

INNOVATING FOR A SUSTAINABLE AND RESILIENT FUTURE



SEED VENTURES IMPACT REPORT 2022-23

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Foreword

Welcome to our 2023 Impact Report, an exploration of our actions, achievements, and aspirations over the last two years. The theme of this report, 'Innovating for a Sustainable and Resilient Future,' encapsulates the essence of our purpose at SEED Ventures: to create and drive solutions that foster a sustainable world resilient to the myriad of challenges that lie ahead.

The recent report by the World Economic Forum reveals an unsettling truth about our global society. It forecasts that in the short term, the cost of living will be our greatest concern, reflecting the immediate issues that individuals and families worldwide grapple with daily. However, as we look further into the next decade, environmental and societal crises, fueled by broader geopolitical and economic trends, are expected to take centre stage. The potentially catastrophic loss of biodiversity, ecosystem collapse, and other environmental risks are projected to become our dominant challenges.

Against this backdrop, it becomes crystal clear that our approach to managing these risks must transform. We must shift our focus from mitigating immediate threats to creating systems designed to prevent and overcome future challenges.

Pakistan, standing on the precipice of a monumental transformation, has battled a global pandemic, the relentless impacts of climate change, and an unpredictable economic and political landscape. These circumstances only amplify the need to address our systemic inadequacies and steer towards sustainable resilience.

In response, SEED Ventures has refined its mission, pivoting towards investing in opportunities, initiatives, and partnerships that directly tackle these crucial trends and societal challenges. Our

focus now centres on nurturing our human capital, bolstering community resilience, harnessing the private sector's potential, and constructing systems that propel impact, rather than impede growth.

Our ICIS strategic and impact frameworks lie at the core of this mission, fostering transformation across every facet of our work. We are profoundly grateful to our partners – Matriarch Ventures, Synapse, and PH Solutions – who share our dedication to social value and positive impact. Together, we have co-invested and co-founded ventures like ENSOGOV, Cognite, and Impact Dashboard, aiming to simplify ESG for businesses, enhance mental health understanding, and foster impactful sustainability narratives.

An essential part of our broader vision is our ongoing work to strengthen trade ties and develop social development partnerships between Pakistan and Finland. Our participation in the Finnish-Pakistan Business Summit is an integral part of this commitment. We see tremendous potential in this partnership to foster business growth, expand knowledge and resource exchange, and contribute significantly to the socio-economic development of both nations.

Our commitment to these initiatives signals our faith in the power of innovation and collaboration to shape a sustainable, inclusive future. Yet, we understand that this vision will remain an elusive ideal without a relentless commitment to progress across the Sustainable Development Goals (SDGs). Thus, as we journey forward, we pledge to redouble our efforts across our six key thematic areas: Agriculture/Food Security, Mental Health, Climate Action, Livelihood Development, Education, and Diversity, Equity & Inclusion.

In an increasingly interconnected world, we believe our actions in Pakistan have a far-reaching global impact. Our ongoing initiatives to strengthen trade ties with the UK and Finland, bolstered by the prestigious MBE recognition for our Founder and Director, Faraz Khan, underscores our commitment to fostering international collaborations for sustainable development.

However, we cannot ignore the sobering reality illuminated by the World Economic Forum's report. Immediate concerns such as the cost of living and impending environmental and societal crises demand a dual-focus approach. Our path forward necessitates swift action on current issues while maintaining a keen eye on looming challenges. The urgency of the situation is clear: if we persist with the status quo, we face a grim future of extreme poverty, unprecedented hunger, and insurmountable gender gaps. The fight against climate change is more critical now than ever, as we hurtle towards irreversible environmental degradation.

Yet, at SEED Ventures, we see this as a call to action. We are prepared to make the necessary interventions to maintain the right trajectory. We are committed to transforming these formidable challenges into opportunities for growth, innovation, and sustainable development.

We hope this report provides a comprehensive insight into our journey over the last two years. As we look ahead, we reaffirm our commitment to innovating for a sustainable and resilient future. Join us as we strive to make this vision a reality. Together, let's shape a world that thrives, not merely survives!



Shaista Ayesha
Chief Executive Officer

Founder & Director's Note

The unveiling of our 2023 Impact Report, reflecting on our endeavours over the past two years, compels us to contemplate the broader implications of our actions and the role we play in a rapidly changing world. The theme 'Innovating for a Sustainable and Resilient Future' is more than a guiding principle; it's a calling that resonates with our core beliefs.

Today's world reveals we're enmeshed in a 'polycrisis'—a convergence of cascading challenges that amplify each other. This term resonates when contemplating rising sea levels, fluctuating weather patterns, and the ensuing forced migrations. In Pakistan, the 2022 monsoon season brought record-breaking rainfall affecting 33 million people. Floods triggered 8.2 million internal displacements, constituting the world's largest disaster displacement event in a decade. The number of internally displaced people worldwide has reached 59.1 million—an all-time high.

These statistics highlight the urgent need for action, with the direct economic impacts of internal displacement worldwide standing at \$21 billion in 2021 alone.

These are not isolated events; they're shockwaves that crisscross our global economic tapestry, fostering societal strains and reshaping geopolitical landscapes. The figures are alarming: in 2022, the planet was 1.15 ± 0.13 °C warmer than the pre-industrial average, with an increase in greenhouse gas emissions of 4%.

Environmental degradation's domino effect has far-reaching consequences. Up to 40% of the planet's land is degraded, threatening global GDP and the livelihoods of billions. Climate change could push over 100 million more people into poverty by 2030, further exacerbating inequalities.

Health is not untouched, with the World Health Organization estimating that climate change could cause approximately 250,000 additional deaths per year by 2050.

Our ecology also bears the brunt. The WWF's Living Planet Report has highlighted a 68% decline in global wildlife populations since 1970. The loss of biodiversity affects everything from the Great Barrier Reef, which suffered 91% coral bleaching in 2022, to deforestation, accounting for more than 420 million hectares of lost forest since 1990.

Climate change transcends environmental concern; it's a global crisis affecting us all. However, international efforts often feel sluggish, struggling to match the urgency that these statistics dictate. The slow pace of global agreements and failures of accords reveals a chasm between political rhetoric and tangible action.

The adage 'Precaution is better than cure' rings truer today than ever before in the face of our global environmental crisis. It is a wisdom that urges us to not merely react to the symptoms but to address the underlying causes proactively.

Against this dire backdrop of escalating climate change, deforestation, and loss of biodiversity, technology offers hope. Innovations like AI and 3D-printed solar structures are no longer futuristic concepts but tangible tools that can revolutionize sustainability. Yet, isolated technological solutions won't suffice. We must bridge the chasm between fragmented efforts, forging globally integrated strategies that transcend competition.

A potent economic tool emerging in this context is the arena of carbon credits and sustainability-focused asset classes. Global carbon markets expanded in 2022, reaching €865 billion (\$924

bln), a testament to its growing importance. Global carbon markets post a 14% increase in value in 2022, despite a 21% drop in volume - a testament to its burgeoning importance. It's more than an economic instrument; it's a clarion call for businesses to innovate and gravitate towards sustainable practices.

ESG regulations are compelling businesses to reassess models. The primary sectors, particularly agriculture and manufacturing, found themselves grappling with both supply chain disruptions due to climatic anomalies and increasing demand for sustainable products. Traditional sectors, from energy to agriculture, are experiencing seismic shifts.

Geopolitical changes, driven by the urgency of the climate crisis, are profound. Once passive spectators, countries now find themselves at the front-line, combating the repercussions of decades of environmental neglect. An emerging global consensus recognizes that climate change isn't a localized issue; its repercussions are indiscriminate, making global collaboration not just desirable but essential.

The picture at hand is grim; however, the opportunities that lie therein are greater and necessitate a more cohesive and collaborative course of action. At SEED Ventures, our aim is to work together to leave behind a better and liveable world for our children and future generations. Reflecting on this commitment, the resounding gravity and responsibility of our mission can be overwhelming. But it is really up to us, and the time to change things is now.



Faraz Khan
Founder & Director

Overview

As an impact investment organization with a focus on social impact ecosystem development, we have been dedicatedly serving Pakistan for over a decade. **Our mission** is to foster **inclusive socio-economic prosperity**. Being a for-profit entity, we strategically collaborate with diverse sectors, including public, private, and developmental, to effectively achieve Sustainable Development Goals. This is made possible through our robust, impact-driven sustainability model.

Our **innovative** model is designed to address environmental, social, and economic challenges. We emphasize the creation of bespoke strategies that not only tackle these challenges but also underscore the importance of continuous improve-

ment, collaboration, and innovation. This approach ensures that our work yields a long-term positive impact. We are committed to responding to the global risks faced by communities and organizations.

Our strategic priorities encompass key areas such as Agriculture/Food Security, Mental Health, Climate Action, Livelihood Development, Education, Diversity, Equity & Inclusion, along with a strong emphasis on gender balance. Our efforts are oriented towards creating a meaningful impact for **children, youth, women, and marginalized communities**. We believe that every individual deserves an equal opportunity to thrive, and our work is a testament to this belief.

Vision

Creating Inclusive Economic Prosperity

Our vision is to create inclusive economic prosperity by developing and nurturing the social impact ecosystem and building a future where everyone has equal access to opportunities and growth.



Mission

Our mission is to create transformational change at an individual, community, institutional, and systemic level through social impact ecosystem development and impact investment.

Core Values:

At SEED Ventures, we work through collaborations and strive for sustainable impact. We celebrate diversity and inclusivity and foster a culture of innovation in our organization. Equity and empathy are at the core of our interventions.

Our Impact

115,000+

Total Beneficiaries

2000+

Jobs Created

53

Projects Completed Across Pakistan

PKR 3.371 billion

Commercial & Impact Portfolio Turnover

PKR 143.5 million

Commercial & Impact Investments

PKR 68.5 million

Impact Investment

PKR 57 million

Grants Disbursed

139

Enterprises Funded

40+ Cities

Local Engagements

15 Countries

Global Engagement

1

Social Enterprise Legislation Co-Authored

12

Researches Conducted

34

Curriculums Developed

ICIS Strategic and Impact Framework

The ICIS Strategic framework represents Impact, Capital, Innovation, and Scalability. It is a strategic approach used by SEED Ventures to drive social impact and create a sustainable and resilient future.



TRANSFORMATIONAL CHANGE

Impact

The first pillar of the ICIS framework focuses on creating meaningful and measurable social impact. SEED Ventures is committed to empowering marginalized communities, women, and youth through various initiatives, including education, capacity building, mentorship, and access to financing and markets. By measuring the outcomes of these programmes and monitoring their effectiveness, SEED ensures that its efforts lead to positive and transformative change in the lives of the beneficiaries.

Innovation

The third component of the ICIS framework emphasizes the importance of innovation in driving social change. SEED Ventures continuously seeks new and creative ways to address social challenges and implement impactful programmes. It encourages innovative thinking, technology adoption, and the application of best practices to achieve its goals effectively.

Capital

The second pillar revolves around mobilizing capital for impact-driven projects and ventures. SEED Ventures uses innovative financial mechanisms such as impact investment, blended finance, co-investments, and public-private partnerships to raise the necessary funds for its initiatives. By attracting investments from various stakeholders, SEED maximizes its ability to create sustainable and scalable solutions.

Scalability

The final pillar of the ICIS framework centres on scalability. SEED Ventures aims to create solutions that can be replicated and scaled to reach a larger audience and have a broader impact. By leveraging its network, partnerships, and knowledge, SEED ensures that successful initiatives can be expanded to different regions, benefiting more communities and individuals.

How We Work

At SEED Ventures, we employ our ICIS approach to foster inclusive economic prosperity through two main methods. The first is ecosystem development, where we collaborate with public, private, and development sectors to achieve Sustainable Development Goals (SDGs). This can be done either through our off-the-shelf models or by crafting tailored strategies that address environmental, social, and economic challenges. Our focus in this method is on continuous improvement, collaboration, and innovation to ensure long-term positive impact. The second method is impact investments, where we explore Corporate Impact Venturing (CIV), co-investments, and grant management. This ensures that capital is strategically used to create both Social Return on Investment (SROI) and Return on Investment (ROI) for all stakeholders.



Off-the-Shelf Solutions

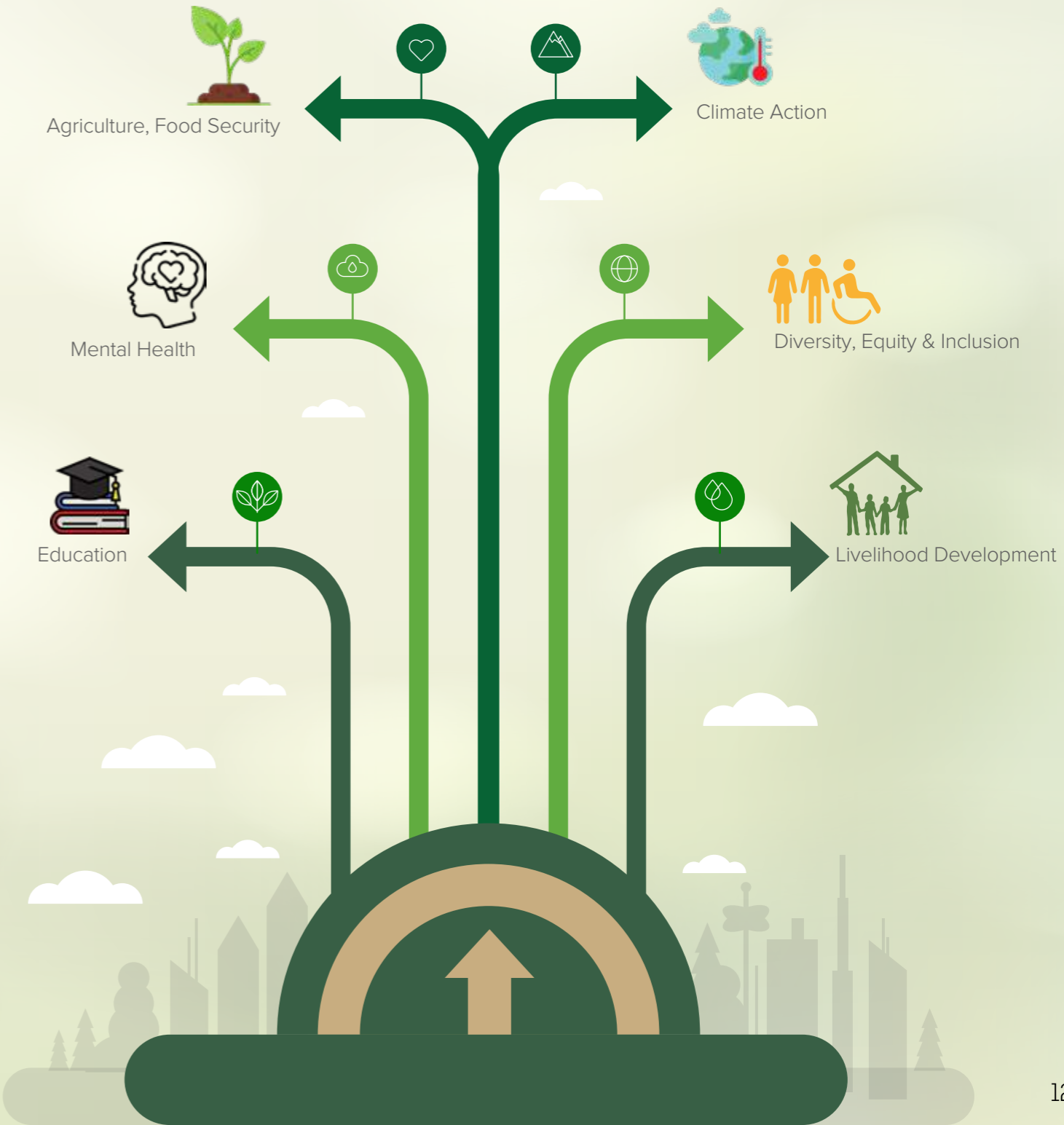
SEED Ventures' off-the-shelf model offers partners the opportunity to support our existing interventions, utilizing our established solutions to rapidly address needs.

Bespoke

The services available under this model mirror those of our bespoke solutions but are applied to pre-existing and successful interventions.



Thematic Focus



OUR GLOBAL FOOTPRINTS & ENGAGEMENTS



United Kingdom



United States of America



Portugal



Finland



Argentina



Denmark



Switzerland



Sri Lanka



Saudi Arabia



Singapore



Namibia



Egypt



Kenya



Italy



Rwanda



OUR INSIGHT

Shaista Ayesha – CEO and Director of SEED Ventures, and Mariyam Toor – (former) Programme Manager of Enterprise Challenge Pakistan represented Pakistan at the Commonwealth Heads of Government Meeting (CHOGM) 2022 in Kigali, **Rwanda**. Over 5 years, Enterprise Challenge Pakistan an initiative of Prince’s Trust International and SEED Ventures has been delivered across Pakistan, impacting thousands of young people. Taking this story, SEED’s work and representing Pakistan at CHOGM 2022 was an honour. **Prince’s Trust International** was founded by His **Majesty King Charles III** to tackle the global youth unemployment crisis and has supported young people worldwide since 2015.



