

Impact Report

THE BUSINESS OF IMPACT

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A NOTE FROM THE CEO



I joined SEED almost fifteen years ago, and one of the most profound lessons I have learnt on this journey is that the challenges confronting human society today are not indicators of collapse; they are blueprints for creating a better tomorrow.

The issue has never been the absence of resources; the real gap lies in designing systems that enable their equitable flow across all segments of society. Over the years, I've come to understand how one sector's waste becomes another's raw material, how one community's barrier becomes another's opportunity, and how solutions emerge when we build the reflexes to connect what appears fragmented. During these two years, our work across circularity, women's economic mobility, microenterprise growth, youth entrepreneurship, disability inclusion, climate resilience, and employment creation did more than deliver impact; it revealed patterns. It generated intelligence. It showed us where the next investible opportunities for Pakistan lie.

Two enduring truths have emerged from our journey so far, and these truths define SEED's evolution. The first truth is that impact is a systems science. It requires understanding behaviour, incentives, institutions, and markets as interconnected nodes, each influencing the other. It has been both humbling and enlightening working with communities, who are the most significant stakeholders in the world of impact. This is where long-term, inclusive solutions take root. The second truth is that impact is also a business. When designed with discipline, intelligence, and empathy, it creates measurable economic value: livelihoods, enterprises, and investible opportunities. Impact hence becomes a driver of prosperity, not a by-product of charity.

A third realisation has quietly shaped my leadership: impact is inherently retrocausal. In physics, retrocausality suggests that the future can influence the past. In impact work, the future absolutely does influence the present. We begin not with what exists, but with the tomorrow we want to build. That envisioned future disciplines today's design, partnerships, and decisions. The seed is planted with the full imagination of the tree it must one day become. Our work across Enterprise Challenge Pakistan, 2nd Life Pakistan, Imarah, Parwaaz, UBC Champions and our climate-linked initiatives is guided by this ethos: the future reaching back to shape the present.

Our vision is to be the world's most trusted platform for building inclusive economic prosperity, transforming social challenges into investable opportunities and redefining the 'S' in ESG as a measurable driver of business and social value. Our mission is to design and scale impact platforms that create jobs, foster entrepreneurship, and enable asset building for marginalised communities, proving that equity is a sustainable economic model.

As SEED steps into the next chapter, we are strengthening the way we design, choosing work with sharper intent, and building the intelligence required to origi-

nate the ventures and solutions Pakistan's future will demand, including those shaped by the defining forces of our time: climate resilience, adaptation and responsible AI. These will fundamentally reconfigure labour, opportunity, and value creation, and our work must remain responsive to this emerging landscape. The Business of Impact reflects not only the work we have done over the past two years but also the direction we are shaping for the decade ahead, one where insight drives innovation, and innovation drives inclusive economic prosperity.

Join us on our journey.

Shaista Ayesha

Kindest regards,
Shaista Ayesha
CEO, SEED Ventures

THE FOUNDER'S REFLECTION



When SEED began its journey nearly fifteen years ago, we were motivated by a conviction that remains unchanged: social and economic progress are not independent pathways; they are fundamentally interconnected. True prosperity emerges when systems, capital, and communities move in unity.

Long before ESG became the global language of responsible business, and long before climate finance, AI, and impact investing gained the prominence they hold today, SEED was already working at the intersection of these forces, building the foundations of what is now recognised as essential: the capacity to design the 'S' in ESG with depth, authenticity, and rigour.

Climate change is reshaping markets, institutions, livelihoods, and the very logic of value creation. Yet the global sustainability discourse remains uneven. The "E" and the "G" have matured, but the "S", social equity, economic mobility, resilience, and inclusion, continues to be undervalued and poorly understood. Pakistan, with its demographic scale, climate vulnerability, and entrepreneurial energy, sits at the frontier of this challenge. And it is precisely here that SEED has built a distinctive advantage.

Our work across circularity, women's economic mobility, microenterprise growth, youth entrepreneurship, disability inclusion, and climate-linked livelihoods has generated a rare form of intelligence — insight into how people adapt, how systems behave, and where investible opportunities emerge in moments of transition. This intelligence is the outcome of years spent working closely with communities, institutions, corporations, and development partners.

From the beginning, SEED has invested; financially, intellectually, and systemically, long before ideas become visible to the market. Whether through capital, design, networks, or field intelligence, our approach has always been catalytic: derisking early possibilities, validating models, and shaping opportunities that others can later build upon. This catalytic mindset is now informing SEED's evolution into a venture-origination institution, capable of identifying, designing, and enabling the next generation of impact-ready enterprises.

As the world enters an era defined by climate adaptation, demographic shifts, and the accelerated influence of AI, the need for institutions that can interpret and design for the "S" has never been more urgent. SEED is stepping into this moment with clarity and maturity, moving from programme execution to impact intelligence, and from isolated interventions to systems-based venture pathways. This direction mirrors the trajectory of global impact institutions that have successfully translated insight into innovation and innovation into opportunity.

I have had the privilege of witnessing SEED's evolution from its earliest days, its resilience, its integrity, and its enduring commitment to equity. Today, the organisation stands at an inflection point,

positioned not only to support change but to shape the architecture of inclusive prosperity in Pakistan and beyond. The Business of Impact captures this evolution. It reflects the intelligence SEED has cultivated, the platforms it is building, and the ambition it carries into the decade ahead.

The work ahead is substantial, but SEED is entering its strongest chapter yet.

Faraz Khan

Faraz Khan MBE
Founder & Director, SEED Ventures



WHO WE ARE

OUR IDENTITY

SEED Ventures is a social impact and market systems organisation that designs and scales solutions for inclusive economic prosperity.

Established nearly fifteen years ago, SEED has grown into one of Pakistan's most trusted institutions working at the intersection of communities, markets, and systems. The organisation combines deep field insights with strategic design and analytical intelligence to shape interventions that create jobs, strengthen enterprises, and expand access to opportunity for marginalised and underserved segments.

SEED believes that every social challenge contains the blueprint for a market solution. Its work is built on the understanding that inclusive growth is possible when communities, institutions, and businesses operate in alignment.

This orientation has shaped SEED's evolution from an implementation-focused organisation to a discovery and design institution with the capacity to originate future ventures.

Our Vision

To be the world's most trusted platform for building inclusive economic prosperity. We aim to transform social challenges into investable opportunities and redefine the social dimension of ESG as a measurable driver of business and social value.

Our Values

SEED’s work is built on principles that guide its design philosophy and operational discipline. These values include a strong commitment to purpose-driven innovation, ensuring that every initiative responds to real social, environmental, and economic needs. SEED emphasizes systems thinking, designing solutions that are holistic, scalable, and rooted in local contexts and lived experiences rather than isolated interventions.

Integrity and transparency shape its operations, fostering trust with partners, communities, shareholders and stakeholders. Collaboration is central to SEED’s approach, recognizing that meaningful impact emerges through co-creation with diverse actors across sectors. Finally, SEED is guided by a learning mindset—continuously testing, adapting, and improving its models to remain resilient, relevant, and impactful over time.

Our Mission

To design and scale impact platforms that generate inclusive economic prosperity by creating jobs, fostering entrepreneurship, and enabling asset building for marginalised communities. We work with corporations, communities, and capital partners to demonstrate that equity is a sustainable economic model.



Equity

A belief that opportunity should be accessible to all, regardless of gender, geography, income, or ability.



Integrity

A commitment to transparent, honest, and responsible work that respects the dignity and agency of communities.



Intelligence

A systems-led approach rooted in insight, data, behavioural understanding, and evidence.



Innovation

The willingness to test, learn, and create new pathways for enterprise, livelihood, and market access.



Empathy

An approach grounded in listening, connection, and respect for lived realities.



Collaboration

Working across sectors to unlock value that no one institution can create alone.

Our Strategic Portfolio Structure

SEED’s work is organised through five strategic portfolios. Each portfolio reflects a population segment facing systemic barriers to economic opportunity, and each is supported by research, design, implementation, capital and industry linkages.



Youth: Supporting nano and micro-entrepreneurs, developing employability pathways, and enabling enterprise creation.



Marginalised Communities: Focusing on disability inclusion, climate-affected populations, informal workers, and communities at the economic periphery.



Children: Developing entrepreneurial mindsets, economic confidence, and problem-solving abilities among school-aged youth.



Women: Expanding women’s access to skills, jobs, markets, mobility, and entrepreneurial opportunities.



Institutions, Markets & Systems: Focusing on research, diagnostics, market intelligence, corporate accountability, and institutional alignment.

Our Foundational Framework:

ICCIS - Individual | Community | Climate | Capital | Institutional | Systemic

SEED's evolved ICCIS Framework strengthens our ability to design solutions that operate across multiple levels of influence. It recognises that inclusive prosperity requires action at the individual, community, climate, capital access, institutional capacity, and systemic structure levels. This framework ensures that every intervention is grounded in behavioural insight, climate awareness, asset building, and long-term economic resilience.

This framework ensures that every intervention is grounded in behavioural insight, climate awareness, asset building, and long-term economic resilience.



HOW ICCIS DRIVES IMPACT



Operating Frameworks

SEED's work is anchored in its foundational ICCIS lens, which helps us understand how change occurs across individuals, communities, climate realities, capital flows, institutions, and systems. Building on this lens, Furthermore, we apply the following three operating frameworks consistently across our project. we apply three operating frameworks consistently across our projects. These frameworks describe how we design and deliver impact, rather than prescribing a fixed set of outcomes.

1. Systems Design & Intelligence

This framework focuses on understanding the full ecosystem surrounding a challenge before intervening. SEED uses systems design and intelligence to map value chains, behaviours, incentives, institutional gaps, and market failures. Through research, diagnostics, field engagement, and data collection, we generate actionable intelligence that informs programme design, partnership strategy, and future venture opportunities.

This framework underpins activities such as landscape mapping, ecosystem diagnostics, behavioural analysis, and the identification of leverage points for sustainable change.

2. Enterprise & Market Enablement

This framework focuses on building economic capability and enabling participation in markets. Enterprise and market enablement does not imply entrepreneurship as an outcome in every programme. In many cases, it refers to the development of transferable hard skills, enterprise literacy, and economic agency that strengthen future employment, innovation, or enterprise pathways.

Under this framework, SEED designs interventions that support skills-to-income transitions, microenterprise strengthening, market access, pricing logic, and the creation of enabling conditions for economic participation across youth, women, and marginalised communities.

3. Institutional & Corporate Alignment

This framework focuses on enabling scale, legitimacy, and sustainability by aligning initiatives with institutions, corporates, and policy environments. SEED works with companies, public institutions, and development actors to strengthen accountability, transparency, traceability, and compliance with ESG, EPR, and sustainability objectives. This framework allows pilots and community-level interventions to connect with larger systems, ensuring that impact is embedded within institutional structures rather than remaining project bound across value chain and supply chain.

Together, these frameworks allow SEED to move fluidly between understanding systems, enabling markets, and aligning institutions. They ensure that projects are not isolated interventions but part of a broader pathway toward inclusive economic prosperity and investable impact.



Thematic Alignments

Our foundational and operating frameworks are applied across SEED's thematic areas of work, allowing us to generate comparable intelligence while responding to distinct social and economic challenges

Climate, Circular Economy & Waste: Addressing climate risk and resource inefficiency by strengthening circular value chains and enabling accountable recovery systems that link communities, markets, and institutions.

Women's Economic Mobility: Expanding women's access to skills, markets, and income pathways by removing structural barriers to participation in education, enterprise, and economic decision-making.

Youth Entrepreneurship & Microenterprise Growth: Building employability, enterprise capability, and economic agency among young people through skills development, market exposure, and enterprise pathways.



Our Services

SEED works across the full impact value chain, combining research, design, implementation, and systems analysis to support inclusive and scalable solutions. Our delivery models offer partners the flexibility to engage with SEED through bespoke, context-specific design or through, proven and ready-to-deploy frameworks that have been tested across multiple interventions.

Core Service Capabilities

Aligned with SEED's ICCIS framework and refined through years of implementation and analysis, our services include:

- **Gap Assessment and Insight Generation**
Understanding systemic, institutional, and behavioural barriers that shape opportunity.
- **Strategy and Solution Design**
Evidence-based design of interventions, models, and platforms rooted in community insight and market opportunity.
- **Programme Implementation and Capacity Building**
End-to-end delivery support, field execution, and capability development for individuals, institutions, and communities.
- **Market and Value Chain Development**
Strengthening pathways for enterprise, livelihoods, circularity, and ecosystem alignment.
- **Monitoring, Evaluation and Learning (MEL)**
Measuring outcomes, analysing patterns, and translating learning into improved design and decision-making.
- **Policy Alignment and Institutional Strengthening**
Supporting policy development, organisational systems, governance structures, and inclusive practice.

Delivery Models

- **Bespoke Solutions**
Customised research, strategy design, programme development, and implementation tailored to partner objectives and community realities.
- **Off-the-Shelf Frameworks**
Established methodologies, replicable proofs of concept, and ready-to-scale intervention models that respond quickly to emerging needs.

- **Partnerships and Collaboration**
Building cross-sector partnerships that connect corporations, communities, development partners, and government institutions.
- **Narrative Management and Public Engagement**
Developing stories, insights, and communication strategies that shift perceptions, influence behaviour, and enhance adoption.

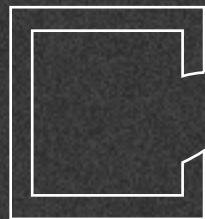
These capabilities enable SEED to design and deliver solutions that are scalable, sustainable, and grounded in systems intelligence. They also create a coherent pathway from insight to intervention and from intervention to long-term opportunity.



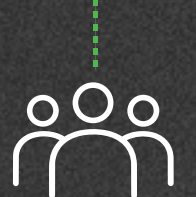
Disability Inclusion: Advancing inclusive participation by addressing systemic, physical, and attitudinal barriers faced by persons with disabilities across education, employment, and enterprise.

Employment & Market Transitions: Supporting shifts from informal or vulnerable livelihoods into more stable, dignified, and market-connected employment and enterprise pathways.





Our Direction



As global markets shift under the pressures of climate change, demographic transitions, and accelerated technological change, SEED is strengthening its ability to originate ventures, inform investment decisions, and design platforms that respond to emerging opportunities. Together, these pillars define how SEED translates social complexity into measurable economic and institutional value.

As SEED Ventures charts its next phase, we envision an Organisation that transcends traditional impact delivery to become the preeminent architect of the "S" in ESG, driving inclusive prosperity through scalable platforms, tech-enabled insights, and AI-driven frameworks that attract institutional capital and redefine value creation in Pakistan and emerging markets.

This forward momentum centres on a layered approach: fortifying our core through diversified revenue and operational refinement, accelerating innovation via strategic partnerships and product development, and achieving expansive scale by originating ventures that address systemic gaps. Emerging priorities include pioneering multi-stream solutions in circularity, such as integrated waste-to-value models that leverage local supply chains while aligning with global standards.

While the full blueprint remains in motion, this preview highlights our resolve to convert intelligence into enduring economic pathways. We welcome allies to co-build this future, where equity fuels sustainable growth.

Our Core Pillars



Insight:

Generating patterns and intelligence from interventions and markets.



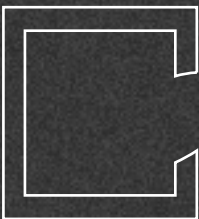
Innovation:

Designing new approaches, products, and ventures that address structural gaps.



Inclusive Prosperity:

Building pathways that create jobs, strengthen enterprises, and enable economic mobility.



Our Global Footprint & Engagement



Turkiye



United Kingdom



Finland



Italy



Egypt



United States



Argentina



Kenya



Egypt



Portugal



Denmark



Namibia



Rwanda



Srilanka



Switzerland



Singapore



Botswana



OUR IMPACT & INSIGHT ENGINES

2023-2025



SEED's impact portfolio is built around interconnected thematic engines that address key barriers to inclusive economic prosperity. Between 2023 and 2025, these engines generated measurable outcomes across communities while also producing intelligence that strengthens future design, venture origination, and investment strategy. Each theme integrates projects from across our five portfolios and is analysed through SEED's ICCIS framework. While SEED's work spans multiple interconnected themes, this report focuses primarily on those where active implementation and intelligence generation took place between 2023 and 2025.



THEME 1

CLIMATE, CIRCULAR ECONOMY & WASTE

Why This Theme Matters

Pakistan’s waste landscape is shaped by rapid urbanisation, climate vulnerability, informal recycling networks and weak value-chain integration. Waste is not only an environmental challenge; it is a major economic opportunity where climate action, market development and inclusive prosperity meet.

