a major confidence booster.” She stated that on the whole, the competition has taught her how to set up a lucrative business from a very small investment, and then how to manage and operate it. She further mentioned that her group’s visit to a boy’s higher secondary school in the area was the most challenging part of the experience. She mentioned that since all her group members were girls, it turned out to be a tough job to run a stall in an all-boys campus. However, she mentioned in an accomplished tone that they learned a lot from that experience too.

Team Members: **Sadia Tabassum**, Amina Aslam, Fozia Sarwar, Shaista Parveen, Mehwish Majeed (Vocational Training Institute, Nankana)

33. Versatile Product Line

A group of five girls from Sukheki participated in the “Emerging Entrepreneurship Competition” in order to prove that they are hardworking and responsible members of the community. The group leader Humaira explained that in their group’s first meeting, they decided to not invest all their money in one business idea and rather have a versatile product line. They made and sold dresses for children and handicraft items like *naale* and fans.

Humaira pointed out that her group chose these business ideas because they could easily be worked upon at home. “We ensured that our dresses were unique in designs and expected them to sell quickly. Similarly, the other item was hand-made fans which were also expected to sell quickly due to their heightened demand in light of growing load-shedding in the country”, shared Humaira. The group sold dresses at various shops along with the handicrafts, but Humaira particularly added that majority of their handicraft items were sold at their own college. Being the group leader, Humaira took up the responsibility for dealing with clients and helped them in dress making whereas she divided the rest of the group in two teams responsible for dress making and handicrafts each. Humaira’s group accumulated a profit of up to PKR 1,500.

Humaira and her team claimed to have improved the most in the marketing and sales department. She mentioned that the ability to sell something to a potential customer is a very powerful tool. And thanks to this competition, now her entire team feels confident as good saleswomen. Humaira pointed out that even though it was particularly challenging for her to coordinate among the group members while allowing them to work independently. But she mentioned that this experience has taught her how to be in the leadership role and respond in a time of crisis and work toward the goal regardless of any hurdles in the way.

Team Members: **Humaira Dildar**, Kubra Manzoor, Qurat ul Ain, Asima Younis, Farzana Asghar, Saba Parvez (Vocational Training Institute, Nankana)

34. IT for Females

Mahnoor and her four friends from Kamoke took part in the “Emerging Entrepreneurship Competition” in order to provide computer training courses to the students from the marginalized community. “Our courses included both theoretical lectures and practical workshops. We did not only choose to do this business because we were computer students ourselves but we steadfastly believed that young girls deserved to be trained in computer management in order to survive in today’s competitive world”, shared Mahnoor.

The group offered training in various courses including office management and softwares like Inpage and CorelDraw. Mahnoor’s group set up their workshop in their college, while they provided lectures both at school and through home visits. Speaking about division of labor, Mahnoor said, “I was in charge of delivering lectures, two group members took up the responsibility of finance and management department while the last two team members conducted the practical workshops.” She revealed that their team’s goal was to provide 15-20 minutes to each software in their list of services each day. Overall, Mahnoor’s team was able to cater more than a hundred students and they managed to gather profit of around PKR 5,000.

Mahnoor thanked the organizers of the competition and pointed out that it has helped her a lot personally and professionally. “It has polished my communication skills and bettered my ability to deal with customers and do marketing. I received elite exposure by personally meeting with school principals in order to present our proposal and reach an agreement”, said Mahnor. She further explained that each member of her group received confidence boost through the competition. She ended her conversation with recommending all her fellow students and peers to participate in events like these to improve their capacity to perform will under pressure.

Team Members: **Mahnoor**, Ammara Khan, Irsa Younas, Rida -Abdul- Star, Rabia Amin (Vocational Training Institute, Kamoke)

35. Emerging Electricians

Arslan Rashid and his four group members from Hafizabad District participated in the “Emerging Entrepreneurship Competition” in order to have practical experience in their field of education i.e. electronics. Being the team leader, Arslan explained that the team had several group meetings before finalizing their product and mutually decided that since the entire group shared the interest in electronics, the team decided to set up a stall that provided most needed electronic services at cheap rates. Their services included energy saver repairing, motor winding, electrical wiring and fan repairing.