Local Footprint & Engagements

Sindh

(Karachi, Sukkur, Khairpur, Nawabshah, Daharki, Ghotki, Badin, Hyderabad, Sojoro, Tharparkar)

Punjab

(Lahore, Faisalabad, Sheikhupura, Sialkot, Jaranwala, Multan, Okara, Gujranwala, DG Khan, Gujrat, Shahkot, Sargoda, Sahiwal),

Federal

(Islamabad, Rawalpindi, Kahuta)

Khyber Pakhtunkhwa

(Peshawar, Mardan, Haripur, Abbottabad, Mansehra, Nowshera, Sawabi, Charsadda, Chitral),

Gilgit Baltistan

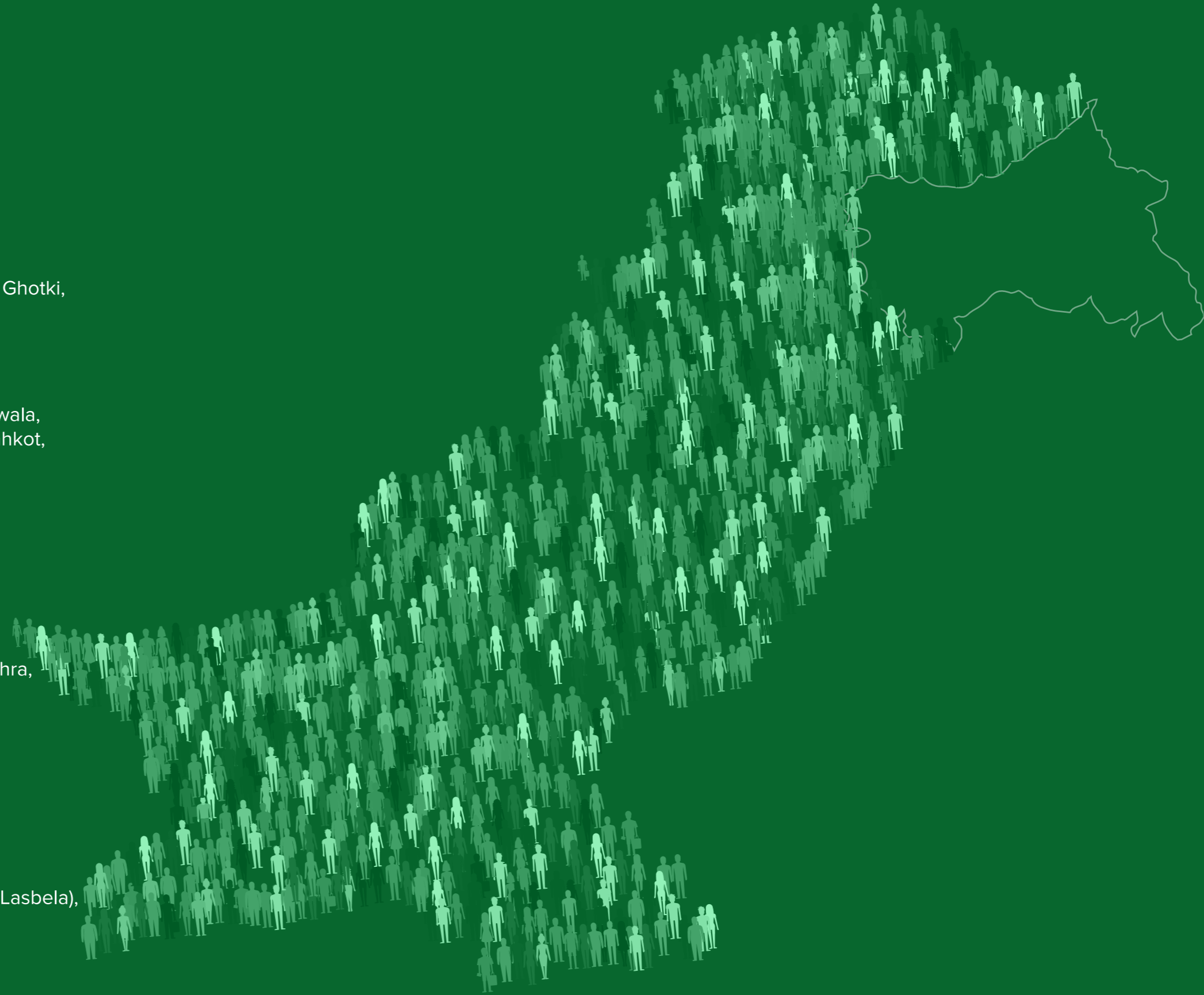
(Shigar, Skardu, Khaplu, Hunza, Gilgit),

Balochistan

(Quetta, Pishin, Gwadar, Mastung, Sibi, Khuzdar, Lasbela),

Azad Kashmir

(Muzaffarabad).

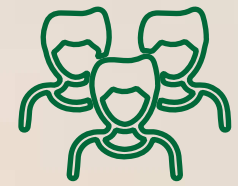


Portfolios

SEED Ventures has segmented its work into four distinct portfolios, each with a unique focus area: **children, youth, women, and marginalized communities.** Through these portfolios, SEED Ventures aims to promote sustainable livelihoods, social inclusion, and economic growth in these communities. SEED Ventures' core focus in social enterprise development lies in building nano, micro, and small enterprises and startups. The organization works closely with potential, aspiring, and existing entrepreneurs to provide them with the necessary support, resources, and mentorship needed to succeed.



Children



Youth



Women



Marginalised Community



Children

Our Children Portfolio is dedicated to nurturing empowered young individuals, ready for entrepreneurship and social innovation. We emphasize critical thinking, problem-solving, and education on pressing global issues. Through fostering empathy, cultural awareness, and resilience, we prepare them to tackle challenges and adversities head-on.

SDG Spotlight

We prioritize financial literacy, sustainable consumption, and both entrepreneurial and social entrepreneurial skills. Encouraging creativity and innovation, our aim is for children to conceive socially responsible solutions to global challenges. A strong sense of community and civic engagement is instilled, enabling children to actively engage in their world. Our hands-on, experiential learning opportunities are designed to mold the next generation of socially conscious leaders.

SEED Ventures believes profoundly in the power of investing in children as transformative change agents. Our organization's comprehensive programmes touch all facets of childhood development, encompassing education, capacity building, mentorship, and providing essential financial resources and market access.

By integrating these components, our ambition is to foster sustainable livelihoods benefiting both children and their families. Our steadfast commitment is towards a future generation that's both empowered and resilient, prepared to face tomorrow's challenges and to carve out a realm of limitless opportunities.

Through initiatives like 'ECP' and 'Aao Likhein Kahani,' SEED Ventures champions the creativity and social awareness of children, envisioning a more inclusive future. We're rooted in the conviction that every child possesses the potential to be a change catalyst. Our mission is to unveil this potential, steering them towards a trajectory of success and fulfilment. Collectively, our goal is to embed empowerment and resilience in our young ones, ensuring a luminous future for all.

<p>1 NO POVERTY</p>	<p>4 QUALITY EDUCATION</p>
<p>5 GENDER EQUALITY</p>	<p>8 DECENT WORK AND ECONOMIC GROWTH</p>
<p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p>10 REDUCED INEQUALITIES</p>
<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>
<p>13 CLIMATE ACTION</p>	<p>17 PARTNERSHIPS FOR THE GOALS</p>



Enterprise Challenge Pakistan (ECP)

One remarkable manifestation of our commitment to empowering children can be seen through our flagship programme – **Enterprise Challenge Pakistan.**

An initiative of Prince's Trust International in partnership with SEED Ventures, ECP is a national competition that inspires and instils entrepreneurial and business acumen in young students between the ages of **14** and **18** years.



ECP 2021/22

In 2021, SEED, in partnership with Prince's Trust International, continued to inspire Pakistan's youth towards entrepreneurship. An online curriculum was developed on YouTube featuring young entrepreneurs, including Aqsa Seth and Arhum Ishtiaq, providing key insights. Emphasising the UN Sustainable Development Goals (SDGs), the curriculum encouraged innovative social enterprise ideas.

In February 2022, the CEO of Prince's Trust International, Will Straw, and Zahid Mahmood visited Pakistan. Students from various campuses presented their SDG-focused ideas to the team and met sponsors, mentors, teachers, and ECP members.

Key statistics include over **2500** applications, **715** inducted students, and 48 participating schools. The programme facilitated **120** business pitches, shortlisted **10** teams for finals, and disbursed **£5000** to finalists. Key findings show high satisfaction rates and an increase in entrepreneurship understanding and interest among participants.

The winners of Enterprise Challenge Pakistan (ECP) 2021/22 were from St. Joseph's Convent School, for sustainable utensils creation (CocoKatora), and runners-up from Hayat School and College, for environment-friendly fish farming techniques. The focus on SDGs 12 and 13 underscored the commitment to environmental sustainability.

ECP 2022/23

The Enterprise Challenge Pakistan (ECP) 2022/23 Cycle 06 reached new heights, extending to **16** cities across **7** regions with a focus on environmental consciousness. It received **3,237** applications, graduated **1,307** students (**46%** girls, **54%** boys), and involved **95** schools. To enhance success, 190 teachers and **67** industry mentors were trained, resulting in **266** business pitches with **8** teams shortlisted for National Finals. For the first time, students with speaking disabilities were included.



Key findings showed a significant improvement in entrepreneurial skills and environmental awareness, with 95% of participants seeing entrepreneurship as a feasible career option, and 90% gaining awareness about climate change.

The finals were held on February 18, 2023, with seven distinguished judges and hosted by journalist Sidra Iqbal. The winning team from University Model School, Peshawar, created a women-centric transportation solution, receiving **£1500**.

The runner-up from Deaf Reach School, Karachi, worked on recycling waste paper, receiving **£1000**. The cycle achieved high success in nurturing entrepreneurial skills, understanding of business concepts, and environmental awareness, exemplifying ECP's impact in empowering the young generation. Onwards to Cycle 7!

Partners





Aao Likhain Kahani

The '**Aao Likhain Kahani**' program uses creative writing and storytelling to instill civic and sustainability values in children aged **10 to 16**. Through interactive narratives, they learn civic importance and address environmental challenges. Their solutions cultivate responsible citizens, with our latest digital anthology exemplifying our dedication to a conscientious, sustainable future.



ALK Cycle 1 & 2:

The 'Aao Likhein Kahani' programme, sponsored by USAID, successfully engaged over 1,100 children across its first two cycles, maintaining a harmonious balance in gender representation. Notably, the female participants were notably active, cherishing the platform that allowed them to articulate their feelings and tackle new experiences. One of the significant achievements of this initiative was its promotion of camaraderie and collaboration.

The post-program evaluations were testament to its success, with 85% of participants acknowledging the potency of teamwork. The methodology involved breaking down school teams into smaller units, thereby promoting collaborative storytelling and artistic expression. Through this approach, there was a marked improvement in the children's sense of civic responsibility, their capacity for empathy, and a profound understanding of communal living.

Over the duration of the two cycles, the enthusiastic participants crafted an impressive 110 stories, accompanied by over 200 distinctive illustrations, some of which adorned Shield's calendars in 2019. These creative endeavors culminated in the creation of two anthologies. These were subsequently distributed to underprivileged educational establishments and public libraries throughout Karachi and the broader Sindh region, amplifying the programme's resonating impact.

ALK Cycle 3:

Building on the earlier success, and in partnership with Shield Corporation Limited and FK Squared, SEED ventured into the third cycle of Aao Likhein Kahani, spanning an impressive 27 cities. This cycle was designed with a focus on enhancing the imaginative and analytical capacities of children aged between 10 and 12. Out of an overwhelming 1,200 applications, the 30 most promising participants were chosen. They then embarked on a month-long digital journey of storytelling, resulting



in narratives rich with themes of compassion, humanity, altruism, courage, and tenacity. Of these, five stellar stories were adapted into an audio-visual format, complete with sign language interpretation, while 25 were transformed into digital books. But the effort didn't stop there. SEED went a step further by curating a specialized online storytelling curriculum. This innovative curriculum boasted contributions from some of Pakistan's literary luminaries, such as Ameena Sayyid, Rumana Husain, and Amra Alam, to name a few.

Accessible at <https://aaolikheinkahani.com/>, this digital treasure ensures that the pearls of wisdom from esteemed writers are available to all students. As a feather in its cap, the campaign for Aao Likhein Kahani was shortlisted as a finalist in the esteemed 2023 Effie AWARDS under the category of Social Cause - Brand.

Partners





Youth

Our Youth Portfolio focuses on preparing young adults for modern challenges and innovation. Amidst shifting global landscapes, we prioritize critical analysis, problem-solving, and global awareness. By promoting empathy, cultural understanding, and resilience, we equip them to face obstacles with unwavering determination.

SDG Spotlight

In Pakistan, many external factors threaten to truncate the youth's chances to maximize their potential. Rapid climate shifts pose significant challenges to the agricultural industry, a cornerstone of the nation's employment sector. Such environmental and socio-economic disparities cast shadows on access to quality education and healthcare, subsequently reducing opportunities for the future. Additionally, broader economic challenges intensify the journey to secure stable employment, making the path forward seem daunting for many.

Amid these multifaceted challenges, SEED Ventures stands as a beacon of unwavering commitment to inducing transformative change. By engaging intimately with the youth, we delve into their aspirations, hopes, and dreams. This close connection allows us to provide them with essential resources, tailored skills, and expansive networks, ensuring that innovative concepts transition seamlessly into tangible, impactful realities. Our comprehensive support spans from ensuring financial accessibility and broadening market access to intensively fostering entrepreneurship through innovative education and incubation initiatives.

Our overarching aspiration transcends the realm of merely addressing present-day challenges. We're not content with the status quo; we envision a world where the youth are empowered to craft their distinct destinies. Through our endeavours, we aim to harness and amplify their innate capabilities, cultivating a generation that is not only ready but eager to pioneer a balanced, sustainable, and resilient future. While the path ahead isn't devoid of challenges, the unwavering determination and innovative spirit of these young minds provide a radiant beacon of hope. Collectively, as we stride forward, we're not just mitigating existing challenges but actively sculpting a superior, brighter tomorrow for all.





Developing Entrepreneurship, Leadership Tangible, Acumen

Developing Entrepreneurship Leadership Tangible Acumen" (DELTA) is an inspired undertaking launched by SEED Ventures, in partnership with the British Asian Trust. Its core mission is to empower the dynamic young entrepreneurs of Pakistan by supplying the crucial resources necessary to help them ascend the ladder of success.



DELTA's strategic objective is to facilitate a conducive ecosystem where women and young micro-entrepreneurs from underprivileged backgrounds can thrive and expand their businesses uninhibitedly. This growth not only enhances their income but also cultivates employment opportunities for women and the youth in the urban regions of Pakistan.

The collaboration with the British Asian Trust has already yielded success, with the inception and completion of two key initiatives in 2019: DELTA Women Incubation and DELTA Youth Programme. These initiatives facilitated comprehensive training and capacity-building for 34 women and 93 young micro-entrepreneurs. Furthermore, SEED managed an independent incubator that housed three cohorts, successfully incubating 93 youths (33 females, 60 males) supported by the programme. An innovative curriculum was developed by SEED, with an added focus on digital marketing and mental health, which was suitable for online delivery. The programme culminated with seed grants awarded to the most promising ventures through a competitive pitch process.

Moving forward, DELTA Cycle 2, in association with the British Asian Trust, will extend its reach to 280 entrepreneurs over an 18-month timeline. This initiative is currently being implemented in Karachi and Lahore. So far, we have completed 1 cohort each in Karachi and Lahore.

Our venue partners in Karachi were Lyari Community Development Centre and Bargad in Lahore. DELTA Cycle II successfully recruited 27 participants in Karachi and 22 in Lahore, each cohort showcasing an impressive commitment to diversity and inclusivity. In Karachi, a gender ratio of 55:45 was observed among participants from low-income backgrounds, demonstrating our commitment to providing equal opportunities to entrepreneurs, especially in services-based businesses, clothing, organic products, and arts & crafts. Meanwhile, in Lahore, a gender ratio of 45:55 was achieved, with 14 participants from the Christian community, highlighting our efforts to uphold cultural pluralism.



Ventures ranged from beauty salons and boutiques to convenience stores and property dealing, showing the potential and versatility of these micro-entrepreneurs we strive to support and help grow.

