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# Case Studies

*The Emerging Entrepreneur  
Competition*

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### 1. Selling CDs

As a visionary student of computer science, 26-year-old Muhammad Tahir Iqbal from Faisalabad proved his brilliance when he came up with the idea of providing various computer application software CDs in the market. Tahir pointed out that a vast majority of the rural area did not have any clear knowledge about downloading different softwares from the internet and/ or how to use different softwares for that matter.

According to Tahir, his team did not only sell CDs but also marketed different widely used softwares and delivered presentations about how to use them. Tahir shared that his team mostly targeted audience in schools and colleges but also catered to different medium-sized shops in the market areas of their community. He recalled to have sold more than 500 CDs during the competition which helped the team pocket a total profit of PKR 350. Explaining how his team conducted business, Tahir revealed that two members were delegated the duty to buy different CDs from market while the other two members had the task to sell them in different schools and colleges. He revealed that the second team sometimes had to acquire written permission from the principal or school management in order to conduct business on campus. Tahir confessed, “We were not able to meet all of the demands enlisted by various customers, but we did indeed catered to most of them.”

He further added that there was a high demand for CDs of softwares including Microsoft Office, AutoCad, children cartoons and spoken English courses for teachers. “The competition fostered a positive environment and brought about the spirit to do marketing. It was a game changer in our lives as it gave us immense confidence,” said Tahir while explaining what the team learned about marketing: it is all about patience and convincing the customer logically and politely rather than being aggressive.

Team Members: **M. Tahir Iqbal**, Ali Hassan, M. Zeeshan Rasool, M. Yasir Mahmood, Ahsan Mahmood (Vocational Training Institute, Faisalabad)

### 2. Aspiring Electricians

Shabbir Hussain from Faisalabad is an aspiring electrician. He was particularly motivated to participate in the “Emerging Entrepreneurship Competition” because he wanted to put his knowledge and gain experience in the field to work. Shabbir gathered a team of five members who shared the same ambition to conduct the business of energy saver assembling and repair.

Shabbir expressed, “All members of my team were students of electronics and they were motivated to use the skills they had learned in the class and perform a practical during the competition.” He revealed that his team started off with 48 energy savers and the number grew exponentially. According to Shabbir, they marketed the energy savers to different shops in commercial markets all over the city – specifically catering to medium to large sized electronic stores. Shabbir and his team sold more than 500 pieces of energy saver and gained a total profit of PKR 1,000. According to Shabbir, the team was able to perform well because they worked as a complete team and marketed the product with a united effort.

Conclusively, Shabbir thanked the organizers of the competition as admitted that this kind of competitions are extremely rare. He shared to have learned a lot about the electronic market and how-how to deal with customers. He added that the ability to turn a potential customer into a real customer was the key learning factor. “The exposure of this kind was not at all possible if they had not taken part in the competition since colleges are not designed to provide this kind of practical experience. I still sometime receive calls from my customers who are keen to buy the energy savers again but are sad to hear that my business is no longer operational,” shared Shabbir.

**Team Members:** **Shabbir Hussain**, Sami Ullah, Umair Shabeer, Ijaz Ul Haq, Sajid Mahmood (Vocational Training Institute, Faisalabad)



### 3. Taekwondo

Being a renowned taekwondo player and trainer, Shaheryar had just the right plan to implement when he signed up for the “Emerging Entrepreneurship Competition.” Expressing why he and his team particularly chose to give taekwondo classes, Shaheryar said, “It is not just an activity anymore. You need to have these skills to survive in today’s world and to live a better life. Therefore, I decided to pass on the knowledge and experience I have in the field to school children.”

To set up their business, Shaheryar and his team visited numerous school principals and convinced them to allow the team to provide taekwondo training to the students. Shaheryar was lucky to have gathered a team of individuals who shared the same passion for taekwondo as him. Together, the team was able to convince almost eight schools in different vicinities, each of which allowed the team to train as many students as they could convince. Taking the challenge, the team set up stalls telling students about the importance of taekwondo. Within no time, the team estimated to have registered more than 1000 students from different institutes.

Clarifying the tasks divided amongst the team members, Shaheryar explained, “I took upon the responsibility to meet with principal and finalize the deals, whereas my team members conducted trainings in those schools under my supervision.” Shaheryar added that his team received compensations from schools on a monthly basis.

At the end, Shaheryar highlighted that his most proud moment during the competition was to have several students admitted to a sports club and see his students receiving admission to different colleges on sports scholarship. He pointed out that two of his students have recently been admitted to an Army School due to their taekwondo training.

Team Members: **Sheharyar**, Khuram Rasheed, Imran Abdulah, Asima Faiz, Rabia Kouser (Vocational Training Institute, Faisalabad)

(12,700 Profit not mentioned)

### 4. Marketing Mix

Muhammad Hamza from Faisalabad formed a unique partnership with his cousin, who worked in a chemical company in Karachi that supplied all sorts of chemicals all over the world, in order to take part in the “Emerging Entrepreneurship Competition.” He took upon the task of marketing various chemicals of the company and explained that the idea was to buy these chemicals at cheaper, discounted rates directly from the company and then supply them to small-scale retailers after keeping a considerable profit margin.

First of all, Hamza started off with gathering a team of five members who shared the same interests and entrepreneurial spirit. Thereafter, he explained to have bought the first round of chemical products from the company and supplied it to various superstores, schools, colleges, hospitals and other customers. He stressed that the supplying required a lot of hard work and time management skills since all team members were college students who had classes from 8am to 1pm at least. They only had three hours from 1pm to 4pm to conduct business. Moreover, he explained that the entire team travelled together and he had to supervise each deal since not all team members were experienced enough to work on their own.

Discussing their product portfolio, Hamza explained that it mostly included chemicals needed for cleaning; specially toilets, clothes, sofa, computers and more. He quoted to have sold almost 52 products and garnered a decent profit of PKR 1,445. “I am thankful to my team for their support and cooperation. Each team member worked harder than I expected. They have now gained enough confidence to talk to customers, market different products and persuade customers into buying their products,” said Hamza.

**Team Members:** **M. Hamza**, Sajawal Sadique, Adil, Mozammal Hussain, Mehmood ul Hassan (Vocational Training Institute, Faisalabad)



### 5. Capitalizing on Electricity Shortages

Ahsan Elahi and his four other team members from Faisalabad entered the “Emerging Entrepreneurship Competition” with the idea to assemble and sell energy savers in their local market. Ahsan explained that the team chose this idea simply because the electricity cost is mounting endlessly and the demand of energy savers is rising as a result. Additionally, he pointed out that due to the load shedding all over the country, people use UPS batteries to light the energy savers and voltage fluctuation often results in their malfunctioning. Thus, it further enhances the demand for energy savers in the market.

Ahsan explained that in the initial phase of the business, the team supplied 150 energy savers to different towns in city. Their sales were the highest in the under-construction homes and shops. As expected, the demand for the energy savers caught up in no time. He explained that one happy customer recommended the energy savers to another and before they knew it, they had orders piling up. The demand exceeded the production. Ahsan and his team calculated to have sold more than 25,000 energy savers during the competition and made a profit of PKR 33,075.

Explaining how his team managed to accumulate such an impressive profit, Ahsan revealed, “I brought all the necessary material for assembling the energy savers and often repaired old ones too. The rest of the team was divided in two groups, each of which sold the energy savers and took orders from the clients.” Lastly, Ahsan stressed that he understands the value of the experience gained and different skills he learned during the competition. He recommended that such competitions should be held throughout the year and should be considered to be incorporated in the curriculum.

**Team Members:** **Ahsan Elahi**, M. Ali Imtiaz, Rajab Ali, M. Umair Saleem, Muhammad Usman (Vocational Training Institute, Faisalabad)

### 6. Computer Basics

Rizwan Akram and his team members from Faisalabad entered the “Emerging Entrepreneurship Competition” with a vision to set up a computer academy to help Madrassah students from different villages acquire basic knowledge to operate computers. In his remarks, Rizwan explained that “I am passionate about spreading basic computer knowledge among the young generation because I believe that computer and technology is the eminent future and key to prosperity.” Additionally, Rizwan confessed that his experience as a computer lab assistance swayed him a lot towards this goal to teach students about computer handling.

Rizwan shared that the basic motto of their team was to give basic knowledge and teach children how to use computers. The team enrolled students from various backgrounds, including students from nearby villages specifically those enrolled in local Madrassah. “We did not have a building to operate so each of our team members would invite five students to their home in the evening and conduct classes for about an hour and a half”, said Rizwan. He further explained that the team members put up brochures in different crowded areas that advertised cheap rates for training of numerous computer applications including MS Office and basic operating system handling.

Rizwan explained that each team member taught almost five students so overall they taught 20 students and made a profit of PKR 400. “Even though it was a competition, my team was not competing to make maximum profit but we were working to enhance the knowledge of computers in our community. I remember when I was a child, I was not given any such exposure,” shared Rizwan. Lastly, he stressed that it was particularly difficult for him to convince people about the value of computer training and its importance in practical life.

**Team Members:** **Rizwan Akram**, Zahid Ali, Muhammad Bilal, Ijaz Ahmad, Hamza Zia (Vocational Training Institute, Faisalabad)

### 7. Safe Drinking Water

Muhammad Naveed and his team members from Faisalabad decided to take up the issue of water pollution and spread awareness about safe drinking water at the “Emerging Entrepreneurship Competition.” The team decided to cater various villages and towns with substandard water conditions and initially spread awareness about water safety and then offer to set up small-scale water filtration units for home use.

Naveed explained, “Our team members visited different homes in the area and conducted various water tests. Since we already chose the area where water quality was low, majority of the tests showed negative results for healthy water. Thereafter, our team members provided the home owner with basic knowledge and awareness about safe drinking water and how to prevent diseases caused by drinking substandard water.” According to Naveed, “once the homeowners agreed to set up water filtration units, a separate group of team members would come and do the installation.” He revealed that being the leader, he kept several duties, like customer dealing and installation of water filtration units, to himself while other tasks, like visiting different homes and conducting water tests, was delegated to different groups within the team.

Naveed’s team dealt with hundreds of customers and installed the water purification system in 37 homes. The team reported to have accumulated a total profit of PKR 500. He concluded that “it was a fulfilling experience to spread awareness among our own community about safe drinking water and warn them about the grievous diseases caused by drinking unsafe water.” He stressed that the team members worked really hard to cater maximum villages in the area and at least provide them with basic knowledge of water safety even if they did not want or could not afford to buy our water purification system.

**Team Members:** **Muhammad Naveed**, Asif Iqbal, Ali Raza, Sajid Ali, Hafiz Muhammad Imran (Vocational Training Institute, Faisalabad)

### 8. Trading Animals

Sohaib Ijaz and his team from Faisalabad fully utilized the season of 'Bari Eid' during the 'Emerging Entrepreneurship Competition' and decided to carry out the seasonal business of cattle trading. The team did not only buy and sell several animals but also provided innumerable accessories for animal lovers to take care of animals before sacrificing them.

Sohaib admitted that "every year I saw many professionals making more money on just the three Eid days than they made throughout the year. Therefore, when I learned about the opportunity to run my own business, I knew that I had to be one of those people." He explained that his team members visited different animal markets or "*Mandi's*" in order to look for healthy animals that could be easily sold again in the city areas. However, he stressed that since the team had to build up their business from a small investment, they did not want to take any risk. The team mutually decided that the group leader will settle rates for every animal that the group bought. While purchasing animals, the team realized that accessories were more profitable, easy to trade and less risky products when compared to animals. Therefore, they decided to concentrate on the accessories as well.

According to Sohaib, the team traded many accessories for animal care but the most sold items included *ghungru*, eye patches and bells. Sohaib and his team made a profit of PKR 3,330. "It was a great feeling to have had the opportunity to run your own business for the first time. There were many hurdles in the business because they had zero experience in dealing with customers but they overcame them during the span of the competition and learned a lot", expressed Sohaib.

**Team Members:** **Sohaib Ijaz**, Ansar Abbas, Yasir Ali Mumtaz, Muhammad Jamshaid, Kamran (Vocational Training Institute, Faisalabad)

### 9. Working & Studying

Benefiting from a little prior experience as tailors, Asma Iqbal and her four friends from Faisalabad entered the “Emerging Entrepreneurship Competition” to extend their small business and win the competition. According to the girls, they mostly stitched and sold clothes for females only because the females in our society are fashionable as compared to men. Moreover, there is a vast variety in designs and styles for women clothing.

Asma explained that all girls worked together to make different clothing items for females and once the products were ready, the team started selling their products. Asma and her team held several exhibitions to showcase their designs in Vocational Training Institutes, parks, schools, colleges and other market areas. According to their team leader, “almost all girls knew how to stitch and design clothes but since we also had to buy raw fabric and sell our final dresses, I often delegated duties to different team members on a rotational basis so that every member received a chance to learn and have the experience each aspect of the business.” Owing to the hard work and dedication put in by the entire team, they were able to earn a profit of PKR 60,000.

The team admitted that they owed their success to the creativity and originality in each and every design. According to Asma, their most sold items were the uniquely styled frocks and open shirts. She stressed that despite the great profit, in her opinion, the team would have performed far better if they did not have exams simultaneously. She said, “Even though we enjoyed working more than studying, we had to manage time between both.” The girls confessed to have had gained immense confidence and according to one team member “the competition allowed them to discover a hidden talent within them that they never knew existed.” Asma concluded saying, “we learned the most in the department of marketing and sales because we did not even know how to talk to customers before this competition.”

**Team Members:** **Asma Iqbal**, Aqsa Manzoor, Ayesha Anwer, Mehvish Naseeb, Zoya Khan (Vocational Training Institute, Faisalabad)



### 10. Breaking the Stereotype!

A group of five girls from Faisalabad participated in the Emerging Entrepreneurship Competition in order to prove that they can work hard and run a business just as good as men in the society. The group leader, Sumaira, shared that they were somewhat discouraged for being an all-girls team. However, the team took this as a challenge to show the girl power to all those who implied that an all-girls team would be at a disadvantage in the competition when compared to other teams with male members.

With hard work and dedication, the girls proved their alleged weakness to be their strength and decided to run a dress making business especially catering to suits and clothing of children. “We chose this business idea because we knew that parents always want the best for their child even if this means sacrificing something they needed for themselves. Therefore, the demand for good quality clothes for young ones is always high,” said Sumaira. After deciding on their product, the girls purchased different raw fabric pieces, cut them into appropriate sizes and stitched them to put up different attractive outfits for kids. Thereafter, the team members departed to display and sell the clothes in different locations including their Vocational Training Institute, local colleges and to neighbors in their residential areas. The girls pointed out that there was particularly high demand for frocks designed with flowers, cartoons characters and alphabets.

Conclusively, Sumaira shared that the team had an amazing experience and each member enjoyed handling each and every aspect of the business. She pointed out that now each of the group members is confident that she can run a business on her own as they broke the stereotypes and proved to be equally capable of running a productive business. The team calculated to have sold more than 42 outfits and accumulated a total profit of PKR 5,000.

**Team Members:** **Sumaria Perveen**, Amina Nazir, Salma Yasmeen, Ayesha Kiran, Iqra Ameen (Vocational Training Institute, Faisalabad)



### 11. Alternate Energy

Saleemullah and his team members from Jhang turned out to be among the most creative bunch of participants in the “Emerging Entrepreneurship Competition” as they implemented the much appreciated mini solar UPS. According to Saleemullah, the team adopted the idea due to the increasing load shedding in the country. He added that since it was summers at the time of the competition, the season played an added advantage to the market of UPS’s as people needed a substitute to power fans in order to face the rising temperatures.

Explaining the potential of his resourceful product, Saleemullah said, “The customers could use the UPS to perform various tasks including but not limited to powering a light bulb and charging a mobile phone and/or another device.” Once the team members assembled the first batch of their much needed UPS’s, they marketed it in nearby electronic markets, shops and sold a few through friends and relatives too. Saleemullah added that their product was already in demand; therefore, they only relied on word of mouth to sell their product and increase sales. The team overall calculated to have sold more than 5 mini-Solar powered UPS and accumulated to have made a profit of PKR 5,350.

Being the group leader, Saleemullah performed additional duties like group management and communication. In his remarks, Saleemullah said, “This competition taught us how to overcome different challenges instantaneously. We all worked on the motto to work hard and never give up.” He thanked the organizers of the competition and confessed that every team member received an immense push to do better because they were in a healthy and productive competition. He summed up by saying that it was particularly difficult for his team to advertise and market as they did not have any prior experience but thanks for this opportunity; they learned how to do it within days.

**Team Members:** **Saleemullah**, Bilal Haider, Muhammad Ajmal Shehzad, Muhammad Nadeem, Waseem Akhtar (Vocational Training Institute, Faisalabad)

### 12. Stitching with Style

Belonging to a small town of Kamalia in Faisalabad district, Muqaddas Ameen and her group of girls had nothing but optimism and positivity when they applied for “Emerging Entrepreneurship Competition.” The team decided to take on the task of dress making and set up a garment’s business to maximize on their skills.

As Muqddas said, “Since all team members were girls, we could not easily conduct business in open market publicly. Therefore, we had to restrict our business activities to educational institutes, colleges and homes of people we knew.” According to her, despite the cultural restriction, her entire team worked hard in each aspect of their business activity and strived to provide best products in shape of dresses with various attractive designs at reasonable prices. Muqddas explained that the girls divided the tasks of stitching, cutting, designing and embroidery among themselves individually in order to gain efficiency in one department and work together in order to produce maximum dresses with utmost quality. Overall, Muqddas’s team sold approximately 35 dresses and received a profit of around PKR 4,300.

The team mentioned that long shirts and frocks were their best sold items. Talking about her experience in the competition, Muqaddas mentioned that it taught her and her entire team the value of money and how hard it is to make a living. She further elaborated that it was challenging for them initially to keep up with the demand. However, with time the team caught up and was selling products almost every day. Muqaddas pointed out that the competition particularly helped her team members in the department of marketing and price negotiation when buying and selling items. “It was a challenge to convince our customers to buy our dresses and market in a male-centric society like ours. However, we were aware of our weaknesses and flaws so we worked hard in those areas specially. And today, I feel proud to inform you that these are the same areas where we progressed and learned the most”, said Muqaddas.

