A Four Year Retrospective 2013-2017

PEACE
Through Prosperity
امن سے خوشحالی کا سفر

Providing a counter narrative to social transformation than that canvased by extremist organisations

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Contents

Introduction **3**
- Our reason for being 3
- How are we implementing it 4
- Results 6
  - 2013 - Haripur, Khyber Pakhtunkhwa, Pakistan - 100 micro-entrepreneurs 6
  - 2014-2015 - Karachi, Sindh, Pakistan - 214 micro-entrepreneurs 7
  - 2016-2017 - Karachi, Sindh, Pakistan - 304 micro-entrepreneurs 8
  - 2017 - Karachi, Sindh, Pakistan - 30 Female micro-entrepreneurs 9

Transformative Social Impact **10**
- Behavioural change 10
- Civic Responsibility and building trust in state institutions 11
- Opportunities for Social Mobility 11
- Emotional impact 12

Conclusion **13**

Learn more about us **14**

Ongoing Projects **15**

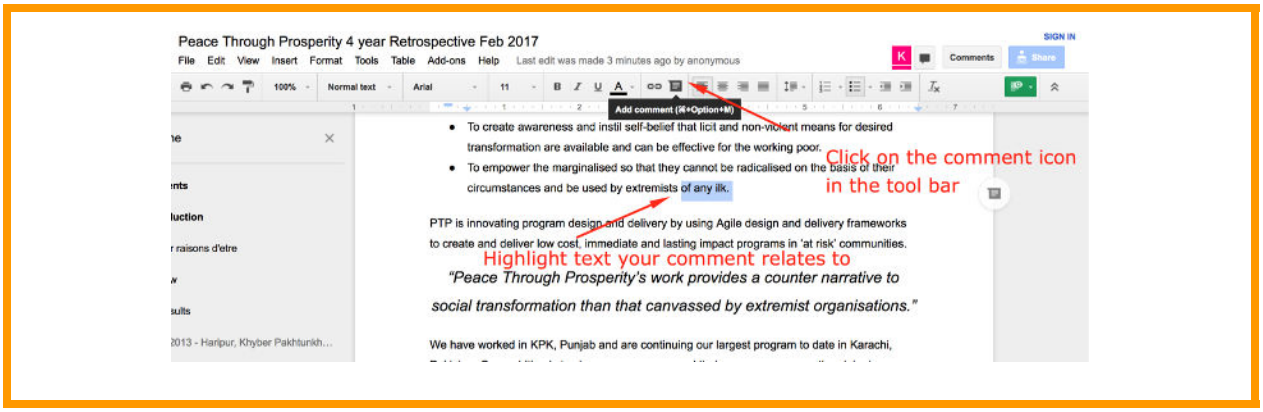
How Can I Contribute **16**
- PTP - UK ACCOUNT 16
- PTP - PAKISTANI ACCOUNT 16
- Corporate Sponsorship opportunities 16

Contact Information **17**

Annex A: Team Retrospective **18**

We would love to get your comments, questions and anything else you'd like to share as feedback - please use the commenting feature to interact with us within this document - we would like for this to be a conversation.

How to Add your comments to the doc: Go here.



Introduction

Peace Through Prosperity (PTP) is an initiative necessitated by circumstances, to address an existential threat to our values, beliefs and way of life both at home and abroad. Peace Through Prosperity was founded by Kubair and Sahar Shirazee in 2012.

We work with micro-entrepreneurs in marginalised communities at risk of radicalisation.

Our reason for being

- To enable the micro-entrepreneurs into take charge of and to know they themselves are the vehicles for transformation they seek for themselves, their family, community and society.
- To create awareness and instil self-belief that licit and non-violent means for desired transformation are available and can be effective for the working poor.
- To empower marginalised communities so that they cannot be radicalised on the basis of their circumstances and be used by extremists of any ilk.

PTP is innovating development program design and delivery by using Agile design and delivery frameworks to create and deliver low cost, immediate and lasting impact programs in 'at risk' communities.

