



CREATING SAFE COMMUNITY SPACES

PEMIS Potential
Enterprise
Mapping
Strategy

SEED
Social, Entrepreneurship & Equity Development

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Potential Enterprise Mapping Strategy (PEMS) began as a research project with the aim of highlighting the untapped potential of small-scale businesses in Karachi. These enterprises have immense value for both the economy at the macro level, and entrepreneurs and employees at the micro level. PEMS aims to identify the hidden potential of small-scale enterprises in Karachi. Research findings from on-ground activities are being constantly analyzed and used to draft recommendations for all stakeholders including these GREs (grass-root entrepreneurs) to uplift and bring about change in respect to the current situation.



SEED - Social, Entrepreneurship and Equity Development – serves as a platform for the development and facilitation of entrepreneurship in Pakistan, and supports the growth of this ecosystem through training, education, curriculum development, incubation and mentoring. It holds the unique status of being a repository of knowledge creating a sphere of a diverse range of information – be it academic, theoretical, practical and/or experiential – for visionaries and entrepreneurs, particularly those with a social mandate.

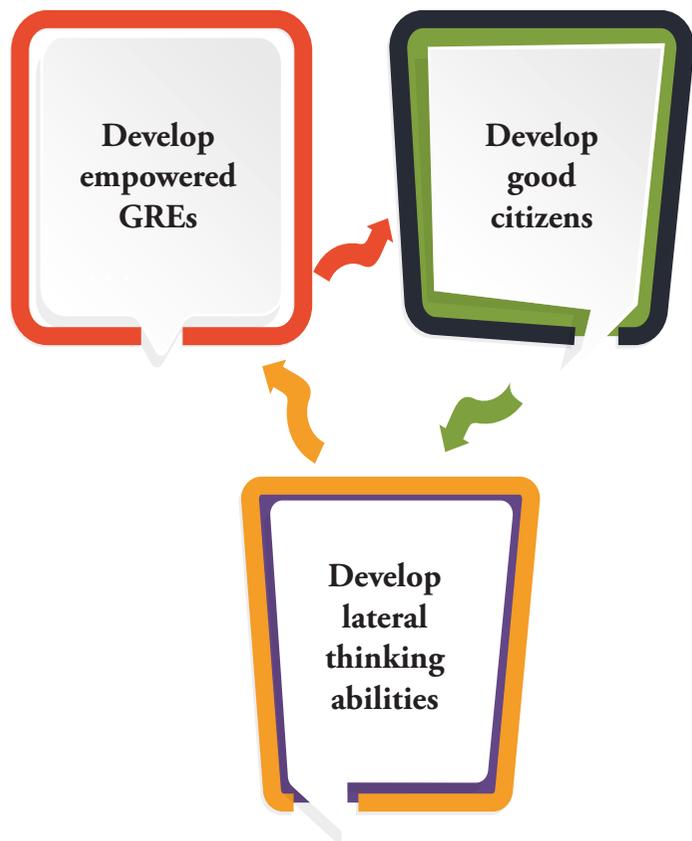
Introduction

Karachi is Pakistan's largest city, and has an approximate population of 20 million. It is a business hub, and trading port, and attracts labor from all parts of the country. People from various ethnicities are settled here, where a majority of the population belongs to lower-middle and lower class. It is important to understand the role of Karachi Pakistan's economy; it handles 95% of the country's foreign trade, contributed 30% to the industrial production and contributes 20% to the GDP.

A significant portion of Karachi's business activity comes from the informal sector primarily from the mini industrial and commercial hubs which are located in underserved localities spread across the six districts of the city . Although their contribution is noteworthy, they are unable to scale up or improve their standard of living, owing to underdeveloped business acumen and personal abilities – social and creative skill development is a facet that is mostly ignored. In order to amplify these capabilities and the business acumen of micro entrepreneurs operating in Karachi, we devised a strategy focused on empowering existing and aspiring micro-entrepreneurs, and building their entrepreneurial capabilities.

