

THE PAKISTAN CHAPTER



2023

ANNUAL REPORT



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Peace Through Prosperity: The Pakistan Chapter 2023 Annual Report

About Peace Through Prosperity

We are self-funded innovation lab, we create lean, cost effective and quick to market social transformation programs that have an immediate and lasting impact. Once our programs have been proven effective, we make them available to others as open-source resources, free of charge, to help nurture peace and prosperity in marginalized and conflict affected communities. Since 2010, our programs have been making a positive difference.

Our Mission

Our mission is to enable individuals from marginalized and conflict affected communities to create and own their own narrative of change.

We focus on enhancing the environment for peace-building by fostering prosperity, addressing poverty and addressing marginalization.

As catalysts for change, we want to seed and nurture an agile mindset in people, so that society gets better at responding to complexity and change. We achieve this by empowering marginalized micro-entrepreneurs to enhance their skills as owners and managers of their small businesses. Through this empowerment, they create a better future not only for themselves but also for their families and communities.

Our Approach

Our approach is based on systems thinking, we apply our knowledge and ongoing learning about transforming complex systems, such as large enterprises, and adapt it to transform more complex systems, like society itself.

Our programmes leverage design thinking, core principles and values of agility to enable micro entrepreneurs to create value and solve problems, in any setting; their micro enterprise, home and/or community. This in our opinion better equips them to respond to change and complexity at multiple levels, an urgent need in current times of disruption.

Pakistan Chapter Highlights:

Collaborations

We have nurtured and grown our collaborations with The Citizens Foundation (TCF) and Shahid Afridi Foundation (SAF) in Pakistan, and we continue to explore partners to develop similar relationships.

Our partnerships with TCF and SAF have enabled us to work closely with parents and alumni of their various schools in marginalized communities in some of the most impoverished neighborhoods in Karachi.

In 2023 we extend our efforts beyond institutional collaborations and partnered with The Aza Khana-e-Zehra Trust, a local community center in Karachi, leveraging their venue and networks to work with communities they serve.

Table 1: 2023 in numbers

Organization Name	No. of Mini MBAs	Participants
SAF - Shahid Afridi Foundation	1	13
	1	18
	1	15
	1	18
TCF - The Citizens Foundation	1	25
	1	13
AKZ - Aza Khanae-Zehra Community Centre	1	17
Totals	7	119

Total Mini MBA Programs in 2023: 7

Program Breakdown

Through our collaboration with Shahid Afridi Foundation (SAF), we successfully conducted 4 Mini MBA programs. These programs witnessed active participation from motivated individuals, with 13 participants in the first SAF Mini MBA, 18 participants in the second SAF Mini MBA, 15 participants in the third SAF Mini MBA, and 18 participants in the fourth SAF Mini MBA.

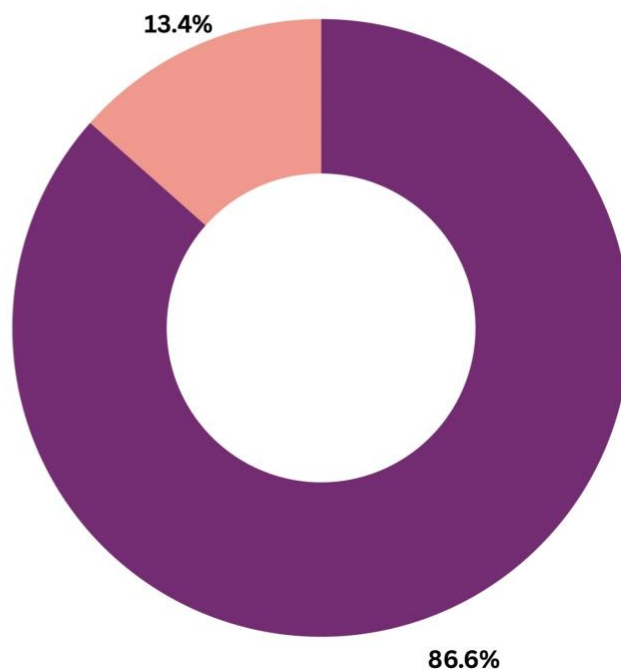
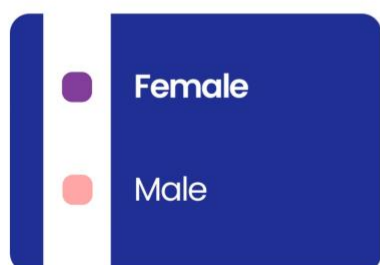
Our continued collaboration with The Citizens Foundation (TCF) resulted in a single Mini MBA program, with 25 participants. It is worth noting that the majority of participants in this program were female, highlighting our commitment to gender inclusivity and empowerment.

Our collaboration with The Aza Khana Zehra Trust (AKZ) saw 2 Mini MBA programs come to fruition. With a total of 30 individuals enabled from several different neighbourhoods in Karachi.

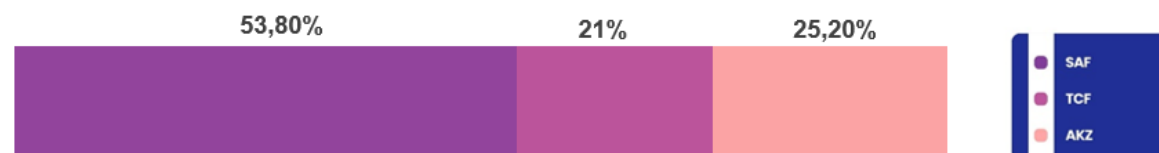
We shall continue working with TCF, SAF and AKZ in 2024 and be pressing our partners to expand the reach of the programs further in 2024.