The second cohort in both cities has just recently started. Our venue partners are Essa Laboratory and the University of Lahore in Karachi and Lahore respectively. DELTA Cycle II successfully recruited 38 participants in Karachi, and 45 in Lahore, each cohort further showcasing our commitment to achieve our inclusivity and diversity goals. In Karachi, a gender ratio of 58:42 was achieved, favouring women, which included participants who have businesses ranging from digital marketing to taxation and legal services. Currently in Lahore, a gender ratio of 42:58 has been achieved, hailing from different backgrounds, these beneficiaries have partaken in ventures such as running an Electric shop, car businesses, real estate and even import/exporting.

Partners





2nd Life Pakistan

(Research Challenge)

The Research Programme of 2nd Life Pakistan is a research-focused initiative aimed at understanding the challenges and gaps in the formal and informal plastic sorting, collection, recycling, and repurposing industry. The research will explore questions such as how to formalize the informal plastic industry, the challenges to business growth, and potential opportunities for new employment creation if the sector is formalized.



The Research Programme of 2nd Life Pakistan is a substantial part of the larger 2nd Life initiative carried out in collaboration with Unilever Pakistan. This programme targets the uncharted challenges of the informal plastic recycling and repurposing industry in Pakistan, aiming to understand the complexities of the informal sector and identify the hurdles that inhibit its incorporation into the formal economy.

University students from all across Pakistan who meet specific criteria are invited to engage in this research. Following four weeks of intensive training designed to equip them with essential skills and industry-specific knowledge, they will submit detailed research proposals in collaboration with faculty advisors. The most promising three proposals will be awarded cash prizes to conduct the research outlined in their winning submissions.

Unilever's significant involvement in the 2nd Life programme highlights a strategic commitment to foster innovation and tackle real-world issues in Pakistan through supporting research. The collaboration between Unilever and academia serves to create avenues for the research to be commercialised, reflecting a well-thought-out plan for sustainable growth and socio-economic betterment in the country.

2nd Life's Research component's focus is to understand through research what inhibits the formalisation of the informal plastic recycling industry. Through this we endeavour to explore how this sector operates, what challenges are faced, and what incentives might lead to its assimilation into the formal economy. This could open doors for new business growth and employment, contributing significantly to Pakistan's economic landscape.

Unilever's alliance with academia transcends mere academic interest. It's a purposeful effort to effect change within an industry with vast untapped potential. By nurturing collaboration, endorsing innovation, and providing financial backing, the 2nd Life programme emerges as a blueprint towards a greener and more prosperous Pakistan.



The research component of the 2nd Life programme stands as a beacon of hope, demonstrating what is attainable when corporations like Unilever invest in research and cooperate closely with academic institutions to turn discoveries into commercial ventures.

The potential success of this programme could ignite a new pathway for future collaborations, energising a culture of creativity, problem-solving, and sustainability across Pakistan. This synergy is a symbol of a united effort to create enduring value in society, setting the stage for a future where research and industry function in harmony for the mutual benefit of all. It is an inspiring example of how meaningful collaboration can catalyse transformational change.

Partners





SEEDS For Climate Change

The "Seeds for Climate Change" project is a pioneering youth-led initiative focused on empowering communities that are most vulnerable to the climate crisis. Undertaken by SEED Ventures, the project's primary focus revolves around training, mentoring, and developing research-based interventions.



In the face of an alarming climate crisis, with devastating floods affecting Pakistan's Sindh and Balochistan areas, a beacon of hope emerged in Karachi through the youth-led project, "Seeds For Climate Change." Karachi, already grappling with multiple challenges, stands as a glaring example of cities highly susceptible to the repercussions of global warming. This initiative was not just about addressing an existential threat but also about instilling hope, channeling energy, and driving change through youth-led interventions.

Delineated into four well-structured phases, the project began by tapping into the vast potential of university students, followed by an intense phase of capacity-building. Here, industry stalwarts imparted valuable knowledge, shaping the minds of the young participants. This groundwork paved the way for these budding environmentalists to develop their project proposals, culminating in the acquisition of funding to bring their visions to life. The mission was clear: empower Karachi's youth to craft sustainable, actionable projects that could alleviate the impacts of climate change in regions most at risk.

Through a series of meticulously planned workshops, participants delved deep into various facets of climate change and community upliftment. These sessions were broad-ranging, encompassing the UN's SDGs, the intricacies of climate justice, the often-overlooked intersection of disability with climate change, and the amalgamation of art with environmentalism. These diverse themes were underlined by discussions on social entrepreneurship and ESG, ensuring participants were armed with holistic knowledge for impactful interventions.

While the initiative witnessed many successes, like faculty members generously offering their mentoring services pro bono and a marked uptick in climate change awareness among the youth, there were areas of improvement. A notable observation was the limited scientific



innovation in youth projects, an aspect requiring further attention.

The climax of this initiative was the grand event hosted by Habib University. The spotlight shone bright on two teams. Team Eco Fixers, hailing from NED University, showcased their innovative solution for Orangi Town's acute water crisis through solar water desalination. In contrast, Team Green Aid from IBA channeled their efforts towards understanding the ramifications of climate change on marginalized segments, emphasizing sustainable measures like composting.

Though "Seeds For Climate Change" encountered its fair share of challenges, its success narrative is evident from the overwhelming feedback, glowing testimonials, and actionable insights it yielded for future projects. A testament to the boundless potential of youth, this initiative underscores the role they play in combating climate change and fortifying vulnerable communities.

Partners





Pakistan Agripreneurship Challenge

The 2022 Pakistan Agripreneurship Challenge, by SEED Ventures and MAERSK, aimed to modernize Pakistan's crucial agricultural sector. With agriculture employing many and contributing to GDP, yet suffering from low exports due to outdated methods, this challenge sought tech-driven solutions to enhance productivity and exports.



The Pakistan Agripreneurship Challenge 2022, spearheaded with the overarching mission of revitalizing the country's agricultural sector, was designed to identify and uplift early-stage Agri-tech startups. This strategic initiative aimed to be the nexus where budding entrepreneurs, driven by innovative ideas, could convene with industry stalwarts, gain insightful mentorship, and engage with potential investors and venture capitalists within the nation.

Integral to the project's success was its advisory board, an ensemble of seasoned professionals hailing from diverse domains. Esteemed board members like Faisal Sherjan, Fuad Khan, Fatima Zaka, Shaista Ayesha, Tughral A. T. Ali, and Maha Shahzad played pivotal roles in guiding the course of the challenge.

In October 2022, the initiative's allure was manifest, drawing in a remarkable 40 applications from a geographically diverse range of 10 cities. These proposals predominantly revolved around three pivotal themes: revolutionizing Supply Chain dynamics, pioneering advancements in Precision Farming, and streamlining Efficient Plantation techniques.

From the pool of innovative proposals, 15 startups, namely Crop2X, Aether, Zenith, Spurt International, Radical Growth Solutions, BinQain Agro Services, Fresh Factor, Farmdost, InFarmer, Maal Maveshi Project, Tagmu, Zamindar Tech, MV Agri Venture, Vertical Urban Farming, and AgriDunya Technologies, emerged as the most promising.

These startups were then immersed in an exhaustive four-week mentorship bootcamp, crafted meticulously to hone their skills, refine their business models, and provide them with invaluable industry insights.

The culmination of these rigorous weeks was the grand finale held at Pearl Continental Karachi on December 9th. The spotlight was on the top three finalists - AgriDunya Technologies, ZamindarTech, and Farmdost. Their compelling busi-



ness pitches, laid out before an expert jury panel, epitomized the potential of Pakistan's Agri-tech horizon.

Post-event reflections gave rise to key recommendations for refining future challenges. Emphasis was placed on bolstering ties with academic institutions, integrating deeper technical expertise, fostering stronger links with global export markets, and providing cash grants to promising startups. Additionally, the importance of rigorous due diligence ahead of such challenges was underscored.

In summation, the Pakistan Agripreneurship Challenge 2022 was more than just an event; it was a beacon, signaling the dawn of a reinvigorated Agri-tech epoch in Pakistan, bolstered by innovation and entrepreneurial spirit.

Partners



Women

Women, pivotal in sustainability and food security in developing nations, play roles as primary caregivers and custodians of resources. With an innate, profound connection to the environment, they uniquely influence change. Our Women's Portfolio recognizes and amplifies their significant contributions to sustainable societal development.

SDG Spotlight

Women's empowerment, especially in education and decision-making, is a pivotal sustainability strategy. The UNDP states that nations with higher gender equality tend to be more sustainable.

Women in leadership often prioritize long-term communal benefits, leading to sustainable policies. Countries with more women in parliament are likelier to ratify environmental treaties, as per a Nature study. Hence, empowering women is vital for global sustainability.

At SEED Ventures, we value women's role in driving sustainable development. We're dedicated to empowering women for a more inclusive society. Through comprehensive initiatives, we provide women with tools and opportunities for success. Our programs emphasize training and capacity-building, empowering women to excel in their careers. We advocate for knowledge and skill enhancement, boosting women's confidence and leadership.

Mentorship is central to our strategy. Recognizing the power of guidance, we connect budding women entrepreneurs with industry leaders, granting them valuable insights and inspiration for their journey.

SEED Ventures' commitment to women's empowerment is steadfast. We envision a future where women have equal opportunity, their voices resonate, and they lead with conviction and assurance. We believe empowered women are change catalysts, driving economic and social progress.





Imarah

"Imarah" is a three-year initiative targeting women's empowerment in Mehran Town, Karachi, home to 0.2 million, including displaced migrants. Focused on a region beset by socio-economic issues, the project addresses the distinct challenges faced by women, such as inadequate education and resources, to bolster their community involvement and economic prospects.



Imarah is a robust collaborative effort, buoyed by the COSARAF Foundation, SEED Ventures, and the Fahmida Begum Foundation (FBF). The initiative, centred in Mehran Town, Pakistan, meticulously weaves together three core pillars: Basic Literacy, Skill Development, and Enterprise Development, with aspirations to engage 235 women over a span of three years.

Its overarching vision is layered—seeking not only to eradicate endemic poverty and elevate living standards but also to augment women's influence both within their familial structures and the broader community. Furthermore, it embodies the potential to serve as a pioneering model for urban slums, paving the way for a transformative ripple effect.

Diving deeper into the Basic Literacy module, it employs an innovative approach: an app-based learning system crafted by Team Taleem. This tech-forward method imparts foundational skills in English, Urdu, and Maths. Furthermore, as a testament to its holistic approach, a group of 15 students undergoes manual instruction, adding depth to the evaluation matrix.

The triumphant outcome of the first phase was a collective progression to the subsequent term, coupled with remarkable growth metrics in self-identification, language prowess, burgeoning confidence, and an ignited zeal towards income-generation.

The Skill Development facet zeros in on technological training, predominantly focusing on computer operation and MS Office tools. Feedback post-training was heartening, with a whopping 80% of participants expressing a desire to delve into advanced computer education, revealing latent ambitions awaiting the right catalyst.

However, the journey has not been devoid of hurdles. The Enterprise Development segment, crafted to tap into the latent entrepreneurial spirit among the women, met with challenges. Disparities in educational backgrounds, nascent business



conceptualizations, and initial funding expectations have nudged its execution to the next cycle. To navigate this terrain, a detailed survey has been earmarked, aiming to unravel the nuances of Mehran Town's entrepreneurial ecosystem and to recalibrate the program, making it more accessible to those with limited or no formal education.

In its essence, Ijarah stands as a beacon of hope and transformation. The palpable enthusiasm among participants bears testament to an inherent desire for change and growth.

This project, beyond its immediate goals, carries the potential to reshape the socio-economic landscape of urban slums in Pakistan, setting the stage for widespread women's empowerment, alleviation of poverty, and sustainable community development

Partners



Women in Leadership

The Women in Leadership (WIL) was a project of the British Council, implemented by SEED Ventures, aimed to boost women's representation in key positions. The initiative empowered women to take on leadership roles in organizations and households through mentorship, networking, and career exploration, offering comprehensive professional and personal development opportunities.



The Women in Leadership (WIL) initiative, with a broad outreach spanning major cities across Pakistan, stands as a formidable response to the gender disparities pervading various fields such as education, technology, entrepreneurship, and the arts. Primarily targeting women between the ages of 24 and 35, the initiative forged a strategic partnership with CLORE Social Leadership, culminating in an eight-week intensive online course. The curriculum was diligently designed, emphasizing the inculcation of leadership abilities and advancing the cause of gender equality.

Due to the compelling need and resounding success, the project's duration was judiciously extended. Furthermore, an impressive sum of PKR 3.85 million was earmarked to fund a repertoire of eight distinct but interconnected projects, each resonating with the initiative's core ethos:

FEMSOLAR: An innovative platform that empowers women through imparting technical skills in solar panel cleaning and cultivating financial literacy, creating a path towards self-reliance.

UBHARTA SOORAJ: By providing web development skills to women in lower-income brackets, it opens doors to financial independence, whether through conventional employment or entrepreneurial consultancy opportunities.

DIGISHE: A visionary project equipping women with the requisite digital skills, thus fostering entrepreneurship and enabling them to transcend societal limitations.

WOBOTICS: A unique endeavor that actively encourages female participation in the cutting-edge field of robotics through mentorship and resources, with a pronounced focus on environmental and social sustainability.

SAMSARA: This initiative lays the foundation for an online platform exclusively catering to widowed and divorced women, facilitating education, employment, and social engagement opportunities.

LEADERSHIP MINDSET: A more inclusive project, targeting small business owners across genders, it provides vital entrepreneurial skills training, mentorship, and support to surmount financial barriers.

ECO CITIZENSHIP: A commendable initiative that



trains women and transwomen in valuable workforce skills, not only contributing to individual growth but also playing a part in reducing solid and liquid waste, thereby aiding environmental protection.

GOLDEN GATE TO CYBER: Tailored for young girls in marginalized Balochistan communities, this project emphasizes digital literacy training to magnify educational opportunities and enhance future job prospects.

These projects cohesively align with WIL's mission, reflecting a nuanced understanding of the multifaceted challenges faced by women. The emphasis on empowerment through technical, financial, and digital education resonates with global development goals. By artfully blending social sustainability, environmental consciousness, and economic growth, WIL's approach goes beyond mere skill development. It represents a comprehensive, thoughtful, and innovative approach to gender equity and community enhancement in Pakistan, signaling a promising trajectory towards a more balanced and inclusive future.

Partners



Marginalized Communities

The global sustainability discourse is increasingly recognizing the critical role marginalized communities, especially people with disabilities, refugees, and the transgender community, play in sustainable development. The United Nations' Sustainable Development Goals (SDGs) underscore the need for eliminating poverty, reducing inequality, and fostering economic growth, all of which are intimately tied to sustainable practices.

SDG Spotlight

For people with disabilities, who represent around 15% of the global population according to the World Health Organization, significant economic and social barriers often prevent their full societal participation. Despite this, they are frequently overlooked in the sustainability discourse.

Refugees, another group often left out of sustainability discussions, are particularly vulnerable to the impacts of environmental and climate change. According to the United Nations High Commissioner for Refugees (UNHCR), by the end of 2020, an unprecedented 82.4 million individuals were forcibly displaced worldwide due to persecution, conflict, violence, human rights violations, and events seriously disturbing public order. Lastly, the transgender community, though less visible in global statistics, faces tremendous social, economic, and healthcare challenges due to widespread misunderstanding and discrimination.

In Pakistan, these realities are significantly magnified. As a developing country with a large portion of its population engaged in climate-sensitive sectors like agriculture, the intersections of sustainability, economic opportunity, and social inclusion are starkly apparent. Pakistan's ranking as 154th out of 189 countries on the Human Development Index in 2021 underscores the urgent need for inclusive and sustainable growth.

Recognizing these complex realities, SEED Ventures integrates sustainability into its approach to support these marginalized communities in Pakistan. Its initiatives are designed to promote social entrepreneurship, encourage community development, and generate economic opportunities for people with disabilities, refugees, and the transgender community.



Purple Tuesday

Purple Tuesday

Purple Tuesday, a prominent UK brand supporting disability rights as consumers, has expanded to Pakistan with Seed Ventures. By collaborating with various business, government, and public sectors, it aims to enhance accessibility globally, further solidifying its leading position in advocating for this critical cause.



Purple Tuesday, an initiative improving the customer experience for disabled individuals, has been more than a campaign; it's a movement advocating broader disability inclusion strategies. By mandating participant organizations to pledge a lasting, year-round accessibility enhancement, the movement ensures tangible change.

Every November, the day of awareness promotes cross-industry collaboration and best practice sharing, emphasizing Purple Tuesday's significant impacts: enriched customer experience, heightened staff awareness, and the explicit demonstration of organizational commitment to a globally significant issue.

SEED Ventures brought Purple Tuesday to Pakistan in 2022. Through sessions spotlighting the 'abilities' of disabled individuals and panel discussions underscoring the essence of social development and inclusion, the event emphasized an inclusive approach. The British Deputy High Commissioner, Sarah Mooney, added weight to the occasion with her keynote speech.