To employ this strategy we decided to establish community centers in different parts of the city, and use them as hubs not only to educate our target audience, but to also provide them with a community space where they would be comfortable to engage with other community members, discuss and share opinions and indulge in productive extracurricular activities.

Each one of the six districts of Karachi has different dynamics with respect to its ecosystem and distribution of ethnicities. The primary audience for these community centers were GREs belonging to various ethnicities, in addition college or university going students and employed individuals were also invited to be part of the audience. A specialized curriculum was developed which focused on enterprise development, value education and creative expression. It was combination of class room based learning, and activities which were meant to build knowledge, increase engagement and encourage a sense of ownership to ones community. The objective of these community centers was to encourage a development cycle as forth:



About the program

Creating Safe Community Spaces was implemented by SEED Pvt. Ltd in collaboration with Karachi Youth Initiative (KYI), across the six districts of Karachi. This project was conceived to address the lack of community centers that provide a healthy and productive environment to the residents of marginalized communities of Karachi. The ethos was to educate aspiring and existing entrepreneurs about economic possibilities, better business practices and encourage discussion. A further benefit induced as a result of these community centers was encouraging a sense of social cohesion and consequently helping the target audience to understand how they can work together to create a positive and productive environment in their localities.

Objectives

With the help of this program, we aimed to achieve the following objectives:

- To increase and develop business acumen amongst aspiring and existing micro-entrepreneurs
- To inculcate financial discipline
- To develop a mind-set amongst grassroots towards financial independence
- To create community centers in vulnerable neighborhoods of Karachi.
- To increase community resilience to circumstances by providing access to safe community spaces.
- To engage the target audience in positive, community oriented activities
- To create a hub for engagement and interaction for youth belonging to underprivileged areas.
- To provide opportunities of entertainment, edutainment, and socializing.
- To provide facilities and opportunities of networking amongst diverse ethnicities.
- To enhance and uplift the acumen of masses for betterment of their daily life, and develop their awareness regarding good civic practices and their positive impact

Phases of execution

Operating in marginalized communities can be challenging, however, based on our prior on ground experience in these areas, provided us with key insights that helped us develop a sound execution methodology.

Following is the manner in which the programme was conducted:

Stage # 1: Needs and capacity Assessment

The objective behind conducting a needs and capacity assessment was to understand the dynamics of each area in order to:

- Assess the need for learning about topics under enterprise development and develop a relevant curriculum
- Design activities that would create interest and encourage community interaction
- Gauge the effect of socio-economic circumstances on business development
- Personal and attitudinal changes & choice of behavior attributed to external stimuli

Needs Assessment was carried out by the teams in the six districts of Karachi in order to select specific locations feasible and relevant for establishing community centers. During this stage, our research team, held face to face interviews with the locals of each area. Factors inhibiting healthy social and business development which were common amongst the shortlisted areas were:

- Extortion;
- Ethnic violence;
- Lack of basic utilities
- Limited and mostly non-existent avenues for business and professional development
- Poor community and family structure
- An almost perpetual sense of hopelessness, and lack of faith in the system and state

As a result of this activity, six locations were identified on the basis of the developed selection criteria:

District	EAST	WEST	SOUTH	CENTRAL	MALIR	KORANGI
Area	Al-Masroor Chowk; Sachal Goth,	Ruby Morr; Baldia	Khadda Market; Lyari	North Karachi	Ghazi Dawood Goth	Korangi # 3

Stage # 2: Awareness Drives

Awareness drives were conducted at the shortlisted locations. The purpose of these drives was to provide potential program participants with information regarding the program and educate them about the purpose of creating safe community spaces in their localities. Information regarding the awareness session was disseminated via flyers and posters that mentioned awareness session dates and locations. Awareness was created via workshops, activities and interactive sessions, and participants were introduced to the flow of program.

Stage # 3: Workshop

Workshops were designed post a detailed analysis of the NCA. Based on the findings, a curriculum was developed which addressed three streams: Enterprise development, value education and creative expressions. Workshops were designed to be a combination of regimented sessions and extracurricular activities which included guest speaker sessions, showcasing documentaries & motivational movies, role-play, leadership activities, board games and debate competitions etc.