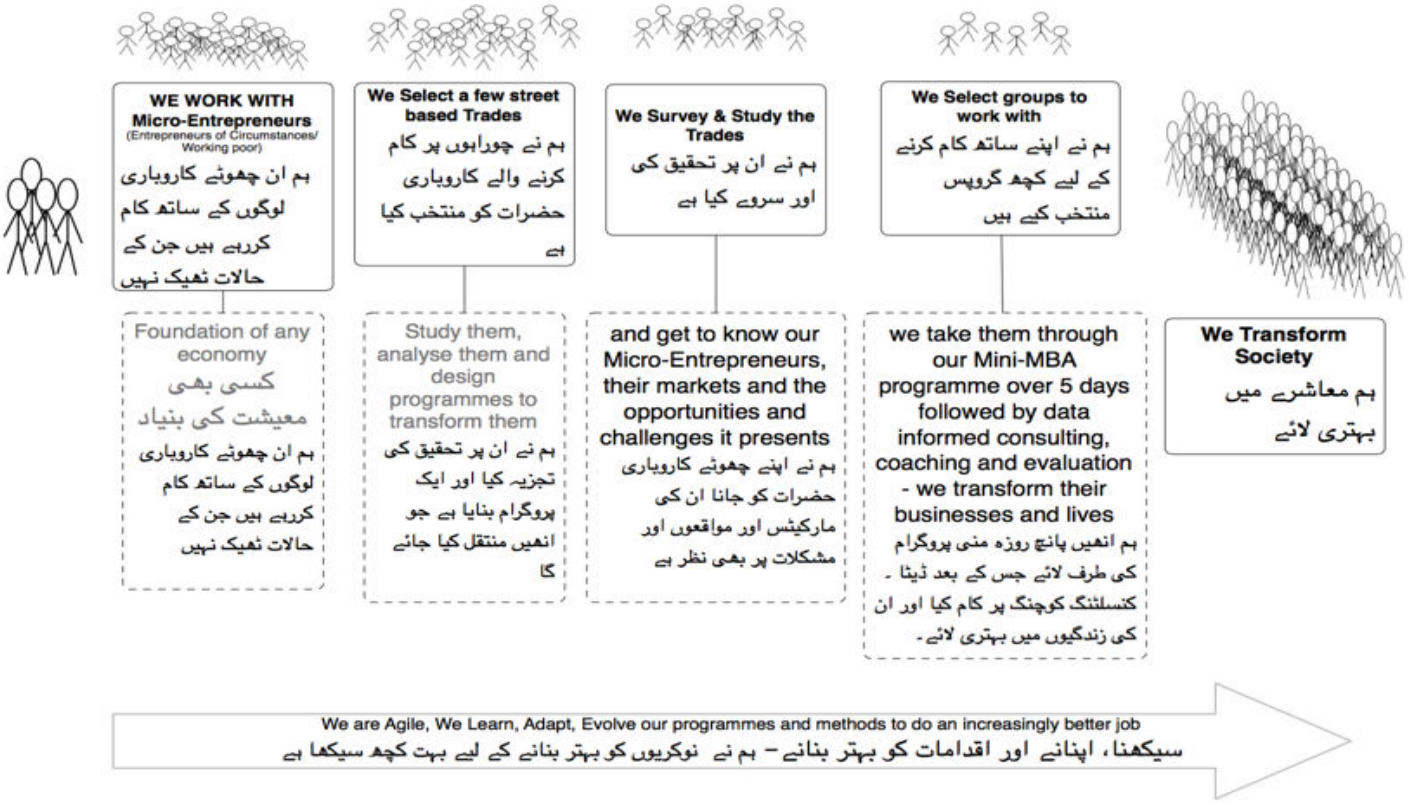
"Peace Through Prosperity's work provides a counter narrative to social transformation than that canvassed by extremist organisations."

We have worked in Khyber Pakhtunkhwa, Punjab and are continuing our largest program to date in Karachi, Pakistan.

Our ambition is to share our successful social transformation programs across the globe via an open source model. Our intellectual property; developed, validated and updated over a 6 year period is *freely* available for you to use under a creative commons license. To facilitate you further our processes, materials and trainings are available in multiple languages (Arabic, English and Urdu). **Transform where you call home.**

How are we implementing it

We provide a mini-MBA program with a curriculum designed to upskill and empower micro-entrepreneurs with 10 hours of classroom based teaching and practical exercises spread over 5 days. This is followed by a 3-8 month period of coaching and consulting where our consultants spend 1 hour per week with each participant reinforcing the practical tools and skills taught in the classroom.



mini-MBA Program Overview

Results

We have run three programs in distinct ecosystems of Pakistan:

2013 - Haripur, Khyber Pakhtunkhwa, Pakistan - 100 micro-entrepreneurs

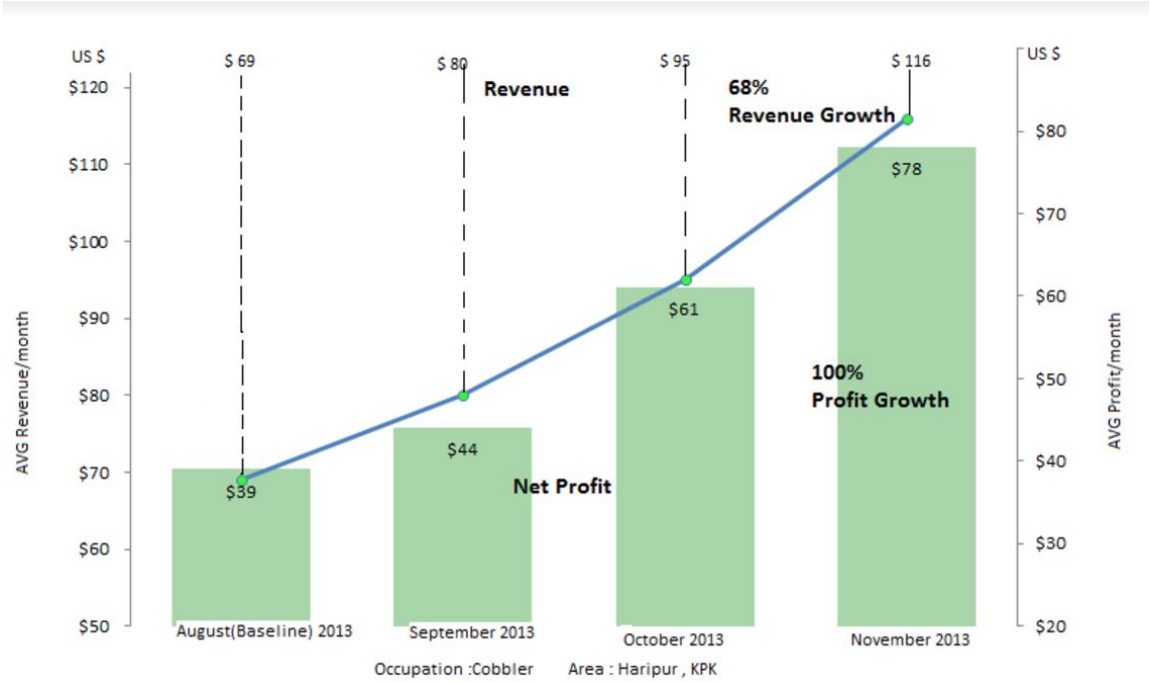


Figure A. Results in Haripur KPK, Pakistan during 2013 (semi-urban)