For companies, post-consumer waste is now a strategic priority. Evolving EPR frameworks and ESG requirements are increasing pressure on brands to demonstrate credible recovery, recyclability and waste-to-value systems. This is central to climate commitments, risk management and licence to operate.

Circularity is also a social ecosystem. Every recovered kilogram represents the work of an informal collector, small aggregator or microenterprise. Stronger recovery systems must therefore improve the conditions of the people who sustain these value chains.

SEED combines systems thinking, field execution, behavioural insight and data to build circularity solutions—from mapping and mobilisation to market activation. Over the next five years, we will strengthen traceability, corporate accountability and climate-linked livelihoods across Pakistan.



IMPACT HIGHLIGHTS

1000+
Tons recovered Used Beverage Cartons (UBCs) from July to late 2025, and ensured supply to the recycler.

590+
young people trained under the British Council Climate Change Fund through SEED’s Seeds for Climate Change initiative.

PKR 6.2 Million
awarded in cash grants to six winning ventures through 2nd Life Pakistan.

- 150+ junk dealers and aggregators mapped and connected through a structured collection ecosystem across Karachi, Lahore, Sukkur, Multan, and Islamabad.
- 50 waste workers trained in collaboration with Concept Loop, including women and persons with disabilities, covering HSE, financial literacy and MLP segregation.
- Conducted a year-long rpEt review for Coca-Cola, independently validating recycling processes, material flows and system compliance with formal sustainability parameters.
- Provided evidence-based verification that strengthened traceability, data accuracy and corporate accountability across the PET recycling chain, supporting Coca-Cola’s broader sustainability commitments.
- 5 major urban centres influenced through circularity and value-chain work: Karachi, Lahore, Multan, Islamabad and Sukkur.

The following six projects provide a lens into SEED’s approach to Theme 1.

2nd Life Pakistan

To design and deliver a multi-cycle climate and circularity innovation programme that identifies, equips and advances early-stage innovators working on waste, materials and climate-linked solutions, while strengthening linkages between academia, industry and development partners.

SEED delivered two full cycles of Pakistan’s dedicated climate and circularity innovation programme, engaging innovators from 11 universities, including leading public and private institutions. The programme introduced structured learning sprints on circular design, material innovation, systems thinking and business modelling, while providing industry exposure, site visits and corporate dialogue. In Cycle 2, a nationwide call for applications received over 170 submissions, expanding the programme’s reach across Pakistan and strengthening participation from young innovators working on waste, materials and climate-linked solutions.

What We Achieved

2nd Life Pakistan developed a two-cycle enterprise innovation engine for climate and circularity, creating a growing pipeline of early-stage green innovators. Several teams are now refining or piloting their prototypes. The programme strengthened climate and sustainability thinking among students, youth and startup founders, expanded provincial and sectoral participation, and generated greater interest from corporate partners in circularity solutions. It also demonstrated how innovation challenges can open new pathways for green enterprise in Pakistan.

Operating frameworks Applied:

Enterprise & Market Enablement
Systems Design & Intelligence

ICCIS Lens:

Individual | Community |
Institutional | Systemic

Partners:

Unilever Pakistan, UNDP

Pakistan’s circularity innovation ecosystem remains early-stage, with most applicants entering at the idea level. While there is strong interest in climate entrepreneurship, innovators often lack access to prototyping resources, technical guidance and market pathways needed to turn promising ideas into viable ventures. The programme showed that structured support in climate literacy, material science and enterprise development is essential to help young innovators move from concept to execution.

Circular innovation is still concentrated in plastics, while sectors such as construction, textiles, electronics and food waste remain underdeveloped. Universities are emerging as important spaces for climate innovation and research, but stronger industry linkages are needed. Corporate partners are increasingly interested in circularity solutions; however, weak offtake and market-access pathways continue to limit the ability of early-stage ventures to scale.



08

DECENT WORK AND ECONOMIC GROWTH

09

INDUSTRY, INNOVATION AND INFRASTRUCTURE

12

RESPONSIBLE CONSUMPTION AND PRODUCTION

2nd Life Pakistan demonstrated that Pakistan’s circular economy is rich in creativity but still lacks the infrastructure, capital pathways and institutional support required to turn ideas into scalable ventures. It confirmed that building circularity requires not only stronger recovery systems, but also a pipeline of climate enterprises capable of developing new materials, products and business models. Through this platform, SEED is helping convert emerging ideas into investible climate solutions.

UBC Value Chain Mapping and UBC Champions (Pilot + Reinstatement)

To design and operationalise a structured, insight-led recovery system for Used Beverage Cartons (UBCs) by mapping the value chain, diagnosing behavioural and economic constraints, and testing a community-led collection model capable of scale.

SEED conducted a national UBC value-chain mapping across Sindh and Punjab, engaging junk dealers, aggregators, transporters and recyclers to understand the barriers limiting recovery. The research examined pricing patterns, rejection rates, transport inefficiencies and profitability constraints. Using these insights, SEED launched the UBC Champions pilot to test behaviour change, segregation practices, community engagement and aggregator activation. The model was later strengthened through improved training, PP bag distribution, clearer roles between SEED and Bulleh Shah Packaging, and integration with Tetra Pak’s MAPA digital traceability system across five major regions.

What We Achieved

The initiative established Pakistan’s first structured UBC recovery ecosystem, converting a fragmented informal network into a more coordinated supply chain. It mapped and activated over 180 waste-economy stakeholders, strengthened segregation, storage and quality-control practices, and improved confidence through pricing transparency and sustained field engagement. Integration with Tetra Pak’s global MAPA system strengthened traceability, reporting and visibility, creating a model ready for replication in additional cities.

Operating frameworks Applied:

Systems Design & Intelligence;
Institutional & Corporate Alignment;
Enterprise & Market Enablement

ICCCIS Lens:

Community | Climate | Capital |
Institutional | Systemic

Partners:

Citi Foundation;
Tetra Pak, Bulleh Shah Packaging

UBC recovery is shaped by market behaviour, particularly the price difference between UBC and old corrugated cardboard (OCC). This difference determines whether junk dealers collect, store and supply cartons. Recovery volumes also follow a behavioural lag, rather than responding immediately to price changes, because informal workers make decisions around liquidity, trust, storage capacity and the reliability of buyer relationships. Consistent field engagement and clear communication are therefore essential to build confidence and reinforce participation locally.

Aggregator profitability is influenced more by transport costs and rejection rates than by purchase price alone. High transport costs, limited storage and inconsistent quality can reduce margins even where UBC prices appear attractive. The pilot also showed that knowledge gaps and misinformation suppress collection. Clear value signals, regular communication, practical handling guidance and reduced operational friction encourage junk dealers and aggregators to segregate cartons, protect quality and participate more consistently in the recovery system overall.



08

DECENT WORK AND ECONOMIC GROWTH

11

SUSTAINABLE CITIES AND COMMUNITIES

12

RESPONSIBLE CONSUMPTION AND PRODUCTION

This initiative showed that UBC recovery is not simply a technical challenge; it is a systems challenge shaped by behaviour, pricing, liquidity, trust and institutional coordination. It generated the first evidence base for corporate EPR planning and climate-linked material recovery in Pakistan. By connecting field activation, market insights and digital traceability, the model strengthens community livelihoods, improves visibility across the value chain and provides a practical foundation for scaled circular solutions across cities and regions.

Plastic Value Chain Strengthening and Waste-Worker Development

To strengthen Pakistan’s plastic waste value chain by improving recovery of Multi-Layered Plastics (MLP), enhancing waste-worker livelihoods, and testing a replicable, community-led model for safe handling, segregation, and material flow.

SEED partnered with Concept Loop to design a community-centred approach to improving plastic recovery and traceability. Field diagnostics examined plastic flows, waste-handling behaviours and recovery economics across informal and semi-formal nodes. The programme then delivered structured capacity-building for 50 waste workers, including women and persons with disabilities. Training focused on health and safety, financial literacy and MLP sorting and segregation, reinforced through practical demonstrations, simple tools and repeated field engagement within targeted recovery communities locally.

What We Achieved

The initiative built capacity among 50 waste workers, improving safety awareness, day-to-day work practices and income stability. It increased the adoption of segregation and quality-control practices in targeted communities, while enabling more inclusive participation by women and persons with disabilities in the waste economy. The model improved coordination and information flow between informal workers, aggregators and downstream recyclers, strengthening pricing clarity, material movement and recovery quality across the plastic value chain at community level overall.

Operating frameworks Applied:

Systems Design & Intelligence; Enterprise & Market Enablement; Institutional & Corporate Alignment

ICCCIS Lens:

Individual | Community | Climate | Capital | Institutional | Systemic

Partners:

Concept Loop, Transform

MLP recovery remains structurally weak because awareness is low, sorting capacity is limited and market demand is inconsistent. Waste workers also face serious information gaps around pricing, buyers and recovery standards, which limit their ability to secure fair value for collected material. Evidence from the programme shows that productivity and retention improve when safety, skills and income logic are addressed together. Simple, low-cost interventions, reinforced through repeat engagement, can significantly improve material quality and collection.

Gender and ability-related barriers materially affect participation and earnings in waste work. Women and persons with disabilities may face reduced mobility, limited access to information and fewer opportunities within recovery networks. Inclusive programme design is therefore essential to ensuring that capacity-building, safety measures and market linkages reach those most often excluded. By combining practical training with stronger connections among workers, aggregators and recyclers, recovery systems can become more equitable, reliable and responsive to community needs.



01
NO POVERTY

05
GENDER EQUALITY

08
DECENT WORK AND ECONOMIC GROWTH

Multi-layered plastics are among Pakistan’s most difficult waste streams to recover. Strengthening worker capability and community-level collection pathways is essential for brands seeking to meet EPR requirements and climate-linked packaging commitments. This work demonstrates that circularity outcomes are inseparable from social equity and livelihood conditions. SEED combines systems-led value-chain design, behavioural insight, social inclusion and market alignment to deliver practical recovery models that improve material flow while strengthening the lives of recycling workers across Pakistan.

rPET Review

To conduct a year-long, independent review of Coca-Cola’s PET recycling system, understanding material flow and volume across the recycling chain.

As an independent third party, SEED conducted regular, structured reviews at the recycler’s facility throughout the year. The assessment examined the full PET recycling workflow, from incoming plastic bales and total PET waste received to bottle-to-flake processing stages, byproduct generation and final recycled flake output. SEED documented and verified material flows and operational processes, providing Coca-Cola with evidence to support sustainability disclosures and readiness for EPR-aligned reporting and future corporate compliance requirements in Pakistan nationally.

What We Achieved

The review delivered independent, evidence-based verification of Coca-Cola’s PET recycling chain, strengthening traceability, compliance and reporting accuracy. It improved visibility into operational bottlenecks across reception, sorting, processing and recording stages. The work also enabled stronger corporate readiness for future EPR, ESG and sustainability reporting, while reinforcing the value of third-party accountability in corporate waste systems. By connecting on-ground validation with documented material flows, the review strengthened confidence in reported recycling performance and sustainability claims overall.

Operating frameworks Applied:

Systems Design & Intelligence;
Institutional & Corporate Alignment

ICCCIS Lens:

Institutional | Systemic

Partners:

Coca-Cola

Effective circular economy systems rely on continuous verification and feedback loops to maintain accuracy and credibility over time. Digital traceability systems are strongest when complemented by periodic field-level validation, ensuring alignment between reported data and operational realities. Material flow integrity also depends on tight coordination across reception, sorting, processing and recording stages. End-to-end system coherence is therefore essential to identify discrepancies, strengthen governance, improve data confidence and ensure that reported recycling outcomes reflect actual performance consistently.

Independent third-party verification strengthens internal governance, improves data confidence and enhances external stakeholder trust. Structured reviews can also serve as a strategic ESG enabler, helping corporates navigate evolving EPR, sustainability and disclosure expectations in emerging markets. By identifying operational bottlenecks and validating material flows, these reviews turn recycling data into more credible, decision-useful evidence. This gives companies a clearer basis for managing risk, improving performance and demonstrating accountable progress on packaging and climate commitments publicly.



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RESPONSIBLE CONSUMPTION AND PRODUCTION

Corporate accountability is a core pillar of circularity. Independent verification ensures that recycling claims are real, material flows are traceable and brands can demonstrate credible action towards packaging and climate commitments. SEED provides rigorous, structured assessment grounded in systems analysis and on-ground validation. Our approach strengthens ESG reporting, supports EPR readiness and ensures that circularity claims reflect real-world performance. This gives partners the evidence, confidence and governance needed to advance responsible packaging systems in Pakistan.

Stride for Sustainability

To build climate awareness and circularity literacy among youth, professionals, and communities by creating an experiential platform that translates sustainability concepts into lived understanding and collective action.

SEED designed and delivered Stride for Sustainability as a participatory climate engagement initiative combining sustainability walks, curated learning moments and facilitated dialogue. The programme introduced youth, professionals and community members to environmental challenges, circular economy principles and the social realities of waste and climate impact. Through immersive, place-based experiences, participants explored how sustainability connects to everyday spaces, choices and collective responsibility, creating accessible entry points for climate awareness and action across diverse groups and settings.

What We Achieved

Stride for Sustainability increased awareness and understanding of climate change, circularity and responsible consumption among diverse participant groups. It created a shared vocabulary around sustainability, connecting environmental concerns with social and economic realities. The initiative also strengthened SEED’s ability to mobilise communities and institutions around climate conversations beyond formal programme settings. By making complex issues accessible and participatory, it encouraged reflection, dialogue and collective responsibility for more sustainable everyday choices, practices and community action locally.

Operating frameworks Applied:	ICCCIS Lens:	Partners:
Systems Design & Intelligence; Institutional & Corporate Alignment	Individual, Community, Climate, Institutional	Philip Morris Pakistan; Entrepreneurship & Youth Development Society; Trashit

Awareness initiatives are most effective when experiential rather than purely informational. Participants internalise sustainability concepts more deeply when environmental issues are connected to everyday spaces, familiar routines and lived realities. Stride for Sustainability demonstrated that place-based engagement can make climate and circular economy discussions more accessible, relevant and memorable. It enables people to see how individual choices connect with wider environmental systems, social impacts and shared responsibility for collective action in their communities and institutions daily.

There is strong appetite among youth and professionals for accessible, non-technical entry points into climate and circular economy discourse. However, awareness works best as an enabling layer rather than a standalone intervention. When paired with practical opportunities, institutional support and market solutions, it can help build the behavioural readiness needed for deeper systems-level change. Experiential engagement therefore provides an important foundation for participation, adoption and longer-term commitment to climate and circularity action across society broadly.



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CLIMATE ACTION

Circular economy and climate action require shifts in behaviour, perception and participation alongside technical and market interventions. Stride for Sustainability demonstrated that experiential awareness is a critical precursor to building acceptance and engagement for more complex circularity and climate systems. SEED designs awareness initiatives as part of a broader systems approach, ensuring that engagement contributes to longer-term behavioural readiness, institutional alignment and scalable climate and circular economy solutions in Pakistan for communities and partners alike.

SEEDS for Climate Change (SFCC)

To build climate literacy, problem-solving capability, and applied systems thinking among university students by enabling them to design locally grounded, climate-responsive solutions aligned with Pakistan’s environmental and development realities

SEED designed and implemented SEEDS for Climate Change as a multi-phase, youth-led climate action programme rooted in applied learning and community engagement. University students across Karachi were recruited competitively and paired with faculty advisors and subject-matter experts. Participants received structured learning in climate science, climate justice, circular economy, ESG, disability inclusion, social entrepreneurship, project management and narrative building. Finalist teams received catalytic funding and mentorship to develop and deliver locally grounded climate solutions in communities.

What We Achieved

SFCC enabled 56 university students from seven universities, supported by 14 faculty mentors, to translate climate knowledge into practical, community-based solutions. Two youth-led projects were fully implemented, addressing water access and waste circularity in climate-vulnerable urban communities. The programme reached 597 direct and indirect beneficiaries through community interventions and awareness activities. It also demonstrated a replicable model for financing, governing and monitoring youth-led climate action with credibility, outcomes and links between academia, corporates and communities.

Operating frameworks Applied:

Systems Design & Intelligence;
Enterprise & Market Enablement;
Institutional & Corporate Alignment

ICCCIS Lens:

Individual, Community, Climate,
Institutional, Systemic

Partners:

British Council; Habib University

Youth engagement is most effective when climate education is paired with funding, execution authority and direct community exposure rather than awareness alone. Faculty involvement significantly strengthens rigour, continuity and accountability in youth-led initiatives. SFCC also showed that climate anxiety can be constructively channelled into action through structured frameworks and mentorship. However, gaps in applied STEM and innovation capability, together with short programme timelines, limit the depth and durability of climate outcomes for young people locally.