- Enterprise Development

Fundamentals of enterprise development (ED) were provided to give the target audience conceptual clarity about the fundamentals of entrepreneurship. The developed curriculum was delivered through regimented sessions held at each center twice a week. The ED curriculum covered the basics of entrepreneurship, finances, marketing and basic banking and saving concepts. The objective was not to impose new concepts, instead our focus was to provide the participants with concepts that would add value to their current practices or provide a strong foundation to aspiring entrepreneurs.

- **Value Education**

Value Education workshops were designed to educate participants about skills necessary for personal development. The primary objective of these sessions was to help the target audience perceive themselves as solution providers, rather than just victims of circumstances. Self motivation techniques provided them with an understanding as to how they could couple intrinsic and extrinsic triggers to inspire and encourage themselves to work towards their goals. In addition, participants were also educated about how they could manage their time better, communicate effectively with people in their community and display and practice an attitude of tolerance and respect for others. Participants also learnt about conflict and anger management, and the importance of complete information about a situation before drawing conclusions out successful and just arbitration. Role play activities carried out for Anger Management turned out to be not only entertaining but a great way for participants to relate to situations which provided basis for a successful activity. A number of hilarious situations were also witnessed that further engaged the attendees.

The target audience was also educated about personal hygiene and good civic practices.

- **Creative Expression**

Innovation and Creativity go hand in hand, and are two essential factors of entrepreneurship. Our objective was to provide participants an environment through these workshops where could express themselves through narratives, or works of art. These sessions were activity based where participants actively took part in the activities and produced art pieces, giveaways, calligraphy etc.

- **Motivational Movies/Documentaries**

Screening of movies and documentaries were conducted in order to provide entertainment as well as encourage experiential learning. The movies were followed by discussion within participants with their reviews and comments.

- **Panel Discussion - Need for Cultural & Community Spaces**

Panel discussions on the need for community centers were held at the community centers. The panel was represented by members of the local community and team managing the centers. These discussions were fruitful as they helped to bring to light multiple perspectives regarding the relevance and significance of such spaces within the community, additionally these discussions also helped the on ground team members understand what the participants required. On the basis of the outcomes of this panel discussion, improvements in existing activities were proposed.

- **Leadership Activity and quiz**

The activities were designed to help participants revisit leadership concepts taught during value education. These activities and their results helped us evaluate if there had been a shift in mindsets of the audience with respect to leadership. Formerly participants had different views regarding leadership and believed it to be all about influencing with power. Once they participated in activities, they understood that there was not just one but different kind of leadership styles, and a good leader was able to fluctuate between different styles based on the complexity and nature of a particular situation.

- **Outdoor Activities**

We felt it important to conduct some community based activities outside these community spaces to provide a chance to participants to interact more actively with each other, and work together on something meaningful. For this purpose we had participants from each center visit underprivileged schools and get involved in activities with the students. The participants realized the importance of giving back to society, and their potential to bring about a change regardless of their social stature.



Community Centers: Audience Analysis

Each community center served a target audience that hailed from different ethnicities, and were mostly part of the lower income class. Provided below is a brief description of two characteristics; ethnic diversity and economic status that helps to define the audience at each centre:

Central District

North Karachi was selected as the location for the establishment of a community center in the Central District. A significant portion of the audience was either Pushtoons or Urdu Speaking, and only a minority was of Sindhi ethnicity. This ethnic division led to language barriers, and impeded healthy cross ethnic engagement. We also observed that there was a general frustration amongst the audience about the lack of basic facilities, and they also displayed a lack of tolerance and respect for others opinions.

Majority of the population belonged to the lower middle class. It was observed that this particular economic status of the residents was due to illiteracy, lack of employment opportunities and a weak entrepreneurial acumen. People preferred working in silos and had a very non participatory attitude due to ethnic reservations.

