

CASE Studies

- **Analysis of Case Studies of 16 Youth Social Entrepreneurs**

- A case study sample of 16 Youth Social Entrepreneurs both from rural and urban areas were selected who had completed at least one year of service in their communities with the Pakistan National Youth Service (PNYS) program of YES Network Pakistan. The Social Entrepreneurs belong to Azad Kashmir, Jhang (Punjab), Nowshera (N.W.F.P), Rahim Yar Khan (Punjab), Batapur (Punjab), etc. The impact of youth service on these respondents and their communities has been analyzed to draw the findings. The study of case studies has revealed the following facts:

- **Problems of the Social Entrepreneurs and their solutions**

- The Social Entrepreneurs under study had financial problems and were unable to achieve their desires by themselves. They wanted to do something good for their communities but could not get assistance from their family members. They were discouraged by their families and community members. They faced lack of financial assistance and resources. For example; the Social Entrepreneurs of Case Study No. 1 wanted to open a computer training center in his locality as there was no such education center in his area and the people of his community lacked ICT skills. His family did not support him financially and was against his idea of community service. He got financial aid and guidance from PNYS. His project proved successful and his family and the community members started respecting and appreciating him. Children and youth are benefitting from this center. Now, they have realized the importance of ICT skills in communication. The respondent got a sense of identity and respect through this project as he is the youngest change maker and is an inspiration for his community members. The case study shows that how the

talents of youth can be used to serve the communities. Thus **youth service can not only be used to address the problems of youth but it can also be used to address the problems of the community through the assistance of youth.**

- The Case Study No.2 depicts the case of a female youth who was the head of a primary school. She realized that there is lack of schools in her city and parents were reluctant to send their children to far off area. So, she decided to start a school. Due to lack of resources she found it hard to manage school expenditures. She was provided funding by YES Network Pakistan and by means of it she was able to solve the financial problem of managing her school. She not only benefitted her community by providing quality education but was also able to gain self confidence and trust of her family. She has now become a role model for youth in her area. She also helped one of her family member in opening a stitching center. She has also started her own stitching center and she spends her time there in evening to serve others. Thus, **if youth are provided skills, resources and opportunities to excel, they can benefit their communities by serving them.**
- The Case Study No. 3, 4, 5, 6 and 7 reveals the cases of three female social entrepreneurs and two male entrepreneurs who are working in a group of six students to provide solution to the problem of land pollution. The team is managing waste produced in the market by recycling and their ambition is to make neat and clean green markets. They participated in the Global Entrepreneurship Week 2008 and won at all the three levels, that is; regional, national and international. They won the project Solid Waste Management and got financial aid and training on entrepreneurship skills for managing her project. The team is providing recyclable waste to Shakarganj mills, which is running a plant for manufacturing bio-compost and fertilizers from garbage and sells it to the

farmers. The team faced a lot of challenges to fulfill their ambition. The team convinced Tehsil Municipal Administration (TMA) to collect the waste left at the green market. They were also able to convince people to use fabric bags instead of plastic bags and to keep organic and inorganic waste separate so that it can be easily recycled. Moreover, the team convinced the people to use the fertilizers from recycling in their home gardens and farms. The respondents work includes behavior change campaign, making presentations or handling office work, convincing people by going to their home, helping in stitching fabric bags, managing the collection process of garbage, dealings at the mills and transporting garbage. Earlier people used to see their idea as something unachievable but the team showed that when youth are determined to undertake a task, nobody can defeat them.

- The respondents learnt patience and team effort from their project. They were able to gain respect from their family and community members. The team is also guiding youth and especially females to become social entrepreneurs. This case study shows that **youth have the ability to face difficult challenges of life and they can defeat them with their efforts and determination. Youth are very concerned about the welfare of their community members. If provided resources they can achieve beyond others expectations.**
- The case study No.8 is the case of a female entrepreneurship who belonged to a village and had to bear harsh criticism from her family and community for starting a school in her community. In her village, girls were not allowed to leave their homes. She convinced her family and started her project. She lacked financial resources which were provided by YES Network Pakistan. Her project raised the quality of education in her

village and she was able to provide employment to many girls through it. Her service work inculcated in her leadership qualities, confidence and self reliance. She is role model for the females in her community. **Through her activities she has shown that female youth possess the same abilities as male do and by giving them opportunity they can become useful members of their communities.**

- The case study No. 9 is the case of a male social entrepreneur who joined the community service work of PNYS in 2006. He opened an educational academy with his group members for providing quality education to deserving girls and boys. He dedicates 7 hours daily for community service. The main hurdle in his work is lack of resources. Due to his efforts the community members are aware of the importance of education. The respondent is able to win respect in his community. Thus, the study shows that **youth possess hidden talents which should be utilized for the benefit of the community. They need platform for the grooming of their personalities and for exploring their hidden potentials.**
- The case study No.10 describes the efforts of a male social entrepreneur who is very concerned about the environment. He joined YES Network Pakistan to work on his project of plantation. He along with his team members realized that deforestation is increasing problems such as shortage of food, pollution and infertility of land. He started from raising awareness through campaign and implemented his idea on a small scale by creating a small nursery in his college and employed a gardener. He started plantation projects in private schools and on barren lands. He also supplied plants to the community members. In the start he was criticized by people that the efforts of just a few people cannot restore greenery but later on his efforts were highly acknowledged by his

community members. This effort has also changed his personality and thoughts. Hence this shows that **if youth spends their free time in positive development activities they can bring positive changes in their communities. Even their little efforts can prove to bring great changes in the society.**