Arslan’s group placed one stall in their college and another in a shop at the nearby market. Explaining why his team installed two camps, Arslan revealed, “We placed the first stall in our college since it was very easier to manage and operate whereas the second stall was necessary to have our business emerge in the market and receive work orders.” Arslan divided the team into two groups every day and handled both stalls simultaneously. He listed energy saver repairing as his most sought after service and mentioned that his team completed more than 35 orders during the competition and accumulated a profit of PKR 1,890.

At the end of the competition, Arslan pointed out that he and his team did not have any practical knowledge about running an electronics shop before the competition. Thanks to the competition they had a unique experience and resourceful journey. He stated that the experience gained from the competition has made him and his team knowledgeable and mature individuals. In his remarks, Arslan admitted that even though motor winding and electrical wiring were two very difficult tasks, the team did not shy away and kept them in their services list. The team successfully completed their orders and thankfully it was a wonderful learning experience for each team member. Lastly, he thanked event organizers for all their efforts.

Team Members: **Arslan Rashid**, Muhammad Asif, Mohsin Nawaz, Sami Ullah, Amir Rauf (Vocational Training Institute, Hafizabad)

36. Once in a Lifetime Opportunity

A group of five girls from a college in Gujrawala participated in the “Emerging Entrepreneurship Competition” to seek exposure that they would have never been able to gain if it was not for this competition. Belonging to conservative families, each of the group members knew this was their only chance at such an opportunity. Iqra, the group leader explained that during the first meeting of the group, they concluded that since they cannot go outside the college, it would be best if they operated a canteen and food stall with a versatile product line in their own college.

The girls sought help and guidance from their teachers on how to run a canteen and food stall in their college. “Since I was the group leader, I decided that I would take over the responsibility of book keeping and finance management as all other girls contributed in the sales and were mostly present at the stall to ensure good service”, shared Iqra. In addition to that, Iqra stated that each girl was assigned her own specific and unique dish, which she was supposed to make on a daily basis. Overall, Iqra and her team sold more than 35 items and gathered a total profit of PKR 710. She mentioned in her remarks that her stall’s most sold items included *dahi bhallay*, *aalu waala naan* and *basin waala naan*.

At the end of the competition, Iqra pointed out that just as she expected, the competition was a distinguishable once in a lifetime experience for her and her entire team. Most valuably, they learnt the value of money and just how hard it is to earn it. She added that playing the role of team leader allowed her to gain leadership potential and direct dealing with all kinds of customers turned out to be a source of confidence for all the team members.

Team Members: **Iqra**, Misbah, Asia, Sahira, Fakhira (Vocational Training Institute, Sangla Hill)

37. Beating the Heat

Mussadiq Hussain and his friends from Sangla Hill participated in the “Emerging Entrepreneurship Competition” to make full use of the summer season and sell the most season friendly product on the market for the time. Mussadiq’s team sold a vast variety of fresh and cold juices to an all-inclusive customer base. He mentioned that the team decided in the first meeting that they were going to capitalize on this idea and mark their position in the market by providing a wide variety of juices and cater to a large customer base.

Mussadiq’s team sold the juices at roadside, schools, hospital, metropolitan areas of the district and any other area they knew would have many commuters at the time. Speaking about variety of juices, Mussadiq explained that the team started off with fresh fruit juices but then they added squash juices and eventually their product portfolio included *ice golla* too. As expected, the team received a good response from the market and managed to sell more than 55 juices during the competition. They reported to have collected PKR 790 in profit. The team shared that their most sold summer juices included *faalsa* ka juice and sugarcane juice (locally known as *row*).

“The most prominent and consistent challenge faced by my team was to face the heat since all team members had to make the sales in direct sunlight. Therefore, each salesman was allowed to have one juice for himself each day on the team’s budget”, shared Musaddiq. He mentioned that he did not expect that they would learn this much from the competition. The team learned new things every day - from leadership skills to team management to finance management to risk analysis. Conclusively, he thanked the organizers of the competition and urged them to continue the good work.