Team Members: **Muqddas Ameen**, Kiran Arshad, Iqra Hashmi, Noreen Anwar, Firdous Malik (Vocational Training Institute, Kamalia)

### 13. Recycling at its best

Sadia and her team members from Kamalia had a very unique and eco-friendly idea to show in the “Emerging Entrepreneurship” Competition. The girls collected, sorted out and utilized different waste materials from various sources and used them to carve out beautiful and creative decoration pieces and jewelry items. According to the group leader Sadia, “Her team was more inclined towards this idea because they wanted to give back to the society. Therefore, we decided to work together to improve our ecosystem and have a name for a unique green project in the competition.”

Furthermore, the group had discussed it in their meetings that the project was not very costly. It did not require huge amount of investment. They aimed at recycling products; therefore, their primary raw material was essentially free. “Since we had cheap and less-fancy products, we targeted poor audience mostly in nearby villages”, shared Sadia. She also mentioned that they set up stalls in different schools and colleges to entice children into buying the decorations and jewelry in girl’s colleges especially. She shared that the response her team got from the small exhibition stalls in schools and colleges was also huge and it motivated them to work even harder. Sadia highlighted that their most sold item was uniquely fashioned, light-weight bangles.

Explaining the hard work put in by the group, Sadia said, “being the group leader, I had to coordinate with every member. I volunteered that the team can convene at my home to discuss ideas on regular basis and mostly work on different products such as bangles, handmade wedding glasses and more.”

Collectively, the group reported to have sold a total of 63 items and garnered a profit of PKR 3,500. “The competition was truly a learning experience and it undoubtedly succeeded in sparking the entrepreneurial spirit in each of the group member. Now we are already discussing how to set up or own business since competition has ended”, said Sadia with a ray of hope and excitement in her eyes.

**Team Members:** **Sadia Hafeez**, Rakshanda Noreen, Sajida Prveen, Asia Nawaz, Tanzeela Batool (Vocational Training Institute, Kamalia)

### 14. Benefitting from the Energy Deficiency

A team of five aspiring engineers from Kamalia participated in the “Emerging Entrepreneurship Competition” with a business idea that capitalized on the country’s increasing deficiency in energy sector. According to group leader Qurban Ali, the team chose the idea to repair and sell used energy savers in order to help those who were fed up of increased taxes on electricity and tired of load shedding. Additionally, he highlighted that the increased use of UPS and generators by businesses to supplement load-shedding further gave a huge boost to the demand of new and used energy savers as they often malfunctioned due to voltage fluctuation during conversion from one source of electricity to another.

Qurban and his team started repairing old energy savers and assembling new ones to cater to the growing demand of energy savers in their area. “Our major clients were few farmhouses or control-sheds in the area which used energy savers on a large-scale to light up their business areas”, said Qurban. Explaining the way the team managed all the work, Qurban mentioned that not everyone could work on repairing. Therefore, being the team leader, Qurban divided the team and delegated the task to buy and gather out of order energy savers as raw materials to two group members while two other members worked to repair and assemble them. The last person was made responsible to manage the supply and demand. He interacted with clients, delivered products and received payments. Qurban and his team sold to different homes and shops in the vicinity of the farms. The team overall succeeded to sell more than 60 energy savers and received a profit of PKR 2,300.

“It was a truly refreshing experience as it got our mind off of conventional thinking that business only works if you have large investment. We learned many traits of running a business without even having a very big capital investment to start from”, shared Qurban.

**Team Members:** **Qurban Ali**, Qumar Siddique, M. Rashid, Arslan Khan, Kashif Zaheer (Vocational Training Institute, Kamalia)

### 15.Designing for Children

Shagufta and her four friends from Toba Tek Singh took part in the “Emerging Entrepreneurship Competition” to carry out the business of dress making for children. She explained that her team mainly concentrated on preparing dresses for children because they understood how much parents value their children.

The team of girls conducted the entire business venture on their own, starting from buying raw material in shape of loose fabric, cutting it into appropriate sizes and stitching them to make fashionable and attractive dresses for children. Explaining her duties as group leader, Shagufta shared that she was in charge of buying raw material while two girls focused on stitching and the other two girls were responsible for sales. The team managed the sale of their products and started by catering to the demand in the vicinity of their own residential area amongst friends and family. Shagufta further explained that most of their initial sales were made by relatives and friends who knew about the competition. Later on, when the team gained some experience on how to sell and market their product, they started going door to door and sold their products. The response from the general public was very motivating for the entire team as their products were highly appreciated. Overall, the team managed to sell more than 30 dresses and collected a profit of PKR 2,000.

Shagufta explained that her team’s handmade frocks were their most sold items. These frocks were made with different types of material to ensure that the clients have a variety to select from. The team used silks, cotton and soft lawn material for frocks. “We made a lot of contacts due to the competition. Thanks to this learning opportunity, I am considering taking this up as a small private business of my own. I have the know-how of the product and this competition has enabled me to market and sell my product so why not”, shared Shaqufta.

**Team Members:** **Shgufta Afzal**, Firdous Zafar, Nida Bashir, Hina Zafar, Sanam Ghaffar (Vocational Training Institute, Toba Tek Singh)



### 16. Learning to Trade

Imdad Ullah and his team resorted to classical and simple trading practice by buying clothes and dresses for children from wholesale markets on lower rates in bulk and sold it later to small retail shops with a small profit margin. “I was inclined towards this business idea because I had a relative who worked at the major cloth market of the city and he promised to help me in purchasing different items at extremely cheap rates due to his presence in the market”, shared Imdad while explaining why his team chose this idea for the competition. He further explained that once he pitched his idea to the entire team, they loved it.

Imdad explained that being the leader, he was in charge of purchasing all kinds of items for sale, whereas the rest of the four group members were assigned the task to sell those dresses to clients in different commercial markets. Imdad shared that most of their initial sales were made to relatives and friends. However, with some time and mouth of word of the initial buyers, the team started making sales. The team also maintained a stall of their own where clients could buy from them at a cheaper price when compared to the market. The most selling items of the group were shirts and shorts for young boys. The group managed to sell more than a dozen outfits and made a total profit of PKR 5,000.

Imdad shared that his entire gained immense confidence and learned how to set up a business from scratch. “Over the course of this competition, I had developed such business links that people were even ready to supply me material on credit”, mentioned Imdad. He stressed that each group member had the opportunity to be a part of the success story and gained first-hand experience in developing and expanding business with very little startup money. He also mentioned that some of his college mates are now interested in starting up a small business.

Team Members: **Imdad Ullah**, Umer, Waqas, Waris, Usman (Vocational Training Institute, Shadman)



### 17. Leading in Liberty

A team of five young aspiring businessmen from Lahore pitched the idea of reviving Pakistani cultural values in the shape of antique jewelry designs. The team aimed at promoting the local culture and presenting it in the form of hand-made classic jewelry items for the “Emerging Entrepreneurship Competition.”

“We realized that people are becoming more and more brand conscious nowadays and tend to buy expensive items which completely lack the reflection of our cultural. Hence, we came up with the idea to sell traditionally designed jewelry that promotes our culture,” said the team leader, Jawad Khan. The team members set up a stall at one of the most populous market of the city, Liberty Market, and rotated shifts among group members in such a manner that the stall remained open for the entire day. Jawad explained that being the team leader, he tried his best to ensure that all team members got the chance to experience every aspect of the business and gain maximum exposure. The team managed to sell hundreds of items at the stall and calculated the total profit made during the competition to be PKR 5,000.

“The competition helped us in broadening our horizons and allowed us to make professional contacts with other businessmen in the field”, shared Jawad. He listed traditional bracelets and rings to be his team’s most sold items. He further explained that sometime other shopkeepers would come to their stall and asked to be allowed to keep their items on display at their stall since the team’s stall almost always had customers. Jawad thanked the organizers of the competition to have allowed him and his team members to learn from firsthand experience.

**Team Members:** **Jawad Khan**, Zaid Bin Shafique, Ali Raza, Shuban Riaz, Rafique (Vocational Training Institute, Shadman)

### 18. Two Minute Testing

Anam and her five group members from Lahore opted to conduct blood group testing in the “Emerging Entrepreneurship Competition” because they did not only see the competition as a means to make profit alone but also wanted to spread awareness among different sectors of the society, especially children and females, about the importance of having one’s blood group tested. According to group leader Anam, “it was a challenge for us to make the general public understand that the information about your blood group could even become a matter of life and death during some emergency, God forbid. We tried to emphasize on its importance as much as we could.”

The group focused mainly on children and female members of the society. They randomly visited various busy streets and market areas of Lahore and engaged the public at roadside, offices and other public places. Anam explained that since they were approaching people randomly and not everyone had free time during the day, they had to divide work among the group members in such a manner that the clients did not have to wait. Instead, the team handed over the test result to the client right at the spot. With due course of time, the team managed to reduce the blood group testing time to as less as two minutes per client. The tasks were divided such that two team members would conduct the blood test, one group member was given the responsibility to collect money and another group member wrote down the result and handed it over.

The group charged PKR 20 for each blood group test, which allowed them to garner a decent profit of PKR 8,500. At the end, Anam highlighted, “I think the competition succeeded in allowing us to spread awareness among children and further strengthening our belief that we can do a lot to benefit our nation.”

**Team Members:** **Anam Mehmood**, Samina, Fouzia, Sobia, Fariha (Vocational Training Institute, Shadman)

### 19.Helping Humanity

Khalil and his team members from Lahore participated in the “Emerging Entrepreneurship Competition” to perform dual tasks of helping the society and competing with other teams to earn maximum profit. “Since day one, we were all clear that while we are competing to earn maximum profit and evolve entrepreneurial spirit, we should also use the opportunity to help others and better our society”, shared Khalil. For this purpose, the team decided to carry out tests for blood group.

According to Khalil, it was an easy decision for the team since they were mostly medical students. The group members visited various schools, academies and offices in the vicinity and carried out the tests on a daily basis. Khalil explained that soon after their first few visits, he came to realize that girls were hesitant to have their blood tested by male members of the team; therefore, he requested one of his teachers to add a female member to their group so they could cater to a large audience and the idea worked. Khalil divided his team into two separate groups who visited different places simultaneously. Explaining this decision, Khalil said that in no time the entire team learned how to carry out the test and it would not take more than 5 minutes per client. Therefore, he divided the team so that more geographical area could be covered.

Khalil’s team managed to cater to more than 700 customers and charged between PKR 20 and PKR 25 for each test, which allowed them to gain a total profit of PKR 9,000 during the competition. “We surely learned a lot during the course of the competition since we gained more and more confidence and experience over time. Being medical students, the competition motivated us towards our profession as we now see it as a tool to give back to the society and help humanity”, shared Khalil while explaining what the competition meant to him and his team.

Team Members: **Khalil**, Nadeem, Umair, Saqib, Bilal (Vocational Training Institute, Nain Sukh)

### 20. Nailing it with Diversity

Belonging to a remote area of Lahore, Afshan Aziz and her four other group members registered in the “Emerging Entrepreneurship Competition” with the ambition to win the competition at any cost. All group members were ambitious and promised to put in their best effort unconditionally. The group decided against sticking to one simple business idea but in fact adopted various business ideas in order to cater to a wider audience.

Afshan explained that every group member pitched in different ideas and eventually the team decided to make and sell bridal outfits, causal dresses, bags, embroidery and other fashionable items. Later on, the team added the facility of altering similar products too. The team started from the scratch in each department and visited various markets to collect orders and buy raw material. “I think the key to our success was the unity of our group. We worked together at almost all the times. Therefore, we were mostly in college but also divided work and took it home when necessary”, shared Afshan. Stressing upon the versatility of their business, Afshan shared that they also completed an order of making rickshaw seats.

The group members thanked their teachers for their consistent help and guidance in negotiating orders. Afshan mentioned that they had to visit the market to collect orders for the first few times only. Thereafter, clients would place order via phone call or visit our workplace on their own. Overall, the team managed to sell more than 170 various types of products and succeeded in gaining an extremely impressive profit of PKR 102,160. “My team was highly motivated throughout the competition because we hoped to win it at the end. We put in hard work and worked with dedication”, shared Afshan.

**Team Members:** **Afshan Naz**, Uzma Jamshaid, Sobia nazeer, Humaira Iqbal, Ayesha Shafique (Vocational Training Institute, Nain Sukh)

### 21. Fulfilling Dreams

Having a little edge of some prior experience in the field of plumbing, Umer participated in the “Emerging Entrepreneurship Competition” to learn how he can use his experience to set up his own business and whether or not would it be feasible. Umer confessed that had thought about running his own business several times but he often turned down the idea due to the risks involved. He shared that with his given financial condition, he could not save much and hence it was not feasible for him to take any risks.

Umer constituted a team of five members and started working as soon as the competition kicked off. According to Hanif, not all members of the team were experienced or had knowledge about the profession but he was optimistic as the leader and hoped that experienced team members would teach a few things to the inexperienced ones. He explained that most of the orders they received were related to setting up new sanitary infrastructure in under construction buildings and cleaning the water tanks at mosques at other businesses. Majority of the jobs received by the team were related to government projects so they did not have to worry about getting paid. “Being the team leader and the one with the most experience, I kept the two inexperienced group members with me at all times and taught them how to do the job”, shared Umer.

Conclusively, the team managed to complete approximately 150 jobs during the competition and calculated their total profit to be PKR 14,000. Lastly, Umer mentioned excitedly that now he is so much confident that rather than setting his own business here, he is considering to go and do the business abroad.

**Team Members:** **Umer Hanif**, Amir Shahzad, Ali Nawaz, M Nasir, Tahir Mahmood (Vocational Training Institute, Nain Sukh)

### 22. Inspiring Others

20 year old Nosheen and her four peers from school participated in the “Emerging Entrepreneurship Competition” because they knew that it was an opportunity of a lifetime for them since they cannot individually start a business on their own any time soon. The team started the business of stitching and dress making without wasting any time.

Nosheen explained that most of the orders they received were due to the personal contacts of team members as they could not easily receive orders from the market in the beginning. She explained to have divided different processes of the business among group members as half of the group concentrated on cutting and stitching the orders, whereas the remaining team members were responsible for buying raw material and selling the final product. Additionally, Nosheen explained to have voluntarily taken up the responsibility to teach other group members who were not so experienced in this line of work. Nosheen admitted to have received some help from her cousin later on. “My cousin had a shop in the local cloth market so it was natural for us to tie up eventually and he provided us good business”, shared Nosheen.

Overall, the team completed around eight orders during the competition. Nosheen’s team quoted to have accumulated a total profit of PKR 1,500. “Our most profitable items were undoubtedly capris, since they were new and in demand”, recalled Nosheen. She mentioned that their products were highly appreciated by the clients who belonged to all walks of life. She further shared that they had not expected such a warm welcome in the business industry but everyone was quite helpful and the team had a wonderful learning experience. She pointed out that now more of her friends are interested to participate in such competitions and are waiting for another opportunity.

Team Members: **Noshee Noureen**, Tehneem Mukhtar, Sobia Boota, Rifat Shoukat, Shamim Athar, Sonia Amanat (Vocational Training Institute, Kahna Nau)



### 23. Fostering Presentation Skills

Irum and her four team members from Lahore participated in the “Emerging Entrepreneurship Competition” with a positive attitude. The team came up with the unique idea to train and teach children presentation skills and its importance. Explaining the team’s thought process behind the business idea, Irum said, “Sadly even after receiving quality education from reputable institutes, our students lacked the presentation skills and the confidence to be on the stage and communicate on a smooth pace. It is very discouraging when students who outperform in academics fail to depict the same quality in communication skills”.

Irum and her team signed a contract with a local school named, Pakistan Foundation High Schools, and took on the responsibility to train the students of 7th class. The team started off with the responsibility of 10 students and developed different unique ideas and techniques to teach the required skills. The group leader, Irum, explained that the task turned out to be easier than their expectations because students were still young and ready to learn. With time, the team added a few more students to the class and overall managed to cut a profit of PKR 550 from the business.

At the end, the group arranged a presentation skills competition among the students in order to involve the students and foster the spirit of competition in the area of communication skills. Irum stressed that “I had a great experience to work in the competition as it allowed us to realize that we have the potential to bring change too. The things we do in life can impact others so if we take an initiative, no matter how small, it will definitely reap positive results and benefit everyone.”

**Team Members:** **Hafiza Irum Naz**, Rukhsanda Latif, Sehar Baig, Shazia Rehmat. Ayesha Fateh, Muhammad Amanat (Vocational Training Institute, Kahna Nau)

### 24. Understanding IT!

Sharing the passion for computer management and understanding the importance of information technology in the coming years, a team of five young students from Kahna Nau entered the “Emerging Entrepreneurship Competition” in order to set up a computer academy. The group leader, Majid Hussain, was a diploma holder himself and aimed to share the knowledge he gained and pass on that knowledge to students in the lower class of our society.

“All team members unanimously agreed to my idea of setting up the academy in my home to save money”, shared Majid as he explained that he was already in contact with numerous perspective students for his academy before he even considered setting up one. He explained in order to save the cost of the capital, the team planned to use their own personal computers for training purposes at the academy premises. They started off with total class strength of 10 students and ended up gathering a total profit of PKR 1500 as they charged students 1000-1500 per month. Majid explained that their academy provided basic computer knowledge to young students in order to develop interest in computers and get acquainted with computer handling. They started from how to turn on the computer and teach them to perform different common tasks.

The team shared to have gained a lot of confidence in the process of setting up their own business. “Before the competition, I was alone and afraid to start up my own business but now I have found perspective partners in my group members and we are confident that we can pull it off”, shared Majid. The team aims to continue their business operations along with their studies.

**Team Members:** **Majid Hussain**, Bashrat Rafique, Azhar ud Din, Shafique ur Rehman, Waheed Ahmad, Muhammad Amanat (Vocational Training Institute, Kahna Nau)

### 25. Leap of Faith

With a unique idea and a vision for diversity, Irum Rani and her group members from Lahore participated in the “Emerging Entrepreneurship Competition” to set up a multipurpose stall at their college. The girls offered to sell juices, food items and beauty products at the stall. Irum confessed that since they did not have the permission to work outside the college, they knew that we had to work harder than the rest of the teams and perform better to stay competitive.

The group managed to maintain inventory for a couple days in advance in order to concentrate on the other aspects of the business. According to group leader Irum, “Good thing or bad, I am a control freak. So I made sure to keep oversight over every aspect of the business and overlooked each decision myself.” The girls displayed all items for sale at the same stall, which turned out to be a good idea because when a customer visited the stall for one item, he or she imminently spared some time to look at other items too. Irum explained that one of her group member was a good cook so she volunteered to prepare food items from home and contributed the most in that department. Overall, the girls managed to sell 81 different items for sale and eventually counted a total profit of PKR 1,075.