Video Testimonials: https://vimeo.com/bringptp/videos

2014-2015 - Karachi, Sindh, Pakistan - 214 micro-entrepreneurs

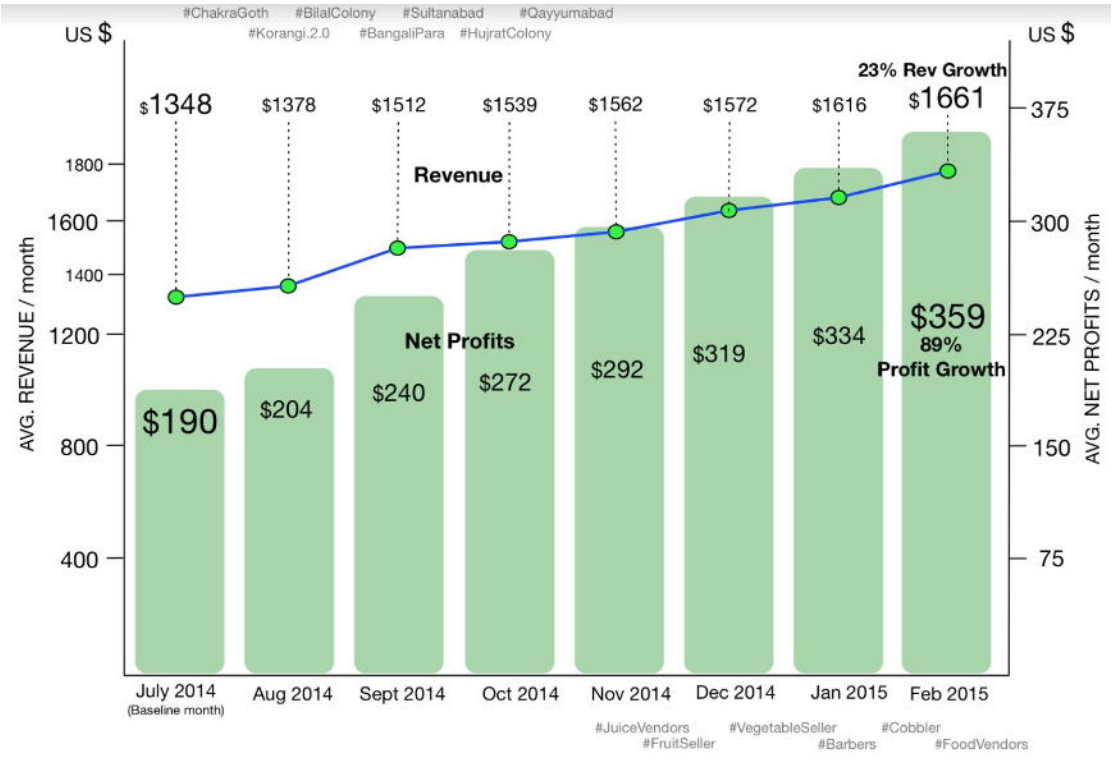


Figure B. Results in Karachi, Pakistan during 2014-2015 (urban)