Korangi District

The community center for this district was established at Korangi No. 3. The audience belonged to Urdu-Speaking, Baloch, and Punjabi background, there were also some Christians from the community that actively participated in all the sessions.

Audience members belonged to a mix of lower and middle class, where a majority was from the latter class. There was a general resistance initially to receiving education of any kind, and participants displayed rigidity towards knowledge acquisition and were not particularly inclined towards bringing a change in their circumstances. They focused on their daily necessities and lacked the motivation to improve their situation. One of the main reasons behind the state of affairs was due to lack of infrastructural facilities in the area, which had pushed most people to become complacent with their existing resources.

West District

Baldia was selected as the target area from this location. Observations revealed that majority of the population belonged to Baloch communities, with some portion belonging to Urdu-speaking backgrounds. There was active cross ethnic engagement present hence respect for diversity was not really an issue between communities. Population comprised mostly of Lower middle income class. There was generally a positive attitude amongst the masses regarding making efforts to improve and uplift the basic infrastructure pertaining to education and health. It was found that this positive thinking was a result of improved security measures against criminal and terrorist activities. It had provided residents with a sense of freedom, and a greater sense of hope to pursue their interests towards a better quality of life.

South District

Lyari was selected as the target area for from this particular location. The area has infamous reputation for being a center of inter-ethnic and political conflict, violent protests, gang wars, murder and terrorist activity. However the recent Rangers operation is credited for reducing strikes and market-places shut-down, gang wars and street crimes. The residents enjoy a safer working environment due to the army action.

The audience at this center belonged to Baloch, Memon, and Sindhi communities. A minority of the population constituted of Christians and Punjabis. Reservations to interact were on account of the ethnic diversity, and led to low involvement amongst the residents. However, due to increased educational opportunities, this mindset is on the verge of improving.

Most of the participants belonged to the lower income class, and were heavily dependent on the development sector for improvements in health and education facilities in their area.

East District

From the eastern district of Karachi, Sachal Goth was selected as the location to setup a community centre. This was one of the least developed areas of the district, and suffers from high poverty resulting from economic instability. The residents resorted to illegal activities leading to an increase in crime rates. Due to lack of infrastructure and resources, we witnessed community members displaying severe displeasure toward the state of things.

Majority population came from Sindhi background, while there some small groups of Pashtoons and Urdu speaking people as well. Since most of the participants in class were of Sindhi descent, while only a minority belonged to either Urdu speaking or Pashtoon groups, we witnessed a general intolerance amongst participants for other people's views and opinions.

Malir District

Malir is one of the six districts of Karachi which is divided into Malir Town, Bin Qasim Town and Gadap Town. Ghazi Dawood Goth is one of the neighborhoods of Malir Town and was selected as the area for intervention. It is home to ethnics groups such as Balochi, Sindhi, Mahajir and the Pathans. There were frequent instances of ethnic violence in the past, however, we observed people displaying a positive and tolerant attitude. Business activity was very slow in this area.

Participants belonged to the lower class mostly consists of employed individuals, students and shop owners. Physical infrastructure was developed in the past, however due to lack of maintenance it has dilapidated and is in poor condition. People lack both, a vision and necessary resources to improve conditions of the area. In terms of education, there is lack of focus, because consistent sustenance remains a major issue in the area.

Impact Assessment Tools

The nature of this program required us to record constant feedback from the participants. Fortunately, all participants were eager to provide recommendations and feedback regarding the quality and content of the workshops. This helped us alter the program, activities, learning material, and implementation strategy to make them more effective, impactful and better equipped to address enterprise and personal development needs.

The findings and observations presented in this impact assessment report have been gathered through the following tools:

1. **One-on-One Interviews**

The SEED core team conducted one – on- one interviews with participants in order to gauge their interest and receive feedback regarding the sessions.

2. **Pre and Post implementation questionnaires**

- Pre-implementation questionnaires were used to understand the characteristics of participants from each district, and use this information to cater to the needs of community members from a respective district.
- Post implementation questionnaires were used to assess the change in mind-set and gauge the learning of the beneficiaries.