The girls shared to have had a very positive experience as they learned how to survive in a competitive environment and not give up even if one does not have all the opportunities. Irum particularly mentioned that she got the confidence to conduct business deals and manage accounts of a running business. “I think starting a business is just a leap of faith and after that all things just work out if one works with dedication and commitment. This competition helped me take that leap of faith”, said Irum.

**Team Members:** **Irum Rani**, Sumaira Fazal, Zainab Shafaqat, Rimsha Jahangir, Shahtaj Zaman (Vocational Training Institute, Governor House)

### 26. Once in a Lifetime Opportunity

Ayesha Noreen and her classmates entered the “Emerging Entrepreneurship Competition” in order to explore their potential. It was a once in a lifetime opportunity for the girls as their group leader, Ayesha, admitted that they all knew that each one of them would probably get married right after graduating and there might not be another chance to explore their potential and experiment.

The girls opened up a multipurpose stall at their college so each member could utilize and implement unique business ideas that were of their interests. The stall offered hair cutting, mehndi application, bridal makeup, and food items. “It was not easy for us to market openly in public places like commercial areas or busy street as we had to work within college and school premises” explained Ayesha while informing that not all group members had permission from family to conduct business in public places. Therefore, the group marketed their business at a stall put up in their vocational training institute and once or twice in nearby schools. In addition to that, Ayesha confessed that other girls of their class who were not participating in the competition were also helpful. The amount of support the entire team received was very impressive. She mentioned to have received great help from teachers also.

Each group member was made in charge of one department of the business like mehndi, canteen and haircutting. Overall, the group catered to more than 1800 customers and valued their profit around PKR 10,660. Explaining what the team took away from the competition, Ayesha said, “We are now more aware about how to make key decisions regarding running a business, specially related to dealing with customers and selling your product. We have received more exposure about conducting a business than we might have received in a lifetime if we did not participate.”

**Team Members:** Ayesha Noreen, Rabia, Shaheen, Zirwa, Amina Siddique (Vocational Training Institute, Nain Sukh)

### 27. Banging it with Biryani

A group of five girls from Lahore chose to put up a Biryani stall in the “Emerging Entrepreneurship Competition.” Rabia Arshad, the group leader, explained that her entire team agreed to the idea of running the business to sell Biryani as it is one of the most selling items in our culture. The entire team speculated that Biryani stall could be a success. Therefore, the group developed a consensus to perform the simple task of making and selling Biryani to perfection in order to have a shot at winning the competition.

Rabia’s group set up a stall in their college and complimented their Biryani servings with raita, salad and cold drinks. She explained that she was mostly involved in the process of cooking Biryani while the others mostly help maintain the stall and sales, along with assisting in preparation of other small items like raita and salad. Overall, the group fed more than 50 customers during the competition, which allowed them to earn a profit of approximately PKR 1,500. Rabia further informed that after a few days of service, our group asked the customers about their preference and upon high number of demand from the customers, the group decided to add french-fries to their menu.

The group claims to have gained immense experience about dealing with public and selling different items. The girls explained that even though during the competition they worked on a small project, but they learned a great deal of techniques and methods that can be adopted to earn higher profits. In the end Rabia mentioned that the only challenge the team had to face was to bring the Biryani from home to their stall as none of the participants had a private conveyance.

**Team Members:** **Rabbia Arshed**, Ayesha Rehman, Sunbal Noor Alam, Mehwish Yousaf, Kalsoom Islam (Vocational Training Institute, Governor House)

### 28. Rotating the Products

Mubarra Khan and her friends from a girl's college knew they can only work within the campus when they participated in the "Emerging Entrepreneurship Competition" so they came up with a unique idea of changing their product lists every week in order to bring diversity to their stall as they had to cater the same audience throughout the competition. "Since we had to sell to the same audience daily for the whole competition, it only made sense to change our products on sale in order to have returning customers," shared the group leader – Mubarra.

The girls started off with selling beautifully crafted delicate handicrafts, followed by week-long sales of food items including home cooked meals and at last readymade jewelry and decorations with unique designs. Mubarra explained that the decision about what to sell the next week based was on our sales for the current week and speculation about the change in demand. Overall, the team sold more than 50 items and garnered a profit of PKR 890.

Being the leader of the team, Mubarra acknowledged that her role asked her to be a frontrunner and foster cooperation among team member. She explained that she usually kept the supervisory role for herself and delegated different small tasks to each group member in every business except the handicrafts. The girls shared to have benefited a lot from the competition as they highlighted the fact that they knew nothing about running a private business before the competition. "When we discuss our experience with other students who did not participate, there is a clear difference as we now have way more exposure and experience than them", said Mubarra. Lastly, she congratulated the organizers of the competition to have maintained a positive competitive environment during the competition, which pushed everyone to do more, rather than being counterproductive.

Team Members: **Mubarra Khan**, Mahnoor Arshad, Um-e-Kalsoom, Anam Ali, Hina Shahid (Vocational Training Institute, Governor House)



### 29. Cooking from Heart

Misbah Saleem and her four friends from Lahore participated in the “Emerging Entrepreneurship Competition” with a clear mind to gain exposure and get acquainted with the highs and lows of a business. Being the group leader, Misbah explained that she conducted several meetings to come up with a product idea. Finally, the group decided to place a stall of food items including home-cooked meals at their college. Just like many other groups participating from the same college, the girls were not allowed by their parents to work outside their college. Misbah shared that their group only placed a single stall at a nearby college for three days only; otherwise they carried out business in their own institute only. Explaining their product list, Misbah shared that their most sold items included sandwich, cold drinks, lays and nimko. Overall, the group reported to have catered more than 87 customers and garnered a profit of almost PKR 1,000.

Misbah shared that her entire team was very excited to have learned from the competition. “We are now professionals in the department of customer dealing and are more welcoming to meet new people - which we were not before,” shared Misbah. She also mentioned that everyone had a great learning and fun experience – something they had not experience before. Misbah explained that she is proud to have proven to her parents that this was an outstanding once in a lifetime opportunity. She further thanked the organizers of the competition and appreciated their efforts to conduct it in their institute. She mentioned that such competitions should be conducted in all female institutes as it gives them confidence and teaches them countless lifelong lessons.

Team Members: **Misbah Saleem**, Shamim Lal Din, Tabassum Dilshad, Fariha Aslam, Saba Muhammad Hanif (Vocational Training Institute, Governor House)

### 30. Creativity at its Peak

Kokab Mehboob and her four group members implemented a multipurpose business during the “Emerging Entrepreneurship Competition.” The team aimed to double their investment during the course of the competition so that they can integrate more businesses ideas and kept diversifying throughout the competition.

The group’s leader, Kokab, explained that they sold a wide variety of items throughout the competition for different periods of time. One category of products was handmade decorations and accessories like pouches and bags for girls, dust bins, hair pins etc. Another category included alteration and decoration of dresses like putting *crotia*, likewise one portion of the products was food items including home cooked meals like *laddu peethi*, *dahi bhallay* and *allu channay*. The group revealed to have added so many items because they thought that the time was less during the competition and they wanted to earn the highest profit. Kokab explained that they were able to have such a diverse product line because every group member contributed fully and put in their best efforts day and night.

Owing to the variety of products, the group was able to sale more than 150 items to different customers during the competition and made a profit of around PKR 2,500. Kokab congratulated and appreciated her group members for all their creative work. She revealed that the group developed a lot of understanding and cooperation during the time of the competition and confessed that due to the high potential of each member of the group, it was sometime a challenge for her to pick the idea of one member and put aside the ideas of the rest since they all were too good. She added that the competition taught her a great deal about team management and polished her leadership skills.

Team Members: **Kokab Mehboob**, Iqra Sattar, Kainat Nadeem, Nadia Mansha, Noreen Maqsood (Vocational Training Institute, Governor House)

### 31. Food Corner

Komal and her teammates were interested in cooking so they decided to put up a stall of food items including home-cooked meals in the “Emerging Entrepreneurship Competition.” According to the team, they had to set up a business from the scratch and the task would have gotten even more difficult if they had picked something that did not seem to interest them.

Komal and her team started off with a single stall in their college but eventually they expanded and served at nearby schools and sometimes in the neighborhood of different team members as well. “I divided different tasks for each team member so everyone was involved in every aspect of the business. Some team members were responsible to buy different ingredients at affordable rates and acceptable quality on a daily basis while the others cooked different meals”, shared Komal while mentioning that she kept the book-keeping and profit/loss calculation of the business to herself. At the end, her books showed more than 50 sales and calculated a total profit of PKR 130.

The team revealed that their most sold items included *dahi bhallay* and *spaghetti*. They mentioned to have learnt a lot from the competition. Komal explained that it did not take long for them to realize that they might not win the competition, but despite that each member still kept putting in their best effort because they knew the experience gained through this competition was priceless. She pointed out to have learned the most in the department of customer dealing and marketing. She also revealed that there were many other stalls at their college in the beginning, most of which were even offering the same food items as theirs, so it became a real challenge to attract customers.

**Team Members:** Komal Abdul Jabbar, Zunaira Latif, Sana Shouqat, Sumera Majeed, Kiran Naz (Vocational Training Institute, Governor House)

### 32. Food & Jewels

A team of five girls participated in the “Emerging Entrepreneurship Competition” from Lahore with the aim of winning the competition and proving their worth to their family and friends. The group leader, Shamsa, confessed that they were very confident that they can win the competition at least amongst all the teams participating from their college if not at the regional or national level.

The group decided to set up a stall at their college and sell items related to two main categories, namely home-cooked food items and specially designed jewelry items. According to Shamsa, “We picked these product lines keeping in view our customer base. Since our target audience was college students, we aimed to cater young girls with our jewelry items like bangles, rings, etc. On the other hand, food items were meant to target all students, faculty, staff and family members of students.” Even though the group started off with a stall at their college, they soon decided to expand further to another school in the same area and some group members would display the items for sale at a stall in schools of their neighborhood. Overall, the group reported to have sold more than a hundred items from their stalls and accumulated a total profit of PKR 2,300. Shamsa recalled that most of their profit came for the most sold *Chicken Chinese Samosa* and *Cupcakes*.

The group appreciated the competition and admitted that it provided them an unprecedented platform to groom their business skills and acquire the understanding of local market. Shamsa stated that now she is aware of how to bargain a good price and quality of food and jewelry items from the city markets, along with the additional knowledge about the seasonal trends.

**Team Members:** **Shamsha Kanwal**, Fatima Razaq, Tanzeela Maqsood, Iram Sharif, Maham Tahir (Vocational Training Institute, Governor House)

### 33. The Moving Jewel House

Muhammad Akram and his teammates from Lahore held a brainstorming session upon admission to the “Emerging Entrepreneurship Competition” and developed a consensus to conduct the business of trading jewelry items. Akram explained that the team discussed that the jewelry market lacks young representatives and since the majority clients in this industry are young girls, they are not comfortable buying jewelry items from old salesmen.

Aiming to win the competition, Akram and his team members consulted their teachers and family members before setting up stalls at different areas of the city. The boys started off with a stall at their college and soon began rotating their stall’s position in different public areas of the city including zoo, markets and neighborhood shops. Akram explained that wherever they put up their stall, they made sure that at least two group members would be present at the stall throughout the day. On the other hand, two other group members were given the responsibility to attract customers and bring shoppers from the market to the stall. The boys made a profit of PKR 500 by selling more than 50 different jewelry items like rings, bangles and many more.

Akram admitted that the competition allowed them to learn how to make money from small investment, how to set up a business from scratch and maintain it to keep earning profit. He stressed that they knew the value of this competition even before they applied. According to Akram, his group members learnt the most in the department of attracting and convincing customers. He said, “Now we have practiced the task of marketing practically and can possibly maintain and/or increase the sales of any small business like the one we were operating.” He further appreciated the efforts of the organizers and encouraged that such competitions should be conducted in all educational institutes.

**Team Members:** **Muhammad Akram Khan**, Hazaifa Noor, Abdul Jabbar, Muhammad Adeel Ali, Mohsin Zafar (Vocational Training Institute, Governor House)

### 34. Teaching How to Conduct a Business

Amira and her friends from Kasur participated in the “Emerging Entrepreneurial Competition” in order to teach students how to master the skills of dress making and hand embroidery along with the ability to turn it into a marketable business or job opportunity. Amira’s group started teaching young girls about dress making from the start, i.e. cutting and stitching, and thereafter the group held classes to teach designing and marketing.

According to Amira, “I already had some experience of teaching so I decided to opt for this unique idea in the competition. I thought since I am lucky enough to participate in this competition, I should use the opportunity to pass on the baton and further teach and empower our youth.” The girls held the classes in a nearby village, which was easily accessible to all students. Amira recalled that she identified one young girl who was exceptionally good at embroidery. Therefore, one special extra class was held for her during the same period of time. Overall, the group taught almost 15 students and charged a mediocre fee of PKR 500 to each student. Eventually, the group made a profit of PKR 10,235.

Amira pointed out that her group also provided experience letters and reference notes to their students who had excelled during the training and were seeking jobs. She concluded that the entire group admitted to have had a very fulfilling experience as they felt satisfied to have used an opportunity for them to provide more opportunities to younger and deserving students. Amira admitted that the real motivation for group’s hard work was to win the competition. She pointed out that their expenses were very low since almost all equipment necessary for the training was already present and they borrowed the rest other than buying new machinery just for the purpose of teaching.

Team Members: **Amira Rafique**, Allah Rakhi, Zobia, Tayyebah, Rushda (Vocational Training Institute, Kasur City)



### 35. The Mobile Makeup Parlor

Laiba and her four friends decided to open up a beauty parlor upon entering the “Emerging Entrepreneurship Competition”. The girls claimed that they were interested in beauty tips and makeup related tasks so they wanted to gain experience in case they actually set up a business in future.

Laiba’s team operated the parlor from inside homes at different villages nearby. She explained that the team visited several villages one by one and spread the information among villagers about their arrival and the services they provided via different methods of advertisement. She revealed that a few group members were assigned the task to spread the word and sometimes they used community speakers for the announcement. “I performed the task of team management and supervised every service provided by the parlor, along with price management. Whereas other team members were assigned individual tasks that they performed well like *mehndi* and *plucking*”, shared Laiba. She further explained that the parlor’s most demanded service was haircutting and plucking. Overall, they catered to more than 125 customers and gained a profit of around PKR 2,000.

Laiba explained that each team member learned a lot from the competition even though it was a hectic and tiring endeavor which they had to manage along with their school timings. The team leader revealed to have gained experience in customer handling and understanding the perspective different customer. She also pointed out that the competition was held during the summer season and it became a real issue to travel between villages since almost none of the homes in the village had any arrangement for an air conditioner.

**Team Members:** **Laiba Urooj**, Afifa Jahangir, Aysha Hanif, Khalida Parveen, Saba Tufail (Vocational Training Institute, Kasur City)

### 36. Breaking the Taboo!

Five girls from Kasur took part in the “Emerging Entrepreneurship Competition” to break the barriers of the society and prove to their families that given a suitable opportunity, they can work and earn as well. Most of the group members had taken training about how to run a beauty parlor and so they decided to stick with the idea and attach some practical experience to their training.

The group’s leader, Saira Nisar, explained that her team members often visited different homes from where they had received orders in advance but mostly they operated from a parlor that they set up in the home of one of the team members. She revealed that the entire team worked together as they were often flooded with customers and everyone had to be able to perform each task otherwise it would not have been manageable. “Our most availed services were hair cutting, facial and plucking. We treated more than 200 customers during the competition and gathered a profit of almost PKR 5,500”, shared Saira.

Saira ecstatically mentioned that due to this competition she got the chance to run a business of her own – something her parents would have never allowed her to do due to the societal pressures. She explained that since it was a competition and there were other team members, it was easier to convince her parents to allow her to work as she was only going to compete among other teams participating in the event and not general public. Once she got the permission, she was adamant to prove that despite being a girl she could run a good business enterprise. She mentioned that after the competition the entire team agreed that the driving force of a business is not the investment but the hard work and dedication one puts in.

**Team Members:** **Saira Nisar**, Farwa Saleem, Aqsa Jameel, Iqra Arshad, Almas Komal (Vocational Training Institute, Kasur City)

### 37. The Repair Team

22 year old Muhammad Rashid Niazi and his four other classmates joined the “Emerging Entrepreneurship Competition” to take up the business of repairing refrigerator and air conditioners along with some additional electricians’ jobs. Niazi mentioned that the group mutually decided with this business idea because it was most suitable as majority of the group members had some experience in doing the same work.

Niazi further explained how the team worked. He mentioned that some of the team members visited the nearby villages and informed the villagers about the arrival of their team the next day. This way – customers would already be waiting for our team and no time was wasted in coercing clients to get the job done. Niazi mentioned that since all his team members chose the business that they enjoyed doing, they did not feel pressured during their time in the competition and the experience is benefiting all team members even now in their lives in ways that one can’t even express. The group leader reported to have completed around 60 jobs and accumulated a profit of around PKR 1,800. He explained to have set up camp at every village they visited and from there onwards, they delegated one senior and one junior member to make visits to every job they received. He stressed that it always remained our top priority to make the repair at the clients’ address rather than shifting the equipment to the camp, but sometimes there was no other way out and we had to.

“The competition allowed us to learn a lot about the AC and fridge repairing industry,” said Niazi. He claimed to have gained knowledge and experience about how to handle and deal with different types of customers. He mentioned, “Even though it was not the peak season in the industry, we still received more job orders than anticipated.” He admitted that the work was slow in the beginning but soon the team developed pace.

**Team Members:** **Muhammad Rashid Niazi**, Muhammad Nadeem, Riyasat Ali, Irfan, Mazhar Iqbal (Vocational Training Institute, Kasur City)

### 38. Taking the Risk

Shabbir Hussain and his teammates from Kasur had some experience of working in the fridges and air conditioners repairing industry when they entered the “Emerging Entrepreneurship Competition.” The team chose this business idea particularly because some members of the group had recently acquired a diploma in AC/Fridge repairing and now wanted to gain experience.

