

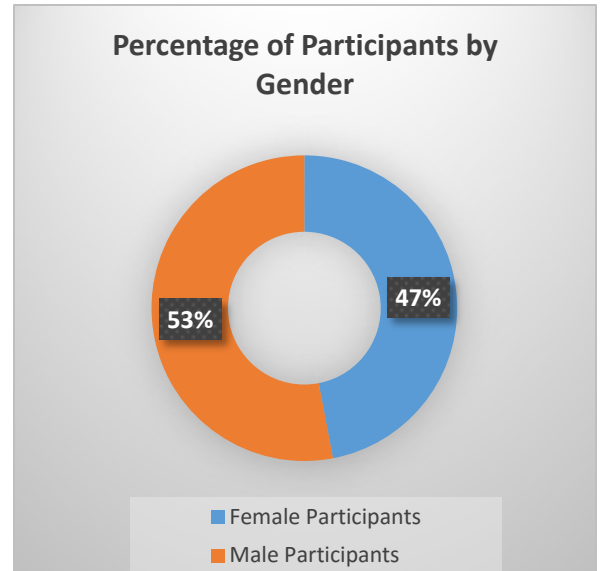
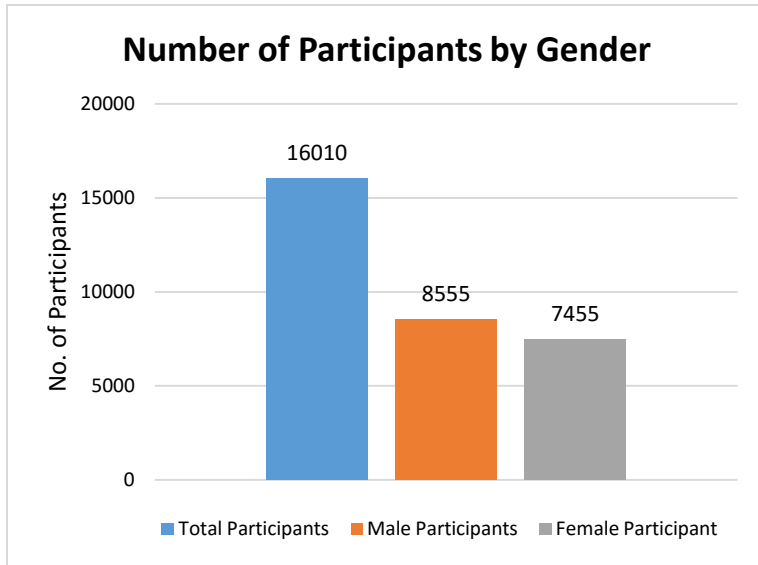
## **A BRIEF REPROT ON THE RESULTS OF YES CHANGEMAKING COMPETITIONS**

The YES Changemaking Competitions offers a new source of innovation in the society. These competitions give complete freedom to young people to discover their inherent changemaking potential in real world. The Changemaking Competitions provide an opportunity to young people to develop and test new ideas themselves. These competitions have created safe spaces for young people to innovate. This is first time in history of many educational and vocational institutions that the idea of changemaking is extended to young people.

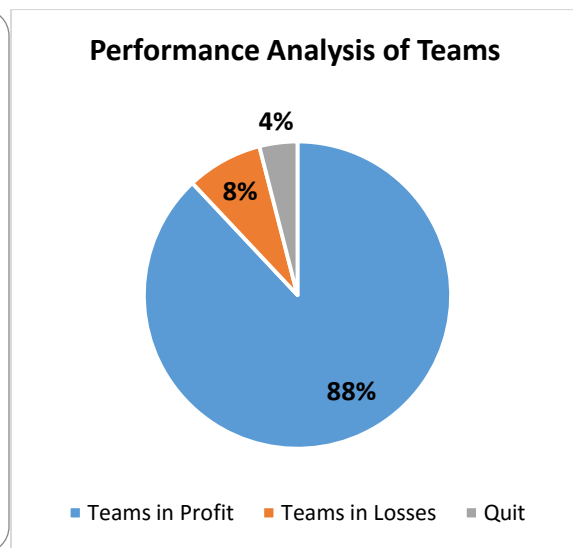
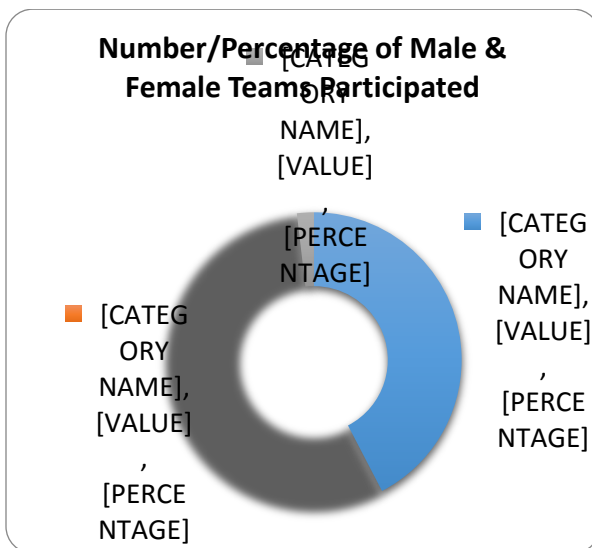
Let me share with you the data of the changemaking competitions carried out by my organization during the last few years.

