PEACE
Through Prosperity

Concept Paper

June 2015

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Introduction

Peace Through Prosperity (PTP) is a nascent charitable organization which aims to provide and promote an entrepreneurial approach to poverty alleviation and reduction of radicalisation at the bottommost rung of the enterprise ladder in society.

The underlying premise of their approach is that from petty crime, to more serious criminality and terrorism can be largely addressed if not eradicated by the creation of opportunities and prosperity in society.

PTP aims to bring a fresh perspective and a new rapid approach to social development projects with emphasis on speed to market and quality of quantifiable deliverables. PTP is registered both in the United Kingdom and Pakistan with a highly motivated team and seasoned board of advisers and directors.

PTP has a successful portfolio of working in Pakistan:

- Surveyed, collected and analyzed data from 800+ street merchants in Sindh, Punjab and Khyber Pakhtunkhwa.
- Agile designed and tested its mini-MBA business growth program and onsite consulting services with 113 street merchants in Haripur, Dera Adam Khel in KPK and Rawalpindi and Islamabad in Punjab.
  Delivering revenue growth of 50% and profitability growth of 90% on average across the 113 beneficiaries

Fig 1. Cohort 1 in Haripur, KPK, 2014

- Surveyed, collected and analyzed data from 368 street merchants in Karachi, Sindh across seven marginalised neighbourhoods:
  - Bilal Colony
  - Chakra Goth
  - Bangali Para
  - Korangi no.2
  - Qayyumabad
  - Sultanabad
  - Hijrat Colony

- Developed personas based on Empathy mapping techniques for target participant audience and their target consumer base for each selected trade in each neighbourhood.

Street based trade	Number of Participants
Barber	18[1]
Food vendors	40
Cobbler	4
Juice vendors	27
Fruit vendors	65
Vegetable vendors	59

Table 1. Number of participants by trade

- Agile Managed the implementation and delivery of the mini-MBA business growth program and onsite consulting services with 214 street merchants in all seven of the selected neighbourhoods.
    - Delivered revenue growth of 23.10% and profitability growth of 90% on average across the 214 street merchants/participants over a 9 month period
    - Created Employment: 15 new jobs
    - Enabled 76% of the participants to pay off their loans

	Average Growth	
Street based trade	in revenue	in profit
Barber	100.48%	125.90%
Food vendors	46.66%	124.75%
Cobbler	225.05%	236.70%
Juice vendors	35.90%	107.48%
Fruit vendors	21.79%	77.70%
Vegetable vendors	15.68%	70.23%

Table 2. Average Growth by trade across all neighbourhoods

	Average Growth	
Neighbourhood	in revenue	in profit
Bilal colony	25.70%	80.80%
Bangali Para	18.51%	81.36%
Chakra Got	29.58%	104.12%
Hijrat colony	12.50%	93.12%
Korangi-2	20.18%	68.57%
Qayyumabad	33.85%	108.61%
Sultanabad	27.19%	119.08%

Table 3. Average Growth by Neighbourhood

[1] 1 participant engaged with died of natural causes, Junaid's results have been omitted from the data sets presented.

- Delivered three community cohesion building workshops bringing together participants from all seven neighbourhoods PTP is working in.

Fi.g 2. Community building workshop 2 in Karachi, Sindh,October, 2014

- Introduced the concept of peer sourcing solutions via a series of dinners based on the 9others.com model for entrepreneurial networking.

- Registered the Street Merchants Association of Pakistan (Street-MAP), to lobby for and safeguard the interests of Street based Merchants; Street-MAP will be launched after Ramzan 2015. The concept paper for Street-MAP can be made available on request.

Why: The Challenge

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 at a particularly high risk of becoming involved in extremist activity and/or of being recruited into extremist groups.

Among the apparent factors contributing to this recruitment and activity are:

1. Incomes – potential recruits lack alternative income opportunities
2. Ideological indoctrination – potential recruits internalize attitudes of hatred and intolerance toward others; and
3. Social motives – extremist groups offer a sense of belonging, identity, and self-esteem.

How: Solution Options

One avenue for helping to address these factors is to:

1. Create and enhance income opportunities by making potential recruits understand business opportunities and if already working their businesses, market dynamics, cost drivers, profit centers, 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 labor 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. Creating opportunities and facilitating inclusion, be it financial inclusion, social inclusion and or digital inclusion.

