

PAKISTAN'S PREMIUM MAGAZINE ON ENTREPRENEURSHIP

STARTUP

February 2020

INSIDER



WHY NOT KHOKHAS EVERYWHERE

By Dr. Nadeem Ul Haque

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Business Ideas That Will
Make You Millionaire

JAVED CHAUDHRY

ZERO TO HERO

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OZI TECHNOLOGIES

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THE KEY TO JOB CREATION

A

According to World Economic Forum report, Pakistan ranked 126th out of 140 countries. Another survey of Human Development Index report says, 60.3% of Pakistan's population lives on under \$1 a day. While the so-called lawmakers

performing like contractors & transporters since 2012. Current government is claiming the change through reforms in education system, employment, health, courts and police. But the common man like me, does not feel this change at operational level. Let's say if the change is happening then the politicians should know that their route is too long to bring prosperity in the BELOVED country.

The current economic policy is based on foreign direct investment (FDI) and that is outdated now. Times have been changed. We are living in the very fast and dynamic world. Countries are now going to shift from economic to socioeconomic growth. The slow paced policies will not work. Unemployment rate is drastically going up in Pakistan. While China, Singapore, Malaysia, Australia, America and throughout Europe, economic systems are not dependent on the foreign investments. All of these countries have a prominent and central Enterprising



Ministries and institutions. They are empowering their people through entrepreneurship and brought prosperity and social justice within 1 to 2 decades.

Desperate times call for desperate measures. Employment creation will absolutely solve all the problems. And it can only be created through startups and culture of entrepreneurship.

If the government is lacking the initiatives, then I would like to request the investors and venture capitalists to study and analyze the startups all across Pakistan and show confidence in them. Today's startups are the big companies of tomorrow and they are waiting for your support to scale up their business startups.

A handwritten signature in black ink, appearing to read 'Usman'.

usman@startupinsider.info

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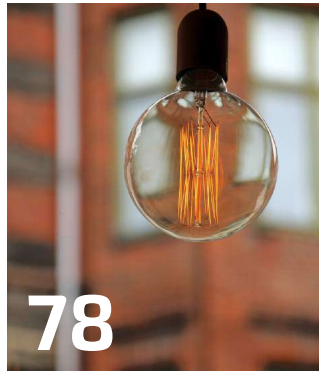
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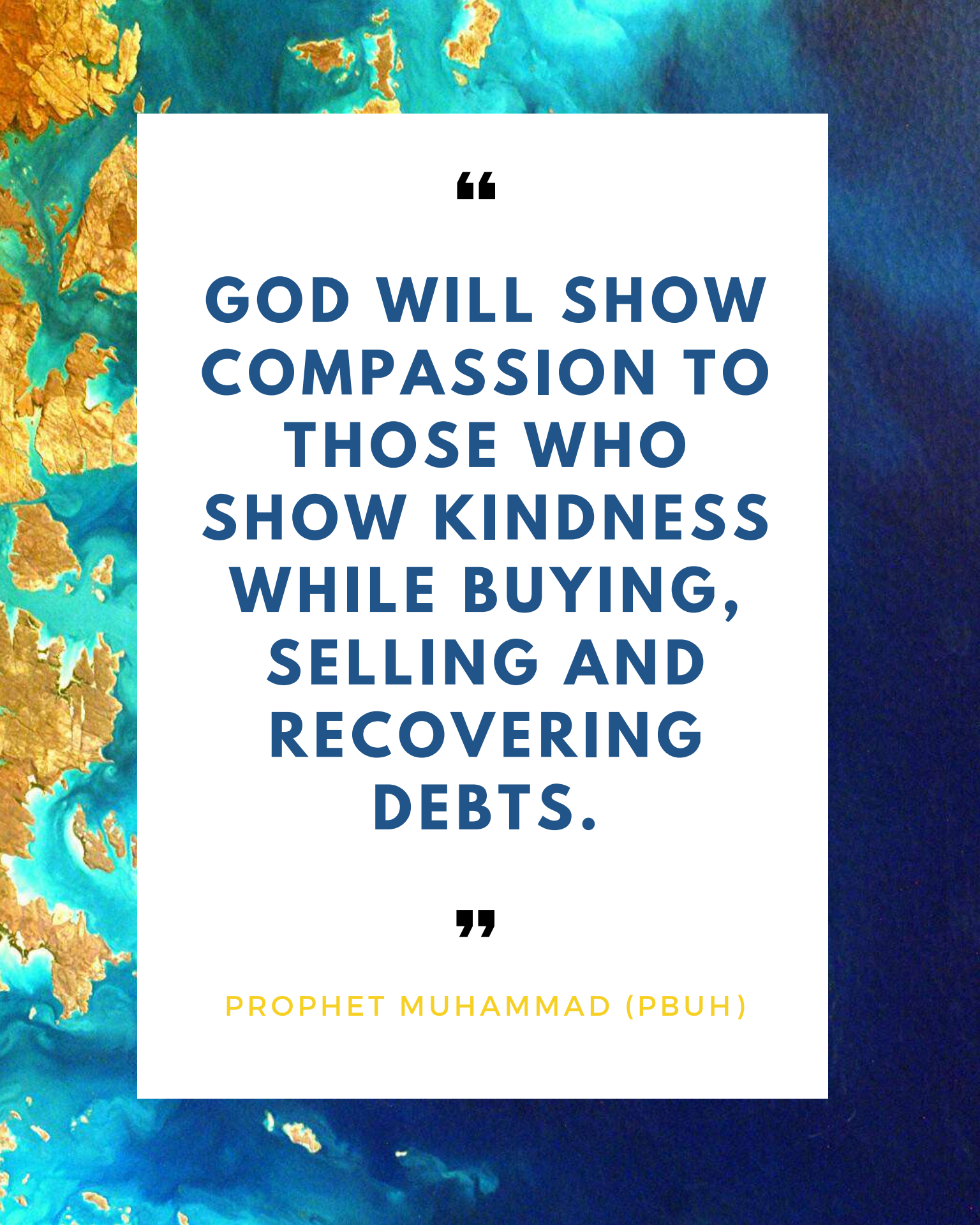
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WE UNDERSTAND YOUR NEEDS



“

**GOD WILL SHOW
COMPASSION TO
THOSE WHO
SHOW KINDNESS
WHILE BUYING,
SELLING AND
RECOVERING
DEBTS.**

”

PROPHET MUHAMMAD (PBUH)

WORK PATIENTLY!

INDEED ALLAH IS WITH THE PATIENT. AL-QURAN (2:153)

By Mehak Tariq

It may sound orthodox but the truth is that “Patience is the virtue”, particularly in startups. Running a startup is not for the faint hearted, and not for the impatient either. Your business demands long term commitment to generate a good amount of revenue and profits even if you have an unquestionably awesome product or service. Our Prophet Muhammad (PBUH) has many a times concentrated on the importance of patience through the examples from his life and how a person can take benefits from being patient in the hour of need.

We have three generic strategies for marketing your business and product theorized by the famous marketing guru, Porter. Differentiation, Cost Leadership and Focus. These strategies further bifurcate into various other sub-strategies. Today, world knows these three strategies however, from our teachings in Islam there is another strategy above all and that is patience. This strategy is the key to success – this is not an empty claim but proven time and again.

It does not matter which strategy you choose you have

to opt for ‘Patience’ as well because many a times when you take a decision in your business or a startup you have to wait patiently to reap the outcome and the results of your decision. The understanding of the great importance of patience is clearly depicted in our Muslim heritage as well as in the western world. The holy Prophet Muhammad (PBUH) spent his 23

**WHEN THE PROPHET (PBUH) SAYS:
BE PATIENT. REMEMBER! THIS ADVICE COMES
FROM ONE WHO LOST BOTH PARENTS AND
BURIED SIX OF HIS CHILDREN DURING HIS
ENTIRE LIFE.**

years after the declaration of prophethood in preaching Islam and its teachings to the mankind. In these 23 years he worked with complete patience and integrity. He waited for the good things to happen even when he had nothing in the start – he held onto Allah’s will and help – which proved time and again to be enough.

He (PBUH) was not looking forward to just the people of Mecca to accept the message of Allah but the whole mankind. He waited for a long time and his patience was rewarded.



Today, even after 1400 years the most progressive religion is Islam – it remain current and relevant. This is the level of commitment that we lack today in our businesses or in our daily lives.

Judgement and patience go hand in hand. In order to gain advantage over the competitors, Prophet Muhammad's (PBUH) inexhaustible patience played the most vital role in the times of brutal persecution and hostility from his own people. Being patient allows for a balanced mental state to make decisions and we have seen his perfect decisions stemming from this very faith and patience – be it the migration to Medina or the mass forgiveness at the conquest of Mecca.

Humbleness and compassion are two great qualities and output of Patience. Prophet Muhammad's humility was of the highest level and his compassion towards others was unbeatable. These qualities build a very strong reputation for any leader in the hearts of external or internal stakeholders. He was always considerate and understanding towards those who were ignorant and arrogant towards him. One cannot gain

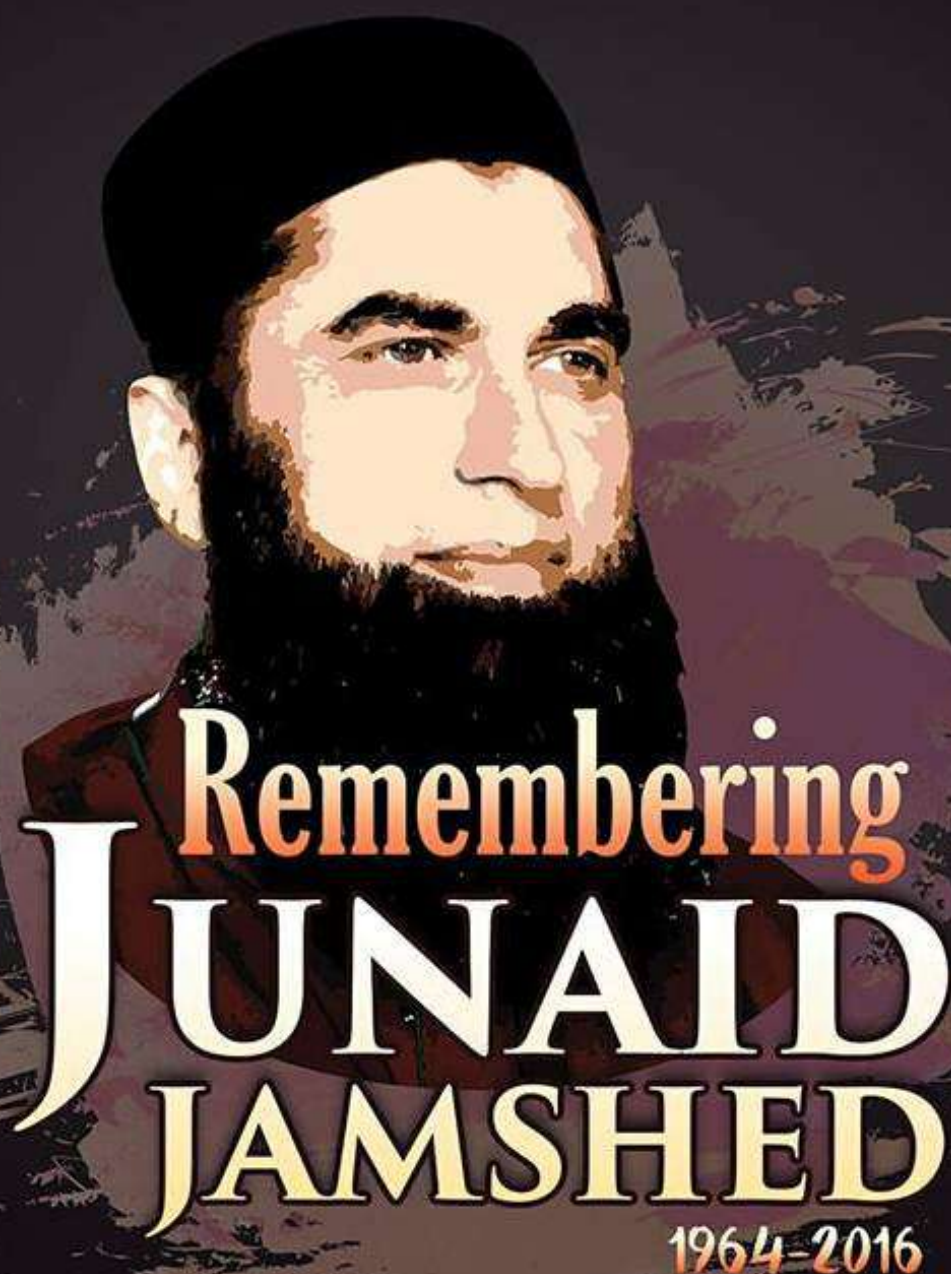
trust of teammates if they are not allowed to speak freely and listened to with great patience. This builds an open communication environment fostering respect and trust – the basic demand of the new millennial workforce of our changing times.

