

# Young Social Entrepreneurs Case Studies

## Table of Contents

Solid Waste Management.....	3
Pre-fabricated Houses.....	5
Paper Recycling.....	7
Tourism and hospitality.....	9
Master Trainer.....	11
Hepatitis Awareness and testing.....	12
Honey Production.....	14
Ladies Shop.....	16
Plant Nursery.....	17



## Solid Waste Management

**Name:** Farida Shafique, Muhammad Nazim Zafar

**Location:** Jhang

Farida and Nazim along with other group members have been working on Solid Waste management since 2008. Their project was awarded first prize, in a competition with 7 countries in the Annual Youth Social Entrepreneur Competition in UK.

Based on their research, they have divided their idea into 3R's. One is the reduction of the use of plastic bags. They have organized 342 door to door awareness campaigns and 25 awareness campaigns in schools and colleges about the haphazardness of using plastic bags.

The second R deals with re-use. Farida makes fabric bags and designs them in various ways to enhance its portability and durability. She has made over 1000 bags till now and sold them in various institutes, marts and bookshops. The 3<sup>rd</sup> R deals with Re-cycling. Organic waste is decomposed into fertilizers. Currently, they are affiliated with Shakarganj mills in Jhang, who supply them with organic waste. In return, this group of social Entrepreneurs supplies them with fertilizers for the farmers of sugarcane which aids in better yield of sugar.

Recently, they have initiated a project in civil hospital, spreading the awareness and safe disposal of medical waste. These are implied according to the standards of world health organization. They have also worked with rescue 1122 for safe disposal of medical waste. They have also set up a system of generating biogas as a resource material from organic waste in various homes.

Farida told us, "We started this project because in our area, every now and then we had problems with the sewerage system. It was causing pollution and difficulty and various diseases in the infected area. So basically we hated plastic bags for creating such a mess in our society."

Nazim told us about the major accomplishment of this project by saying that, "We won the competition on this theme with seven other countries. Of course, it was a great thing for us. But the best part of our project was the acceptance of people. That really made me happy and our efforts worthwhile. When the first paper bag was sold, I could not comprehend how happy I was, because we had gained something in return to our initiative. So I am satisfied that people are getting educated in a way and their positive response keeps us going."

Farida and Nazim are of the view that they have seen a big change in attitude of the people. Nazim said, "Initially, people did not respond to us much. Even our parents. But slowly, when we became the role models of change, they realized that there is a positive impact of what we are doing in the society. People started following us. More than that, respecting us as individuals."

In future, they look forward to expanding bio-gas production in local society. They also want to create more awareness regarding medical waste in hospitals and clinics.

On a final note, Farida and Nazim appreciated YES Network by saying, “When we first appeared in different training sessions arranged by YES Network, we couldn’t even introduce ourselves. But now we deal publicly. We are inspiring society around us. We represent Pakistan. Life has changed. Had YES Network not reached us, we wouldn’t be here. We never knew our abilities and talents before YES Network. This whole ideology that we had about non-profit making organizations, it changed before our eyes, because the way YES Network appreciates, and motivates us to be social change makers is immense. We have never seen anyone so passionate about working with others for a societal benefit. What we are today, and where we stand today is because of YES Network alone.”



