



Peace Building and Preventing Radicalisation Through Economic Development:

Karachi Case study 2014 to 2015 - Version 1.0

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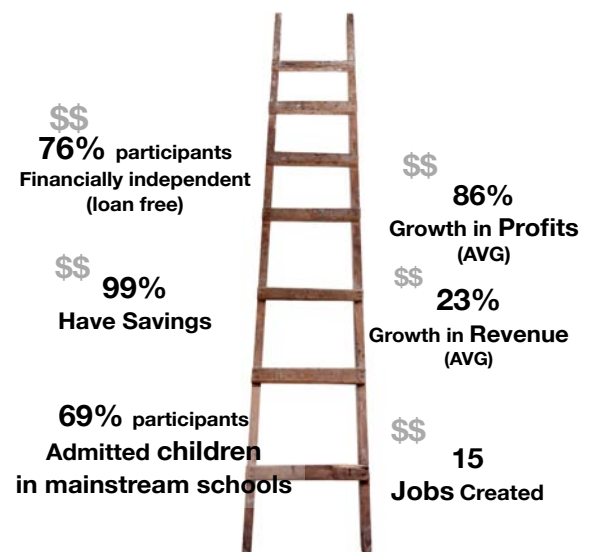
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Executive Summary

Peace Through Prosperity (PTP) provides and promotes an entrepreneurial approach to poverty alleviation and reduction of radicalisation at the bottommost rung of the enterprise ladder in society. To empower marginalised individuals and communities so that they cannot be radicalised on the basis of their circumstances and be exploited by extremists of any ilk, be at home or abroad. We use Agile design and delivery frameworks¹ to create and deliver low cost, immediate and lasting impact programs in 'at risk' communities. We have worked in KPK, Punjab and are continuing our largest program to date in Karachi, Pakistan.

Between June 2014 and March 2015, We engaged with 214 street merchants across six different trades in seven 'at risk' neighbourhoods in Karachi, Pakistan. Over a 10 month period we rolled out our mini-MBA and Consulting programs and have delivered:

- Double digit revenue and profitability growth
- Employment
- Financial awareness, acumen and independence
- Inclusion of participant'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 Association²



The results achieved validate our approach and efficacy of our programs in delivering material and psychological benefits to direct and in-direct beneficiaries.

The cost of the programs is US \$ 470- per participant (beneficiary) for the duration of the program (10 months).

¹ For details on how Agile digital systems thinking has been introduced in the programs please visit: <http://www.kubairshirazee.com/?s=Agile>

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

Introduction: the ecosystem

Individuals and communities are desperate for socio-economic change, they are amiable to whosoever promises a better future state for them and their family, this is not just restricted to the developing world. Individuals, communities and nations across the globe have been recalibrating and/or transforming their ecosystem and its governance. Be it Britain after a decade under New Labour trying out a coalition then handing mandate to the Conservatives. Egypt putting faith into and then loosing it in the Muslim Brotherhood, USA needing a change and electing Obama in 2008, or Greece putting faith in SYRIZA to lead them to a better future state. Privileged nations have frameworks, structures and institutions matured over time that offer us the opportunity to transform our society as we see fit through non-violent licit means (we have a functioning democracy).

The majority of nations around us do not. They have corrupt elites who make mockery of democratic processes with or without help from state and non-state actors, others are governed by dictators who keep the nation on a tight leash in uniform or not. Many such nations have tried and failed at democracy many-a-times, their populous left frustrated by their inability to bring socio-economic transformation through peaceful and licit means. Regardless of race, nationality or religion people want a life of prosperity, progress and peace not conflict. The lack of indigenous progressive transformation and the deteriorating state of the ecosystem has provided IS/ISIS and its likes opportunities to exploit, to give false hope to socio-economically marginalised communities of a better future under their Caliphate.

In the developed world our leaders talk about [a generational struggle against extremism](#). Yet little is done to empower the current generation of marginalised individuals and communities to build a better future state for themselves, their family and their community through enterprise and reform by peaceful and licit means. It is not only the West that is embroiled in a generational struggle against a poisonous brand of Islamic extremism, the front lines in this struggle are in the Middle East, South Asia and Africa where this poisonous narrative has taken deep roots.

“Transformation will happen, it is an ironic constant, we can react to it or we can influence it.”

A Necessitated Catalyst

Peace Through Prosperity (PTP) is a initiative necessitated by circumstances, to address an existential threat to our values, beliefs and way of life both at home and abroad.