For those who practice *sabr* in Islam, there is always the unfailing promise and prospect of a never-ending world of felicity. It will enhance the self control which is very essential in the life of an entrepreneur because lack of patience means there is no control and without control there will be a chaos. There will be great challenges during the course of business and that will require a huge level of tolerance to cope up with them. Tying the concepts of patience with whate-ver the goals of the business are make the process of decision making and waiting all the more fruitful. Another lesson in the long stream of lessons that an age old religion preaches which remain relevant and fresh to date.

MEHAK TARIQ IS A REGULAR CONTRIBUTOR OF STARTUP INSIDER.



**turn
challenges
into
changes
and stress
into
success**



1964-2016

INSPIRATIONAL STARTUP STORY OF JUNAID JAMSHED

By Qaiser Hayat



“

Maulana Taqi Usmani prescribed a wonderful formula for us; “First thing, decide how ‘J.’ will end, vow to each other that you will never betray each other and finally, make sure your business always does well for the masses”.

“This is it – don’t ask me tomorrow, have nothing more” – Junaid Jamshed, the star of Pakistan said as he handed the last hundred rupee note to his wife. In 2002, he had left the music since long and was now destitute. What was going to happen next, what should he do, where should he start were questions that haunted him all day long stretching into the long hours of the night.

But he held on. He held on to his faith and a hadith he

had heard from Maulana Tariq Jameel that – that if you leave something for Allah, He will grant you something even better. In spite of the misgivings that kept creeping in his mind – his heart vouched for the faith that was in it – that the Lord will help.

Holding onto this faith, he started the journey of J. a phenomenon in business that we have all witnessed as consumers and as students. In a tale he relates we have

so much to learn – from business sense, resilience, patience and most importantly having the faith that the way of the lord is the best if not the easiest.

A friend of his joined hands and began the journey with an investment of twenty five lakh rupees each to make clothes. Junaid sold many personal assets from his household and in this process of gathering that investment realized the faces of those who

give in the way of Allah and those who exploit a man at his lowest. Battling against the odds he gathered the money and leaped in with faith.

As it would happen, the patterns for the clothes were wrongly sized and the whole lot went to waste – along with the cloth went the investment that had been gathered. Facing another sure bout of despair – Junaid did not know what to do. In his narrative he says that, that was the point when he saw the incarnation of the fact that Allah (SWT) is the Raziq. A man from Bangladesh came with a special order of smaller sizes, exactly what they had at their hands. So they sold in two days the stock they had planned for a month. Now they had money to work with. Junaid took his partner along to Maulana Taqi Usmani and sought the advice about how to carry their business. Maulana Sahab prescribed a wonderful formula; “First thing, decide how ‘J.’ will end, vow to each other that you will never betray each other and finally, make sure your business always does well for the masses”.

Holding two large bags each full of clothes they set out on the busy road of Arb-ab Road in Saddar Peshawar – hoping any of the shop keepers would take their clothes to sell on the festival of Eid. Tired out both of them stood gazing here and there when a man placed a

hand on Junaid's shoulder saying in the characteristic simple way of the gallant Pathans "What are you doing here – my father really likes you – come with me,". There an old man sat with his four children who said "You have left music?" Junaid replied "Yes!". The old man pointed at a multistoried plaza and asked "Do you want this?" Junaid replied with great amazement that he could just not afford to pay rent for such a building. The old man insisted and gave the shop for only peanuts for what it was worth for five years. And so the journey of "J." the brand began to take momentum and the business was established.

Listening to Junaid Jamshed talk is an experience that if one has missed is a huge loss. The fervor and passion in his *bayan* has inspired many a people to convert and become practicing believers. He has spoken about many golden principles of business. He related about the practice of consumer and seller relationships and concepts of bargaining in Islam. He related that once a slave came to a sahabi and brought a horse claiming his worth 300 dirham. The sahabi took a look at the animal and offered 400, then slowly raised the value to 800 dirham and bought the fine horse. The slave inquired with great wonder that why would you pay more than the asking price. The sahabi replied that I have learned from our Holy Prophet (PBUH) that when you see something undervalued, never exploit that, but hold your honour and pay the right price – be it higher than the asking price. To learn from this and instill this in our purchasing would automatically create great

benefit and value with the *barkah* that Allah (SWT) would bless the transaction with.

Another aspect of business was the "Return Policy". Not many would know how much importance accepting an item returned is valued in the eyes of Islam. In his beautiful *bayan* he spoke of another principle he lived by. He spoke about how the big international names accepted returned items even after long spans where in Pakistan, at the time of accepting return our business men and shopkeepers repel customers with great abhorrence. He stated a hadith that when an item purchased is accepted in return with grace, the Lord raises a palace for the businessman in the heavens. Junaid Jamshed lived a life of a man journeying from a phase of life into the next – his life has lessons and guides for those who seek. His modern understanding is appealing to the generation growing up in this modern time. We pay tribute to his knowledge and passion for trying to do his part in making business better and in line with the teachings of Allah (SWT) and his beloved Prophet Muhammad (PBUH).

“

*Outer beauty
attracts, but*

**INNER
BEAUTY
CAPTIVATES**

”

Kate Angell



PERSONAL STARTUP COACHING

Do you have the perseverance, the knowledge, the contacts, the capital and a hundred other things required to turn your idea into a well defined business initiative?

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- Project Management
- Event Management

SARAH BAKES HER OWN WAY IN LAUNCHING CHINESE CUISINE

By Sarah



“

Chinese Cuisine made it possible for me to follow my dreams and start a takeaway by the name of "Sarah's Takeout". It is my brainchild and something that makes my day in the form of applauding reviews and comments.

Food has always been my passion and Chinese cuisine has always been my favourite. My drive for mastering fresh Chinese Cuisine made it possible for me to follow my dreams and start a takeaway by the name of "Sarah's Takeout". It is my brainchild and something that makes my day in the form of applauding reviews and comments from my customers on my facebook page.

Being an ardent fan of dining out and enjoying scrumptious Chinese food, I came up with the idea of

building my own small scale setup from home, giving a personal touch by experimenting with recipes, playing around with spices, researching various concoctions and making it a point to prepare dishes that are not only pleasing to the palate but make a meal memorable.

The capital is flooded with fine dining Chinese restaurants so why then order from Sarah's Takeout? Firstly, health is a big consideration while I cook for the masses and adding monosodium glutamate, popularly

known as "Ajino Moto" is a big no. It takes away the authentic flavor and contributes to a myriad of health issues like flushing, headache, peri-oral numbness and chest pain. Also, many people have different preferences and we make sure that we incorporate and international and local tastes into our very authentic recipes. Our menu has a wide selection of dishes that I have specialized in over the years. Other than Chinese, we offer Thai cuisine that is fortunately

gaining popularity at its own pace. Our overall emphasis is on maintaining the quality of the food and never compromising on the ingredients being used. See that's the thing about fresh food, it is healthy, hygienic, pleasing to the eye and even better tasting, making the whole experience vastly more pleasurable than eating food prepared hours or perhaps days before it reaches the table.

My family has always been supportive of my endeavors and appreciates my hard work to follow my ambition. I started working hard and bringing my skills to good use and orders started pouring through my page and other forms of social media. My journey as a food entrepreneur has been challenging but extremely rewarding and pushes me to become better each day at what I do. I strongly suggest trying out our food which is prepared with a lot of love and care. Whether it is someone who is a working individual or a house wife who feels like taking a break from the kitchen, our food is a welcome change for anyone who is a foodie like I am!



I dream.



**Sometimes I think that's the only
right thing to do.**

Haruki Murakami

WHY NOT KHOKHAS EVERYWHERE?

By Dr. Nadeem Ul Haque



“

I have personally pushed for the liberalization of street vending business for the last 15 years. I have presented this proposal to prime ministers and the chief ministers. They liked the idea until the bureaucrats shot it down. "Why?" you would ask. I can think of no reason other than power and hubris.

Street-vending through kiosks (khokhas or dhabas) or mobile vendors (chabri wallahs, truck, bicycles or motor cycles) are all legitimate activities which allow the poor opportunities. All societies through history have had these activities. An unemployed person can with a small amount of money buy some fruit and serve it on a small platform or a cart.

Used to be a time we would see these vendors all over Pakistani cities selling all manner of things. There was guy selling the most awesome wire puzzles that I wish had kept. There used to be the guy on the bicycle who used to be only supplier of used Marvel comics and science fiction

books.

As teenagers, we used to walk or bike to local khokhas to learn how to pick up all manner of goods as they were conveniently located and often cheaper than bigger stores. They were also willing to do things like give you one cigarette from a pack or one biscuit from a pack as opposed to buying a whole packet.

Then somewhere in the 80s when we seriously adopted the suburban DHA model, all roads were widened to make way for the cars. Many of my favorite khokhas were taken away. I wondered where the owners had gone till one day I found

one of the vendors in dire straits forced to beg.

Later our pristine suburban neighborhoods got very exclusive and the mobile vendor who used to visit us earlier were now diligently stopped by the police as well as private security. Various forms of hawkers (the guy with the churun (a spicy paste or powder), or the vendor carrying the rubbery candy with which he made bicycles or figures, or the kulfi wallah) disappeared. I wonder where they are begging now?

Meanwhile bureaucrats who ran cities became increasingly wedded to the

American Suburban model with endless single family homes and broad avenues for cars. Of course, they kept prime areas for their government owned housing and government-subsidized leisure clubs as well as plots for themselves. The poor did not fit into this scheme. The masters of the city with their perks and plots therefore got even more strict with the street vendors. Police were told to vigorously eradicate all forms of poverty—poor housing and street vendors—from the line of sight of speeding cars.

Occasionally a street vendor shows up on a side street but in a matter of hours you will find some policemen throwing him out. YouTube even has videos of policemen in Karachi upsetting carts of street vendors destroying their inventory. DHA the pinnacle of good estate management will not allow any street vendors.

Meanwhile we in policy circles began to measure poverty and continually talk of poverty eradication. Donors forced us to initiate many poverty alleviation projects. We have BISP where we are giving them conditional and unconditional cash transfers. We have skill development agencies in every province and at the federal level and we also have funds to foster skill development. We also have several large microcredit-providing agencies and several banks that these agencies finance.

So, what is it that people

do with the few thousand rupees that these programs give them? There are no studies on this question. Mostly people ad lib, “they start their own business.” And most frequently, the business is thought to be a sewing machine. One wonders how many sewing machine businesses can the poor run?