## Pre-fabricated Houses

**Name:** Fowad Ahmad

**Location:** Balakot

Fowad Ahmad from Balakot is one of the most dedicated Entrepreneurs who has made a lot of contribution in the society by making pre-fabricated Aluminum houses after the earthquake hit the northern areas of Pakistan. A year ago in 2010, Fowad met YES Network at skill development centre (SDC), Balakot. He submitted the idea submission form and his idea qualified for reinforcement. Fowad and his team members had already been working on this idea, but due to fewer resources, they could not accomplish the tasks they always wanted to. Fowad, now works with a team of 5 to 10 permanent members. They make houses made of aluminum for the poor families of balakot who lost their houses when the disaster struck this beautiful land. Since then, Fowad had been thinking of ways he could help his people. Although, with the intervention of government, some people did get homes, but almost 70% were still left un-catered. One of the reasons of choosing to work on this project was to save tress. The earthquake had already destroyed most of the land. And the soil was already weak. Cutting more tress to build houses would eventually cause land sliding. So, the idea of using aluminum instead of wood was proposed. Moreover, these fabricated houses can easily be repaired and are portable. Apart from selling these houses at a lower cost, Fowad and his team help poor people by offering them a choice of size. Cost of each house depends on the size of the house. Also, these houses can be altered. People, who can't afford a high cost all at once, can get the house built in steps.

YES Network played an important role in giving financial assistance to their idea. According to Fowad, "YES Network helped us in polishing our idea. We started doing our research on this idea in 2005, but our progress was quite low. YES Network gave us the opportunity to accomplish what we wanted to do for the society and for ourselves. They polished our minds and we find ourselves more aware of the e world around us. Not only this, but we have gained many leadership skills, good communication and more confidence in ourselves. YES network has played a vital role in my development. I, now, know basic business skills and how to compete. I have changed for the good now and I'm grateful to YES Network for providing me a platform where not only we were assisted financially, but morally as well."

Seed money of almost 0.15 Million was given to Fowad to start his idea. It was wisely spent on the purchase of new raw material and capacity building. In 8 month's time, 30 skilled people and laborers have been engaged who have helped 30 families till now which are approximately 250 people. 35-40% profit ratio has been maintained over the past months. One of the major accomplishments pointed out by Fowad was working with CETA in Kohistan, making basic health units. He said, "I always wanted to work for CETA. It was like a dream come true. YES network has a lot to do with my success today. Because of the support that they gave me and the things that I learned with them about business have helped me reach what I desired in the first place."

In near future, Fowad is going to launch a website, show casing his work to the world. He is also working on a project for flood victims in Southern Areas of Pakistan. Moreover, for capacity building, Fowad is planning a visit to China in order to know more about new technology that can cater our society well.

Over all, Fowad commented that, "I have never seen anyone else engaging youth like this. Youth can be a big issue if they are not taken care of. And I am sure YES Network is playing its role in inspiring and equipping youth with real talents that can help them live a better life. People who have better life skills can work anywhere, in any condition. They are bound to be great entrepreneurs. I will forever be thankful to YES Network for providing me new pathways and helping me in realizing my dream."



## Paper Recycling

**Name:** Zohaib Kahlil

**Location:** Rawalakot

Zohaib applied to the Youth Social Entrepreneurship programme 3 years ago through Government College of technology, Rawalakot. Zohaib felt the urge of using used paper in ways which were useful, because he was of the view that it is disrespectful for paper to lay on the ground scattered all around. Moreover, in his area, there is a scrap market dealing in different materials, but paper, which was wrecked endlessly.

With seed money of Rs. 50,000, Zohaib started his campaign by creating awareness among students in schools, colleges and offices. In his orientation sessions, he talks about the importance of paper and relate it to the usage of trees. He encourages people to give used paper to him so that he can utilize it in a better way. Though sometimes, he buys used paper from different areas, but most of the time, people give free paper. Once together, zohaib and his team recycle it in three ways. He hires skilled students from Vocational training Institute, Rawalakot who make decoration pieces and models by gluing wet paper. This is called the Paper Mashe technique. Zohaib has his own shop, where these paper products are sold, and revenue generated. He also hires people for making envelopes by re-using old papers. Some of the paper is also sold to whole sale scrappers in bulk at lower prices. Zohaib also compiled field books out of wasted graph papers and sold them to students at lower prices.

