

**ROLE OF ORIC WUM IN**  
**PROMOTING ENTREPRENEURSHIP**  
**AMONG FEMALE STUDENTS**

## 1. Introduction to ORIC

“ORIC” stands for “Office of Research, Innovation and Commercialization”. ORIC is meant to elevate the universities as community builders and promote knowledge based economy; HEC Pakistan introduced the new Directorate of Research as Office of Research, Innovation & Commercialization (ORIC).

## 2. Role of ORIC

ORIC has been established at almost every university of Pakistan and it is concerned to promote the culture of research and commercialize the research product at national and international levels. These objectives of ORIC helps to achieve following main benefits for the community/university students:

1. Promoting the entrepreneurial potential of the researchers so as to exploit their research products.
2. Academia industry linkage to promote entrepreneurship
3. Incubation of students potential through trainings, exhibitions, seminars, conferences and workshops
4. Organizing capacity building workshops/events
5. To provide platforms to students to introduce their potential internationally

With the above objectives, ORIC Women University Mardan has been enthusiastically doing its job. First of all the linkage of the university was required with an actively engaging organization in the field of entrepreneurship. In this regard, we are proud to mention the collaboration with *YES NETWORK PAKISTAN*.

First inspiring seminar on entrepreneurship at Women University Mardan was organized by *YES NETWORK PAKISTAN* in collaboration with **ORIC WUM**. The detailed contribution of *YES NETWORK PAKISTAN* and **ORIC WUM** are described as given below:

### **A seminar on “YOUTH-LED CHANGE-MAKING Through Social Entrepreneurship” & “Change Making Competition” (January 30<sup>th</sup>, 2018)**

The seminar was conducted by Mr. Ali Raza Khan the guest speaker and CEO of YES (Youth Engagement Services) Network Pakistan.

Ali Raza Khan is a social entrepreneur, speaker, activist and author. He is responsible for the rise of the phrase “Youth as a Solution”, a concept that has initiated a change in the role of young people in society. Ali is the founder and CEO of Youth Engagement Services (YES) Network Pakistan, a social enterprise dedicated to create, activate and multiply spaces for youth-led change-making everywhere. His organization is taking both direct and institutional change approach to foster a culture of youth-led change-making and social innovation.

**i. The main emphasis of the seminar**

- In the above program, the guest speaker enlightened the students about how to become change maker and contribute positively to the society.
- The speaker shared different tactics of overcoming the fear of the unknown that resides within individuals and hinders them to take a step forward.
- The students were emboldened to go against all the odds set by the patriarchal society and to utilize their capacities for the betterment of their people.

**ii. Exciting part of the seminar-THE CHANGE-MAKING COMPETITION**

In the seminar, students volunteered themselves for forming different groups and starting their own little business, funded by YES Network Pakistan. It was agreed upon to give 1000 Rupees to each group, who would avail the figure to start their business. They were given time frame of ten days, starting from the very same day. By the end of the deadline, the winning group would be awarded with medal and certificates. The supernova would also be encouraged to present idea on international level.



**The volunteered groups of students for the change-making competition**

### iii. Outcome of the seminar

The program helped bringing to the forefront the social aspects of students, who exercised their positive energies for the wellbeing of their society, while benefiting themselves too in return. Asis aptly said **“The change-making potential is latent in all young people. It is the paradigm of mistrust which veils it. When the paradigm of mistrust is shredded, the change-making potential of young people surprises everyone.”**

### 5.3. Certificate distribution ceremony for Change-Making Competition

ORIC WUM and YES network organized the certificate distribution ceremony for the participants of Change making competition. YES representative, MsKomal collected the data from students and found the awesome spirit in all the participants. Maximum profit made by the students was 15000/- and minimum was 650/-. No one suffered a loss. Worthy Vice Chancellor Prof. Dr. GhazalaYasmin distributed the certificates of appreciation (awarded by YES network) among all the participants.



**Certificate distribution ceremony for Change-Making Competition**

### 5.4. Faculty training on “Youth Led Change making” (1<sup>st</sup> and 2<sup>nd</sup> March, 2018)

As a series of YES Network activities, ORIC WUM organized a two days workshop for the faculty members. The training sessions were conducted by Mr. Ali Raza, CEO YES Network, Pakistan. The training was aimed at:

- Providing the university faculty with all the required information and deep insights about the change making and social entrepreneurship so that they can further train their students.

- Providing all essential skills and tactics to cope with poverty in extreme hard situations
- To broaden the view about entrepreneurship.

### **Certificates Distribution,**

- Certificates were distributed among all the participants by Mr. Ali Raza
- The students were encouraged to enter the second phase of change-making where they can expand their ideas to external institutional level.



The collaboration with YES NETWORK PAKISTAN inspired our students greatly and made them dig out their own hidden capabilities; exploit their own potential to make their earnings.

Idea of entrepreneurship was introduced in its true sense by YES NETWORK PAKISTAN and after that ORIC WUM grasped every opportunity and gathered the students to avail that opportunity in a well systemized way.

Some of the events/efforts made by ORIC WUM are pointed out as under:

#### **1. WOMEN EMPLOYABILITY SUMMIT 2019 (WES 2019; 20<sup>th</sup> -21<sup>st</sup> February, 2019)**

Office of research, innovation and commercialization (ORIC), Women University Mardan in collaboration with Centre of Awareness Training and development (CATD) organized a ***Women Employment Summit (WES)***. The venue was Women University Mardan.