So, the next question is “where can they set up this business?” Here the consultants have no answer. Weakly they say “at home?” But poor homes are so small and their families large. Do they have space to operate? Besides, their clientele would be the neighborhood? Or will the spend time peddling their wares? And how, when no such activity is allowed?

I have personally pushed for the liberalization of street vending business for the last 15 years. I have presented this proposal to prime ministers and the chief ministers. They liked the idea until the bureaucrats shot it down. “Why?” you would ask. I can think of no reason other than power and hubris.

Unlike Pakistan the rest of the world has a huge number of street vendors in their cities. Scanning some recent research on the subject I found these estimates of the number of street vendors in some major cities in the world.

Street vending is a legitimate entrepreneurial activity for the poor. It also adds to city life as many of us have felt when we go to Manhattan, London, Singapore or Bangkok. It adds vitality to and vibrancy to the community promoting mingling opportunities among the most diverse

City	Street Vendors
Manhattan	50,000
Mexico City	185,000
Seoul	800,000
Manila	50,000
Kuala Lumpur	47,000
Bangkok	100,000
Dhaka	100,000

segments of the society. It also extends the range of goods available and promotes price competition which serves the community with both more goods and services and at lower prices. It also promotes street safety as it puts more ‘eyes on the street’.

Many well-known entrepreneurs took their first steps as street vendors to grow large businesses. Vienna Beef is a large company that makes hot dogs, sausages and other food items started out as a street vending company. A heartwarming story from India is making the rounds about a blind man, Bavesh Bhatia who has developed a multi-million dollar business starting off as a street vendor.

Is it not time that we allowed street vendors everywhere in our cities. Every street and street corner should be allowed to have a street vendor. Cars must be made to give space to the poor. And there is no reason to associate street vending with poor sanitation and aesthetics. A careful and good policy can be developed to develop street vending

cleanly and aesthetically. We can work out a good policy for street vending.

I find it strange that there are street vendors within a stone’s throw of the White house, the Congress and Washington DC landmarks and none on Constitution Avenue Islamabad. If hawkers hang out near Buckingham Palace and the Parliament, why can’t there be khokhas next to the Governor’s House, Gymkhana, Punjab Club and the Corps Commander house in Lahore.

Dr. Nadeem Ul Haque



An economist, former Vice Chancellor of Pakistan Institute of Development Economics and former Deputy Chairman Planning Commission of Pakistan.

So, let us not give the poor mere handouts without the space to grow. Street vending is a legitimate right of the poor to claim their share of entrepreneurship. Accept it and allow them to grow.

“
**A
BIG
BUSINESS
STARTS
SMALL**
Richard Branson
”



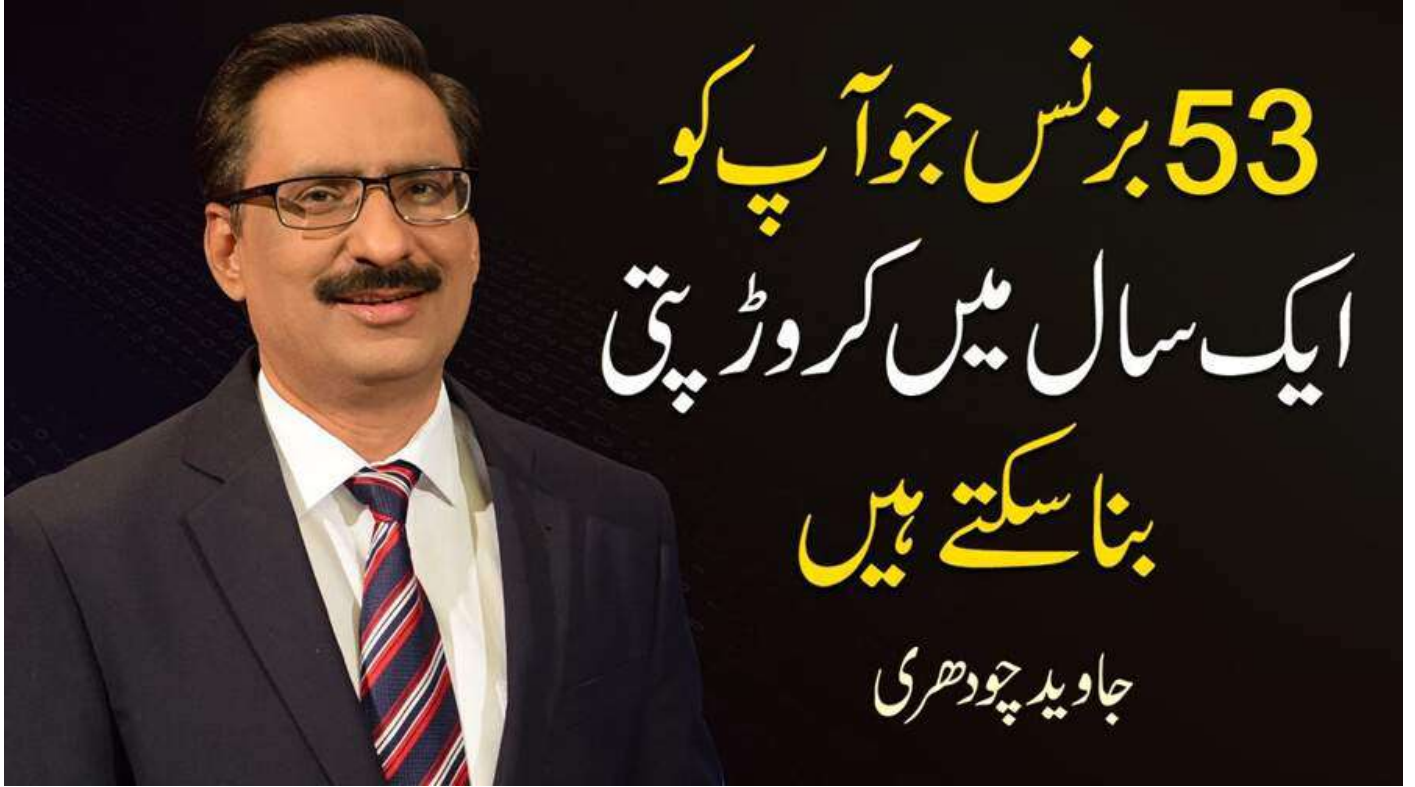
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53 BUSINESS IDEAS THAT WILL MAKE YOU MILLIONAIRE IN 1 YEAR

JAVED CHAUDHRY ON STARTING YOUR OWN BUSINESS



This video is based on the 53 business ideas by Javed Chaudhry. It starts with the introduction of the most cleanest place in Pakistan, Hunza. It has the highest level of living conditions as compare to the other parts of the country. One prime example is that there is no one begging around for money or any other thing. The main source of the income is tourism. Last year, 7.5 million tourists visit hunza. The graphs of health and happiness is increasing day by day. This is all happening due to the hard work of Agha Khan foundation. This foundation supports the

people of Hunza to stand on their own feet and live on their own products and services.

This is a beautiful example of place marketing by Agha Khan Foundation and how they made Hunza valley the biggest success story of the country.

Mr. Chaudry explains in the other part of the video about the small business which people with very limited resources can do and make huge money out of these businesses. He provided a list as follows;

1. Coffee Business

One person buy coffee

beans from Italy and sells in Islamabad and earns 250000 profit every month from 300 clients.

2. Pure Milk Business

Pure milk is delivered in houses in glass bottles and at the end all bottles are collected and reused again.

3. Chappal Business

Buy leather chapal, Kohati chapal and khussa from cobbler in peshawar and sells these products online to earn good profit.

4. Raw Materials

Sells raw material to restaurants and bakery on

fixed rates.

5. The Online Quranic Education

We can teach Quran online to the kids in the various parts of the world.

6. Online Academy For O&A Level

We can manage to make a team of teachers and teach subjects to O and A level students. There are already 30,000 online academies operating online.

7. Online Makeup & Natural Skin Medicines

We can make an online makeup teaching business as well as make medicine from

natural herbs and sell them through online stores.

8. Online Cooking

Teaching recipes online through skype to the wider audience can also be a lucrative business.

9. Online Songs & Dance

Giving online dance lessons can also be a good source of income.

10. Online Baking Store

Make pastries and cakes and supply them to restaurants and homes.

11. Online Grocery Store

Make a logistic company that will collect grocery orders online and then purchase the items and deliver to the destinations. This will save the time of the client and let you earn through it.

12. Online Vegetable and Fruits Shop

Sell fresh fruits and vegetables online to earn a good margin through it.

13. Party Organizer

There are numerous event organizing companies operating in Pakistan. Try to build your own niche.

14. Motorcycle Taxi & Ambulance Service

This can be a very good business option by providing motorcycle taxi and ambulance service to the audience.

15. Online Plumbing & Electric Services

Make an authentic online platform to provide household services.

16. Online Medicine & Pharmacy Shop

Clients will tell you the name of the medicine they require and you will have to arrange them through various

distribution channels.

17. Application Business

Hire people and they give applications for passport, gas, electric meters and court on your behalf. Further, you will charge your clients for the updates on their statuses.

18. Bill Collection

You can collect the bills from houses and then submit them in the banks respectively. This will also save the time of the clients and they will be happy to pay a little extra for it.

19. Tax Return Business

Now a days, a lot of people want to file their tax returns so for those who want to take the early mover advantage, find the right people and file their tax returns and earn quick money.

20. Sadqa Service

You can start collecting sadqa from homes and submit them to the desired NGO's or sadqa centres and charge the additional fee for this.

21. Home Barber Shop

You can start a personal grooming service at home for men. For example, there is an app with the name Ghar pe for women in which they provide grooming services at home.

22. Naan, Paratha, Gole Gappy, Kulfi and Dahi Bhala Service

These are the things people want to eat but for that they always have to go outside and find them. It is a niche and no one is targeting it.

23. Lunch Box Service

There are millions of people who are using Dabba service

in Mumbai where there is a specific menu for the week and food will be delivered to the offices and in the factories. We need to develop such kind of business here in Pakistan as well. There will be good money in it.

24. Pet Service

There are many buyers and sellers platforms available online. However, for the grooming of the pets and information about the vaccines and the processes involved and after are yet not readily available for the audience. This can be a great opportunity.

25. Online Workout & Exercise Tutorials

We can arrange 2-3 good athletes and start producing online exercise lessons and people can join these lessons in their homes and practice along.

26. Wakeup Call Service

It may sound weird but yes it is a very good opportunity for the early risers. They can develop a platform where people can enroll for the wakeup calls in the morning or any time of the day for monthly subscription.

27. Memory Service For Bills, Records, Doctors & Appointments

Reminder service for every kind of bills or appointments with the doctors, therapist or chiropractors.

28. Recreational Activities For Children

It will be like the day care services but the difference will be that this service will be outside like in parks. Children will be involved in physical activities and focus on their physical development during the

office hours. Safety will be prioritize at the top.

29. Test Service For Students

Make a small third part test conducting company and start targeting the schools and tell parents about the importance of your testing services and conduct test to gauge the performance of the students independently.

30. Accounts Services

There is an opportunity that people need people to complete their bank works because it is very exhausting.

31. Visa Services

It is very important to bridge this gap because there are people who do not want to waste their full day in order to go to visa office and complete the overall processes.

32. Door to Door Advertisements

Door to door marketing will never be old.

33. Computer & Smartphone Trainings

You can start a home service for the people to train them about the computers and smartphones.

34. Mobile Workshop

You can go to people's houses and change the oil, filters of their cars and charge them accordingly.

35. Cleaning Services

You can provide the cleaning services to the working parents.

36. Insect Killing

It may sound funny but in fact people are much willing to pay more than 500 to kill a lizard in their bedroom. Yes it is a great opportunity.

37. Story Telling

You can provide story telling service to the kids in their homes and teach them through stories and anecdotes.