Apart from all this, Zohaib and his team are so thoughtful of deprived students, that they collect used books from other privileged students and then give them to students who cannot afford buying new books. He keeps their motivation high by giving small prizes and gifts to students who donate the largest amounts of books. Zohaib quoted, "We know, we have made a difference. At least people respect paper now. They know, it's not easy to make paper. And the idea of recycling paper is better than just wasting it. Even scrap is a resource. Not a waste."

Zohaib and his team outsourced almost 32 people including students and women who worked collaboratively on his project of making usable items out of used paper. Zohaib thinks that his idea is very influential in his community because he managed to eradicate one problem that the society faced, and simultaneously educated people about one of the most universal problems of today's world.

In future, Zohaib is looking forward to working with other institutes and collecting paper for making other paper products which can be sold out of Rawalakot. He is currently working in capacity building and creating more links so that his network could expand. He has also planned an exhibition in April 2012 out of Rawalakot, where paper mashe and envelopes will be sold. Zohaib is also finding contractors who can display and sell his products, specially envelopes.

On a final note, Zohaib said, "You see now, YES Network not only helped us in starting our business, but also, solve a social problem which was not being addressed. We earn a good profit and we are satisfied

virtually, because at the end of the day, we know, we did something right. Its an authentic platform, people trust us and more than that, people trust YES Network as an organization. We have improved the quality of our life and of those around us. This all was made to happen because of the support of this organization.”



## Tourism and hospitality

**Name:** Yasir Ilyas Khan

**Location:** Azad Jammu & Kashmir

**Website:** [www.tourismforlife.org](http://www.tourismforlife.org)

In 2010, Yasir started this initiative of developing the tourism industry in Pakistan with a vision of exploiting the variegated tourism potential and promote tourism friendly environment to market Azad Jammu & Kashmir. With his initiative, he wanted to educate and motivate the people and sensitize policy makers and functionaries to promote activities and programs in order to promote tourism. Through his work he wanted to raise awareness about the positive effects of Tourism on society. Yasir is of the view that tourism industry can prosper only in an environment which remains attractive for tourism. The industry needs a relatively well-educated work force, functioning health systems and relatively good transport, communications, water and energy infrastructure. These services and facilities are also valuable to local communities. There is an increasingly strong business case for the investors and developers, hoteliers and resort owners and tour operators to address these issues. His goal is to enhance this project in a way that aids in contributing to local economic development and reduction of poverty.

While doing his masters in Tourism from Surrey University, UK, Yasir felt the need of a programme which could promote the tourism of Pakistan on a national and international level. Currently, Yasir operates a Tourism institute in Azad jammu & Kashmir where students are provided with certified resources to equip themselves with skills regarding tourism. There are awareness campaigns and people are inspired to work for themselves, be the entrepreneurs in this sector of tourism. He arranges and conducts workshops for students to understand the basic principles of tourism and how to approach tourism project design and its implementation.

Yasir has established links with other tourism organizations such as Pakistan tourism Development Corporation, Eco-tourism Society and AJK tourism and Archeology. His organization is also affiliated with GIDA, a Canadian tourism agency, for effective recognition of Pakistani tourism opportunities. Yasir Quotes, "Tourism is the second largest industry in the world after oil Tourism has many shapes and forms, from local- domestic to international tourism, from health, sports, leisure, adventure to business tourism. It has all the essentials to make a significant change in the society and this can be very beneficial not just for the area but to the world it resides in."

In a year's time, he has developed 1000+ followers, 150 registered member and volunteers who attend trainings and work on tourism promotion.

In future, Yasir looks forward to developing external relations and projects. One of his areas of interest is the "Human rights and Tourism". He is working on expanding his project and create more partners and stakeholders.

“Something that really pulled me up in doing this project was the idea of social entrepreneurship. When I worked for myself as an entrepreneur, I realized how important it was for a society like Pakistan. Now I encourage other people to be entrepreneurs in this field. This concept of working together for one’s self and the society was given to me by YES Network. Also, the trainings that I attended have helped me understand the basic ethics of conducting trainings and workshops. It has helped me a lot in improving my perspective and skill in this area. Moreover, Ali Raza Khan has been an inspiration and a role model for me. He has always been there to help me out with any problems, at times, also given me solutions to them. It’s a team of very professional people whose work needs to be appreciated. I recently attended a conference organized by United Nations and over there, YES Network was appreciated as a non-profit. I feel proud to be a part of it.”