During the course of the competition, the group installed camps at different areas of the city and further divided those areas into regions which could be catered by each sub-group in the team. The group members visited markets, homes and shops in order to collect and complete jobs. Overall, the group completed around almost 120 jobs and accumulated a total profit of PKR 2,400 at the end. Shabbir explained that since 2-3 members of the team were more senior than the rest, they performed a major role in doing the repairs while the others cooperated as helpers. However, being the group leader, he performed the additional task of accounts handling and management. On the other hand, the second venture of the group, i.e. electrician jobs, mainly included small job orders like fixing fans and bulbs which the team entertained in their free time.

Shabbir thanked the organizers of the committee to have allowed them this opportunity to gain experience with little risk at all. He added that if it was not for this competition, they would have never taken the initiative and might have been working at a cool point for a mediocre pay somewhere individually. He further informed that the team received first-hand practical knowledge along with the experience of dealing with customers.

Team Members: **Shabeer Hussain**, Muhammad Naeem, Muhammad Yousaf, Mudassar Ali, Naeem Hussain (Vocational Training Institute, Kasur City)

### 39. Being Teachers

A group of five girls from Sahiwal district participated in the “Emerging Entrepreneurship Competition” in order to provide training courses to young students related to computer handling, fine arts and beautician course. The group leader, Aqsa, explained that the team mostly visited private schools and coordinated with their administration about what services the team was offering and at what cost.

Aqsa explained that her group members were quite motivated and worked hard during the competition. Being the group leader, she assured that all group members had a very positive attitude during the competition and every team member got to experience all aspects of running a business. She explained that she divided her team into two sub-teams comprising of two members each, which allowed the group to teach multiple schools at one time, whereas Aqsa kept a supervisory role for herself. “I would often tag along with one of my sub-teams; however, most of the times I was busy indulging new schools to sign up with us. In the beginning, schools were reluctant to partner with us but eventually things got easier once we got the first few deals sealed”, shared Aqsa. Overall, the group reported to have taught more than 1000 students during the course of the competition. Aqsa calculated that the group reaped more than PKR 50,000 in profit from the business.

Speaking on behalf of her team, Aqsa stressed that thanks to this competition every group member gained the ability to cope with the environment of different schools since each school administration had their own rules and regulations. She admitted to have faced many difficulties and rejections in the beginning, but added that the group took them in a very positive manner as it taught them how to be tolerant and face criticism. She further added that the competition also taught them time management since sometimes they had to take classes at very odd hours like 6am or 6pm.

Team Members: **Aqsa AjamI**, Saba Mustafa, Aqsa Aslam, Munaza Maqbool, Hameeda (Vocational Training Institute, Sahiwal)



### 40. Democratic Style of Leadership

Zubair Alam and his teammates from Sahiwal had several brainstorming sessions after entering the “Emerging Entrepreneurship Competition”. With the hope of winning the competition, Zubair and his team came up with their idea of a foolproof business idea. The team aimed to provide computer hardware and software repairing in different labs and schools. As they started the business and started visiting schools for the said purpose, one of the team members proposed the idea of taking registers (school work copies) for students. They are most often needed by children and providing them in the school at the same cost as any other market, allowed the children to save the time and transportation to get the registers.

The group leader, Zubair, confessed to have received constant guideline from his teachers while conducting computer repairs. He said that his team was putting in a lot of hard work since they intended to continue the same business even after the competition. Meanwhile, as mentioned above, some of the group members acquired cheap registers from Urdu Bazar and sold them to children while the team visited schools and colleges for their primary business. Zubair revealed that his team made an extensive amount of 4,220 repairs during the competition and valued a profit of around PKR 25,420. He stressed that even though he was the group leader; he never made any decision alone and empowered his fellow group members to discuss everything before finalization.

Highlighting the impact of the competition, Zubair pointed out that his class fellows who did not participate in the competition can never even think about running their own business or dealing with customers but his team members on the other hand are confident more than ever to consider retaining the business the team has set up. He thanked the organizers of the competition to have allowed them to enter the market and make valuable contacts during the competition. He highlighted that the competition turned out to be a perfect incubator for his group’s business idea.

**Team Members:** Zubair Alam, Ahmad Sohail, Farhan Ahmad, Umer Farooq, Khalid Mehmood (Vocational Training Institute, Sahiwal)



### 41. The Seasonal Business

A group of five boys participated in the “Emerging Entrepreneurship Competition” from Sahiwal in order to conduct the business of AC servicing and selling AC covers for both outdoor and indoor units. The group leader, Muhammad Aamir Saeed, confessed that the business was extremely seasonal but explained that the team hoped that if they had a good experience, they might adopt this business during the summer season each year in order to have some quick decent income.

Aamir’s team travelled door to door in order to look for AC repairing jobs. The team also tried various malls and markets to consult relevant shopkeepers who might provide some business. The group reported to have catered to more than 100 customers till the end of competition and acquired a sum of PKR 13,100 in profit. “All my team members worked together during the competition and we had great coordination amongst ourselves so it was not difficult to finish the jobs quicker than our competitors in the market. This soon became our unique selling point that distinguished us from the rest”, shared Amir. He further mentioned that his team decided their route every day in the morning and took different directions to ensure catering to a larger audience.

Overall, the group attributed to have acquired valuable marketing knowledge from the completion. Aamir revealed that they were able to learn what types of people are present in market and how to deal with each kind separately. He confessed that his team wanted to win the competition and it was a big challenge for the team to deal with pressure of becoming the best. The team thanked the organizers of the competition to have provided them with the opportunity. Additionally, Aamir thanked his team members and stressed that he was also able to learn quite a few things from them during the competition.

**Team Members:** **Muhammad Aamir Saeed**, Aamir Shahzad, Awais Alyas, Muhammad Arfan, Rai Iftaz Ahsan (Vocational Training Institute, Sahiwal)

### 42. The Lunchbox Service

Syeda Sabra Noor and five other group members including four girls and one boy proposed an exceptional business idea at the time of registering for the “Emerging Entrepreneurship Competition”. The team decided to provide lunchboxes with different home-cooked meals for people working in the offices in the nearby commercial area.

The group’s leader, Sabra, explained that the team decided to go with this business idea because they understood the need felt by different officials in the area that could not bring home cooked meals and did not have an alternate that could be used every day. She explained that the group initially partnered with a nearby bank after it settled price for the lunchboxes. Thereafter, the group expanded and began offering catering services to other banks and offices nearby. Sabra explained that they were able to impress different businesses because they ensured transparency, clean hygienic conditions and the taste of home-cooked meals. She recalled to have sold almost 40 lunch boxes on an average day and saved up to PKR 500 in profit each day. Sabra pointed out that the male member of their team was responsible to keep up with the supply of the lunchboxes to the customers, whereas rest of the female group members worked tirelessly to prepare all lunchboxes timely.

Overall, the group recalled Biryani and Chinese rice to be their most demanded food items. “It was indeed a very beneficial experience for each team member as it allowed us to gain business experience and exposure with minimum risks”, said Sabra. She stressed that her entire team is now aware of the technical and financial support and management required to setup a small business and keep it running. It was highlighted that even though the team only worked on supplying lunchboxes to offices, the exposure they got is incomparable to anything else. Sabra thanked the organizers of the competition for removing their hesitation and lack of confidence.

**Team Members:** **Syeda Sabra Noor**, Sitara Ghulam Rasool, Tayyaba Ameen, Abida Parveen, M Arsam (Vocational Training Institute, Kassowal)

(11,390 Profit not mentioned)

### 43. Giving to the Society

Muhammad Pervaiz Iqbal and his friends from Sahiwal participated in the “Emerging Entrepreneurship Competition” to not only have a shot at winning the competition but also give back to the society in a positive manner. Since majority team members were aspiring clinical assistants, they decided to provide the facility of Hepatitis B and C tests and blood group tests to general public at reduced costs.

The group leader, Pervaiz, explained that his team visited various market areas in numerous villages nearby. He explained that whenever the team visited a village, they would put up a camp at a primary location and then also visit door-to-door if there were no customers present at the camp. Overall, Pervaiz recalls to have conducted up 15 to 20 tests on an average day, which totaled to around 360 tests at the end of the competition. The team also calculated to have accumulated a profit of PKR 2,200. Pervaiz stressed that even though he was the group leader and he could have bossed around without consulting the team members, he personally made sure that every decision he make was discussed first and a consensus was evolved eventually.

According to Pervaiz, the competition taught his entire how to interact and deal with different types of people, learn about their behavior and attitude. In short, the entire team received great exposure in a very short time. He added that each of the team members are now more aware and concerned about the hygiene and health, highlighting that often it became a challenge for the team members to convince people that these tests are for their benefit and there is no ulterior motive to it. Pervaiz claimed that no matter what business the team pursues in life ahead, the exposure they have gained from this experience will always help them in various walks of life.

Team Members: **Muhammad Pervaiz Iqbal**, Aamir Shahzad, Khaliq Tariq, Dilawar Hussain, Shabsawar Ali Haider (Vocational Training Institute, Kassowal)

### 44. Canvas Shopping Bags

A group of five girls from Kassowal deserve a special mention for presenting perhaps the most environmental friendly business idea in the “Emerging Entrepreneurship Competition.” The group decided to make reusable cloth and canvas bags in opposition to conventional plastic and paper shoppers bags that are notoriously popular for spreading pollution.

The group leader, Iqra Nazir, mentioned clearly that the one and only goal for choosing this business was to present a green business solution that benefited the environment on the whole rather than a group of few individuals. The team hoped this would impress general public and generate greater revenue as compared to other ideas. The group started off their supply to different schools in various nearby villages because they wanted to target an educated audience since clearly the uneducated ones would not know why to support the idea. However, Iqra added that with help and guidance from their teachers, the team was also able to supply one batch of bags to Islamabad, where our supplier sold them at different malls and markets and receive a phenomenal response. Overall, the team calculated to have sold around 100 bags during the competition adding up to a total profit of PKR 4,250.

At the end, Iqra thanked her team members to have welcomed the idea and for cooperating with her fully throughout the competition. She mentioned that after the first few bags, one of the group members suggested to add unique embroidery designs or other attractive pictures and/or stickers to the bags to make them more appealing. The idea was welcomed and it brought a whole load of new orders. “Even though we were not able to win the competition, my team members and I are thrilled with the appreciation we received from our society to have worked against pollution. We have no one to thank except the organizers of the competition to have allowed us to have made a name for ourselves”, said Iqra.

**Team Members:** **Iqra Nazir**, Asia Bibi, Rashida Nazeer, Sajida Perveen, Anum Shahzadi (Vocational Training Institute, Kassowal)

### 45. Brightening it with Cap Lights

Naseem Ramazan and his team members from Kassowal implemented the idea of assembling and selling ‘cap light’ in the “Emerging Entrepreneurship Competition.” According to the group leader Naseem, they had an extensive brainstorming session before deciding to go with that idea. He explained that the reasons behind selling cap lights were very obvious, including the lack of electricity and the extreme load-shedding in the country, and the portability of the product.

Explaining the specifics of their product, Naseem revealed that the charging light could be used for 2-3 hours with a fully charged rechargeable battery. He added that the battery could be easily charged in one hour time. The group sold the extremely useful cap lights to students of different schools in the area, along with various shops in the neighborhood of each group member. Naseem explained that being the group leader, he kept several sensitive tasks to himself alone since he was the most experienced. The handling of soldering machine was his responsibility, whereas other tasks like electrical fitting, wiring and installation of the light through stitching was delegated to other members. The team calculated to have sold more than 70 cap lights and revealed to have gained a profit of PKR 9,000.

Speaking about the team’s experience in the competition, Naseem mentioned that the team learned that whatever skills anyone possesses, they can be easily marketed and valued if you have the right mind for it. He further added that in light of the exposure gained from participating in the competition, each member of the team is now more confident that they can start a business from their home even with the minimum resources if need be it. Naseem stressed that competitions like this should be held more often as they allow ambitious teenagers like us to tap into our own hidden potential, which we possess but never realize ourselves.

**Team Members:** Naseem Ramzan, Tayyaba Arshad, Shanza Ghulam Rassol, Shagufta Perveen, Zahida Perveen (Vocational Training Institute, Kassowal)



### 46. Beauty at its best

A group of five introvert girls from Kassowal participated in the “Emerging Entrepreneurship Competition” to run a beauty parlor and gain exposure and confidence to meet new people. The group’s leader Khalida, revealed that the team installed camp parlors at different nearby villages throughout the competition and visited them one by one to treat maximum customers.

Khalida explained that when the team installed their camp at a new village, they would send a few members of the team for marketing to different schools and throughout the neighborhood to advertise about their products. In addition to that, Khalida mentioned that she assigned some of her group members to go door to door and get clients at doorsteps. This group also catered to the special requests of some clients to get the services done at home. Khalida shared that the team worked in complete collaboration when working at the camp, one person would cater to one customer at one time. Khalida claimed that her business’s most sold service included facial, threading, and party makeup. The team overall provided services to more than 50 customers and gained a profit of PKR 1,455.

At the end, Khalida assured that her team members gained immense and invaluable confidence from working in the competition. She pointed out that at the start of the competition, all her team members including herself were reluctant to deal publicly since they grew up in a society where girls preferred not to interact publicly, especially for the purpose of doing business. However, she stressed that thanks to the exposure and experience received from working in the competition, all team members have now gained immense self-confidence. Lastly, she mentioned that the only challenge during the competition was to deal with customers and convince them about the quality of the services.

**Team Members:** **Khalida Perveen**, Razia Perveen, Sidra Yousaf, TabasumNaz, Saima Bibi (Vocational Training Institute, Kassowal)



### 47. Learning Business

Naeem Ahmad and his friends from a village near Kassowal joined the “Emerging Entrepreneurship Competition” with very little choices of business ideas to start from. Since there was very little or no development in the village, the group decided to produce and sell animal feed, locally known as *wunda*. According to Naeem, the group did not have many options to choose from. The idea to make and sell animal feed was supported by the fact that there were many animal farms in the neighborhood.

The group bought different raw materials required for the animal feed from local traders. These raw materials varied in price, quality and transportation cost required to acquire it. In case the raw material had to be transported from a distant area, the group delegated one or two group members to accompany the truck carrying the raw material in order to ensure safety and quality of the material. Naeem explained that since most of his group members were born and raised in this neighborhood, they were well experienced in the skill of making animal feed. It was something the team felt confident about. He claimed to have sold around 38 bags of feed during the competition allowing the team to gain a profit of PKR 1,500.

“The idea of participating in the competition was not to learn how to make wanda because we knew that much already. The idea was to gain experience of operating a business individually and understanding the risks involved”, explained Naeem. He further mentioned that the most challenging part was to maintain a good sale record since there were many established competitors in the market and we were just young newbies.

**Team Members:** Naeem Ahmad, M Zeshan, Shakeel Anjum, Haq Nawaz, Syed Zahid (Vocational Training Institute, Kassowal)

### 48. Ghu-go Goray – The Clay Toys

Muhammad Akram and his teammates from Kassowal had a very unique idea, involving revival of culture and art, to part take in the “Emerging Entrepreneurship Competition.” The group decided to make traditional cooking utensils and toys baked from clay, which are better known locally as *ghu-go goray*. The group leader Akram stressed that the main idea behind this business idea was to revive our forgotten culture and attract art lovers through our carefully crafted products.

The group members sold the final product at different streets of the villages nearby, along with displaying them at various commercial shops. Akram explained that most of the time the group worked together. Undoubtedly, clay crafting and clay carving requires attention and is a very peculiar job. Hence, all of the team would get together and make sure there was no disturbance while they were working. The group started off with articulating the basic shape of the clay object and then heated it in order to make it thin and then eventually painted it or used different kind of durations in order to make it attractive. Akram added that soon after the success of our traditional cooking range, the team started making and selling various decoration pieces including that of animals. Akram and his team sold more than 32 items and calculated a profit of around PKR 2,000.

At the end, Akram proudly stated that thanks to the competition, now his team has experience in mud-crafting. They can make almost anything one can imagine with mud. According to Akram, the secret of his team’s success was the cheap rates of their products, admitting that they wouldn’t have had so many sales if they kept the prices high. He admitted that he made a lion from clay once and it was one of the most difficult tasks so far.”

Team Members: **M. Akram**, Abdul Aziz, M Imran, Murtaza, Hashim Ali (Vocational Training Institute, Kassowal)

### 49. One Minute Testing Solution

Irum Shahzadi and her group of five girls from Nankana participated in the “Emerging Entrepreneurship Competition” in order to practice the skills they had learned at their vocational college. The team aimed to provide clinical assistance at the customers’ doorstep and conduct blood group identification test, hepatitis B and C tests in a few minutes. According to group leader Irum, the real motivation towards this business idea was to develop a one minute technique to conduct the tests and hand over the results as soon as possible. The other alternate for the customers was going to visit hospital and that required time.

Therefore, the girls started their business model and began conducting tests at different colleges, schools and at public places or markets in nearby villages. Irum stressed that in order to implement our one-minute policy; we divided different tasks involved in the process to each group member. She explained that one group member had the task to write down the customer’s name on the list and result card, the other quickly collected money and the third prepared the sampling results. At the same time, the last and fourth group member handed over the result to the customer. Keeping in mind the progress and acceptance of our business idea, the group also added sugar test to their list of services. The group enlisted to have catered to more than 18 customers and calculated a profit of PKR 2,200.

At the end of the competition, Irum shared that her team had a very fulfilling feeling to have served the society. They were pretty sure that some of their customers, mostly females and children, would not have felt comfortable going to hospital and being tested by a man. She highlighted that it was a great experience to participate in the competition and it taught them countless lessons, including the confidence to deal with public and address customers.

**Team Members:** Iram Shahzadi, Marya shamim, Aamina Shahzadi, Sadia Zafar, Farwa Altaf (Vocational Training Institute, Kassowal)

### 50.Coaching Classes

Ahmed Raza and his teammates from Nankaana participated in the “Emerging Entrepreneurship Competition” with the spirit to make computer knowledge common and develop interest for it among young children of marginalized background. The team provided computer software and hardware training classes to students from different schools.

The group leader Ahmed, explained that in addition to providing coaching classes to students in the evening, the team also settled deals with few schools to manage their computer labs and resolve any technical issues they might face. He stressed that this arrangement allowed them to double their profit since they now had two sources of income from one single place. Ahmed revealed that they were interested in this kind of business because he himself had done ICS and recently acquired a diploma in computer handling and some of other group members also had similar degrees. Overall, the team had dealings with 3 schools during the time of the competition, which brought them over 50 students for coaching and made a profit of PKR 1,300.