<b>No. of Young People Engaged</b>	<b>Overall Investment</b>	<b>No. of People Served</b>	<b>Overall Profit</b>	<b>Percentage of Profit</b>
<b>16,010</b>	7,123,712	620,617	6,667,740	93.5%

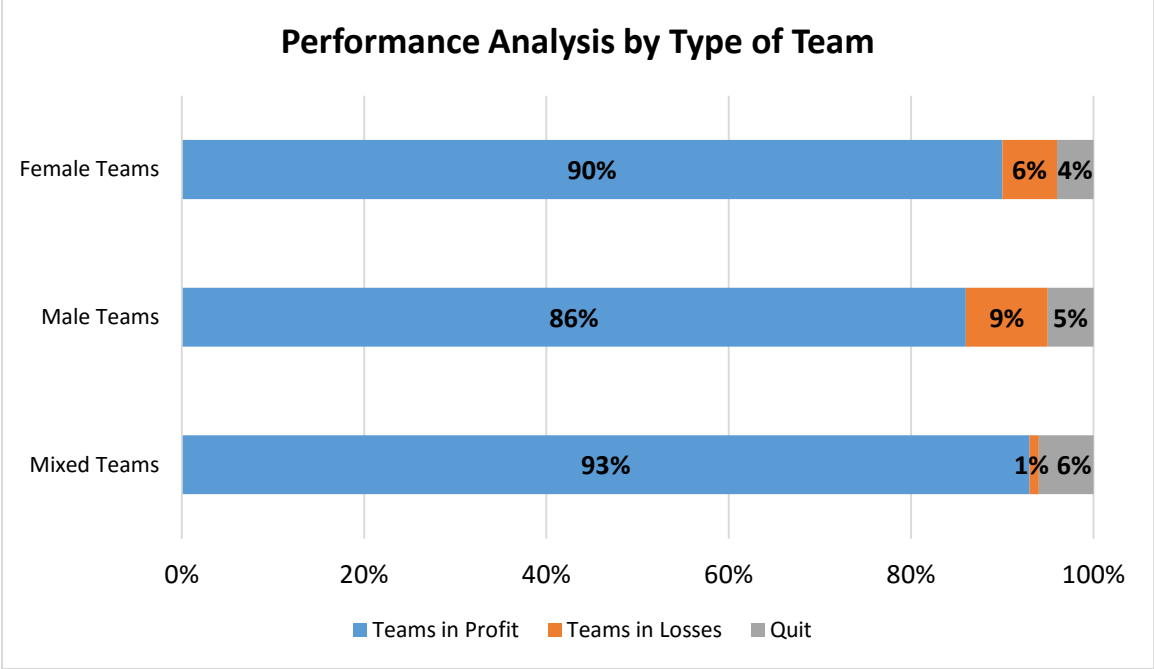
Overall, the changemaking competitions provided PKR 7,123,712 to young people to initiate ideas or activities that produce social and economic benefits. A total of 16,010 young people participated in youth-led changemaking competitions. Being the lead user of many products and services they had not much trouble in coming up with new ideas or solutions. They knew the strengths and weaknesses of products and services in the market. Young people were able to make a profit of PKR 6,667,740 on the invested amount in a short period of time. The percentage of profit on the investment was 93.5%. A large number of young people decided to take an incremental approach to create a social and economic value. They did not try to create a new product or service that force radical change or disruption in society. They preferred to improve the quality and accessibility of existing products and services. They focused on fast delivery of their ideas. They used simple material and tools to make an instant impact. A few of the young people came up with innovative ideas to deliver services to young people.