Total mini MBA in 2023

Male Female ratio

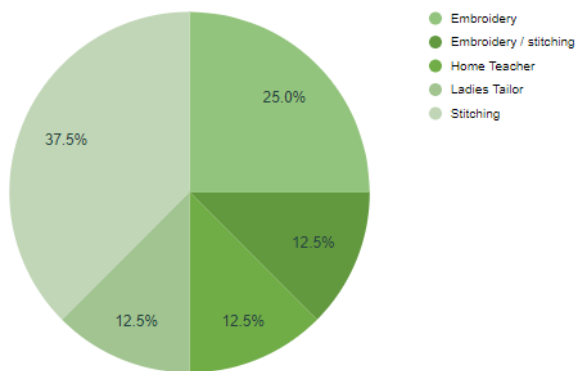


Total mini MBA in 2023

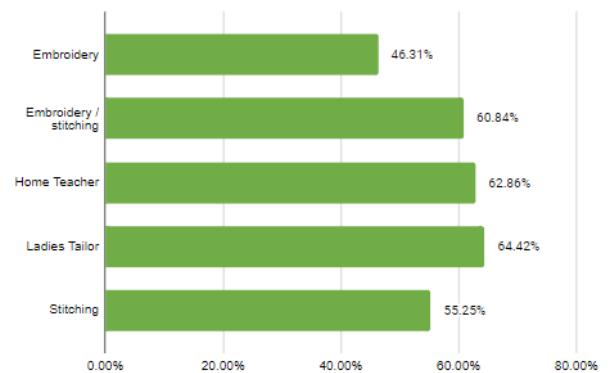


Wadoodia Muhallah Karachi

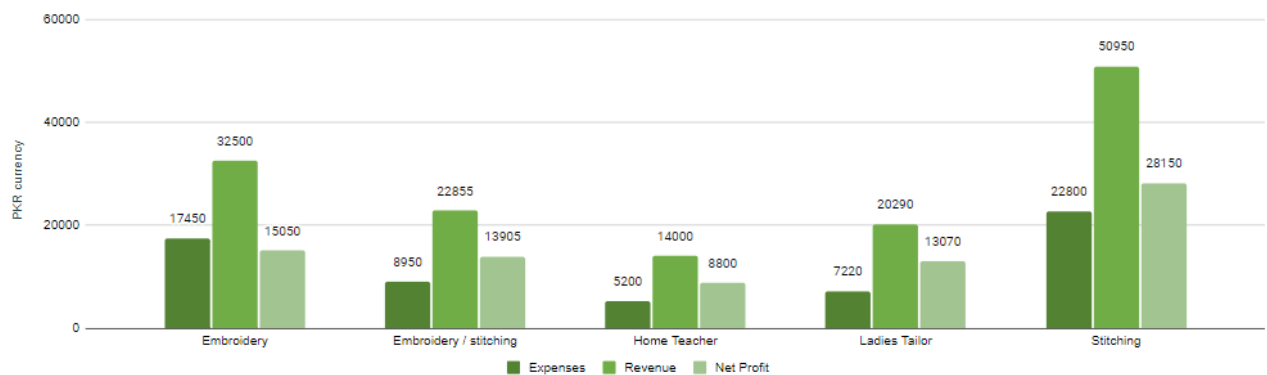
Wadoodia Muhallah
Trade/business of entrepreneur