PTP raisons d'etre are;

- To empower the grass roots to 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.
- To empower the marginalised so that they cannot be radicalised on the basis of their circumstances and be used by extremists of any ilk.

PTP is innovating 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.

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

We must engage with the 'at risk' populous and empower them to course correct the social transformation that is already in motion.

Why: Karachi in context

Over the past decade, Karachi has been beset by ever increasing levels of violent extremism (VE), characterized by violent protests, inter-ethnic, political, and religious conflict, record-breaking murder rates, and terrorist activity. In addition, data suggests that young people are at a particularly high risk of becoming involved in extremist activity and/or of being recruited into extremist groups.

Among the apparent factors contributing towards recruitment activity are:

- Income – potential recruits lack income opportunities
- Ideological indoctrination – potential recruits internalize attitudes of hatred and intolerance toward others; and
- Social motives – extremist groups offer a sense of belonging, identity, and self-esteem.
- Transformative motives – extremist groups offer a false hope of socio-economic transformation for the better.

How: Solution Options

1. Create and enhance income opportunities by making potential recruits understand business opportunities and if already working their businesses, market dynamics, cost drivers, profit centres, customer profiles better.
2. Address reasons of displaced anger by engaging in dialogue and empowering them in shape of providing them with a collective voice to share their concerns and to understand their rights better in an institutionalized manner.
3. Provide a strong sense of dignity of labour thereby enhancing self-esteem, confidence and belief in their enterprise and their individual and collective ability to grow their enterprise by using licit means.
4. Create opportunities and facilitate inclusion, be it financial inclusion, social inclusion and or digital inclusion.

What: Solution Objectives

1. To enable individuals to generate licit wealth, employment and be their own independent security net.
2. To engage individuals and communities in peace building dialogue to prevent radicalisation.
3. To empower individuals via a trade association so that they find licit means, institutions and governance frameworks to come together and voice their concerns as well as extending their networks.

All three aspects of PTP work are geared towards reduction in the influence of the pull factors that are catalysts for radicalisation.

Transformative impact objectives

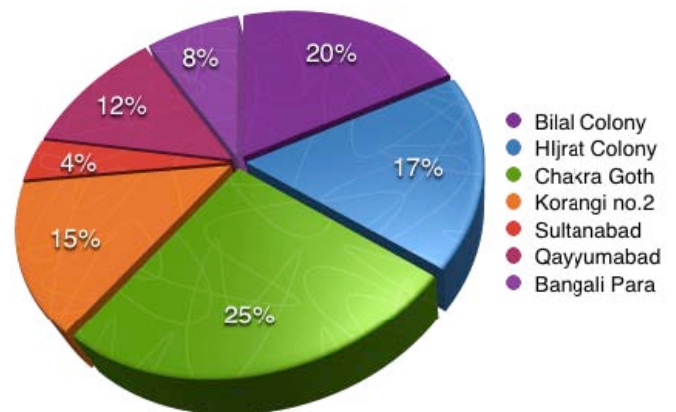
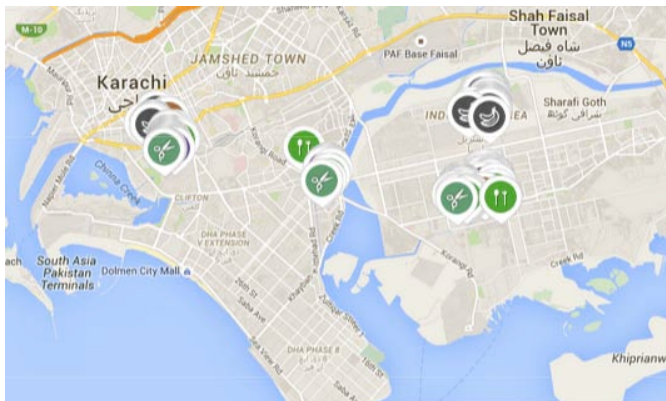
The impact of PTP's work is creating financially independent individuals availing opportunities for social mobility with a moderate worldview at the bottommost rung of society, thereby, preventing / curbing non-violent mass radicalisation of the marginalized in Karachi.

Karachi 2014-15: Program specifics

Peace Through Prosperity's mini-MBA and onsite consulting programs span a ten month period involving:

1. A pre-intervention survey/study to identify neighbourhoods, trades and individuals to engage with. (1 month process from field research to study compilation)
2. Intervention design: curriculum design for 7 different street based trades, namely; cobblers, fruit vendors, vegetable vendors, barbers, juice vendors and snack vendors.
3. In class mini-MBA training delivery: 5 x 2 hourly group based training sessions in week 1 of program.
4. One to one consulting, monitoring and evaluation sessions over 32 weeks.
5. Monthly cohort / group sessions for wider group based dialogue.