The entire team expressed to have gained a lot more confidence about their own computer handling skills due to the competition, pointing out that when you are explaining some topic to a student your own concepts are clarified too. Ahmed stated that many of his peers who completed the same diploma are now working in different professional offices but this experience has motivated him to set up his own business. He thanked all his team members for their commitment towards their work and commended the organizers of the competition to have enabled such a positive environment and level playing field to have a productive competition among peers.

Team Members: **Ahmed Raza**, Hafiz M.Numan, Muhammad Abozar, Arfan Ali, Imran Ali (Vocational Training Institute, Kassowal)

### 51. Customized Mugs

Rehan Ahmad Butt and his team members from Sargodha participated in the “Emerging Entrepreneurship Competition” in order to run the insightful business of printed mugs. According to Rehan, his team chose this business idea because it was the time of summer vacations and they deemed items like printed mugs to be in demand due to their suitability as cheap and unique gifts.

Rehan, the group leader explained, “We started marketing our business by advertising our services at different schools, colleges and university. Our main target audience was not only the students but also faculty and staff members at these institutes.” He explained that his team did not even need to spend money on acquiring sample mugs because they used the ones they had already printed. “We often split our team into two groups of two or three members each and visited multiple places at the same time in order to cater maximum audience through our campaign”, shared the team captain. The team succeeded in serving more than 50 customers and gained a total profit of PKR 640.

Rehan said that he owes his team’s success to various factors including the superior quality and simplicity of our products. He explained that majority of their customers wanted decorative pictures or the institute’s logos printed on the mugs. The team already had some experience of using picture editing software, Photoshop, so they capitalized on their skills. Rehan said, “The experience of having to approach all kinds of customers directly on your own is a very different marketing strategy as compared to the one adopted by shops. This experience gave us exposure to all kinds of customers that would not visit shops and allowed us to listen to their negative feedback and criticism.”

Team Members: **Rehan Ahmad Butt**, Faisal Zahid, Muhammad Waqas, Aamir Shehzad, Muhammad Ijaz (Vocational Training Institute, Sargodha)

### 52. Surviving on Battery

Khurram Shehzad and his team members from Sargodha entered the “Emerging Entrepreneurship Competition” to benefit from the knowledge they had gained as vocational trainees of electrical appliances repairs & sales. As group leader, Khurram explained that his team came up with the idea of implementing the techniques learned during the training and manufacture battery powered lights. Explaining the reasons behind their choice, Khurram shared, “Most importantly we deemed our product to be successful due to the growing load shedding in our country, but it would also benefit due to its portability, light weight and cheap running cost.”

The team partnered with different electrical shops in the city’s market to acquire batteries, light bulbs and other required material. Thereafter, the team connected the batteries and lights in a compact design to ensure user safety and flexibility. According to Khurram, his team marketed the products to all kinds of target audience. Their main customers included owners of *moving stalls* that usually used the batteries at night due to its portability. Overall, Khurram’s team made almost 50 sales and gathered a total profit of PKR 320.

“We worked together in almost all stages of our business. This allowed trained members to gain leadership and teach the less experienced while the weaker team members got the chance to learn from the more experienced team members”, shared Khurram. He also mentioned that the competition allowed all team members to gain experience on how to buy and sell products in today’s market. Khurram shared that this was an experience that is unprecedented and there is no shortcut of gaining experience. He thanked the organizers of the competition and highlighted that even though his team comprised of newbies who had to face tough competition, our teachers gave valuable instruction to ensure that we did not run into any serious problem.

**Team Members:** **Khurram Shehzad**, Mohsin Iqbal, Muhammad Shan, Rizwan Haider, Muzzafar Abbas (Vocational Training Institute, Sargodha)



### 53. Fresh Fruits up for Grab

A group of five team members participated in the “Emerging Entrepreneurship Competition” to conduct a fairly simple business of trading fruits. Umar shared that his group chose this business idea after much discussion. He mentioned since the competition took place in summer season, the team wanted to capitalize on the opportunity. They knew that fresh fruits are in demand in summer season. Therefore, they immediately started working on their project. The team mentioned that the most traded summer fruits were mangoes and watermelons.

Explaining further, Umar said, “We did not only trade fruits and performed the duty of a middle-man between wholesalers and retailers but we also sold the fruits door to door directly to customers.” He further mentioned that being the leader, he was mostly involved in the trading business as he made the decision to buy and sell at appropriate rates. On the other hand, the rest of the team members usually sold the items at numerous markets and various sale points. The team managed to sell to more than 70 customers during the competition and acquired a total profit of PKR 300.

“Even though my team’s task seems was very simple, we learned a lot during the competition. We learnt how to sell to retailers and directly to the customers. We gained confidence in speaking to the general public and the competition broadened our knowledge horizon multi-fold”, said Umar. He confessed that making the first few deals and leaving our mark in the market at the beginning was a challenge but once they finalized a few deals, they were more confident than ever. He revealed to have often been accompanied by one of the team member while making the deals with sellers and purchaser in order to provide them exposure and a learning opportunity.

**Team Members:** **Umar Farooq**, Sikandar Hayat, Sohail Shehzad, Muhammad Azam, Muhammad Usman (Vocational Training Institute, Sargodha)

### 54. Starting from Scrap

Muhammad Awais and his team members from Mianwali carried out the business of scrap and waste resale in the “Emerging Entrepreneurship Competition”. Awais mentioned that his team chose this idea not because it was unique but they truly wanted to do something that was meaningful and benefited the society on the whole. The team separated different kinds of scrap and waste materials and then sold them at different rates respectively.

Awais admitted that it was not an easy decision for him and his team but the hard work and dedication of the team made it a lot easier. He mentioned that the positive attitude of the team members helped each other strive for better. Everyone was learning from each other. The team members collected scrap and waste material from various locations including homes, shops, markets and other busy commercial areas. After collection of the scrap material, they sold to different recycling companies that used recycled materials. Overall, the team sold to more than 25 customers during the competition and gained a profit of around PKR 500.

Awais mentioned that his team worked in sub groups. They often deals in groups of 2 or 3 members as it allowed other team members to focus on other clients. He revealed that they only finalized a sale deal after receiving quotations from various bidders in order to maximize on profit. The most valuable items in the scrap included rotten eatables and card materials. The team revealed to have gained the experience of running a business and learned the value of working hard and earning money through this competition. Awais pointed out that since this was their first experience of running a business, all group members were surprised to realize how much effort it takes to earn a livelihood. This competition surely taught all of them a lot.

**Team Members:** **Muhammad Awais**, Shahzad, Fazal Ur Rehman, Ehsan Ahmed, Muhammad Sohail (Vocational Training Institute, Mianwali)

### 55. Passion to Earn

Shabana Ahsaan and a group of total five girls from Bhalwal area participated in the “Emerging Entrepreneurship Competition” to gain experience in the work field they feel most passionate about. The girls decided to make shirts out of ribbons and prove to the society that they can also earn livelihood on their own, just like the men their age, and not depend on others.

“Being the group leader, I knew the most about how to handle every aspect of the business from purchasing to manufacturing and selling. However, while I was polishing my skills and gathering practical knowledge, I made it a point to help and train the other members of my group too”, shared Shabana. She revealed to have received help from her teachers in the school and acquired their expertise specially for purchasing of raw material. She pointed out that even though the team could not provide a lot of designs at the time of their final display, they still somehow managed to ensure that each of the shirts was unique in one way or the other. That helped the team score sales easily. Overall, the group sold more than 5 shirts during the competition and reported to have earned a profit of around PKR 1000.

Shabana thanked the organizers of the competition to have allowed her to gain practical knowledge of a business she felt passionate about. She said, “It has made me realize that if you have the desire to do something, you can do it by overcoming any barrier that comes your way. All you need is that passion and the drive to live up to it.” The group members also expressed to have learned how to work and cooperate within a group and delegate different tasks for overall for improved efficiency. All group members agreed that selling their final product was the most difficult part, but their leader Shabana concluded that thanks to the competition now all her group members know the tricks to sell their products.

**Team Members:** **Shabana Ahsaan**, Noreen Liaqat, Sana Mehwish, Saba Nazir , Sobia Younas (Vocational Training Institute, Bhalwal)

### 56. Not Giving Up

Arza Bibi and her four friends participated in the “Emerging Entrepreneurship Competition” from Shahpur in order to gain exposure and learn about how people normally conduct businesses. She admitted that it was a challenge for them to come up with a profitable business idea since they had zero experience but their teachers helped them to make a unique decision of putting up a food stall at their college.

The girl’s food stall mainly included home cooked snacks *dahi bhalle*, *fruit chat* and drinks. Azra revealed that their group was restrained to work in their own vocational training institute /college as they did not get permission from their parents to go out in the general public. “We were not allowed to market our business out in the open as other teams were doing. It was definitely a big disadvantage. However, we were not ready to give up. We decided to put in more effort and ensure that we did as good as other teams”, shared Azra. She mentioned serving more than 50 customers during the given competition time and gained a profit of approximately PKR 670. “I lived a little too far from the college so we usually kept the material and cooked after or before college hours at one of our group member who lived closer to the college. This allowed us to save transport time and effort”, told Azra. In addition to that, she explained that the group divided different tasks and material for cooking like crockery, utensils and other requirements so that one girl was not burdened. Arza pointed out that sometime when their meals did not finished at college, they divided the leftovers and brought them home. Surprisingly, relatives and family members sometimes voluntarily paid for the meals they ate so that our team did not suffer loss.

Arza thanked the organizers of the competition by saying: “it was literally a once in a lifetime opportunity for students of our age. The competition has made us more informed and mature members of the society since we have learned a lot and met a lot of people.”

Team Members: **Azra Bibi**, Anees Rubab, Anees Khanum, Nargiz Zaki, Aniq Jaffar (Vocational Training Institute, Shahpur)

### 57. Food & Fun

A group of five girls from Shahpur who shared the love of dressing good and eating well, participated in the “Emerging Entrepreneurship Competition” in order to carry out a business related to their interests and gain money out of it. The group’s leader Nasreen Gul explained that after studying their target audience, the team unanimously decided to put up a jewelry stall that also provided home cooked snacks.

The group catered to audience not only in their own college but they also visited nearby schools and colleges in order to maximize their customer base. However, Nasreen admitted that against all odds, their food items venture turned out to be more profitable than the jewelry items. The team sold various food items like *pakorey*, *samosay* and other snacks totaling up to around PKR 2,000 on a daily basis. She revealed to have delegated one head group member and one helper to each venture while she remained in control of the overall operations. At the end, the group reported to have made more than 115 sales and acquired total profit of PKR 1,800.

In their final remarks, the girls thanked the constructive and competitive environment provided by the organizers that allowed each team to excel and compete in a healthy manner. Nasreen pointed out that often different group leaders discussed the problems faced and took advice from each other. This allowed all students to gain further experience and knowledge of other kind of businesses too. Overall, she shared that her group learned a great deal about how to run a business and deal with customers on a daily basis. She admitted that in the beginning it was a challenge for them to facilitate and satisfy all customers but as they gained experience over the time, they became more confident and better at these things toward the end of the competition.

**Team Members:** **Nasreen Gul**, Noreen Akhtar, Noreen Fatima, Saba Perveen, Saima Perveen, Sidra Ramzan, Munazza Hussain, Iram Shehzadi (Vocational Training Institute, Shahpur)



### 58.Keeping it ‘Cool’

A group of aspiring teens from Shahpur participated in the “Emerging Entrepreneurship Competition” to gain practical experience as they were about to complete their diploma degrees in their vocational training institute. The group’s leader Atif Hayat, explained that the team provided various general and repairing services for refrigeration units and air conditioners.

“It was a challenge for us to enter the market as newbies, especially since we were all young students. However, after the first few days we partnered up with a relative of one of our group member who owned an electronics workshop”, shared Atif. He mentioned that the partnership exposed the team to a new world of customers that trusted the new team due to their partner’s recommendation. Atif pointed out that over the time the team also added AC covers in their portfolio because they witnessed there was a high demand for AC covers among all kinds of customers. He revealed that while majority of the orders received by the team did not require transporting AC or fridge to workshop, there were still a few orders for which they had to arrange transport and fix them at the workshop. Overall, the group dealt with more than 29 customers during the competition and calculated to have gained a profit of PKR 675 by the end of the competition.

“Even though this business seemed difficult and we were nervous in the beginning, we are much more confident and the tasks seem a lot easier now that we have experience. So even though the competition has ended now, I’m inclined to convince my group members to continue the business in the evening alongside with our college routine in the morning”, shared Atif while thanking organizers of the competition for giving him this lifetime opportunity.

**Team Members:** **Muhammad Atif Hayat**, Husnain Khurram, Muhammad Shoaib, Hafiz Kaleem Ullah, Sibghat Ullah (Vocational Training Institute, Shahpur)



### 59. Beating the Heat with Handmade Fans

Naureen Munawar and her friends from Sargodha participated in the “Emerging Entrepreneurship Competition” in order to conduct a dual business of selling food items and hand-made fans. Naureen mentioned that the team made the decision about their products after a lot of discussion sessions and brainstorming. They carried out a small survey to gather the demand trends for both their products and it seemed like the right thing to do at that moment.

The group set up the food stall at their college and some other nearby colleges for a short time, whereas the hand-made fans were sold at the stalls and also at other commercial shops in the rural areas of the district. Naureen explained that the team was aware since day one that the market for the hand-made fans will be in rural areas since people cannot afford UPS in those areas. Therefore, they focused on selling fans to shops in those remote areas specifically and the strategy paid off. On the other hand, the food stall included items that were suitable for the summer season. Their most sold food items were *falsa* juice, sandwiches, *chana chat* and *gol gappay*. Overall, the girls sold to more than 400 customers during the competition and managed to pocket a profit of PKR 2,500.

The girls admitted that the competition taught them business skills that will benefit them for life. Even at a later stage in life, this could help them in any financial crunch. This competition taught them to be courageous and confident to set up our own small business and get life going. Naureen confessed that it was difficult for her group to make and sell hand-made fans from straws and sticks with decorations since it required a lot of precision and hard work. But she said, “Working on it over the time provided us the opportunity to learn a completely new skill and it’s a big plus.”

**Team Members:** Noreen Munawar, Saima Munawar, Kinza Shakoor, Alvena Kiran, Hifza Khalil (Vocational Training Institute, Sargodha)

### 60. Clothing for Men

Adeela Zafar and her four friends from Sahiwal partook in the “Emerging Entrepreneurship Competition” in order to prove to the world that together they can pull anything off. The group took up a challenging business idea and made arrangements to sell clothes for gents and children. According to Adeela, the group chose to make clothes for children and gents only because they were easier to stitch and well demanded in the market.

The group started off with first stitching a few sample *kurtas* and frocks to put up for display. Adeela explained that the team was committed to stitch different clothes each time and bring versatility in designs and texture of each dress. The girl’s confessed to have looked up different designs from the internet when they ran out of ideas. Adeela revealed that her team not only sold the dresses in their college but they also held exhibition at various other schools, academies and colleges with permission from their management. Explaining how the team coordinated among themselves, Adeela explained that they either worked together or divided tasks depending upon each dress. The team did all the cutting, designing, stitching and marketing with mutual understanding. Overall, they sold more than 60 dresses and accumulated a profit of PKR 250.

Adeela confessed that the first time their group visited the market to buy raw material was under the supervision and support of a teacher who guided them about how to bargain and look for better designs. However, she claimed that thereafter the team conducted every part of their business on their own and learned all highs and lows of running a business.

**Team Members:** Adeela Zafar, Atia Kalsoom, Umme Rubab, Anila Naz, Kiran Latif (Vocational Training Institute, Sahiwal)

### 61.Earning by Trading

Awais Ahmed and his four friends from Lahore took part in the “Emerging Entrepreneurship Competition” in order to carry out a garments trading business. The group purchased readymade clothes from the wholesale market and sold them to different shop keepers at different locations.

According to group’s leader, Awais, the team started off with selling the clothes at their college but soon they realized that they need to expand their customer base and decided to cater various smaller shops in their neighborhood. He revealed to have divided his team into two groups of two members each, one of which was responsible for purchasing from wholesale market at cheaper rates in bulk and the other group was assigned the task to sell them to various retail shop owners and schools or colleges. Awais explained that the most sold items of his business were dresses for children including uniquely designed frocks and shirts. The team sold more than 12 dresses during the competition and accumulated a profit of PKR 5,000.

At the end, the team’s leader revealed to have learned the value of money from the competition. He explained that prior to the competition; his team had no knowledge about the market rates of different kinds of clothes and discounts offered by various brands at different occasions. Awais claimed that their experience from participating in the competition also benefited them as now they are able to shop better for themselves too. He confessed that purchasing at cheaper rates and managing daily transportation within the budget was a big challenge for the team. Awais thanked the organizers of the competition to have allowed him to gain such exposure and practical experience directly from market. He added that meeting all kind of customers for selling their product was a unique exposure itself.”

Team Members: **Awais Ahmed**, Abdullah, Basit, Attique, Iftikhar (Vocational Training Institute, Shadman)

### 62. Learning New Things

Being an avid flower dressing expert, Hafiz Ramzan gathered a team of five individuals in order to take part in the “Emerging Entrepreneurship Competition” and make use of his experience to set up a lucrative business. Ramzan explained that he already had the experience of participating in several competitions however those competitions were all about floral decorations and arrangements – not of them was about the dynamics of running a business.

Ramzan’s team set up shops at their vocational training institute and also at other colleges and sometime on street sides. He mentioned that his team completed more than 15 orders during the competition and gained a total profit of PKR 5,000. He explained to have divided his team into two groups, explaining that one group of two members was responsible to buy fresh flowers daily from the flower market and bring them to the stall. On the other hand, the remaining two group members were responsible to keep the flowers fresh and were in charge of the stall in case the others were busy elsewhere. Ramzan claims that his team made flower decoration for one small family function as well.

At the end, Ramzan thanked the organizers of the competition to have allowed him to learn how to do business. He said that he often saw people doing business used to wonder how they did it. Thanks to this opportunity he now knows all the nitty gritty of conducting a business. He mentioned it was a whole new experience. Furthermore, he confessed that direct dealing with customers was a big challenge for his team but they overcame this weakness overtime. Ramazan mentioned that it was easier to deal with people in their own college but to deal publicly was a learning experience.