Wadoodia Muhallah
Profit Margin

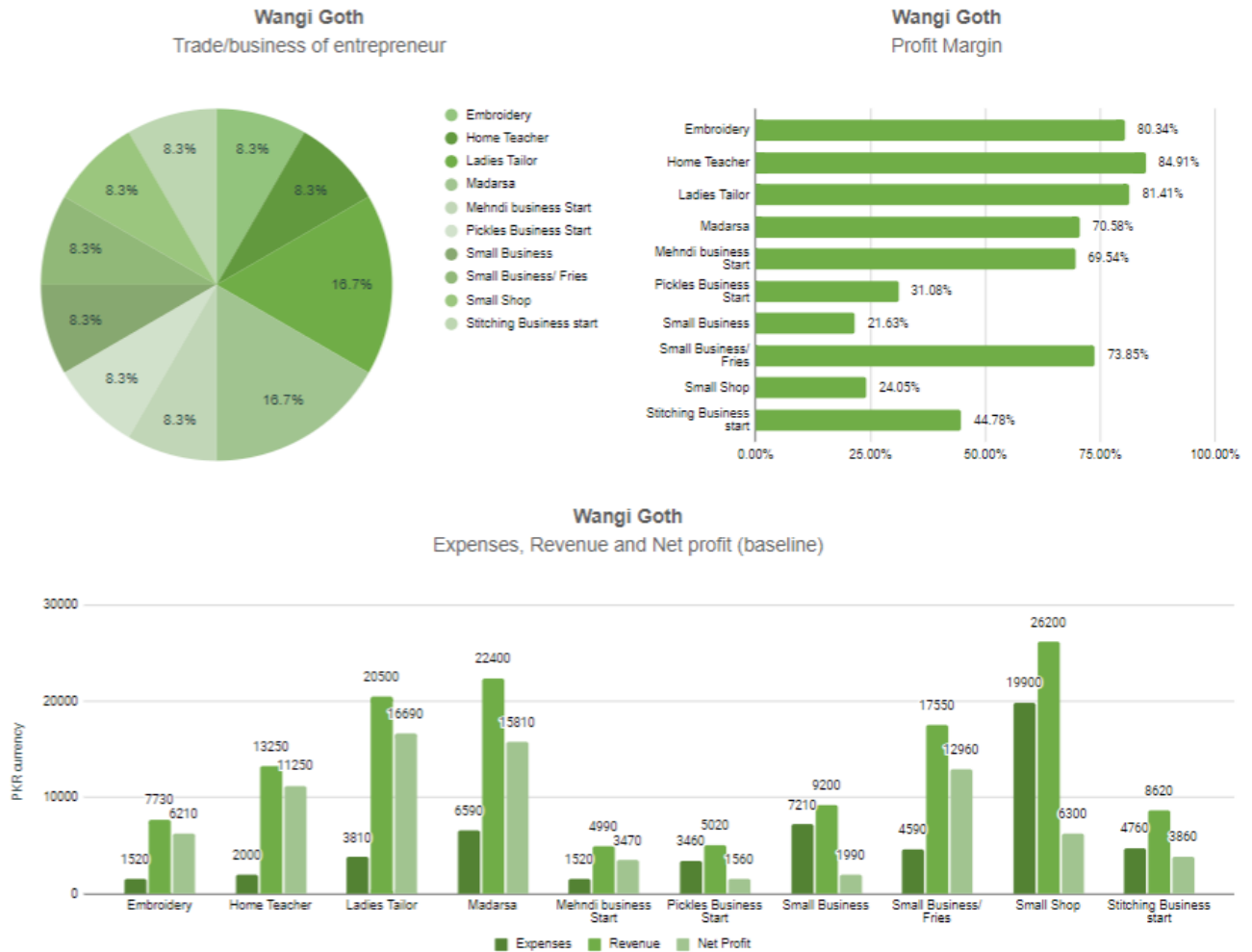


Wadoodia Muhallah
Expenses, Revenue and Net profit (baseline)



*All data is in PKR currency.

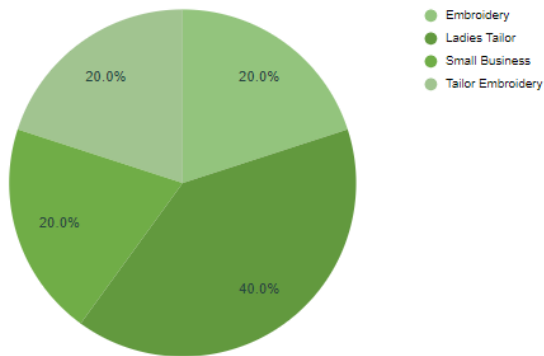
Wangi Goth BCR



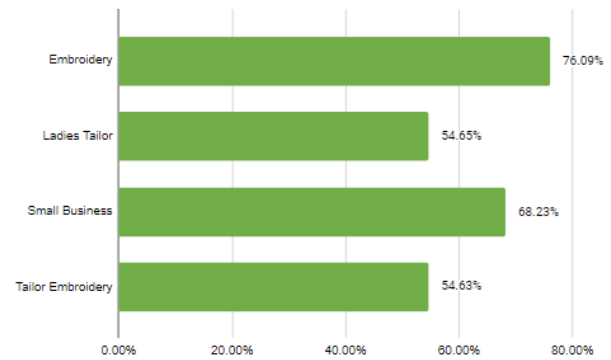
*All data is in PKR currency.

Ramzan Goth BC

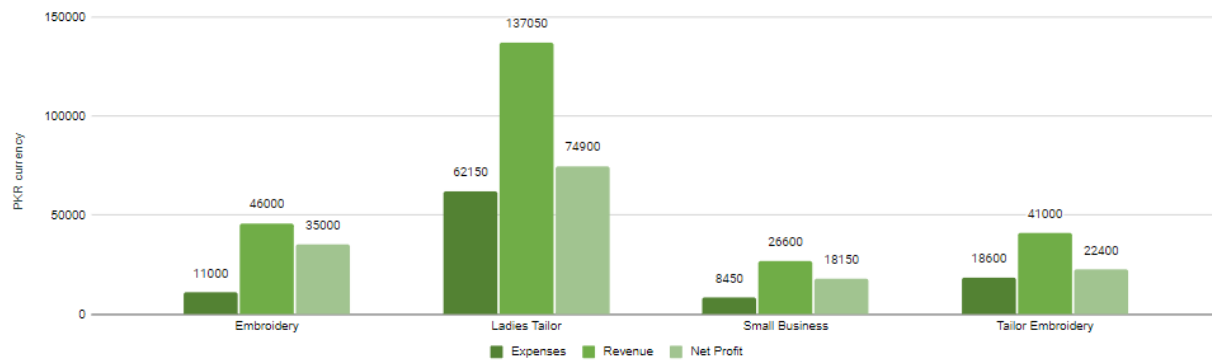
Karachi Ramzan Goth
Trade/business of entrepreneur