38. Bestseller Book's Summaries

You can upload audio and written summaries of the bestselling books and people can get the knowledge from it and you will get the money.

39. Budgeting Services

You can start a 'how to save' your money service in your neighborhood and tell them how they can save through proper budgeting and through proper managing their expenses.

40. Trade Services

There is an ever needed demand for counselling in investments. Guidance in long term and short term investments according to industries is a way to earn a lot of money being a sophisticated niche industry.

41. Career Counselling

Guiding young students about what courses to opt for according to their aptitude and providing advice about career opportunities and degrees is a sure shot way of setting up a business.

42. Vacation Services

Suggesting destination and schedules for travel and vacation while providing options for discount is a very lucrative business idea.

43. Interview Training Service

Providing training for self-grooming and self-presentation along with being smart interviewees is an area of great interest for new millennials entering the workforce.

44. Shortlisting Services

There are many budding recruiting companies and this is a very easy and rapidly established business. Posting jobs for clients and sharing short listed clients has a good and solid market worldwide.

45. New Products Introduction Business

Match the needs of existing companies with new solutions being invented and connecting the two can be a source of earning for a researcher. Introduce new products to companies and people.

46. New China Plaster Machine Import/Export

The new machine introduced in China serves the great demand of wall plastering. A team of masons can be trained and this service can be provided stand alone.

47. Homemade Tiles & Bricks Business

Small machines have been introduced to make bricks and tiles. Setting up these small factory like setups at home can earn millions.

48. Clay Crockery Business

There are many artisans who make clay crockery in Pakistan. Getting customized clay ware made can be sold online to earn a lot.

49. Chai Khana Business

There are many tea houses across Pakistan built on the tradition and custom of tea consumption in the country. Redesigning these places with a modern look can attract a huge clientele.

50. Data Service For Doctors

There is a need for data in the modern time to practice any

profession. The data for users can be shared with service providers while the data for service provider can be shared with users for mutual benefit and the data providers can earn potentially millions.

51. Data Collection Service For Students

You can start a data collection service for the students to tell them what courses and universities they can opt for their graduate and postgraduate studies. This will further include the scholarship services as well.

52. Shopping Data

You can collect the data of the high cash involvement products and the shops offering best prices and utilize this data to fulfil the needs of the customers who want to purchase such products and take your profit from their purchase.

53. Online Referral Site

You can use the aforementioned data to start a website where you can guide your visitor about the best offerings available in the market and make millions out of this. The formula of getting 100% success in any of the mentioned business will be explained in the next episode.

“

IF I HAD NINE
HOURS TO
CHOP DOWN A
TREE, I'D SPEND
THE FIRST SIX
SHARPENING
MY AX.

Abraham Lincoln

”



WHY DO FREELANCERS FAIL? — A DEEP DIVE INTO THE WORLD OF FREELANCING

Courtesy: BeingGuru



willing to do work outside their full-time job to make extra money.

- Earning extra money with work-schedule flexibility is the top driving force for freelancing.
- 69% of freelancers give credit to technology for making it easier to find freelance work on free-lance marketplaces such as Fiverr, Guru, Freelancer.com, and UpWork.
- 77% of freelancers believe, best days are yet ahead for freelancing.
- 65% say, freelancing as a career is far more respected today than it was three years ago.

WHY DO FREELANCERS FAIL?

Freelancing requires both soft skills and hard skills in order to succeed.

Many freelancers, especially in the subcontinent, struggle to ace at freelancing because they acquire good computer skills such as graphic designing, web development, content writing, and many others but they lack communication skills to express themselves and sell their services. Because of the lack of communication skills, they are topped off by their competitors who can speak well and sell their services.

According to my 2 decades of freelancing experience, freelancing is all about communication skills. There must be a reason why this soft skill has always been in demand and ranked



Freelancing is all about skills and with the help of technology, freelancing has just got easier and more effective for online workers. More people feel secure with freelancing than ever before.

Freelancing is a buzzword almost everybody is familiar with but it is going to be the most prominent profession years ahead. With so many people preferring work from home and choosing to be their own boss, it can be safely predicted that one out of 5 people will prefer freelancing in the future.

About 56.7 million Americans freelanced in 2019. This number suggests, Americans are spending more time freelancing. People prefer

freelancing because they prioritize lifestyle over earnings and this lifestyle brings balance in life and provides more opportunities.

Freelancers prefer getting skills training over a four-year college degree and that makes sense too.

Freelancing is all about skills and with the help of technology, freelancing has just got easier and more effective for online workers. More people feel secure with freelancing than ever before.

According to a report of Freelancers Union “53 million” report, here are some interesting insights into freelancing.

- Freelancers contribute an estimated \$715 billion in freelance earnings to the US economy.
- Twice as many freelancers have seen an increase in demand in the year 2018.
- It is estimated that 80% of non-freelancers are

as one of the top 5 skills in 2019 and 2020 according to a LinkedIn.

Freelancing requires the art of persuasion, it requires one to communicate effectively to provide solution to the problem stated in the client's project placement. It requires an effective selection of words to convince the client; why you are the right choice for selection.

Freelancers fail because they are unable to communicate effectively. If you want to become a successful freelancer, learn how to write, how to talk, chose your words wisely and learn how to sell your services.

These 5 books are highly recommended by the world's famous millionaires to learn the art of communication.

Verbal Judo: The Gentle Art of Persuasion, Updated Edition

Just Listen: Discover the Secret to Getting Through to Absolutely Anyone

Crucial Conversations Tools for Talking When Stakes Are High, Second Edition

Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead

Thanks for the Feedback: The Science and Art of Receiving Feedback Well



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MAKE MONEY
AND ENJOY
OUR FAMILY AT
THE SAME
TIME.

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HOW TO START YOUR OWN CONSTRUCTION COMPANY?

By Muddassir Hassan



If you need tools or a vehicle to get your company off the ground the bank or investor will need to see that you have a realistic and profitable plan in place before they part with money.

Whether you've been working for a construction company and have dreams of branching out on your own, or you're just someone who is handy on the tools considering your options, starting a construction company could be the next step. It could enable you to use your skills and experience to earn an income while managing your own hours. However, while even the smallest and simplest of businesses require meticulous planning to give them their best chance of

success, a construction company can involve a lot more risk. Here are the key factors you need to consider when starting your own construction company.

CREATE YOUR BUSINESS PLAN

Having a carefully researched and constructed business plan is the first step on your journey. You need to put your plan in writing outlining your business goals, how you intend to achieve those

goals, and in what time frame. This includes your funding plan, how you will attract customers, how you will price your services, the supplies tools and equipment you will need, how much all of this will cost and how much you will turnover in years 1-5.

SOURCE YOUR FUNDING

Your business plan will be necessary, should you require a loan or funding from an investor to kickstart your

business. For example, if you need tools or a vehicle to get your company off the ground the bank or investor will need to see that you have a realistic and profitable plan in place before they part with money. You need to convince them that they will see a return on their investment. Be cautious about interest rates and terms of the loan to ensure you aren't at risk of defaulting.

REGISTER YOUR BUSINESS

You need to register your construction company in your state and check any local government regulations which might apply to you. For example, you will usually need to register your business name, apply and pay for a business license and any certification. You should also apply for an Employer Identification Number (EIN) from the IRS.

GET THE RIGHT INSURANCE

Working in construction requires various types of insurance such as public liability insurance and indemnity insurance. Be sure to compare a range of policies to ensure that you have the correct level of cover for the work you intend to provide.

FIND TOOLS & EQUIPMENT

Make a list of all the equipment you have. Some items may need repairing, servicing or replacing and you may need to invest in brand new equipment depending on the work you are intending to carry out.

Your tools should be as high-quality as you can afford from a reputable brand such as Leister. Trying to save money is understandable, but your tools and equipment are not where you should be cutting corners.

PLAN YOUR MARKETING AND ADVERTISING

When your business is ready to operate it's time to invest some time and possibly money into a marketing campaign. There are many potential marketing techniques and platforms to use but in the first instance, you may need to offer discounts and incentives so you can build up a portfolio of satisfied customers. Hopefully, this would then lead to referrals and recommendations and you can begin to build your brand reputation.

“

GOOD
BUILDINGS
COME
FROM
GOOD
PEOPLE,
AND ALL
PROBLEMS
ARE
SOLVED BY
GOOD
DESIGN.

”

STEPHEN GARDINER



BACK ISSUES

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IF YOU ARE PERSISTENT, YOU WILL GET IT BUT IF YOU ARE CONSISTENT YOU WILL KEEP IT

By Hisham Sarwar



Many internet workers, especially freelancers give up very early. They give up because they do not get the desired results they once were very optimistic about. Success demands consistency and there is no other alternative to success other than the hard work.

This reminds me of my favorite quote from the movie Rocky Balboa. While giving a motivational speech to his son, Rocky says; "It ain't about how hard you hit; it's about how hard you can get hit, and keep moving forward. It's how much you can take, and keep moving forward. That's how winning is done."

This quote makes a lot of sense and has deep learning in it.

Life certainly is not about how hard you are on the offensive but the substance you have inside you to stand the pressure and still progress towards your goal. This is exactly how winning is done.

Now let's take a look at the life of aspiring entrepreneurs such as Jack Ma, Bill Gates or even Steve Jobs. They had one thing in common. They did not give up and were consistent in their approach to work.

Bill Gates revealed recently, he did not take a single day off in his first few years as CEO of Microsoft. Jack Ma has emphasized on the importance of 996 hours as he believes, more you work, better you get at making money & becoming successful.

“

Life certainly is not about how hard you are on the offensive but the substance you have inside you to stand the pressure and still progress towards your goal. This is exactly how winning is done. Jack Ma has emphasized on the importance of 996 hours as he believes, more you work, better you get at making money.

Success is a result of continuous efforts. A fundamental mistake every aspiring entrepreneur, startup or an internet worker makes is that they run after money. Few realize money is a byproduct of success. If you become successful, the money will automatically follow.