Street Merchant's Trade	Number of Participants by Trade
Barber	18
Food Vendor (Samosa, Chaat)	40
Cobbler	4
Juice Vendor	27
Fruit Vendor	65
Vegetable Vendor	59



You can access the locations and details of our participants (beneficiaries) on Google maps here:

<http://bringptp.com/our-beneficiaries/>

Introducing the mini-MBA

The mini-MBA component by design is an intensive five day class based program, allowing the micro-entrepreneurs to immerse themselves in the core understanding of enterprise and entrepreneurship. Localised program guides enable the participants to develop a step by step understanding of all aspects of their enterprise. Including the overall purchasing power of their target demographic, ways to increase their reach, effective cost-saving techniques, strategic thinking, quality control and improvement of value of end product or service delivery. The course material contains exercises, worked examples and is complimented by real case studies from PTP's previous programs. The five day course enables the participants to develop an understanding of innovation in their respective trades.



Structure of the in-class min-MBA component

Day 1: Introduction to the program, premises, location and hygiene; why are they critical for business growth.

Day 2: Marketing, customer acquisition, retention, pricing and customer behavior.

Day 3: Financial record keeping (Business records), difference between revenue, cost of goods sold and profit.

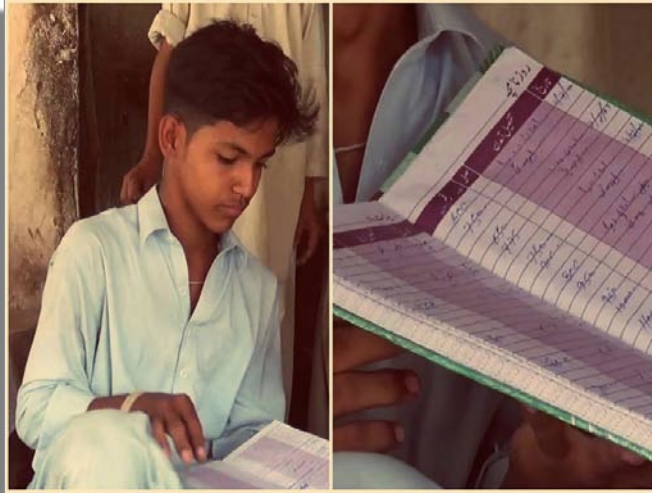
Day 4: Business Planning; cash flow analysis based growth planning and service innovation.

Day 5: Diversifying service lines, cross selling, up selling and review of the previous sessions and practicing real world applications of the knowledge and skills.



Post mini-MBA consulting

For 32³ weeks following the completion of the mini-MBA we provided one-to-one consulting to each of our 214 participants individually at their place of business. The weekly contact varied from



1-2 hours, we used this contact to enforce the best practises introduced at the mini-MBA, particularly for book-keeping, hygiene and customer relationship management.

Within the first 12 weeks the basics were instilled and became second nature to the participants, delivering quantifiable results in increased business, repeat business, increased revenue and profitability. At the end of the first 12 weeks we had demonstrably enabled the

participants to deliver 12% increase in revenue and 26% increase in profitability⁴, in doing so we transformed our position with our participants into one of a 'trusted advisor'.

In the remaining 20 weeks we focused on each participant's individual strengths and weaknesses, their goals and ambitions. Our discussions and facilitation centred around service and/or product innovation, improving profit margins and the importance of personal growth to fuel business growth.

Discussions off topics ranged from generating savings to pay off loans to friends, extended family and/or loan sharks, significance of education both vocational and academic education, their civic rights (and respect for those of others), impact of strikes and other disruptions in the city on their business and community.



³ July 2014 until Feb 2015

⁴ Average values across all 214 participants (beneficiaries).

Examples of service and /or product innovations delivered:

- Fruit and vegetable vendors selling their produce at discounted rates near the end of their working day.
- Fruit vendors selling their damaged produce to juice vendors at the end of their working day at a discounted price.
- Cobblers selling socks alongside repairing shoes, likewise selling shoes and not only repairing them.
- Food vendors increasing their product lines to target different demographics (e.g. [Channa Chaat](#)⁵ for adults and fried chips for children)
- Samosa vendors supplying local school canteens with fresh samosas, and introducing their products via staff members (demonstrating the importance of good customer relationship management to our participants).
- Fruit, vegetable, food and juice vendors providing order and collect as well as home delivery services (all participants have mobile phones).
- Increasing the number of bins around their place of business to encourage customers to put left overs and rubbish in the provided bins.