Karachi Ramzan Goth
Profit Margin



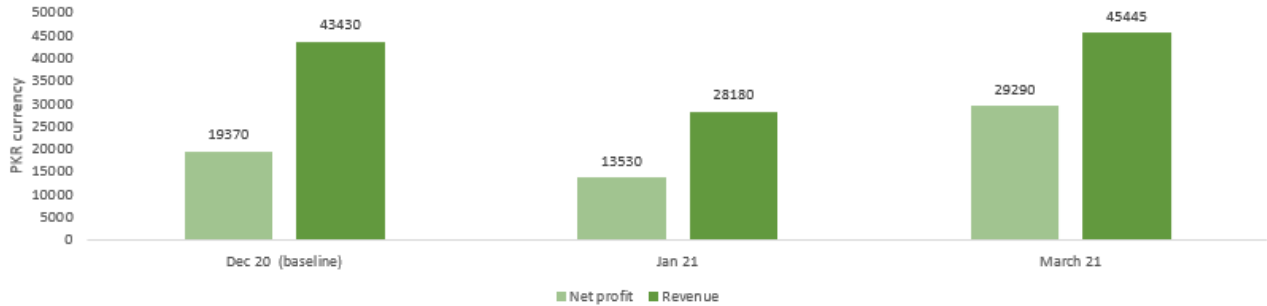
Karachi Ramzan Goth
Expenses, Revenue and Net profit (baseline)



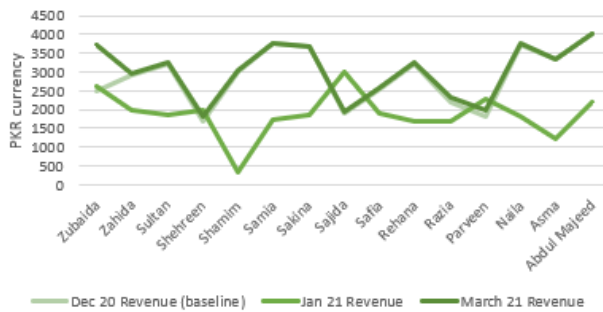
*All data is in PKR currency.