**Team Members:** **Hafiz Ramzan**, Qamar Abbas, Abdul Qayyum, Atif Khan, Ameer Humza (Vocational Training Institute, Shadman)

### 63. Brightening the Future

Navista Parveen and her four friends participated in the “Emerging Entrepreneurship Competition” not only with the hopes of winning the competition but also to do something for the betterment of the society and to benefit the country overall. Navista’s team took upon the task to provide computer handling training to students of various religious institutes, *madrissa*, where usually focus is only on the religious education alone.

“We enjoyed working in the competition because it allowed us to polish our own computer handling techniques while teaching the students and providing troubleshooting options whenever they faced any problem. It was a pleasurable experience as we knew that we were contributing to the future of all the students in our classes”, expressed Navista. She revealed that her team started with the concept of teaching *Madrissa* students. However, when students from other local institutes also came to register, the team allowed them too. Navista and her team trained more than 245 students and were able to harness an impressive profit of PKR 73,000. Describing the operations of the team, Navista mentioned that they held meetings every week to decide which member will teach which classes and in which time slot. The training classes continued from 7am to 7pm on a daily basis.

Navista’s team provided services including learning of MS Office, Windows and other software installations. “None of our group member had conducted training or taught before the competition so it was a whole new and learning experience for each member. It allowed us to gain a lot of confidence and unlock our own hidden potential of teaching”, shared Navista. She confessed that being females in a male-oriented society, they often had to face severe criticism about their work. However, the team took it positively and highlighted the importance of having computer knowledge for surviving in today’s competitive world.

**Team Members:** Navista Parveen, Beenish Zubair, Saba Abdul Ghafoor, Sobia Rafique, Rabia Mehmood (Vocational Training Institute, Nain Sukh)

### 64.A Unique Set of Skills

Being an avid computer user, 18 year old Shahzaib Shoukat and his college friends registered for the “Emerging Entrepreneurship Competition” to carry out the business of computer software and composing services to capitalize on their interests. Shahzaib explained that since he intended to adopt this career after graduation, he deemed it necessary to give a try to do the same business too.

Shahzaib’s team visited various academies, colleges and schools in order to receive orders of composing and computer software handling. He explained that his first and most valuable order was from a school that asked his team to provide them with student ID card for all their students. Overall, Shahzaib and his team completed more than 100 big and small orders during the competition. He said, “Whether we worked together or separately totally depended on the type of order. In the bigger orders that demanded more manpower, we worked together but small orders like picture editing were better left for one person to save time.” Shahzaib mentioned that his team also received orders including composing examination sheets and preparation notes for different academies. Overall, he revealed that his team made a profit of PKR 8,000.

Shazaib highlighted that he and his team learned a lot from participation in the competition. “Now I have made up my mind to set up my own business after graduation since I am confident that I will be able to earn more from my business rather than doing a mediocre job at someone else’s company”, shared Shazaib. He pointed out that his team would have been able to take more orders and earn more profit if it was there was no load shedding or they would have had an alternate power source to work uninterruptedly.

Team Members: **Shahzaib Shoukat**, Arbab Khalid, Muhammad Naser, Muhammad Hafeez, Mazhar Ali (Vocational Training Institute, Kahna Nau)



### 65. Playing with Fire

Waseem Akram and his four group members from Kasur entered the “Emerging Entrepreneurship Competition” soon after acquiring a professional diploma in welding techniques. The team registered for the competition to implement the skills they recently learned and try the option of setting up their own business.

According to Waseem, “our first challenge in succeeding was to get orders in the beginning and to get the business started so for that we visited various shops in the vicinity and partnered with them to recommend us to their customers.” He confessed that even though things were slow in the beginning, their business caught speed in the end and the team managed to fulfill more than 50 orders. He explained that usually the group worked together since it was not easier to delegate work in welding jobs. Waseem and his team calculated to have gained a profit of PKR 2000. He explained their most valuable orders included the ones for installing window panes and tailors stalls.

In an excited tone, Waseem said, “I am more convinced than ever that I should start my own business now rather than working at someone else’s shop. I have realized that I don’t need money or a shop to start my business. All I need is the right intention and the experience I gained from the competition.” He added that even if he makes less profit in the beginning, he knows that eventually the business will flourish overtime and he will be able to benefit from it in the long run. At the end, he confessed that treating random customers and satisfying their needs is not an easy task as his team did not have much experience at this in the beginning. However, after a few orders they gained the experience and started doing very well.

**Team Members:** **Waseem Akram**, Muhammad Bilal, Faisal Rehman, Muhammad Mazhar, Yasir Ali (Vocational Training Institute, Kasur City)

### 66. Creating Health Awareness

Makhdoom Anjum and his four group members from Lahore participated in the competition to not only compete for the prize but also to benefit the society and spread awareness about how to avoid common diseases. The group installed medical camps at various locations of the city and provided services including free blood group testing and tests for Hepatitis B & C.

According to Makhdoom, his team placed stalls mostly near schools, colleges and hospitals because they believed that students were more open to receive their guidance as compared to people from other walks of life. He mentioned all his team members were medical students therefore carrying out the tests was not an issue. He further elaborated that Hepatitis B & C are one of the most common diseases in our society and the team felt necessary to take steps to create awareness about them in the general public. Makhdoom's team charged PKR 100 for each Hepatitis B & C tests and since they were able to conduct more than 150 tests, they managed to gain a profit of around PKR 9,000. Speaking about the coordination among his team, Makhdoom explained that his team managed two camps simultaneously and kept at least two members at each camp at all times. Being the team leader, usually Makhdoom met the principle of the school or college initially to seek permission to hold an awareness seminar in the school and later on the children could get themselves tested in the camp outside the school.

Makhdoom thanked the organizers of the competition on his team's behalf to have allowed them to gain the invaluable experience of running a business that they would not have had elsewhere. "The competition not only taught us how to conduct a business but many other things too like time management, how to treat customers and convince them and many other things", said Makhdoom.

**Team Members:** **Makhdoom Anjum**, Rizwan Tariq, Habib Jillani, Mohsin Ali, Ahmed Ibrahim (Vocational Training Institute, VTI Governor House Lahore)

### 67. The Art of Handling Customers

A group of five friends from Sahiwal participated in the entrepreneurship competition in order to provide AC repairing services and sell AC covers. The group leader Sajid, revealed to have chosen this business idea because it was related to their field of education which is electronics and it was summer season that usually brought a higher demand with it.

Sajid explained that the team received their initial orders from partnering with various shops but towards the end of the competition, the team started getting orders directly from the satisfied customers too. “Since I was the group leader, I took it as my responsibility to ensure that each member of the team was working equally. Also, I focused all my energy towards finding orders whereas the rest of the team completed them”, shared Sajid. He explained that if there were multiple orders, the team members separated into two groups to save time but otherwise they would work together as a team. Overall, Sajid’s team dealt with more than 15 customers and gained a total profit of PKR 2100. Also, he added that a considerable portion of his team’s profit came from selling the AC covers.

Conclusively, Sajid confessed that the competition has jump started their money making instincts and now almost all of the group members are inclined to continue work even after the competition ends. He highlighted that the knowledge and contacts gained from the market are invaluable for a business like theirs and since they have already gained both, it will highly beneficial if they continued with their successful business venture. Sajid admitted that dealing with customers was sometimes the most difficult task because one doesn’t really know what kind of personality each customer possesses and how to tackle them. But with time, the entire team mastered the art of handling customers.

Team Members: **Muhammad Sajid Shafique**, Muhammad Salman Arshad, Muhammad Abdullah , Shabaz Murtaza, Tayyab Tahir (Vocational Training Institute, Sahiwal)

### 68. Spicing it with Pickle

Nafees Bano and four other girls from her institute formed a group to take part in the entrepreneurship competition being held at their institute. After much discussion amongst the group members, the team decided to try their luck to transform highly recommended pickle or *Achaar* making techniques into a business model. Nafees, the group leader explained that the team selected this as their product because some of the girls already had the skill and the experience of making pickle and this seemed like the right opportunity to learn a thing or two about business.

Nafees's group sold *achar* packets at various locations including their own college, schools and nearby shops and banks. She revealed that her team had purchased a set of jars in the beginning to make it easier to market their final product and eventually the team succeeded in selling more than 40 jars of *achar*. "My team worked together when we were making *achar*. We often used our spare time in our college but in case the team was not able to finish work during college time, they would divide tasks evenly among each group member and get it done from home before coming to the college next day", explained Nafees. She also mentioned that she thinks the key to their success was the huge variety of flavors that they kept. Often customers would not have even heard about the variety of *achar* and just bought it out of curiosity. Nafees and her team reported to have gained profit of PKR 1,500. The team's most demanded flavors included *channa achar* and *gajar achar*.

"The competition has taught us that even girls can work and earn money on their own without any outside help only if they put in the right amount of effort. We did not even have a large investment, but we managed to run a profitable business. It was a commendable activity", shared Nafees in a proud tone. She thanked the organizers of the competition and recommended all her peers to participate in such competitions.

**Team Members:** **Nafees Bano**, Farwa Liakat, Musaraat Perveen, Shakeela, Ayesha Aslam (Vocational Training Institute, Kassowal)

### 69.It's all about food

Farwa and her four friends registered for the “Emerging Entrepreneurship Competition” to gain the experience of running a business. Farwa and her team decided to go with the safe option of running a canteen shop as they speculated it to be relatively more successful and profitable as everyone loves to eat. Also, this was one option for which the team did not have to leave their college.

Explaining how her team conducted business, Farwa mentioned that she delegated work to each team member and they were solely responsible for smooth running of that department of the business. One member was in charge of handling cash and maintaining books, one was supposed to never let the stock run out and keep the inventory, whereas one girl was responsible to make and bring home cooked meals and the last member served the customers. The all-girls team managed to sell to more than 90 customers during the competition and calculated to have made a profit of around PKR 11,950. According to Farwa, her team's most demanded food items included rice and *chana chat*.

In her concluding remarks Farwa mentioned that she was surprised at the end of the competition because she could not believe that her team managed a profitable business without any external help. “If it was not for the competition, I would still not be able to believe that I can set up such a profitable business with so little investment money to start with”, shared Farwa. She recommended her peers to participate in such competitions and thanked the organizers for coming up with such an original and productive activity. She stated that the competition taught her and her team the value of money.

**Team Members:** Farwa Shafeeq, Sehra, Samrena Majeed, Hafza Asmat, Samara Shahzadi (Vocational Training Institute, Kassowal)

### 70. Computer Home Tutor

Muhammad Idrees and his four group members from Arifwala participated in the “Emerging Entrepreneurship Competition” in order to provide computer composing services after acquiring a diploma in computer studies. According to Idrees, his team mostly received orders from various nearby academies, schools and colleges to compose items like student ID cards, exam papers and revision sheets.

“We visited numerous schools and colleges on daily basis in order to market our business and collect any orders if available”, shared Idrees. He pointed out that after some visits the team received recommendations to sell appropriate computer learning books to the schools and colleges upon their visit. Improvising immediately, Idrees and his team included a small manual book for basics of computer studies. The group sold almost 500 copies of their “Computer Home Tutor” books during the competition. The team successfully completed more than 50 orders of composing and earned a profit of PKR 1,900.

“Since the competition eliminated the fear or risk of failing from our business venture, we worked tirelessly to gain business exposure and earn as much profit as possible”, said Idrees while sharing his experience of the competition. He said that his team specifically learned how to deal with customers which was a challenge for the team initially. He further mentioned that the visits he made to various schools and colleges allowed him and his team members to have practical experience about how to meet and deal with different kinds of clients and how to convince them. He thanked the organizers of the competition for putting up such a great event and vowed to recommend all his peers to participate in such events in the future.

Team Members: **M. Idrees**, Amir Aslam, M. Rafique, Mubashir Habib, Hafiz Ahmad (Vocational Training Institute, Arifwala)



### 71. Securing the Bikes!

A group of aspiring mechanics and electronic enthusiasts took part in the “Emerging Entrepreneurship Competition” to model their passion into a business idea and learn in a competitive environment. Ghulam Hussain, the group leader explained that his team developed and sold a unique motorcycle security system.

Explaining the use of their product, Hussain said that the security system allowed the motorcycle to start only if the driver pressed a secretive button before starting the motorcycle, otherwise it would not start and trigger an alarm silently so the real owner is informed. Hussain’s team revealed to have used the horn button or indicator buttons as secret triggers. In some cases, they installed a completely new button in a secret place. The team advertised their remarkable product at various shops in the area in order to get maximum orders. Being students, Hussain and his team capitalized on the population of their institute and other nearby colleges. The team usually marketed their security system kit for PKR 200 and managed to install more than 50 kits. They gained a total profit of PKR 1,400 during the competition.

“I made sure during that the entire course of the competition that my team worked together and every team member gained experience of every aspect of the business including customer dealing, accounts keeping and so on”, shared Hussain. He also said that their work allowed them to learn a lot about the mechanics of an average motorcycle. Hussain’s team purchased a basic kit from the market and modified it as per their own requirements before setting it up for the customer. Hussain thanked the organizing team of the competition for giving him and his team the chance to show off their skills and make profit through it.

**Team Members:** Ghulam Hussain, Nafees Ahmad, Muhmad Naved, Mudassar Rauf, Amjad Ali (Vocational Training Institute, Arifwala)

### 72. Food All the Way

A group of four friends from Nankana participated in the “Emerging Entrepreneurship Competition” to explore their own abilities. The team conducted quite a few discussion meetings before deciding what product to keep. The team selected Naila as the group leader and unanimously decided to put a stall of eatables. However, they knew that they would not be the only ones putting up a food stall so the competition would be tough.

Naila and her team started their food stall at their own college in the beginning but soon expanded to various other locations that mostly included other colleges and academies to maximize on their profit. Being the team leader Naila decided to split the initial investment money and assigned different dishes to each group member. Now each group member had one dish and it was solely their responsibility to cook it, bring it, market it and sell it. This way, each group member was gaining the experience of carrying out the entire business. The group’s most sold dishes included *gol gappay*, *nan tikki* and *nimko daal*. Naila mentioned that since their target audience was students, it was easier for the team to estimate their sales and predict which items would be sold the most. At the end of the competition, Naila’s group sold more than 1,500 dishes and received a profit of around PKR 1,000.

“First of all, the competition taught us just how hard it is to earn money and this will definitely help us respect our parents even more now that we understand what they go through. Secondly, in my opinion, our team did well. We only lacked in customer dealing techniques since this was our first direct interaction with customers. However, I think we improved a lot from where we started”, shared Naila.

**Team Members:** Naila Bibi, Sadia Arif, Nimra Asghar, Fozia Bibi, Sidra Khalid (Vocational Training Institute, Nankana)

### 73. Selling Snacks

Ahtasham and his team members from Nankana registered for the “Emerging Entrepreneurship Competition” to sell snacks at canteens in different colleges of the area. Ahtasham’s group members came up with the idea of keeping a vast inventory of daily snacks including items like biscuits, chips, toffees and bottles. The group’s leader explained that they chose this business idea because the cafeteria in their college usually provided home cooked meals only and did not keep a wide variety of snacks or cold drinks for those who were not interested in lunch items. In order to further enhance their profit, the team decided to do the same for other nearby institute’s canteens.

As the competition was held in summer season and this allowed the team to take advantage of increased growth of seasonal items like cold drinks and juices. At the same time, the summer season also made it difficult for the team to transport the stock and carry out our business in severe heat. Ahtasham explained that the team started with just one canteen at their own college for one week and after acquiring necessary experience some exposure of handling clients, they expanded to several other colleges in the vicinity. Overall, the team estimated to have made more than 400 sales per week. At the end, Ahtasham calculated that his team gathered a profit of PKR 1,130. “Once we expanded our network of canteens, we surely had to delegate work. Two or three members were kept in charge of the canteens in their respective areas whereas two others were responsible to never let the inventory run out. Lastly, I took up the responsibility to manage the overall operations and finances”, shared Ahtasham.

The group’s most sold items included items used to kill the heat like cold drinks, ice gollay and juices. Ahtasham mentioned that he learned how to operate a business and multitask even while under pressure. He said that it was a unique experience and he totally recommends everyone his age to participate in such competitions.

**Team Members:** **Ahtasham ul Haq**, Umar Faheem, Ali Farooq, Zeshan Majeed, Hanan Khalid (Vocational Training Institute, Nankana)

### 74.Reducing the Costs

Abid and his team from Nankana took part in the “Emerging Entrepreneurship Competition” to sell routine medicines at reduced rates compared to the market rates. Abid mentioned that being medical students, the team was aware of large profit margins kept by medical stores on the most demanded medicines. So the team figured that they will keep a mediocre profit margin to provide cheaper medicine to people so that the community was able to benefit from their business.

Abid’s team sold medicines by visiting numerous medical stores, clinics and hospitals in their city. “I divided my team into two groups of two members each. Each group was responsible to visit separate places daily as this allowed us to make more visits and target a wider audience during the limited time of the competition”, expressed Abid. He explained that his team sold medicines of all kinds including drips, tables, syrups and injections. Overall, Abid’s team calculated to have sold more than 600 medicines and gained a considerable profit of PKR 1,400.

Abid mentioned that the competition allowed him and his to learn how to run a business individually without any outside support. In short, it gave them the experience to become more mature and informed independent citizens rather than naïve students. Furthermore, he claimed that the successful experience in the competition is now tempting them to continue this business for some extra pocket money. “We are hopeful that we can do this business along with our college obligations”, said Abid while thanking the organizers of the event for giving him such a unique and well-crafted opportunity while also developing an environment of constructive competition.

**Team Members:** **Abid Ali**, Ummar Sharif, Shahzad Anjum, Mujahid Hussain, Suleman Iqbal (Vocational Training Institute, Nankana)

### 75.Helping the Community

Shahzad and his friends from a college in Lahore participated in the “Emerging Entrepreneurship Competition” to gain experience after recently completing medical assistance training. The team planned on providing cheap and accessible medical services to needy people of the society. Their medical services included sugar tests, Hepatitis B & C tests and blood group tests.

“We were about to apply for different jobs when we heard about the competition. It was perfect timing and I was very hopeful since the beginning that it will help me set up my own business and it has done exactly the same”, shared Shahzad. The team visited various health care clinics, colleges and academies to conduct the tests. He explained to have delegated different task to each team member in order to save time. One team member was supposed to check sugar; two were responsible to conduct Hepatitis B & C tests while the last member conducted blood grouping tests. On the other hand, Shahzad was supervising everything and handled the finance department. Overall, the team catered to more than 50 customers and managed to acquire a total profit of PKR 5,000.