The list above is not a comprehensive list of service innovations introduced and fine tuned to fuel growth. Likewise we experimented different techniques to improve sales and profit margins with sample volunteer groups from our 214 participants; one such example is the introduction of the three cups of tea a day policy. Our participants were leaking cash on hospitality for friends visiting their place of business, and in most cases running up a credit with the local tea vendor. The policy is simple 'I will only buy three cups of tea at work, these can be for myself or my guests.' This has had immediate quantifiable results in savings, you can read how we used A/B testing to overcome the challenges of introducing the Three Cups of Tea policy in this blog post⁶.

⁵ A popular savoury dish in South-Asia: <https://en.wikipedia.org/wiki/Chaat>

⁶ Blog post: Using A/B testing in Dev projects: <http://bit.ly/ABtestinDev>

Group workshops: community building

During the 32⁷ week period of our consulting program we held a number of group workshops and dinners to build community cohesion across the seven different neighbourhoods as well as enhancing their understanding of peer sourcing as a tool for personal and business growth.

Our group workshops were used to present back results and findings of any experiments ran with



volunteer sub groups, encourage participants to share their successes and challenges with the wider group.

The large gatherings were also used to invite local government officials and elected union councillors to hear the collective grievances of street merchants across different neighbourhoods of the city and to lobby the officials to provide street merchants with protection against corrupt officials and extortionists.

The workshops were also used to introduce successful entrepreneurs from the city to share their entrepreneurial journey and re-enforce our program's teachings. Lastly we introduced monthly peer sourcing dinners in each one of the seven neighbourhoods to improve inter community cohesion and formalise peer sourcing along the model used by [9others.com](http://www.9others.com)⁸ an innovative global peer sourcing network.



⁷ July 2014 until Feb 2015

⁸ see: <http://www.9others.com>

Testimonials of Participants

This section covers a selection of success stories from our participants:

Jameel Ahmed a barber in Chakra Goth, Karachi

Since being engaged with our programs Jameel says his perception about his business has changed for the better. Earlier, Jameel's daily profits ranged from PKR 200-250 (US\$1 - US\$2.50)



and now (post program) his profits have increased to PKR 250-400 (US\$2.50 - US\$4.0). Increase in profitability and savings has meant Jameel no longer needs to borrow to make ends meet. Instead he is able to sustain himself from his business earnings and pad his business's cash flow from his savings when required. Jameel has found new found ambition and is working towards adding a second chair to his barber shop to further expand his business. His economic success has also reflected positively on his household,

Jameel has enrolled his children in a private school. **Jameel's video testimonial:**

<https://vimeo.com/130555293>

Ayoub a Food vendor in Korangi, Karachi

Ayoub says the programs and guidance from our team have built his confidence about his business and financial future. The program has kept Ayoub from having to close down his business, incur further losses and be unable to pay his loans. The increase in his business from



regular footfall traffic as well as from his contracts to supply local school canteens and the pick and drop services have contributed towards Ayoub paying off his loans and accumulating savings of PKR 35,000 (US \$ 35). Ayoub has also employed two helpers to cater for the increase demand for his samosas and pakoras⁹. Ayoub's financial success has allowed him take his children out

of a government school and enrol them in a private school, which will give his children the opportunity to gain a meaningful education and better prospects in life. Ayoub's household situation has also improved as there are less disputes over financial troubles. Ayoub's next business goal is to expand his business further and to move it to a shop.

Ayoub's video testimonial: <https://vimeo.com/130553429>

⁹ [Fried snacks](#) popular in South-Asia.

Anwar a Food vendor in Korangi, Karachi

When we first met Anwar his business was stagnant and with no other skill set Anwar kept at it, Anwar had no visibility of his profits and had incurred significant debts to keep the business afloat. Anwar would take home PKR 100 (US\$1)/day and that too was not from his profits. After 10



months with our team and programs Anwar has diversified his channa chaat business by adding confectionaries on his kiosk thereby catering for the adult customers with his channa chaat and a much younger demographic with biscuits, sweets and fried chips. Anwar's business is running at a profit, he has paid of his loans and his daily take home profit is PKR 200 (US\$ 2.0). Anwar

lives in a joint family system, and was previously unable to contribute towards the joint household, this placed Anwar, his wife and kids under pressure within the extend family. Anwar's newfound financial success means he now makes substantial contributions to the household expenditures. Anwar has also enrolled his children in a private school. **Anwar's video testimonial:**

