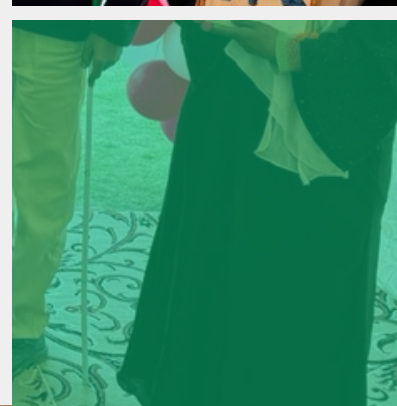
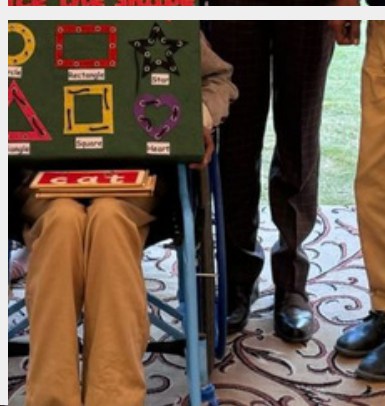
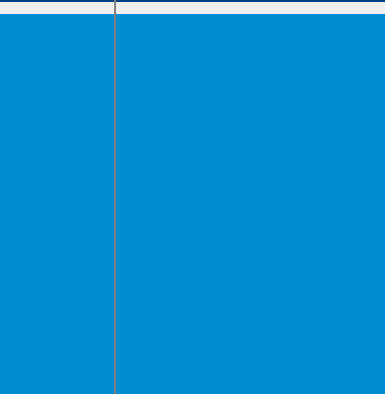


Enterprise Challenge Pakistan 2025



Introduction

Enterprise Challenge Pakistan (ECP) is a prestigious national-level competition initiated by King's Trust International (formerly Prince's Trust International) in collaboration with SEED Ventures. The competition aims to develop entrepreneurial skills and mindsets among young students aged 14-18, providing them with hands-on experience in business and financial literacy.

In 2024, ECP introduced a significant step towards inclusivity by partnering with the Special Talent Exchange Programme (STEP) to ensure the participation of students with disabilities.

As part of this initiative, fifteen students from Noor-e-Sehar Special Education School (NSSSES) joined the ECP program, undergoing rigorous training to enhance their business acumen and innovative thinking.



Program Details

The ECP program spans 2-3 months and includes six interactive sessions delivered by accredited teachers and mentors. These sessions, conducted through in-person, digital, and blended learning approaches, help students understand business operations, develop community-driven solutions, and improve their pitching and problem-solving skills.

To prepare NSSES students for the competition, the following training initiatives were undertaken:

- **Virtual Training by SEED Ventures:** Two online sessions were conducted by SEED Ventures to introduce students to entrepreneurial concepts and business idea development.
- **Interactive In-House Sessions:** NSSES staff facilitated four intensive sessions focusing on business pitch creation, presentation skills, and financial literacy.
- **Bootcamps in January 2025:** To further refine their skills, students participated in online bootcamps during the first two weeks of January. These bootcamps provided valuable feedback from mentors to enhance their final presentations.
- **Green Entrepreneurship Session:** A dedicated session on sustainable business practices encouraged students to integrate environmental responsibility into their projects.



Selection for the National Finals

The initial phase of the competition saw participation from over 20 schools across Pakistan. Following a rigorous evaluation of business pitches, game scores, and entrepreneurial skills, the NSSES team emerged as the top regional team from Sindh, earning a place among the five national finalists.





ECP National Final

On 18th January 2025, the National Final took place at the British High Commission in Islamabad, hosted by Jane Marriott. Competing against top teams from across Pakistan, the NSES team showcased their innovative business model “EcoEduTech” centered around creating educational learning resources for students with and without disabilities using waste materials like plastic, wood pieces, and cloth.

The final presentation was judged by a distinguished panel comprising prominent figures from the corporate sector. Their valuable feedback helped the students refine their entrepreneurial vision. The NSES team was declared the winner of the 8th Cycle of ECP, securing the First Prize and a cash award of 300,000 PKR.

The event was attended by Muhammad Atif Sheikh (ED STEP) and Maj. Riaz Malik, who provided immense encouragement to the students. To celebrate this remarkable achievement, Mr. Naveed Aslam (RMS, Mari Energies Daharki), accompanied by Col. Munir and Mr. Hairuddin Baloch, visited NSES on Thursday, 23rd January 2025. They congratulated the team on their success and presented certificates to the students.

NSES Winning Team

Students:

- Mai Seema (Physically disabled)
- Atif Ali (Physically disabled)
- Muhammad Muddasir (Physically disabled)
- Mai Muneza (Hearing impaired)
- Ali Asghar (Visually impaired)

Staff:

- Ms. Sana Ahsan (Mentor/Coordinator)
- Mr. Jawaid Hussain (Sign Language Interpreter)



Looking Ahead

As winners, the NSES team will receive mentorship from SEED Ventures to implement their business idea using the seed funding. This achievement marks the beginning of a promising journey in entrepreneurship, and we look forward to witnessing even greater milestones in the future.

Acknowledgements

This remarkable victory was made possible due to the support of Mari Energies-CSR Management and Admin Team, whose belief in inclusivity and empowerment has been instrumental in this journey. Additionally, the mutual cooperation between STEP and MPCL continues to create transformative opportunities for NSSES students and staff.

We extend our heartfelt gratitude to Ms. Sana Ahsan for her exceptional mentorship and dedication as our team's coordinator, which played a pivotal role in our victory at the ECP National Finals. Her guidance was invaluable during the Virtual Trainings by SEED Ventures, Interactive In-House Sessions, Bootcamps, and the Green Entrepreneurship Session. She provided crucial support in helping the team repurpose waste materials into innovative resources, which were highly praised by both the judges and the audience at the National Finals.

A special thanks to the Principal of NSSES, Muhammad Shafi for providing guidance and support to the students and staff throughout the ECP journey.

We also sincerely appreciate the unwavering support of our esteemed teachers—Mr. Javed Hussain, Ms. Robia Shabbir, Mr. Shahzad Hussain, Mr. Vinesh Kumar, and Ms. Aisha Kiran—whose encouragement and dedication were instrumental in our success.

We extend our heartfelt gratitude to all supporters, mentors, and organizations that contributed to this incredible journey. Together, we continue to build an inclusive future where every individual has the opportunity to shine.