Aggregated data from the program

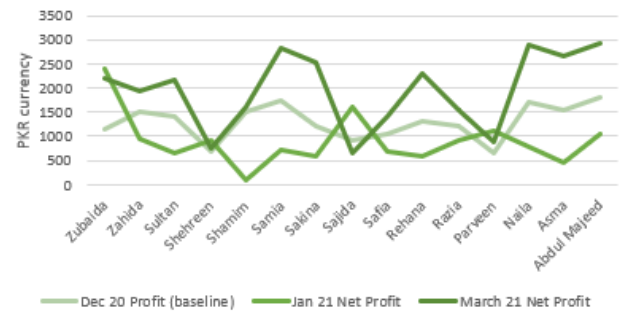
Net profit and revenue evolution



Revenue per entrepreneur

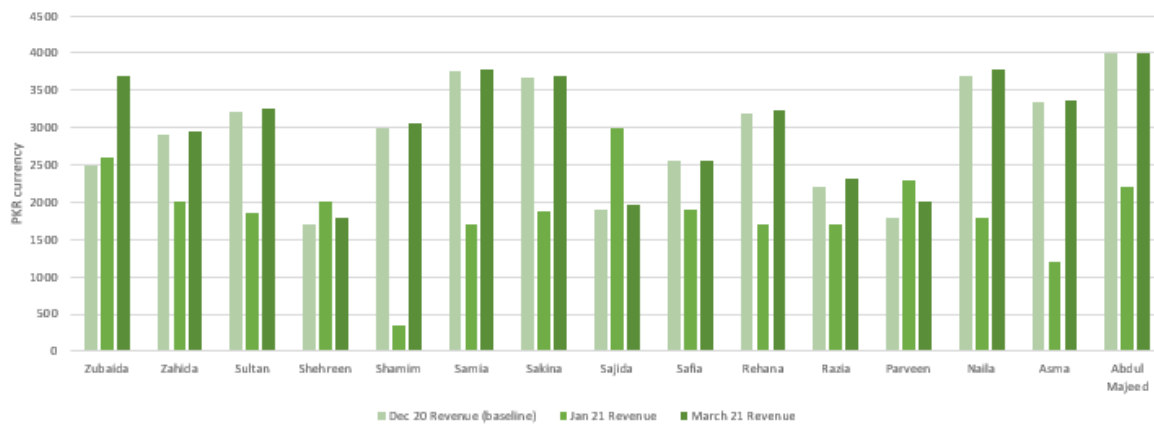


Net profit per entrepreneur

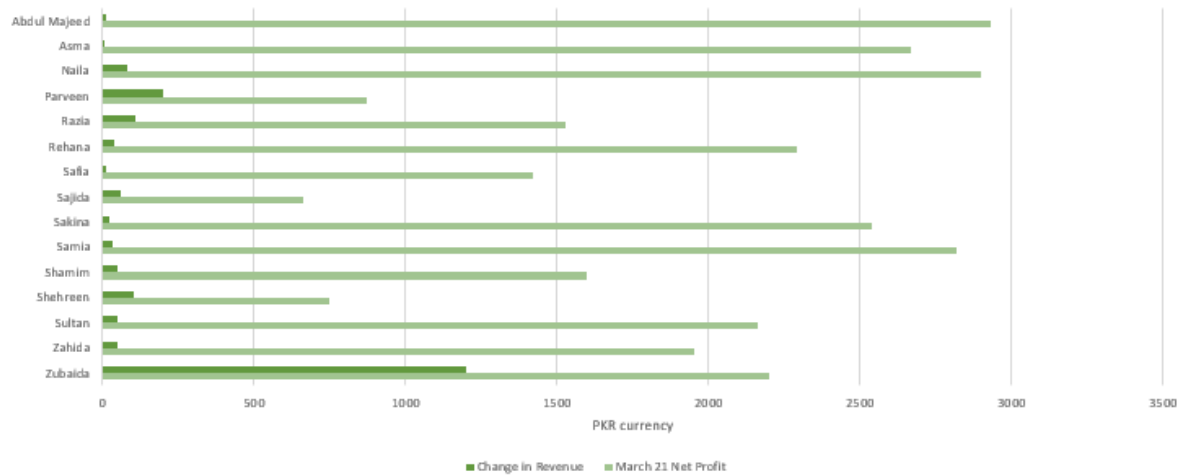


*All data is in PKR currency.

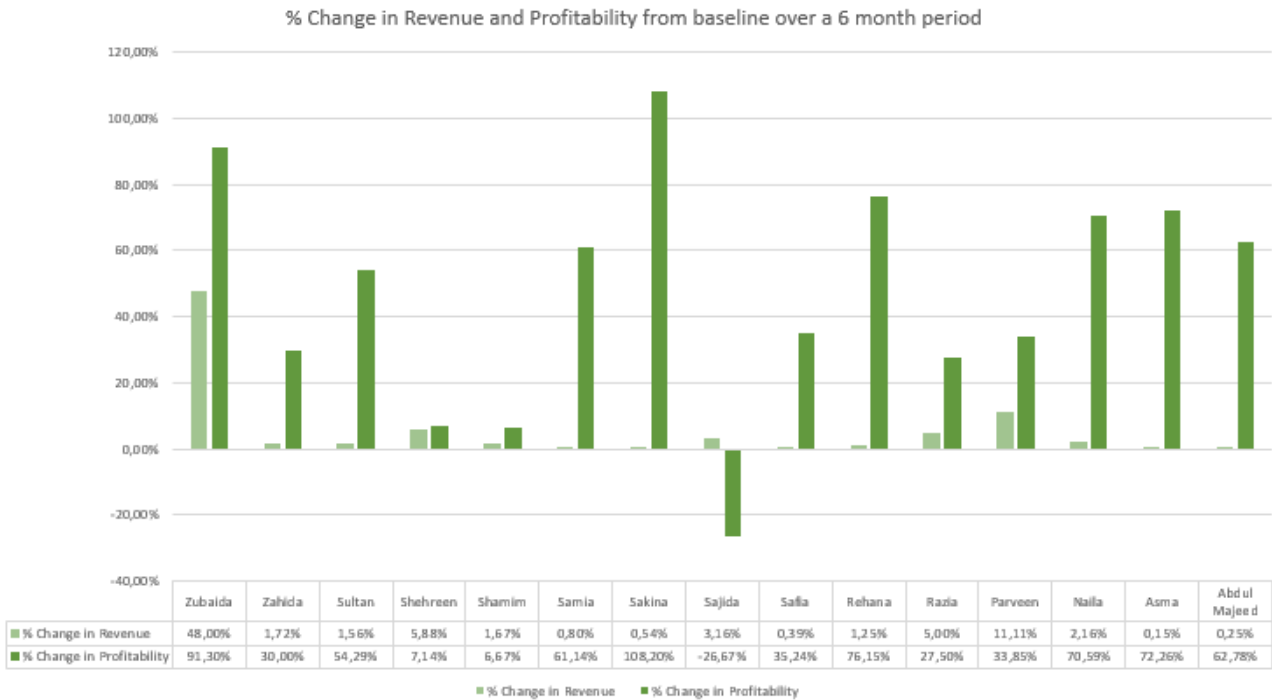
Comparing Base line Revenue with Most recent month (Jan 2021)



Change from baseline



*All data is in PKR currency.



Monthly group coaching workshops

Our monthly group coaching workshops continue to create value for participants as additional support structures for individuals, fostering collaboration and connections among participants from different mini-MBA groups. Participants continue to gain confidence, several have started their own businesses, saved earnings, and explored new avenues for personal and professional growth.

We are proud of the positive impact we have made through these programs and remain dedicated to expanding our reach and empowering marginalized communities through our collaborations in Pakistan. As we continue to adapt and grow our initiatives, we strive to foster collaboration, knowledge-sharing, and community-building among participants, ultimately contributing to the economic growth and prosperity of communities.

Improvements to the mini-MBA programme

We continue to tweak and evolve our mini MBA curriculum, the big change experimented with and introduced in 2023 was the inclusion of the effectuation model as an additional exercise in the program.

Furthermore we incorporated the [Agile Manifesto](#) into our programs and continue to experiment with additional agile practices to enable participants to drive continuous improvement in their work and life in a more structured manner.

Improvements to our team and ways of working

In April 2023 we launched Peace Through Prosperity's Scrum Masters Experience Academy, a unique initiative providing recently certified and out of work Scrum Masters the opportunity to hone their skills/craft while collaborating with our distributed field teams on our non-tech social transformation programs.