Harnessing the latent changemaking potential of youth in Pakistan, the Changemaking Competitions engaged 16,010 (47% females and 53% males) individuals across the country, who in return served 620,617 people in their communities. Such is the power of the Changemaking Competitions launched by Youth Engagement Services Network Pakistan in Pakistan. The multiplier effect created with these competitions has had far reaching resulting with various teams continuing the project over the long run. The Changemaking Competitions did not only allow the youth to be able to contribute to the society in a positive manner but also encouraged them to make an earning for themselves and their families even with small investments.

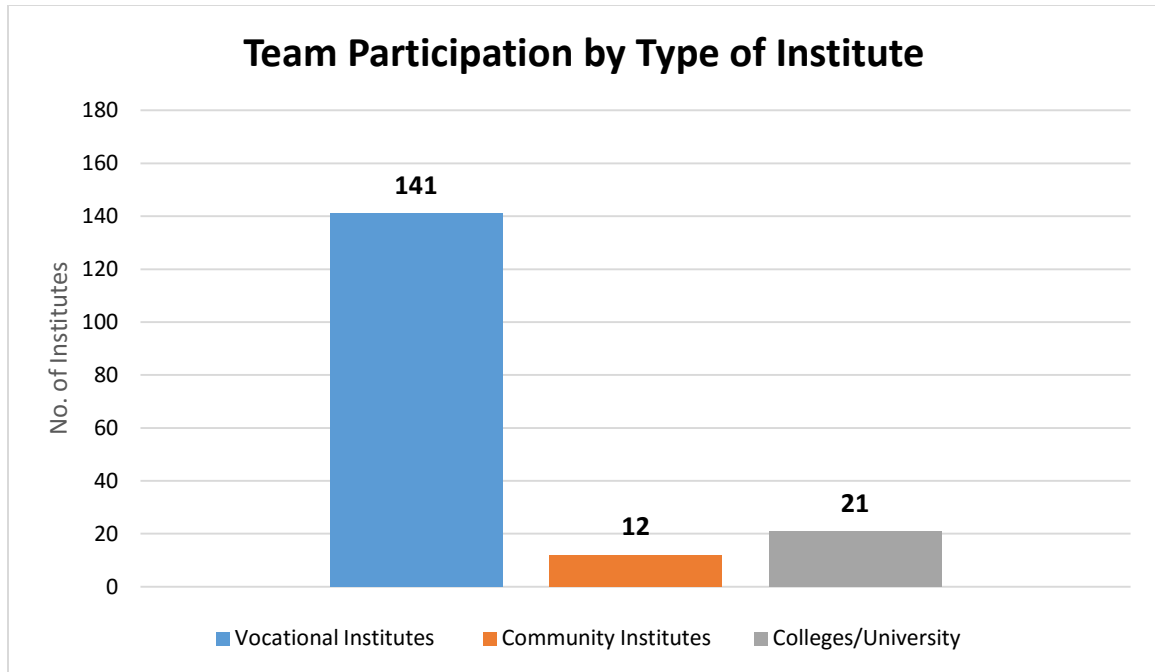


A total of 3,717 teams participated in the competition (42% female only teams, 56% male only teams, and 2% teams were mix teams) out of which 88% of the teams were able to reap profits, 8% experienced losses, and 4% teams quit the competition before completion.