## Master Trainer

**Name:** Ammara Anwar

**Location:** Islamabad

With the goal of having a diploma in Youth Social Entrepreneurship, Ammara applied to YES Network. Running an NGO for visually impaired, Ammara thrived to work as a master trainer for YES Network. Ammara had been running a nonprofit organization of her own, working for the visually impaired. She conducted 11 workshops by herself and helped these individuals in bridging gaps and sensitizing them with life skills.

Being one of those who have no sight to see what is around, Ammara had the sight to see what is inside her. Determination and Passion kept her going on track and since then, she has conducted various workshops on Youth Social Entrepreneurship in Islamabad. She was an inspiration to many students who attended her workshops in government institutes and some technical institutes. Ammara says, "Since I, myself wanted to be a social entrepreneur, I worked hard for it and became an inspiration for others."

Ammara has a strategic business plan that she wishes to work upon in her life focusing on the youth of today. She has been working on developing herself. She believes that before you can be an actual entrepreneur, you need to have certain skills that will help you in achieving what you desire, because bookish knowledge is not enough. YES Network contributed funded two trainings for her in Dubai that can help her in equipping herself with necessary skills. One of them was "Certified Compensational Benefit Manager" and the other one was "Certified Organizational Development Analyst". Both of these workshops were arranged by the Cultural Advancement Institute of Management, USA. Ammara quotes, "These workshops have added a lot of value to my profile. Even certified trainers cannot afford to attend such workshops, but I was privileged with this opportunity. It has made a difference in my life."

Ammara has been working on a business plan of her own. It caters the entire intellectual population. She has divided it into 4 wings. Creating links between industries and Academics, capacity building, event management and corporate social responsibility are some of the areas where she looks forward to be working. She gives the credit of this to the Social Entrepreneurship by saying that, "I am inspired by Social Entrepreneurship. And so my business plan portrays why and where I want to work in the society. Trainings at YES Network have added to my motivation and it has shown me how to work practically and collaborate with people."

"The biggest accomplishments of my life are because of YES Network. I am the first visually impaired Master Trainer in Pakistan. I am the first Visually Impaired certified Trainer from Dubai and I will be the first visually impaired Social Entrepreneur in Pakistan. So yes, all that credit goes to YES Network."

## Hepatitis Awareness and testing

**Name:** Asia Quasar

**Location:** Lahore

Asia applied for the Youth Social Entrepreneurship competition in 2010 through Vocational Training Institute, Lahore. To portray her idea, Asia made a video depicting the urgency for the need of an awareness campaign on Hepatitis B and C. Her idea stood out and seed money of Rs 0.1 Million was given to her. When asked why Asia chose to work on Hepatitis only, her reply was “My main target was to work in the rural areas. Despite the work done by other organizations, people are still unaware of this disease. Most dispensers re-use syringes, which is the main cause of the unstoppable transmission of hepatitis. This is destroying our society. Also, there are no laboratories that are solely devoted to hepatitis testing specially at lower prices so that poor people can afford to get themselves checked and go for concerning treatments.”

In one year’s time, Asia has conducted 23 awareness campaigns in different institutions, schools, and academies along with 2 other community level campaigns for women. 1,775 people have been tested at her disposal out of which 70% are youngsters and 30% are old people. Asia and her team have not only limited themselves to Hepatitis testing. They took part in dengue Campaign by referring 1000+ people to other labs where CBC testing was done at lower prices.