Team Members: **Mussadiq Hussain**, Salman Ali, Waqas Ali, Safwan Ali, Mohsin Imtiaz (Vocational Training Institute, Sangla Hill)

38. Consistently Improvising

Mehak and her friends from Sangla Hill participated in the “Emerging Entrepreneurship Competition” in order to take advantage of the increased need of a stationary shop at their college. Even before entering the competition, Mehak’s group had decided that they would set up a stationary shop in order to cater to its growing demand.

Mehak knew that running a stationary shop did not require all five team members. Therefore, being the team leader, she soon decided that the team will have another side business. A group of two members from Mehak’s team started another small business of selling fresh vegetables at the college, under her supervision, in order to maximize the team’s profit. Mehak explained that the stationary shop was undoubtedly their primary focus as they sold a vast variety of pencils, erasers, rubbers, sharpeners and many other stationary items. In order to take their business to another level, the team set up stationary stalls at nearby schools and colleges as well. At the same time, the two team members running the vegetable shop brought seasonal vegetables in a considerable quantity to sell in one day with a reasonable profit.

Overall, Mehak’s team made more than 20 sales during the competition. She mentioned that her team’s most sold items were related to the stationary business. At the end, the team managed to bag an impressive profit of PKR 2,000. “I have learnt a lot from the competition, especially about leadership skills since I was the team leader. It was a very unique, memorable and learning experience indeed. All team members had a big boost in confidence since we had not had any practical experience of dealing publicly before the competition”, mentioned Mehak.

Team Members: Mehak Mustafa, Saba Rasheed, Sadaf, Gulshan, Amna (Vocational Training Institute, Sangla Hill)

39. Foodilicious

Nadia and her friends from Jandiala Sher Khan had a detailed discussion over their choice of business idea after the entering the “Emerging Entrepreneurship Competition.” First, the group chose to sell handicrafts in their college but that idea was discarded because many other groups from her college intended to conduct that business in the competition. Therefore, in light of bringing some innovation into the product idea, Nadia explained that the group decided to set up a food stall and canteen in the college.

According to Nadia, the reason behind the change of decision was that her group wanted to have original and unique business idea. She explained that each member of the team was given a different duty to perform each day as it helped them understand all tasks related to the business. Someday, one individual would cook and then the next day they would be selling items at the stall. Overall, Nadia’s group managed to sell more than 400 food items from the canteen and calculated to have accumulated a total profit of PKR 2,500. The group’s most sold items included *pakora* and *samosa*.

At the end, Nadia shared that the competition had helped her gain confidence and meet new people. In her remarks, she said that since now she has experience of selling different food items to customers, she is a completely new person that is who reluctant to talk to new people. Additionally, the team acknowledged that the competition had taught them about teamwork and working in coordination with team members. Nadia admitted, “It was a challenge for my team members to fry different items but I supervised each frying session and ensured that all security measures were taken so thankfully everything went well.”

Team Members: **Nadia Arshad**, Niyyab Khaliq, Mafia Amanat, Shaqufta Bibi, Fazilat (Vocational Training Institute, Jandiala Sher Khan)

40. Dressing It Up!

Nida along with other group members decided to take up the business of stitching and dressmaking for the “Emerging Entrepreneurship Competition”. Nida explained that all her group had some experienced tailoring and they formed a team to capitalize on their stitching skills. She further explained that all the group members had received vocational training in the area of stitching and that’s how they formed a team.

Explaining the team work amongst the group members, Nida explained that her team members divided different tasks of dress making and everyone selected the task they performed the best. She revealed that one team member was responsible for stitching, one for cutting, and one for designing and so on. The group sold their dresses in the college as it was not feasible for them to sell the dresses outside. According to Nida, her group’s most sold items included various dresses for ladies like frocks, *shalwar kameez*, tops. Overall, her group reported to have sold more than 6 dresses and earned a profit of PKR 1,460.