Video Testimonials: https://vimeo.com/bringptp/videos

2016-2017 - Karachi, Sindh, Pakistan - 304 micro-entrepreneurs

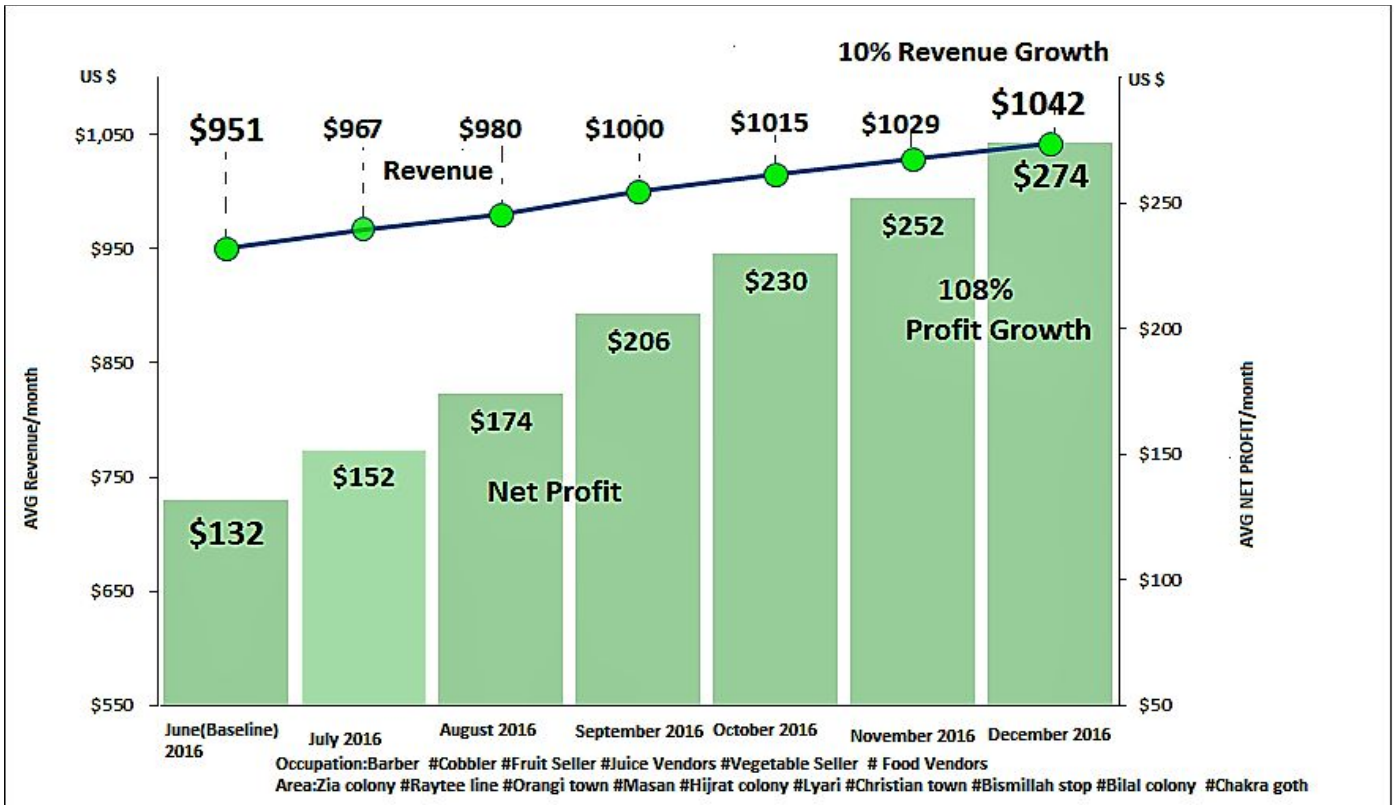


Figure C. Results in Karachi, Pakistan during 2016-2017 (urban)

Video Testimonials: https://vimeo.com/bringptp/videos

2017 - Karachi, Sindh, Pakistan - 30 Female micro-entrepreneurs

Following months of mobilisation through our existing participants, in January 2017 we managed to run our first ever female cohort with 30 female micro-entrepreneurs from Christian Town in Karachi. We had an agreement with the community to keep our 1:1 consulting contact limited to once a month, in a group setting and for no more than 3 months. Despite limited access the results are extremely encouraging. Therefore we have extended our programs for women micro-entrepreneurs extensively in quarter 2 of 2017. Our work with women micro-entrepreneurs has been covered by Aurat Raj a popular promoting women's empowerment.

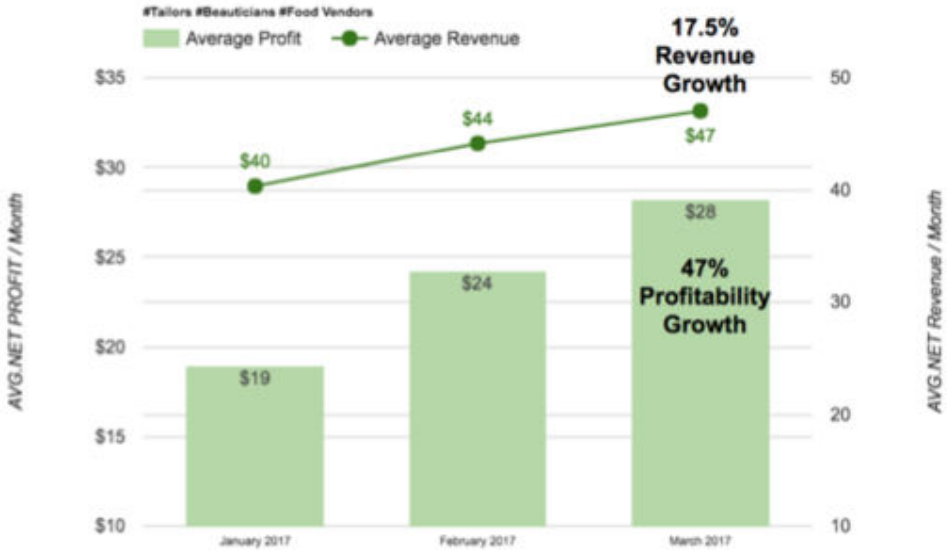


Figure D. Results in Karachi, Pakistan during 2017 Female Cohort (urban)

Video Testimonials: https://vimeo.com/bringptp/videos

Transformative Social Impact

Our approach seeks to course correct the in-motion social change we are witnessing in marginalised and impoverished communities the world over. Our approach is effectively a systems approach applied to broad-based social change and social justice efforts to catalyze socio-cultural and socio-economic change towards a more peaceful society that does not sympathize or allow for extremism to take root and prosper.

To this end we are slowly but steadily progressing in the right direction, to validate this statement we would bring your attention to the following key factors that we believe are indicative of a change in the mindset that we are witnessing following our interventions.

Behavioural change

We are witnessing positive progression towards a more responsible attitude from our beneficiaries towards their own business/livelihood, customers and their immediate environment. In our opinion this is a first step towards becoming responsible citizens, we must continue to reinforce this change in behaviour so that it becomes second nature and their sense of responsibility gravitates beyond the self towards the ‘we’ and the community they live in. Furthermore the growth and expansion of their micro-enterprises has meant that they have created employment within their communities, thereby not only becoming employers themselves (heightened self-esteem and a shift towards being role models in their own community) also effectively providing local purposeless youth with a purpose (employment) and a licit means to build their future.