In order to address the above mentioned push and pull factors this concept paper sets out process by which PTP engages its target audience and the process by which PTP transforms the individual, their enterprise and their ecosystem. Moreover, PTP's business growth program's focuses on the most vulnerable and marginalized individuals/groups engaged in enterprise in society; the entrepreneurs of circumstance (EoC).

PTP's aim is three fold; firstly to enable EoCs to generate wealth, employment and be their own independent security net. Secondly, to engage them in peace building dialogue to prevent their radicalization and thirdly to empower them as a community 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 by way of creating prosperity and opportunities.

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.

What: Goals and Objectives

Peace Through Prosperity's mini-MBA and onsite consulting programs are a ten month activity that involves:

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: PTP has a tested curriculum for 7 different street based trades, namely; cobblers, fruit vendors, vegetable vendors, barbers, juice vendors and snack vendors.
3. In field intervention over a 9 month period which will entail 5 x 2 hourly group based training sessions over the first week of engagement followed by one to one consulting, monitoring and evaluation over 32 weeks. This will also include monthly cohort / group sessions for wider group based dialogue as well.

PTP aims to continue to work in the current seven neighbourhoods and extend its footprint further and enable mass transformation of the selected neighbourhoods within the selected street based trades. The beneficiaries criteria shall remain the same; entrepreneurs of circumstance engaged in a constructive law abiding livelihood but failing to generate sufficient income to give them social mobility and financial independence.

Benefits and Proven Outcomes

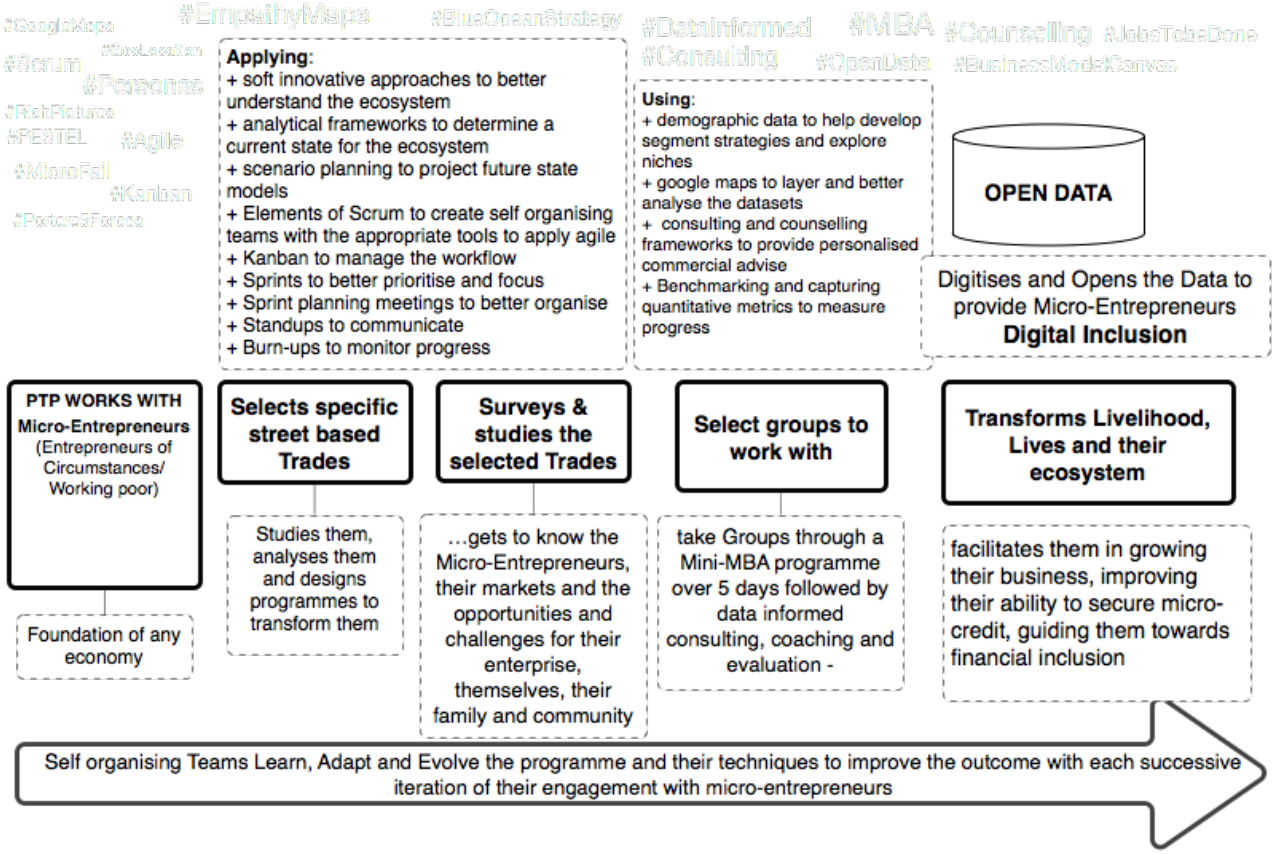
Having rolled out the mini-MBA and onsite consulting program to 327 participants in total (Karachi, Haripur, Rawalpindi, Islamabad) PTP has demonstrably delivered:

- Double digit revenue and profitability growth for the participants enterprise
- Employment
- Financial independence and awareness
- Inclusion of participant's children in mainstream education
- Social mobility
- Self-esteem and sense of 'right'
- Improved understanding of and appreciation civic rights and duty
- Sense of belonging: membership of (Street Merchants Association of Pakistan: Street-MAP)

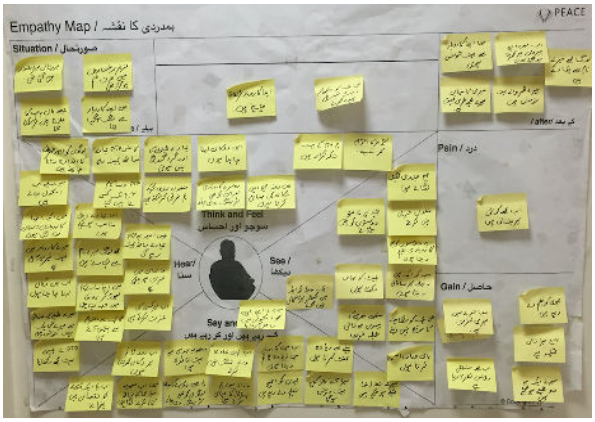
The intervention has delivered benefits for the individual participant, his family as well as for the wider community in the ecosystem.

Methodology

The program design and implementation methodology used by the PTP team has been borrowed from Software development and has been adapted to provide the team an Agile framework for the program's design and delivery.