“The competition has allowed us to grow as individuals. We have been able to learn a lot every day because it was our first experience to operate a business”, mentioned Nida in a thankful tone. She highlighted that if her team had been able to sell the dresses outside the college and perhaps organize an exhibition somewhere, they would have been able to bag an even larger sum in profit. However, she confessed that even though it would have made difference to the profit, the experience to work in the college was an equal learning experience. Nida pointed out that her entire team learned the most about dealing with different kind of clients and market their product.

Team Members: **Nida Mehmood**, Qafia Rehmat, Shumaila Ilyas, Chanda Shehzadi, Fozia Ashraf (Vocational Training Institute, Jandiala Sher Khan)

41. Benefitting from Monopoly

Inzmam Ali and his friends took part in the “Emerging Entrepreneurship Competition” in order to operate a canteen in their college and make it profitable to win the competition. The main reason for the team to select this business idea was the augmented demand of a canteen in their college. Their institute had a small “khokha” where only very limited items were available which often finished even before lunch time. The team knew that the students would love the idea of a full-fledge canteen on campus and hence went ahead with the idea.

Inzmam explained that his team only set up a canteen at their college and decided to run that immaculately other than dividing the team for canteen setups in other institutes. “As a team we decided to expand our own institute’s canteen and benefit the most from the lucrative monopoly we enjoyed over here”, shared Inzmam. He divided different daily tasks and responsibilities to different members of the group. He said that two group members were responsible to bring new stock on a daily basis while the other two took the responsibility to keep present at the stall at all times and manage the sales whereas he supervised everything and kept books and balances straight. The group claims that its most sold items included *nan tikki*, samosa and drinks. Inzmam and his group recorded selling more than 50 food items during the competition and gathered a profit of PKR 410.

“I think it was a great decision to enter the competition as it allowed us to push our boundaries and realize the pressures and risks involved in running a business. This will definitely help us limitlessly if we ever set up our own business in the future”, shared Inzamam. He confessed that the most difficult task for his team was to prepare *nan tikki* on a daily basis.

Team Members: **Inzmam Ali**, Mohsin Ali, Saad Ashraf, Adil Jameel, Rehman Ali (Vocational Training Institute, Jandiala Sher Khan)

42. Not Giving Up!

Abdul Rehman and his teammates from Murdike participated in the “Emerging Entrepreneurship Competition” in order to gain experience of the *neel* making business. Abdul Rehman explained that he had once tried to set up a business of *neel* making but he failed to pull the idea through so he had to stop the business even before it started. However, now with the support of his team members and motivation of the competition, Abdul Rehman hoped to not only survive the business this time but also make it successful to win the competition.

The *neel* produced by Abdul Rehman’s team was sold to various shops in the market at flexible rates due to its varying demand and supply. He mentioned that this time it was easier for him to buy the raw material and start the processes due to the help received from his team members. He learned the value and importance of delegating smaller tasks to achieve bigger goals. His team was able to sell more than 18 *neel* cartons and gain a profit of PKR 300. He revealed that his experience was quite different this time since he was the leader of a group and it allowed him to harness his leadership potential.

Conclusively, Abdul Rehman claimed to have learned from the competition that even if something does not work out at a particular point, one should not lose hope and leave it in the middle instead one should work hard to finish them and give their best effort regardless of the result. “I am a lot more confident person now at the end of the competition and I’ve realized that competitions like these are very important to boost self-confidence and garnish a positive spirit in the applicants”, mentioned Adul Rehman.

Team Members: **Abdual Rehman**, Attique Siddique, Nasir Amin, Tayyab Mehmood, H. Naveed (Vocational Training Institute, Muridke)

43. Triple Management

Haider and his teammates from Muridke took part in the “Emerging Entrepreneurship Competition” to implement various small business ideas and try their luck to win the competition while gaining experience and exposure. In his initial remarks, Haider explained that the team basically decided to conduct three different businesses during the competition including repairing of energy savers, selling chicken and decoration lights.