The event's inclusivity theme was evident as various renowned organizations from Pakistan united under it. In a show of unity, they illuminated their offices in purple, symbolizing unwavering support for disability inclusion. This radiant display underscored a collective commitment to fostering an inclusive society.

Participating entities ranged from United Bank Limited (UBL) to Avari Hotels, reflecting the broad spectrum of support for the cause.

As we advance, this year, to mark Purple Tuesday in November, we are launching The PoD - People of Determination Trade Show. This one-day event will champion the capabilities, innovation, and determination of individuals with disabilities. It aims to provide a robust networking and commercial platform for entrepreneurs with disabilities, companies pioneering assistive technologies and products, and investors seeking socially responsible ventures.



The PoD Trade Show isn't merely an event; it's an avenue of opportunity. By acting as a conduit for networking and commerce, it will empower entrepreneurs with disabilities, promotes companies leading in assistive technologies, and connects investors with ethical investment prospects.

In our quest to make this event an unparalleled success, we extend an invitation to organizations with a mission to support disability. Partner with us, and let's amplify the cause together, ensuring that our collective efforts echo in the annals of societal change and progress.



PAS for SEED

PAS Foundation, partnered with SEED Ventures, aims to alleviate poverty in Pakistan by uplifting youth, women, and marginalized communities. Focused on entrepreneurial development, their collaboration provides micro and nano grants to entrepreneurs at the Bottom of the Pyramid. This initiative primarily engages funds from diaspora communities.



To initiate their joint venture, PAS Foundation and SEED Ventures introduced a pilot program, 'Poverty Alleviation Scholarships for Social, Entrepreneurship, and Equity Development' or simply, PAS for SEED. Central to this pilot was its intent to grant nano and micro-funds, thereby economically boosting Pakistan's most vulnerable demographics: orphans, widows, and religious minorities.

SEED Ventures undertook the crucial tasks of due diligence, overseeing, and evaluating the grants, and subsequently charting their impact trajectory.

One of the notable features of this collaboration wasn't solely its financial commitment but ensuring that such investments tangibly met the escalating needs of micro-businesses, be it via equipment acquisition or raw material purchase. To bring this to fruition, a detailed grant dispensation strategy was delineated.

PAS pledged an initial fund of PKR 1.5 million to SEED. Of this, SEED efficiently channeled PKR 1,050,000 directly to 35 beneficiaries as cash grants. The balance was further channeled via the Akhtar Hameed Khan Resource Centre (AHKRC).

To reinforce the project's long-term viability and potential for growth, these disbursed funds were conceived as micro non-interest loans. The beneficiaries, in turn, were mandated to reimburse the Akhtar Hameed Khan Resource Center (AHKRC). This unique reimbursement blueprint was conceived with a dual goal: to continually revitalize the fund pool and to foster a profound sense of responsibility and community-driven mutual aid amongst the beneficiaries.

SEED's rigorous due diligence process played an instrumental role in the identification and scrutiny of potential grantees. Would-be beneficiaries were directed to either complete an application form or submit a detailed video elucidating their business needs.

While the grants were geared towards entrepreneurs between 25 to 40 years old, spanning



genders and the trans community, there was particular emphasis on supporting widows, single mothers, women grappling with disabilities, and minority groups.

In dissecting the demographic data, a significant portion of beneficiaries hailed from the Christian community, followed by Muslims and Hindus. The predominant business undertakings spanned tailoring, salon services, and culinary ventures, with sparse representation from livestock management and repurposing old clothes.

Beneficiary statistics painted a clear picture: a predominant 91% female representation, an average age hovering around 34 years, and an average grant sum of approximately PKR 31,000.

Partners



IMPACT STORIES

Sara Ismail

from Enterprise Challenge Pakistan

Growing up as the youngest sibling, I was deeply creative but unsure if my passions for painting and gardening had purpose. Discovering Enterprise Challenge Pakistan (ECP) was initially daunting, given my deaf and mute condition. Yet, with my father's and teachers' encouragement, I dove in and found unparalleled motivation.

ECP taught me to harness my spirit. Many said my facial expressions spoke volumes, boosting my confidence. My sign language business pitch reached the national final, proving the power of determination.

ECP dispelled my beliefs that as a differently-abled girl from a conservative background, business was out of reach. It imparted resource management, growth strategies, and the significance of ideas. Through it, I learned from errors and made informed decisions.

Observing pencils wasted in landfills, I proposed an idea: eco-friendly pencils that transform into plants when discarded. With ECP colleagues, we realized this innovation, addressing environmental issues and food scarcity.

ECP shifted me from passive living to active contribution. I'm committed to societal change, overcoming obstacles to women's empowerment. My family's unwavering support, combined with ECP, made me confident in my abilities and dreams.

Today, I stand proud, embracing my limits and ideas. ECP's transformative influence changed my life, instilling in me a commitment to a brighter, inclusive future.



Mariam

from Enterprise Challenge Pakistan

Joining Enterprise Challenge Pakistan (ECP) fundamentally altered my path. Orphaned early, SOS Children's Village became my home, fostering resilience amid adversity. Initially apprehensive about ECP, the steadfast support from teammates, mentors, and teachers bolstered my confidence.

Always the reticent, technologically naive child, ECP expanded my horizons, pulling me from comfort's shadow. My team, recognizing my latent abilities, pushed me to lead. I honed my speaking, embraced active listening, and excelled in ECP's computer challenge.

SAMAR, our ECP ensemble named after our initials (meaning 'fruit' in Urdu), championed an organic soap initiative. We addressed the environmental and health effects of prevalent chemical soaps in our orphanage by presenting a natural alternative to our peers.

Through ECP, I transitioned from a hesitant Mariam to a self-assured entrepreneur. This metamorphosis shaped not just my self-perception but also crystallized my career goals. Today, I envision a future as an engineer and social entrepreneur, emphasizing women's empowerment.

Contrary to the notion that entrepreneurship is a privilege of the educated elite, ECP exemplifies the power of grit and vision.

I exhort youths to immerse themselves in ECP's transformative journey. In tribulations, mentors' counsel has been crucial to my evolution.

With ECP as my cornerstone, I'm convinced no ambition is too grand.

Afshan

from Ijarah

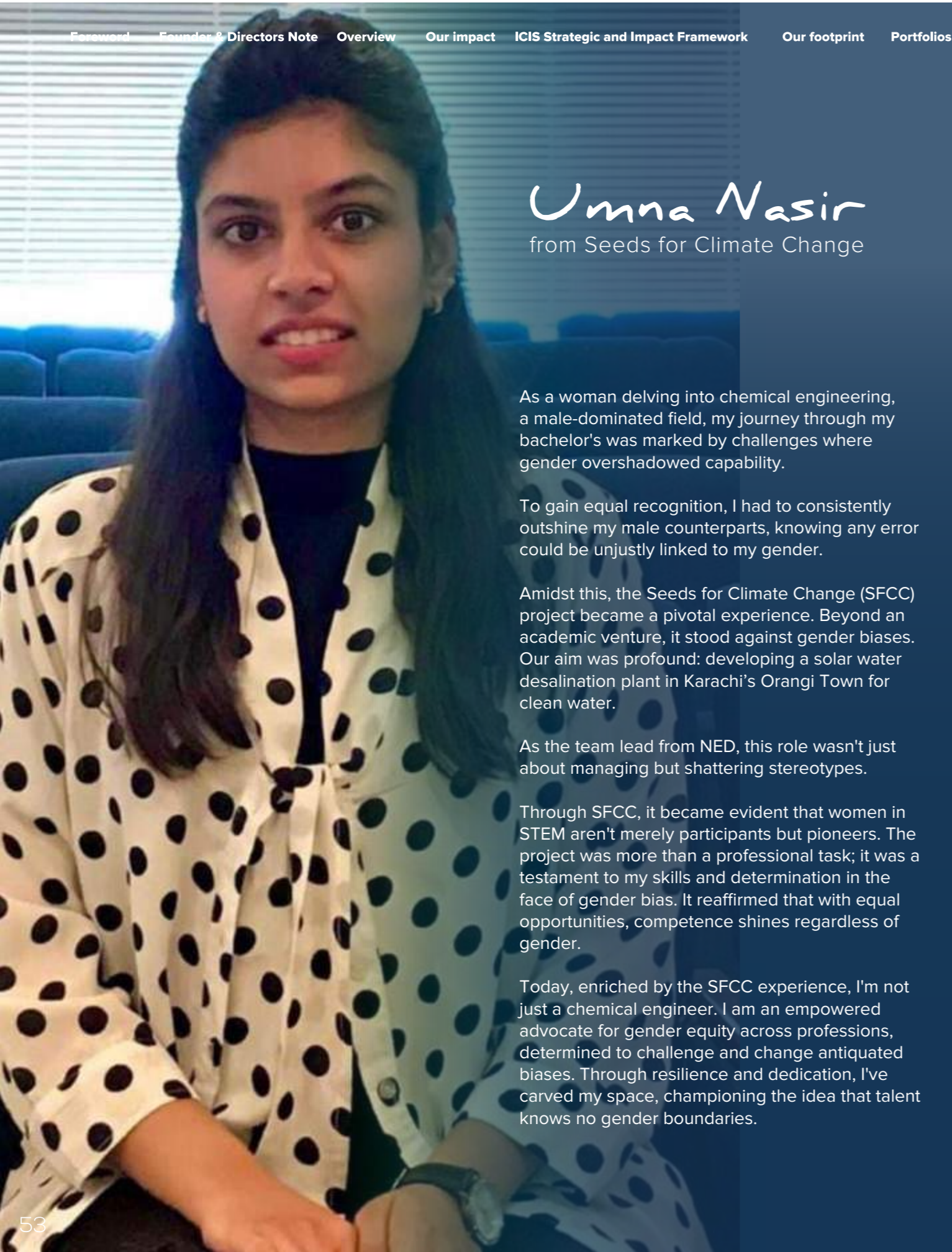
Becoming a widow and a single mother, I faced the monumental task of supporting three children in a community where such roles for women were uncommon due to deep-seated norms. Amidst these trials, the Ijarah programme emerged as a beacon of hope.

Beyond financial tools, Ijarah bestowed upon me the gift of basic literacy. Gaining foundational skills in maths, Urdu, and English was emancipating. The power of reading, often taken for granted, became a revelation. This not only bolstered my self-confidence but allowed me to assist my children with their studies, forging a deeper bond.

With the Ijarah programme's unwavering support and guidance, I forged a brighter path for my family. SEED Ventures and the Fahmida Begum Foundation, the pillars of Ijarah, instilled in me a belief that I could transcend barriers. Their faith facilitated not just my personal growth but enabled me to uplift other women in my community.

Now, as a testament to Ijarah's transformative power, I advocate for women's empowerment. Sharing my journey, I inspire others towards literacy, autonomy, and resilience. I stand firm in my belief: with determination and support, every woman can rise to challenges, reshaping her destiny. Through Ijarah, I've realised that empowerment isn't just about self-growth, but about lighting the way for others.





Umna Nasir

from Seeds for Climate Change

As a woman delving into chemical engineering, a male-dominated field, my journey through my bachelor's was marked by challenges where gender overshadowed capability.

To gain equal recognition, I had to consistently outshine my male counterparts, knowing any error could be unjustly linked to my gender.

Amidst this, the Seeds for Climate Change (SFCC) project became a pivotal experience. Beyond an academic venture, it stood against gender biases. Our aim was profound: developing a solar water desalination plant in Karachi's Orangi Town for clean water.

As the team lead from NED, this role wasn't just about managing but shattering stereotypes.

Through SFCC, it became evident that women in STEM aren't merely participants but pioneers. The project was more than a professional task; it was a testament to my skills and determination in the face of gender bias. It reaffirmed that with equal opportunities, competence shines regardless of gender.

Today, enriched by the SFCC experience, I'm not just a chemical engineer. I am an empowered advocate for gender equity across professions, determined to challenge and change antiquated biases. Through resilience and dedication, I've carved my space, championing the idea that talent knows no gender boundaries.

Afra Abro

from Seeds for Climate Change:

Participating in the Seeds for Climate Change (SFCC) programme profoundly reshaped my understanding of global challenges.

The journey ignited my passion for positive change and solidified my trust in community-driven initiatives. Leading a dedicated team focused on a green project for lower-middle-income communities was both challenging and rewarding.

Witnessing the direct positive impact of our actions was inspirational, deepening my dedication to public welfare and drawing me towards the development sector.

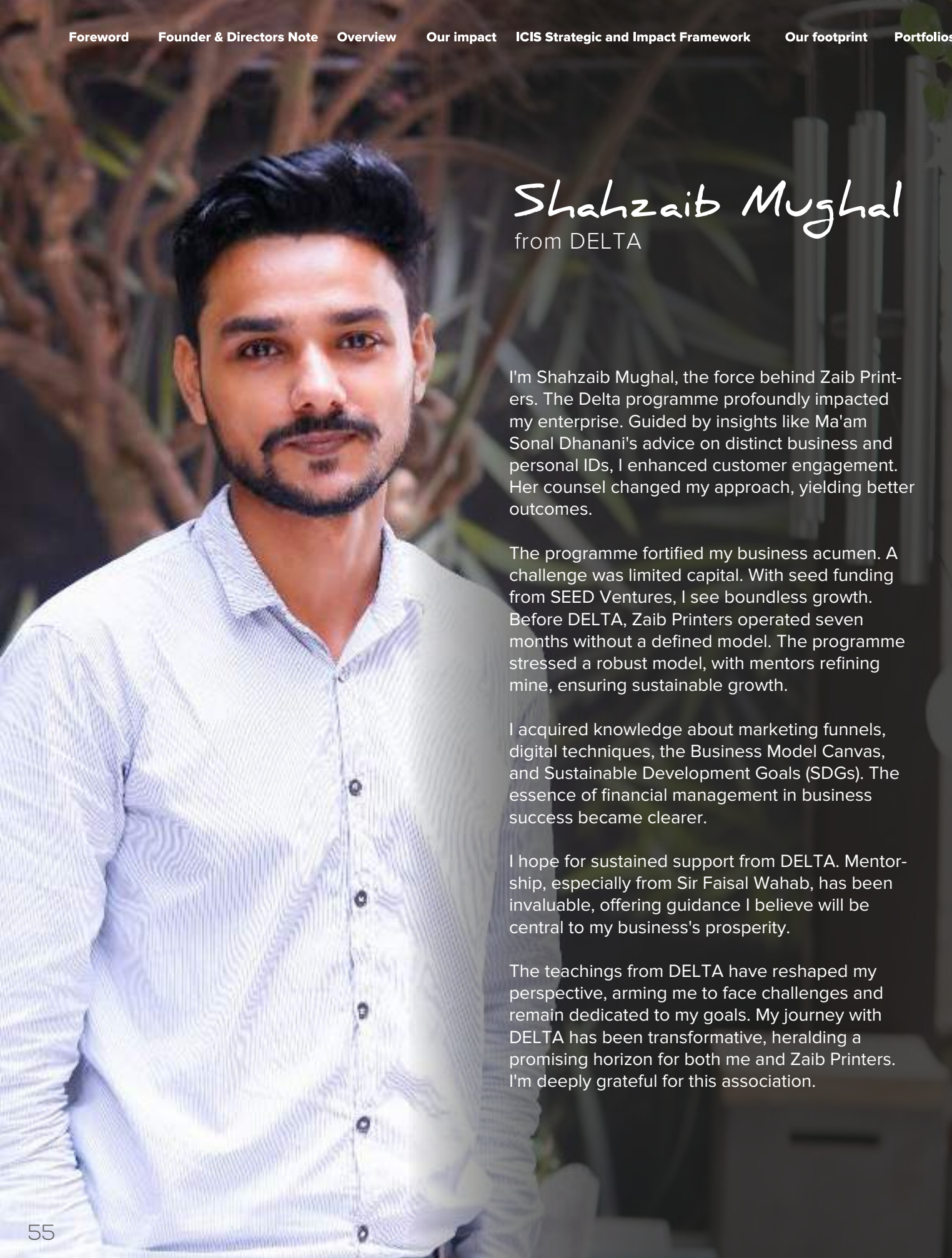
The programme honed my leadership skills, teaching me team management, judicious delegation, and fostering collaboration, ensuring every team member felt appreciated.

SFCC provided real-world insights into global social, economic, and environmental challenges, emphasizing the need for comprehensive solutions. Reflecting on this experience, it's clear how instrumental SFCC has been in molding my goals.

The programme broadened my perspective, giving me a stronger sense of purpose. With the knowledge gained, I'm driven to contribute to a sustainable, equitable future.

This transformative journey has invigorated my aspirations. Grateful for the lessons learned, I am resolute in advocating for a just and sustainable future for everyone.





Shahzaib Mughal

from DELTA

I'm Shahzaib Mughal, the force behind Zaib Printers. The Delta programme profoundly impacted my enterprise. Guided by insights like Ma'am Sonal Dhanani's advice on distinct business and personal IDs, I enhanced customer engagement. Her counsel changed my approach, yielding better outcomes.