- The case study No.11 describes the efforts of a male young social entrepreneur who wanted to raise awareness about values of balanced nutrition. He started a project named Mushroom Cultivation Farming (MCF). He and his team raised awareness against Protein-energy malnutrition (PEM) which is major health problem in Pakistan. As mushroom is a good source of protein, they decided to grow and sell mushroom at a very low cost in their community. His efforts were realized by the public and the district government. He is actively promoting the value of balanced nutrition and youth social entrepreneurship. He is a role model for the community. Thus, **if youth utilize their knowledge through its practical implementation they can serve their communities in the best possible way.**
- The case study No.12 depicts the efforts of a female social entrepreneur who realized the importance of vocational training for the female members of her rural community. The females of her community were sitting idle at home. She had difficulty in starting her project due to lack of financial resources. This problem was solved when YES Network Pakistan provided financial resources to her. Many women started earning money after getting trained from her center. Her efforts have inspired other females to start their own social entrepreneurship programs. The study shows that **females are a huge untapped resource in our country. If their energies are utilized in a positive way they can bring great social change in their communities.**

- The case study No.13 describes the initiative of a female social entrepreneur who was very passionate to work for the welfare of her community. She started a computer center and is also working as a teacher at a school and vocational center. She along with her team is imparting educational and vocational skills to the girls of her community. The girls of her community lacked access to ICTs. She spent all her energies in educating the female youth. Her project was quite challenging but she overcame all problems. Hence, the study shows that **rural youth possess talents and skills equally as urban youth which should be channelized towards positive community development.**
- The case study No.14 is the story of a female social entrepreneur who used the platform of YES Network Pakistan in order to work for the betterment of her community. She realized that there was no vocational center in her city and the opportunities of education were very less for females. So, she started a school and a vocational center for females. Through her efforts the female of her community gained skills and became self employed. At the start, she had to face problems like mobilization, social barriers and approaching people and changing their mindset. She was able to win the trust of her family and her community through her efforts. Now, she is highly respected in her community. Hence, **when female youth are provided the opportunity to excel in their lives they have the ability to face difficult challenges of life and to defeat them.**
- The case study No.15 is the story of a courageous female youth who started a computer center in her village. She realized that the youth of her community members are unaware of the ICT skills. So, she decided to equip them with ICT skills so that they should keep in pace with the benefits of the modern technology. At the start she was criticized by her community members and some members of her team did not cooperate with her. Her

family supported her and she was able to implement her ideas. PNYS provided her necessary funding and skills to do so. Now, a large majority of the youth of her area are equipped with the basic skills of the computer. She has gained self confidence and respect in her community. She is encouraging female youth to become self dependent. Hence, **when female youth are provided resources, skills and opportunities they can prove to excel in all fields of life.**

- The case study No.16 depicts a female social entrepreneur whose dream of life was to become a teacher. She decided to open a tuition center to educate the youth of her locality. There was lack of quality education institution in her locality. Through the assistance of YES Network Pakistan she was able to fulfill her dreams. She faced problems in convincing her family. Now, she arranges functions and educational trips for students. She has gained respect in her community and family. In future, she wants to convert her tuition center into a school. The study shows that **with passion, courage, enthusiasm and patience females can contribute greatly to community development and self development.**
- **Findings from the case studies of 16 Social Entrepreneurs**
- The case studies have shown that youth service can not only be used to address the problems of youth but it can also be used to address the problems of the community with the help of youth. If youth are provided skills, resources and opportunities to excel in their life they can benefit their communities by serving them. Youth possess the ability to face difficult challenges of life and they can defeat them with their efforts and determination. They are very concerned about the welfare of their community members. If provided resources they can achieve beyond others expectations.

- Female youth possess half of the population of Pakistan. They are huge untapped resources who are usually restricted to participate in community development process. They possess the same abilities as male do and by giving them opportunities they can become useful members of their communities. If their energies are utilized in a positive way they can bring great social change in their communities. When female youth are provided the opportunity to excel in their lives they have the ability to face difficult challenges of life and to defeat them. If they are provided resources, skills and opportunities they can prove to excel in all fields of life. With passion, courage, enthusiasm and patience female youth can contribute greatly to community development and self development.
- Youth possess hidden talents which should be utilized for the benefit of the community. They need platform for the grooming of their personalities and for exploring their hidden potentials. If youth spends their free time in positive development activities they can bring great positive changes in their communities. Even with their little contribution they bring great changes in the society. If youth utilize their knowledge through its practical implementation they can serve their communities in the best possible way.
- Rural youth possess talents and skills equally as urban youth which should be channelized towards positive community development. There should be equal opportunities for youth in rural areas so they can contribute towards community development and self development.

- **Case Studies of 16 Youth Social Entrepreneurs**

- **Case Study No: 1**
- **Social Entrepreneur's Name: Amir Khan**
- **Location: Bagh, Azad Kashmir**
- **Age: 21 years**
- Everyone wants to do something big and meaningful in their life. Everyone wants to be respected. When Amir discussed his problems and desires to do something, with PNYS, he got acceptance and he discovered that he can do anything in his life.
- Before starting his project, Amir realized that there were no computer training centers in his area. There was a high level of illiteracy in the use of information, communication and technology equipment which can change the way people manage work and communicate. By starting a computer center in a school, children got easy access to computer education and the number of students started increasing day by day.
- First he got computer training himself and now he is teaching computer to children in a school. He is preparing children to face the future challenges, teaching them new ways of using computers for their benefit. He is dedicating a lot of his time to his project and working hard to make his project as successful as he can.
- Amir's idea was a blessing for those children who were curious to learn about computers and they benefited a lot from the project. His idea has really helped the children to gain basic knowledge of computers, thus assisting his community in building a sustainable future. Because of him, many students are planning to pursue a career or further education in computers.
- Amir's family did not support him when he started his project. They could not believe he can do anything on his own. They tried to dissuade him from his decision but without

thinking about consequences, he started his project. He wanted to use his talent and make a mark in society. The concept of computers is very remote to the people of his village. People are not aware of the importance of computer education and believe it is no good for the children or youth to learn computers and waste their time. But after watching him successfully leading his project and making commendable progress, his family is sure of his talent and now they respect and praise him for his achievements. He got a sense of identity in his family and village. He feels proud of his decision. He is the youngest change maker in his society and an inspiration for all young people.