Explaining the reasons behind each business choice, Haider said that two members of the team conducted a chicken selling business because they deemed it to be more profitable whereas another two carried out the business of selling decoration lights and felt confident that their contacts would buy their items. Lastly, Haider himself was experienced in energy saver repairing so he tried to maximize profit from there. Haider added that the business of chicken selling was conducted in a stall set up on roadside whereas the other two businesses including energy saver repairing and decorative lights selling were carried without any business area. Overall, Haider’s team reported to have made more than 100 business transaction and accumulated a profit of PKR 1,200.

“The competition has precisely done what it was meant for since it taught us how to start a business with even the minimum amount of money”, shared Haider. He claimed to have realized from his experience that if one has good intentions and plans to work hard, one can start a business without worrying about anything else. He further mentioned that his team learnt time management too since they were taking classes in college at the same time. He explained that it was a challenge to divide time between studies and the chicken shop along with other business. However, they learnt a lot and overall did well in this department too.

Team Members: **Haider Ali**, Moazzam Ali, M. Umar Farooq, Rizwana Ramzan, Adnan Ali (Vocational Training Institute, Muridke)

44. Crazy About Food

Sana Zainab and her teammates from Muridke participated in the “Emerging Entrepreneurship Competition” to step out of their comfort zone and try something challenging. Sana explained that her group was motivated to do something meaningful with their free time in school so they joined the competition to have the experience of running a business.

The all-girls team decided to set up a canteen in their college since they expected it to earn the most existent demand for eatables in their college. Soon after the first week, Sana’s team decided to expand further and set up smaller canteens in nearby schools and colleges as well. “Being the group leader, I took upon the responsibility to sell the items and keep the record of all the inventory. Also, it was my responsibility to keep the books managed and calculate profit and loss”, shared Sana. She explained that duties such as purchase of raw material, sales, and transportation management were divided among rest of the group members. According to Sana’s group, their most sold items included *allu channay*, chocolate and soft drinks. The group reported to have sold more than 100 items and calculated a profit of PKR 1,500.

Sana confessed to have learned a lot from the competition. She mentioned that now all her group members are a lot more confident as they are familiar with the way to earn livelihood and now they don’t depend on anyone else. Sana appreciated that the competition had a lot to offer and since she enjoyed every minute of it, maybe if the competition takes place again she will participate again as well. Conclusively, she thanked the organizers of the competition and each member of her team for being such a good sport and working hard during the competition.

Team Members: **Sana Zainab**, Asma Naeem, Urooj Anwer, Sidra Anwer, Misbah Abdullah (Vocational Training Institute, Muridke)

45. Medical Camps

A group of five trained clinical assistants from Jandiala Sher Khan, who did not have much experience, participated in the “Emerging Entrepreneurship Competition” to put their training to test and set up medical camps for the benefit of public. The group leader, Ijaz Ahmad, stated that one of the main reasons of setting up medical camps was to provide cheap but accurate medical advice to the lower class of the society.

Ijaz’s team provided a wide range of facilities including multiple lab tests and routine checkups to surface a prescription or a recommendation. Ijaz explained that the team started with just two medical camps but after witnessing great success of their initial ventures, they expanded to several nearby schools, colleges and villages. He said that in order to provide uninterrupted and smooth services, the team divided all main roles of the business among different team members. One member made the slip while the other received payment. Two team members were trained to conduct tests while the last person was supposed to have a general checkup and monitor blood pressure, vitals, fever and other common ills. Overall, the services of the team listed tests for Hepatitis B & C, blood group and HB. Ijaz’s team calculated to have taken care of almost 500 patients during the competition and gathered a profit of PKR 500.

Towards the end, Ijaz confessed that the competition allowed them to learn firsthand how to deal and talk with patients to convince them. They also learned how to manage a clinic and keep every book maintained. Although, he pointed out that it was a big challenge to convince patients about their abilities since they were often perceived as very young and inexperienced.