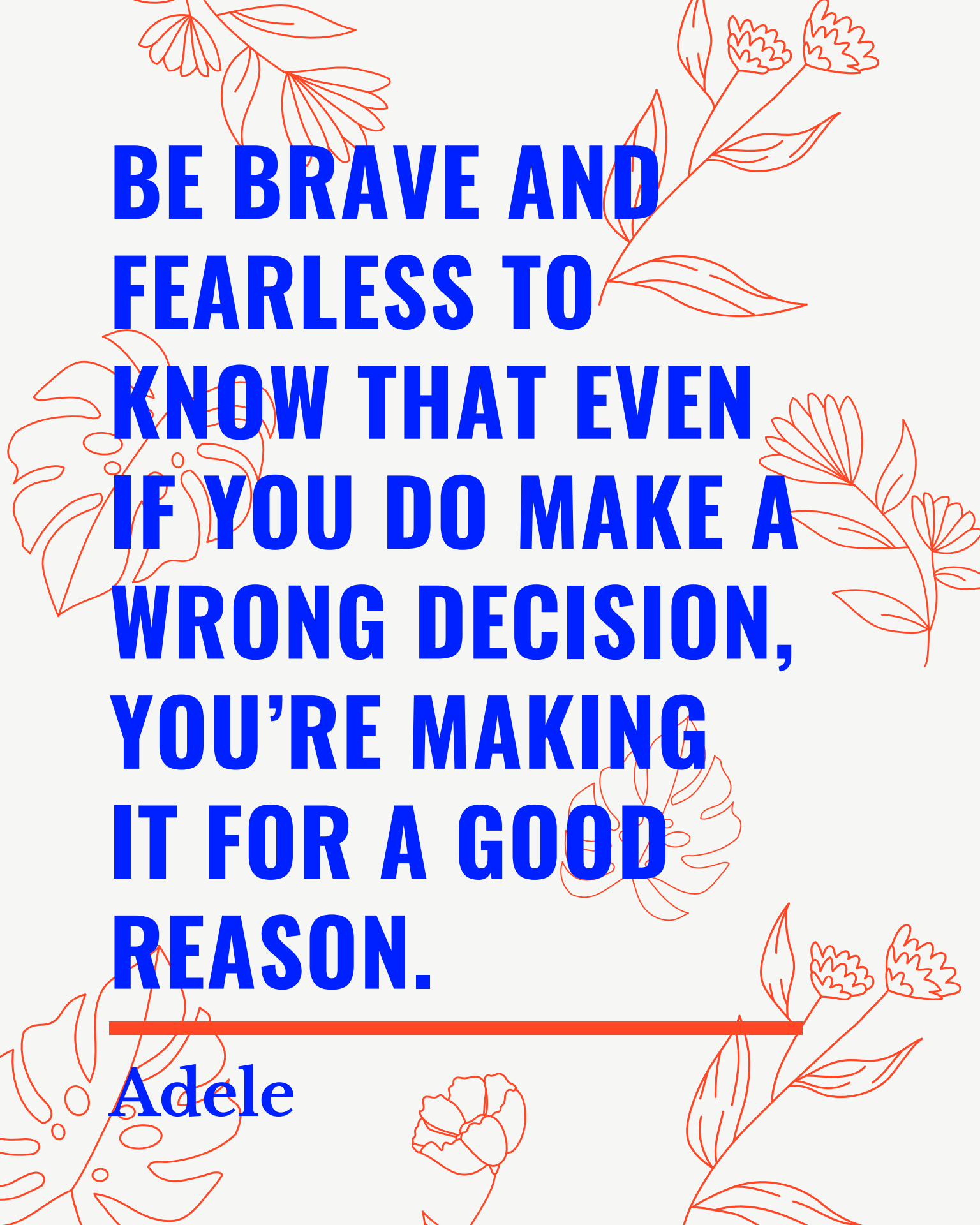
One becomes successful if one is passionate about something. Passion is one striking attribute that results in moving steadily towards your goal. It is very important to set a goal and continuously make efforts to accomplish

the goals. Sometimes there are stumbling blocks in the process but one needs to understand that there is no smooth ride towards success. The road to success is often bumpy. It has always been this way for every successful person in the history of the planet.

Those who can withstand the storm are the ones who succeed. To embrace the problems in your journey, you have to be persistent. Persistency means, you have a firm stance and are resolute in your approach.

If you need something, you have to be persistent. There is no other way out. Continuous efforts without missing any single chance would let you achieve your goals. However, here is the thing. If you want to keep the success and do not want to lose the moment, you need to be consistent in your work.

Consistency means, doing something regularly. It means keep moving forward despite all the hurdles, external voices and problems one may face towards their goal.

The background features several red line-art illustrations of flowers and leaves. In the top left, there's a cluster of small, fan-like flowers. To the right, a stem with two small, textured flowers and several pointed leaves extends upwards. On the right side, another stem with a single flower and leaves is visible. At the bottom, there are more floral elements, including a large, multi-petaled flower on the left and a stem with two flowers on the right.

**BE BRAVE AND
FEARLESS TO
KNOW THAT EVEN
IF YOU DO MAKE A
WRONG DECISION,
YOU'RE MAKING
IT FOR A GOOD
REASON.**

Adele



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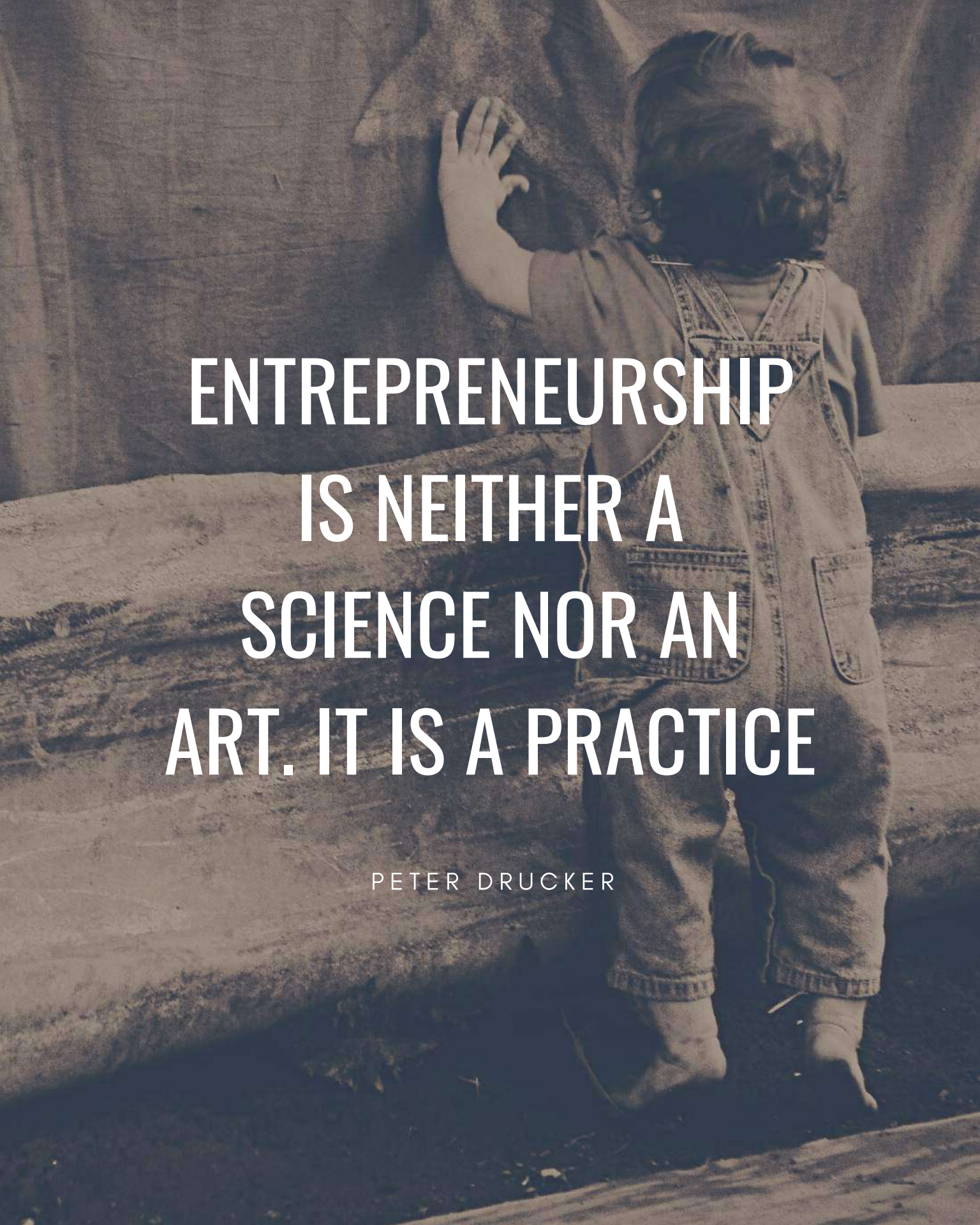


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A young child with curly hair, wearing denim overalls, stands on a wooden surface. The child's right hand is touching a large, textured, brown object that resembles a piece of wood or bark. The background is a mottled, brownish-grey texture.

**ENTREPRENEURSHIP
IS NEITHER A
SCIENCE NOR AN
ART. IT IS A PRACTICE**

PETER DRUCKER

DEVELOPING YOURSELF AS AN ENTREPRENEUR

By Qaiser Hayat



There are some qualities that will make a person out-shine others. First one is "Integrity" meaning your actions should carry a good faith and good deed. Second one is Empathy, understanding the problems of others and putting yourself in other's shoe in order to have a view of their perspective. Third and the most important is communication meaning you should be very clear in conveying your thoughts and putting ideas on the table.

This article belongs to the third episode of "Beyond Profit" – a weekly show on entrepreneurship. The subject of this episode was on how to develop as an entrepreneur and the special Guest for this episode was Mr. Kamran Rizvi who is working in Pakistan since 1991. His major expertise are in training and human capital development.

Interview started with the question on what essential qualities required to be an effective entrepreneur? In

response, he started with the fact that every person has the required qualities to be an entrepreneur. However, there are some qualities that will make a person out-shine others. First one is "Integrity" meaning your actions should carry a good faith and good deed. Second one is Empathy, understanding the problems of others and putting yourself in other's shoe in order to have a view of their perspective. Third and the most import-

ant is communication meaning you should be very clear in conveying your thoughts and putting ideas on the table. These three qualities will make you develop something that is beneficial and unique.

Another question came from Mr. Usman (founder of Startup insider Magazine) on the personal development of the young entrepreneurs because they work hard on their business plans, investor management

however, they take their selves granted in the whole process. So, how can they develop themselves along with their businesses? Mr. Rizvi replied with the advice backed by 30 years of experience, "Behaviors produce results". Yes, this is it. Behaviors come from emotions and emotions stem from the thoughts and thoughts are shaped by the value systems and beliefs. So, it is very important to work on your health and your inner belief system because self-actualization is not an easy process. It needs an alignment of your value system with your behaviors to produce the best outcomes. To further extend his answer on the activities, he mentioned to live one day at a time. This will have two aspects, one is self-discipline and Freedom. There should be a time table of your day. If you want to waste your time even it should have a time slot for that. So, that you know where is your day going. So, there are two most important times in a day, one when you go to sleep and when you get up because it is important to know what you achieve in a day when you go to sleep and to know what you want to achieve in a day when you get up. So, set your daily goals, small short term targets to achieve bigger results.

Another question on the Importance of communication skills in the business from the Host, to which he replied very succinctly,

“Quality of life – quality of communication”. He further elaborated that people take communication without much importance with the premise that we have been speaking and listening since childhood. However, it is essential to note that there are many types of communication ranging from intrapersonal to interpersonal communication. The relation between the two types is simple yet very significant – if one is not clear about the thoughts and ideas with oneself – the interpersonal segment will remain unclear and ineffective. Effective intrapersonal communication is ‘thinking’ – it is what helps us grow. The step one is to create clarity with yourself, in your thoughts and plans – only then when you communicate with others will your dialogue make sense. In the ambit of communication – talking is essential but listening to others quietly and attentively is just as important. Further, the utterance of words is just a small part of communication – our gestures, facial expression and body language all combine and make the phenomenon of human interaction. 90% of the message is delivered in the unsaid!

Another aspect of public speaking is that if a question is asked – about which you do not know. Please do not be silly and give flippant answers! Be graceful in accepting that you do not know and will try to get back with the confirmation on a later time and preserve your credibility.

The host asked a question very dear to the hearts of all entrepreneurs that – is there a shortcut to the getting a crisp and successful sales pitch through! Kamran replied with a smile that there is unfortunately no shortcut to a

crisp performance. Practice is the key! Investors wish to see the details of the idea and be convinced that their money will bring back profits. To ensure they believe that and cooperate – the entrepreneur has to be convinced that this will be a successful venture and then convince the investor. The pitch has to be researched, honest and

keep score of the measurable value that is being added by oneself in a venture of the other stakeholders involved.

On the topic of mentors, Mr. Rizvi remarked that in this age many are available on the internet but it is advisable that the mentor you choose should be someone who has had a successful and long journey in the same



TRUST YOURSELF AND INVEST IN YOURSELF TO REAP THE BENEFITS OF A CHUNK OF MONEY PUT INTO BUSINESS. TRAVELLING, READING AND EXPLORING EDUCATION.

convinced of success along with the probability of success to ensure credibility. AIDA is a short formula that can be used to great success – your get the investor’s Attention, you hold his Interest, arouse a Desire and finally obtain Action – practice AIDA and it can be a great sales pitch tool in terms of communication.