- **Case Study No. 2:**

- **Entrepreneur's Name: Asia Ashraf**

- **Age: 29 years**

- **Location: Kotli, Azad Kashmir**

- Asia Ashraf is one of the teachers who are heading a primary school in Kotli. She is working on her project for a long time now. She was appointed as the group leader of her project with YES Network.
- There are not many schools in her city. Parents hesitate sending their little kids to schools in other cities. So she desired to solve their problem. She passionately teaches children. She is proud that she made this decision to change her life and teach. People respect her now for her hard work and endless contributions to the community. She has recently started a stitching center besides the school. She works there at the evening.
- Due to low education fee and lack of funds, she found it difficult to arrange school furniture and manage school expenditure. When she was introduced to PNYS, she found hope and it was an opportunity of a lifetime for her. With the funding provided by YES

network, she could manage to give good salaries to her fellow teachers and arrange more resources for the school. Asia says that it is because of YES network, that she has been able to transform her life and the life of many citizens. YES network gives youth a platform to choose what they want to do, explore their talents and polish them. Asia is successfully using her talents to improve the educational conditions of her society. She wants to make significant changes in the school and bring more resources. She is filled with ideas and enthusiasm and she wants to make her school the best school in the city.

- Working as an entrepreneur brought many positive changes in her life. She gained confidence. Her family trusts her more now and has confidence in her. She also learned how to contact other organizations for support and coordination. She is planning to contact another organization to help provide salaries to two more teachers. Her problems started to dissolve, eventually turning her into an effective leader and a role model for youth in her area.
- She is also helping others to connect with the community and use their skills and talents for the betterment of their community. She helped her sister-in-law in opening her own vocational center, where girls are learning stitching and dress making. Her sister-in-law also had a strong desire to help girls in her area and make them able and skilled. All this has improved Asia's respect and value in her family and neighborhood.
- **Case Study No. 3:**
- **Project Name: Solid Waste Management**
- **Social Entrepreneur's Name: Farida Siddiqui**
- Farida Siddique is 23 years old. She lives in Jhang City. She is privately doing her Masters in Women studies. She got involved into social entrepreneurship at the age of 22,

with the help of YES network. She is impressed by the work carried out by YES network. She believes that this is the only network organization, utilizing the youth as a resource and does not treat them as a problem. With the funding provided by YES network, she embarked on a mission to manage waste produced in the market and make neat and clean green markets. She works with a group of six students whose vision is to provide a sustainable solution to the problem of land pollution.

- Farida was eager to participate and avail the opportunity of becoming an entrepreneur when she came to know about the contest and the Global Entrepreneurship Week. Her team won at regional level, national level and also on international level. She enjoyed participating in the Global Entrepreneurship event, where she discovered so many innovative ideas and projects by youth from different parts of the country, who had come to participate in the challenge. Her team had done a lot of preparation and mental exercises and they were ready for any challenge. Before this event, they were working on eradicating the use of plastic bags. The project they won is solid waste management on which they are actively working since then.
- She came to explore the solution of each social problem. She decided not only to nip the evil in the bud but also to make the solution self sustainable. She thought about what people used to do with solid waste centuries ago. It worked and her team came up with the idea of recycling and taking it to the fields. Their responsibility includes providing recyclable waste to Shakarganj mills, which is running a plant for manufacturing bio-compost and fertilizers from garbage. After getting the bio-compost, it is their duty to market it and sell it to farmers.

- After many meetings and a lot of persuasion, Tehsil Municipal Administration (TMA) allowed these young students to collect the waste left at the green market. In the behavior campaign, they advise people to keep organic and inorganic waste separate, so it can be easily recycled and to use fabric bags instead of plastic bags.
- It was a huge challenge for them. There are endless heaps of garbage in the city. Especially Green Market waste was being dumped in inhabited areas. People living beside and even on this garbage knew nothing about hygienic life. Their kids used to play and eat on these garbage dumps. Farida saw an opportunity and decided to bring change. Being trained on the best social entrepreneurship skills, she learned to face every challenge boldly and conquer each problem with efficiency.
- Farida's major role is working on the behavior change campaign, making presentations or handling office work. Besides that, she also helps in stitching fabric bags to be used as a replacement of plastic bags. These bags are sold by various means, such as college exhibitions. Around a 100 bags per months are easily sold.
- In her view, the major accomplishments of her team include convincing the Green Market committee to dispose garbage according to their policy, successful negotiation with Shakarganj Mills for the preparation of Organic Fertilizer and convincing people to use this fertilizer in their gardens and home grown vegetables. (Farmers are already using the same)
- She has served 15000 Males and 18000 Females approx. She believes that the key accomplishment of her project is Neat and Clean Green Market.
- All team members became famous for their unique idea and hard work. In the beginning people used to see them with only a meaningful vision but as they are progressing and

expanding their project, they are becoming respected role models in their area. Farida has developed a new identity in her community. She has become an exemplary figure in her society. Her parents are happy with her and for her it is more than any other achievement. She is extremely satisfied with the performance of her team and success of her project. Serving the community itself gives a sense of satisfaction. She feels that they have contributed to the society well enough to their status. She believes that she learned patience, persistence, team effort, tolerance and found exposure to the world she didn't know too well before. Her hard work, courage and devotion has earned her a lot of respect and knowledge.