The impact assessment exercise carried out using Empathy Mapping in areas Peace Through Prosperity has intervened in and not, demonstrates a remarkable difference in attitude of customers towards micro-entrepreneurs and that of micro-entrepreneurs themselves. This has allowed us to compare the change in behaviour of our beneficiaries with that of a control sample (no intervention) and the results are encouraging, validating our approach.

Civic Responsibility and building trust in state institutions

Another one of our markers for assessing change and reducing the susceptibility towards radicalisation and violent extremism was the ability of our programs to build/repair trust between individuals, communities and state institutions.

To this end we initiated a social grievances helpline to collect data beyond our field team's reach. As is evident that extortion and religious extremism is a concern, however the largest concern by far is lack of provision of public services, such as refuse/rubbish collection, lack of utilities and opportunities to earn licit income. The lack of basic civil amenities adds to the growing frustrations amongst the socio-economically marginalised making them susceptible to an alternative narrative as canvassed by religious and extremist organisations. Not for a lack of trying Peace Through Prosperity has had very limited success in addressing concerns related to civic amenities.

Opportunities for Social Mobility

We are witnessing game changing growth in profitability and revenues for our beneficiaries (micro-entrepreneurs). This is translating to individual micro-entrepreneurs growing their business from one cart to two and creating jobs in their localities. Furthermore we know individual beneficiaries have successfully paid off their loans to friends, family and loan sharks and are well on their way towards financial independence. Furthermore we know beneficiaries

are experiencing improved quality of life. We have case studies of individuals who now have their children admitted to mainstream schools.

> ***All of the above points towards social mobility, which in turn reinforces the fact that licit means of income and hard work enable individuals to build a better future for themselves and their family. This is the counter narrative 'of change' to that peddled by radical and extremist organisations.***

For us empowering individuals to take charge of their own destiny and proving to them that they are now enabled to do so is a tremendous win, it counters the narrative of innate helplessness without direct intervention by non-state actors to better the circumstances of individuals and communities by altering the status-quo.

> *We are altering the status-quo by enabling individuals to do so themselves without the need for radical change as canvassed and preached by radical and extremist organisations.*

Emotional impact

To measure emotional impact we have extended our empathy mapping exercises beyond our workshops to in-situ in the field. Thereby engaging with a much wider audience and facilitating healthy discussions amongst the populous beyond our beneficiaries. The aim is to slowly educate our beneficiaries and their wider community in emotional intelligence, thereby moulding their capacity to be aware of, control, and express their emotions, and to handle interpersonal, inter-communal relationships empathetically. This is part of the long game to affect the emotional intelligence of communities thereby enabling them to deal with interpersonal and communal frictions in a civil manner without the need to resort to bigotry or violence.

Conclusion

4,582[1] individuals from different 'at-risk' communities across three cities in Pakistan have benefited from our programs and interventions. Benefits have included economic growth, employment and increased revenue generation. Outcome that provides the individuals with an alternative narrative for social transformation.

By instilling sustained economic growth through micro-enterprise development, we have provided a viable alternative for individuals to build a better future for themselves and contribute towards a better future state for their community.

Objectives	Status
Empower the grass roots to take charge of the transformation they seek for themselves, their family, community and society.	☑
Create awareness and instil self-belief that licit and non-violent means for desired transformation are available and are effective.	☑
Empower marginalised individuals so that they cannot be radicalised on the basis of their circumstances and be used by extremists of any ilk.	☑

Peace Through Prosperity has demonstrably delivered:

- Double digit revenue and profitability growth
- Employment
- Financial awareness, acumen and independence
- Inclusion of beneficiary's children in mainstream education
- Social mobility
- Improved self-esteem and sense of 'right'
- Improved understanding and appreciation of civic rights and duty
- Representation; Street Merchants Association[2]

PTP has achieved its goal[3] of utilising enterprise and entrepreneurship development as a tool to improve socio-economic conditions of volatile regions where the population is underprivileged and at risk of non-violent radicalization. We successfully worked with the grassroots to impart skills, knowledge, resources and opportunities that have proven transformative for the micro-entrepreneurs, their family and community. The trust earned by the team and the

[1] 645 direct beneficiaries + 60 (new jobs) x 6.5 (average household size)
[2] The Street Merchants Association is the first of its kind in Pakistan, formed with the purpose of lobbying on behalf of street merchants. For details on the street merchants association please download the Street-MAP concept paper from www.bringptp.com
[3] For details of our program's independent verification please contact us.

programs enable us to interact with other inhabitants of the community, thus allowing us direct and deeper access to the wider populous, evident with the success of our first female cohort in 2017.