Our Karachi Team has grown many folds working with two Scrum Masters in 2023, first with Anuradha Aravindh Raj, who was with us from April through to September, completing her 6 month voluntary term and we continue to work with Natasha Baisiwala, who will be completing her voluntary term at the end of March 2024.

"The transformative impact of agile beyond software development is experimental and inspirational for the social impact organisations.

As a Scrum Master with the PTP Karachi team for six months, I saw how transparency, inspection, and adaptation brought continuous improvement at the heart of everything the team did to empower these communities. The team's focus on scrum values made them achieve positive outcomes."

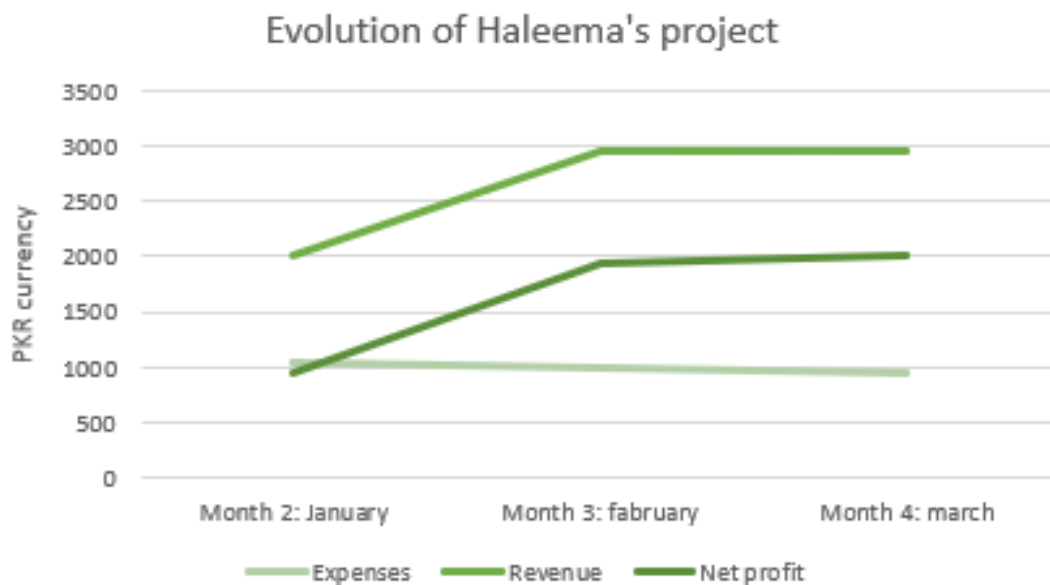
Natasha Baisiwala, Scrum Master

Spotlight on Four Participants: Introducing Karachi's Mini-MBA Achievers

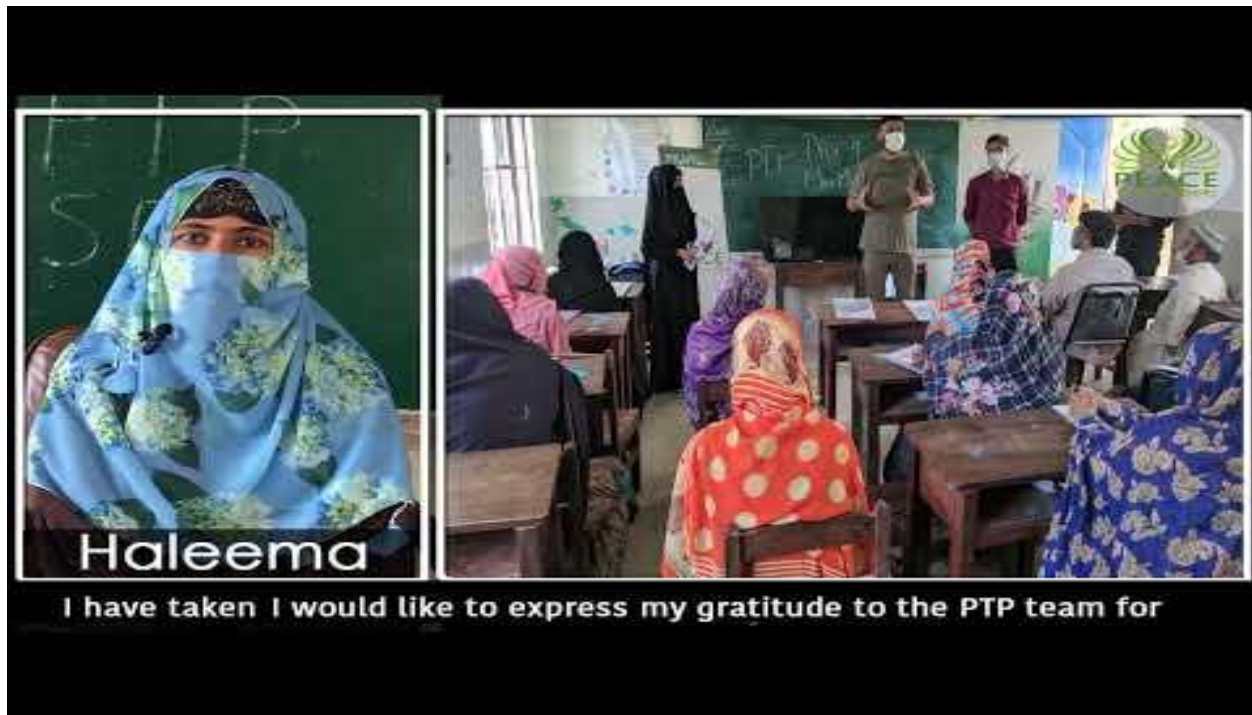
Haleema, a dedicated teacher at the Shahid Afridi Foundation (SAF), had the life-changing opportunity to participate in the Mini MBA Program. Through this program, she not only gained valuable business knowledge but also experienced a remarkable personal transformation.