The next question asked from the great Guru of self-discovery for the secret formula to investing in oneself. First thing is that one must trust yourself and invest in yourself to reap the benefits of a chunk of money put into business. Travelling, reading and exploring education – all these three things along with conscious human interaction all combine with the intent to learn from different angles is very important and can be hugely effective.

The next question sought was if Kamran Rizvi thought that financial literacy was significantly important for a startup founder. To this question he emphatically responded that any work that one undertakes essentially requires us to know the profit and loss of it. Knowledge of the mechanics are essential to

direction as the one seeking the mentor. Be confident in learning from these gurus. However, always remember that the heights of success that the mentor achieved were in times different than yours. Mentors are the ones who have more experience but one should keep in touch with the young ones who are part of this new world where we operate and are more in touch with this world’s new realities. So, context and field – both need mentors but of different kinds.

Last question is on the health of an entrepreneur. He was of the view that when you talk about the health of a person then there will be physical health, emotional health, mental and spiritual health play their parts accordingly. Today, mental health is getting a lot of hype because people are suffering from stress immensely and as a result mental disorders are getting common. These will lead to poor decision makings to which many suffer. Nutrition and balance diet are very important KPIs along with a good sleep. Health is wealth. Allah has given you a healthy mind and body so, please take care of it.



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CRITICAL ANALYSIS ON PM'S ENTREPRENEURSHIP SCHEME

By Qaiser Hayat



PM Youth Entrepreneurship initiative is primarily a loan scheme and has nothing to do with entrepreneurship. It is not a new program and is a ditto copy of the previous Government's schemes.

This article belongs to the fourth episode of the YouTube show "Beyond profit" and the topic of this episode was Prime Minister's Youth Entrepreneurship scheme. The guests of this episode are Mr. Nasir Ayub (founder of Spectra Engineering solutions) and Mr. Usman Ahmed (Founder of Startup insider magazine).

Discussion started with the opinions on this initiative from the guests. One Panelist Mr. Nasir believes that it is a very positive initiative from the

current Government. It is a well-organized scheme and we as a nation will reap the benefits of it in the future. However, it is very important to track the efficiency of the this scheme time to time to make the best out of it. Mr. Usman had a different perspective on it. He sees this initiative as a loan scheme and nothing more than that. He further mentioned that it is not a new scheme and a copy of the previous Government's schemes. He

gave an example of Startup India plan 2013 in which Indian Govt. spend 1.5 billion rupees and there is a separate ministry only for this. They made incubation centers, labs, startup fests to encourage the people to participate with full master-ed plan and with great ideas. Now you can see the success stories coming out of this initiative. They have already raised 1 billion rupees in terms of investments. So, they have already

achieved their break even and now there will be just profits.

In another question from the host on the misconception about the entrepreneurship that people just need the money to make the businesses work and problem solved. To which, Mr. Usman referred to that fact that the current scheme in hand does not have a proper process to help the young aspiring entrepreneurs. This is just a form with mere requirements to get the loan from the Government without any mechanism to gauge the significance of the business idea. There is no criteria for giving out the money.

Are there any merits involved in this scheme to give out loans and who are the people judging this whole process – the process owners? Mr. Usman continued, there is no criteria involved in the process to identify the good and the band ones. There is only one form involved in the overall process. There is no asking about the industry, training or any business plan. It is just like throwing away money to the people who want to update their mobiles or cars. There is no impact on the economy because there is no recovery mechanism involved. This scheme is similar to the previous schemes offered by the previous governments. Mr. Nasir affirmatively added that 80% of the businesses fail in the first

year. So, the Govt. is left with only 20% of the projects and there is no guarantee that they will pay back.

Through this entrepreneurship program, as per to the Govt. there will 10 million jobs will be created. Do you think it is a rational or workable statement? Mr. Usman started first satirically, if 10 million people will get the jobs then there is nothing left to do. Pakistan will become a self- sustainable economy but, that is not the case because there is no plan that what businesses are we going to establish to produce 10 million jobs? Who is going to train the people? As such the panelists suggest that a training program has to train the potential entrepreneurs. A similar training program was launched in Sydney - where each week was tagged with milestones such as cash flow statements, marketing plans etc. Here, there is no such criteria nor mechanism whereby such a concrete training could be conducted. The earlier governments launched incubation center earlier - initially that was criticized as well however in retrospect, that idea seems more logical in the sense that it was not just handing of money to people who were not trained nor savvy in business. Those incubation centers invited applicants through proper scrutiny and panel decisions.

In addition to the many operational and execution shortfalls of this program, another is the transparency of the panelists and decision makers who will be making the call for who gets the loan and who does not. The people involved in the running of the program must be people with great and honest intentions however, Usman, remains skeptical of their relevant

experience, expertise and hands on knowledge. There seems no plan that would measure the success or ensure effective productivity if this intervention - simply inviting the Prime Minister in the Convention Center and making a hue and cry about a project of this magnitude will not ensure success.

Nasir Khan candidly remarks that this project has an impact on several stakeholders and he suggests that this be supervised from the PM's own office. Further, he suggests that running a pilot project, closely running it and only then take this project to a massive program as intended in the first step - he reemphasizes the fact that a pilot needs to be run too ensure proper tracking and validation of success before a full out launch on a large scale. Usman send out a very honest heartfelt message saying that there a many a things that one does not know how to do - it is not a fact for embarrassment but it is an opportunity to learn and benefit from. So if the team designated to do this job does not know how to do this job - they can be trained and Imran Khan being a leader is first and foremost a teacher. And once the prerequisites of having a trained team executing plans is achieved only then can the PM ensure success in his projects. The mighty investment going out in this project would benefit from some of it being utilized for the long term benefit of a trained group of people. 1400 years ago Prophet (PBUH) as a leader is an example - and his core job description was not holding sessions with his advisors or parliamentarians but he coached, guided and

taught his people from morning till night. He coached his advisors and pall bearers - those people who were responsible to change the ways of working - and it is due to his diligence in coaching and training his people that the ways did change. Walk in his footsteps and these interventions that are albeit in best of intentions - will yield great results.



**THE
ECONOMY IS
THE START
AND END OF
EVERYTHING.
YOU CAN'T
HAVE
SUCCESSFUL
EDUCATION
REFORM OR
ANY OTHER
REFORM IF
YOU DON'T
HAVE A
STRONG
ECONOMY.**

David Cameron



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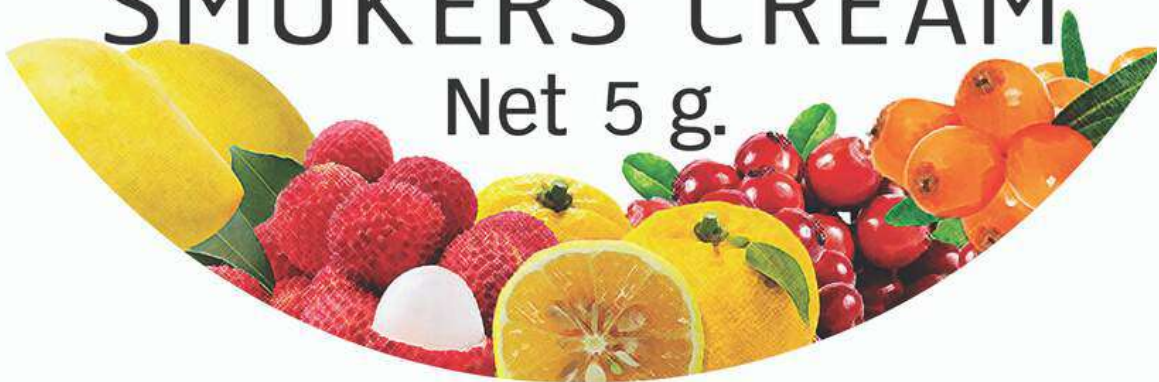


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“

Entrepreneurship is all about challenges and setbacks every day. If you are not capable enough to solve millions of problems every day you are not a successful entrepreneur.

USMAN SHEIKH



Usman Sheikh Co-founded OZI in 2010 with a vision to create a strategic culture of innovation and entrepreneurship in Pakistan. Since then it has empowered 200 startups, created 10000 skill workers and contributed Billion\$ directly or indirectly to Pakistan's economy through Mobile Apps & Games Publishing. The company now operates globally in USA, UK, Hong Kong, Singapore, Dubai, Australia and Pakistan. To pursue his ambition of solving complex energy and climate change problems of Pakistan, he co founded Jolta Technologies to introduce localized electric bikes in Pakistan. He was labeled with Elon Musk by different tech groups.

Among his notable work are the bootstrapping of TelloTalk Pakistan's first Instant chat messenger, Consoli Ads-Pakistan's First Ad mediation platform and Jolta Electric Pakistan's first electric bike kit assembly. He comes from a humble background with a degree in computer science engineering and a drop out of MBA from LUMS.

ZERO TO HERO - EXCLUSIVE INTERVIEW WITH USMAN SHEIKH

By Zain Ali



How do you plan your day? Do you use any productivity tool or just a to-do-list?

I keep myself very simple and handy. I just focus on leveraging and prioritizing tasks with just a to do list.

How do you manage and retain your core team? It is just the salary or other perks as well? What are they?

I retain my core team by enabling them better than me and keep adding value to them for future growth opportunities with the business and scalability. Most of the time, I encourage and nudge them to bring new ideas, be challenging, take initiatives, meet targets for long-term sustainability. I envision them to build Pakistan through entrepreneurship by committing to create One Million jobs, ten thousand startups and 200+ vendors in the next Ten years through smart electric vehicles. Vision and creating intention with successful executional defaults are the key factors of retention rather than perks and salaries.

How an aspiring entrepreneur can earn online in today's market?

This era, it's one of the easiest way to earn money through hooking up with marketplaces and give services to the people worldwide and earn money through it at any location, at any time. There are ways to earn

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The main secret of my success is that, "I love spending time on challenging tasks within any company, giving hope to the demotivated or pessimistic teams and building creative business models for companies to drive large economy".

How do you manage multiple businesses? Do you allocate specific days in a week? Or do you allocate specific time zones for each business in a day?

I manage through structural planning and reforms in the group. I keep myself free all the time to utilize it for strategic execution in each company through venture leads.

My key role is to bootstrap a venture with an innovative idea, building a team, enabling a venture lead with strategize direction, develop its business model and allocate a

budget as bootstrap fund to reach breakeven or ready to raise next seed fund. So my execution time is normally spent on infant teams or non performing teams or setups. Just a little time on growth companies by just steering them with right direction of acquisition, retention and monetization.

I love spending time on challenging tasks within any company, giving hope to the de-motivated or pessimistic teams and building creative business models for companies to drive large economy.

Starting up might sound easy when a person is not in, so my time is usually spend with the teams who are facing obstacles at the beginning to minimize the market risks & challenges.

The most difficult time for any startup is the early stage because of the issues in terms of right directions, business models, to generate revenues, profits and to have synchronized team. So, I believe providing them the right direction at the right time is most important factor of success.

money online with immediate results while others have the potential to transform lives by revolutionary financial benefits. Like using Upwork, Google play publisher, Daraz, Amazon sellers and similar platforms to start earning online. Digital and social media marketing can be a booster for showcasing the business portfolio for engaging clients and online money generation.

What is your chief aim in life?

To create an ecosystem of IT and electronics in Pakistan like China did since last two decades. Initially, China focused on rapid productivity growth to boost its economy. And after creating an ecosystem now Chinese tech companies have quickly become the market leaders. Huawei, Lenovo, Xiaomi are all top tech companies from China.

Who is your role model in business and personal life? And why?

My role model in personal life is the life of our Holy Prophet Muhammad PBUH because he has given us the art of living and way of living a contented and happy life. His character is the complete explanation of the Quran and his guidance is sufficient for all till the end of this world.