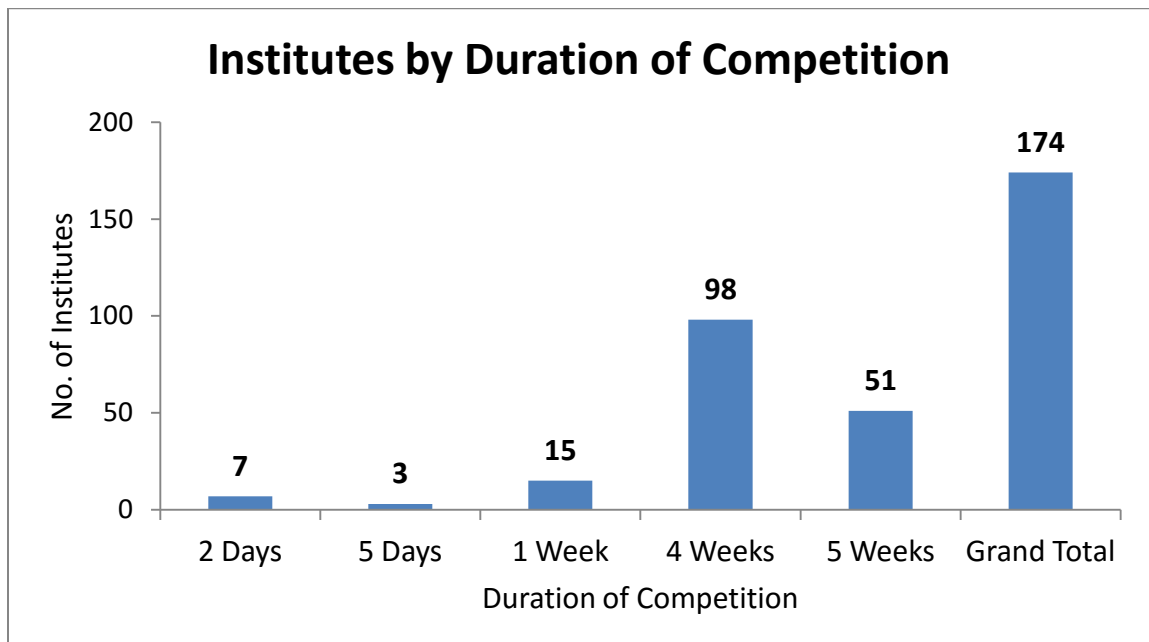


As the chart above shows, amongst the female groups, 90% teams were in profit, 6% faced losses and 4% quit the competition. On the other hand, amongst the male groups, 86% teams experienced profits, 9% were in loss, and 5% quit. The mix group teams experienced the highest percentage of teams in profit i.e. 93%, followed by 1% facing losses and 6% teams quitting the competition.

The results show the remarkable rate of success for teams, and also highlights a small percentage of teams who faced challenges and/or quit the competition. A deeper analysis of the reasons for each will be carried out later in the report.



The data shows that a grand total of 174 institutes (141 vocational institutes, 12 community institutes, and 21 college/university) engaged in the Changemaker Institute Award competition. However, the duration of the competition in each institute varied. 51 institutes carried out the competition for 5-weeks, 98 institutes carried it out for 4-weeks, 15 institutes conducted the competition for 1 week, 3 institutes spanned it over 5-days, and 7 institutes carried it out as a 2-day competition (see graph below).



The diversity in the duration of the competition largely depended on the circumstances of each institute. Furthermore, the Changemaker Institute Award competition extended its outreach to different types of educational institutes. Out of the total of 174 institutes engaged in the competition, 141 were educational and vocational institutes, 21 were colleges/universities and 12 were community schools. Amongst these different institutes, community schools emerged to be dominant players as they generated the highest percentage of overall profits (139%). Additionally, community schools also had the highest representation of females in the competition i.e. 69%, followed by college/university with 59% females, and educational and vocational institutes had 45% female participation in the competition.

A deeper performance analysis of each type of institute by gender reveals that 86% of the male teams of educational and vocational institutes made profits, 10% bore losses, and 4% quit the competition before completion. 87% of the male teams of colleges/universities were able to make profits, 1% suffered losses, and the remaining 12% quit the competition before completion. Similarly, 89% of all female educational and vocational institute team members generated profits, 6% suffered losses, and 5% quit the competition. 94% of the female college/university teams made profit, 5% suffered losses, and 2% quit the competition before completion. Interestingly, all of male and female community school teams had successful profitable entrepreneurship.

The data above clearly highlights a huge population of youth in our country which, if given the opportunity and some guidance, can transform into unique assets contributing positively to our society creating a chain of revenue generation, thereby making our country more stable financially. If the energy and talent of these young individuals is tapped systematically, our country can have economic progress like no other. The data also draws attention towards a small percentage of teams which were unable to generate revenues and/or left the competition before completion.