Team Members: **Ijaz Ahmad**, Umer Farooq, Tahir Altaf, Hafiz Waqar Ahmad, Nabeel Islam
(Vocational Training Institute, Jandiala Sher Khan)

46. Food, Food and Food!

Imran and his friends from Safdarabad participated in the “Emerging Entrepreneurship Competition” in order to set up a canteen at their college and gain some business experience. Imran explained to have had chosen the business idea of running a canteen because it allowed the team to work during their free time in the college.

Initially, Imran’s team only operated one canteen at their own college but soon they expanded to numerous schools and colleges in the vicinity. Imran explained that it was a little easier for the team to conduct business because he had some experience in shop-keeping, so as he took the responsibility of managing the sale of the canteens and things became a little easier. Additionally, he pointed out that his contacts from the shop-keeping experience came in handy when he had to sell left-over food items from the canteen as he sold it to various different shops in the area. He mentioned to have had supervised all the canteens operated by his team and kept the balance sheet in check. Overall, Imran’s team sold more than 50 food items during the competition and gained more than PKR 1,000 in profit. The team’s most sold items included toffees, chewing gums, and slanty chips.

“The competition has helped us immensely to get over the fear of running our own business. It has taught us that even the smallest businesses with the least initial capital can be successful and profitable if given enough attention”, shared Imran who mentioned that the competition has helped his entire team to boost their confidence and now he is so confident that he even wants to try to continue the work along with his studies.

Team Members: **M. Imran**, M.Bilal, Faizain, Imran Karor, Adnan Khan (Vocational Training Institute, Safdarabad)

47. Roller Coaster Ride

Faiqa Yaseen from Sangla Hill and her four friends took part in the “Emerging Entrepreneurship Competition” in order to run a food stall. According to Faiqa, her team had a group discussion to consider various options for the competition and it was a unanimous decision to choose this business idea as they had experience in cooking and considered that this was the way through which they can make the maximum profit.

Faiqa’s team set up a food stall/canteen not only in their own college but also in several other nearby colleges. She explained that at first the team planned to operate a single food stall at their college, but after some time they realized that setting a new food stall would be very easy and would solve many of their problems so they added a couple more food stalls to their operations. She explained that one group member was in charge of one canteen and another group member helped that in charge. Overall, Faiqa’s team managed to sell more than 95 food items and bagged a profit of PKR 1,250.

Faiqa explained that participating in the competition was the best decision she has ever made. She stressed that the competition allowed her to step out of her comfort zone and put in her heart and soul to something she absolutely loved. She gladly said that everyone worked tremendously well and that has inspired them to work even harder. Faiqa’s group thanked the organizers of the competition and promised to convince their friends to apply for such competitions as well.

“I think apart from the experience of running a business, these kind of competitions are also quite important for character building, confidence building and improving your team management skills. I learned something new each day. It was a true roller coaster ride for me”, shared Faiqa.

Team Members: **Faiqa Yaseen**, Maryam Liaqat, Saba Kanwal, Sofia Aslam, Sonia Younas (Vocational Training Institute, Sangla Hill)

48. Twin Businesses

Saba Ashraf and her teammates from Sangla Hill took part in the “Emerging Entrepreneurship Competition” in order to pursue two different business choices that they thought were equally profitable. Saba’s group carried out a dress making business and operated a canteen at their college. According to Saba, her team made this decision because majority of the team members were not being allowed to leave the school to work for the competition so they could have either worked from home or at school.

Explaining the reason behind the two business ideas, Saba mentioned that the team planned so because they did not want to waste any time. During the day, all of the team members operated the canteen and sold any dresses if possible. In the evening, each team member would take their work to home and work over there before coming to college next day. Highlighting how hard her team worked, Saba said that they did not form any partnership and were able to sell more than 170 food items to gather a profit of PKR 1,500. However, she added that if they were allowed to work outside the college, the story would have been completely different. Saba’s team reported that its most sold items were *makai k sattay* and cold drink.