My role model in business is Abdur Rahman bin Auf because of his earning principles of focusing on cash, earn money even with the boxes and delivery on time. He was one of the companions of Prophet Muhammad (PBUH) who achieved victory with his entrepreneurial instincts and was known as a business sensation in the world.

Who is your mentor in business? Is mentorship a necessary thing for a startup to grow?

My father and then Mr. Muhammad Azim – Chairman AUJ & OZI Group are my mentors in business. Yes, it is key to success and to avoid adversity and learn from others mistake. Building a startup has a lot of challenges

Entrepreneurship is all about the urge to transform an idea into something highly productive with the courage to take risks and overcome challenges.

Yes, entrepreneurship is the way to drive Pakistan's economy and we are on it to make Mini-China in Pakistan with the ecosystem of IT and electric vehicles.

vision to revolutionize mobility and transportation through electric vehicles. Under the brand name of Jolta Electric, we are the pioneer and Pakistan's First Localized Electric Bike Kit Assembler. Not just that we are establishing roots in the fields of E-commerce and product delivery services under AUJ Group of Companies.



MY ROLE MODEL IN PERSONAL LIFE IS THE LIFE OF OUR HOLY PROPHET MUHAMMAD PBUH BECAUSE HE HAS GIVEN US THE ART OF LIVING AND WAY OF LIVING A CONTENTED AND HAPPY LIFE. HIS CHARACTER IS THE COMPLETE EXPLANATION OF THE QURAN AND HIS GUIDANCE IS SUFFICIENT FOR ALL TILL THE END OF THIS WORLD.

to overcome. A mentor can help in overcoming pitfalls and higher failure rates.

A mentor has been there before and has experienced that in past. So his experiences has powerful positive effect on young entrepreneur. For an entrepreneurial success, emotional intelligence plays a critical and key role, so his fruitful advises in this regard can help in greater control over emotions for successful journey in business.

What is your advice for young entrepreneurs who are going to start their journey?

Start small think big and do what you are good at and focus on what sells. Try to come up with an idea with execution at small scale. Narrow your focus to avoid complications. One of the main ingredient in the successful journey of the business is the right time with right direction. Identify your business niche and along with all these, keep minimum budget for your monthly personal expenses.

How would you define entrepreneurship? Can we boost Pakistan's economy?

Please tell us about your basic and higher education?

I have done Matriculation and FSC Pre-Engineering from Crescent College and then done my bachelors in computer science from University of Engineering and Technology, Lahore. I am a drop out from LUMS-MBA to pursue my career as an entrepreneur.

Are you a born entrepreneur? Or you planned to be an entrepreneur later in your life?

I feel that I was a born entrepreneur because I have always been interested in monetizing things since childhood but I truly believe that it was nurtured and polished by my education and mentors.

Please tell us about your business portfolios?

We are one of the Leading and Largest Mobile Apps and Games publishing company in Pakistan under the brand name of OZI Group. Co-founded Pakistan's First Chat App TelloTalk and Pakistan's First Ad Network ConsoliAds Under OZI Group.

A year ago, I co-founded AUJ Technologies with a

What was your first business startup? How much money you had when you started it?

My first business startup was a failure when I moved back from China to start an Arab Web search engine. I had little money but investors backed out at that time so I quit it and joined LUMS for MBA.

Did you also face challenges and setbacks like other entrepreneurs?

Entrepreneurship is all about challenges and setbacks every day. If you are not capable enough to solve millions of problems every day you are not a successful entrepreneur.

Please tell us what were they? How did you overcome them? What was your motivation?

The biggest challenge when I founded OZI Technology was to build an owner mindset team, manage it with very low budget with no fancy office and also setting up the company in a direction to a profitable venture. I overcame them with guidance from my mentors, experience of my father as he was running a textile business and my own commitment and ability to lead from the front by working 18 hours a day, seven days a week.



IN LAST TEN YEARS, WE HAVE CREATED 200+ STARTUPS, 10,000+ JOBS AND DIRECTLY AND INDIRECTLY CONTRIBUTED 1 BILLION USD TO PAKISTAN'S ECONOMY BY CREATING ECOSYSTEM OF MOBILE APPS AND GAMES ACROSS PAKISTAN.

I welcome every person on the first day to join me on my vision and learn from me in how to make an Android App or Game and build careers for years as it was just the right time to start this Apps and Games publishing business back in 2010.

What is AUJ? What is your business model?

AUJ technologies is a holding company with the vision to electrify and digitize the prospects of smart future. AUJ technologies has ten companies under its umbrella focusing on developing electric vehicle eco system in Pakistan through its whole value chain. Along with this, we are diversifying the business operations in various related

technologies including E-commerce through our company MAUJ Technologies, advanced level Fast & Reliable Delivery Service with GPS tracking through our company called Hawaii Logistics, Electric-Automobiles through Jolta Motors along with Marketing and Sales platform through Hi-Tech Systems International.

The Business model is that each company is headed by its venture lead backed with vision, direction, strategy and experience from its group team.

How do you get clients for IT services? What is your strategy?

Argon Tech is our IT services company with expertise to quality

software solutions and consultancy to brands, media companies, digital agencies and enterprises. We are getting projects through networking, email marketing, referrals, attending conferences and exhibitions worldwide, Google Ads, SEO and Upwork. Our strategy is to bring export money to Pakistan through IT services with our well-defined processes and dedicated in-house teams.

What does it take to launch and grow a gaming/software business in Pakistan? Where did the idea for OZI Technology Group come from? How it got success in a very short span of time?

Lighter Side..

My favourite quote is:

"When the going gets tough, the tough gets going."

Unknown

My favourite movie is:

Forest Gump

I am energized by:

My Vision

I recommend reading:

The alchemist

My disappointments are:

Trusting too much in people and taking things casual in my personal and business life.

My AHA moment was:

When I won at IIT Bombay Techfest 2005. It's the annual science and technology festival of the Indian Institute of Technology Bombay. I submitted my Final Year Project of Bachelor program named IRTIQA along with my three team mates for the Techfest 2005. It was a three-day event on the campus of IIT Bombay attracting people from all walks of life including students, academics, professionals, industry giants and the general public. Our project IRTIQA was about accumulated simulation of human faces. It simulates the aging effect on facial image in various stages of life such as adolescence, middle aged and old aged. Over 200 teams from around the globe participated in the Software Competition and among them all we won the First Prize. That was AHA moment of my life for the very first time.

It takes 10 Million right now to start a gaming business with having experience in publishing, advertising and monetizing through quality products. As I worked in China, my passion was to create a content platform through my own android tablet. Initially, I started selling android tabs with web based news service on it and later see the power of android apps globally so I switched to it and started earning very quickly and then scaled it across Pakistan by sharing

the secrets of business to all and everyone that came across with me. Now within the time span of 10 years, we are now leading the Mobile Apps & Games publishing industry in Pakistan and providing operational support and help to scale the entrepreneurs nation-wide & internationally.

What are your revenue streams in OZI Technology?

In last ten years, we have created 200+ startups, 10,000+ jobs and directly and

indirectly contributed 1 billion USD to Pakistan's economy by creating eco system of Mobile Apps and Games across Pakistan.

What are the paid marketing channels you are using?

We are using Facebook ads, Ad mediation platform ConsoliAds, ASO, cross promotion and Google ads.

What percentage of the revenue do you allocate for the marketing budget? When and how much funding you

got to scale up your business portfolio?

We have allocated 40% of our revenue for the marketing budget. I had around 10 Million PKR in 2010 funding that generated profits and we just kept on reinvesting from profits to scale. Also bootstrapped Tello and ConsoliAds from our own money and then raised investment from one market capital Silicon Valley and 47 ventures respectively and build separate teams with venture leads.



IF YOU GET TIRED,
LEARN TO REST,
not quit.

READING LIST

➔ #GirlBoss

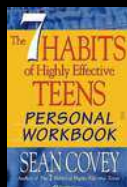


By Sophia Amoruso

GIRLBOSS tells the story of Nasty Gal's founder Sophia Amoruso. This American businesswoman that started selling vintage clothing online at the age of 22, which turned into a huge success and launched her business 'Nasty Gal', one of the fastest growing companies of this millennium.

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➔ 7 Habits of Highly Effective Teens

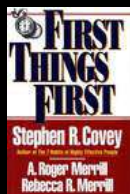


By Sean Covey

Sean Covey's The 7 Habits of Highly Effective Teens has sold more than 2 million copies and helped countless teens make better decisions and improve their sense of self-worth. The book outlines the habits and behaviors teens should adopt in order to create a direction in life.

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➔ First Things First



By Stephen R. Covey

This is truly a masterpiece by the famous author Stephen Covey. This guide will help you to get more done in less time, develop and retain rich relationships, attain inner peace, achieve goals and create the ultimate balance in your business and personal life.

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TEN MINUTE CHANGE IN YOUR DAILY ROUTINE TO STAY HAPPY

Courtesy: BeingGuru

10 Minutes that's it...

You do not realize but there are many smaller things in life that can make you happy.

It can be as small as capturing a beautiful photo or going out with a friend you haven't met for long. These are the kind of happiness boosters that usually are not paid attention to. These are the things that take so much less of your time and make you happy even though you do not achieve bigger goals.

These ten minutes changes can bring a change in your life. They can make you happier, healthier, and productive.

WRITING DOWN YOUR THOUGHTS AND FEELINGS

Journaling is a process of getting your fears and doubts of your head so that you can stop fixating on them. You can write down all thoughts taking taking out five minutes from your morning routine and this will make you feel much relieved for the rest of the day.

CHAT DURING YOUR COMMUTE

Researches have proved that people who chat during their commute to work are much happier as compared



to people who do not engage in conversation with others. They are expected to be more positive and productive as they talk to strangers and learn a lot just on their way.

CAPTURE ONE BEAUTIFUL MOMENT

It is not necessary to go on a trip for taking beautiful photos. You can search for beauty even when you go out for your work every morning. It is a form of meditation that prevents you from thinking distressing thoughts. Therefore, focus on the world around you and you will find so many things to capture.

PLAN SOMETHING GOOD FOR TOMORROW

In order to maximize happiness, plan events and activities that can give you joy in your daily life. For some people, it could be setting up a time for cooking or gardening and for some it will be connecting with their good friends.

SET ONE SETTING PRIORITY FOR EVERY WEEK DAY EVENING

Getting back from the office and wasting time by lying in front of the TV, it is better to set one simple priority for your evening routine. This can be as simple as going for a walk, calling a friend, reading a book, or attending a gym class. This will keep you happier as compared to wasting time doing nothing.

THREE GOOD THINGS EXERCISE

Developed by psychologist Martin Seligman, three good things is an exercise that makes you write down three things that went well in a day every night before going to bed. Along with writing down the good things, you will also have to give an explanation of why they went well. These can be either small or big but should include all the detail that made things happen. People, who take this exercise every day, feel happier and less depressed as compared to people who do not.

DOCUMENTARIES TO WATCH



➔ Jobs Vs. Gates



By National Geographic

In the 1980s, technology innovators Steve Jobs and Bill Gates build companies that revolutionize personal computers and bring them into every home. This documentary inspires on how to compete in the industry and have a win-win situation among the competitors.

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➔ Wright Brothers vs. Curtiss



By National Geographic

A bitter rivalry forms between Glenn Curtiss and Orville and Wilbur Wright as they develop powered flight and seek to control the aviation industry as a market leader in the early 19th century.

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➔ Thomas Edison Vs. Tesla



By National Geographic

Brilliant minds collide as Nikola Tesla and Thomas Edison wage a furious campaign to ensure that their own version of electricity powers the world. Primarily it was the war between AC and DC current.