Pakistan’s climate response is strongest when capability, local context and community ownership are designed together. SFCC revealed that youth-led action gains greater relevance when embedded in real community settings and supported by institutional partners. Small, well-designed pilots can deliver tangible environmental and social outcomes, as demonstrated through solar-powered water desalination in Orangi Town and composting and waste-reduction initiatives. These interventions connected adaptation, renewable energy, behaviour change and practical local solutions to urgent climate risks directly.



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SFCC demonstrates that effective climate action in Pakistan must be locally grounded, youth-led and focused on adaptation as much as mitigation. It equips young people to turn climate knowledge into practical, place-based solutions for water scarcity, waste, energy access and other community challenges. SEED offers a multi-region, multi-cohort pipeline that combines climate intelligence, innovation design and regional insight with future-ready talent and ventures. Partners gain credible pathways to strengthen adaptive capacity and scalable climate solutions.



THEME 2 Women's Economic Mobility

Why This Theme Matters

Women's economic participation is one of Pakistan's most underutilised drivers of growth. Barriers related to education, mobility, finance, social norms and market access continue to limit women's agency, household resilience and long-term economic stability nationally.

When women earn, save, invest and build assets, benefits extend beyond income to health, education, nutrition and community resilience. Yet exclusion entrenches poverty and weakens adaptive capacity, especially in urban informal communities.

Women's economic mobility is not constrained by skills alone. Restricted markets, limited control over

capital, unsafe work environments, weak enterprise support and social expectations limit participation and risk-taking. Effective responses must recognise women as economic actors within connected systems.

SEED builds pathways through systems design, enterprise enablement and institutional alignment. We strengthen skills, confidence and enterprise literacy; address norms and safety; and enable access to capital, buyers and growth opportunities. We will deepen market access, financial capability and inclusive value-chain participation-positioning women as central contributors.

IMPACT HIGHLIGHTS



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women graduated from SEED-led, community-embedded economic empowerment programmes, with zero dropouts achieved in the final Imarah cycle, demonstrating strong retention and trust-based delivery.

Improved literacy

digital capability, and economic confidence among women across urban and peri-urban contexts, enabling first-time independent engagement with digital tools, financial systems, and government services.

Enabled women

to start or strengthen micro and small enterprises, including home-based food businesses, handicrafts, retail, and service ventures, increasing income-generation pathways within constrained mobility environments.

- Designed and delivered multi-stage women's entrepreneurship and acceleration pathways, spanning foundational capability-building (Imarah), growth-oriented enterprise support (Parwaaz), and export readiness and market access (Khadijah).
- Developed and piloted a gender-centric Export Readiness Diagnostic Tool, addressing regulatory preparedness, compliance, financial readiness, and non-technical barriers specific to women-led enterprises.
- Strengthened participation of women entrepreneurs in formal markets, improving readiness for supplier relationships, exports, and engagement with institutional buyers.
- Demonstrated that long-term, community-embedded models outperform short-term skills training, with higher attendance, sustained engagement, and stronger enterprise outcomes.
- Generated actionable intelligence on gendered economic barriers, including the interaction between literacy, digital access, household dynamics, mobility constraints, and enterprise growth.
- Established scalable methodologies for women's economic mobility, integrating education, enterprise enablement, and market alignment into a single pathway rather than fragmented interventions.

The following four projects provide a lens into SEED's approach to Theme 2.

Imarah

To enable underserved women in Mehran Town, Karachi to achieve economic independence by building foundational literacy, digital skills, and enterprise capability through a structured, community-embedded empowerment programme.

Imarah was designed as a three-year, multi-cycle women's empowerment programme grounded in community needs assessment and delivered with the Fahmida Begum Foundation in Mehran Town, Karachi. Across three completed cycles, SEED delivered integrated learning in Urdu and English literacy, IT and digital skills, and enterprise development. Delivery was refined through community feedback and operational learning, supported by trainers, facilitators, alumni mentors and baseline–endline assessments to ensure quality, retention and measurable progress across the programme cycles.

What We Achieved

Imarah graduated 256 women across three completed cycles, with participation growing from 54 in Cycle 1 to 106 in Cycle 3. The final cycle achieved zero dropouts and a 90% average attendance rate. More than 250 women improved literacy, digital competency and confidence to participate in economic activity. Participants launched or strengthened home-based microenterprises in food, handicrafts and services, while building financial literacy, numeracy and independent use of government and digital platforms for daily needs.

Operating frameworks Applied:

Systems Design & Intelligence;
Enterprise & Market Enablement;
Institutional & Corporate Alignment

ICCCIS Lens:

Individual |Community |
Institutional

Partners:

COSARAF Charitable Foundation,
Fahmida Begum Foundation

Foundational literacy remains a critical economic enabler for women in underserved urban communities. Digital literacy is most effective when paired with safe access, family engagement and offline learning support. Enterprise capability increases when women receive practical market exposure and peer learning opportunities. Imarah showed that alumni participation strengthens credibility, continuity and community ownership. Long-term, community-embedded delivery builds trust, retention and sustained outcomes more effectively than short-term training interventions, especially where social and economic barriers remain high.

Economic empowerment accelerates when literacy, numeracy, IT skills and enterprise thinking are designed as one integrated pathway rather than separate interventions. Women need trusted community spaces, consistent support and time to apply learning in their daily lives. The programme demonstrated that this combination can strengthen confidence, agency and participation in household decision-making, income generation and local economic activity. It also responds directly to urban poverty, gender exclusion and informal employment realities in low-income settlements locally.



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Women's economic mobility cannot be achieved through isolated skills training alone. SEED brings a proven, community-tested model that combines curriculum design, local delivery, enterprise enablement and long-term engagement. Partners gain deep community insight, trust-based implementation, scalable empowerment methodologies and measurable outcomes from multi-cycle delivery. Imarah has evolved from literacy support into a community-owned platform for education, digital inclusion and enterprise. Extended through 2027, it offers a replicable pathway for advancing women's economic mobility at scale.

Parwaaz

To enable women-led, community-based microentrepreneurs from the Dehli Punjabi Saudagaran (DPS) community to transition from informal, home-based businesses to structured, growth-ready enterprises through targeted capacity building, mentorship, and market integration.

Parwaaz was designed as an eight-month entrepreneurship acceleration programme for 30 women entrepreneurs from the DPS community. Grounded in trust-building, deep diagnostics and culturally responsive delivery, the programme began with four orientation sessions and MOUs with participants. A participatory design workshop then mapped business realities, constraints and learning preferences. Materials were developed in Urdu using low-bandwidth tools, while individual consultations produced personalised SMART goals, action plans and structured business diagnostics for 29 women entrepreneurs enrolled.

What We Achieved

SEED delivered eight structured trainings on branding, packaging, costing, bookkeeping, marketing, digital readiness, negotiation and formalisation. Group mentorship, one-to-one support, business surgeries and market exposure visits followed, allowing participants to apply learning to their enterprises. Throughout delivery, peer learning, real-time application and continuous feedback loops supported action. The programme achieved a 92% average attendance rate and developed 29 personalised growth plans, helping women move from informal selling towards more structured, growth-ready businesses within their community.

Operating frameworks Applied:

Systems Design & Intelligence;
Enterprise & Market Enablement;
Institutional & Corporate Alignment

ICCCIS Lens:

Individual | Community |
Institutional

Partners:

ATCO Laboratories, Dehli Punjabi
Saudagaran Foundation (DPSF)

Parwaaz revealed the scale of informality among women-led microenterprises: 96.6% of participant businesses were unregistered, 87% earned below PKR 50,000 per month at baseline and 63% kept no meaningful financial records. All businesses were single-person ventures, while 70% operated without fixed hours. The most common growth constraints were marketing and branding, customer acquisition and finance or investment gaps. These findings show why women need tailored support that connects diagnostics with practical pathways to growth directly.

Practical, Urdu-based, application-led training significantly improved retention, confidence and implementation. Immediate income generation during training, including paid food orders within the cohort, created important psychological shifts around pricing, legitimacy and business potential. Participants responded most strongly when learning was linked to real customer interactions, peer exchange and visible progress. The programme demonstrated that mentorship and hands-on support are critical for helping women overcome low confidence, limited market exposure and weak financial systems in their enterprises.



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Women's economic mobility requires more than generic training. Parwaaz combines personalised diagnostics, structured skill-building, mentorship and real market interaction to help women-led microenterprises move from survival-based selling towards growth-oriented entrepreneurship. SEED brings a diagnostic-first, execution-focused approach that bridges community realities with market systems. Partners gain trusted community access, data-grounded acceleration models, strong retention and clear pathways from informality to market integration. The model delivers evidence-backed outcomes linking capacity building with income growth and women's economic mobility.

Khadijah

Women Entrepreneurship Programme (Business Accelerator)

To design a national-level women's business acceleration model that strengthens export readiness, market access, and institutional linkages for women-led SMEs, enabling their transition into cross-border and international trade.

SEED was commissioned to design the Khadijah Women Entrepreneurship Business Accelerator as a structured, export-focused capacity development programme for women entrepreneurs across Pakistan. The three-month model aligned with Pakistan Single Window's ambition to increase women's participation in international trade. SEED conducted design workshops in Islamabad and Karachi, supported by surveys and one-to-one interviews assessing export readiness, constraints and support needs. Businesses across textiles, handicrafts, food, healthcare and services informed the accelerator's design and national scope.

What We Achieved

The accelerator architecture included 120 hours of training across 12 modules covering export readiness, finance, marketing, ESG, compliance, mental wellbeing and cultural nuances. It incorporated mentorship, advisory boards and B2B networking pathways, alongside an Export Readiness Diagnostic Tool tailored to women exporters. SEED also prepared a three-year fundraising and cost appraisal plan. The resulting national model can support 25–30 women per cohort, delivering two cohorts annually through a sustainable mix of grants, sponsorships and subscriptions.

Operating frameworks Applied:

Systems Design & Intelligence;
Enterprise & Market Enablement;
Institutional & Corporate Alignment

ICCCIS Lens:

Individual | Community |
Institutional | Systemic

Partners:

USAID PREIA; Pakistan Single
Window (PSW)

Khadijah identified that 57% of participating women had never exported, despite operating growth-stage businesses. The main barriers were market access limitations, regulatory and compliance complexity, limited financial resources and weak export market knowledge. These findings show that women-led SMEs are growth-ready but system-constrained, rather than capability-poor. Export readiness gaps are largely institutional and procedural, not product-based. Institutional platforms such as Pakistan Single Window are important enablers, but need tailored programme layers to work effectively for women.

One-off trainings are insufficient for women seeking to enter international trade. Effective acceleration requires duration, mentorship, confidence-building and direct market exposure, alongside technical knowledge. Gender-specific barriers around mobility, risk tolerance and compliance navigation materially affect export participation. Khadijah therefore integrated mental wellbeing, leadership and gender-responsive support into its design. The programme established Pakistan's first structured export readiness assessment for women-led SMEs, enabling more accurate diagnostics and tailored pathways into cross-border and international markets for participants.



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Women's underrepresentation in export-led growth is one of Pakistan's persistent economic blind spots. Khadijah combines export diagnostics, institutional alignment, mentorship and financing pathways to help women-owned businesses move beyond subsistence entrepreneurship into scalable, market-facing enterprises. SEED translates policy ambition into executable, gender-responsive economic infrastructure. Partners gain fundable, scalable and institutionally embedded accelerator models, plus evidence-backed pathways that strengthen income stability, business resilience and women's economic agency across domestic and international markets in Pakistan today sustainably.

Strengthening Women's Economic Empowerment and Social Protection (SWEESP)

To reduce the economic Marginalisation of women, girls, transgender persons, and minority women across Karachi and Hyderabad by strengthening access to formal economic opportunities, digital inclusion, and institutional support. The initiative moves informal women workers toward formal, dignified, resilient livelihoods and positions women as leaders within economic systems rather than recipients of aid.

SEED and MDF are implementing an 18-month initiative across Karachi and Hyderabad to reduce the economic marginalisation of women, girls, transgender persons and minority women. The project works through three outcomes: supporting informal women workers to enter formal economic opportunities, expanding participation in the digital economy and influencing policy for women's economic leadership. Consortium governance, harmonised tools and a shared definition of informal women workers were established with the Management and Development Foundation at inception.

Activities & Targets

Activities include rapid mapping and a baseline assessment, along with MOUs with vocational institutes, microfinance institutions and women-focused banks. The programme will establish a performance-linked training-grant mechanism, bilingual digital and financial literacy curriculum, legal-awareness sessions and policy consultations on labour rights, harassment protections and social protection. It also includes a WEPs-focused institutional and advocacy track engaging men and boys. Targets include mapping 2,000 women, enrolling 500 in accredited training and linking 500 to digital platforms.

Operating frameworks Applied:

Systems Design & Intelligence;
Enterprise & Market Enablement;
Institutional & Corporate Alignment

ICCCIS Lens:

Individual | Community | Capital |
Institutional | Systemic

Partners:

UN Women; Management and
Development Foundation

Early implementation began with Legal Rights Awareness sessions reaching 286 women across seven sessions. Four in-person sessions engaged 184 women at Kiran Foundation, 35 at Roshan Tara School and 35 at Hunar Ghar. Three online sessions reached 102 women and covered legal rights, CNIC and documentation, and women's rights to work. This early activity demonstrates the importance of accessible rights-based information for women navigating informal work, documentation barriers and formal economic participation in their communities.

The project will generate intelligence on how informal women workers move towards formal participation and where barriers sit across literacy, mobility, finance and social norms. It will test how women-friendly financial products change inclusion for first-time users and identify the most actionable provincial policy levers. The programme will also examine whether engaging men and boys shifts household norms around women's work, mobility and economic leadership. These insights will guide scalable pathways for future policy and ventures.



Women's economic participation in Karachi and Hyderabad remains constrained by informality, limited control over capital, mobility barriers and social norms. This initiative treats the informal-to-formal transition as a systems challenge, not simply a skills gap. It recognises women, transgender persons and minority women as economic actors rather than recipients of aid. SEED combines institutional alignment, digital inclusion, rights awareness and economic pathways to generate scalable learning for future ventures and policy engagement across urban Pakistan.



THEME 3 YOUTH ENTREPRENEURSHIP AND MICROENTERPRISE GROWTH

Why This Theme Matters

Pakistan has one of the world's largest youth populations, yet limited formal employment, weak school-to-work transitions and insufficient income pathways prevent many young people from realising their economic potential. Youth unemployment and underemployment undermine productivity, social cohesion and long-term national growth prospects.

For many young people, particularly outside elite education and labour markets, self-employment and microenterprise are necessary routes to economic participation. Yet enterprises often

remain informal and fragile, disconnected from finance, markets, mentorship and institutional support. Gaps in business discipline, financial literacy and market access limit their ability to survive, scale or formalise.

SEED combines systems design, enterprise enablement and institutional alignment to strengthen skills, problem-solving and market readiness. We connect youth to mentors, networks and investment pathways, helping enterprises stabilise, grow and create opportunity.

IMPACT HIGHLIGHTS



15,000+

school, college, and university students engaged through structured entrepreneurship challenges, training, and incubation platforms across Pakistan.

National footprint

across Sindh, Punjab, Islamabad Capital Territory, Khyber Pakhtunkhwa, and Gilgit Baltistan, with increasing participation from public-sector institutions and underserved regions.

1,000+

student-led business ideas developed and evaluated through structured problem statements, feasibility testing, and jury-led assessment processes.

- 300+ youth-led microenterprises incubated and accelerated through DELTA Youth, DELTA Women, and DELTA Acceleration programmes.
- Over PKR 13.5 million deployed in structured youth enterprise acceleration and ecosystem support (DELTA Acceleration Programme).
- 63 new full-time jobs created through youth-led enterprises graduating from the DELTA Acceleration Programme.
- 50+ youth-led enterprises registered with FBR, supporting formalisation and long-term business viability.
- 17 youth-led enterprises supported to enter export markets, demonstrating early international market readiness.
- Average revenue growth of 63% recorded among DELTA Acceleration enterprises completing the programme cycle.
- Structured mentorship, training, and evaluation systems institutionalised, with faculty advisors, industry mentors, and external juries embedded across programmes.
- Gender-inclusive participation, with women representing over half of participants in several cohorts, particularly in DELTA and JLIUC-linked programmes.