Asia dictates that, “One of the Major impacts of Campaigns is that people are aware of the disease now. We have a clean society and the fact that people are becoming health conscious is our achievement. With our campaigns, at least, people can now stand up and say no to recycled syringes and prefer only sterilized equipment.”

With a total of 3 other group members, Asia and her team have managed generating 30% profit out of their initiative. Talking about personal development, Asia quoted, “I see a change in myself. I am communicative and confident now. YES Network has been like a guide to us. We have respect in the society because of our initiative. We are earning, running a business, and manage our own expenses which is such a big achievement for us.”

In future, Asia wants her team to work in groups of two throughout Pakistan. She wants to build a care foundation for treatment of patients diagnosed with hepatitis. “Anemia is one of the most widely spread problems associated with women, we are planning to work on CBC testing as well. For this purpose, some students from Islamabad have also contacted us. We are hoping to come to an understanding and start working on this idea too.” Asia added. Providing people with low priced vaccination against hepatitis is also in her agenda.

Asia mentions, “I am grateful to YES Network for providing youth a platform where we can build our lives. And for Youth who want to do something in their life. I am proud of myself today, because as a girl, I own a business. In our society, many people think, women can’t do anything. But with the help of YES



Network, I have proven that there is nothing that a woman cannot do. I support myself. It has not only helped me to achieve a status in the community, but also, helped me grow internally. I fear nothing now. That is my accomplishment."



## Honey Production

**Name:** Bilal Akhtar Khan

**Location:** Rawalakot

Bilal started this project of honey production, when he met the team of YES Network at Rawlakot Government Poly-technique Institution, 3 years ago. He started this project because there was no production of pure honey in his area. The social implication of this idea was that people living in one of the coldest areas of Pakistan, had no access to warm and healing substance. People seldom suffered from coughs and colds, and to elevate it, pure honey was a requirement.

Using seed money of Rs. 50, 000, Bilal and his team made a platform for local people to support honey production. Initially, a lot had to be done. He also involved local community by engaging them in maintaining their own bee broods. Each person was given a bee brood and they would generate honey from it and use it as they like. Bilal says, "We created interest among local community by engaging them. Some of them had training opportunities from the National Rural Support Programme. Initially we engaged around 42 people in this project and our first yield was 76 kilograms of pure honey."

Bilal has provided a platform to unemployed people who own bee broods. Some of the honey produced is sold in the market at fair price. This way, more jobs were created for local people and also, a social problem was addressed in an organized manner.



Bilal told us, "What I am proud of is that, nobody could compete us. It was an accomplishment which indicates that we have set a standard and nothing less than that is accepted by the people. The way, our group has coordinated and addressed to the situation is remarkable. Moreover, it was YES Network, which initiated the idea of not a business, but the engagement of youth. I feel happy to know that people are working and earning from this project. And some part of a social problem has been nicely taken care of."

Bilal gives the credit to YES Network for showing him a path which was waiting to be travelled. He thinks that his project had a great impact on the society. He appreciates this way of engaging the youth and feels that this plays an important part in the growth and development of the individuals.

He quoted, "I remember, 3 years ago, when we had a conference, students were shy and we all were confused and nervous because we had to present our idea. But now, looking at it, there is an immense difference in our personality and leadership skills. From communication and management, to public speaking, we all learned it in various training sessions on this subject. I am sure, if we ever face a



problem, YES Network will be there to guide us. Also, we are ever ready to help YES Network in making a difference in the society.”



## Ladies Shop

**Name:** Shazia Parveen

**Location:** Kotli

Shazia along with other group members opened a shop near the Dastgari School, Kotli. This shop was exclusive for women. With an initial seed money of Rs. 65,000, Shazia and her team worked dedicatedly in meeting the demands of their target population. One reason of taking such an initiative was to have a platform where females can buy things that they require. Despite the availability of different products for women in other shops where male dealers performed sale and purchase, women from the local community preferred having females who could attend to them. Social norms had great role to play in initiating this project. Females' preferred women who could attend them in the shops so that they could easily ask for what they want.