Explaining in detail, Shahzad mentioned that his team already had the theoretical knowledge before the competition and now with the practical knowledge gained from the experience in the competition, each and every group member can now have a small medical set up of their own. Shahzad admitted that one member of his team had not received vocational training for medical assistance but his contribution to the team has led him to offer him a role in his own business that he plan to setup soon.

**Team Members:** **Shahzad Haneef**, Umer Jawaid, Umer Saleem, Zia ul Islam, Sabar Hussain (Vocational Training Institute, Shadman)

### 76. Conserving Energy

A team of five individuals who recently graduated as electronics engineer from Gujrawala participated in the “Emerging Entrepreneurship Competition” in order to explore the idea of setting up their own business. The team leader Imran Arshad explained that all the group members were friends so it was easy for them to decide on a business idea and they chose to sell repaired and newly assembled energy savers.

Unveiling the thought process behind the team’s decision, Imran mentioned that the team got into this business because they knew the prevalent energy crisis, load shedding and summer season would all play in their favor. Additionally, he mentioned that the entire group unanimously believed that the electrical field is progressing over time and any investment of time and money in this industry would be beneficial in the long run. Imran revealed his business plan and explained that one of the group members was given the task to purchase faulty energy savers and the accessories required for repairing, two to three members had the task to repair and assemble energy saves and one group member was given the responsibility to market and sell the final product. He highlighted in an appreciating manner that the salesman did the most painstaking job of selling door-to-door and managed to sell approximately 50 energy-savers allowing the team to collect a profit of PKR 1,000.

“The experience gained from this competition has taught me a lifelong lesson that I might never forget. I am now able to conduct a small scale business at any given day in my life. This is a skill worth cherishing all my life”, shared Imran. He mentioned that each team member was excited to be a part of the competition. He confessed that the sales department of his business was not so efficient but with time they learnt how to improvise and sell products efficiently.

**Team Members:** **Imran Arshad**, Arslan Ahmad, Allah Ditta, Asad Iqbal, Sabir Hussain (Vocational Training Institute, Panwan)



### 77.Hard & Soft

Manzoor Ahmad and his group members carried out a computer hardware and software support business in the “Emerging Entrepreneurship Competition.” The team’s main focus was providing computer hardware support and selling different computer hardware items. However, in the very initial days of the business, the team realized that their product is quite interlinked with computer software handling and hence they added that in their list of services too.

The team leader Manzoor explained that they chose this business idea because it required very less set up time and cost and the software support system did not require any set up time or cost at all. He explained that the required hardware equipment was purchased at cheap rates from nearby cities including Faisalabad and Lahore. The team mostly provided both their software and hardware services to various schools and colleges in the neighborhood. Manzoor explained that after the experience of the first few days, he divided the group into two teams that visited various clients separately and this helped them in increasing their consumer base. The team dealt with 16 clients and gathered a total profit of PKR 460. The teams most sold hardware equipment included RAMs and power supplies whereas the software support mostly included fixing of operating system and system cleanup.

“The competition allowed us to do marketing for the first time and taught us about the demands of different clients and how to arrange for means to fulfill them”, shared Manzoor. He further elaborated that this competition helped them gain the required contacts to carry out the business on their own in the future. Manzoor also explained that he personally learned how to manage accounts of a business and keep it profitable.

**Team Members:** **Manzoor Ahmad**, Zubair Ishaq, M.Shahbaz, Habib Ullah, M.Waseem Anwar (Vocational Training Institute, Panwan)

### 78. Custom CDs

A group of knowledgeable computer students from Panwan came up with the idea of setting up the business of selling custom-made computer CDs of various kinds including software CDs, cartoon CDs and movie CDs. Participating in the “Emerging Entrepreneurship Competition,” team leader Mahmood Tahir explained that the team also composed one CD on their own which included tutorials and instruction manuals about computer handling.

Explaining their business operations, Mahmood revealed that usually if someone wanted to buy multiple softwares or movies, they had to buy multiple CDs. But their team computed and compressed various kinds of CDs and sold an ‘all in one solution’ package with one CD containing multiple softwares and/or movies. Explaining further, Mahmood mentioned that prior to our business idea, if an individual had to buy 2 to 3 different softwares, they had to purchase a separate CD for each software. However, with the team’s innovative idea now the customers can have multiple items in one custom CD of their choice. This reduces their costs and gives the team more business and hence more profit. Additionally, the group did not only sell its custom-made CDs for computer training but also gave various presentations on computer handling to students of schools and colleges. “Usually our team was divided into two groups that were responsible to visit different clients separately and provide them training and presentation services”, shared Mahmood. The group leader confirmed to have catered to numerous students from 22 schools and colleges adding to a profit of PKR profit 3000.

Mahmood mentioned that the competition has helped the team make their mind about setting their own business to earn a livelihood. “In fact, now I’m inclined to even continue this small business even though the competition has ended and I’m still a student”, shared Mahmood with enthusiasm. Lastly, he admitted that his team did not focus on quality but attempted to deal with maximum customers since it was about making maximum profit through high number of clients. He vowed to focus on customer satisfaction if he ends up continuing the business.

Team Members: **Mahmood Tahir**, Farman Ali, M. Naeem, Zahid Abbas, M.Haleem (Vocational Training Institute, Panwan)

### 79. Computer Assistance Team

Mubashir Nazir and his group members from Gujrawala wanted to gain some first-hand experience in the computer industry. With the aim of learning and getting experience, they registered for the “Emerging Entrepreneurship Competition”. He explained that computer hardware repairing is a very lucrative business field and the team wanted to try their luck in that but with minimum risks involved. Hence the competition seemed like a timely opportunity.

Mubashir explained that his group set up a stall at the city’s most crowded commercial market known as a computer repairing hub. During the entire competition, the team ensured that at least three members of the group were present at the shop at any time during the business hours. It was because the stall was located in a busy market and there were customers walking in for free checkup even if they decide not to have their computers repaired. The team’s most sold items included RAMs, hard disks and procedural bus wires. The group made more than 10 sales during the competition and earned a profit of PKR 400. Additionally, one of the team members also dealt with one customer to fix their mobile which added diversity to their business.

“We would have never learned so much about dealing confidently with customers without the competition. This competition has made us more confident and has taught us how to carry out business deals in a professional environment”, said Mubashir while explaining how each group member learned a lot about public dealing and how to satisfy or convince customers. He applauded his group member for their punctuality during the competition and thanked the organizers of the competition to have allowed his team to be a part of the unique competition.

Team Members: **M. Mubashir Nazir**, M.Ramzan, Mohsin Ali, Saif ur Rehman, Ali Raza (Vocational Training Institute, Panwan)

### 80. Breaking the Stereotype!

A group of five girls from Gujrawala participated in the “Emerging Entrepreneurship Competition” in order to break stereotypes in their society that girls cannot work and earn enough compared to boys. The group leader, Sadaf Naveed explained that her group decided to keep two products which included selling hand-made dresses and different food items. She explained that the team chose these ideas because they were suitable in terms of implementation and the team considered that these products would get them the highest profits.

Even though the girls only conducted their businesses in their vocational training institute, they still advertised at numerous busy locations of the city. Sadaf explained that they put one person in charge of advertisement, one was responsible to handle the cash at counter and keep record of daily sales and accounts whereas the rest of the girls were assigned the task to stitch clothes and cook food items. She mentioned that the most sold items at their stall were frocks for kids and different kinds of shirts for ladies. The group calculated to have sold more than 22 items and made approximately PKR 1,200 in profit.

The girls claim to have had a very positive experience in the competition. Sadaf explained that they learned so much from the competition that it cannot be mentioned in words. The experience and exposure they received is invaluable. The group admitted that since they had little or no experience of stitching clothes before, doing it on fixed timeline for the first time was a challenge that allowed them to learn and sharpen their skills. “Now at the end of the competition when I look back at the progress each one of my group members have made, it is impressive. Most of the girls are now confident and they want to do the same business again even without the competition”, shared Sadaf. She said that she herself was also more confident now as compared to before the competition and can compete with boys at any stage in life.

**Team Members:** Sadaf Naveed, Nimra Younas, Ayesha Siddiq, Yasmeen Akhtar, Taslim Kousar (Vocational Training Institute, Panwan)

### 81. Learning to be Self-sufficient

Kinza Shahzadi and her four other group members from Hafizabad participated in the “Emerging Entrepreneurship Competition” in order to sell jewelry and toys to different school amongst students and teachers. Kinza, the group leader explained that the team chose the business idea of buying from wholesale and selling them to retailers at a small profit.

The girls explained that they did not only cater to their own college but several private and public schools in the neighborhood. “We mostly visited the schools during their lunch break time. Moreover, since some schools also worked as tuition centers in the evening, the team visited them in the evening”, shared Kinza. She explained that she assumed the role a coach to coordinate and guide the rest of the group members. “I divided my team into two group members and asked them to visit different locations at the same time in order to cater maximum customers”, explained Kinza. The team mostly sold toys to young ones whereas jewelry items were most well-liked by teachers and administrative staff members of the schools.

Kinza confirmed to have sold more than 35 items and collected a profit of approximately PKR 1,000. She mentioned that the competition allowed them to enjoy the confidence that they can take care of themselves during any unforeseen tragedy in their lives. She stressed that no one should be dependent on others and the competition taught them just how to be independent and self-sufficient in the simplest way possible.

**Team Members:** **Kinza Shahzadi**, Madiha Zafar, Kishwar Sultana, Nabila Mumtaz, Habiba Tayyab (Vocational Training Institute, Kolo Tarar, District Hafizabad)

### 82. Mobile Accessories

A group of five bachelor's students from Hafizabad wanted to enter the lucrative market of mobile and computer accessories. For the mentioned purpose, they formed a team and applied for the "Emerging Entrepreneurship Competition." The group leader, Sabih ur Rehman mentioned that his entire team shared the passion to be one of the businesses operating in the industry and make good money while earning a good reputation.

The group decided not to open up a shop since it would have restricted them to a single place. Instead they set up stalls at their own college and various villages near the city. Sabih revealed that he took up the task of buying cheap accessories in bulk and delegated the task of selling the items to other group members. "I was also in charge of book keeping and accounts maintenance. I did not go home at any day before entering all transactions and calculating tentative profit or loss for the day", expressed Sabih. He added that their most profitable items included memory cards, USB drives and card readers. The group sold more than 20 items during the competition and made a total profit of PKR 225.

"It could not have been better. I now have the practical knowledge and rates of each item. I think I can do really well in the industry even without the competition. I have learnt a lot and I am ready to implement it in and start my own small enterprise", shared Sabih. He thanked his group members for their hard work in selling different items. He mentioned that each member of the group had a positive learning experience during the competition and that this is a highly recommend activity for all my peers and age mates.

Team Members: **Sabih Ur Rehman**, Nazim Ali, Waseem Hassan, Janshad Yousif, Arslan Ahmad (Vocational Training Institute, Kolo Tarar, District Hafizabad)



### 83. Healthy Food

Anam and her group members from Hafizabad participated in the “Emerging Entrepreneurship Competition” to gain practical knowledge of the life after graduation. She shared that the competition was a perfect opportunity for her to have a sneak peak about the life awaiting them after graduation. Therefore, the girls were very excited.

The girls set up stalls of food items including home-cooked meals at different schools and colleges in the area. Anam, the group leader said, “We soon found out in the first few days that children were easily convinced in comparison to teachers and administrative staff. Therefore, we focused on having extra supply of items popular among children.” The girls divided days among themselves to make various home-made meals for the next day while always being present at the stall during the day. They explained that it was important to remain at the stall because it was not easy to manage children at the stall especially during rush hours. The most sold items of the group included aalu channay, slanty, lollipops and bubbles for children. The group sold more than 60 items during the competition and earned a total profit of PKR 510.

“It was clearly the first ever experience of operating a business on our own and making serious and difficult decisions about it. We felt very proud and satisfied to make profit no matter how small the amount”, shared Anam who appreciated the efforts of the organizing team to carry out such a large scale competition and giving youngsters the chance to explore their potential. She further shared that the most important learning the team took from the competition was to handle clients and speaking to customers in a comfortable style. She admitted that her team was not very good at it initially but they soon learnt and were doing really well towards the end.

**Team Members:** **Anam Fatima**, Alia Siddique, Arifa, Nafeesa Nasir, Amna Murtaza (Vocational Training Institute, Kolo Tarar, District Hafizabad)

### 84. Beauty at its Best

Saba Altaf and her friends from Sangla Hill participated in the “Emerging Entrepreneurship Competition” to put their skills as beauticians to test. According to group leader Saba, most of her group members knew how to provide services of a beautician but none had any real experience. So they participated in the competition and put their skills to test and gain practical experience.

The girls started their business from a stall in their college but soon they started getting orders to provide services at doorstep. The team included the home service option in their business plan as it was paying them really well. All the females who did not have the time or the conveyance to reach their stall demanded that the services be provided at their doorstep and our team asked for additional money for the services. This benefitted both – us and the customers. “The idea to include home-based services was a huge success because we got extraordinary orders during Eid holidays”, mentioned Saba. She mentioned that being the team leader, she delegated tasks to each group members. One group member specialized in cleansing, one in massage and the third in bleach. Saba added that the most sold services of the team included facial, threading and plucking. Overall, the group treated 22 customers during the course of the competition and that allowed them to collect a profit of PKR 1,340.

“Though we did not win the competition, just participating in it allowed us to learn and gain a lot. We had not conducted any kind of business before the competition so we faced a lot of issues for the first time. But we learnt how to overcome them and that’s the most important aspect of any business”, shared Saba. Overall, the team mentioned that their experience very good as it helped them acquire know-how of practical life. Saba mentioned that it was a challenging for the team to work during the peak heat hours due to exhausting summers; they managed it because they knew the experience would be worth it.

Team Members: **Saba Altaf**, Faiza Shoukat, Fahmeeda Kousar, Khadija Sarwar, Saima Iqbal (Vocational Training Institute, Sangla Hill)

### 85.The Story of Energy Savers

Faheem and his group members from Sangla Hill participated in the “Emerging Entrepreneurship Competition” in order to carry out the business of energy savers. Faheem explained that the prevailing energy crisis in the country was one of the primary reasons that led the team to choose this business idea. Also, it seemed easy to set up and manage in a small budget.

The group purchased faulty energy savers and sold them after repairing while also assembling new ones. Faheem divided different duties to each group member - one was responsible to deal with customers and sell the energy savers, two members repaired the faulty energy savers and the last group member was put in charge of the marketing department. The group put up camps at different areas in the city and relied on the advertisement of the marketing department in order to attract more customers and make sales. The group sold approximately 100 energy savers during the competition and calculated to have made PKR 670 in profit.

Faheem mentioned that the competition allowed them to have a practical experience of how their lives would be if they started their own business. He revealed that he is convinced to give setting up his own business a try. All the group members stated that participating in the competition has allowed them to gain a lot of confidence to deal publicly and convince customers to seal the deal. Faheem highlighted that now they are not only up-to date on the market situation, but also have valuable contacts that might be helpful someday. He pointed out that the team took it as a challenge to operate a business with such small investment and they succeeded.

**Team Members:** **Faheem Raza**, Muhammad Naveed, Amir Hussain, Muhammad Ali, Umer Amin (Vocational Training Institute, Sangla Hill)

### 86. Cooling it with Fresh Juice

A group of five jubilant students from Sangla Hill participated in the “Emerging Entrepreneurship Competition” to learn how to maintain a business. The group leader, Muhammad Awais revealed that the team decided to sell fresh fruit juices. The team came up with this idea as they wanted to be different and deep down they knew that this product idea would not require a lot of investment and would be easier to manage.

The group members sold the juices at each and every doorstep in their neighborhoods alongside visiting other different areas of the city to enhance their sales. “We sold these fresh juices to different houses in the area. Although not everyone bought the juices right away, for such customers we usually informed them about the benefits of fresh fruit juices”, shared Awais. The group kept a decent price on the juice, i.e. 10rs per drink. The sold more than 80 juices during the competition and garnered a profit of PKR 970. The group leader explained that their most frequently sold fresh juices were of mango and apple.

“The competition turned out to be the perfect form of guidance required to make an informed decision about setting up your own business or not. Hence I would recommend everyone in my position to be a part of such competitions”, shared Awais who appreciated the tireless efforts of the organizing team and encouraged other fellow students to actively take part in such competitions for the sake of their own personal learning. He mentioned that his team learned a lot from this competition such as interacting with the general public and marketing your product appropriately – two of the key elements of a successful business.

Team Members: **M Awais**, Fahad Nisar, Ali Hassan, Ali Bilal, Kashif Ali (Vocational Training Institute, Sangla Hill)

### 87.The Moving Canteen

Muhammad Imran and his teammates from Safdarabad took part in the “Emerging Entrepreneurship Competition” to have the unique experience of setting up and maintain a business in their young ages. 18 year old Imran’s team decided to set up a canteen during the competition.

According to Imran, “the team initially started with a single canteen at our own college but soon we expanded to nearby community model schools and eventually to other colleges in the area too.” Being the group leader, Imran said he took the responsibility of handling the purchase of raw material at cheaper rates and in reasonable quality. On the other hand, the rest of the group members were responsible for selling and maintaining a presence at the canteen throughout the working hours. The group made more than PKR 2000 in sales by selling various items like nimko, drinks and biscuits. Imran remembered calculating the team’s profit at around PKR 1000. He added that the team’s most sold item was chana chart.

The group claimed to have had an amazing experience participating in the competition. Imran revealed that the competition helped them to develop a mindset in which they can consider setting up their own business and workout the pros and cons of being a businessman. He highlighted learning how to deal with the highs and lows of any business. Even though the group had to face a serious conveyance issue as they did not have a spacious transport to shift their stock from the wholesale market to the canteen, Imran claims that the shortcomings were also a lesson for the team since it taught them how to deal with the limitations of running a business. Therefore, it was concussively a very positive experience.

Team Members: **M.Imran**, Haseeb-u-rehman, Usama Majeed, M. Yaseen, M. Mustafa  
(Vocational Training Institute, Safdarabad)

### 88. Mobile Retail Shop

Zulqarnain and his group members from Muridke participated in the “Emerging Entrepreneurship Competition” to sell emergency lights and run a mobile retail shop. According to the group leader Zulqarnain, the group’s primary sale point was the mobile shop and since it was located at the busiest electronics market in the city, the team was hopeful that it will be profitable.