The programme fortified my business acumen. A challenge was limited capital. With seed funding from SEED Ventures, I see boundless growth. Before DELTA, Zaib Printers operated seven months without a defined model. The programme stressed a robust model, with mentors refining mine, ensuring sustainable growth.

I acquired knowledge about marketing funnels, digital techniques, the Business Model Canvas, and Sustainable Development Goals (SDGs). The essence of financial management in business success became clearer.

I hope for sustained support from DELTA. Mentorship, especially from Sir Faisal Wahab, has been invaluable, offering guidance I believe will be central to my business's prosperity.

The teachings from DELTA have reshaped my perspective, arming me to face challenges and remain dedicated to my goals. My journey with DELTA has been transformative, heralding a promising horizon for both me and Zaib Printers. I'm deeply grateful for this association.



Amna Khalil

from DELTA

I'm Aamna Khalil, an artist reshaped by SEED Ventures' DELTA programme. It ushered me into the business realm, aligning me with peers navigating similar challenges. A pivotal takeaway was understanding teamwork's essence. As someone who often micromanaged, DELTA underscored collaboration's crucial role in business success.

DELTA fortified my growth, instilling confidence and sharpening my promotional and pitching skills. Balancing studies, finances, and social media became less daunting. Their insights refined my target audience approach, enhancing business operations.

Embracing Sustainable Development Goals (SDGs) illuminated how small enterprises can foster societal change. This broadened my business's purpose, integrating it with community upliftment.

I champion SEED Ventures, particularly for young dreamers from underserved communities. Their programme demystifies entrepreneurial nuances, offering practical training and hands-on demonstrations. Grasping digital marketing strategies enriched my knowledge base, igniting a desire to deepen this expertise to amplify my business potential.

Reflecting on my experience, SEED Ventures has indelibly marked my professional path, arming me with tools and insights to navigate the future confidently.

Climate

In the face of the climate crisis, SEED Ventures acknowledges the urgency of adopting a multi-dimensional approach that goes beyond our individual beneficiary groups. Climate change, a pervasive issue, impacts every sector and requires holistic and coordinated action. We view this not just as a challenge, but as an opportunity to innovate and foster collaboration across various sectors. Through our work on Climate, we strive to devise innovative strategies, drawing from a deep understanding of the complex nature of the issue. By fostering synergy across the Individual, communities, Institutional, and Systemic framework, and other beneficiary portfolios, we aim to leverage the strengths of each, crafting solutions that are comprehensive and impactful.

Through our initiatives, we are building a pathway marked by increasing awareness, fostering understanding, encouraging behaviour change, building resilience, and promoting mitigation strategies against climate change. Our work at SEED Ventures is not simply about adapting to the changes brought about by climate change. We aim to delve deeper, to better understand this complex issue, anticipate its impacts, and proactively develop strategies to mitigate its effects. This ambitious goal requires the collective effort of all stakeholders - from technology innovators and policymakers to local communities and international organizations.



Our Projects on Climate

What's The Alternative

SEED Ventures launched Whats The Alternative (WTA) a sustainability platform aiming to provide solutions to urgent environmental, wellness, and lifestyle issues.

2nd Life

Unilever Pakistan and SEED Ventures joined hands for '2nd Life Pakistan,' a groundbreaking initiative focused on minimizing plastic waste and endorsing sustainable practices in Pakistan.

Developing a Community Based Waste Management Model

SEED partnered with EYDS for this project aimed to educate community members regarding proper waste management and disposal to reduce household waste generation and guide them to what could be done to support local authorities.

The Environmental Scoping Study of the Lyari River

This study, conducted with the support of The Coca-Cola Company, was part of the Ocean Cleanup and Coca-Cola's global partnership aimed at stemming the tide of plastic waste by intercepting it in rivers around the world.

Mission Cleaner Pakistan

SEED & Philip Morris Pakistan Ltd, launched Mission Cleaner Pakistan, an anti-littering project aimed at raising awareness across the country regarding proper disposal, promoting behavioural change and supporting the required infrastructure for disposal.



What's The Alternative

SEED Ventures launched Whats The Alternative (WTA) a sustainability platform aiming to provide solutions to urgent environmental, wellness, and lifestyle issues. This platform seeks to spark global conversations about sustainable living and offer practical solutions for a more environmentally conscious future. The inaugural event for WTA titled EcoSummit was held in collaboration with the Overseas Investors Chambers of Commerce and Industry (OICCI) on the 12th of July in Karachi.

The event aimed to foster an open dialogue where panellists discussed their efforts to reduce environmental harm through alternative approaches and solutions, as well as explore innovative ways to achieve sustainability. Express Tribune was the media partner for the event.

The event commenced with a compelling speech by Amir Paracha, CEO of Unilever

Pakistan, who noted that climate change is no longer an abstract concept but a tangible reality affecting people's lives. Paracha emphasized the urgency of acknowledging and responding to this truth, stating, "Climate change is no longer just a topic for academic discussions. It has arrived, and we can see and feel its impact." He stressed that focusing solely on the negative consequences will yield no results; instead, a shift in mindset is imperative, encouraging people to explore alternative approaches.

Following Paracha's speech, a fireside chat moderated by seasoned journalist Zarrar Khuhro featured Khalid Mahmood, MD and CEO of Getz Pharma, who underscored the pivotal role of policymakers in driving sustainability. Mahmood emphasized the need for prompt policy implementation to effectively address environmental challenges, stating, "Sustainable solutions in Pakistan require strong policy implementation. We must all take responsibility for our individual actions contributing to the problem and develop a mindset

that embraces less harmful alternatives." One of the primary objectives of the EcoSummit was to introduce 'What's the Alternative,' a platform poised to act as a catalyst for change. Shaista Ayesha, CEO of SEED Ventures, highlighted the significance of making sustainable practices accessible to all, with a specific focus on Pakistan. The platform revolves around three core pillars: environment, wellness, and lifestyle, encouraging individuals and organizations to engage and contribute to a more sustainable future.

EcoSummit also featured two insightful panel discussions. The first panel, titled "Industry Innovation and Infrastructure for a Sustainable Future," explored novel approaches to industry practices and infrastructure. Esteemed panellists, including experts Tahir Mirza from Hamdard Laboratories and Danish Iqbal from Metro Power Group and Gul Ahmed Energy Group, shared insights into sustainable industry practices, inspiring attendees to adopt innovative approaches within their respective fields. Panel 2, "Responsible Consumption and

Production," emphasized the importance of responsible consumption habits and sustainable production processes.

Panellists Ziad Bashir from Gul Ahmed Textile Mills, Raza Pirbhai from KFC Pakistan, and Shaista Ayesha from SEED Ventures discussed the significance of responsible consumption and production in driving sustainability forward. Raza Pirbhai, CEO of KFC Pakistan, reaffirmed the company's commitment to sustainability, ensuring high-quality food production while prioritizing environmental stewardship. This year, under the platform two other events will be held under the wellness and lifestyle pillars.



2nd Life (Acceleration)



Unilever Pakistan and SEED Ventures are proud to introduce '2nd Life Pakistan,' a groundbreaking initiative focused on minimizing plastic waste and endorsing sustainable practices in Pakistan.

This unique project is split into two key components: the Acceleration Challenge and the Research Programme.

The Acceleration Challenge is a competitive programme designed to support and expand enterprises in the plastic recycling and collection sector. Its objectives are to identify, mentor, and develop businesses or entrepreneurs that utilize innovative technological solutions to promote sustainable plastic collection, segmentation, and recycling. Candidates are invited to submit proposals under three themes: plastic waste collection and sorting, repurposing plastic into usable products, and reintegrating or recycling plastic into existing value chains.

Applicants who meet specific eligibility criteria will be shortlisted and participate in a four-week capacity-building phase aimed at enhancing their abilities and improving their products or services.

The competition culminates with the finalists presenting their ideas to a panel of business experts, Unilever and SEED personnel, and waste management professionals. The winning team will be awarded a cash prize of PKR 1 million, with top contenders also given an opportunity to collaborate with Unilever Pakistan on the plastic collection, recycling, and repurposing projects.



Unilever and SEED Ventures join hands to combat the global challenge of plastic waste management. The signing of this MoU marks the beginning of a collaborative journey towards a more sustainable future.



Developing a Community-Based Waste Management Model



The Entrepreneurship and Youth Development Society and SEED Ventures collaborated on a project aimed at improving waste management in Karachi. Faced with an ever-increasing population and outdated waste management systems, the city has struggled to handle the rising amounts of waste effectively. This situation has led to significant health and environmental problems, including respiratory issues, aesthetic degradation, and the proliferation of disease.

The project sought to educate community members about proper waste management and disposal, aiming to reduce household waste generation and support local authorities. To this end, data were collected from 100 households and 500 individuals, helping to identify gaps in waste management execution.

Communities like Chakiwara, Bihar Colony, 100 Quarters, and Mehran town were identified as struggling with waste management, and further investigations helped understand the main types of waste and the frequency of their generation.

The research identified a knowledge gap in waste disposal among the communities and ineffective waste management efforts from the relevant authorities.

The project's intervention showed promising results, suggesting that community-based models could alleviate the city's waste collection and disposal system burden. Crucial insights included the importance of dialogue between local government bodies and communities and the need for collective action from communities to reduce and recycle waste.

The research also underscored the importance of educational programs in schools, engagement of community heads and influencers in promoting cleanliness and building a sense of community responsibility for waste management. It was revealed that there is a willingness among communities to improve their surroundings, and potential alternatives that can reduce waste quantities, like using tote bags instead of plastic bags, were suggested.

Creating community-owned spaces from recycled materials was suggested to encourage a sense of ownership and demonstrate creative waste use. Although the project did not directly explore this, there is considerable potential for developing income streams from waste collection, sorting, recycling, and disposal, particularly for low-income communities.

The project concluded with the recommendation for similar sessions across Pakistan, extending the duration of the intervention, engaging more women, developing educational videos, and using further programme models to educate people about diseases spread due to waste.



The Environmental Scoping Study of the Lyari River



This study, conducted with the support of The Coca-Cola Company, was part of the Ocean Cleanup and Coca-Cola's global partnership aimed at stemming the tide of plastic waste by intercepting it in rivers around the world.

The study revealed that the Lyari harbour area, originally designed as a spillway to control the flow of flood water, is now choked by accumulated debris. The research found that every month, around 9,000 tonnes of debris, almost entirely uncleaned, enter the river. It presents a comprehensive examination of the pollution crisis in Karachi, Pakistan, focusing particularly on plastic pollution and its impact on the city's water bodies.

Oceans and large river networks, known for their biodiversity and potential for carbon sequestration, have been under threat for decades. Contributing factors include exponential coastal population growth, inadequate policies for ocean protection and management, and a narrow view of the economic life of goods and services.

Karachi, the economic capital of Pakistan, suffers greatly from environmental hazards, especially due to the large volume of waste, including plastic, dumped in its drains, rivers, and coastal waters. The city ranks among the top 10 in terms of area and population and suffers from urban sprawl, with open dumping of all types of solid waste, including non-biodegradable plastic, a common phenomenon.

The study also highlighted that non-biodegradable plastic is the second largest waste type after organic kitchen waste in Karachi,

with almost one-fifth of the total waste produced in the city being plastic.

The report's main findings revealed that in Pakistan, 30 million tons of solid waste are produced annually, of which 9% are plastics. The majority of this municipal waste is either burned, dumped, or buried on vacant lots, or disposed of in rivers without proper planning.

As with other developing countries, Pakistan lacks waste management infrastructure, resulting in serious environmental problems.

The city's two main rivers, Lyari and Malir, have been heavily contaminated and transformed into major sewage drains. The report emphasized the need for solutions and interventions to support existing efforts to remove the debris entering via the Lyari outfall and stressed the need for these efforts to be amplified.

SEED Ventures was awarded the ESG and Sustainability Award for The Lyari River Project by The Coca-Cola Company at an event held by Coca-Cola to award all their partners working on sustainability.

The main finds of the report

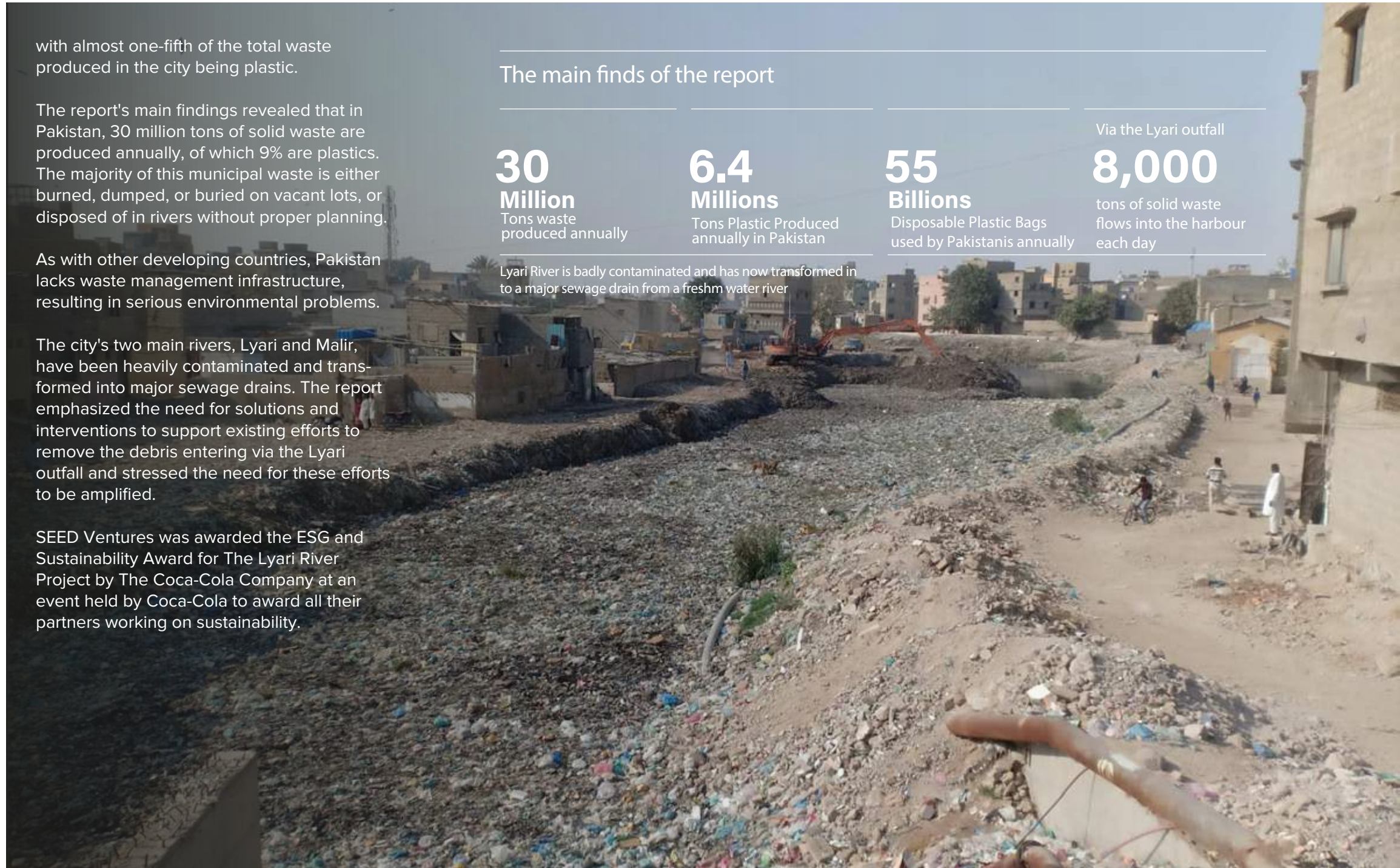
30 Million
Tons waste produced annually

6.4 Millions
Tons Plastic Produced annually in Pakistan

55 Billions
Disposable Plastic Bags used by Pakistanis annually

Via the Lyari outfall
8,000
tons of solid waste flows into the harbour each day

Lyari River is badly contaminated and has now transformed into a major sewage drain from a fresh water river



Mission Cleaner Pakistan



Amid the pressing alarm of climate change, SEED, in partnership with Philip Morris Pakistan Limited, took the proactive step of launching Mission Cleaner Pakistan (MCP). Conceived by the Entrepreneurship & Youth Development Society (EYDS), this sustainability awareness programme was devised to engage the young population of Pakistan in tackling escalating waste and climate concerns. The central strategy involved inspiring them to partake in clean-up drives scattered across the country.

This initiative successfully engaged approximately 2,600 volunteers from five major Pakistani cities—Lahore, Karachi, Quetta, Peshawar, and Balakot. Their collective efforts resulted in the removal of 6 tons of trash. Throughout the program, MCP made strides in raising waste management awareness, achieved by educational activities designed for the volunteers during clean-up drives.