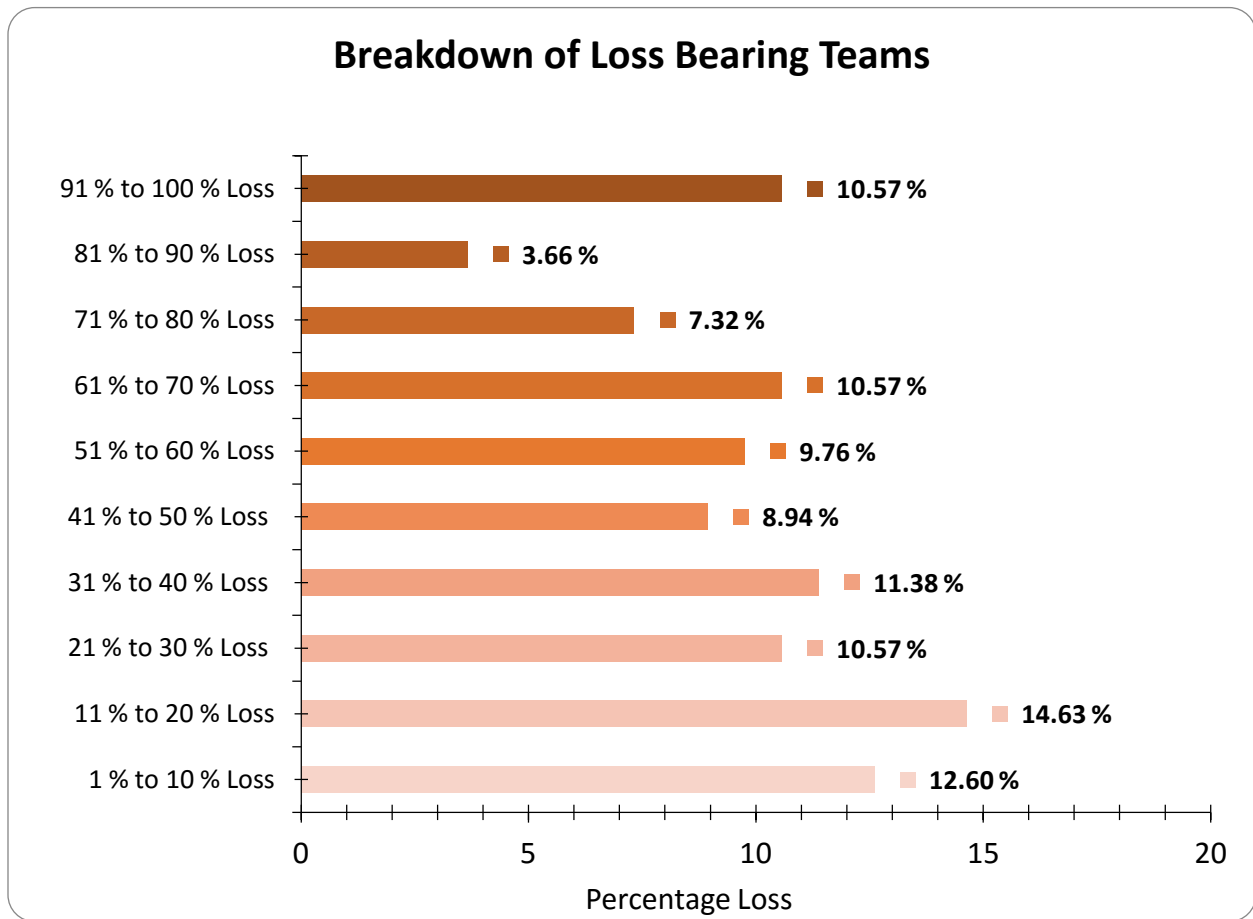
The project engaged 3,717 teams by giving them an initial investment amount of PKR 100 to PKR 5,000 to showcase their skills to bring a social positive change in their communities through entrepreneurship. The projects ranged from providing door to door services such as electronic repairs, stitching services, food supplies to offices during lunch time through engaging