SEED's youth entrepreneurship work creates a continuum from education to employment, informality to formality, and dependency to agency. Across schools, universities, and enterprise acceleration, SEED positions entrepreneurship as a pathway to income, exports, and job creation.

The following seven projects provide a lens into SEED's approach to Theme 3.

Enterprise Challenge Pakistan (ECP)

To build an entrepreneurial mindset, economic confidence, and transferable enterprise skills among secondary school students across Pakistan, enabling young people aged 14 to 18 to transition from passive learners to active problem-solvers, innovators, and future economic participants.

SEED has delivered Enterprise Challenge Pakistan as a national, multi-cycle youth entrepreneurship programme since 2016, in partnership with The King’s Trust International. Implemented annually through schools and education networks, ECP combines classroom-based learning, experiential simulation, mentorship and competitive pitching. SEED designed a structured curriculum covering business fundamentals, ethical decision-making, teamwork, communication and problem-solving. Teachers and mentors were trained to guide student teams through simulations, enterprise idea development and school, regional and national competitions across Pakistan.

What We Achieved

ECP engaged over 8,200 young people directly across eight programme cycles between 2016 and 2025. It reached students in more than 30 cities across Pakistan, spanning public, private, trust and low-fee schools. The programme received over 26,500 student applications, trained more than 986 teachers and 200 mentors, and supported 1,500 business ideas. It delivered over 2,958 hours of enterprise sessions, 2,000 mentorship hours and approximately PKR 6.5 million in seed funding and cash prizes nationwide.

Operating frameworks Applied:

Systems Design & Intelligence;
Enterprise & Market Enablement;
Institutional & Corporate Alignment

ICCCIS Lens:

Individual | Community |
Institutional | Systemic

Partners:

The King’s Trust International,
Jubilee Life Insurance, Fatima
Fertiliser, The COSARAF
Charitable Foundation

Early exposure to entrepreneurship significantly improves young people’s confidence, communication and problem-solving capabilities. Enterprise education functions as a capability-building pathway, not merely as business creation: many participants gain employability skills even without immediately starting ventures. School-based delivery creates strong multiplier effects by embedding enterprise thinking within education systems. Teacher and mentor training remains critical to quality, continuity and scale. Inclusive design across public, low-fee and disability-inclusive settings expands access without diluting programme quality or participation.

Young people demonstrate strong receptivity to sustainability and climate-conscious business ideas when enterprise concepts are made relevant to their lives. Short-cycle interventions can shift mindsets, but sustained exposure strengthens long-term economic agency. ECP shows that entrepreneurship is not solely about creating startups; it equips students with the confidence, skills and mindset needed to navigate work, innovation and economic participation. This is important in Pakistan, where many young people enter work with scarce formal opportunities.



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Pakistan faces a persistent gap in youth employment and aspirations, with millions entering the workforce each year while formal job creation remains limited. ECP addresses this challenge upstream by building entrepreneurial thinking, economic literacy and agency at school level. SEED brings nearly a decade of experience delivering Pakistan’s established national youth entrepreneurship platform. Partners gain proven curriculum, school and mentor networks, safeguarding and inclusion frameworks, measurable outcomes and a pipeline of economically capable, future-ready youth.

JUBILEE LIFE INSURANCE UNIVERSITY CHALLENGE (JLIUC)

To bridge the talent and innovation gap within Pakistan’s insurance sector by equipping university students with practical industry exposure, sales capability, and product innovation skills.

SEED designed and delivered the pilot of JLIUC as a university-level challenge combining classroom learning with real-world insurance application. Following recruitment from IBA and SZABIST, students received extended training in insurance fundamentals, product design, sales strategy and customer engagement. The programme was adapted during delivery to address mentorship gaps, academic scheduling conflicts and the need for deeper practical exposure. It culminated in a live pitching competition hosted at the British Deputy High Commission in Karachi.

What We Achieved

JLIUC screened more than 180 applicants and selected 56 students from two leading universities. Twenty finalists completed 16 extended sessions across theory and practice phases, supported by 14 industry mentors from marketing, sales, underwriting, IT and training. Five teams presented their innovations at a national final evaluated by senior industry leaders. Student concepts included affordable accident protection, diabetes health support, Shariah-compliant Takaful, preventive health coverage and flexible plans for freelancers and self-employed individuals across Pakistan.

Operating frameworks Applied:

Enterprise & Market Enablement;
Institutional & Corporate Alignment

ICCCIS Lens:

Individual | Institutional | Systemic

Partners:

Jubilee Life Insurance; Institute of
Business Administration (IBA);
SZABIST

Industry-aligned mentorship is critical to credibility and learning depth, particularly in a specialised sector such as insurance. JLIUC showed that sales-based learning requires longer timelines than academic calendars typically allow. Insurance literacy among youth remains low, but students respond strongly when they can apply concepts to real customer needs and market problems. Practical exposure helps participants understand how product design, communication and sales capability connect with employability, innovation and financial inclusion in the sector today.

Gender disparity in participation requires intentional corrective design. The programme identified this gap and responded by launching the #WomenInInsurance initiative, creating greater visibility for women’s roles and potential within the sector. Sector-specific challenges can also serve as important bridges between academic institutions and industry, translating classroom knowledge into market-ready capability. When students work on real business problems, they develop confidence, commercial awareness and a clearer understanding of career pathways in insurance and related financial services.



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JLIUC shows how sector-specific challenges can build market-ready talent, not just ideas. It demonstrates that enterprise skills translate directly into employability, innovation and financial inclusion outcomes. SEED specialises in translating industry problems into youth-facing capability platforms, aligning academic institutions with real market needs while maintaining execution discipline and learning integrity. Partners gain practical programme design, industry engagement and structured delivery that help students develop relevant skills, confidence and pathways into meaningful work and sector participation.

DELTA

Developing Entrepreneurship, Leadership and Tangible Acumen (Incubation)

To strengthen the growth, resilience, and income-generating capacity of youth- and women-led microenterprises from low-income urban backgrounds, we equip them with practical business skills, financial literacy, digital capabilities, and access to mentorship, enabling their transition from informal survival enterprises to more stable and growth-oriented businesses.

DELTA was designed and delivered as a multi-cohort, city-level microenterprise acceleration programme across Karachi and Lahore. It combined structured training, mentorship, diagnostics and ecosystem linkages to address barriers facing informal and early-stage entrepreneurs. Four cohorts were delivered across Karachi’s South, Central, East and Korangi districts, alongside multiple cohorts in Lahore. The programme trained 311 youth and women micro-entrepreneurs through applied modules in entrepreneurship, financial literacy, digital literacy, SDGs and self-development, supported by evaluation and follow-up.

What We Achieved

DELTA trained 311 micro-entrepreneurs, exceeding programme targets. Endline assessments showed 101 enterprises increased incomes by 15–20%, while 79 achieved revenue growth of 15–25%. Participants created 144 new jobs, nearly three times the original target. Seventy businesses completed FBR registration, opening pathways to formal markets and financial systems. More than 95% of participants rated themselves above five out of ten in entrepreneurship, financial literacy and digital literacy after the programme, compared with lower baseline confidence levels.

Operating frameworks Applied:

Systems Design & Intelligence;
Enterprise & Market Enablement;
Institutional & Corporate Alignment

ICCCIS Lens:

Individual | Community | Capital |
Institutional | Systemic

Partners:

British Asian Trust

Micro-entrepreneurs from low-income backgrounds possess strong business intent but often lack structured exposure to finance, compliance and growth planning. DELTA found that financial literacy and communication skills are the highest-leverage interventions for income and confidence gains. Capital remains the single biggest growth constraint even after skills are strengthened, highlighting the need for credit and asset-linked pathways. Formalisation through FBR registration also creates a psychological and operational shift in how entrepreneurs view their businesses and future.

Corporate mentorship is significantly more effective than one-to-one mentoring in building aspiration, credibility and learning uptake. Participants respond best when programmes are community-embedded, cohort-based and activity-led rather than lecture-driven. This format improves retention, peer support and the practical application of learning. By combining diagnostics, skills, mentorship and formalisation support, DELTA helps informal enterprises move beyond survival mode towards greater stability, growth and job creation. These connected interventions strengthen market readiness and resilience in dense urban contexts.



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Pakistan’s youth entrepreneurship challenge is not a lack of ideas, but a lack of capability pathways. DELTA provides a tested, data-backed microenterprise acceleration model that combines business fundamentals, financial systems, mentorship and formalisation support. SEED delivers this model at scale across dense urban environments, linking training with market readiness and measurable economic outcomes. Partners gain deep insight into informal enterprise behaviour and credible pathways to employment, income growth and enterprise resilience within Pakistan’s emerging impact economy.

DELTA

ACCELERATING GROWTH OF YOUTH-LED MICROENTERPRISES

To accelerate the growth of youth-led microenterprises from low-income and marginalised communities by strengthening business capability, improving market readiness, enabling formalisation, and supporting transitions from informal to sustainable, growth-oriented enterprises.

DELTA was implemented as a multi-cohort, hybrid acceleration programme for youth micro-entrepreneurs in Karachi and Lahore. SEED designed delivery around three integrated components: tailored training, structured mentorship and stakeholder engagement. Three cohorts were delivered between January and November 2024. Weekly sessions covered advanced entrepreneurship, financial literacy, digital marketing, ESG and capital raising. Participants were matched with industry mentors for needs-based support, while stakeholder roundtables addressed marketing, e-commerce, finance, fundraising, trade and regulatory readiness for enterprises.

What We Achieved

87 youth micro-entrepreneurs, including 50 women and 37 men, completed the DELTA Acceleration Programme. Participating enterprises recorded a 63% average increase in business revenue and created 63 new full-time jobs, exceeding the original target of 40. More than 50 enterprises increased revenue by at least 20% or PKR 25,000, while 17 began exporting. Fifty-two enterprises registered with FBR and 24 filed tax returns for 2023–24. Seven secured external financing, and post-test scores improved by 30%.

Operating frameworks Applied:

Systems Design & Intelligence;
Enterprise & Market Enablement;
Institutional & Corporate Alignment

ICCCIS Lens:

Individual | Community | Capital |
Institutional | Systemic

Partners:

British Asian Trust, Citi Foundation;
Lincoln Corner Pakistan;
Entrepreneurship & Youth
Development Society (EYDS),

Revenue growth is achievable for youth microenterprises when training is paired with mentorship and accountability, rather than standalone workshops. Formalisation through NTN registration and tax filing is possible when compliance is embedded in programme design. Youth-led businesses can also export at early stages when supported with trade literacy and regulatory guidance. However, hybrid delivery requires stronger engagement strategies to sustain momentum, while cash-based business models require flexible monitoring and verification approaches that reflect operational realities.

Pakistan’s microenterprise growth is hindered less by entrepreneurial intent than by structural gaps. Informality is often a rational response to regulatory risks, while collateral-heavy finance excludes viable but undocumented businesses. Women entrepreneurs face added barriers around mobility, networks, institutional confidence and household risk. Fragmented business services can create learning without leverage, while trust deficits and information asymmetry persist. Sustainable growth requires holistic pathways combining skills, market linkages, finance readiness, institutional engagement and credible intermediaries for scale.



08

DECENT WORK AND ECONOMIC GROWTH

09

INDUSTRY, INNOVATION AND INFRASTRUCTURE

10

REDUCED INEQUALITIES

Youth entrepreneurship in Pakistan is constrained not by ambition, but by access to skills, markets, capital and institutions. DELTA addresses these barriers through enterprise diagnostics, market-relevant training, mentorship, formalisation support and measurable accountability. This enables microenterprises to grow revenue, create jobs, formalise operations and reach new markets, including exports. SEED brings a tested framework, strong monitoring and reporting discipline, and credible pathways from informal survival businesses to sustainable, growth-oriented enterprises. Partners gain evidence-based results at scale.

MICROENTERPRISE YOUTH FAIR

To consolidate and reflect on the culmination of an impactful 8-year partnership between the British Asian Trust (BAT) and the Citi Foundation under the Pathways to Progress initiative. Over the years, the initiative empowered more than 1,500 young people with skills in digital literacy, enterprise growth, and sustainable livelihoods, focusing on an often-overlooked sector critical for Pakistan's development.

SEED designed and delivered the eight-year celebration of the Citi Foundation–British Asian Trust partnership as a youth entrepreneurship and microenterprise showcase. The event marked seven years of sustained Citi Foundation investment in Pakistan’s youth ecosystem. It convened entrepreneurs, programme alumni, implementing partners, mentors and institutional stakeholders from Citi Foundation and BAT-supported initiatives. SEED led concept and narrative development, stakeholder outreach, curation, agenda design, facilitation and youth-led reflections that surfaced participants’ transition stories across the partnership.

What we Achieved

The fair marked an eight-year partnership under Pathways to Progress, showcasing multiple cohorts of youth entrepreneurs and microenterprise founders. It enabled participants to articulate real transition pathways from skills development to enterprise creation, income generation and market access. The event created a shared, evidence-informed conversation among funders, implementers and ecosystem actors on what enables youth enterprise success in Pakistan. It also strengthened institutional understanding that entrepreneurship is a long-term transition process, not a short-term programme output.

Operating frameworks Applied:

Systems Design & Intelligence;
Enterprise & Market Enablement;
Institutional & Corporate Alignment

ICCCIS Lens:

Individual | Community | Capital |
Institutional | Systemic

Partners:

Citi Foundation;
British Asian Trust; SEED Ventures

Youth entrepreneurship outcomes emerge over time, often through non-linear transitions between employment, microenterprise and hybrid income strategies. Skills training alone is insufficient: sustained mentorship, confidence-building and market exposure significantly influence enterprise viability. Long-term philanthropic engagement enables deeper learning and more realistic outcome measurement across participant journeys. The Citi Foundation’s multi-year investment illustrated how continuity can support young people beyond immediate programme cycles, allowing skills, networks and enterprise ambition to develop over time within real economic conditions.

Platforms that centre youth voice generate more credible ecosystem intelligence than performance-driven reporting mechanisms. Reflection events help translate programme experience into future design and investment strategy by bringing participants, partners and funders into dialogue. The fair showed that stories of transition, setbacks and adaptation can reveal how enterprise development actually unfolds. By treating youth as contributors to learning rather than only beneficiaries, such platforms strengthen accountability, improve programme design and create more grounded ecosystem decisions.



04
QUALITY EDUCATION

08
DECENT WORK AND ECONOMIC GROWTH

09
INDUSTRY, INNOVATION AND INFRASTRUCTURE

Youth entrepreneurship in Pakistan must be understood as a journey rather than a destination. Enterprise formation, resilience and income stability develop over years, not months. SEED translates long-term programme implementation into ecosystem intelligence, designing youth-centred platforms that surface learning as well as outcomes. Partners gain longitudinal insight across cohorts, narrative and ecosystem design, and understanding grounded in Pakistan’s economic realities. This helps funders move beyond isolated success stories towards smarter investments in youth microenterprise growth.

Sindh Sarmaya

To strengthen entrepreneurial capacity, build investment readiness, and connect high-potential micro and small enterprises across Sindh to formal financing opportunities through zero-markup, collateral-free financing. Working across Karachi, Hyderabad, Jamshoro, and Sukkur, the programme supports entrepreneurs with limited access to formal finance to become investment-ready, growth-oriented enterprises, extending opportunity beyond major urban centers.

Sindh Sarmaya is being designed as a multi-city, eight-phase programme spanning stakeholder engagement, outreach, training, financing facilitation and post-financing monitoring. SEED is building an ecosystem of universities, ORICs, incubation centres, enterprise support organisations and chambers of commerce to drive credible outreach. A province-wide call for applications will use equitable city quotas: 40% Karachi and 20% each for Hyderabad, Jamshoro and Sukkur, alongside a strong focus on women's participation across Sindh communities and enterprise networks statewide.

Activities & Targets

The programme will deliver investment-readiness training in business model improvement, costing and pricing, financial planning, record-keeping, taxation, compliance and financing-proposal development. Delivery will be supported through Training-of-Trainers, mentorship and a joint review board comprising SEED, the British Asian Trust and independent experts. Targets include 1,000 applications, 600 trained entrepreneurs, 19 institutional partnerships and approximately 190 certified trainers and mentors. Around 400 proposals will be prepared for financing submission to participating institutions across the province annually.