- She can proudly claim herself as a change maker in her community. She has inspired many young people in her area, especially girls, in her community to do something positive. Her neighbors and relatives admire the fact that she made a difference in terms of approach as well as real effort to make the wheel spin. Govt. agencies contact them to share the idea and acknowledge its worth. So many environmentalists contact them for the job or research work. Her team aims to guide one youngster a year for entrepreneurship to carry out social change with chain reaction and spread hope to the youth.
- As she looks back, she believes it was really worthwhile to start a social service project like this one. She highly recommends young people to explore entrepreneurship, learn it and live it. She believes that a world of opportunities awaits those who believe in themselves.
- **Case Study No. 4:**
- **Project: Solid Waste Management**

- **Entrepreneur's Name: Kanwal Saeed**
- Kanwal Saeed is 20 years old and currently doing B.A in Psychology. She belongs to Jhang city. She is the leader of her team of young social entrepreneurs who are working on the solid waste management project. They convert waste into bio-compost fertilizers to be used for land cultivation.
- She was one of the five students who were selected out of hundreds from the Vocational Training Institute of Jhang, to participate in the youth enterprise challenge of 2008. She was doing a computer course from that institute, when she was invited to be a part of a youth project. Her team won the Global entrepreneurship challenge in Islamabad as well as in UK. As a prize, they received a large amount of funding from YES network. With that money, they established their project on Integrated Solid Waste Management. Their vision was a neat and clean city with a healthy environment. They started awareness about minimizing the garbage and keeping the environment clean and saving their resources. They provided street cleanliness services and also launched an awareness campaign against the use of plastic bags.
- Kanwal attends college regularly and in her spare time, she is preparing presentations, holding meetings with people, students and her team, managing her project and actively working for the awareness campaign. She dedicates most of her time giving service to the community. She used to cover around 30 houses in a day at one time, talking to the female residents and informing them about her project. She got a lot of support from her family and friends, and her supervisor, Mr. Sohail Ahmed, who worked very hard along with her team and helped them plan and execute their project smoothly.

- The support services provided by YES Network during the design, construction, and operational phases of the project, proved very helpful for the young entrepreneurs. At first, she had doubts about the success of their project as she knew very little and had never carried out a project of this scale. Being the leader is a huge responsibility which she carried out wonderfully. Their team was concerned about the cleanliness of the atmosphere. They were willing to take great measures to reduce land pollution. They began their project by collecting and managing garbage at the fruit and vegetable market. The garbage collected from that market was converted into fertilizers, which helped in the progress of agriculture and farming crops. Their project helped farmers buy fertilizers for their crops at much lower rates. The focus of their project is making markets green and recycle waste, and making their community more self reliant at maintaining their own health and agricultural issues, thus improving the economic and health conditions of their community, through the development of an effective waste disposal system.
- Her team hired 3 more employees to help them in carrying out services. Now she feels more responsible than before for her society by participating in this project. It was a life-changing experience for her, which also affected her family in a positive way. She is quite well known in her community for her services and she feels proud to be a social entrepreneur. She is satisfied with the result of her services now, but feels a lot more has to be done and she must give more time to achieve better results. She is truly an inspiration for young people to come forward and serve their community. Their project have encouraged and stimulated change in the environment of their community. She has learnt to be tolerant, patient and has acquired business skills at a young age, something many young people desire for.

- **Case Study No. 5:**
- **Project Name: Solid Waste Management**
- **Entrepreneur's Name: Muhammad Khurram Abbas**
- Khurram Abbas is another young entrepreneur who is working on the Solid Waste Management Project. He is 22 years old and doing graduation. He is a resident of Jhang.
- He was also inspired by YES network to do something about the waste that pollutes the land he sees around him everyday. It was originally his idea to collect organic waste from different locations and convert it to Natural Compost and then sell it to farmers at low cost. Before starting his project, he realized that there is no awareness in general public how harmful this waste is for their health. Nobody knew how to get rid of this much huge amount of daily waste. Looking at the miserable condition of cleanliness in his community, he thought of an idea to start such a project which can be helpful in making better environment for the community.
- They have succeeded in convincing people to care about their environment and help themselves make their surroundings clean for good health. They made people realize that they should stop relying on government organizations or local leaders to take care of piles of garbage everyday, but they must take this as a serious matter, which is costing them their health.
- Khurram and his team successfully launched a behavior change campaign in their area, besides supplying organic waste to Shakarganj Sugar mills for conversion to bio-compost. It was a great experience for him to start a social service project in his area.
- This was the first job experience for Khurram. He learned a lot and came to know a bit about handling business, dealing with people, working in a team and facing the

challenges in executing a new project. He is satisfied with the results of this project to some extent. He thinks they need to improve their strategy and work harder. He mostly works on field, at garbage collection sites, managing the collection process or at the mills, transporting garbage there. He delivers materials and purchases garbage from green market almost every other day. His work is very tough but he enjoys it. It is a unique experience for him.

- This project has also helped him develop a new identity. People admire him for his hard work and appreciate their services. People expect them to bring a positive change in the community. And they are achieving it. He can claim himself to be a change maker because he has been successful to change the way people think and act in his community. By participating in this project he also learned about Social Enterprise, Developing a social plan, and using the conditions to make them helpful. This project is a great achievement for him and his team. It can be very productive if executed at larger scale.
- Youth should convert their energies to make positive change in the community. Entrepreneurship is a gateway to be a change maker. He will recommend entrepreneurship to the young people.
- **Case Study No. 6:**
- **Project's Name: Solid Waste Management**
- **Entrepreneur's Name: Muhammad Nazim Zafar**
- Nazim Zafar became a social entrepreneur at 19 years of age. His desire to help people and start a social service became true when he successfully cleared the candidateship for the young social enterprise challenge and started working on the project of solid waste

management. He and his team were full of vigor and hope to make a difference. They picked a crucial problem in their society, i.e., land pollution and started curing the land.