<https://vimeo.com/130553254>

Anwar Khan a Cobbler in Qayyumabad, Karachi

When we first met Anwar Khan he had a makeshift shack on a street in Qayyumabad, from where he polished shoes and repaired any and all kinds of leather goods. Over the course of the program Anwar khan started selling shoes and socks, cut down on unnecessary expenses, found a new drive within himself, saved and moved into a small shop. Anwar has embraced the programs and reaped the benefits, his children are now enrolled in a mainstream school, his household is a much happier and his next big objective is to move to a bigger and better shop. In his video testimonial Anwar has a powerful message for his Pashtun community; **Anwar's video testimonial:** <https://vimeo.com/130553254>



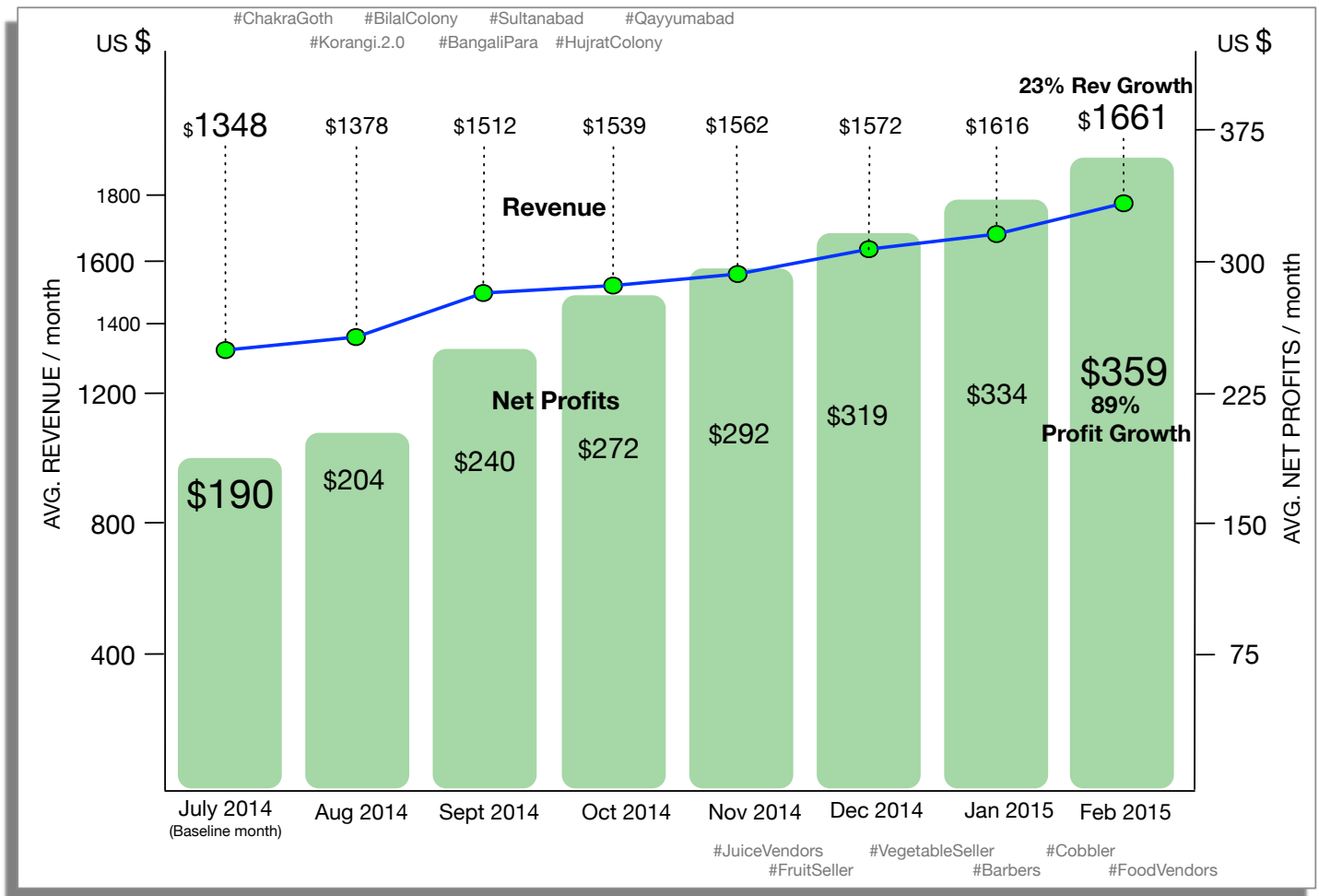
Further individual participant narratives can be found in on [our blog](#) and [Vimeo channel](#):

<https://vimeo.com/channels/bringptp>

Financial Returns

This section provides an overview of the financial benefits gained by our participants during and after our engagement. All 214 participants have achieved sustainable double digit revenue and profitability growth over a seven month period (excluding the baseline month of July 2014).