Operating frameworks Applied:

Systems Design & Intelligence;
Enterprise & Market Enablement;
Institutional & Corporate Alignment

ICCCIS Lens:

Individual | Community | Capital |
Institutional | Systemic

Partners:

British Asian Trust

Approximately 380 entrepreneurs are expected to access zero-markup, collateral-free financing of PKR 150,000–500,000, with a two-year repayment period. The programme aims for a 95% approval rate among submitted proposals, supported by structured preparation, transparent review and post-disbursement monitoring. By connecting entrepreneurs with formal financial institutions, Sindh Sarmaya will help high-potential micro and small enterprises move from limited access to investment-ready, growth-oriented businesses. This model extends opportunity beyond major urban centres into Hyderabad, Jamshoro and Sukkur.

Sindh Sarmaya will generate intelligence on how structured capacity-building and mentorship influence financing readiness and approval rates. It will examine where the “missing middle” sits between informal microenterprises and formal finance in secondary Sindh cities. The programme will compare readiness and institutional capacity across Karachi, the Hyderabad–Jamshoro corridor and Sukkur, while tracking repayment, job creation and growth patterns following access to finance. These insights will inform future capital pathways, institutional partnerships and scalable enterprise support.



01
NO POVERTY

05
GENDER EQUALITY

08
DECENT WORK AND
ECONOMIC GROWTH

Access to finance remains a critical constraint for Sindh’s micro and small enterprises, particularly outside Karachi, where awareness, readiness and documentation barriers limit formal borrowing. Sindh Sarmaya pairs investment-readiness support with direct pathways to participating financial institutions, transforming enterprise potential into financed growth and jobs. SEED is finalising the consortium model, curriculum architecture and partnership framework with the British Asian Trust ahead of city-level rollout. The programme creates a replicable model for inclusive formal capital.



THEME 4 EMPLOYMENT & MARKET TRANSITIONS

Why This Theme Matters

Pakistan's employment challenge is not only a jobs deficit; it is a market transition failure. Large parts of the economy operate informally, while social sector organisations remain under-recognised as employers. Pathways between education, skills, enterprise and stable livelihoods remain fragmented and uncertain.

As Pakistan faces demographic, climate and economic volatility, employment increasingly depends on institutional credibility, ecosystem strength and market signalling-not individual skills alone. Social enterprises, NGOs and

purpose-driven organisations absorb talent, deliver services and sustain livelihoods, yet lack visibility, validation and corporate engagement.

Employment transitions require more than training programmes. They need recognition of emerging labour markets, stronger social economy institutions and platforms that legitimise impact work as professional, accountable and scalable. SEED strengthens the market conditions in which employment is created, sustained and valued.

IMPACT HIGHLIGHTS



Served
as the Awards Management and Implementation Partner for the KE Awards for three consecutive years, supporting the design, outreach, and execution of Karachi's largest recognition platform for the social sector.

Led sector-wide
outreach and mobilisation, identifying, engaging, and inducting social purpose organisations, NGOs, and community institutions across Karachi's impact ecosystem.

Designed
and managed the application, screening, and shortlisting process, ensuring transparent, merit-based selection of participating organisations.

- Built and maintained a curated pipeline of credible social sector organisations, strengthening visibility and professional recognition for entities operating in employment, education, climate, health, and community development.
- Enabled structured engagement between corporates, utilities, donors, and civil society organisations, reinforcing the social sector's role as a legitimate employment generator and service provider.
- Contributed to strengthening institutional credibility and market signalling for the social economy by embedding governance, documentation, and evaluation standards within the awards process.
- Positioned the KE Awards as a consistent annual mechanism for recognising social impact, professional excellence, and organisational sustainability within Karachi's development ecosystem.

This following project provide a lens into SEED's approach to Theme 4.

K-Electric Awards

To recognise, legitimise, and strengthen the social sector in Karachi by creating a formal platform that highlights high-performing social purpose organisations, improves sector visibility, and reinforces the role of the social economy as a critical contributor to employment, service delivery, and urban resilience.

SEED has served as the Awards agency for KE Awards for the past three years. The city-level recognition platform focuses on Karachi’s social sector, spanning NGOs, social enterprises and community-based organisations working across development, inclusion, sustainability and service delivery. SEED conducted extensive outreach and built a database of more than 200 social purpose organisations and community actors. The Awards supported applicants to understand eligibility, documentation and submission requirements, enabling informed and complete applications across Karachi.

What We Achieved

SEED designed and operationalised an awards framework assessing organisations across impact, governance, sustainability and community relevance. It managed transparent nomination, screening and evaluation processes to ensure credibility, fairness and consistency across award cycles. The KE Awards recognised and amplified leading social purpose organisations, strengthening their visibility and legitimacy among corporates, funders and institutional stakeholders. The platform also enabled cross-sector engagement and positioned impact work as a professional, accountable and scalable field, rather than informal charity.

Operating frameworks Applied:

Systems Design & Intelligence;
Institutional & Corporate Alignment

ICCCIS Lens:

Community | Institutional |
Systemic

Partners:

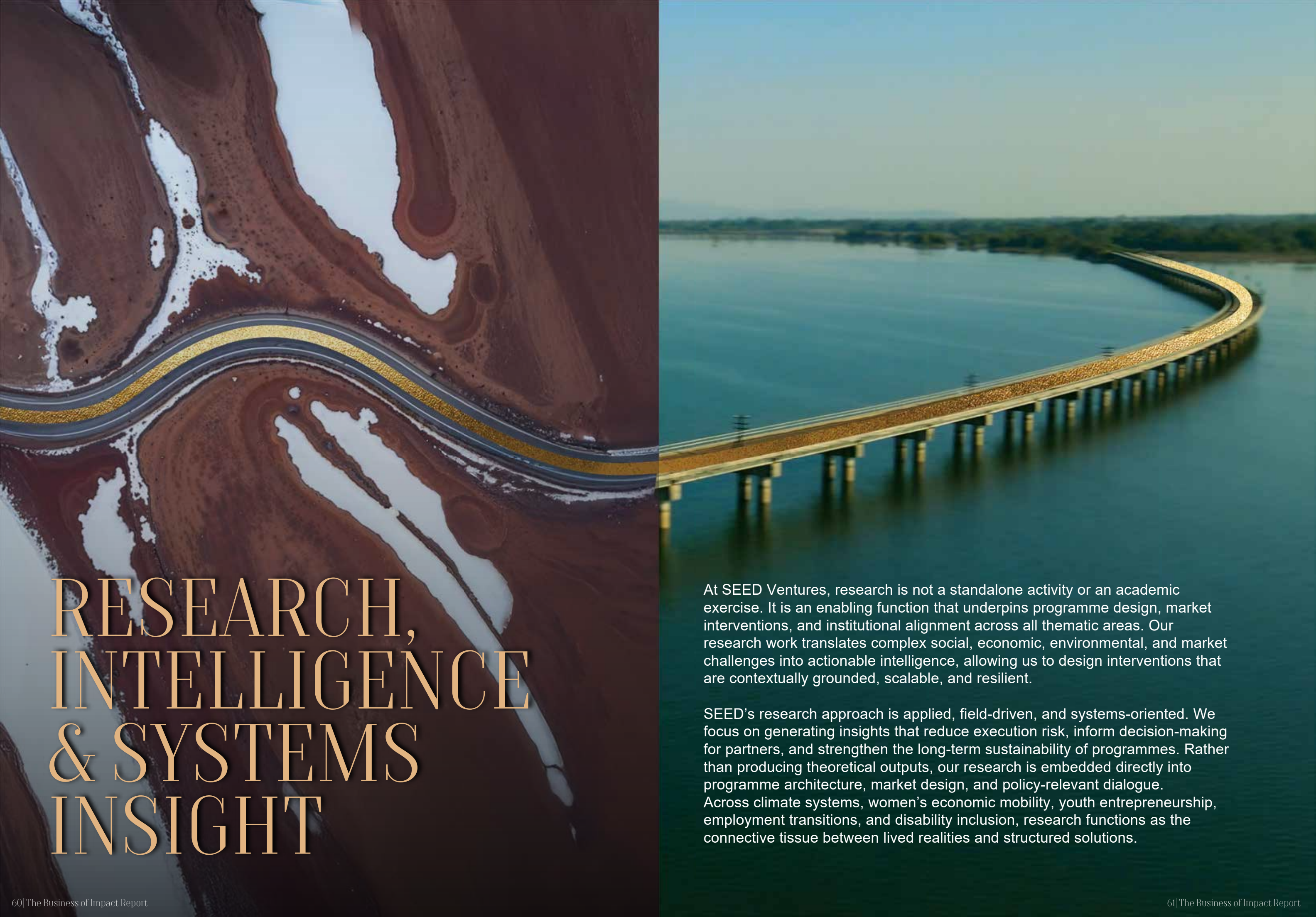
K-Electric

Karachi’s social sector functions as a significant but under-recognised labour market, providing livelihoods, services and stability across health, education, climate and inclusion. Recognition and credibility are critical for unlocking partnerships, funding and institutional trust. The KE Awards showed that social organisations value independent validation more than one-off financial incentives. Public recognition can act as market infrastructure, shaping perceptions of quality and performance. There is appetite for platforms that acknowledge impact while reinforcing governance and accountability.

The KE Awards were not designed as a funding or capacity-building programme, but as a market-signalling mechanism to elevate credible actors within the social sector. By assessing impact, governance, sustainability and community relevance, the platform signals what quality and accountability look like in practice. This encourages organisations to strengthen their positioning and helps corporates, funders and institutions identify credible potential partners. The result is a more visible, trusted and connected social economy for Karachi’s communities.



Employment transitions are not limited to job placement or skills training. They also depend on the strength, legitimacy and sustainability of sectors that employ people at scale. SEED understands employment as a system shaped by institutions, markets and credibility. Through KE Awards, SEED designs platforms that strengthen sectors, signal quality and improve conditions for meaningful employment and social value creation. Partners gain ecosystem-level thinking, trusted convening capability and interventions that reshape how markets recognise impact.



RESEARCH, INTELLIGENCE & SYSTEMS INSIGHT

At SEED Ventures, research is not a standalone activity or an academic exercise. It is an enabling function that underpins programme design, market interventions, and institutional alignment across all thematic areas. Our research work translates complex social, economic, environmental, and market challenges into actionable intelligence, allowing us to design interventions that are contextually grounded, scalable, and resilient.

SEED's research approach is applied, field-driven, and systems-oriented. We focus on generating insights that reduce execution risk, inform decision-making for partners, and strengthen the long-term sustainability of programmes. Rather than producing theoretical outputs, our research is embedded directly into programme architecture, market design, and policy-relevant dialogue. Across climate systems, women's economic mobility, youth entrepreneurship, employment transitions, and disability inclusion, research functions as the connective tissue between lived realities and structured solutions.



COMMUNITY & BEHAVIOURAL DIAGNOSTICS

A core pillar of SEED's research work focuses on understanding community behaviour, social norms, and informal economic systems that shape outcomes on the ground. These diagnostics inform the design of interventions that respond to how people actually live, work, and make decisions — rather than how systems assume they do.



SEED has conducted multiple community-level studies exploring waste management behaviours, health and environmental awareness, women's participation in economic activity, and barriers to service uptake in underserved urban settlements.

Research in Mehran Town, Karachi, for example, highlighted the interlinkages between low literacy levels, financial exclusion, household decision-making, and women's limited participation in income-generating activity. These insights directly informed the design of Imarah as a multi-year, integrated empowerment programme rather than a short-term skills intervention.

Similarly, community-based waste management research across low-income neighbourhoods in Karachi revealed knowledge gaps, behavioural constraints, and weak institutional responsiveness as key barriers to effective waste disposal.

The findings reinforced the need for community engagement, awareness-building, and shared responsibility between citizens and local authorities — insights that later informed SEED's circular economy and waste interventions.

Through this body of work, SEED has developed a strong understanding of how trust, familiarity, gender norms, and access shape participation and outcomes in community-led programmes.



ENVIRONMENTAL & CLIMATE SYSTEMS RESEARCH

SEED's environmental research focuses on mapping material flows, identifying systemic bottlenecks, and understanding environmental risk within urban and peri-urban contexts. This work strengthens climate-responsive programme design and supports corporate and institutional accountability.



The Environmental Scoping Study of the Lyari River, conducted with support from The Coca-Cola Company, examined plastic waste flows, river contamination patterns, and the broader urban waste ecosystem feeding into Karachi's waterways.

The research highlighted the scale of plastic leakage, the role of informal disposal practices, and the absence of integrated waste management systems — reinforcing the need for upstream interventions, recovery systems, and cross-sector collaboration.

SEED has also researched plastic waste, river pollution, and community-level environmental exposure, contributing to a deeper understanding of how climate risk, public health, and waste mismanagement intersect in Pakistan's largest cities.

These studies have informed SEED's circular economy programming and strengthened partners' ability to respond to climate and environmental risks with evidence-based action.

This research positions SEED as an organisation capable of translating environmental data into practical climate solutions, rather than limiting engagement to awareness or advocacy alone.



DIASPORA, PHILANTHROPY & CAPITAL FLOWS

SEED's research on philanthropy and diaspora engagement explores how capital moves, how trust is built, and how impact is measured across borders. The study on Pakistan and the Pakistani diaspora in the UK examined giving behaviours, investment preferences, transparency expectations, and barriers to effective fund deployment.

The findings revealed strong interest in impact-driven giving, alongside concerns around governance, reporting, and credibility. This research informed SEED's thinking on accountability frameworks, impact reporting, and the design of platforms that connect capital with credible social enterprises and programmes.

This work strengthens SEED's ability to operate at the intersection of social impact and capital mobilisation, particularly in contexts where trust and verification are critical.

Research as an Enabler of Impact

Across all thematic areas, SEED's research function serves a single purpose: enabling better decisions, stronger design, and more sustainable outcomes. Our research is intentionally applied, iterative, and embedded within programmes rather than positioned as a standalone output.

Detailed methodologies, datasets, and analytical tools are deployed selectively with partners to inform programme design, institutional dialogue, and market engagement. By integrating research with implementation, SEED ensures that evidence does not remain static; it evolves through action.

This approach allows SEED to operate not only as an implementer, but as a systems actor capable of shaping how organisations, markets, and communities respond to Pakistan's most pressing development challenges.



DEVELOPING A COMMUNITY-BASED WASTE MANAGEMENT MODEL AND GAUGING ITS EFFICIENCY

SEED's research on philanthropy and diaspora engagement explores how capital moves, how trust is built, and how impact is measured across borders. The study on Pakistan and the Pakistani diaspora in the UK examined giving behaviours, investment preferences, transparency expectations, and barriers to effective fund deployment.

SEED's community-based waste management research examined household waste behaviour, awareness gaps, segregation practices, composting potential and the relationship between communities and local authorities across low-income neighbourhoods in Karachi, including Chakiwara, Bihar Colony, 100 Quarters and Mehran Town.

The study combined household surveys, stakeholder conversations, community workshops and waste collection analysis to understand why waste management practices were not being adopted effectively. It found that communities were often willing to improve waste segregation and disposal, but lacked awareness, trust, sustained engagement and practical support.

The research demonstrated that community-led models, particularly those engaging women, local influencers, academia and municipal stakeholders, can help reduce household waste, improve segregation habits and ease pressure on formal waste management systems.



AGRICULTURE, FOOD SYSTEMS & CLIMATE RESILIENCE

SEED's research on sustainable agriculture examines the intersection between climate resilience, food security, livelihoods, market access and investment readiness.



It recognises that agriculture in Pakistan is not only a production issue, but a systems challenge shaped by climate vulnerability, fragmented value chains, limited farmer capacity, financing gaps, weak aggregation, post-harvest losses and changing market expectations.

The sustainable agriculture report strengthened SEED's understanding of how climate-smart practices, improved coordination, better data, inclusive enterprise models and investment-linked solutions can support long-term resilience. It also explored how agricultural systems can become more responsive to farmers' realities while meeting the needs of markets, buyers and investors.

By looking at production, aggregation, financing, data, enterprise models and market access together, the research helped SEED develop a wider view of how food systems can become more productive, resilient and market-responsive.

This research supports SEED's ability to design interventions that bring farmers, enterprises, funders, corporates and institutions together around climate-aware agricultural growth, livelihood security and inclusive investment in Pakistan. It also strengthens SEED's positioning in climate resilient agriculture and food systems strategy.



MARKET & VALUE CHAIN INTELLIGENCE

SEED's market and value chain research supports employment creation, enterprise development, and inclusive supply-chain integration. This work focuses on identifying structural gaps, inefficiencies, and unrealised opportunities within local and international markets.