3. **Monitoring and Evaluation**

Trainers, SEED core team and centre staff provided insight about participants, delivery of work shops, and their general observations of the on-going activities. These insights were used to improve processes and deliver relevant impact.

4. **Complaint/recommendation boxes**

Complaint/recommendation boxes were placed at each community space. Participants were invited to drop in anonymous complaints/recommendations in the boxes (to maintain confidentiality). Their input helped us understand the level of concern and interest of the participants. It was an effective tool in receiving insight regarding their views. It also helped in incorporating more opportunities for socializing as well as entertainment and edutainment in the program.

5. **Post activity feedback**

The on ground team allocated a few minutes at the end of each activity to receive feedback from the participants. This gave insight into the effect of the sessions/activities, and the overall flow of the programme.

Impact

Breakdown of beneficiaries

The total direct beneficiaries of the program included more than 3450 individuals. Overall these individuals belonged to SEC B and C, and had at least a Matriculate degree. Although we had set the age group of participants in our initial selection criteria from 16 to 40, once the program was initiated and a number of entertainment activities were conducted, we observed that individuals in the age groups of 50 to 60 years were quite motivated and eager to be part of the community centers. While only 5% of the total participants were females, but it is important to note that this low female participation rate is mainly attributed to the conservative socio-cultural norms practiced and prevalent in these communities.

Activities	Male	Female	Total
Enterprise Development & Value Education Workshops	730	35	763
Guest Speaker Session	800+	30+	930+
Motivational Documentaries	850+	50+	900+
Other Misc. Activities (Open for All)	950+	50+	1000+
Total	3,300+	150+	3450+

Community engagement

Audience belonged to a different mix of ethnic backgrounds. They came from different cultural groups of Baloch, Urdu Speaking, Pakhtoons, Punjabi, Memon and Sindhi descent. Initially, the team was looking for any opportunity to engage participants, keeping in mind the diverse ethnic backgrounds that existed in class. Also, ethnic differences were one of the most common reasons for violence prevalent in most areas of Karachi. However, as activities at the community centers progressed, a level of comfort was achieved, and an awareness was created with regards to enterprise development, positive thinking, openness to new ideas, acceptance of differences and varied viewpoints, teamwork and working in synergy with others, the impact created was evident in the following forms:-

- An inclination to start small ventures owing to high unemployment in most of these areas
- A display of keen interest in concepts such as marketing and financial management
- Developing a certain level of tolerance for each other's points of view regarding daily life management.
- Exchanging good practices and ideas among each other
- Team work in activities conducted by trainers
- Initiating conversations and healthy arguments to discuss different perspectives
- Developing an indifference to ethnic and religious background and interacting with each other
- The development of interaction among participants as certain level of trust was established among them because of attending the course together
- Development of accessible community spaces where diverse ethnicities reside rather than setting up centres in isolated community spaces to enhance the collaboration and networking opportunities

- To further increase the community engagement, various activities of team building along with games and competitions were held accelerate associations within participants
- Interaction with each other and interest in socializing, viewing the community centers as a place to learn, have fun, unwind, and meet new people.

Trust, Interest and Enthusiasm

In order to engage participants, the team ensured a participative approach. Each community space was tailored in order to accommodate the community members in a most effective manner. In terms of networking and encouraging dialogue, the on ground team maintained an environment that allowed for maximum communication opportunity. They employed this by implementing a specific seating arrangement during the workshops/activities. The seating arrangement ensured participants of different backgrounds were seated together, and indulged in conversations, interactive activities and question & answer sessions. This also provided socializing opportunities to them.