“The competition taught us that if we have good intentions and the ability to work hard, we can achieve any goal and run any business. Money is only a small part of a successful business campaign”, confessed Saba. She mentioned that the biggest challenge for her team was to convince parents and family of each group to allow them to work alone and become independent. In her final remarks, Saba thanked the organizers of the competition and recommended everyone in the current age bracket to apply for the competition.

Team Members: **Saba Ashraf**, Amina Zafar, Ishrat Aslam, Noureen Bibi, Maria Liaquat (Vocational Training Institute, Sangla Hill)

49. The Multipurpose Stall

Naila Ikhlq and her friends from Sangla Hill participated in the “Emerging Entrepreneurship Competition” in order to set up a multipurpose stall at their college. Naila’s group revealed that their business was multipurpose as they decided to sell jewelry, handicrafts, decoration pieces, dresses and many other profitable small items within the premises of their college. She explained that since her group included all girls, she thought we should take advantage of this and choose a business idea that women excelled in.

Apart from the daily sales at their college, Naila explained to have held an exhibition one day in the college too. She added that quite expectedly, their maximum sales were on the day of the exhibition since they kept a vast variety for sale on that day. Explaining the division of labor, Naila said it was her duty to buy any required raw material and then manage the sales at front end whereas one member was responsible for handling the money and keeping the books updated while everyone contributed in customer dealing and handicraft work. At the end, Naila pointed out that her group’s most sold items included jewelry and dresses. Her group reported to have sold more than 75 small items and gained a profit of PKR 600.

In her final remarks, Naila highlighted that she and her team enjoyed and learned a lot from the competition. The most useful tool she learned was to deal with customers and interact with various kinds of them. Lastly, Naila thanked the organizers of the competition to have given her this chance to have such a unique experience. She recommended all my peers and school friends to participate in such events as it is a great learning experience.

Team Members: **Naila Ikhlq**, Ayesha Kiran, Rimsha Manzoor, Sidra Zulfiqar, Suwabia Allah Rakha (Vocational Training Institute, Sangla Hill)

50. Earning Within the Boundary

Sangla Hill's Amna Tariq took part in the "Emerging Entrepreneurship Competition" in order to set up a canteen at the college. In her remarks, Amna explained that her team chose this business idea because they were not allowed to go outside the college and it seemed to be the best business idea that could be implemented in the college.

The food stall or canteen put up by Amna's team at their college included a vast variety of fresh food products. Amna explained that her canteen's specialties included *dahi bhalay*, *nan tikki*, slanty and other similar items. In addition to that, Amna explained that over time, since the team could not expand or go out of the school, they added new variety of food items like *alu wala nan*, chocolates and other items to keep new customers coming at their food stall. Overall, Amna's team reported to have sold more than 35 food items and earned a profit of PKR 1,000.

Towards the end, Amna mentioned that the competition has helped her grow immensely to become a better and knowledgeable person. She said that even her wrong decision and mistakes gave her a lesson to learn from and she has realized at the end that a woman can set up a business and run it by herself without depending on anyone else. She thanked the organizers of the competition and her teammates for their invaluable cooperation.

"I think every college student should participate in such events as they provide necessary exposure for you to think outside the box and gain confidence", said Amna while admitting that her team was not able to work at its full potential since they were restricted not to go outside their but she said they tried their best.

Team Members: **Amina Tariq**, Irum Iyaz, Mehreen Ikhtar, Zainab Hussain, Nida Manzoor (Vocational Training Institute, Sangla Hill)

51. Enhancing Beauty

Being the eldest of the family, Tayyaba was always the responsible one. She had to take care of the family from a very young age and always helped her mom with household chores. Her mother invested a lot of money in Tayyaba's education as she knew the importance of education. Deep down Tayyaba started feeling the responsibility to financially help her family. "The emerging entrepreneurship competition gave me the confidence and the boost to believe in myself and my dreams. I cannot express in words what this competition meant for me", said Tayyaba while explaining how thankful she was to the organizers.