The Pakistan Market Study, conducted with the support of SUE (Finland), analysed trade dynamics, sectoral opportunities, and business environment conditions to support bilateral economic engagement.

The study provided a structured blueprint for identifying investment and collaboration opportunities across renewable energy, sustainability, and value-added sectors.

SEED's Kunri Chilli Research examined Pakistan's red chilli value chain, identifying productivity constraints, market access challenges, and export potential. The findings revealed significant gaps in farmer awareness, quality control, and aggregation — insights that are critical for any effort aimed at strengthening agricultural livelihoods and export readiness.

Similarly, the Interloop Scoping Study focused on home-based women workers and supply-chain integration, mapping the feasibility of transitioning informal production into formal corporate sourcing structures. The research highlighted capacity constraints, quality requirements, and scalability challenges, while also identifying pathways for inclusive market participation.

Collectively, this body of research enables SEED to design enterprise and employment interventions that are grounded in real market conditions rather than assumptions.



THOUGHT LEADERSHIP, STAKEHOLDER DIALOGUE & NARRATIVE SHAPING

Beyond programme implementation and research, SEED plays an active role in shaping how impact, entrepreneurship, and economic participation are understood across Pakistan's and global emerging ecosystems. This role is anchored in curated dialogue, cross-sector engagement, and early exposure initiatives that influence behaviour, expectations, and institutional thinking.

SEED's thought leadership work focuses on creating spaces where practitioners, institutions, and future economic actors can engage with real challenges, test assumptions, and build shared language around impact, markets, and inclusion.



GLOBAL LEADERSHIP RECOGNITION

Faraz Khan, Founder and Director of SEED Ventures and CEO and Partner at SpectrEco, was awarded the Member of the Order of the British Empire (MBE) by the UK Government at an investiture ceremony held at Windsor Castle. The honour recognises his contributions to strengthening Pakistan-UK relations in the areas of climate action, sustainability, and enterprise development.

This recognition reflects the growing international relevance of SEED Ventures' work and reinforces the organisation's credibility as a trusted partner for governments, corporates, and global institutions.

WEPs AWARDS
LEADERSHIP
COMMITMENT



2ND
RUNNERS
UP



GLOBAL RECOGNITION FOR GENDER-RESPONSIVE LEADERSHIP

SEED's approach to inclusive leadership and workplace equity received regional recognition when its CEO, Shaista Ayesha, was named Second Runner-Up in the Leadership Commitment category at the UN Women Asia-Pacific Women's Empowerment Principles (WEPs) Awards. The recognition reflects SEED's sustained

commitment to building gender-responsive organisational systems that prioritise flexibility, inclusion, and dignity while maintaining performance and delivery standards. It positions SEED's leadership model within a global discourse on how equity-centred leadership contributes to stronger institutions, healthier workplaces,

and more sustainable impact outcomes. This recognition strengthens SEED's credibility as a thought leader in the 'S' of ESG, reinforcing the organisation's role in shaping conversations around inclusive growth, women's economic participation, and responsible leadership in Pakistan and beyond.

RECOGNITION IN NATIONAL ECOSYSTEM RESEARCH (UNDP)

SEED Ventures was featured in UNDP's State of the Youth Entrepreneurship Ecosystem in Pakistan, which examines the barriers, enablers and key actors shaping youth enterprise development. The inclusion recognises SEED's sustained contribution through programme design, ecosystem engagement and applied learning models.

It also highlights SEED's role as a thought partner advancing integrated approaches to skills development, enterprise readiness and market exposure, while informing national dialogue among policymakers, development organisations and private-sector stakeholders on inclusive and sustainable enterprise growth.



MEMBERSHIP ON HABIB UNIVERSITY'S INDUSTRIAL ADVISORY BOARD

Shaista Ayesha, CEO of SEED Ventures, serves as a member of the University Industrial Advisory Board (UIAB) at Habib University, Pakistan's premier liberal arts institution. Comprising senior leaders from diverse sectors, the UIAB provides strategic counsel to align academic programmes with industry needs, fostering student readiness through technical proficiency, critical thinking, ethical reasoning, and leadership development.

Her involvement emphasises bridging academia and real-world innovation, informing curriculum design, enabling collaborations, and amplifying institutional impact on national development, directly supporting SEED's mission to originate ventures and build inclusive economic pathways for youth and marginalised communities.



ACADEMIC & INSTITUTIONAL THOUGHT LEADERSHIP

SEED Ventures was invited by the United Nations Office on Drugs and Crime (UNODC) to present its social entrepreneurship frameworks and impact-led business models at a national Faculty Development Programme convening senior faculty, deans, and provosts from 22 public universities across Pakistan, Gilgit-Baltistan, and Azad Jammu & Kashmir.

The session focused on reframing social entrepreneurship as a viable and sustainable economic model, introducing SEED's approach to building impact-driven enterprises, ecosystem design, and the business of impact. Through applied examples and system-level insights, SEED engaged academic leaders on how entrepreneurship education can move beyond theory to enable youth empowerment, inclusive growth, and sustainable development outcomes.

This engagement positioned SEED as a knowledge partner to higher education institutions, contributing to the integration of impact-oriented entrepreneurship thinking within academic leadership and faculty development spaces across Pakistan.



DAP STAKEHOLDER ENGAGEMENTS

DAP stakeholder engagements revealed that Pakistan's microenterprise ecosystem is constrained less by entrepreneurial ambition than by structural misalignment between entrepreneurs, markets and institutions. A persistent "missing middle" leaves firms seeking stability and growth without coherent advisory, finance and market pathways.

Informality often reflects rational responses to uncertain enforcement, fragmented taxation and compliance risks. Collateral-heavy lending and documentation requirements exclude viable businesses, particularly women-led enterprises facing additional mobility, network and household-risk barriers. Provincial regulatory inconsistency, macroeconomic volatility, weakly sequenced business support and institutional distrust further inhibit expansion.

Entrepreneurs frequently receive training without the follow-through, market access or leverage needed to convert learning into resilience and revenue. Peer learning, trusted intermediaries and reliable information can strengthen formalisation and institutional engagement. Effective acceleration therefore requires integrated pathways linking skills, markets, finance readiness and transparent institutional access.



Seminar on Women in Agriculture: Leadership, Innovation and Impact

Growth for Rural Advancement and Sustainable Progress (GRASP)

May 21st, 2025 Marriott Hotel, Karachi

Sustainable Ecosystems for Women Entrepreneurs

At the ITC–PPAF seminar on Sustainable Ecosystems for Women Entrepreneurs, CEO SEED Ventures Shaista Ayesha joined the panel on 'Women's Role in Horticulture Production in Pakistan,' spotlighting how women are not just contributors, but catalysts for sustainable change in the horticulture sector.

She emphasised the urgent need to design inclusive value chains, unlock market access, and embed gender-intentional strategies to ensure long-term growth in agriculture and beyond. Her reflections were rooted in SEED's work on the ground, where enterprise meets equity, and opportunity turns into impact.

At the ITC–PPAF seminar on Sustainable Ecosystems for Women Entrepreneurs, Shaista Ayesha, CEO of SEED Ventures, contributed to the panel on Women's Role in Horticulture Production in Pakistan, bringing a systems and market-oriented lens to the discussion.

Drawing on SEED's on-ground work with women entrepreneurs and producers, she highlighted that women are not merely participants in horticulture value chains but critical catalysts for sustainability, productivity, and resilience. Her intervention emphasised the need to move beyond subsistence farming and instead design inclusive value chains that unlock market access, recognise women as economic actors, and embed gender-intentional strategies across production, aggregation, and trade.

The discussion reinforced a core insight from SEED's work: sustainable growth in agriculture and allied sectors cannot be achieved without addressing structural barriers faced by women, including access to markets, finance, technology, and institutional support. This engagement reflects SEED's broader thought leadership in linking enterprise, equity, and systems design to create durable economic pathways for women.

Enterprise-Led Pathways for Pakistan's Green Transition

At the Pakistan Leadership Conversation 2025, Shaista Ayesha, CEO of SEED Ventures and Partner at SpectrEco, spoke on the panel From Brown to Green: Innovating in Transition, contributing to the national dialogue on Pakistan's economic and sustainability transition.

Her intervention focused on the structural challenges faced by startups and SMEs in integrating sustainability into their business models, particularly limited technical capacity, weak market incentives, and constrained access to finance. Drawing on SEED Ventures' on-ground experience, she highlighted how sustainability adoption accelerates when enterprises are supported through capability building, market linkages, and investment readiness, rather than compliance-driven mandates alone.

The discussion positioned sustainability not as an added cost, but as a strategic investment in long-term profitability, resilience, and competitiveness. SEED's work was referenced as an example of how ecosystem intermediaries can bridge the gap between climate ambition and enterprise reality, enabling businesses to transition toward greener practices while remaining commercially viable. This engagement reflects SEED's broader thought leadership in shaping Pakistan's green transition by aligning enterprise growth with climate responsibility and market logic, and by reframing sustainability as a driver of economic value creation.



Enterprise Challenge Pakistan as Thought Leadership in Safe, Inclusive Entrepreneurship Education

Enterprise Challenge Pakistan (ECP) is not only a youth entrepreneurship programme; it is one of SEED Ventures' most significant thought-leadership contributions to Pakistan's impact and education ecosystem. Delivered over multiple years across diverse public and private school systems, ECP has functioned as a live laboratory for designing how entrepreneurship can be taught safely, inclusively, and responsibly to children and young people in Pakistan.

Safeguarding as Systems Leadership

SEED recognised early that working with school-aged children constitutes a special category of intervention. In a context where many schools lack formal child protection policies, ECP embedded safeguarding as a non-negotiable design principle, not a compliance afterthought.

Through ECP, SEED:

- operationalised safeguarding protocols across schools and partner institutions,
- trained teachers, mentors, and facilitators on safe engagement with minors,
- established behavioural standards and reporting pathways, and

- normalised the language of child protection in environments where it was previously absent.

In doing so, ECP did more than protect participants; it quietly strengthened institutional reflexes across schools and education partners, modelling what responsible programme delivery with children looks like in Pakistan.

Building Economic Capability with Care

ECP's curriculum integrates entrepreneurship with digital literacy, financial literacy, and ethical decision-making, recognising that capability without protection can expose young people to new vulnerabilities. Accessibility has remained central to programme design. Learning materials have been adapted across various literacy levels, featuring inclusive formats that include Braille-compatible curriculum components, ensuring that children with disabilities are not excluded from educational pathways. This approach reframes entrepreneurship not as early commercialisation, but as capability building rooted in dignity, safety, and agency.

Institutional Bridging: From Classrooms to Capital Markets

ECP's thought leadership also lies in its ability to connect young people with institutions they would otherwise never access. The Pakistan Stock Exchange (PSX) Gong Ceremony and Financial Literacy Session, delivered as part of ECP engagement, symbolised this bridge. For participating students, the experience transformed abstract concepts of markets, finance, and economic systems into tangible realities. For institutions like PSX, it demonstrated how early financial literacy can be introduced responsibly and meaningfully. Rather than a standalone event, the PSX engagement sits naturally within ECP's broader philosophy: demystifying economic systems while maintaining duty of care.

Global Representation and Ecosystem Influence

Through ECP, SEED has advanced global dialogue on inclusive, safeguarding-led youth entrepreneurship, positioning Pakistan's ecosystem as ambitious and ethically grounded.

SEED AS A GLOBAL IMPACT COMMUNICATOR

SEED Ventures' work has generated a body of experience, insight and perspective that extends beyond the programmes, investments and partnerships it undertakes. SEED is not simply featured in the media; its founders and leadership are regular contributors, commentators and participants in global conversations on ESG, impact, climate and sustainability, advancing perspectives that reflect the thinking embedded within SEED's foundational and operating frameworks.

This public voice has appeared across influential international, regional and Pakistani platforms, including the Financial Times, Forbes, the New York Stock Exchange (NYSE), BBC, The Guardian, Bloomberg, The Times, Independent Urdu, TRT World, Arab News, Gulf News, Khaleej Times, Impakt Insider, Dawn, Business Recorder, The News, Vcast, The Express Tribune and Nukta. Across these platforms, SEED contributes a perspective grounded in the realities of emerging markets, connecting global debates on sustainability and impact with the practical challenges of enterprise, capital, inclusion and implementation.

A central proposition within this public voice is that entrepreneurship should not be treated as a peripheral development activity. For SEED, enterprise is a pathway to dignity, agency and long-term economic participation. Entrepreneurs and SMEs can create jobs, solve persistent social challenges and strengthen local economies, but only when they can access the capabilities, finance, markets, partnerships and institutional conditions required to grow. This perspective shifts the narrative away from viewing people primarily as beneficiaries and towards recognising them as economic actors, innovators and solution-builders. SEED therefore communicates enterprise as an essential component of inclusive economic prosperity.

Climate action forms another defining strand of SEED's contribution to public discourse. Faraz Khan MBE has consistently argued across international media and public forums that climate ambition must move beyond commitments and translate into implementation, investable projects, measurable outcomes and coordinated action across business, government, infrastructure and communities. For Pakistan and other emerging economies, climate change is already an economic and social reality affecting livelihoods, markets, food systems, infrastructure, health and urban resilience. SEED's voice therefore places climate action firmly within the language of investment, competitiveness, adaptation and economic opportunity.

Closely connected to this is SEED's position that sustainability should not be understood simply as a reporting obligation or cost of compliance. ESG, circularity, resource efficiency and responsible governance can become sources of competitiveness, resilience and long-term value when they are translated into practical business action. SEED's public commentary consistently reinforces the need for private-sector participation while recognising that businesses, particularly SMEs, require realistic transition pathways, market incentives, finance and institutional support if sustainability is to become commercially viable rather than aspirational.

SEED's public voice is strengthened by the complementary perspectives of its leadership. Founder and Director Faraz Khan brings experience across impact investment, climate action, sustainability, enterprise and international collaboration. CEO Shaista Ayesha brings a systems-led perspective shaped by work across women's economic mobility, youth entrepreneurship, circularity, enterprise development and inclusive prosperity. Together, these perspectives allow SEED to engage with the environmental, social and economic dimensions of impact as interconnected systems rather than separate conversations.

Importantly, SEED communicates across languages as well as geographies. Faraz Khan's commentary in Independent Urdu on climate change and climate action brings complex global debates into an Urdu-language public discourse, making them more accessible and relevant to wider audiences. This reflects a principle that runs through SEED's work: ideas acquire value when they can be understood, contextualised and acted upon.

Through sustained contribution to international and national discourse, SEED is building a distinctive public voice around impact as a systems science, enterprise as a vehicle for inclusive prosperity, and sustainability as a driver of economic value. Its role as a global impact communicator is therefore not separate from its work. It is another expression of it: taking experience generated through markets, communities, institutions and enterprise and contributing it to the wider conversations shaping the future of impact.

SEED IN THE GLOBAL CONVERSATION

FEATURED ■ QUOTED ■ INTERVIEWED ■ CONTRIBUTED



VOICES BEHIND SEED

FARAZ KHAN FOUNDER & DIRECTOR

- Impact Investment
- Climate Action
- Sustainability
- Enterprise
- International Collaboration

SHAISTA AYESHA CEO

- Women's Economic Mobility
- Youth Entrepreneurship
- Circularity
- Enterprise Development
- Inclusive Prosperity

“Impact is not a separate conversation from enterprise, climate and markets. It is where these systems intersect.”



IMPACT INVESTMENTS

SEED's catalytic investments exemplify how we derisk early-stage ideas, validate models through field intelligence, and enable scalable, impact-ready enterprises. Drawing from our programmes in circularity, climate resilience, microenterprise growth, and inclusive technology, we originate opportunities that align with Pakistan's emerging impact economy while generating measurable economic value.

Below, we reflect on key ventures from our portfolio, including successful exits and ongoing commitments that bridge social challenges with market-driven solutions.

SUSTAINABILITY

ARCHITECTS OF HIGH-IMPACT TRANSITIONS

Sustainadility LLC is an impact-first sustainability intelligence venture backed by SEED Ventures and Matriarch Ventures, designed to sit at the intersection of data, regulation, and real-world systems change. It extends SEED's decade of applied research across climate, women's economic mobility, youth entrepreneurship, agriculture, and market systems into a focused platform that helps institutions understand sustainability risk and opportunity in a structured, decision-ready way. The D in Sustainadility is intentional, it signals a shift from narrative-based sustainability to sustainability grounded in data, disclosure, and verifiable evidence.

What Sustainadility Does

Sustainadility is a sustainability execution engine that fuses global sustainability standards with seamless access to capital, making it easier for governments, businesses, and financial institutions to stay compliant, manage climate and social risks, and drive superior financial performance.