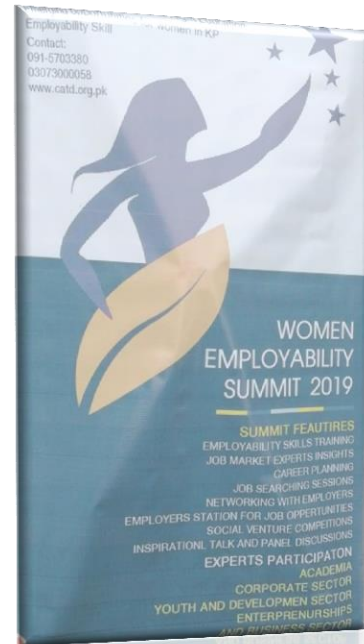
The summit was quite productive to train the students to fish out bright employment opportunities in future. Here is the detail of the WES 2019

#### **Features of the Summit 2019:**

A lot was there for the students to learn about..

1. The top trainers from all over Pakistan were invited as the resource person
2. Career Counseling desk was established for the students
3. Students were taught about securing their careers in future

#### 4. Given tips related to interviews CV writing and presentation skills



## 2. Pre-Summit Training Sessions For Executing Women Employability Summit (Wes; 18<sup>th</sup> to 20<sup>th</sup> December, 2019)

Office of research, innovation and commercialization (ORIC), Women University Mardan in collaboration with Centre of Awareness Training and development (CATD) Women Employment Summit (WES) in February, 2019. The summit will be quite productive to train the students to fish out bright employment opportunities in future.

In this regard, Women University Mardan developed a team of one to two faculty member and 6-8 students from each department. The purpose of developing team is to conduct the summit smoothly and successfully.

### **3. KP Impact Challenge (KPIC) Entrepreneurship Training(1<sup>st</sup>-9<sup>th</sup> October, 2018)**

ORIC, Women University Mardan in collaboration with KP Government and LUMS imparted 6-Days entrepreneurship training and 31 selected students of the University. Students were selected following online applications and interview regarding their business idea/plans. 13 students were selected based on the significance and originality of their plans. To make these projects practical and to run their businesses in a dignified manner the government has given a huge amount of 1.45 million.

The approved business plans included the establishment of boutiques, creative arts from scrap, tutorial academies, mineral water plants, and plan to run restaurants. The university administration is very thankful to KP government for this positive initiative, who considered the WUM students and selected them for this project.



Many students already engaged with YES NETWORK PAKISTAN, were easily accepted by KPIC because of their previous exposure and skilled knowledge in the field of entrepreneurship

### **4. Workshop on “Women Can Do” with Shaur Foundation Islamabad (5<sup>th</sup> -6<sup>th</sup>, 2018):**

Department of Business and Economics and ORIC Women University Mardan organized a two days training workshop on the topic “**Women Can Do**” in collaboration with The Shaor Foundation Islamabad.

#### **Outcome of Training**

The workshop was provided a drift to hidden potentials of females so that they can explore their inner capabilities and exploit them to add value to society through entrepreneurship in a respectful way.



## **5. Workshop on “Role of Youth Key to Social Cohesion – UlasiTaroon Workshops” (24<sup>th</sup>-25<sup>th</sup>February, 2018)**

Women University Mardan organized a two days training workshop in collaboration with **The Center for Research and Security Studies (CRSS)** on.

### **Outcome of Training:**

Human rights education can not only help protecting ones’ own rights but also the other’s rights in the society. The government and its institutions cannot implement the laws and policies alone, without the active role and support of public. Through this training, the youth realized the importance of seeking knowledge in all circumstances and it has nothing to do with degrees. Rule of laws means supremacy of law, i.e. everyone is subject to law and accountability including citizens and rulers.

## **6. She Can- A project of USAID:**

ORIC WUM in collaboration with Center for Social Education and Development organized a three days’ workshop for WUM students. The program was funded by USAID. The purpose of this program was to provide awareness to females for their rights and empower themselves in any sector of society.

### **Outcome of training**

The workshop was provided a drift to hidden potentials of females so that they can explore their inner capabilities and exploit them to add value to society through entrepreneurship in a respectful way.

Moreover, time to time different events and activities are being arranged by ORIC to continue the drive of change-making induced by **YES NETWORK PAKISTAN** in students:

### **1. Seminar on Digiskills (3<sup>rd</sup> February 2020)**

Office of The Research Innovation and Commercialization (ORIC) WUM in collaboration with DurshalMardan and Epiphany Lab Islamabad organized an awareness session on “DigiSkills.pk.

Guest speaker from “DigiSkills.pk” team, Ms. MahnoorSuhail delivered an excellent lecture on how to exploit the digital technology for making their future safer financially. Students were encouraged to





login and apply for the online free courses available at digiskills website.

**2. Recruitment Drive by Habib Bank Limited (HBL) December 4<sup>th</sup>, 2019**

Office of Research, Innovation and Commercialization Women University Mardan (WUM) organized a one day seminar entitled “**Recruitment Drive**” in collaboration with Habib Bank Limited (HBL) on December 4<sup>th</sup>, 2019 for the university females.

The purpose of the session was basically to provide knowledge of HBL as an employer.

The session dissipated useful information regarding why one should choose HBL and what benefits can be obtained by HBL for a career of an employer.

University students actively participated in the session and a thought provoking question answer session was held at the end.