Feedback From Participants

“I spend atleast half an hour here, it makes me fresh and relaxed through interaction and chatting with my new friends” – M. Aijaz

“If we all apply these learnings in our daily lives, this would be a much more peaceful place to live”
– Latif Khan

“I’m lucky to have an amazing opportunity to learn as much as possible from this programme where all the basic aspects of life are taught, organization to take this initiative is doing a favor to our society which can never be repaid.” – RehmanYaqoob

“I love the concept of learning through edutainment and different kind of activities which will have lifelong impact on my life.” – Ahmed Riaz

“I’m a 58 years old, it will be difficult to attend anything regularly but this programme for the society shows the bright side and will help to facilitate the student body and unemployed of our society.” – ImtiazAslam

“My brother and I waits for the sessions and interaction with other community members through this programme” – Siraj, brother of Mairaj

“These programmes will help to uplift the status of our society” – Majid Khan

My Perspective of the environment and surrounding has been shifted through the content and activities observed here. – Muhammad Hassan

“If I would be young enough to participate on regular basis, you would have no one more motivated and keen to learn for this programme, my prayers are with the project team” – M. Alam

“My education has taught me books, this programme has taught me humanity and way of spending life” – Suleman Naeem

Case Studies

Asadullah Khan – Trainee at North Karachi Center, District Central

He was very de-motivated and discouraged, and had recently discontinued his clerical job at a local bank branch. Sessions on enterprise development at the community center helped him develop a vision. He felt energized and motivated to work hard and build something on his own. During the sessions not only did he start developing a business model, but also sought advice on how he could develop it into a sustainable and viable enterprise. He displayed active learning and worked on incorporating concepts he had learnt during the sessions.

He decided to venture into yarn trading. Although, finance was an issue for him, however, his credibility and reputation as a hard working colleague played a fundamental role. His work mates on the last job observed a change in his energy through enterprise development and creative expression workshops. This also brought a shift in his approach to design and operate business models. His reputation and details of the model made a good combination for raising funds needed for the credit line of business that he wanted to set up.

Reaching the final stages of the project, he showed concern and required individual attention from the trainers to which they took immediate notice. His energy and enthusiasm was observed, more importantly a positive change in his attitude. Currently he is operating his business on a small scale, and is looking forward to continuing his own venture.



Muhammad Aslam – Participant at Lyari Center, District South

Muhammad Aslam is motorcycle spare parts wholesaler. When he registered for the program, he was an individual of shy nature and low self-esteem. He came to attend workshops in the hope of capacity building and bring about a change in his personality. Value education and creative expression workshops were the main attractions for his presence in the center, but gradually his interest also developed in enterprise development sessions and motivational speaker sessions. His motivation was also reflected when he forced his partner to attend couple of edutainment sessions with him. Aslam believed it was in his nature to be quiet and to remain in the shadow. His partner even forced him to get involved in dealings, managing clientele and not only handling operational duties. Aslam avoided interaction with the clientele. His avoidance was the reason his partner encouraged him to become a part of workshops so that he can build upon his weaknesses. He only discussed and expressed his issues with center team through personal one-on-one conversation. After showing his concern, team decided to make sure that he is actively involved in activities and is participating throughout the program. Gradually he started participating through questions and feedback during the session, which was a phenomenal beginning to this change. Later during the course of program, debate competitions were conducted when

team involved him in deciding the topic of the debate so that he can share his perspective boldly. Team decided to begin the activity with him so he wouldn't feel any pressure. After that day his confidence boosted as he received appreciation from the crowd. Furthermore, shifts in his personality were observed and encouraged. He concluded feedback at the end of



program with his confidence of speaking in front of hundreds of people. He did not feel any hesitation in dealing with vendors and customers.

SajjadShahani – Admin Asst. at Sachal Goth Center, District East

A young intermediate qualified with partial bachelor's degree had to look for a job to support his family. He was referred to by the Center Manager of Sachal Goth as an honest and hard-working boy. His needy situation forced him to quit his education. During his interview he expressed his long-term vision of

supporting his family, so none of his siblings had to face similar situations where they have to go against their interest in order to fulfill basic survival needs.

Sajjad was keen to learn and avail all opportunities.

His interest in learning was noticed by the team when his span of attention was quite high during the training sessions. He constantly questioned the trainers before and after sessions. He used to take notes and guidance from trainers for creating his own

path of venturing into something sustainable. His motivation can be judged by the decision of investing every bit of savings into a communication shop. It was interesting to see how he conducted market research through participants and community members in the surroundings to gauge the need of the residents.