We have empowered the participants to deliver 23% growth in revenue and 89% growth in profitability for their micro-enterprises.



Summary Financial Results for 214 participants (Karachi (July 2014 to Feb 2015))

The phenomenal results demonstrated are down to the introduction of bookkeeping, creating financial awareness, improving hygiene, introducing and improving customer relationship management, and innovating with service and product lines.

Social Returns

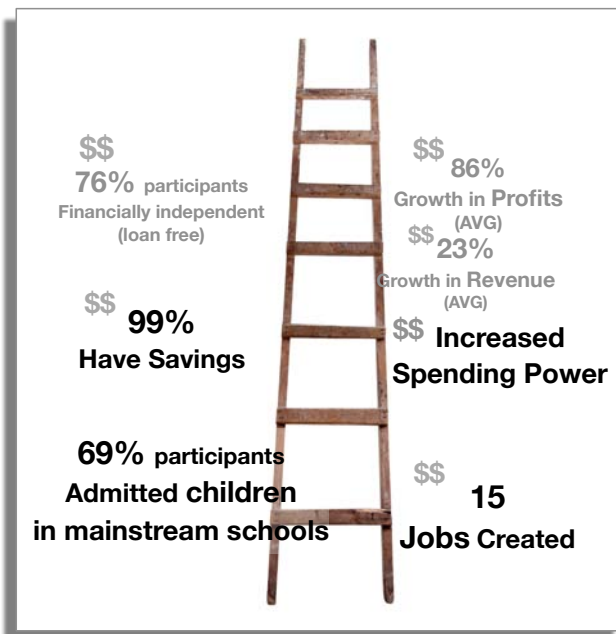
Success and profitability of our participating street merchants enterprises have reflected positively on their domestic and social life.

An overview of quantitative metrics for the program's social impact:

- **68%** of participants have their children admitted in mainstream schools having taken them out of government schools and/or madrassas.
- **8%** of participants have created local jobs (15 jobs created up until February 2015)
- **8%** of participants now have their family members (wife and/or mother) involved in their business
- **69%¹⁰** of participants consider their lives better post intervention.

The results achieved validate our 'user lead' program design approach

By proving the engagement can lead to significant growth in revenues and profitability within a



short duration the PTP team have earned the trust of the participants and utilised their position as trusted advisors to gain access to interview and interact with the family members of the participants, thereby gaining deeper insight into the post intervention transformation beyond the participant and their enterprise.

This relationship has allowed the PTP team to gauge the benefits of the program for the larger community, and the team continues to interact with the direct and indirect beneficiaries.

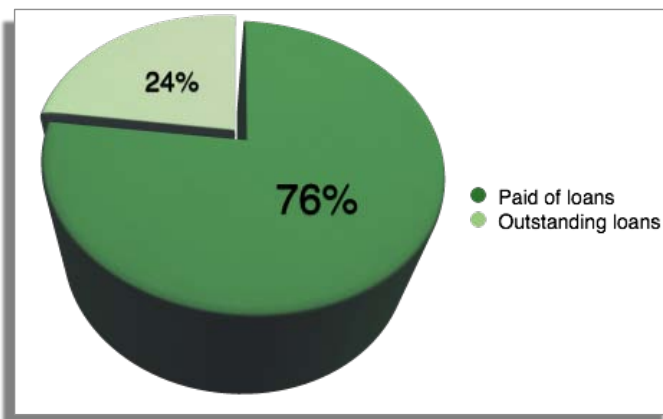
The largest contributor towards improved personal, household and social conditions has been the financial independence and awareness gained through the programs.

¹⁰ Data gathered from the program completion survey conducted in March 2015.

Financial independence and awareness

Our participants like any other street merchant in Karachi have to deal with violence, extortion, shutter-down strikes, political unrest, coerced and non-coerced radicalisation; an overall sense of insecurity along with economic turbulence. The risk of losing the few assets and money they have is very high and a key driver for the need for loans from friends, extended family and/or local loan sharks is for cash-flow to secure their livelihood. This has many trapped in increasing debt where meeting interest payments alone requires further borrowing.