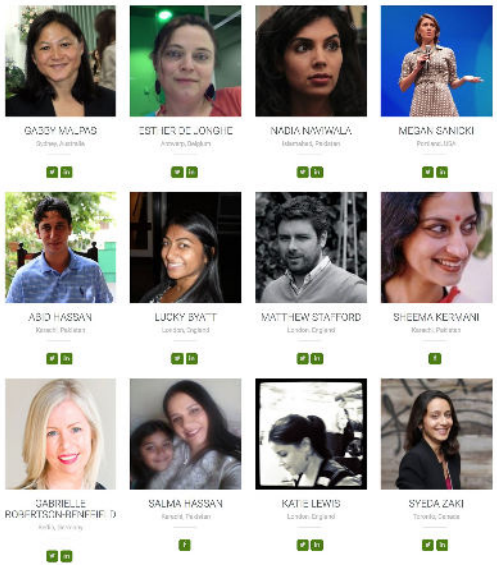
Our approach is innovative and the benefits self evident from the results achieved and presented in the report. With a 10% average dropout rate we have validated that our programs are engaging and of value to the participants.

Furthermore our objective to open source our knowledge base, materials and trainings is progressing well, we have launched a micro-site to elicit interest from community action groups in Pakistan and beyond.

In our opinion it is imperative that our work continues and we develop partnerships across South-Asia, Middle East and Africa to expand our work through direct expansion and through partner organisations. Our programs and their objectives are complementary to many larger radicalisation prevention programs currently being delivered in these regions. As such we are actively looking for donors and partners to support and expand our programs[4].

Learn more about us

To learn more about our work reach out to our peace ambassadors in Australia, Belgium, Canada, Germany, Pakistan, United Kingdom and United States.



[4] Peace Through Prosperity's are available under the creative commons license to partner organisations to implement in their local communities.

Ongoing Projects

As of May 2017 we have concluded mini-MBA trainings for 85 female micro-entrepreneurs in Lyari and Bilal Colony in Karachi, Pakistan. We need to continue our engagement with them via a monthly workshop to consult and monitor the participants for at least a three month period.

Areas	Total Survey Female Participants	Total mini-MBA Training Female Participants
Lyari, Karachi	50	38
Bilal Colony, Karachi	70	47

We have validated that even with limited consulting (once a month in a group workshop as opposed to one to one at their place of business) the results are positive and do lead to increased revenue and profitability. Furthermore the workshop based consulting approach enables us to significantly scale with the current team.

To that end we have worked out that with a **monthly burn of PKR 580,000-** our team can sustain:

- 4 mini-MBA workshops for up to 80 micro-entrepreneurs (participants) from marginalized neighborhoods of Karachi, Pakistan.
- 4 monthly consulting and monitoring workshops with our participants.
- Survey up to 150 new potential participants and mobilise 80 on a monthly basis expanding our footprint and impact.
- Host and facilitate 2 x 9other dinners for micro-entrepreneurs to build cross-community relationships and empathy.

If you would like to discuss the minimum viable value our team can add on a shoestring budget please get in touch.

How Can I Contribute

There are many ways to support us, from simply spreading the word by following us on Twitter, liking us on Facebook to volunteering your time or that of your company to promote our work on social media. You can get tucked in with helping us with video editing, data analysis, blogging for us, assist us in writing proposals or donate used or new equipment for our field staff.

Or you can take a less hands-on approach and contribute with your hard earned cash, after all that is the fuel that keeps the engine running! should you choose to you can donate via Gofund.me.

If you prefer e-banking please use the following details:

PTP - UK ACCOUNT	PTP - PAKISTANI ACCOUNT
Account Title: PEACE THROUGH PROSPERITY Account No: 223-410-93 Branch Code: 40-15-05 Branch SWIFT Code: MIDL GB2103E IBAN No: GB-79 MIDL-40150-223-4109 Bank Name: HSBC Plc Branch Address: 184 High Street, Bromley, Kent, BR1 1HE, England	Account Title: PEACE THROUGH PROSPERITY Account NO: 513-265 Branch Code: 95-30 Branch SWIFT Code: JSBL PKKA IBAN No: PK 38JSBL 95300 0000 0513 265 Bank Name: JS Bank Limited Branch Address: F-8 Markaz branch, Islamabad, Pakistan

Corporate Sponsorship opportunities

We offer organisations a number of flexible corporate sponsorship opportunities. If you would like details on CSR sponsorship opportunities please drop us an email, call us and explore how your organisation can get involved in the work we are doing.