These efforts didn't go unnoticed by the general public, as art pieces made from the collected trash were put on display in public centres, thereby visually demonstrating the volume of waste individuals generate. MCP, the brainchild of the Entrepreneurship & Youth Development Society (EYDS) and SEED Ventures (SEED), was initiated in collaboration with Philip Morris Pakistan Limited (PMPKL). The crux of the programme was to incite the youth of Pakistan to respond to escalating waste and climate issues by encouraging their involvement in nationwide clean-up drives.

The initiative activated 2,600 volunteers across five major cities in Pakistan (Lahore, Karachi, Quetta, Peshawar, Balakot), resulting in the collection of 6 tons of trash. The clean-up drives were built around a zero-waste approach. Locations were identified by the SEED team, with local community

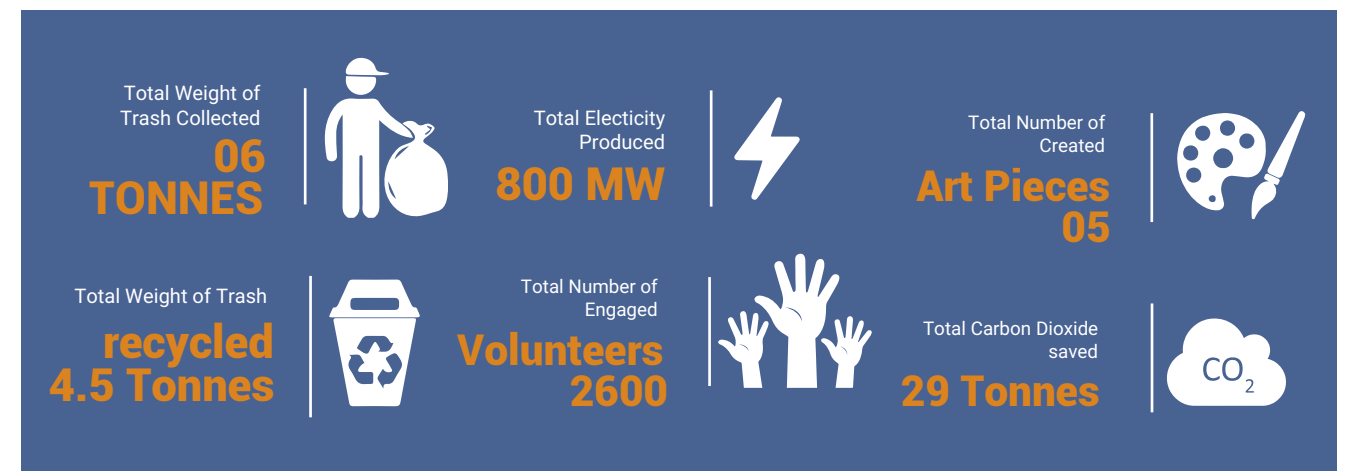
members subsequently invited to participate. The volunteers were equipped with reusable safety gloves and vests, as well as 100% compostable trash bags for trash collection. After the collection, the trash was transferred to the appropriate recycling facilities in each city.

Moreover, MCP aligned its core focus with the United Nations Sustainable Development Goals, particularly those related to Responsible Consumption & Production (SDG 12), Climate Action (SDG 13), Life Below Water (SDG 14), and Life on Land (SDG 15).

To increase sustainability awareness among the public, various artists were commissioned to create striking art pieces from the collected waste. These were strategically placed in public locations to visually underscore the significant waste issue in Pakistan. For instance, Munawwar Ali Syed's "The Trash Cloud" mimicked the form of a mushroom cloud post-nuclear explosion to illustrate the severe environmental damage occurring. Similarly, Afiya Asif's piece, "Clash of ...", displayed at Nusserwanjee Park,

utilized contrasting waves to symbolize the societal dichotomy that can influence pollution. In Lahore, Maroof Taj's "Being and Nature" captivated audiences, challenging them to contemplate an alternate, more appealing reality. Lastly, the "Plastic Tide," created by local artist Madiha and exhibited at the University of Peshawar, encapsulated the devastating issue of oceanic plastic pollution.

Key Statistics



Art Pieces

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Trash Cloud
Beach View Park Karachi



Being & Nature
Kitaab Ghar Lahore



The Plastic Tide
University of Peshawar



Clash of ...
Nusarwanjee Park Karachi



Trash Optimus Brothers
Millenium Mall Peshawar

Research for Sustainable Development:

At SEED Ventures, we understand the power of Research for Sustainable Development. This isn't just a tagline; it's our operational backbone and guiding principle. We embed it in our day-to-day work to move beyond just financial progress and to actively contribute to a sustainable, equitable world.

Our mission involves diving deep into diverse societal segments and markets. By doing so, we're not just collecting data; we're discovering the real challenges, needs, and dynamics at play. This knowledge is crucial—it shapes our sustainable solutions, making them resonate better with each context, and increasing their chances of success.

Moreover, we value understanding the inner workings of these sectors. This insight helps us align our strategies with existing processes, ensuring minimal disruption and optimal acceptance. It's a key factor in enhancing our reach and creating impactful, scalable solutions.

In essence, our research-focused approach isn't just an intellectual endeavour. It's a commitment to create real-world solutions that are sustainable and aligned with the Sustainable Development Goals (SDGs). By marrying research and action, we strive to foster a future that's not only sustainable but also fair and inclusive



Pakistan Market Study

SEED Ventures, with the support of SUE (the Finnish Foreign Trade Promotion Fund), is conducting the Pakistan Market Study Research. This report aims to provide Finnish companies with a comprehensive blueprint plan to identify business opportunities in Pakistan. It also explores how businessmen from both Pakistan and Finland can collaborate on new bilateral trade opportunities. The relationship between Pakistan and Finland dates back to the 1950s when Pakistan was one of the first countries to recognize Finland after it gained independence. Since then, the two countries have maintained a friendly relationship, with Finland providing aid and assistance to Pakistan in various sectors, including education and development.

The report analyzes the barriers to entry for new businesses in Pakistan and provides a lay of the land for sustainable, renewable, and smart energy in production, distribution, and consumption, circular economy, information technology, and environmental and social considerations. Overall, this report provides readers with a comprehensive and detailed blueprint plan for identifying business opportunities in Pakistan, as well as guidance on how to collaborate with businessmen from both

Pakistan and Finland to drive new bilateral trade opportunities. The reopening of the Finnish embassy in Islamabad demonstrates the growing importance of the bilateral relationship, and this report aims to help Finnish companies take advantage of the opportunities available in the Pakistani market and strengthen economic ties between the two countries.

Furthermore, the report recognizes the importance of promoting gender equality and empowering women in business. It includes a section on women in business and connecting women-led businesses between Pakistan and Finland. This section provides an overview of the current status of women in business in Pakistan, analyzes the potential for women-led businesses to connect between Pakistan and Finland, and makes recommendations for supporting women in business and promoting connectivity between women-led businesses in both countries. The report identifies the most potential business opportunities in the selected areas, provides guidance on different types of market entry strategies and best practices, and discusses the different roles of local partners and public vs. private sector investments. It concludes with an analysis of different incentives, including taxation and legislative measures, to promote economic growth in both countries. The report also shares the experiences and expectations of Finnish companies with and in Pakistan over the last few years, delivering best practices and lessons learned.

Pakistan and Pakistani Diaspora in the UK:

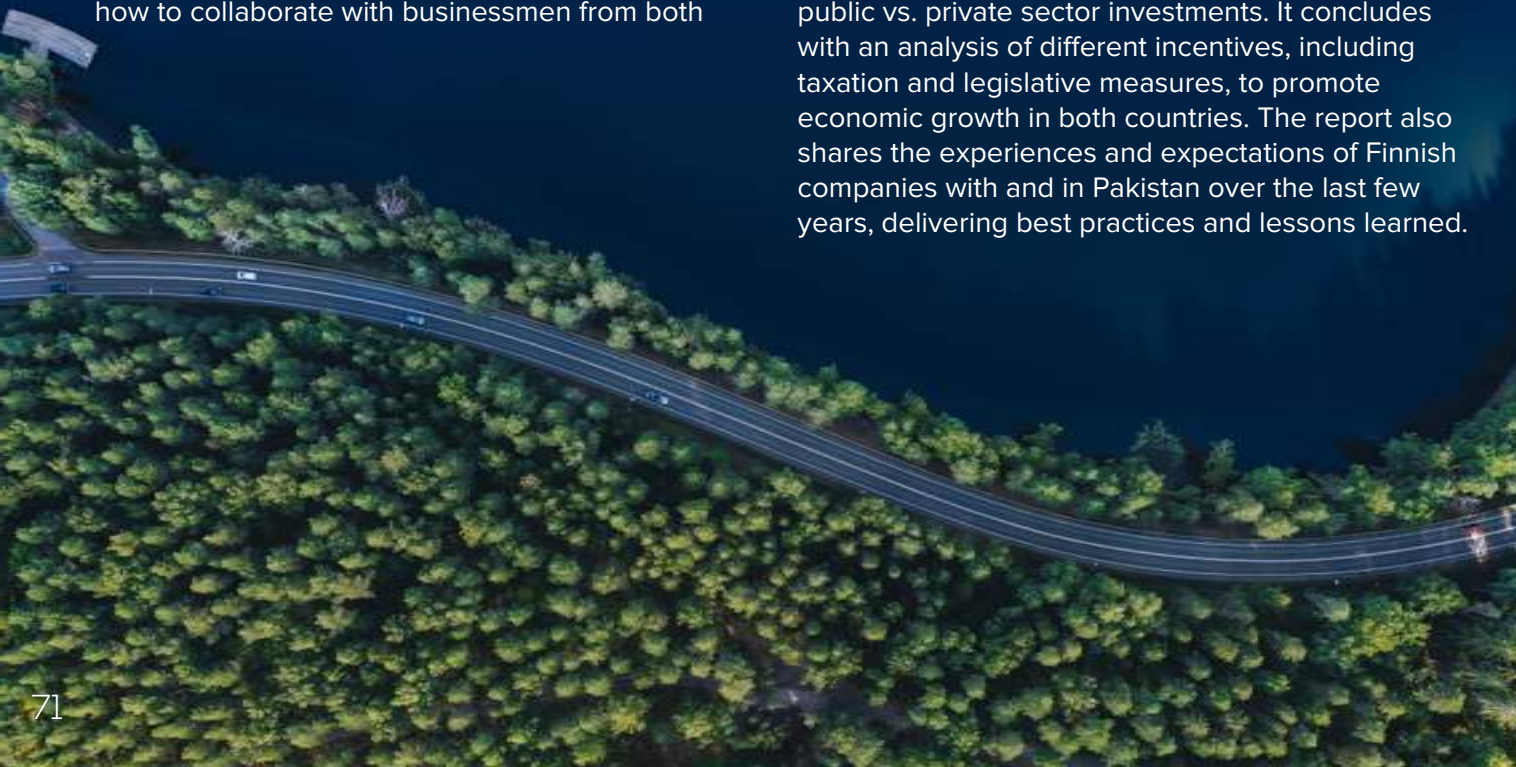
Researching Our Effective Giving

Social Enterprise Academy – Scotland and SEED Ventures had teamed up with University of Roehampton School of Business and Oxford University researchers, to explore how the diaspora in Scotland viewed social needs in Pakistan, which of them they cared about most and whether – in the future – they might have been excited to help in new ways that guaranteed more of their support reaching the right causes – and in ways that they could see exactly how their resources were used. This survey was backed by the Scottish Government and supported by Scotland’s Social Enterprise Academy.

The report includes mapping study findings based on a survey of 100 responses, primarily collected online from the Scottish-Pakistani diaspora community. The survey revealed that a significant proportion of respondents were donating to social causes in Pakistan, with education and poverty alleviation as their primary concerns. The survey also highlighted that 86.7% of respondents were interested in a fund that is

registered either in Scotland or Pakistan, is tech-enabled, specialized in the areas of concern to the respondents, and provides transparent progress reports. Furthermore, 55% of the respondents expressed interest in a fund that enabled them to invest in social enterprises.

Based on the survey findings, two enterprises were identified for the grant - TeeSquare, working on basic literacy through technology, and Chiragh Education Technologies. The report outlines a package of support for these enterprises including mentoring, leadership development, technical support, and seed grant, with funds to be provided in 2023. Both enterprises are seen as scalable solutions that can be applied anywhere in Pakistan due to the tech element, aligning with the major concern of education identified in the survey. The report concludes with an overview of the timeline and steps for providing support packages to the identified enterprises in the year 2023.

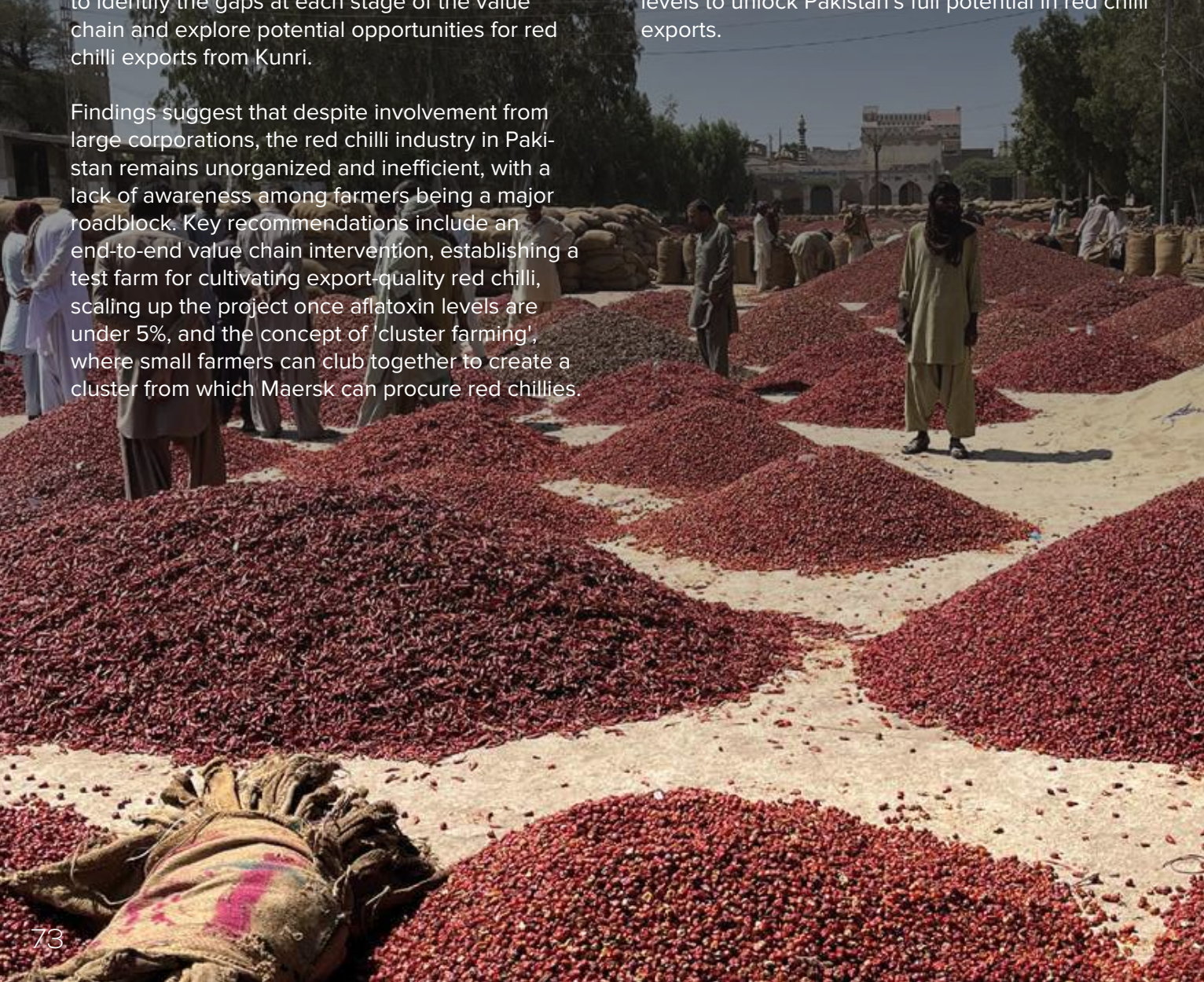


Kunri Chilli Research:

The report provides a comprehensive analysis of the red chilli value chain in Pakistan, particularly focusing on the Sindh province, and more specifically the Umerkot district and its tehsil Kunri, known as the capital of red chillies in Asia. Despite being the sixth largest producer of red chillies globally, Pakistan does not rank in the top ten exporting countries. The high presence of a fungus known as aflatoxin has been identified as a significant contributing factor. The report is a collaboration between Maersk and SEED Ventures and aims to identify the gaps at each stage of the value chain and explore potential opportunities for red chilli exports from Kunri.