Tayyaba and her team decided to offer beautician services to ladies at their doorstep. They decided to focus mainly on providing skin care, specifically facials. Together the team knew 4 – 5 different types of facials for different skin types. The team would go door to door, give free of cost skin consultation to the housewives. Those who got interested would get facial done. The team didn't charge a very high price for the facial as they knew people would not pay much in a rural setting. They aimed at keeping low prices but catering a greater audience.

Being the team leader, Tayyaba ensured that her team was never short on supplies for the services. She was always with her team and guided them where ever needed. Tayyaba and her team made a profit of PKR 600 and served 15 individuals. Tayyaba also informed that she made some long term clients and they still come to her for facial services. This way she is able to contribute to her family financially in her own way. She is also studying at the moment therefore has not started her own beauty parlor but plans to do so as soon as she finishes her studies.

Team Members: **Tayyaba Firdous**, Mehvish Hanif, Attia Rani, Mehnaz Irum, Sidra Begum (Vocational Training Institute Daultala)

52. Providing Electric Solutions

24-year-old Asad Usman and his batch mates from Narowal carried out a business of providing door-to-door electrical services and solutions through the “Emerging Entrepreneurship Competition.” Asad’s team did not only provide repairing services like their competitors but they also supplied all required electrical components to fulfill the task.

Speaking about his business idea, Asad explained that they were not just electricians who received very little training like the majority but had acquired electrical diploma and so they aimed to provide complete electrical solutions to their customers. They strived to fulfil all requirements of the customers without any outsourced help. Due to the unique business approach, Asad’s team was soon popular and in-demand in the area. He revealed that his team’s reputation spread outside their village and soon they were visiting homes in the entire Narowal district. Overall during the course of the competition, Asad’s team dealt with almost 250 homes in villages and acquired a total profit of PKR 59,000. In his remarks, Asad admitted saying, “Our success was mainly attributed to the fact that we made it our objective to facilitate our customer and take care of everything involved in the task on our own.” The list of most sold items or services of the group included switches, sockets and repairing of motor and bolts.

At the end of the competition, Asad proudly said, “I have all the intention to carry on my business and hopefully I will be able to expand it further one day to make a lucrative career out of it.” Giving advice to his age-fellows and peers, Asad said that if one wishes to do some work, they just have to work hard towards it regardless of what it costs. One can never succeed at anything by sitting idle at home and not trying anything.

Team Members: **Asad Usman**, Zeeshan Ahmad, Muhammad Sajid, Saqib Ali, Yasir Iqbal (Vocational Training Institute, Zafarwal)

53. Doing What Matters

Bahawalpur's teenager Maham Noor and her school fellows started a beauty parlor in their college to partake in the "Emerging Entrepreneurship Competition". The parlor provided a wide range of services including skin treatment, facial, manicure, pedicure and more. The group's leader, Maham, explained to have chosen the business idea because her group members were all young beauty-conscious individuals.

Maham's group did not only operate a beauty parlor shop at their college but they also visited several customers at their homes to provide door-to-door services. Overall, the group provided services to almost 300 clients. Maham explained that being the group's leader, she made sure that only she handled money and delegated tasks to other group members. This ensured unity and discipline in the group and the team was able to work together very well. Some of Maham's group members spent the day at the beauty parlor while others went to customers' home to provide different services. In addition to that, Maham added that her team also provided training to several volunteers who interned at their shop for the duration of the competition. Towards the end of the competition, Maham's group was able to bag a decent PKR 68,000 in profit from their hard work.

In addition to the money earned, Maham stated, "I am extremely happy to have had the opportunity to conduct a business by myself, learn about its day-to-day issues and cash flows. This will definitely help me survive in this world and have a positive effect on my personality." In her remarks, she confessed that things were a lot easier and everything went smooth for her because she choose to work on something she felt passionate about. Hence, she recommended others to follow their dreams and work on their interests to achieve their goals in life too.

Team Members: **Maham Noor**, Iqra Sarwar, Shagufta Naz, Erum Shahzadi, Ayesha Anwar (Vocational Training Institute, Bahawalpur)