Contact Information

For further information kindly get in touch, we have many awesome stories of social transformation to share:

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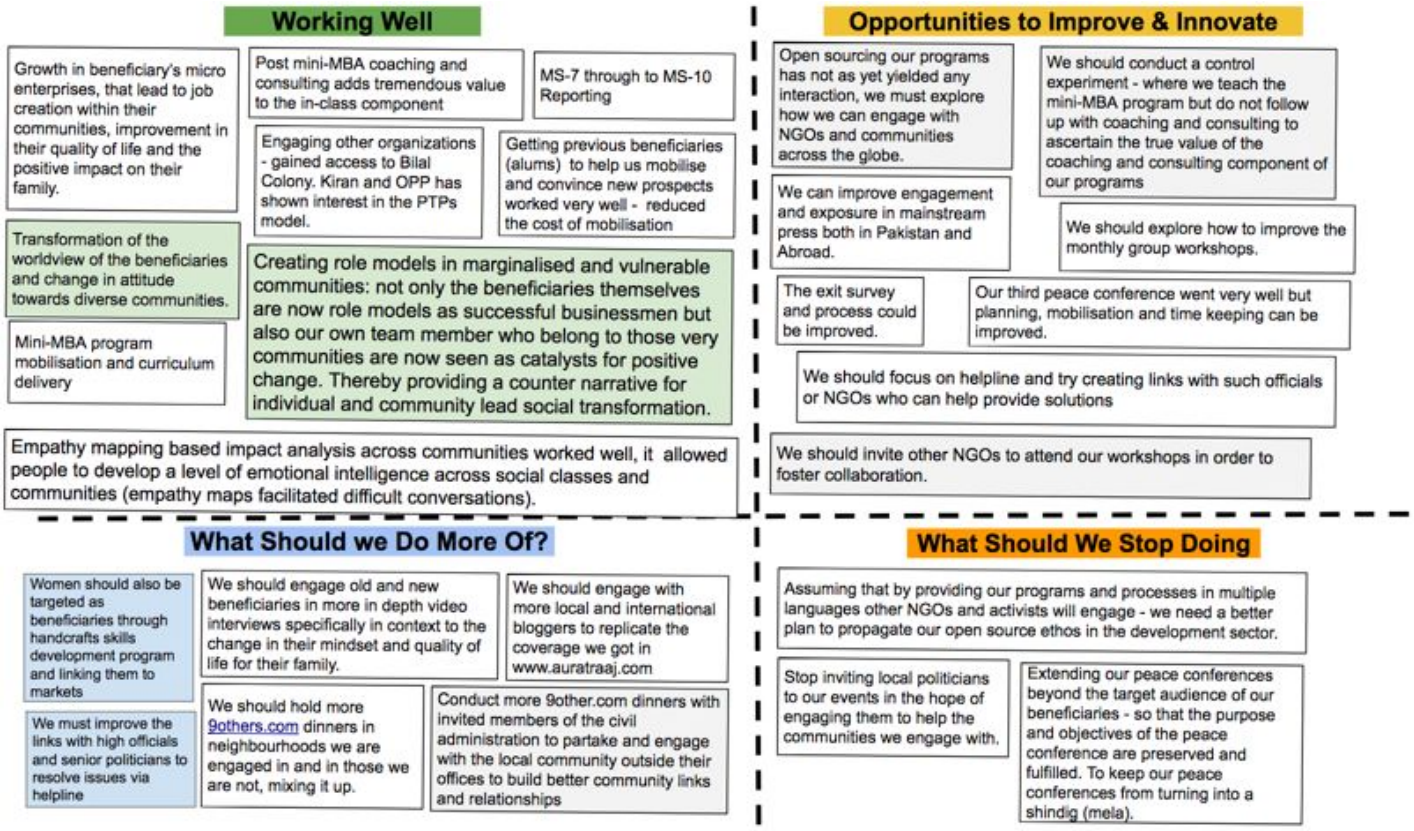
Annex A: Team Retrospective

In keeping with our agile values we have shared our team retrospective below - you can access the live board here and comment on it. Whereas a snapshot as of end May 2017 is presented below:



---------- that's all for now! ----------