Fi.g 2. Methodology overview for the mini-MBA and onsite Consulting Programs

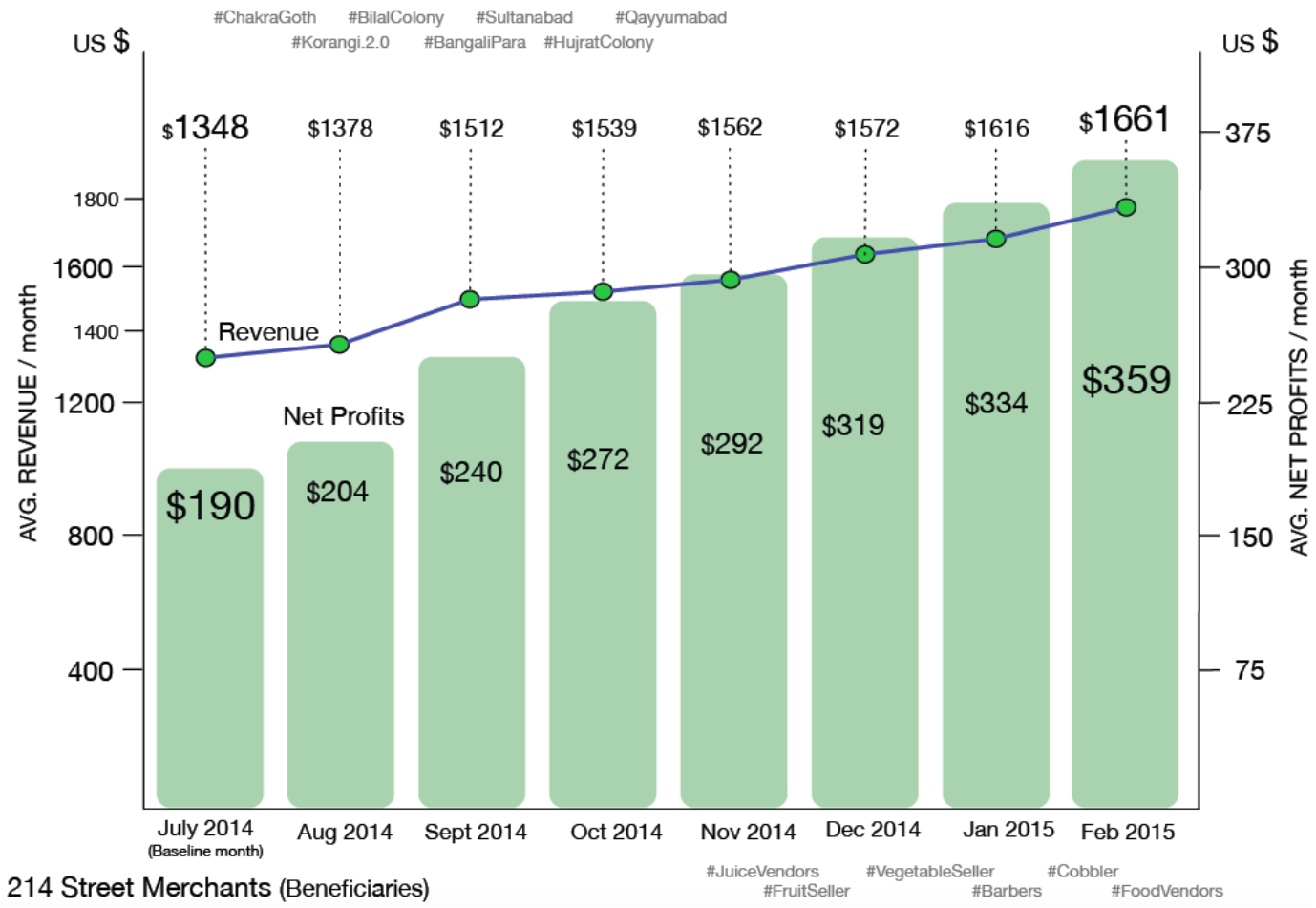


A high level process flow has been presented above that explains the approach and its significant inputs, tools, transformation process and outputs. Details of our processes can be provided upon request, PTP has thoroughly documented standard operating procedures (SoPs) to provide governance and transparency throughout the organisation and its programs.

Insofar as analytical techniques and tools are concerned, these have been borrowed from the field of Management and Digital Consulting. It is by the use of tools such as Empathy mapping, Rich Pictures, JobstobeDone framework, SWOT, PESTEL and others that the PTP team has been able to understand the pulse of the ecosystem and the drivers of the participating street merchants.

Results to Date

Summary Financial Results 214 street merchants across seven neighbourhoods in Karachi (July 2014 to Feb 2015):



Peace Through Prosperity has demonstrably delivered:

- Double digit revenue and profitability growth for the participants enterprise
- Employment: (created 15 new jobs)
- Financial independence and awareness
- Inclusion of participant's children in mainstream education
- Social mobility
- Self-esteem and sense of 'right' amongst participants
- Improved understanding of and appreciation civic rights and duty
- Sense of belonging: membership of (Street Merchants Association of Pakistan: Street-MAP)

The intervention has delivered benefits for the individual participant, his family as well as for the wider community in the ecosystem.

Upcoming Programs

Peace Through Prosperity is actively seeking funding for the following program extensions and components:

1. mini-MBA and onsite consulting program extension:
   The total number of beneficiaries we propose to, and have the capacity to cater for in the next phase of our program is 250 over a 10 month period starting from August 2015. The total investment required for each beneficiary is US$470 for the duration of the program.
   Projected Cost for extending the program to 250 participants: $ 117,500-

2. Street Merchants Association of Pakistan - year 1 startup costs
   Street-MAP's estimated costs in year 1 = $50,600

3. Digital inclusion of the Street Merchants in order to gain visibility and access to a wider audience further up the socioeconomic ladder. Through the development of a Street Merchants Access Mobile App.
   Estimated cost of development, support, hosting and marketing of the mobile App in year 1 = $48,000

Detailed proposals for the programs and initiatives can be provided upon request.

Contact Information

The purpose of this concept paper is to obtain informal feedback from stakeholders on the ideas presented prior to further development of the enterprise.

For further information kindly contact Kubair Shirazee or Sahar Zaidi-Shirazee, co-founders of Peace Through Prosperity at:

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Our informational sites

Website:	www.bringptp.com
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