- They got social entrepreneurship training from YES network, which enabled them to move confidently in the direction they want. They learned to believe in their own abilities. The project was initially based on the urban area because people are more affected by land pollution in urban area than in rural areas.
- Besides solid waste management, they are also producing fabrics bags to replace plastic bags. Now the use of plastic bags has reduced so much in their city. They facilitated people with the knowledge and awareness of land corruption. They asked people to use fabric bags instead of plastic ones. People knew nothing about the threats of land pollution, plastic bags, uncontrolled environmental destruction and the dangerous diseases that are caused by it. Nazim and his team worked ambitiously on the behavior change campaign.
- According to Nazim, his major success is the positive response of the people which he got very often when he started this project. Now the people in other areas are anxiously waiting for them to come and help them make a difference in their environment.
- Nazim works mostly in the fields. He has employed three more people in his project because he wanted to provide people some source of earning. They help him in collecting waste and transporting it to the mills.
- Nazim's life became very busy in the project and everyday he learns something new. His work is very challenging for him. His participation has also affected his family a lot as they have new things to discuss with him now. They treat him like a responsible and mature kid and that makes him very happy.

- He is not totally satisfied with both the time and the contribution to the project because he feels he can do better than this. This project has really helped him to develop his morale and gave him a new identity in his community. People respect him more and appreciate his work. He set an example that within short resources you can do something that is really useful to the community. He has inspired younger generation to do something positive in their life for both themselves and their community.
- He also got an opportunity to meet other people like him who want to change their society by providing and sharing their ideas with others and he also learned how to deal with different kinds of people. It was a life changing experience for him. From the achievement and experience he received from this project, he concludes that it was really worthwhile working on this project as it got him engaged in a positive activity. He is serving the whole city at an age, where teens usually waste their time on trivial things. He encourages his peers to become an entrepreneur and devote themselves in doing something useful for their community. He advises them that as they are the member of their community so they must provide their skills to the community. It is their duty to their country.
- **Case Study No. 7:**
- **Project Name: Solid Waste Management**
- **Social Entrepreneur's Name: Noshabah Nasir**
- Noshabah Nasir is 19 years old and a student of B.A. She is teaching computer courses at a computer college in her city of Jhang. Besides her studies and jobs, she is also working as a social entrepreneur. She was one of the lucky five students who won

the Global Enterprise Challenge in 2008, both nationally and internationally. She volunteered to help and run the project of Solid Waste Management in her city.

- The Solid Waste Management Project is funded and supported by YES Network. It was their constant support and training that made it possible for young students to work their way up and achieve their dream. They are fighting land pollution in a way nobody ever thought to do before them. Their unique idea and hard work both made the team very respectable and famous in their community. They are deeply concerned with the cleanliness of atmosphere and greening the community. They are also running a behaviour change campaign in two out of thirteen union councils. They are especially targeting green market and restaurants and collecting Solid Waste with 88% organic waste.
- Every Monday the team of young entrepreneurs holds a meeting to discuss various issues of their job, and work is assigned to each individual. Noshabah usually arranges meetings with public for behavior change campaign. She goes door to door, and sometimes colleges, schools and hotels to spread awareness about land pollution and encourages recycling and use of fabric bags instead of plastic bags. She also helps with the stitching of fabric bags and their marketing. She also encourages other women to stitch fabric bags for their use and decrease dependency on plastic material. It has helped a lot in reducing pollution. There is a visible change in the environment of the area where they are working. A positive change is coming and people are becoming aware of handling the waste materials now. That's the first and most important step of becoming conscious of their environment.

- Noshabah believes her project's success is because of teamwork and constant motivation. She feels more responsible than before towards her society by participating in this project. It has affected her family in a positive way as the members of her family have also become more responsible of our society. She got a lot of support from her family and friends. Everyone encouraged her and appreciated her hard work and people are surprised that she learned so much at a young age. She learned patience, tolerance and business skills. She is satisfied with the results of the project so far.
- She believes that youth social entrepreneurship programs and initiatives like the one they are doing should expand and should be encouraged so that young people can continue to educate themselves and build employment opportunities for themselves more easily. Today, youth has an active role as citizens. They are trying to build an existence for themselves and make their own mark. They want to do social service and they see challenges as opportunities. They need inspiration and role models and it's fair to say she is a classic role model for the youth of her age.
- **Case Study No. 8:**
- **Social Entrepreneur's Name: Fozia Sadiq**
- **Location: Kotli, Dheerkot**
- **Age: 21 years**
- Fozia Sadiq has been working with PNYS for the past four years. She came to know about PNYS through a local journalist, Mr. Abid Ali Abid, who introduced the organization in a local meeting. She got inspired and decided to start her own project. She knew she could teach well and had a strong desire to teach children of her village. She is the group leader of her project. With the help of a few other girls, she is heading a school

in her community. All the money earned from it is spent on the salaries of the teachers or goes to school budget.

- With the training and monetary support received from YES network, Fozia started a tuition center which later transformed into a school, with the help and support of elders, teamwork and cooperation of the team members. Children were not only getting basic education, but also ICT and many other activities are carried out in the school. The proceeds from that school are spent on the school budget and salaries of teachers. Through her project, she was able to raise her living standard and generate employment for the young girls in her community. She is conducting various activities in her area that are beneficial for the sustainable development of her community. Her efforts, unwavering faith, self-reliance, and leadership qualities are exemplary for the youth of Pakistan. She realized that she had the power to turn around her life. The confidence and strength she gained from the project is her prize. She is a perfect example of an empowered woman, who has made something of herself. She feels pride in serving community needs. This project has been a meaningful experience for her.
- Fozia belongs to a conservative village, where girls are not supposed to leave their homes or work outside their homes. She was also reluctant to do any activity in the beginning. Fortunately her family supported her and let her work. But other people of her village became strongly against her. She had to bear a lot of criticism from the society. People talked against her and completely disapproved their actions.
- She strongly believes that if youth of our country are given similar opportunities, they can do much more and execute strong social actions. They can show their true potential, stop wasting their time on idle activities and become responsible citizens.