home-based cooks, education fares, health awareness campaign, entertainment in the form of fun fair and many others. Each project touched upon a different element of our society and provided for a unique community-based solution. Some projects took a broader approach and focused on promotion of peace and harmony in the community such as the Peace Festival (arranged by one of the teams). Each project reaped phenomenal levels of profits. One project earned a profit of PKR 200,000 plus (on an initial investment of PKR 2,500). Three more projects had revenues crossing PKR 100,000 in a span of 5 weeks or less; and multiple others sweeping profits of tens of thousands of rupees. Some praise worthy welfare oriented projects include the 4-week education program for street children, basic diagnostic testing services such as blood and sugar tests at reduced prices, and the campaign “Keep Jutial Clean” which raised awareness amongst the community members on how to keep their town (Jutial) clean. These programs did not just improve the overall welfare of the society but also allowed these young individuals to earn decent profits. Students receiving funds as low as PKR 100 were also able to make huge profits. One female student getting the seed money of PKR 100 gave football coaching classes and earned PKR 4,500 in just a couple of hours. Another female student organized a fun fair with her initial PKR 100 and turned it into a profit of PKR 7,600 in just two days. A significant majority earned profits more than 5 times the initial investment. This not only means that the competition was successful in providing as means of earning for the young individuals in our society but also encouraged these individuals to come up with unique cost-efficient solutions to the problems of their community; thereby acting as a multipliers for increasing social and economic benefits for the community. Upon completion, the most common words used by participants to explain their feelings about the competition in one word were *happy*, *amazing*, *hopeful*, *confident*, and *inspired*.

While focusing on the positive value creating of this project, it is equally important to draw attention towards the low performing teams. These include the teams which could not generate profits or could not complete the competition. Out of a total of 3,717 teams, 284 (8%) teams came out as low performing teams and 165 (4%) teams quit before completing the competition.

Analyzing the loss bearing teams further, the data shows that amongst these, 65% were male teams and 35% were female teams. A significant majority of the loss bearing teams were

from the educational and vocational institutes (63% males and 34% females). Only 2% male and 1% female college/university teams experienced losses. Amongst the loss bearing teams, 58% (57% male and 43% females) teams experienced losses less than 50% and 42% (76% male and 24% female) experienced losses more than 50%. The graph below illustrates a much more defined picture of the loss-making teams by decile.



Looking at a much broader picture, if we analyze the percentage of teams which experienced loss on investment i.e. experienced 80-100% loss on investment out of the total teams which participated, the percentage is less than 1 (0.9%), thereby highlighting that investing in young people is the quickest and safest way to get economic and social results.

The end-line survey carried out upon completion of the project revealed multiple reasons for the teams not being able to generate profits. Some major reasons include lack of support from the teachers, poor product selection, lack of community and parent's support, intense academic

pressure which made it difficult for the team members to focus on the competition, lack of team work and coordination, difficulty in time management, and the lack of desire among students. These diverse reasons highlight the need for better coordination mechanisms at institutes to ensure participation of students in activities beyond academics. Capacity building of teaching staff to inculcate the spirit of entrepreneurship within students by making it a part of their course-work emerged as another significant recommendation.

Last, but not the least, the results also show a small percentage of teams which quit the competition before it even completed. Out of 3,717 teams that participated, 165 (4%) quit the competition. Follow-up surveys with these teams revealed that the major reasons for quitting the competition include intense academic pressure, fear factor, lack of desire among students, poor team selection, lack of parental support, and inadequate guidance from teachers.

The above mentioned reasons for teams not able to make profit and/or quitting the competition clearly highlight the need for rigorous training of teachers to provide the relevant support and guidance to students participating in the competition. It brings attention to the lack of communication and coordination among the teachers and the institute's administration staff to implement the project in its full capacity. At the same time, the results also show that the support of the parents is also a major determinant in the student's success as it is reflected in their confidence and their ability to perform.

Having mentioned the areas of concern as revealed by the data collected through these competitions, it is important to highlight the immense impact that these competitions have had on the lives of each and every participant and the beneficiaries. The project is an insight into the potential and ability of the youth ready to make a positive impact with minimal support and guidance. The Changemaking Competitions are an eye-opener for the politicians and policymakers of our country. It shows the urgency and need of creating institutional structures that aim at catalyzing youth-led changemaking in the society. Changemaking Competitions provide a great opportunity to create new products, new services and new ways of addressing local challenges. These competitions show that we can infuse the spirit of changemaking in thousands of young people so quickly. We have unprecedented youth population in the world today. Youth-led changemaking presents the most exciting idea to realise the dream of



demographic dividend. This demographic dividend can only be realised by developing and aligning structures that support youth-led changemaking.