We design a data backed ecosystem that connects UN SDGs, IFRS, SASB, TCFD, TNFD, GRI and national directives with private capital, sustainability linked loans, green sukuk, global climate funds, and impact investors. Our work spans four core pillars that run through the transition journey:

- Policy advisory and sustainability strategy – Developing integrated frameworks, portfolio and materiality assessments, carbon asset strategies, bankable transition plans, and stakeholder engagement processes so organisations can move from ambition to executable plans.
- Data and technology – Building the data governance, cleansing, standardisation, benchmarking, forecasting, and automation systems that underpin ESG and climate reporting, supported by dashboards, validation algorithms, and (where needed) digital twin modelling.
- Capital flows and climate finance – Structuring climate finance, Shariah compliant instruments, blended finance, green bonds and sukuk, and pipelines of bankable projects, alongside transaction structuring and investor roadshows to turn verified impact into investable assets.
- Capacity building – Equipping boards, CxOs, and practitioners through training and sector specific workshops to embed ESG, climate, and circular economy thinking into day to day decision making.

Underpinning this is Sustainadility's proprietary Impact to Equity (I2E) model, which discovers and inventories impact across portfolios, converts it into verified, auditable financial assets aligned with global standards, and then structures capital solutions that recognise every tonne of reduced emissions and every verified outcome as part of the balance sheet. In doing so, Sustainadility helps clients move from fragmented initiatives and compliance pressure to integrated, high impact transitions that unlock lower cost of capital, stronger market positioning, and measurable, verifiable sustainability outcomes.

LEADERSHIP TEAM



FARAZ KHAN MBE
PARTNER & FOUNDER

Climate finance, ESG policy, impact investment, stakeholder management.

MBE recipient with 25 years across multi stakeholder investments, ESG policy, and impact development in emerging and developed markets; Visiting Professor at St. Mary's University Twickenham and advisor to MIT Solve, Lincoln Business School, and ICCIA OIC.



SAJJEED ASLAM, FCA
PARTNER & FOUNDER

Climate strategy, Islamic finance, ESG investing, reporting, transition plans.

25 years shaping climate resilient investment strategies and ESG frameworks across 15 countries, collaborating with governments on NDC policy, climate financing, and circular economy; alumnus of INSEAD, the World Bank Academy, and the CFA Institute, and speaker at WEF, UNEP, and the World Bank.



SHAISTA AYESHA
PARTNER & FOUNDER

Social impact, ecosystem development, emerging markets.

Impact strategist with deep expertise in multi sector partnerships, impact investing, and sustainable enterprise development across emerging markets; co founder of SEED Ventures and a recognised leader in designing high performance social and climate transition ecosystems.



HINA NASIR
PARTNER & FOUNDER

Sustainability communications, brand strategy, ESG adoption, operations.

17 years across telecoms, education, and the public sector, specialising in sustainability driven brand strategy, go to market execution, and carbon neutral event planning; guides organisations through their first steps toward measurable ESG integration and effective sustainability communications.



FEROZ BHARUCHA
PARTNER

Real estate, sustainable development, business strategy.

CEO with a track record in real estate development, brokerage, and technology driven sustainable solutions in the UAE; IBA alumnus bringing deep sectoral knowledge and regional market expertise to Sustainadility's business development and client engagement.



NAYYER SHAHZAD
CHIEF TECHNOLOGY OFFICER

AI & SaaS Architecture, ESG Data Systems, Engineering

26 years in instrumentation, control systems, and AI-powered product development, building platforms for Shariah-ESG compliance, carbon credit MRV, and supply chain forecasting. Architect of Sustainadility's data infrastructure, operating at the intersection of deep domain engineering and applied AI.

From Research Intelligence to Invested Intelligence

Sustainadility has emerged as a specialised sustainability intelligence platform for organisations navigating a world where climate risk, ESG regulation, disclosure standards, supply-chain accountability and sustainable finance are becoming operational realities. Its work is designed to help businesses, investors, governments and institutions move beyond broad commitments and convert sustainability into structured decisions, credible evidence, practical tools and bankable pathways for action.

The “D” in Sustainadility is intentional. It reflects the central role of data in the next age of sustainability. Organisations can no longer rely only on narratives or statements of responsibility. As IFRS S1/S2, climate disclosure, transition planning, Scope 1, 2 and 3 emissions accounting, climate-risk regulation, double materiality, assurance readiness and sustainable finance become more demanding, institutions need systems that can organise information, test assumptions, assign responsibility and create evidence trails.

Sustainadility responds to this need by combining strategic research, implementation toolkits, compliance trackers, decision frameworks and market intelligence. Its Resource Hub reflects this practical orientation: from climate transition plan bankability workbooks and IFRS S1/S2 gap analysis trackers, to climate stress-test templates, emissions data collection tools, double materiality assessment tools and regulatory checklists for financial institutions. The emphasis is not only on explaining standards, but on turning them into operational practice.

This makes Sustainadility different from conventional sustainability advisory. It works at the intersection of strategy, regulation, finance, data and execution, helping institutions understand where sustainability risks sit, how they affect competitiveness and what needs to be built to respond credibly. Its work helps organisations move from fragmented activity to assurance-ready systems, from compliance anxiety to structured readiness, and from sustainability reporting to capital formation.

The platform has also developed strategic intelligence across global and emerging-market themes, including climate-related financial risk, war and climate blind spots, ESG and Shariah-aligned sustainable finance, sustainable supply chains, circular and ethical fashion, AI and judgement risk, and Pakistan’s race toward premium-grade skills. These papers show how Sustainadility reads sustainability not as a narrow environmental agenda, but as a wider transformation of markets, institutions, finance, labour and governance.

Each research product translates complexity into decision-useful insight. It maps risk, identifies gaps, clarifies

regulatory direction, highlights investment opportunity and offers practical pathways for implementation. For emerging markets, this is especially important. Sustainability will only become transformative when organisations can connect disclosure with financing, compliance with competitiveness, and impact with measurable economic value.

Sustainadility reflects the belief that the future of impact and sustainability will depend on stronger intelligence systems: systems that make hidden risks visible, convert evidence into trust, and connect social and environmental outcomes to policy, finance and institutional resilience.

Through this work, Sustainadility positions itself as a partner for organisations seeking to navigate the next generation of sustainability requirements with clarity, confidence and execution discipline. It is both an intelligence platform and an execution bridge, helping institutions prepare for regulation, unlock finance, strengthen governance and build sustainability systems that can withstand scrutiny from markets, regulators and stakeholders.

In practical terms, Sustainadility gives institutions what the sustainability transition often lacks: a disciplined bridge between ambition, evidence and execution. Many organisations know they must respond to climate, ESG and disclosure pressures, but struggle to identify what data matters, who owns it, how it should be governed, and how it can be converted into strategic value. Sustainadility helps close that gap by treating sustainability as an operating system, not a reporting appendix. It connects board-level strategy with management processes, financial planning, supply-chain decisions, risk controls and capital conversations.

This matters because the next phase of sustainability will reward credibility. Companies that can evidence their risks, targets, impacts and transition pathways will be better placed to access finance, retain market trust, meet buyer expectations and compete in regulated supply chains. Those that cannot will face rising compliance costs, reputational exposure and capital constraints. Sustainadility’s value lies in preparing institutions before pressure becomes penalty, and in helping emerging-market organisations participate in global sustainability systems on stronger, more equitable terms. It also creates a language through which technical teams, finance teams and leadership can align around measurable progress, turning sustainability from a fragmented responsibility into an institution-wide capability that can scale responsibly globally.

To explore Sustainadility’s latest research, strategic intelligence papers and sustainability tools, visit the Resource Hub:

<https://sustainadility.com/resource-hub>

For inquiries and partnerships, please contact Hina Nasir (Partner & Founder) at hina@sustainadility.com





As an ongoing impact investment, Mohafiz exemplifies SEED's commitment to innovative emergency response and community resilience.

Also branded as "Meray Mohafiz" or "My Mohafiz") It is Pakistan's first 911-style emergency response mobile app, launched in 2015 by developer Fahad Mehmood Khan under Humanetek SMC (Pvt) Ltd (based in Islamabad). It was established in response to the 2014 Peshawar school attack; its core purpose is to provide a user-friendly platform for broadcasting life-threatening emergencies, filling gaps in government infrastructure for safety and health support.

It empowers users to "become each other's Mohafiz" (guardian), emphasising community-driven aid while connecting to official services. It handles a wide range: medical emergencies, harassment/assault, kidnappings, house fires, road accidents, armed robberies, terrorist incidents, natural disasters (e.g., floods), missing persons, and social issues.

Key Features

- Emergency Broadcasting: One-tap alert sends distress signals with live location via SMS, Facebook, Twitter, or app notifications to pre-selected "In Case of Emergency (ICE)" contacts. Includes power button trigger (press twice for panic alert), repeat messages at intervals, and offline distress mode.
- Helpline Integration: Automatically prompts the Mohafiz 24/7 helpline for guidance, dispatching aid, or coordinating with partners like Rescue 1122 (emergency responders) and Child Protection and Welfare Bureau (CPWB, via 1121 helpline for missing persons with visual aids like photos).
- News Feed and Alerts: Real-time pop-up notifications for city-wide threats (strikes, floods, riots), including images/videos in the feed.
- Directory Services: Comprehensive emergency contacts (e.g., hospitals, police); blood donor/type search by city; missing persons logs.
- Additional Tools: Corporate user functionality (for businesses), profile pictures, live tracking during emergencies, and in-app notifications.
- Available in English and Urdu; free on Google Play and App Store.

Achievements and Metrics

- Mohafiz has saved over 15,000 lives and handled more than 55,000 emergencies nationwide.
- Handled 114 harassment incidents and 1,013 COVID-related distress requests during the pandemic (on-the-ground support). During the 2022 floods, it provided frontline relief, distributing aid to distressed communities.
- Over 100,000 organic downloads (consistent with prior info); older stats show 56,000 by 2017 and 17,000 by early 2017. Facebook page has 80,991 likes and describes it as "your everyday emergency solution" with #TeamMohafiz.
- Improved lives for 50,000+ people. Partners like ezBike used it for asset security (e.g., tracking shared electric scooters for 150,000 users).

Exited ventures



Simplifying your Sustainability Journey With ESG Solutions



Launched in 2024 as a global sustainability technology, advisory, and implementation company, Spectreco represents SEED's flagship origination in inclusive technology and climate resilience. Headquartered in Atlanta with offices in Helsinki, Kuala Lumpur, Lahore, Lisbon, London, and Riyadh, Spectreco transforms sustainability plans into drivers of innovation, profitability, and market leadership for the built environment and financial services sectors.

Its cloud-native, AI-driven platform enables clients to measure, track, report, forecast, and benchmark ESG metrics, covering emissions, energy, water, waste, biodiversity, DE&I, and compliance, cutting implementation time by 50% and costs by 80% through pre-configured tools, autogenerated recommendations, portfolio management, role-based security, and real-time dashboards.

Spectreco's value proposition addresses key adoption drivers: global/local trade, FDI/risk management, regulatory compliance, and government visions like NDCs. By treating climate and social risks as established financial risks, it empowers customers and investors to demand tangible actions, enabling smarter, faster, cheaper decisions.

Spectreco has garnered extensive media coverage and partnerships, solidifying its thought leadership:

- High-Profile Partnerships: Collaborations with WWF-Pakistan for ESG training, Jubilee Life/General Insurance for Net Zero journeys, ICE for built environment datasets, Brunnen Communications for sustainability reporting, and Al Baraka Forum for the launch of a Shariah-compliant ESG Index (combining Maqasid al-Shariah with AI-powered analytics, targeting GCC, Europe, and Southeast Asia).
- Awards and Recognitions: Faraz Khan's Digital Leader Award; nomination for the 2025 Global ESG Awards in Compliance.
- Conferences and Speaking Engagements: Faraz Khan at the Arab League Sustainability Conference (Cairo, Nov 2024), Al Baraka Islamic Finance Summits (London/Istanbul 2025), MENA Supply Chain Finance (Dubai), and Pakistan Sustainability Summit.
- Media Features: BBC News appearances on climate challenges (e.g., Amsterdam cruise ship bans, G7 renewables consensus); op-eds in Arab News (Middle East green transition post-COP28), Forbes (Islamic ESG blueprint), Bloomberg, Ocean Islands, Yahoo Finance, Robb Report, The Guardian, The Telegraph, The New York Times, Khaleej Times, Business Recorder, and Financial Times.
- Thought Leadership Publications: Over 6 white papers on Net Zero transitions (e.g., real estate in Pakistan/Saudi Arabia/Ontario, drought in Somalia, Belize tourism), emphasizing enterprise-led green pathways.

Spectreco's rapid traction, spanning commercial engagements with entities like Jubilee, Akhuwat, Pakistan Expo Centres, DataRecall, Brampton, and Soneri Bank, positions it as a key enabler for SEED's investible thesis.

SEED has also supported earlier ventures that addressed critical gaps in agriculture, mental health, and sustainability narratives. These initiatives have matured into independent entities, reflecting our catalytic role in shaping opportunities for others to scale.



Co-founded with Engro Foundation in 2018, FeedSol focused on affordable, nutrition-rich livestock feed to enhance dairy farmers' livelihoods. SEED exited in 2024.



Invested in partnership with Synapse, Cognite built a mental health databank and consultancy services. SEED exited in 2024.



Co-founded with PH Solutions, Impact Dashboard pioneered narrative-driven social change through SDG-aligned storytelling. SEED exited in 2024.

Through these ventures, SEED demonstrates a disciplined sequence: insight from programmes, intervention via origination, intelligence for scaling, and pathways for inclusive prosperity. We invite partners to collaborate on future opportunities in circularity, youth transitions, and climate-linked innovations.

OUR IMPACT IN NUMBERS



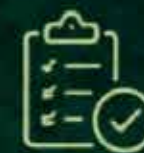
122,632

Total beneficiaries



2,149

Jobs created



74

Projects completed



PKR

62.8 MILLION

Grants disbursed



193

Enterprise
Funded



13

Research



2,149

Curriculum Development



PKR

3.4972 BILLION

Turnover

IMPACT STORIES

Mohsin Kareem

Founder, Pak Bioenergy | Winner, 2nd Life Pakistan 2.0

I entered 2nd Life Pakistan 2.0 with a clear objective: to strengthen the commercial and operational foundation of my waste-to-energy venture, Pak Bioenergy, and position it more effectively within Pakistan's emerging circular economy landscape. My work focuses on converting agricultural and biomass waste into renewable fuel alternatives, creating both environmental and economic value by transforming underutilised waste streams into viable energy resources.

Participating in the programme provided a structured environment to critically reassess and refine my business model. Through the programme's learning sprints, mentoring sessions, and industry exposure, I was able to strengthen the strategic logic behind my solution, clarify its value proposition, and improve the way I communicated the opportunity to stakeholders.

One of the most valuable aspects of the programme was the way ideas were systematically challenged and refined. The trainers and mentors brought diverse industry perspectives that helped me evaluate market dynamics, strengthen my pitch narrative, and better align my solution with real sector demand.

Winning 2nd Life Pakistan 2.0 became a significant milestone in my entrepreneurial journey. The recognition validated both the technical viability and market relevance of our solution, while also increasing visibility for our work within Pakistan's sustainability and waste management ecosystem.

Today, through Pak Bioenergy, I continue to advance solutions that convert biomass waste into renewable energy products for industrial and commercial use. My experience in 2nd Life Pakistan strengthened my ability to position this work within the broader circular economy transition, demonstrating how innovation can unlock both environmental impact and enterprise opportunity.



“The programme reinforced an important belief for me: waste is not simply an environmental challenge, it is an untapped economic resource capable of driving innovation, enterprise growth, and sustainable development.”

Jamil Ahmed

CEO, Cosmos Scents | Enterprise Challenge Pakistan (ECP) Cycle 2 Alumni – 2017

My entrepreneurial journey began during my time as a student at Abruzzi Higher Secondary School in Shigar, Skardu, when I participated in Enterprise Challenge Pakistan (ECP) – Cycle 2 in 2017. At that stage, I had ambition and curiosity but lacked the confidence and practical understanding needed to translate ideas into meaningful ventures.

Growing up in Gilgit-Baltistan, exposure to entrepreneurship and innovation opportunities was limited. Before joining the programme, I often hesitated to express my ideas or take leadership roles. Enterprise Challenge Pakistan became the platform that helped me recognise my own entrepreneurial potential.