- **Case Study No. 9:**
- **Social Entrepreneur's Name: Muhammad Shahid Bhatti**
- **Location: Sair, Azad Kashmir**
- M. Shahid joined PNYS in 2006. Since then, his team is working actively in their community and providing educational services. He started an academy in his city with the help of five members of his group, known as "Channar Public Academy". YES network provided the financial support that was necessary to establish the educational center. Shahid and his team were greatly impressed by the efforts of YES network for the empowerment of youth.
- Shahid dedicates 7 hours daily teaching deserving young girls and boys who would otherwise be unable to pursue education, due to lack of educational opportunities in the area. He has been successful in bringing change in the community. People are aware of the importance of education and are actively cooperating with Shahid's team for its promotion. He is also satisfied with his work.
- Some of the obstacles he encounters in his project are lack of rooms, interruption in electric supply, besides lack of some other resources. Because of these problems, many students prefer going to other well-developed academies.
- Due to this project, he has found his own identity in society, got a lot of respect and recognition from his community members, family and friends. Everybody treats him respectfully and kindly because of his generous contribution to the welfare of his community. He has played a helpful role in improving educational condition in his area. He is a role model for the youth of his area.

- Government is not helping youth in solving their problems. Youth are considered as a burden, who play no role in the betterment of society, but YES network equips them with the training and knowledge with which they can discover their hidden talents and use those talents to make a better life.
- **Case Study No. 10:**
- **Project Name: Plantation**
- **Entrepreneur's Name: Muhammad Bilal**
- Muhammad Bilal is a 19 year old social entrepreneur belonging to RahimYar Khan. He joined YES network in December, 2008. He decided to start the Plantation project in January, 2009 along with four other fellow students in his college. He wanted to do social service for his community and YES network provided them a platform for social change. They got soft funding and entrepreneurship training from YES. The funding was not enough for the project's deliberate success but helped initialize the project. They realized that deforestation is rapidly increasing in the country. And this was causing a lot of problems, such as shortage of food, air pollution and illnesses, unnatural changes in seasons and infertility of land. Trees and shrubs are the backbone of any landscaping design and are important for wildlife shelter. Many trees and shrub species are excellent sources of food for wildlife. Wild life is greatly threatened by deforestation. Before the project started, people didn't know the importance of greenery and plantation. They were not aware of the dangers that deforestation brings. So Bilal and his group fellows decided to take action against it and they started an awareness campaign to inform public and also persuaded people to change their environment and make it green. Bilal is the leader of this project.

- They created a small nursery in their college with the help of some teachers and the principal of college. They employed a gardener to take care of the plants. They went over to different schools in their area and planted plants there. Private schools really helped them to spread the awareness.
- Wherever Bilal saw a patch of land, barren and empty, he wanted to plant it and encouraged the local residents to take care and help to look after the plants. The most common plants in Rahim Yar Khan are roses and neem plants and these were planted in access around the city.
- Now their community looks greener than before and it has brought too many positive changes in the environment. The trees have helped in cooling the area, bringing mental relief, reducing pollution and producing fresh oxygen and food for humans and animals. He also sells plants to the local residents so they can plant them at their homes.
- It was not always so easy to work on the project. He was criticized and some people looked down on him and discouraged him but he was ambitious and didn't pay heed to their mocking. One of his major successes was getting first position in Annual District Flower show. Each student in his team devotes approximately seven hours per week working on the project. The monthly income generated by him from the project is almost Rs.2000/month, which is used to cover the salaries of the gardeners he has employed. He has received so much appreciation for this project. His exposure towards the general public has increased. Now everyone knows him as a social entrepreneur. His knowledge about plants has increased and he learned about plant germination and their importance for society's environment. Working on this project has also made him think positively in general matters of life. He has worked really hard to bring change in the

community environment and behavior of people. He really thinks it was worthwhile spending time to improve the environment. He strongly advises youth to spend their free time to bring positive social change in society and be a change maker. He is proud of his accomplishments and looks back to his efforts as the most memorable time of his life.

- **Case Study No. 11:**
- **Project: Mushroom Cultivation Farming**
- **Entrepreneur's Name: Mohsin Ali Shah**
- Mohsin Ali Shah is a young social entrepreneur from the city of Nowshera. At the age of 19 years, he is involved in a project called Mushroom Cultivation Farming (MCF). He is also actively working in the community awareness programs on the values of balanced nutritious food. This project is spread across both rural and urban communities, helping people in getting balanced food provisions at low cost.
- In January 2009, his life took a turning point when he decided to start the mushroom cultivation program in his city while he was a student of Food Science department of Government College of Technology in Nowshera, N.W.F.P. He and his five fellow students participated in the Youth Entrepreneurship competition, organized by the YES Network. The training they received during the youth entrepreneurship program at YES, gave them a lot of energy, inspiration, motivation and a drive to do something useful for the society and give something back to the community. They worked under the guidance of their teacher, Mr. Maqsood Ahmad.
- Protein-energy malnutrition (PEM) is a major public health problem in many regions of Pakistan, and often arises during protein and/or energy deficit due to nutritional inadequacy, infections and poor socio-economic and environmental conditions. It is the

most common nutritional disorder affecting children in developing countries and the third most common disease of childhood in such countries. So Mohsin Ali, along with five other team members of young social entrepreneurs, set out to prevent malnutrition by bringing awareness in the local community and looking for food products that can effectively increase protein. They decided to produce mushrooms because they are a great source of phosphorus, magnesium, potassium and selenium which are nutrients often lacking in our highly processed-food diets. In addition, mushrooms contain virtually no fat or cholesterol. Naturally low in sodium, mushrooms are also a good source of fiber. They did a comprehensive research on mushroom farming and cultivation and worked very hard to produce and distribute mushroom to the common people. YES network provided funding for starting the project and frequent workshops were conducted to train them.