Having established increased profitability we introduced our participants to the [debt-snowball strategy](#)¹¹ to help them use new found savings (from increased profits) to pay off their outstanding loans to friends, family and/or loan sharks.



76% of our participants are now loan free, 100% of our participants are now financially aware, more so than they ever were, 99% now have cash savings that previously they did not have. For all of our participants this has significantly reduced their vulnerabilities both financially and psychologically.

¹¹ See: https://en.wikipedia.org/wiki/Debt-snowball_method

Lessons Learned

Demand For such programs

99% of participants would recommend our programs to their peers in their community, in fact many already have. We currently have 80+ prospective participants who have enquired after our programs and the future cohort schedules without having to conduct any mobilisation towards it. There is strong demand for such programs because they have demonstrably delivered for 214 individuals across seven communities/areas.

Security and blockers

We have learned how to mitigate the risk of getting unwanted attention, regardless we have had to manage a few incidents, we leveraged our relationships and found the participants and their



community willing and galvanised to address issues of our acceptability in the wider community in the neighbourhood. Having earned the trust of our participants we have been accepted as wanted guests within their wider community.

Our policy of employing and training youth from within the communities we are engaged with has proven invaluable too, access and ease of

movement aside we have created true local catalysts and inspirational role models for others in the community.

Impact on vulnerability to radicalisation

This is a subjective and controversial component of any such program, not so much the models applied but measurement of their effectiveness. We have no definitive answers other than the evidence gathered; Our participants are financially better off, happier individuals with an improved standing in their family and community. Majority of them have elected to enrol their children in mainstream schools, majority of our participants now own their own carts or kiosks, many have grown their business from one to two carts, they have in all created 15 new jobs. They

have respect for and expect others to respect their civic rights, many share their learning with their peers and are role models in their community.

In our opinion they are more empowered and less vulnerable than they were before.

We have learned that to reduce the vulnerability of an individual we must increase the strength of the community and cohesiveness within its multi ethnic, sectarian , linguistic makeup, we have achieved this to some extent. Their change in world view is self evident from their testimonials and interviews on our [Vimeo channel](https://vimeo.com/channels/bringptp): <https://vimeo.com/channels/bringptp>

Sustaining a collective voice

Though part of program design the call for a body to represent the concerns of the street merchants beyond our engagement came from the participants themselves. They now appreciate the power of lobbied reform and collective bargaining and as such saw the need for a trade body of sorts, Our response to that demand has been the Street Merchants Association of Pakistan (Street-MAP). Street-MAP. 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 [contact us](#) for the Street-MAP concept paper.

Our processes and programs

We have identified five aspects of our programs that differentiate their design and delivery frameworks from other similar interventions:

1. PTP's mini-MBA teaches real world tools that can be applied from the very next day, we do not teach the audience concepts. It is designed for practicality and immediate impact.
2. PTP's mini-MBA consists of vocation specific guidance, it is vertically focused. We have invested in research and analysis of our target audience and its ecosystem¹².
3. PTP's consulting component provides tailored on-site one to one coaching and mentoring, building relationships and consulting individual on his/her specific challenge.
4. Putting data to use, by codify data and extracting business intelligence reports for individual participants.

¹² Currently our programs cater for six different street based trades.

5. Using an Agile approach towards research, design, delivery and recalibration of the programs. Frameworks used including Agile HotHousing¹³ for design, scenario planning, Empathy analysis, Porters, PESTEL and SWOT for analysis, SCRUM and SCRUMBAN for delivery management.

To our knowledge no other program takes such an in depth, personalised and hands on approach to enabling street merchants to become better owner managers. We deliver a tailored consulting lead business growth program to enable our participating street merchants to build a better future for themselves, their family and community.

Through our retrospectives we have captured aspects of our programs that need recalibration for improved efficacy going forward. As our findings currently stand we can reduce the overall timeline for engagement to an eight month period in future cohorts, that is saving 2 months from our intervention cycle. Like wise there are follow up programs that are in the process of being designed, including a Growth Financing program to work with Micro-Finance providers and a program to get the Street Merchants Association (Street-MAP) off the ground.