He began operations in mid-November, soon after learning concepts of marketing imparted in the ED sessions. He developed his relations and took advantage of the project's reputation in order to build PR for his venture. In a span of two months, he's quite satisfied with the results. Moreover, he has also involved his

elder brother in the business and is now looking forward to expanding his business by establishing another shop in nearby area. His only hurdle for that is to arrange finances. He plans to save for a couple of months rather than opting for a loan.



Iqra, Zehra&Naeema – Three friends at Malir Center, District Malir

One of the most interesting cases produced through this program is this new venture setup by three friends where they have collaborated with their own skillful strengths of designing, painting and decorating show pieces. Just a quarter year ago they didn't have any idea about collaboration and creating something out of their strengths, neither did they have any idea about their skills as a unique selling point.

Very young and self-motivated girls decided to attend the workshops through the flyers distributed across the streets of Malir. Their interest in creating beautiful pieces out of reusable items was the mutual interest they had. Skills were already there, so they only needed a path to walk on with trustworthy and motivated partners. They found each

other through PEMS program along with expertise in enterprise development and polished their skills during creativity sessions. They have already started commercializing their products such as decorated pots, wall paintings, calligraphy etc. in nearby areas only due to limitations. While getting to know more about their plans, they expressed plans for distribution through vendors and agents so that they can reach larger markets and might also consider creating an online portal once they can accumulate inventory for display. They give complete credit to PEMS and trainers for providing with quality content and real life experiences. They also thanked guest speakers who played their part as a mentor in forming their venture and provided them support throughout.



Iqra, Zehra&Naeema – Three friends at Malir Center, District Malir

Ziaullah was a young boy in his mid-twenties. His mother had passed away just when he was on the brink of adulthood. He had gone through a depressive period and had isolated himself from his family and friends. He used to work at a restaurant but he had left it. Though his period of hardship had passed, but it had a significant impact on him.

When the community center started, Ziaullah was known as a non-socializing person and worked at a local tea shop to make a living.

Ziaullah came to the community center as a result of the continuous awareness drives conducted by the team. At first sight, he was just an ordinary participant who silently came, attended the sessions and went. He was very shy and did not speak at first. Since the trainers engaged a lot with the audience, he gradually started participating. He also started playing board games with other participants. The team was very moved when he shared his life story with them. He also mentioned that he was felt different and lively when he was at the center and it had influenced his life a lot.

Ziaullah found the life inside himself again and motivation to achieve great things in his life. He realized he could do a lot more with the experience he had from working at restaurants. He left his old job at the tea shop and started working at a renowned tea café in DHA at evenings. He was motivated to start his own café and benefitting from the entrepreneurial trainings, he devised a basic business plan. Ziaullah is one of the best examples of how this programme touched the lives of the participants.



SaleemSuleman, pharmacist at Korangi Center, District Korangi

A disheartened ill member of the society, with almost no support from his family was barely on the verge of survival when he got to know about the project through awareness drives conducted by the center team. Suleman is an asthma patient since childhood, residing in Korangi, with severe condition due to lack of resources and unavailability of his cure in the area. His asthma attacks were uncertain and couldn't get the treatment on time.

He was pushed by one of the trainer's reference to attend workshops as a distraction from his condition. Once he started attending the sessions, it wasn't difficult to retain him due to his self-interest in learning new things. He was one of the most regular participant, and took interest in all the activities. During one of the sessions when trainer mentioned turning problems into opportunity, this idea of making specific pharmaceutical products available in his town. It wasn't so simple as real-life business implications and resources were also a question. Finally he decided to work as a trainee in one of the pharmacy to learn business nitty grities and rather than being the pharmacist, be the distributor of such products in specific areas.

This was one of the wonderful achievement of turning a patient's life into an entrepreneur through trainings and making him realise importance of his existence, where not only he can solve his problem but also benefit more people of the society facing similar issues.