- His monthly salary is around Rs. 4200, which is mostly spent on the arrangements for community awareness programs and covering traveling and training expenses. He and his team members haven't been able to employ people yet. He spends around 35 hours every week working on the project. Their project is based on dealing with community folks and marketing mushrooms and making them realize the importance of their nutritional values.
- Mohsin Ali proudly claims himself as a change maker in his community. Students are highly inspired with his work and devotion and they want to follow in his footsteps. Some students were inspired to create their own small business projects in the community, to bring a positive change and contribute to the growth of community. Community people highly appreciate the efforts of Mohsin Ali and his team and benefit from their work. While working on this project, he gained a good deal of knowledge

about mushroom, attended seminars on mushroom cultivation and learned the whole process of farming mushrooms. He is highly satisfied with his achievements and is looking forward to expanding his project and learning more every day. The District government is also committed to providing his team with funds for launching similar project on district level, with the help of Executive District officer of agriculture and the executive district officer of extension.

- He has made a difference in the lives of the people around him, as well as in his own life. During 10 months of service, he has helped approximately 250 people learn about nutrition and balanced food. Apart from all that, he is also promoting the idea of Social Entrepreneurship among youth. He is a role model and a mentor to the youth of the community.
- **Case Study No. 12:**
- **Social Entrepreneur's Name: Rabia Nisar**
- **Location: Kotli, Dheerkot**
- **Age: 23 years**
- Rabia Nisar imparts vocational training to other village girls in the fields of embroidery, cutting, stitching, decoration piece making, etc. Prior to opening her own vocational center, there was no vocational training center in her area. Women had no option but to sit idle and remain within their homes. PNYS was indeed a blessing for her because it helped her dream come true. She had a strong desire to help the marginalized women in her area and teach others the skills she has. Now thanks to her, poor rural women are now learning livelihood skills and strengthening the will power of the women, enabling them to take better care of their families.

- Now they can not only stitch their own clothes, but also earn money by providing stitching and embroidery services to the community as well. They can live their lives with dignity and honor. Her job as an instructor in this centre has also given her great confidence. She launched her project in a streamlined way and she has managed to keep it that way. She wants to improve and expand her project in future.
- She highly appreciates the role of PNYS in developing her business, facilitating her, motivating her and helping her in each step. She had no resources at all but PNYS opened new avenues for her to help the poor and underprivileged. When she learned about YES network, she became hopeful and contacted them for support. She said that PNYS focuses on marginalized groups and trains them to become empowered. Because of their work, women have found many ways for working in their community by learning new skills and becoming financially independent.
- Inspired by Rabia's courage and determination, many women started their own small vocational centers in areas nearby, thus developing new leadership and widening social change.
- **Case Study No. 13:**
- **Social Entrepreneur's Name: Rehana Kousar**
- **Location: Atokay Awan, Batapur**
- **Qualification: B.A.**
- **Age: 23 years**
- Rehana Kousar runs a computer center for girls at Batapur. She is also working at a school and vocational center as teacher which she is heading with the help of her group fellows. She joined YES network because she wanted an opportunity to work for the

welfare of her community and YES provided her that platform. She gained confidence and learned a lot during her service. She works with a team of passionate and hardworking females. All team members cooperate and help each other and share the burden of work. They are known as “inspire group” among people, because they inspired hundreds of girls in their city to learn, explore and take action, in a city where education for girls is not considered important at all and the illiteracy rate is very high. Girls are not allowed to travel far from their homes and are supposed to stay home, do cooking, cleaning and raising kids. She brought hope and enthusiasm to the girls who were highly interested in education and wanted to learn to use computers but had no way to do that. She wanted to solve their problem; hence she opened the computer center and vocational training school.

- In the beginning phase of her project, YES network provided computers for the center. It helped her to teach computer courses to children and young females at an affordable fee. Females did not have access to computers in her city. If she had not opened the computer center, so many girls would have lost the opportunity to learn computer. There are no other computer centers nearby. People don't have access to computers or internet. This project has not only brought ICT closer to the people, but also accessible and affordable to the village poor. Her beneficiaries are mostly girls from the rural area who are deprived of computer learning facilities.
- Now more than a thousand children have got computer training, more than hundred students are getting education from the school and more than three hundred females have been trained to do stitching at the vocational center and have now a source of income generation at home.

- Rehana spends around sixty hours every week involved in her projects. She is satisfied with her progress and work and she continues to show commitment and motivation in her cause. She is an exemplary change maker who has devoted all her energies to educating and serving the citizens of her community. She has inspired hundreds of girls. She feels proud and content with her life. This project has brought a new meaning to her life. It was a challenging work for her, but she proved her metal. She believes that everyone can make a change in their society and work for a greater good. God has given everyone this ability, we must discover it. The rural community has a lot of potential in terms of talents and skills and if members are empowered and mobilized, they create a positive change eventually raising their standards of living.
- **Case Study No. 14:**
- **Social Entrepreneur's Name: Ruqaiyyah Khanam**
- **Location: Dheerkot, Azad Kashmir**
- **Age: 24 years**
- Ruqaiyyah became involved with Yes Network in 2005. She was introduced to this organization by Mr. Abid Ali Abid in a local meeting. Her aim was to help people, work for the betterment of her country and increase her confidence. She learned how to plan and implement a social project. PNYS coordinates with youth to teach them how to discover their own talents. They do not interfere with the projects but facilitate youth with the information and funding which helps them kick start their project.
- Ruqaiyyah feels that there is a need for more and better educational opportunities in her city. There was no vocational training center for women in her area. Trainings help women to find their way to employment and a better life. She started her own school and

part time vocational center to cater the needs of her community. Her services are applauded by everyone and she feels proud to see that her students are developing their skills and conscious awareness.