Shazia is of the view that, having a ladies shop in her community has led many women to think about themselves and work themselves too. She employs two other females with her. One of them attends to the sale and purchase of products like cloth, jewelry and undergarments, while the other takes orders from local community and stitches clothes for them.

Shazia said, "YES Network has not only given an opportunity to me to go out in the field and earn for myself but also it has given me the confidence to deal with my life and community. I have always wanted to be somebody who stands out the rest. My initiative has led other girls set their goals and dream higher. We had the first ladies shop in our area. It has given freedom to women who hesitate in talking to men."

In future, Shazia wants to expand her business. Other people have reached out to her and asked to work with them and create a platform where women can earn by themselves. She wants to cater the demand of her target audience in a systematic way.

On one last note, Shazia shared, "Other girls look at us and get inspired. We are like role models for them. They aim big and that has made a difference. And I pay all my gratitude to YES Network who helped us when we were in need."



## Plant Nursery

**Name:** Adnan Khan

**Location:** Kotli

Adnan had been working on his project on Plant Nursery, striving hard to find resources when he met YES Network. He recalls by saying, "I had immense amount of happiness when I shared my idea with YES network and they accepted it. It meant a lot to me. it showed that I was important."

With the vision of having a platform where people can buy plants for their houses, using the seed money, he invested in buying model plants from Patokey and Peshawar. Today, Adnan has over 10, 000 plants at his disposal.

Adnan initiated this project because he believes, people own big houses, but only a few have good lawns and plantation. He thinks, having a good environment allows people to be healthy mentally and physically. In schools too, Adnan finds that students need natural environment to be more productive and efficient. With this ambition, to educate people about the effectiveness of natural environment, Adnan was determined to work on it. He has, since then served around 25 houses, designing and cultivating of different plants in lawns and gardens. "The best thing about this project is that we sell these plants at lower cost than the market price, so most of the people can afford buying them", Adnan added. He currently deploys décor plants and flowers. He is of the view that mostly, the schools have physics and chemistry laboratories, but never a botany laboratory. Therefore, he gives this opportunity to students to visit his plant nursery so that they can refer to them and learn about various species. "Something like a botany practical," Adnan added.

Adnan told us, "This plant nursery which is here now green and bright, was once a rotten piece of land where people dumped solid waste. But in a year's time, it has turned into a beautiful green place. In exotic evenings, people come here, specially the elderly, they sit together and talk in a good environment, sharing their experience about life. This way, young people who accompany them, learn a lot. It helps them to be better individuals."

Adnan has observed that people in his community have developed good communication skills. They are friendly to each other and feel joyful in this Nursery which is also open to local community who can visit it and spend some time taking in oxygen. He feels like this is because of the short gatherings that are held each day. People have become more sympathetic and are bonded together.

"We have a model lawn here, which allows people to get motivated in having their own lawn. It also helps students to learn about plant life and ecology. We have been working with experts from Peshawra Nursery and I am trying my best to learn most skills that are required of a gardner." Adnan quoted.

In future Adnan looks forward to working with Agricultural Research Centre and other experts in the field. He wants to expand his Social enterprise and promote vegetation of fruit plants as well. He also wants to open a plant shop in Vocational Training Institute, Kotli.

Adnan Pointed out that, “I have find myself, trying each day to improve the quality of my life. YES Network has given me a chance to look into myself and most importantly, know myself. I am happy that I have goals and I know what I want. My vision is clear and for that. In a society like ours, not all parents can afford investing money in business for youngsters like us. And even if they do, they don’t trust much. I am thankful to YES Network for proving us a forum where our points of views are accepted and the best is seen within us. And I am thankful again for trusting the disengaged Youth of Pakistan”

On a final note, Adnan said, “If not anything, at least this project is giving oxygen to the world. If somebody wants it or not, it is giving it away and making a difference. This is what I am proud of.”