¹³ A "Hothouse" is an agile innovation process that combines the principles from Lean Startup, design thinking, and agile development to develop quick to market solutions that can be recalibrated whilst 'in-play'. For more information on the technique please visit: <http://www.hothousing.com/>

Conclusions

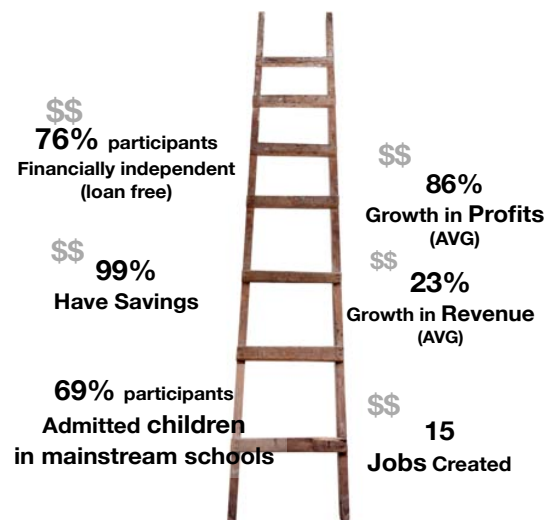
1603¹⁴ individuals from seven different ‘at-risk’ neighbourhoods have benefited from our programs and intervention, benefits have included economic growth, employment and increased revenue generation.

Our programs are designed to tackle radicalization by addressing the poor economic and governance conditions that are often associated with and are contributory factors for radicalisation, both non-violent and violent. Our programs delivered financial growth for individual beneficiaries, rejuvenating hope and aspirations of our direct beneficiaries and also of the communities they reside in. By instilling sustained economic growth through 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.

Peace Through Prosperity has demonstrably delivered:

- Double digit revenue and profitability growth
- Employment
- Financial awareness, acumen and independence
- Inclusion of participant'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 Association¹⁵

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.	☒



¹⁴ 214 direct beneficiaries + 15 (new jobs) x 7 (average household size)

¹⁵ 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

Our goal is to empower participants to achieve economic and social prosperity and thus be able to sustain a better life for themselves and their families, all within the realm of activities within the framework of legitimacy. PTP has achieved its goal¹⁶ of utilising enterprise and entrepreneurship development as a tool to improve socio-economic conditions of volatile regions where the population is largely underprivileged and at risk of non-violent radicalization. By laying emphasis on the economic prosperity of the most marginalized individuals, PTP successfully worked with the grassroots to impart skills, knowledge, resources and opportunities that have proven transformative for the street merchants, their family and community. The trust earned by the team and the programs enable us to interact with other inhabitants of the community, thus allowing us direct and deeper access to the wider populous.

We must engage with the 'at risk' populous and empower them to course correct the social transformation that is already in motion.

Our approach is innovative and the benefits self evident from the results achieved and presented in the report, 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 both means, direct expansion and through partner organisations. Our programs and their objectives are complimentary 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 programs¹⁷.

¹⁶ For details of our program's independent verification please [contact us](#).

¹⁷ Peace Through Prosperity's are available under the creative commons license to partner organisations to implement in their local communities.

Support Us

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; we are currently short on and looking for HD camcorders (must have an AV input) and [wireless lavalier microphones](#).

“We must change the world to what we want it to be, before someone else changes it to something we do not want it to be.”

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 [Paypal](#) (or use our paypal account: kubair@bringptp.com).

If you prefer donating e-banking which keeps Paypal from taking their fees from your generous donation and our much needed funding. To donate via e-banking please use the following details:

PTP - PAKISTANI ACCOUNT	PTP - UK ACCOUNT
Account Title: PEACE THROUGH PROSPERITY Account NO: 513-265 Branch Code: 95-30 Branch SWIFT Code: JSBLPKKA IBAN No: PK38JSBL9530000000513265 Bank Name: JS Bank Limited Branch Address: F-8 Markaz branch, Islamabad, Pakistan	Account Title: PEACE THROUGH PROSPERITY Account No: 223-410-93 Branch Code: 40-15-05 Branch SWIFT Code: MIDLGB2103E IBAN No: GB-79MIDL-40150-223-4109 Bank Name: HSBC Plc Branch Address: 184 High Street, Bromley, Kent, BR1 1HE, England

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 we would love to tell you about the different ways your organisation can get involved in the work PTP is doing.

Contact Information

For further information kindly contact the Peace Through Prosperity team at:

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Further information and resources

Website: www.bringptp.com
Accounts and Reports: http://bringptp.com/?page_id=7091
Current Beneficiary Map in Karachi: <http://bringptp.com/our-beneficiaries/>
Blog: www.thepeacethroughprosperityblog.com
Video channel: <https://vimeo.com/channels/bringptp>
Facebook: <https://www.facebook.com/bringptp>

Thank you for your time