- Ruqaiyyah is quite satisfied with her team's performance. The school revenue funding is used for paying off the bills, rent and salaries of teachers at school. She wants to add another room in the school building, because she feels there is a lack of space. She had managed to solve many problems of the school. She can feel the difference in the lives of her students. They have improved their skills and are using them to become entrepreneurs. Women have learned many skills from her vocational center, by which they can generate much needed income. They have achieved recognition in society and gained confidence. She is very happy to see the positive impacts on the community. People in her area have become more responsible and are engaging themselves in learning about and understanding community issues. Social reform is happening. The people of her community are more cooperative and helping towards each other. Now they are able solve their own problems and make effective decisions. If people keep working like that, and more educational activities are arranged in the community, then she is hopeful that they can change the community. She strongly believes that if they continue their participation in community development, people will develop their sense of awareness and helping others. Because of her achievements, more people are encouraged to start their own work.
- She loves doing community service and wants to continue helping others to access education and trainings. Countless women and children have benefited from her project. She had to face many problems in the beginning of the project, regarding mobilization,

social barriers and approaching people and changing their mindset. But gradually people saw the impact of her work and her role in the society. Now her family and community trust her and she gained a lot of respect from the people in her area. They know that she is working for the community and not for some personal gains. She has become a popular and respectable figure in her community.

- She feels that Government is not doing enough to help youth. But PNYS is doing a great service in her community and establishing new support systems, financial tools, and educational programs and trainings to promote social entrepreneurship. She wants PNYS to keep working in her area and wants their staff to visit more often. PNYS has helped in social mobilization and community participation of youth, allowing them to develop a sense of power and control over their lives. They are working actively to enhance the leadership capacity of community members, leaders and individuals, especially youngsters, within the community.
- **Case Study No. 15:**
- **Social Entrepreneur's Name: Sajida Parveen**
- **Project: Computer Center (Kotli, Bhalla Dhandi)**
- **Age: 23 years**
- Sajida Parveen teaches computer lessons at a computer center, established by PNYS in Kotli, Azad Kashmir. She was inspired by PNYS's mission to equip youth with training so they can stand on their own feet and learn to solve their own problems. She made an effort and started a computer training center in her community.
- This project inspired Sajida to help others and to be confident. She learned a lot from people around her and learned new and innovative ways to solve her own problems as

well. Her family supported her and encouraged her to keep moving forward. She feels content and wants to improve her computer center and bring new facilities. She wants to increase the number of beneficiaries and want more people to take advantage of this great learning opportunity. There was no computer training center in her village. The socio-economic status and education level of the village is very low. Most of our rural village youth and women have heard of the computer but have not actually seen or touched one. Thus, in order to make ICT accessible to the rural poor, Sajida started giving computer knowledge and training children to acquire useful skills. Now by the grace of God, many people have got training from her center and it is flourishing.

- Sadija is now a confident young woman and is responsible for shaping the future of the children in the village of Kotli. Sajida is thankful to PNYS for opening new doors and showing her the path of self development. Sajida had to face a lot of problems too but she overcame them with confidence and her problem solving skills. A lot of people in her community and some members of her team also didn't cooperate well with her, but she kept struggling and moving forward with confidence. She learned how to control things intelligently. Everyday she is working towards the goals of her project and it has been a very exciting journey for her. She has plans to grow because according to her, she has found a new means to serve her society and contribute to the development of her village.
- **Case Study No. 16:**
- **Social Entrepreneur's Name: Shahida Kousar**
- **Age: 25 years**
- Shahida always wanted to be a teacher. But being a full time student, she thought she won't be able to do that. Without any support or job opportunity, she did not have any

choice but to finish her studies before joining the profession. But when she was introduced to PNYS, she immediately decided to open a tuition center and started teaching part-time. She believed in herself and found a way to fulfill her dream.

- PNYS allows students to choose a field of their own interest and do whatever they are best at. No other NGO is focused on training youth to solve their own problems, like PNYS. Shahida also benefited from the trainings conducted by PNYS. She learned that anyone is capable of bringing a change and making a difference in the society. One of the biggest problems in her area was lack of good schools. There is a government school in her city where the quality of education is very poor. Due to her tuition center, parents are relieved to know that their kids are learning better and getting extra help in their studies. Parents are very happy and they really appreciate her work.
- Her family did not support her at first. They resisted and discouraged her to work and go out. She discovered that it was not going to be easy for her. She convinced her family that she will work in her own community, and then they trusted her. She made remarkable efforts to start her project. Now they respect her decision and are very proud of her. Her commitment and decision to start her own work paid off and her courageous initiatives and determination truly transformed her life.
- It is her dream to turn her tuition center into a school one day and she is enthusiastically working towards her goal. She brought an element of change in the educational scenario of her city. She works hard. She got a lot of respect from families whose kids come to study at her tuition center.
- One of her biggest achievements is successfully arranging a function at the government school, by preparing students at her tuition center. Everyone appreciated her efforts and

ideas. She also arranged a trip for her students which the students enjoyed so much and it was a proud day for her too. She got a lot of confidence and happiness by discovering what she can do so. She is a change maker in her society. She learned a lot from this project. It was a great opportunity for her to meet new people, teach and learn many things.