Through the programme, I was introduced to the fundamentals of enterprise thinking, teamwork, business strategy, and market-oriented problem solving. Serving as a team leader during the programme allowed me to strengthen my leadership capabilities and develop a deeper understanding of how businesses operate, including product selection, pricing strategies, and decision-making processes.

One defining moment for me was during the programme's business simulation game, when my team achieved the highest profit. That experience helped me realise that entrepreneurship was not just an abstract concept — it was something I could actively pursue and develop.

The confidence and entrepreneurial mindset I developed through ECP later inspired me to establish Cosmos Scents, the first locally rooted fragrance brand from Gilgit-Baltistan inspired by the culture and heritage of the region. Today, the venture is generating revenue while also creating employment opportunities for youth in Shigar Valley.

Beyond building my business, I have also taken on leadership roles as a Board Member for Digital Empowerment and Youth Governor of Gilgit-Baltistan, contributing to initiatives that promote youth engagement, innovation, and community development.



“ Looking back, Enterprise Challenge Pakistan did more than introduce me to entrepreneurship. It helped shape my confidence, strengthen my leadership abilities, and set the foundation for my journey as an entrepreneur committed to building impact-driven ventures.”

Rubi Shahbaz

Participant – Ijarah Programme, Cycle 3 (January–June 2025)

I joined the Ijarah Programme – Cycle 3 (January–June 2025) with the intention of strengthening my small kiryana store and building a more stable income pathway for my family. Like many small retailers operating in community markets, I had been managing my shop primarily through experience and daily practice.

While the store served local customers, I did not have structured systems to track income, expenses, or inventory, which limited my ability to clearly understand profitability or plan for business growth.

Through the Enterprise Development module, I was introduced to practical business tools covering bookkeeping, financial management, pricing strategies, inventory control, customer engagement, and basic business planning. The programme combined training with mentoring support, which helped me apply these concepts directly within my shop.

Using these tools, I began maintaining daily sales records, introduced more organised inventory tracking, and reviewed my pricing structure. These changes helped me better understand my cost flows, reduce losses from expired or unsold items, and manage my business operations with greater clarity. As the programme progressed, I experienced improvements in monthly profitability, stronger customer trust through better shop organisation, and increased confidence when dealing with suppliers and financial decisions. More importantly, my mindset shifted.

I now see my shop not only as a source of daily income but as a microenterprise with the potential to grow and participate more actively in the local market economy.

Looking ahead, I plan to expand my product range and explore wholesale purchasing models to improve margins and strengthen my store's sustainability.



“ I hope to encourage other women in my community to recognise their economic potential and explore entrepreneurship as a pathway toward financial independence.”

Eesa

Enterprise Challenge Pakistan
Participant (2024–2025)

My journey into social innovation began with experiences in my village where I witnessed how delayed or inaccessible diagnosis could lead to serious health consequences for people in the community. These experiences shaped my thinking and motivated me to explore solutions that could make healthcare diagnostics more accessible, particularly for underserved populations. When I joined Enterprise Challenge Pakistan (ECP) 2024–2025, my idea was still at an early stage. I had the motivation to create change, but I lacked the structure and clarity needed to develop the concept into a viable solution.

Through the programme, I was introduced to the fundamentals of enterprise thinking, problem-solving, and structured idea development. The learning process helped me understand how to align an innovation with real community needs, while also strengthening my ability to communicate the idea clearly and confidently.

During the programme, my concept evolved into EcoPore, a low-cost diagnostic innovation designed to support earlier disease detection in communities where access to medical testing remains limited. The programme’s mentoring and practical exercises helped me refine the idea, strengthen its problem-solution logic, and present the concept more effectively.

Beyond developing a project, Enterprise Challenge Pakistan helped me build greater confidence in my ability to translate ideas into solutions that respond to real social challenges. It allowed me to view innovation not simply as an academic exercise, but as a pathway toward creating meaningful and practical impact.

Today, I continue working on EcoPore with the vision of contributing to more accessible healthcare systems and improving early diagnostic pathways in underserved communities.



“ My experience through ECP strengthened my belief that young people can play an important role in designing solutions that respond to complex societal challenges.”

Chef Shahrukh Sultan

Founder – Khuch Teekha Hojaye (Paani Puri Kits)
Participant – Parwaaz Programme

I launched my food venture, Khuch Teekha Hojaye, with the idea of transforming a popular street snack into a convenient and accessible product for households. My business focuses on preparing and selling Gol Gappa (Pani Puri) kits, allowing families to recreate the street-food experience at home. As someone trained in Food and Beverage Management through the World Chef Association, I have always been passionate about developing food products that combine quality, convenience, and flavour.

Joining the Parwaaz Programme provided an opportunity to reflect more strategically on my business and strengthen the way I present and market my products. While my venture was already operational, the programme encouraged me to think more deliberately about branding, market visibility, and customer engagement.

Through the programme’s mentoring and learning sessions, I began improving my digital marketing presence, particularly through social media. I started producing more structured visual content, including product photography and reels, to increase engagement with potential customers and strengthen brand visibility. Beyond business operations, the programme also contributed to my personal and professional development, strengthening my confidence, leadership, and decision-making capabilities. Interacting with other women entrepreneurs created opportunities for peer learning and collaboration, while networking events — including engagements with Women’s Bank representatives — provided exposure to potential financial and market linkages.

Currently, I manage the business independently with occasional support from family members. While my revenue has remained stable, the programme has helped me develop a clearer pathway for future growth. I am now planning to expand my product range beyond Gol Gappa kits by introducing items such as Long Charray, Bhail Puri, and street-style Bun Kabab kits, along with family and party combo packages.



“ Through the Parwaaz journey, I have strengthened not only my business practices but also my confidence as an entrepreneur. It has helped me recognise the potential of my venture to grow into a stronger market-facing food brand in the future.”

Simra

Founder – Crafty Studio (CS by Simra) | Participant – DELTA & DELTA Acceleration

My journey with Crafty Studio began with a belief that I held onto despite the limitations often placed on women. Growing up, I was frequently told that there are boundaries to what women can achieve. However, I chose to believe that my ideas and aspirations deserved the opportunity to grow.

When I first came across the DELTA and DELTA Acceleration programmes by SEED Ventures, I applied with nothing more than an early-stage idea and a strong sense of possibility. At that point, I did not have a finished product or a defined business model, only the motivation to turn creativity into something meaningful.

Participating in the programme marked a turning point in my journey. It helped me transition from seeing my work as a passion to understanding it as a potential business. Through DELTA, I developed practical skills in digital marketing, product positioning, budgeting, and financial management. The DELTA Acceleration phase further expanded my perspective by introducing concepts such as SDGs and ESG, allowing me to understand how small businesses can contribute to broader social impact.

A defining moment in my journey came during the programme's closing ceremony, where more than 1,500 micro-entrepreneurs were present. During this event, Crafty Studio received a bulk order of 200 tote bags for the British Asian Trust and Citi Foundation. For me, this was not just a business opportunity, but a moment of validation that my work had the potential to be recognised and valued.

This experience also gave me the opportunity to speak on a panel, representing women whose ambitions are often limited by societal expectations. Being able to share my journey and speak for others like me was a meaningful milestone in itself.

Since then, I have continued to grow my brand step by step. Today, CS by Simra is available on Shopy by Asim Jofa, marking an important step in expanding my market presence. I have also fulfilled international orders, including the production of custom badges for the British Asian Trust, further strengthening my confidence as an entrepreneur.

What began as an idea has now developed into a growing brand with three distinct product lines: hand-painted pieces, hand-embroidered designs, and printed collections.



“ My journey reflects the importance of access to opportunity. With the right platform, guidance, and support, it becomes possible to transform ideas into sustainable ventures. For me, SEED Ventures and the DELTA programme provided that enabling environment.”

EMPLOYEES WE VALUE.

Different journeyss. Shared purpose.



SADIQ THE HEART

Creating belonging. Showing care. Inspiring trust.

For Muhammad Sadiq, or Sadiq Bhai as he is known across SEED, the organisation became much more than a workplace. Before joining SEED, he did not have a job. Over time, employment brought stability, confidence and a growing sense of belonging.

The professional environment was new to him at first. He gradually learned how to communicate confidently, interact with people and even improved his Urdu. Along the way, he also discovered something he genuinely enjoyed - making coffee. What began as a simple task became a familiar part of SEED's culture, appreciated by colleagues and visitors alike.

Yet Sadiq's real contribution goes far beyond any task. He notices what needs to be done, steps forward without being asked and takes genuine ownership of the space and people around him.

“FOR
ME,
SEED
IS NOT
JUST
AN
OFFICE.
IT FEELS
LIKE
MY
HOME.”



M. ALI QURESHI THE EXPLORER

Embracing curiosity. Expanding possibilities.
Never stopping learning.

Ali's career began as a TV Repair Technician, driven by a simple goal: learn a skill, become independent and build a future. But curiosity soon pulled him toward computers and graphic design.

Much of his journey was shaped through self-learning, experimentation and practice. Graphic design led to 3D animation and architectural visualisation, including work on the All Pakistan Sun Sheds Project, where his digital concepts became physical structures across airports in Pakistan.

Still, he kept learning, moving into HTML, Java, website development, server management, IT infrastructure and security.

That evolving combination of creativity and technology eventually brought him to SEED Ventures as IT Head and Creative Lead, working across systems, infrastructure, creative solutions, communications and digital strategy. Most recently, he added Google Ads Display Certification to his growing skillset.

Today, MAQ describes himself as a creative technologist.

“MY
JOURNEY
HAS
ALWAYS
BEEN
DRIVEN BY
ONE
PRINCIPLE:
NEVER
STOP
LEARNING.”



AYESHA ZUBERI THE CULTIVATOR

Growing people. Shaping systems.
Strengthening culture.

Ayesha joined SEED Ventures as an HR professional, but over five years her role grew far beyond conventional HR. She became deeply involved in people, systems, processes, operations and organisational decision-making.

One of the most meaningful parts of her journey was building HR systems from the ground up. There were no perfect answers or instruction manuals - only opportunities to try, learn, adjust and build again. Through difficult conversations, demanding decisions and moments of uncertainty, Ayesha began to understand that HR is not really about policies or paperwork.

“The real work is people.”

She learned to recognise potential, manage expectations, navigate conflict and understand when to listen, push or simply give someone space. As SEED evolved, so did she, becoming more confident, patient and comfortable with uncertainty.

Her journey is ultimately about being trusted to build.

“FIVE
YEARS
LATER,
WHAT
STAYS
WITH ME
ISN'T JUST
WHAT I
BUILT AT
SEED,
BUT HOW
MUCH OF
ME WAS
BUILT
ALONG
THE WAY.”



M. RASHID THE STEWARD

Safeguarding trust. Ensuring precision.
Strengthening accountability.

For the past eight years, Rashid has grown alongside SEED, building his career in Accounts and Finance while becoming a trusted part of the organisation's financial operations.

His work spans the responsibilities that quietly keep an organisation moving - maintaining financial records, preparing reports, managing payables and receivables, bank reconciliations, tax compliance, payroll, and supporting project and donor financial reporting.

Years of working closely with management have given him more than technical experience. They have built a deep understanding of SEED's financial processes and the responsibility that comes with safeguarding the systems behind its work.

For him, these eight years have been a journey of continuous professional growth, strengthening his accounting and financial management capabilities while contributing to an organisation he has seen evolve over time.

“EIGHT
YEARS
HAVE
TAUGHT
ME THAT
FINANCE IS
MORE
THAN
NUMBERS;
IT IS THE
TRUST AND
RESPONSIB
ILITY
BEHIND
EVERY
DECISION
WE MAKE.”



GULBAZ KHAN

THE CATALYST

Connecting people. Creating opportunities.
Turning ideas into impact.

Since joining SEED Ventures in 2014, Gulbaz Khan has grown alongside the organisation, leading social impact initiatives across education, youth development, women's empowerment and community support.

Over the years, he has learned that programme management goes far beyond timelines, budgets and deliverables. For Gulbaz, it begins with people: understanding their realities, bringing different stakeholders together, navigating challenges and turning ideas into interventions that create meaningful opportunities.

The most rewarding part of his journey is seeing that transformation unfold: an idea discussed in a room becoming a programme on the ground, and that programme opening a door for someone who may not have had one before.

More than a decade later, this remains what drives his work: creating pathways that can lead to learning, confidence, livelihoods and greater possibility.

“THE
REAL
IMPACT
IS NOT
JUST WHAT
WE BUILD,
BUT WHAT
BECOMES
POSSIBLE
BECAUSE
WE
BUILT IT.”



MAHA SALMAN

THE CHANGE-MAKER

Creating opportunities. Inspiring young people.
Growing with purpose.

Since joining SEED in 2022, Maha Salman's professional journey has grown into one shaped by learning, purpose and impact. As *Programme Manager for Enterprise Challenge Pakistan*, she works with young people across Pakistan, creating opportunities for them to build skills, strengthen their confidence and recognise their own potential.

What motivates Maha most is knowing that the impact of this work can continue long after a programme ends. From strengthening life skills and encouraging an entrepreneurial mindset to nurturing climate-conscious young people, she believes every experience can influence how young people see themselves and the change they are capable of creating.

Her journey at SEED has taught her to keep learning, embrace challenges and grow with purpose. As the organisation evolves, Maha looks forward to creating even greater possibilities for young people.

“THE
REAL
IMPACT
OF OUR
WORK IS
NOT ONLY
WHAT WE
ACHIEVE
TODAY,
BUT WHAT
WE INSPIRE
OTHERS
TO BECOME
TOMORROW.”

OUR TEAM

TOGETHER WE ACHIEVE MORE



OUR TEAM



Faraz Khan MBE
Founder, Director



Shaista Ayesha
Chief Executive Officer



Unjela Kaleem
Senior Consultant
Integrated Communication
and Sustainability



Muhammad Rashid
Manager Finance



Samra Qureshi
Business Development
Manager



Ayesha Zuberi
Manager Human Resources



M. Ali Qureshi
Manager Creative & IT



Qurat ul Ain
Manager Communications

OUR TEAM



Warisha
Programme Manager
(Imarah)



Gulbaz Khan
Operational Lead
(Imarah)



Maha Salman
Programme Manager
(Enterprise Challenge Pakistan)



Hajra Mushtaq
Programme Associate
Enterprise Challenge
Pakistan



Mir Ghazanfar Ali Talpur
Programme Coordinator
(Hyderabad - Enterprise
Challenge Pakistan)



Hiba Zammurad
Programme Coordinator
(Islamabad - Enterprise
Challenge Pakistan)



Karishma Nadir
Programme Coordinator
(Peshawar - Enterprise
Challenge Pakistan)



Kashif Ali
Programme Coordinator
(Gilgit Baltistan - Enterprise
Challenge Pakistan)



Neha Amin
Programme Coordinator
(Hunza - Enterprise
Challenge Pakistan)



Sahiba Irfan Khan
Programme Coordinator
(Lahore - Enterprise
Challenge Pakistan)



Sajid Mastoi
Programme Coordinator
(Multan - Enterprise
Challenge Pakistan)



Sana Ahsan
Programme Coordinator
(Daharki - Enterprise
Challenge Pakistan)



Musab Mengal
Programme Coordinator
(Quetta - Enterprise
Challenge Pakistan)



Shahzeb Saleem
Programme Manager -
(Sindh Sarmaya Project)



Zaheer Ahmed
City Manager
(Sukkur - Sindh
Sarmaya Project)



Taimoor Siddiqui
City Manager
Hyderabad - Sindh Sarmaya
Project)

OUR TEAM

OUR TEAM



Pahlaj Mahl
City Manager -
(Jamshoro Sindh
Sarmaya Project)



Saddam Siddiqui
MEAL Expert -
(Sindh Sarmaya Project)



Muhammad Latif
Programme Manager
(UBC Champions)



Muhammad Umar
HR Associate
(UBC Champions)



Dilawar Khan
Field Mobilizer Karachi
(UBC Champions)



Mushtaq Gill
Field Mobilizer Lahore
(UBC Champions)



Sajid Iqbal
Field Mobilizer Multan
(UBC Champion)



Syed Ali Raza Bukhari
Field Mobilizer Sukkur
(UBC Champions)



Noor UI Ain Khatri
Programme Coordinator
Karachi
(SWEESP)



Ghulam Qadir
Field Mobilizer Karachi -
(SWEESP)



Pyar Ali
Admin Support



Muhammad Sadiq
Admin Support



Mohammad Zaman Khoso
Admin Support

OUR PARTNERS



OUR PARTNERS