During the Mini MBA classes, Haleema's confidence soared as she learned essential business skills and strategies. She overcame her fears and insecurities, discovering a newfound belief in herself and her abilities. This newfound confidence not only impacted her professional life but also spilled over into her personal life, empowering her to take charge of her own destiny.



One significant change Haleema experienced was in her financial habits. Prior to the program, she relied on others for financial support. However, as she progressed through the Mini MBA classes, she learned effective money management techniques and started saving diligently. This newfound financial literacy not only allowed her to become more independent but also inspired her to share her knowledge with others in her community, empowering them to improve their own financial situations.



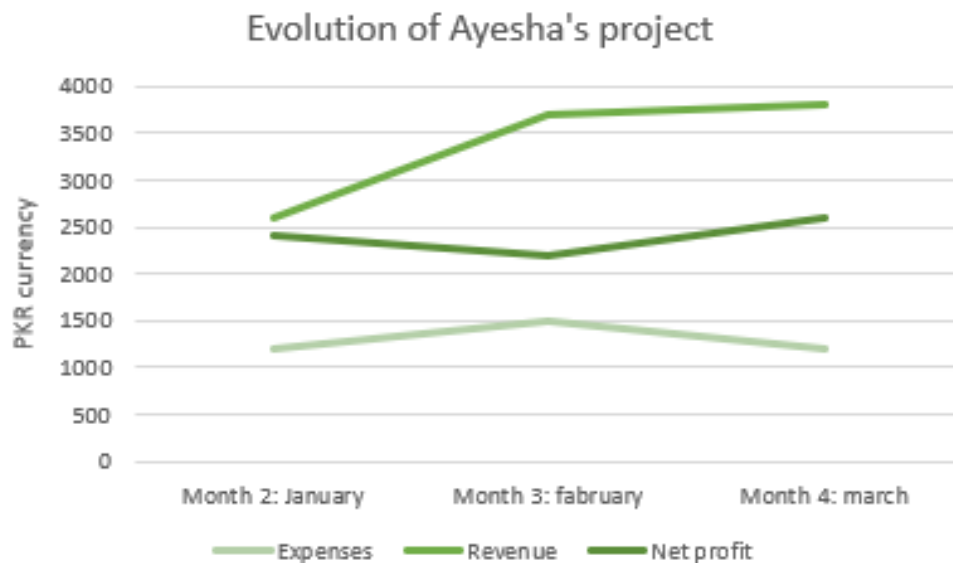
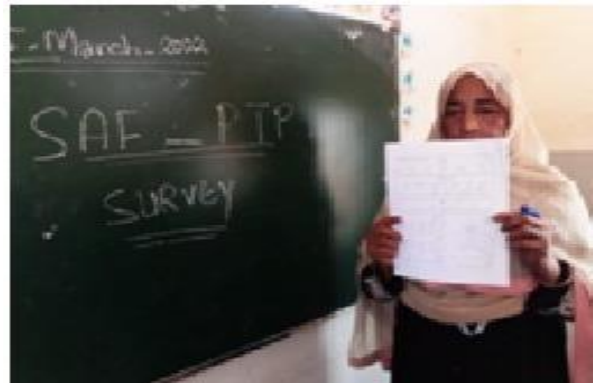
Grateful for the opportunities she had received, Haleema expressed her heartfelt gratitude to the PTP team for their visit to Rehri Goth. She requested their continued support in empowering women in areas where hesitation and fear are prevalent. Haleema firmly believed that by empowering these women, they could create a ripple effect of positive change within their communities, ultimately leading to a brighter future for all.

Haleema's success story is a powerful testament to the transformative power of education and empowerment. Through the Mini MBA Program, she not only gained valuable business skills but also discovered her own potential and the ability to make a difference in her community. Her journey serves as an inspiration to others, highlighting the profound impact that education and support can have on individuals and their surroundings.

Ayesha, a hardworking shop owner in a small village, had limited knowledge about business and struggled to provide for her two daughters. However, when the Peace Through Prosperity (PTP) program arrived in the village, she saw an opportunity for growth.

Enrolling in the PTP's business classes, Ayesha eagerly absorbed the valuable insights and practical strategies shared by the program. She learned the importance of taking small, consistent steps towards progress and was advised against unnecessary expenses. Inspired by these teachings, Ayesha started saving money from her

shop and even ventured into selling fried potatoes, which proved to be a successful additional source of income.



With her newfound savings of approximately 150,000 rupees, Ayesha wisely invested in constructing an additional room in her house, which she now rents out for extra income. This, combined with her employment at a nearby factory, earning around 500 to 1000 rupees in four to five hours, significantly improved her financial stability.



determination didn't stop there. She encouraged her daughters to pursue their dreams, supporting one daughter's interest in tailoring and beautician skills and ensuring her younger daughter received a quality education.