Findings suggest that despite involvement from large corporations, the red chilli industry in Pakistan remains unorganized and inefficient, with a lack of awareness among farmers being a major roadblock. Key recommendations include an end-to-end value chain intervention, establishing a test farm for cultivating export-quality red chilli, scaling up the project once aflatoxin levels are under 5%, and the concept of 'cluster farming', where small farmers can club together to create a cluster from which Maersk can procure red chillies.

Other recommendations include developing a red chilli trading platform to facilitate knowledge exchange between European importers and Pakistani exporters and producers. This would help bridge the gap in understanding market requirements and could eventually evolve into a marketplace where Pakistani sellers can connect with European buyers. Overall, the report emphasizes the need for data collection infrastructure, collaboration with stakeholders, application of advanced farming techniques, and organized efforts at all levels to unlock Pakistan's full potential in red chilli exports.



Interloop Scoping Study:

This report unveils the rationale and findings of a scoping study executed by SEED Ventures for Interloop Limited, as part of the Niswan Programme, an initiative dedicated to empowering women. The study's primary objective was to map out the landscape of home-based food businesses in Faisalabad to explore their potential to deliver quality food to Interloop's employees across various offices and hostels in the city. The research was conducted in two major phases. The first phase was a demand-side study, focusing on understanding the needs of Interloop employees, with an assessment of factors such as food quality, price, and variety to determine the employees' requirements and preferences.

The second phase was a supply-side study, targeting the comprehension of the network of women-led food businesses in Faisalabad. The study examined the details of their geographical spread, current capacities, potential scalability, challenges that could hinder scalability, and their

interest in integrating into a leading corporation's food supply chain. Upon completion of the demand and supply-side study, mechanisms were proposed to incorporate these women-led food businesses into Interloop's food supply chain. These mechanisms were designed to ensure a smooth transition for these home-based businesses into a formal corporate structure.

The project also devoted special attention to the scalability of this initiative by identifying key challenges that could potentially obstruct the growth and scalability of the project, with practical solutions proposed to overcome these challenges. In conclusion, this report offers an exhaustive study of the potential of home-based food businesses in Faisalabad and their prospects for supplying quality food to corporate employees. The aim was to connect the untapped potential of these businesses with a corporate supply chain in a manner that fosters women's empowerment. The findings of this study will serve as a pivotal resource for Interloop Limited and other entities interested in fostering similar initiatives.



Mehran Town Research

This comprehensive research study focused on women's empowerment in Mehran Town, a slum area in Karachi, Pakistan. The research aimed to explore the income-generating activities of women, the potential for microenterprises, the community's perspective on women's empowerment and education, and possible actions for further empowerment. The findings revealed that despite facing numerous challenges including low literacy rates, financial constraints, and societal pressures, there was an eagerness to learn and grow among the women of Mehran Town. Interestingly, a significant majority of the community, including male members, were supportive of women's education and their contribution to household income.

The study further showed that even in the face of a dominant patriarchal society, women in Mehran Town were enthusiastic about starting their own businesses. However, various constraints, including a lack of initial business-oriented thought and financial limitations, impeded their progress. The report emphasized that equipping women with basic literacy, business training, and specific skill development could help them overcome these hurdles. However, a gap in financial literacy persisted as most women were unfamiliar with banking processes and operations.

To address these findings, the research proposed a structured project aiming to uplift women's socio-economic status in Mehran Town. The project's steps included imparting basic literacy skills, providing job skills training, facilitating business startups or job market entry, and establishing a job placement office. The ultimate goal was to eradicate poverty and improve lifestyles through women-led businesses and income-generating activities.

The proposed project duration was three years, with an initial target to work with 30 women per discipline. On the basis of this research, we designed the project "Imarah" to further empower the women of Mehran Town.



**INVESTING
IN IMPACT**



SEED Ventures, recognizing the potential synergy of sustainability, ESG (Environmental, Social, and Governance) elements, and technology, strategically co-invested in ENSOGO and Sustainability, leading to the creation of SpectrEco.

SpectrEco, an organization driven by technology at the forefront of sustainability innovation, intends to simplify the integration and reporting of sustainability and ESG in vital sectors, including Real Estate, Hospitality, and Infrastructure.



SpectrEco's approach to sustainability is two-fold. While the company acknowledges the potential of technological innovations such as artificial intelligence for sustainability, they believe it's only one facet of the solution. A significant part lies in changing global habits and behaviours.

To turn awareness into action, SpectrEco commits to providing comprehensive and easily understandable

<https://spectreco.com/>









data to the public. The platform's focus areas include the increasing frequency of climate-induced disasters, startling global waste levels, rising temperatures, threats from surging sea levels and melting glaciers, and the impacts of various governance practices.

SpectrEco is operating out of Europe and North America, with eager plans to extend its geographical footprint. The company anticipates launching operations in Saudi Arabia and Canada in the upcoming years, marking a new milestone in its journey.



Introducing our transformative collaboration with Sheikh Yousef Khalawi with a remarkable background in family-owned business management, international investments, and non-profit ventures.

Leadership Team





 Faraz Khan MBE CEO & Partner	 Andrew Brewer CFO & Partner
 Aftab Adamjee Partner	 Adam Lloyd Chairman & Partner
 Jed Linsider Partner	 Qudsia Sajjeed Partner
 Sajjeed Aslam Partner	 Shaista Ayesha Partner

SpectrEco, led by Faraz Khan, a seasoned leader with a decade's worth of experience in impact and sustainability investments, aims to turn the concept of sustainability from an abstract idea into a practical, affordable reality for all. SpectrEco's mission is to create significant changes, powered by the belief in collective power to address the escalating climate crisis.

SpectrEco's global team of experts is committed to making these critical issues understandable to all, igniting change, and encouraging collective action towards a sustainable future.

At the core of SpectrEco's triumph is the extraordinary collective expertise brought forth by their esteemed board members. With an unmatched legacy in real estate, hospitality, and sustainability, they draw from 150+ years of institutional mastery.

Their skilful acumen in managing large enterprises infuses SpectrEco's business with unparalleled strength, propelling them to seize growth opportunities and reinforce their valuation. Their visionary leadership fosters innovation, ensuring sustainable practices that leave a lasting legacy for generations to come.

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www.ensogov.com

SEED Ventures and Matriarch Ventures co-invested to create ENSOGOV, an innovative startup working in the ESG (Environmental, Social, and Governance) tech and data sector. Driven by a vision to co-create a sustainable future for generations to come, ENSOGOV is committed to removing existing barriers and seizing opportunities today. Their purpose is rooted in fostering a fair and inclusive world, where responsible business practices align with societal values.



ENSOGOV's primary offerings are designed to simplify and accelerate the ESG journey for businesses. In a world where the importance of sustainable practice is increasing, the company recognizes the growing demand for businesses to address ESG risks and opportunities. To meet this need, ENSOGOV provides a comprehensive suite of tools and services. These encompass areas such as Advocacy & Communication, Sustainability Reporting, Raising Capital, Technology & Data, ENSOGOV Sprints, and Self-Service Toolkits.

ENSOGOV differentiates itself in the market through its strategic approach to simplicity, pace, and cost-effectiveness. By empowering businesses with self-service toolkits, they enable clients to take charge of their ESG journeys. The company's unique, proprietary Bitesize Sprint Model is complemented by a Global Partner Network, ensuring that it provides value-driven solutions tailored to specific business needs.

The impacts ENSOGOV aims to have on businesses are both diverse and significant. These extend beyond traditional measures to include aspects that



Advisory Board



Faraz Khan MBE Director



Qudsia Sajjeed Director



Sajjeed Aslam Director



Shaista Ayesha Director



Nathan Sivagananathan Director






Jonathan Freeman Director

will improve profitability and share price, as well as enabling businesses to measure and forecast their carbon footprints accurately. The company's focus on sustainable supply chain management, achieving minimum viable compliance, and strategic financial planning sets them apart in the industry.

In addition, ENSOGOV aids businesses in accessing green capital, an essential aspect in today's environmentally conscious market. They assist in attracting and retaining talent by aligning business values with societal expectations.

Through tracking progress via a sustainability dashboard, ENSOGOV ensures transparency and accountability. They also take the lead in preparing detailed sustainability reports and disclosures, making compliance and reporting a streamlined process.

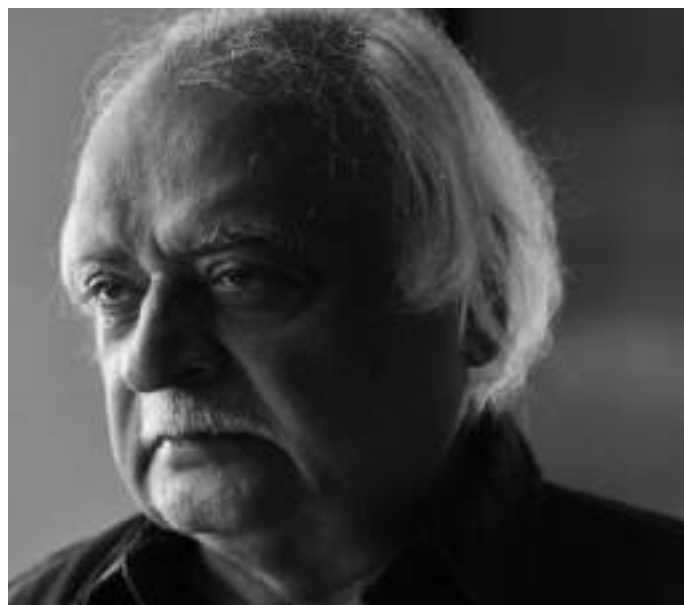
By fostering innovation and providing practical tools, ENSOGOV's vision and actions are a robust step towards a more sustainable and responsible business landscape.

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Impact Dashboard is a pioneering narrative specialist company that operates with the purpose of leveraging storytelling to inspire significant and enduring social change. This mission is accomplished through a unique approach named the MMM approach, which expertly transforms inspirational moments into momentum and subsequently fosters a widespread movement.



The ID logo has been designed by Anwar Maqsood. The logo, featuring a human face, reflects our mission to humanize impact-driven stories, embodying qualities like purpose and intention. The design's eye and nose can be interpreted as the letters "I" and "D" of ID, or simply as features of the human face, encapsulating both the uppercase "I" and lowercase "d" of ID.

The company seamlessly intertwines the Sustainable Development Goals (SDGs) and Environmental,

<https://iidashboard.com/>

Social, and Governance (ESG) benchmarks with community impact to cultivate robust media partnerships. By doing so, they create a strategy that incubates connections between grassroots leaders, private & public sector organisations, and their talented storytellers. Together, they co-create meaningful narratives that resonate with audiences globally.

What sets Impact Dashboard apart is its proficiency in constructing ROI-based narratives that artfully blend quantifiable impact with engaging storytelling. This approach caters to the diverse needs of stakeholders, allowing them to connect and communicate their impact in a way that transcends traditional boundaries.

The company was co-founded by two visionary entities: PH Solutions, a team of seasoned public relations experts, and SEED Ventures, specialists in creating positive social impact. The board, comprising Pheby Haroon, Shaista Ayesha, Rasikh Ismail, and Faraz Khan, steers the organisation towards success, with Sara Rasikh spearheading the dynamic team.

Impact Dashboard offers an impressive spectrum of services, ranging from thought leadership through various writing services, content development for newsletters and articles, content creation through different mediums, influencer marketing, event management, to a comprehensive social media strategy and digital marketing. Their digital marketing services are particularly notable, encompassing

online reputation management, influencer/-blogger outreach, and meticulous content calendar creation.





One of Impact Dashboard's recent and exciting initiatives is the launch of Sports ID. Established as Pakistan's first all-inclusive sports platform, Sports ID is geared towards empowering and uplifting sports persons across all walks of life, irrespective of their age, gender, ethnicity, or disabilities. This platform has been meticulously designed with the objective of bridging mentoring, funding, and scholarship opportunities across a wide range of sports for youth in Pakistan.

Impact Dashboard stands as a beacon of innovation and inspiration, merging the worlds of impact and storytelling to create a transformative approach to social change. Through their unique methods, passion for community development, and alignment with global goals, they are undoubtedly shaping a new narrative for future generations.



Our Team

Rasikh Ismail | Pheby Haroon
Faraz Khan | Shaista Ayesha

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SEED Ventures and Synapse, Pakistan Neuroscience Institute, have taken the lead in investing in Cognite. This distinguished private research consultancy service specialises in constructing a comprehensive databank of the mental health ecosystem in Pakistan. With a team comprised of seasoned mental health specialists and social enterprise experts, Cognite offers a balanced and complete approach towards mental health.



Their vision is to foster accessible, evidence-based mental health solutions for everyone and are on a mission to create a research repository generating digital solutions for a contextualised mental health ecosystem.

Cognite operates under a unique ecosystem framework, allowing for an in-depth evaluation of progress, gaps, and opportunities within mental health research. They provide access to a multitude of interventions and resources, assisting researchers in designing, implementing, and evaluating

<https://cogniteorg.com/>

evidence-based strategies to improve mental health and diminish health disparities. Their vast array of services range from mental health research, consultancy, capacity building, speaker sessions, clinical audits, to social-emotional learning, psychological first aid, mental health literacy, employee wellness, and gender sensitisation.

Among the firm's current projects are a programme at the Institute of Business Administration, aimed at fostering a culture of compassion, communication, and creative leadership. Another notable endeavour is at Durbeen, an initiative designed to instil values of



compassion, responsive leadership, and professional identity formation into the teaching curriculum. Further, Cognite is conducting a comprehensive clinical audit of the schizophrenia programme at a local inpatient facility, focusing on patient pathways, modes of treatment, quality standards, and adherence to best practice guidelines.

Looking to the future, Cognite is focused on developing an interactive data portal, known as Map D. This ambitious project is designed to map and stratify mental health determinants, offering users the ability to analyse, sort, and filter data, locate mental health resources, and view and compare data by geography and topic. The plans for Map D are elaborate and include the use of interactive graphics and map utilisation to assess the impact of mental health determinants, explore spatial and temporal trends, identify geographic patterns, and perform comprehensive examinations of determinants using an ecosystem and research-based framework.

Cognite's innovative approach, paired with their commitment to improving mental health through evidence-based solutions, makes them a significant player in Pakistan's mental health landscape. Their ongoing projects and future plans reflect their dedication to creating a lasting positive impact in the field of mental health.



Advisory Board



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They are a risk mitigation and crisis management company that has created and deployed the world's first private 911 solution in Pakistan and Egypt, with the company also being incorporated in Argentina and Kenya. They aim to be there for their customers in any kind of emergency. So far, their focus has been to facilitate operations for their B2B clients by providing them safety, security, and crisis management support for their operations on a monthly retainer



basis. Their client portfolio includes Careem, Daraz, Retailo, SWVL, PostEx, Byte, Syngenta, Acasus, Trella, etc. Their B2C vertical, which they have not monetized, is being used by people facing life-threatening emergencies using the Mohafiz app (close to 100,000 organic downloads) and other touchpoints.

To date, they have handled more than 50,000 emergencies and have saved over 10,000 lives. Over the past two years, they have saved over 2,000 lives. They handle any and every type of emergency for anyone in crisis, from arranging blood to mediation with law enforcement agencies to handling pre and post-hospitalization care.

<https://www.humanetek.com/>

Their main aim is to provide secure tech-enabled emergency services (in case of emergencies and natural disasters) in countries where there is no singular emergency service platform available and to provide on-ground support through existing public and private first responders. In case of natural disasters, through their extensive network, they aim to become the platform which can provide real-time feedback from the ground about what kind of relief goods are required in which area and coordinate all activities. They did the same on a smaller scale in the floods last year.






During the floods of 2022, Mohafiz was involved on the frontlines providing relief and support to people in distress.

They provided, in association with their clients, relief goods worth more than PKR 10 million with Pakistan Air Force as their delivery partner for hard-to-reach flood-affected areas. Moreover, they are redesigning their mobile application and integrating the platform with it in such a way as to use it as an early warning system for natural disasters such as hurricanes, earthquakes, floods, and tsunamis.

It will be used as a coordination and communication tool during emergencies with their Ops room (which is live 24/7) as backup support. It will be used for predictive analysis as well after collecting enough data.



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FeedSol (Private) Limited is an innovative social enterprise based in Pakistan which was incorporated under the Companies Act, 2017, on April 5, 2018. The enterprise was developed by Engro Foundation and SEED Ventures, with the pivotal objective of bolstering the livelihoods of small and medium-sized dairy farmers by providing them with affordable, quality, and nutrition-rich livestock feed products.



By improving livestock health and increasing milk yields, FeedSol endeavours to enhance the economic viability of dairy farming and contribute to the community.

Despite being a relatively young enterprise, FeedSol has successfully expanded its operations significantly over a short span of 5+ years. It has achieved this through a dedicated team and by adopting innovative strategies that cater to the specific needs of the dairy farming sector. In the fiscal year 2022, the company managed to produce 9,000 tons of Silage and 1,400 tons of Concentrate. It aims to increase these volumes as it grows further, all while maintaining a commitment to sustainability and quality.