Explaining their business operations, Zulqarnain revealed that he took the responsibility to manage the supply of salable new and used mobiles whereas rest of the group members divided responsibilities including bringing customers to the shop, advertise the business and delivering mobiles to the customer’s doorstep. Additionally, he pointed out that he managed the account books himself and kept a record of all sales and expenses incurred during the competition. The records showed that the group sold 17 mobiles and earned around PKR 500 in profit. In addition to mobiles, the group also earned some profit by selling cheap emergency lights that were in demand due to the growing energy crisis in the country.

Overall, the group claimed to have achieved their goals set for the competition. Zulqarnain admitted that he knew that the competition was tough and that they might not win. But they were in it for the experience and the learning. The group managed to have gained experience in operating a business on their own and knowing its pros and cons. Zulqarnain confessed that he might have made some business decisions that taught him what not to do. He further stressed that thanks to the competition now he will not make those wrong decisions again. “I am glad to have had the opportunity learn from my mistakes. In fact, I’m encouraged now to do things the right way once more”, said Zulqarnain.

**Team Members:** **Zulqarnain**, Mohsan Majeed, Hamza Arfan, Jhanzaib Ali, Raza ul Mustafa (Vocational Training Institute, Muridke)



### 89. Girl Power

Five friends from Muridke took part in the “Emerging Entrepreneurship Competition” to have their go at operating a business independently and gaining an invaluable exposure. According to the group leader Eman, the team understood the value of the competition because they knew this was perhaps the one and only such opportunity they will have in their life owing to the conservative approach towards businesswomen in the society. Eman confessed that some of her friends knew that they would be married off right after graduation.

The girls set up a business of making and selling baby garments. According to the team, this business idea was chosen because they believed that children have a special place in the hearts of their parents or other family members. Therefore, there is always some excessive spending on items related to children. The team first displayed their items in their own college for a few days but after a few days, they moved to nearby schools and colleges for wider audience. Eman confirmed that the team usually worked together in stitching baby garments. However, being in charge of procurement providing raw material for stitching at all times was her responsibility. Furthermore, she explained that the girls usually switched roles during the competition i.e. if a girl worked on stitching one day, she would probably work as a salesgirl at the stall next day. This allowed all team members to have exposure to all aspects of running a business.

The girls sold more than 20 items and earned a profit of PKR 1,730. Eman pointed out that their most sold items were socks. “The competition allowed the team to have an invaluable experience of how to run a business but it also enhanced our control over the trade of stitching. Now I understand the value of money way more you might think”, said Eman while sharing her thoughts.

**Team Members:** Eman, Sammmmer, Vatyam, Seerat Fatima, Iqra (Vocational Training Institute, Muridke)

### 90.Reviving the Canteen

Afsheen and her group members from Muridke were chosen to participate in the “Emerging Entrepreneurship Competition” due to their ambition and rigor. The girls implemented a simple business idea of maintaining a canteen during the competition. Afsheen explained that the team did not want to overcomplicate their business and burden themselves so they only started the business that they thought they could handle easily.

The group leader Afsheen shared that the team initially started the canteen in their college. However, over time they realized they need to expand and benefit from additional customers so they decided to change their location and visited other nearby schools as well. “I wanted all my group members to gain exposure of each section of the business so I refrained from dividing duties among the group and instead rotated different roles. If one day a girl managed sales, the next day she might decide to work on purchasing new material for sale”, told Afsheen while tell about the operations of the team. The girls sold to more than 50 clients during the competition and acquired a profit of around PKR 1,500. The groups most sold items included cakes, biscuits, nimko and imli.

“It helped us bring out the potential in ourselves that we did not know existed. Now towards the end of the competition, I am surprised to see the role I have played over time. And it is not just me, all other group members have also learned and evolved during the competition”, shared Afsheen. The group gained knowledge about how to be patient in running a business and how to bear its profits and loss evenly. The girls recommended their peers and class fellows to sign up for such competitions in future while also thanking the organizers to have given them this opportunity to make a difference.

**Team Members:** **Afsheen**, Sana, Nosheen Hassan, Sumera, Zainab (Vocational Training Institute, Muridke)

### 91.Home Décor

Sidra Khalid and her group members from Muridke participated in the “Emerging Entrepreneurship Competition” with a very unique business idea. The girls sold uniquely designed and fashionable cloth items for home décor including pillow covers and curtains. The group chose this business idea because it was very unique and it seemed challenging to the team.

The girls purchased their raw material in different texture and size of fabric from the city’s famous cloth market. “We conducted our business operations at one of the group member’s home where we would all convene in the evening and share ideas to work together on unique designs for home décor. It was a challenge to use the entire cloth piece acquired for the purpose intended because leftover pieces were nothing but sheer loss. We tried our best to use the leftover cloth material in order to maximize our profit”, shared Sidra while explaining how the team worked. The girl’s managed to sell more than a dozen items including pillow covers, lamp covers and table sheets. Sidra added that their total profit at the end of the competition summed up to around PKR 1,000.

Speaking about what she had learned from her role in the competition, Sidra pointed out that most importantly the competition taught the team how to start one’s own valuable business with the smallest investment and grow bigger from there on. She further stated that it was a great challenge for the team to convince customers to buy their products since usually home décor is considered a luxury and not a necessity of life so people refrained from spending too much money on it.

**Team Members:** Sidra Khalid, Natasha Aslam, Sehrish Ashraf, Areena Iqbal, Shamsa Riaz (Vocational Training Institute, Muridke)

### 92. Managing Studies & Business

Muhammad Naeem and a group of four other students from Gujrawala participated in the Entrepreneurship Competition in order to gain business experience in the field in which they were already working part-time. They mutually decided to set up a motor tuning and winding business in their neighborhood. They chose this idea because they had experience in the field but because all the team members lived in an industrial town and there was dire need of motor repairmen in the area.

Since the team did not have a shop to start their business, they started it off by putting up a stall outside their college. Naeem revealed to have made that decision because all team members were students and it made it easier for them to manage studies with work at one location rather than adding unnecessary travel expense. He added that all of the team members worked together and spent as much time on the stall as possible without having to miss their classes. Naeem recalled that their team did not incur any serious expense during the competition except for buying several hardware tools as raw material for setting up the business.

The team reported to have dealt with more than 9 customers during their business operation and gained a slim profit of PKR 550. “Since day one we had hoped that we would win the competition even though we knew the chances were less. We ignored the chances and gave it our best effort. Thankfully we did not give up and had an extremely valuable learning experience”, shared Naeem while pointing out that each of our group member now has the knowledge about how to run a business of this kind rather than working as a part-time employee.

Team Members: **Muhammad Naeem**, Aleem Waris, Mudassar Saleem, Zia Ur Rehman, Muhammad Waqas (Vocational Training Institute, Jandiala Sher Khan)

### 93.Straw Decorations

Arooj Iftikhar and her four friends were a creative group from Gujrawala that participated in the “Emerging Entrepreneurship Competition” in order to sell uniquely crafted decoration pieces. Arooj explained that usually an average shopper in their area does not even consider buying decoration pieces since they seem expensive and useless. However, the team decided to fill that gap and present cheap and attractive decoration pieces that would be convenient to buy for shoppers with all sizes of pockets.

The group mostly sold their items at a stall in their college, attracting the faculty and staff. They also advertised outside the college to invite customers from outside too. Arooj explained that their business plan did not involve delegation or division of responsibilities. Since decoration pieces were small and portable, each member of the group worked individually and contributed to the inventory of decoration pieces. She revealed that the group’s most sold items included wall hangers, paper weights and other such items. The group reported to have sold more than a dozen decoration pieces during the competition and had made a profit of PKR 620.

“We learned a lot and gained the sort of knowledge that you can only acquire by practically applying rules of life you learn in school. There is no substitution of practice and experience”, shared Arooj. She shared that now she can see that each member of the group is more punctual and organized than they were before the competition. “Even if we don’t get to run a private business, the exposure has allowed us to make better informed decisions and act mature in every decision we take in our lives”, mentioned Arooj.

Team Members: **Arooj Iftikhar**, Shazia Mushtaq, Taiba Parveen, Sidra Bashir, Saba Yousaf (Vocational Training Institute, Jandiala Sher Khan)

### 94.A Different form of Art

Sidra Khalid and her team of five young girls from Jandiala Sher Khan participated in the “Emerging Entrepreneurship Competition” in order to challenge their creativity and run a business as unique and competitive as designing decoration pieces. Sidra and her group focused on decoration pieces that would be both cheap and attractive. They mostly made wall hangers and glasses with various designs.

Sidra explained that the team went with this business idea because majority of the girls in the group shared the interest of arts and designing. Being the group leader, Sidra revealed to have delegated work among her group members. However, she allowed each member to work on the item that inspired them the most. The group set up a stall at their college and started selling within the first few days. According to Sidra, “at the end of the first week, we had some idea about what items were being sold the most so we switched our focus on them. One of our most sold items was decorated mud utensils.” The group sold more than a dozen items and attracted a profit of PKR 1,300 from the sale during the competition.

At the end, Sidra confessed, “Even when we signed up for the competition, I doubted myself that I will be able to make it to the end but I wanted to challenge myself. Now, I am glad to have realized the hidden potential in me. I now believe that I can set up any business with very little startup cost.” She mentioned that the girls learned the most in the customer satisfaction and convincing clients since mostly customers needed convincing before they decided to spend on decoration pieces.

**Team Members:** **Sidra Khalid**, Natasha Aslam, Sehrish Ashraf, Areena Iqbal (Vocational Training Institute, Jandiala Sher Khan)



### 95. Fueling it up!

Muhammad Qasim and his friends from Jandiala Sher Khan participated in the “Emerging Entrepreneurship Competition” to carry out a unique business appropriate at a local level. Qasim’s team stored and traded diesel and scrap material. The team decided on their product items after much debate. They considered their products to be lucrative business ideas in their village since they had many factories nearby that frequently sold their waste material to the highest bidder.

The group worked on buying low and selling high. Qasim explained that after a few deals at the village, his team also started getting in touch with dealers of diesel and scrap material in neighboring cities and broadened their customer base. According to Qasim, “the only problem that was faced was the security of our consignments. We did not have trustworthy drivers or a travel agent so one of our group members always had to accompany the consignments.” The team usually separated the valuable material like metal and steel from the rest of the scrap and sold it at a higher rate and applied the same rule to other frequent items in the scrap. At the end, Qasim mentioned making more than a dozen deals at different rates and earned a profit of around PKR 500.

Speaking about his experience in the competition, Qasim highlighted that it helped them realize the value of taking an initiative rather than calculating risks involved in any decision in life. He stated that though they did not win the competition or earn as much profit as other teams, they tried something unique and learned quite a few tricks about how to manage a trading business and that’s all that matters.

Team Members: **Muhammad Qasim**, Nazim Ali, Ghulam Ghous, Basharat Ali, Abu Sufian (Vocational Training Institute, Jandiala Sher Khan)

### 96.A Multipurpose Stall

Mehreen Yousaf and her friends from Jhang took part in the “Emerging Entrepreneurship Competition” to run the business of a multipurpose canteen stall. The stall put up by the girls included several range of items including medicines, uniquely designed dresses, shoes and bangles, along with other accessories and jewelry for girls.

According to the group leader Mehreen, the team initially started the stall at their college to gain experience and exposure before they branched out. Thereafter, the team moved their stall to nearby schools and shops. The girls explained to have worked together during the competition including the purchase and sale department. However, Mehreen mentioned that she kept the book management and accounts department to herself. The group sold more than 100 items and reported hand-designed dresses to be the most sold items. At the end, the group managed to gain a profit of PKR 3,300.

Speaking about her experience in the competition, Mehreen expressed that it taught them how to manage a business without the help of any family member or depending on someone else. She highlighted that they can use this experience and exposure to provide for themselves and their family when and if the time comes. The group pointed out that one of their most difficult tasks was to sell some of their leftover items from the stall door-to-door. “Teachers and organizers of the competition provided us a lot of guidance and motivation. If it was not for them, we would have withdrawn from the competition very soon. We actually did not believe that we could win the competition. We only participated to gain exposure and have experience about how to run a business independently”, shared Mehreen

**Team Members:** Mehreen Yousuf, Tehmina Khalid, Tahira Bibi, Iram Umar, Ayesha Rafique (Vocational Training Institute, Faisalabad)

### 97. Special Medical Boxes

Jamshaid Hussain and his group of five students from Jhang took part in the “Emerging Entrepreneurship Competition” to help the marginalized sections of the society and promote health safety. The group assembled special medical and dressing boxes and sold them to different people in their college, neighborhood and shops.

Jamshaid, the group leader explained that their medical first aid box included a pair of scissors, a small bottle of spirit, 2 bandages, ointment and other necessary material. The group prepared more than 100 boxes in the first batch. Jamshaid explained that some of the group members were responsible to purchase the items required for the first aid box and then all team members worked together to assemble them and eventually distribute them. Till the end of the competition, the group sold more than 100 first medical boxes and gained a total profit of PKR 4,600.

Jamshaid pointed out that the competition gave them the chance to meet new people and teach them the importance of health safety through spreading awareness to keep first aid box at every place. The group mentioned that their successful experience of running the business has now tempted them to try individually again even without the competition. Jamshaid stated that that they have now realized the potential to earn livelihood through hard work. The group admitted that it was a challenge to convince their customers about the importance of health safety and how necessary it is keep a fast aid box everywhere but they took it as a challenge up front and made a lot of progress in it. At the end, Jamshaid appreciated the efforts his team and the organizing members for giving them with such an opportunity.

**Team Members:** **Jamshaid Hussain**, Muhammad Asif, Naseem Raza, Muhammad Zakria Farid, Tasawur Abbas Shaiq (Vocational Training Institute, Jhang, Faislabad)

### 98. Keeping the Tradition Alive

Surraya Bibi and four other girls from Kamalia conducted a very detail oriented business in the “Emerging Entrepreneurship Competition.” Surraya and her team purchased raw jerseys and used them to make ‘*Baan*’ that is used to make a local traditional bed called ‘*charpai*.’ The team’s task was fairly extensive but Surraya explained that they chose this business idea because they knew how it is supposed to be handled.

Explaining the entire business flowchart, Surraya revealed that initially the team purchased used jerseys from the city’s cheap markets that supplied used clothes. Thereafter, they tore and unstitched the jerseys to separate strings that could be used for other purposes and sorted them in roles. Eventually, it was knotted together to make one long string of cloth that was sold to versatile audience for various purposes. However, the primary purpose of *baan* is to make *charpai*. The girls revealed to have sold *baan* to different homes in the neighborhood. They sold *baan* to approximately 40 customers and were able to gain a decent profit of PKR 7,000.

Summaya explained that while other girls were responsible to separate strings from the jersey, she and one other member worked on the machines that conducted the rest of the process. She stated that the competition taught them that once you take an initiative and start a business with the right intention, things work out on their own as long as you promise to work hard. She appreciated that her group members worked hard day and night and now the result is in front of everyone. She thanked the organizers of the competition to have provided the opportunity. In her concluding remarks, Surraya mentioned that one of the most important things she learned from the competition was responsibility and delegation.

**Team Members:** **Surayya Bibi**, Yasmeen Akhter, Amna Neem, Sundas, Nasara (Vocational Training Institute, Jhang, Faisalabad)

### 99.Home Cooks

A group of five girls from Lahore took part in the “Emerging Entrepreneurship Competition” to help convert their leisure time hobby into a profitable business model. The group leader, Aqsa Shabir explained that their group decided to sell home-cooked meals. Almost all the group members were good at cooking and hence this seemed like a good skill to focus on and gain experience in selling the products. They knew they were good at it and were confident that it might let them win the competition.

Aqsa’s team presented their meals at their stalls put up at various locations including their college canteen. “We almost worked together when we were cooking but we delegated duties to different group members during work hours. One member took the responsible to receive payments, one was responsible to serve customers and the others helped in dishwashing and other tasks”, informed Aqsa while sharing the division of labor amongst the team members. Overall, the girls served more than a dozen customers and saved up a profit of around PKR 1,000. Remembering the list of versatile home-cooked meals, Aqsa highlighted that her most frequently sold meals included *basen waala naan*, cold drinks, naan channay and other items.

In her concluding remarks, Aqsa mentioned that the competition helped her prove that girls are no less than boys when it comes to running a business. She stressed that the competition allowed them to unlock their own hidden potential that even the team was not aware of. She confessed that her group lacked in the serving and customer dealing department but added that the competition provided the perfect platform to improve their skills in that department and the team learned a lot. Aqsa commended her group members for their earnest efforts during the competition and mentioned that she would recommend every girl in her school to take part in such competitions. She stated that the experience and exposure she has gained from the competition is invaluable.

**Team Members:** **Aqsa Shabir**, Ayesha Shabir, Aroosa Sagheer, Ayesha Ramzan, Musarat Bashir (Vocational Training Institute, Jhang, Faisalabad)

### 100. The Medical Camp

Komal Irshad and her friends from Lahore were medical students who had completed a professional course of clinical assistance just a little while before the “Emerging Entrepreneurship Competition” was launched. Not having any job, Komal registered for the competition and gathered a team. Komal and her team decided to put up their own medical camp that provided various services including but not limited to Hepatitis B and C tests, blood group tests and BMI tests.

The team’s first medical camp was launched at their college. After a few days of experience in a comfortable environment, the team decided to move their camp to a nearby hospital in the neighborhood. Seeing the response outside the hospital, the team made efforts to move their camp to other busy areas of the city. However, they could not get the permission and hence had to be restricted to their own college and the hospital. The team mentioned serving more than 50 customers and gained a profit around PKR 4,600. Explaining the operations of the competition, Aqsa explained that she usually conducted the BMI tests whereas one other girl was responsible to conduct BP tests and so on. The group unanimously pointed out that the test of Hepatitis B and C was the most difficult one. Despite that, the group of medical student claims that even though they did not win the competition, they are more than happy that their hard work was not wasted. They were able to spread awareness and health consciousness among many members of the public.

“The competition allowed us to gain practical knowledge of the theories we had learned during the competition. If we had not set up our own business, it would have taken us a lot of time to have this experience because initially all employers employ us as trainees”, shared Komal. She also mentioned that the competition boosted their confidence level and allowed them to think out of the box rather than just starting to apply for jobs after graduation as usual.

**Team Members:** Komal Irshad, Noor Fatima, Amna Naveed, Saira Waheed, Hafiza Muqet (Vocational Training Institute, Jhang, Faisalabad)