Ayesha's life underwent a remarkable transformation through the knowledge gained from the PTP program. She went from struggling to confident and empowered, taking control of her financial situation and providing a better future for her family. Her success story inspires others in the village, demonstrating the potential for growth and prosperity through education and determination.

Muhammad Talha, a member of TCF, is excited to share his experience with the Mini MBA program introduced by PTP in Landhi, which has proven to be incredibly beneficial for him.

During the first class, Talha learned about the concept of the Mini MBA. Having purchased business items three weeks prior, he was hesitant to start his business due to its small scale. However, after attending the classes, their teacher, Abdul Rasheed, guided them on business planning, identifying opportunities and threats, managing daily operations, and keeping track of profits and expenses.



Talha gained valuable knowledge and now has a better understanding of how to progress with his business. With this newfound confidence, he overcame his initial reluctance and started his campaign at 5:30 pm on the first day. The support he received from his friends and local workers helped him overcome his shyness.



Initially, Talha struggled with understanding pricing, as he was selling jackets with three different categories. Despite this challenge, the response from customers was fantastic, and Talha felt encouraged by their positive feedback. [Here you can see Talha sharing his story with us.](#)

Participating in the Mini MBA classes has been a significant milestone for Talha. It was the first time he spoke in front of 25 people. Prior to these classes, his confidence was quite low, and although he could communicate comfortably among friends, delivering a speech in front of a larger audience seemed daunting. However, the classes motivated him, and he is grateful to their teacher, Abdul Rasheed, for helping him develop his public speaking skills.

From Talha's perspective, the Mini MBA class may seem small, but he believes it should be expanded to reach a wider audience. He suggests increasing the team and spreading the Mini MBA program so that it can benefit thousands of people like him. The impact it has had on Talha and his business is invaluable, and he believes many others can benefit from it as well.

Seema Subhan, is grateful for the opportunity to participate in the Mini MBA classes, as they have had a significant impact on her confidence and motivation to work. Recognizing the tireless efforts of their husbands, Seema believes it is important for women like herself to support their spouses in difficult situations. The classes have provided her with valuable insights into what she can do to assist her husband and contribute to their household.



Already contemplating ways to ease the burden on her husband, the Mini MBA classes have given Seema the guidance she needed. She understands that her primary responsibility is to bring peace to her husband and children. With this in mind, Seema is making small but meaningful contributions to daily routines and earnings, fully committed to giving her best in this regard.

Drawing from her skills in cooking and tailoring, Seema is actively exploring opportunities for home-based work. Balancing her responsibilities at home, she recognizes the challenges of working outside the house due to her children and duties towards her husband. Therefore, her priority is to find work that can be done from home, utilizing her talents in cooking and tailoring.



She has been actively striving to find home-based work, and through the Mini MBA program, she has connected with many women who can offer support and help each other find meaningful employment.



Seema's message to other women is to step out of their homes and explore opportunities for work. She believes that doing so will not only make them brave but also empower them to take charge of their lives. Seema's success story serves as an inspiration for women who aspire to make a difference and contribute to their households while maintaining a balance with their responsibilities at home.

2024 Strategic Initiatives for the Pakistan Chapter

The Pakistan Chapter is committed to expanding its influence and effectiveness through the following strategic initiatives for 2024:

1. Enhanced Partnerships with SAF and TCF:

- Intensify our collaboration with SAF and TCF to enrich our partnership and elevate the impact of our collective efforts in societal change.

2. Strategic New Collaborations:

- Actively seek and cultivate new partnerships with entities aligned with our vision for greater collective impact.

3. Innovation through ChatGPT for Mini MBA:

- Harnessing ChatGPT in Urdu is already proving to be a game changer for our Karachi team, for aided content creation to simulating our experimental exercises prior to taking them as pilots into our program classes.

4. Launch of the Online PTP Sales Platform:

- We plan to debut an online marketplace to support the sale of beneficiary-crafted products, targeting both local and international markets to boost their economic prospects. We are exploring leveraging existing platforms to scale the reach of the artisans in our cohorts.

5. Virtual Mini MBA & Workshops:

- We are currently exploring an opportunity to work with Lahore University of Management Sciences (LUMS) to launch a virtual Mini MBA program and group workshops to democratize access to quality education, reaching beyond Karachi.

6. AKZ Initiative for Marginalized Communities:

- Utilize the AKZ community center to empower underserved communities, aiding them in creating sustainable livelihoods and enhancing their socio-economic standing.

These targeted actions are designed to propel the Pakistan Chapter towards achieving remarkable strides in our journey of social transformation and empowerment.

The Path Ahead for the Pakistan Chapter:

The Pakistan Chapter has crafted an ambitious roadmap to catalyze societal change and foster empowerment. Central to this vision is the reinforcement of our synergies with esteemed partners like SAF and TCF, and the pursuit of expansion through new strategic alliances.

The inception of a digital marketplace for partner goods, the innovation of virtual Mini MBA programs and workshops, and mobilization via a community center (AKZ) to uplift disenfranchised communities are pivotal to our strategy of broadening our impact and elevating socio-economic standards.

By proactively forging additional collaborations, we intend to harness a collective wealth of expertise, resources, and networks, bolstering our capacity to confront and surmount social challenges. The execution of these well-defined strategic initiatives positions the Pakistan Chapter on a trajectory towards remarkable achievements in its quest for societal transformation and empowerment.