Currently, FeedSol serves over 200 customers and its products have positively impacted a significant farm area of 700+ acres. This reach reflects the company's growing influence in the sector and its ability to make tangible differences in the lives of the farmers it serves. Their growth trajectory is testament to the robust business model and a vision that transcends mere profit-making.

FeedSol's diligent efforts have resulted in encouraging financial performance, with revenue projected to rise by 35% YoY to PKR 400 Mn in the fiscal year 2023, up from PKR 240 Mn in FY22. The product



portfolio includes Baled Silage, Animal Concentrates, and Nutraceuticals, all crafted with the highest standards of quality control.

At the heart of FeedSol's operation is its commitment to delivering sustainable solutions that improve the lives of farmers and the health of their livestock. This commitment is mirrored in its high-quality products and the communities it serves. FeedSol does not just sell products; it builds relationships with farmers, offering them education, support, and tailored solutions. As FeedSol continues its dedicated pursuit towards the economic upliftment of farmers, it stands as a symbol of innovation and social responsibility in Pakistan's agricultural landscape.

-  [linkedin.com/company/cogniteorg/](https://www.linkedin.com/company/cogniteorg/)
-  [facebook.com/Cognite.pk](https://www.facebook.com/Cognite.pk)
-  [@cognite_pk](https://twitter.com/cognite_pk)
-  [cognite_pk](https://www.instagram.com/cognite_pk)

<https://feedsol.com/>

Thought Leadership



2023

In the wake of the ban, Faraz Khan highlighted the need for a transitional approach to sustainability, focusing on the root cause of the problem rather than the symptoms.



2023

Faraz Khan wrote a series of articles in the Independent Urdu where he advocates developing comprehensive strategies to tackle global crisis and expresses his views on global risks, specifically, climate change.



2023

Faraz Khan spoke at the AlbarakaSymposium43, emphasizing the connection between sustainability and the Islamic economy and the effectiveness of ESG and impact investments in generating positive change.



2023

Shaista Ayesha, CEO and Director of SEED Ventures, spoke about timeless leadership and collaboration for impact with sustainability advantage at the 23rd MAP Convention 2023



2023

Held in Islamabad and Karachi, SEED Ventures moderated discussions on education and energy at FPBS 2023, focused on boosting bilateral trade and investments across all industries and business sectors.



2023

Co-hosted by SEED Ventures and ACCA, the event was a series of thought-provoking discussions designed to address economic uncertainties and explore opportunities in the current times.



2023

CEO Shaista Ayesha of SEED Ventures spoke at the report's launch by the British Council Pakistan.



2023

Faraz Khan discussed cultivating a growth mindset on the ProPakistani podcast.



2023

CEO Shaista Ayesha spoke at the launch of OICCI's whitepaper titled, "Synergizing the Climate Ambition".



2022

SEED Ventures participated in a roundtable discussion on women's inclusion in trade at SDPI.



2022

Shaista Ayesha represented SEED Ventures at UNESCAP for SDG 7.



2022

Faraz Khan discussed the significance of Islamic principles for a better future at the opening ceremony.



2022

Shaista Ayesha discussed disability and inclusion strategy and practice about Purple Tuesday.



2022

Faraz Khan shared insights on climate change and the need for environmental conservation and resilience on the occasion of COP27.



2022

SEED Ventures conducted an environmental baseline scoping of the Lyari River to address pollution and environmental challenges.



2022

SEED Ventures partnered with K-Electric for the KE Karachi Awards 2022, celebrating those who impact Karachi's socio-economic landscape.



2022

Faraz Khan earned a prominent position on the Advisory Board for the Islamic Chamber of Commerce, Industry & Agriculture (ICCIA).



2022

Faraz Khan and CEO Mohafiz, Fahd Khan discussed climate resilience and urged urgent climate action and disaster management on BBC News.



2022

SEED Ventures engaged in discussions about SDG-aligned investments and disaster resilience in Pakistan.



2022

Shaista Ayesha participated in a panel discussion on empowering women and promoting gender diversity at the Board level.



2022

Faraz Khan discussed the next decade of investments in ESG & Impact in London.



2022

Faraz Khan discussed the political landscape in Pakistan during Imran Khan's ouster.



2022

CEO Shaista Ayesha was featured on BBC's Ramadan segment, discussing sustainable initiatives and social impact.



2022

CEO Shaista Ayesha was featured on BBC's Ramadan segment, discussing sustainable initiatives and social impact.



2022

SEED Ventures was a thought leader at this event, focusing on investment promotion and social impact.



2021

ACCA signed Memorandums of Understanding with SEED Ventures and InfraZamin Pakistan, formalizing their shared vision for positive impact and sustainability.

Life at SEED

Life at SEED Ventures extends far beyond just work; it's a lively blend of festivities and camaraderie, forming a tight-knit community. We are dedicated to nurturing a positive and inclusive work environment where team members unite to celebrate various events and occasions.



Birthday Celebrations: At SEED Ventures, we value each team member's uniqueness and believe that every milestone deserves celebration. Birthday festivities are a cherished tradition here, as we honour each team member on their special day with decorations, cakes, and group celebrations.



Farewell Celebrations: When it's time to bid farewell to a valued team member, we hold a sendoff party to honour their contributions. Farewell speeches allow team members to share their thoughts and memories about the departing colleague.



Special Olympics Celebration: We recently celebrated a significant achievement by Hasan Patel, a team member with Down syndrome, who secured third place in a swimming competition at the Special Olympics in Berlin. This achievement symbolizes the resilience and determination that we highly value.



Women's Day Celebrations: Each year, we celebrate Women's Day, honouring the strength, resilience, and achievements of the women in our organization. This occasion is also used to express gratitude for the remarkable contributions of women at SEED Ventures and in society.



Farmhouse Get-Togethers: We organize annual get-togethers at the farmhouse to foster deeper connections among our team members and their families.



Board Games: Regular board game sessions are incorporated into our routine to promote a healthy work-life balance and strengthen team bonds.



Mindfulness and Stress Management Training: This workshop equips our employees with tools to manage stress and enhance their overall mental health.



Give Back Campaign: For Ramadan in 2022, we initiated a campaign to give back to society. Team members made gift bags for underprivileged children at a local orphanage.



Cricket Team Reception: We recently attended a reception for the England Cricket team in Islamabad, celebrating the spirit of sportsmanship and camaraderie.



PAC Dinner: We hosted a dinner for PAC, exploring avenues for creating a larger-scale positive impact.

Plans for the Future

Our ambition at SEED Ventures is to become a global impact conglomerate, steering institutions to align their business objectives with the broader goals of sustainability and positive change. Driven by a desire to transform our world, we focus on working with diverse partners, aligning efforts, and creating lasting impact in Environmental, Social, and Governance (ESG) needs across the globe.

Our aim to empower individuals and communities goes hand in hand with our commitment to being a solid partner for our clients in their social development, sustainability, and ESG agendas. We understand their unique challenges and are prepared to help them understand their power and role in creating resilient, prosperous societies.

For SEED Ventures, becoming an impact conglomerate means expanding its portfolio to include various organizations and initiatives, all designed to create sustainable, positive change. These could encompass social enterprises, impact investment initiatives, partnerships with NGOs or government agencies, and other endeavours that align with the company's core mission and values. In essence, we would be focusing on creating an ecosystem that champions economic prosperity while addressing environmental, societal, and geopolitical challenges, turning potential risks into opportunities for sustainable growth and innovation.

This model is designed to create a substantial and meaningful impact. By diversifying SEED Ventures' efforts, we can mitigate risks, capitalize on synergies between different entities within the conglomerate, and provide a

platform for experimenting with innovative solutions to complex challenges. These strategies not only enhance our ability to create positive change but also solidify our reputation as a dependable partner for those who share our commitment to sustainability and social development.

Our core thematic areas will be Agriculture/Food Security, Mental Health, Climate Action, Livelihood Development, Education, and Diversity, Equity & Inclusion. These areas are our compass, guiding us to create impactful changes within our portfolios, and for our beneficiaries. We will continue to cultivate partnerships and collaborations, recognising that collective action is the engine of transformative change.

In terms of the economic landscape, we aim to bolster local economies by supporting nano-/micro-entrepreneurs and startups. Through this, we can play a pivotal role in strengthening the ecosystem, creating jobs, and fostering innovation.

We are committed to spearheading the green innovation agenda. By assisting our clients in developing eco-friendly products and services and implementing circular economy principles, we can significantly reduce waste and increase resource efficiency. Our services will extend to carbon and resource management, helping our clients assess their carbon footprint, strategize on reduction, and improve their resource management practices.

Employee engagement and training will form an integral part of our approach. By designing

and delivering sustainability training programs, we will empower employees across all levels to contribute to their company's sustainability goals. Further, we will assist clients in creating comprehensive sustainability reports, portraying their sustainability achievements to stakeholders and showing ourselves as a robust partner in their development journey.

As part of our strategic plan, we will strengthen our technological capabilities, improving the efficiency of our internal operations, and our outreach. This includes enhancing our data management and analytics for better performance tracking and decision-making, which aligns with the needs and expectations of our clients and partners.

Internationally, we are forging ahead with our commitment to enhancing bilateral trade relations, notably between the UK and Pakistan. We are also eagerly exploring new potential partnerships with countries like Finland. Through our impact investments in SpectrEco and Mohafiz, we have secured better access to markets in the US, Europe, and the Middle East, and created inroads into the African market.

Our commitment to a customer-centric approach, tailoring our services to the unique needs of our clients while adhering to our broader themes of sustainable and inclusive development, makes us a strong, reliable partner for all stakeholders. Potential clients can expect bespoke solutions that address their unique challenges and align with their social responsibility goals.

Our vision for the future is ambitious but achievable. It builds upon our foundational belief that sustainable economic prosperity is intrinsically linked with environmental, physical, social, mental, vocational, intellectual, and spiritual capacities. We remain committed to our mission of transforming the way businesses operate and societies function, guiding them towards a future that values sustainable development, inclusivity, and shared prosperity.

Our strategic way forward combines a commitment to sustainable development, effective performance tracking, diversified investment opportunities, scalable initiatives, enhanced technology use, broad stakeholder engagement, and immediate risk mitigation. We welcome those who share our vision to join us in making this sustainable and inclusive future a reality.

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In weaving the fabric of tomorrow, we stitch the threads of sustainable development, inclusivity, and shared prosperity. It's a tapestry that calls for collective craftsmanship. Together, let's create a future that reflects our shared and inclusive values.

Shaista Ayesha

Team SEED Ventures



Faraz Khan MBE
(FOUNDER, DIRECTOR)

A multi-stakeholder investment and impact specialist, author, and public speaker with over 25 years of experience. Faraz is a Member of the Order of the British Empire and the founder of Social, Entrepreneurship & Equity Development (SEED) Ventures.



Shaista Ayesha
(CHIEF EXECUTIVE OFFICER)

An ex-banker turned social impact specialist. Prior to becoming CEO, Shaista was serving as Head of Product Development at SEED Ventures. She has a decade of experience building strategies to enable the social impact ecosystem.



M. Ali Qureshi
(MANAGER CREATIVE & IT)

A creative designer with a decade-long career in advertising. His potential is reflected in skillfully designed promos and other media-related projects. Ali is managing the complete design requirements for SEED Ventures.



Tehreem M. Alam
(MANAGER COMMUNICATIONS)

Tehreem is a multifaceted professional with a passion for writing and creative media. As a published writer and creative media practitioner, she brings a wealth of experience in crafting compelling narratives and engaging content.



Muhammad Rashid
(MANAGER FINANCE)

With ample experience in the financial sphere of Saudi Arabia and Pakistan, Rashid is a detail-focused finance professional. A proactive team member who has been with SEED Ventures for the past five years providing comprehensive high-quality commercial finance and accounting support.



Ayesha Zuberi
(MANAGER HR)

With 5 years of experience, Ayesha's expertise in human resource management makes her a valuable asset in promoting employee well-being and organizational success. She is driven by a strong desire to unravel the complexities of work-life balance and provide valuable assistance in addressing them.



Haseeb Hassan
(BUSINESS DEVELOPMENT
MANAGER)

Haseeb is a programme design and management professional with seven years of experience in the development sector. His expertise and passion lie in the areas of ecosystem development and policy advocacy.



Maha Salman
(PROGRAMME MANAGER
Enterprise Challenge Pakistan)

Maha is a seasoned Monitoring and Evaluation (M&E) expert with seven years of experience in the development sector. She has specialized in programme management, public policy and education.



Gulbaz Khan
(PROGRAMME MANAGER)

With a commendable track record as a key team member in initiatives such as Aao Likhein Kahani, Imarah, and various capacity-building programmes, Gulbaz has been an integral part of SEED Ventures for over six years. His extensive involvement across diverse portfolios has equipped him with a comprehensive toolkit of management skills.



Aaqib Chaudhry
(PROGRAMME MANAGER
2nd LIFE PAKISTAN)

With over five years of experience in the development sector, Aaqib is driven by the desire to build a career centred around meaningful work and making a positive contribution to society. His diverse experience in multiple portfolios has equipped him with various management tools.



Shameen Khan
(PROGRAMME MANAGER
What's The Alternative)

A marketing and communication strategist by profession, Shameen possesses a wealth of expertise in crafting integrated narratives across diverse media channels. With over five years of experience, she has honed her skills in research, analysis, and innovative ideation, delivering impactful outcomes.



Ali Mahad
(PROGRAMME MANAGER
DELTA Cycle II)

An experienced professional with a diverse background encompassing engineering, sales, and textile sectors, Ali brings a wealth of experience to his role as a programme manager. He has cultivated valuable skills that he effectively applies in driving successful programme implementation.



Saman Haseeb
(PROGRAMME MANAGER
Women in Leadership)

Seasoned programme manager with a 12-year track record in empowering women through successful community projects. Skilled in managing under-privileged communities, fostering teamwork, and achieving project goals.



Wajeeha Mukhtar
(PROGRAMME MANAGER
IMARAH)

Wajeeha is a dedicated professional with over 2 years of experience in the development sector. She possesses expertise in management and leadership and is a keen learner committed to making a positive impact.



Falak Jawahir
(PROGRAMME
COORDINATOR
DELTA Cycle II)

Falak is a dedicated individual with a bachelor's degree in Social Entrepreneurship & Social Leadership. With a passion for driving social change, she combines entrepreneurial thinking with a deep understanding of social issues to make a meaningful impact in the community.



Khushbakht Memon
(PROGRAMME COORDINATOR
Seeds for Climate Change)

Khushbakht is a spoken word artist, mental health first-aider and community engagement professional. She works passionately towards creating mental health awareness and aims to create community spaces and start conversations while taking charge of her big brown narrative.



Qurat Ul Ain
(PROGRAMME
COORDINATOR
Enterprise Challenge
Pakistan)

Qurat is a skilled professional with two years of experience in private-sector development, focusing on data management. With a strong background in managing and analyzing data, Qurat ensures efficient and effective decision-making processes.



Mohammad Hasan Patel
(JUNIOR COORDINATOR)

Hasan Patel is a valued member of SEED Ventures' Diversion and Inclusivity portfolio. He plays a crucial role in our organization, ensuring accurate and efficient data entry. With a keen eye for detail and a dedication to excellence, Hasan contributes to the smooth operations of our projects.



Pyar Ali
(ADMIN SUPPORT)

Highly skilled admin support for the team with over nine years of experience and expertise in assisting with the management of different projects in different lifecycle phases from inception through completion.



Muhammad Sadiq
(ADMIN SUPPORT)

Dedicated and driven, Sadiq has been working with us at SEED Ventures headquarters for over four years now. He is the first one in at the office and the last one out - never missing out on organising the place for the next day.



Sana Ashiq
(CORPORATE
RELATIONSHIP
MANAGER)

Sana is an accomplished professional with a specialized background in building Business Relations. With a remarkable track record of 11 years, she has honed her expertise in Customer Services and Hospitality.



Ghulam Qadir
(FIELD MOBILISER
DELTA Cycle II)

Ghulam Qadir is a dedicated Field Mobilizer with a passion for community engagement and development. With a strong track record in mobilizing resources and coordinating field activities, Ghulam excels in building relationships and fostering collaboration with stakeholders.



Mohammad Zaman Khoso
(ADMIN SUPPORT)

Zaman is a reliable and vigilant professional who ensures the safety and security of our office premises. With his steadfast commitment to safeguarding our workplace, Zaman plays a crucial role in creating a safe and secure environment for all employees and visitors.

Our Partners



www.seedventures.org


Connect with us

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Phone Number: +92 213 518 7246



For collaboration opportunities and to explore impact investment possibilities, please contact our Business Development Manager Haseeb Hasan at haseeb@seedventures.org

For any communications-related queries or media inquiries, kindly reach out to our Communications Lead Tehreem M. Alam at tehreem@seedventures.org

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