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STARTUP SATURDAY

Startup Saturday is not just a workshop, but a broad platform that helps aspiring entrepreneurs and their teams to develop and launch their business startups in just six simple steps. The one day program at Startup Insider, provides a network of mentors & coaches, one-to-one mentoring, and industry connections.

Startup founders get passed through a complete business development process that enables their entrepreneurial mindset and spirit.

1 DAY ENTREPRENEURSHIP WORKSHOP:
STARTUP INSIDER ISLAMABAD

Every Saturday
10 AM - 6 PM

Application Deadline:
Ongoing

Enroll. Create. Transform: startupinsider.info/workshops

ENROLL NOW: 0321-5563828

"Time is what we want
most and what we use
worst."

- WILLIAM PENN -



ENTREPRENEURSHIP- A HABIT TO A LIFESTYLE



By Engr. Usama Bin Mansur

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ntrepreneurship; a buzz word floating around globally and considered an ultimate goal of life in the modern era, bringing fame, a legacy and the motivation to lead. In the modern context, the word entrepreneur is

derived from the word 'Entreprendre' which means to undertake and to launch. It is the action of undertaking innovations that create value through development of solutions to problems and therefore bringing majority of people onboard.

Despite this, there is still a small misconception that is passing on from one mind to another, i.e. a businessman and an entrepreneur are the same and though to some extent this is true, there are major differences that differentiates an entrepreneur from a conventional businessman. Let's take a food vendor for example who is selling mangoes on a hot summer day. Every day he goes to the wholesale fruit and vegetable market to buy two ten kilo cartons of mangos, which cost him PKR 700 per carton. Upon his return to his small place of business he sell those mangoes for PKR 110 per kilo thus selling all his mangoes

for PKR 2200 and making a profit of PKR 800. On the other hand another fruit vendor having similar amount of money and going to the same wholesale market starts feeling a little under the sun and wants something to quench his thirst. He has an idea and instead of buying two cartons of mangoes he gets one and with the remaining amount he buys a small juicer. He returns to his place of business and starts making mango juice. Now let's suppose there are 15 mangoes in the carton and he sells a glass of juice for PKR 120, that means he make sales of PKR 1800 thus making PKR 1100 profit. By converting a simple mango into juice, the latter has brought innovation, added value and full filled a need of the (thirsty) consumers. And though his initial investment could be a bit higher than the former, the value addition he has brought into his business will ensure he has greater sales.

Let's move forward towards the other end of the scale. The world's most successful entrepreneurs have developed a phenomenal résumé and most people dream of one day becoming like them. However, what we see as the multibillion dollar lifestyle began with humble beginnings and that journey from start till the present day has never



been a smooth one and filled with a roller coaster ride. However, the common thing among these successful entrepreneurs was that they possessed a 'think big, start small' mindset, which ensured that they developed their ventures sustainably and turned them into global leaders they are today. To explain this further we can use the iceberg illusion model. When we look at an iceberg what we see is always the top bit which is a small chunk i.e. the success of an entrepreneur; but what we don't see is the major chunk of the iceberg that lies below the surface. And it is this major chunk that makes the biggest difference. For an entrepreneur to be successful they have to face many things including sacrifice, rejection, stress, failure and disappointments etc. What makes them attain a high level is best explained by 8 D's which through practice becomes a habit and in the end characteristics which drive their lifestyle.

First and foremost, entrepreneurs are **Dreamers** i.e. their experiences and self-belief allow them to develop a long term vision regarding their future and how it will impact the society as a whole.

This also means that they are **Decisive**. They consider

time is the most precious tool one can have and this is what makes entrepreneurs excel, i.e. timing of their decisions. They eliminate the element of procrastination therefore allowing swift decision-making. Based on decision making and setting an action plan entrepreneurs jump into action by implementing their goals (Doers). They are Determined to make sure their cause is successful and are therefore fully committed to it. Another element that makes an Entrepreneur successful is **Dedication**. They love what they do and it is this habit that keeps them moving forward, especially when tough and challenging situations arise.

When a person develops a long term vision and implements action plans it is vital to have the key information to ensure that the journey one embarks on is done so with calculated risk and this is where entrepreneurs are extremely focused; they pay attention to critical **Details**, which include self-development, through reading books, practicing various skills, evaluating their weaknesses and working on improving them. In addition they are always 'Scanning the Environment' to look for opportunities, problems that need to be solved, threats they may face in the

present or in the future and requirements of the society. Since Entrepreneurs are 'Trend setters' they need to be proactive and vigilant.

They possess a growth mindset, which means they are masters of their own Destiny and that of the society as a whole. They want to be change makers but want the independence to be able to drive that change.

Though they are independent, the growth mindset means they are strong believers of collective community development and strive towards win-win situation through Distribution of knowledge, collaborations and teamwork that has a positive impact on the society. This leadership trait develops a high level of trust and belief and allow people to raise their hands and take ownership of the tasks and activities.

The most common examples of well renowned and globally recognized entrepreneurs include Bill Gates, Steve Jobs, Jack Ma, Elon Musk, Jeff Bezos, and J.K. Rowling etc. Even Dwayne 'The Rock' Johnson, a famous wrestler turned actor, turned his fortunes around and has become one of the most famous and well liked personality today.

However, in this instance we are going to focus on the local examples and how their journey brought them to where they are today. The late Junaid Jamshed, founder of J. when through a lot of struggles. After leaving the music industry as one of the most recognized singers, Junaid Jamshed changed his path and turned towards religion. During his new journey, he faced many hardships and at one point he was only left with PKR 100. Though in a hopeless situation, he had an idea in his mind that if the west exports jeans and shirts to Pakistan, why can't Pakistan through its traditional norms, develop a contemporary clothes brand that can reach out to the rest of the world. He met a guy in his local mosque, who later became his partner and they agreed to start that brand, but the condition was that both were to invest equal amount of money i.e. PKR 2.5 million each. Now the real struggle was to arrange that amount of money and Junaid Jamshed felt under extreme pressure. He got little support from his close one and in desperation had to sell some of his major assets to get the money. Eventually the money was arranged and both partners invested it all and bought a variety of cloths and since the holy month of Ramadan was coming, it provided them with a great opportunity to get started. However the hurdles didn't stop there, as when they were cutting multiple patterns all of them came out in wrong size. With both partners demoralized and lost, an opportunity which most people would consider a 'miracle' arose. They got introduced to a person who proposed to them that a large amount of readymade Shalwar kameez

Entrepreneurs are Dreamers i.e. their experiences and self-belief allow them to develop a long term vision regarding their future and how it will impact the society as a whole.

were required in Bangladesh, however it was requested that the pattern sizes should be smaller than usual. They had luck on their side, but if we really think about it, they were prepared for the opportunity, though the opportunity were to arrive from a different source and not what they had planned for. In the end, what they were supposed to sell in one month got sold in a matter of two days.

With success early on they visited a well-known religious scholar to seek his guidance on how to ensure that their business is successful in the long run. The scholar gave them the most valuable advice which they implemented and turned J. into a worldwide brand. The first advice was to critically evaluate the scenarios which would cause their business to go in loss. The second advice was to make sure that both partners would stay honest with each other and not break the element of trust. Finally the third and most importantly they were advised to think about how their business would not only create value but would be used to help people and develop the community. In the end, their business created almost ten thousand jobs, by bringing back the dying art of making khaddar cloth, a hand-woven method that brings out a rough textured fiber, which is high in quality. From there on J. brand never looked back and developed a legacy which will last generations by contributing towards giving an identity to the Pakistani market. If we analyse this story closely we can relate to the 8 D's that were mentioned earlier and how multiple struggles, failures and challenging situations provided a learning curve to develop a new sense of motivation and mindset that lead to successful brand development.

The lesson for us in this matter is that, Entrepreneurs are no different to rest of the human beings, but where they do have an upper hand is that fact that they are extremely disciplined, goal orientated, habitual in their routine, keen learners and team builders and these traits help them develop a lifestyle which has made them global leaders and personalities that most people 'dream' of becoming. For most of us the first step has already been taken, it is now time to become the 'Pilots of our plane', be decisive and implement that dream so that it becomes a reality.

ENGR. USAMA BIN MANSOOR IS A ASSISTANT DIRECTOR IIIU BUSINESS INCUBATION CENTER



DO YOU HAVE THE
courage
TO BRING FORTH THE
treasures
THAT ARE HIDDEN
within you?

Elizabeth Gilbert

PASSION MEANS VISION FOR EFFECTIVE LEADERS



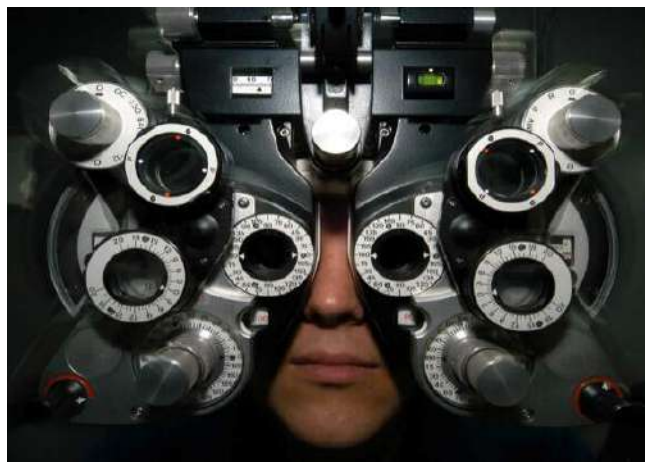
Furqan Shamsi

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What's leadership in the business today? The quest for such leadership is to know the meaning of vision. A vision which is reflective of your values and your knowledge to use it to set an example possible only if you are

passionate about something. The passion is the power of that vision which you must feel deep inside accustomed with the advantage of intellect.

The leader within you must understand that how to effectively use your team guided by the thoughts. The leadership which guide individuals to their remarkable achievements. Driven by your passion and leveraged to the markets trends, the leader defines the vision. Next step is to communicate this vision as effectively big allowing others to see the big picture. People and your team want to be part of something which is larger than themselves. This communication not only reflects the big picture for them, however, they can relate as how would they contribute to this. Your team need to be part of something which makes them proud, which they trust with the same feeling as you have for this vision. They develop the same passion



for it as you have it.

The true leaders aim to understand their team's goals, connect with them, align them with the project's vision and help them bridge the gap. The process which inspires the passion in them to catch the vision by the leaders and fulfil the mission.

FURQAN SHAMSI IS A MANAGEMENT CONSULTANT AND SELF CONFIDENCE COACH.

START A SUCCESSFUL NEW YEAR

BY GIVING UP THESE 5 HABITS

BY SAIMA IKRAM

Sometimes, in order to become successful and get closer to the person, we want to become, we do not need to add more things. Instead, we need to give up some of the habits we already have. Even though everyone has a different definition of success, there are certain things that are universal and can make you successful if you give them up.

Giving up on some of the habits might take longer but here are the few which you can leave today for a better next year in your life.



DELAYING INVESTMENT IN TRAINING

Adding new skills to your skill set is an investment for the future. But you develop a habit of delaying the things that are subjected to happen in the future. Leaving this habit will make you better prepared for the coming year.



ACQUIRING KNOWLEDGE

With the advancement in technology, information has become accessible quickly and cheaply. Instead of reading books and just listening to the information, apply the knowledge wherever possible. Just having information is not enough; it's how you apply it.



LOOK FOR IDEAS AT THE TOP

According to experts, ideas can come from anywhere. It is not necessary that great ideas will emerge only in traditional organizations where knowledge is hoarded and privileged. They can come from your most engaging employees regardless of their post or rank.



GETTING MORE DONE

Being busy does not mean accomplishing more. No matter where you are born and background you belong, there are only 24 hours in a day. The habit of obsessing over the productivity metrics stops you from achieving good results. Therefore, set a long-term vision and focus on the outcome.



SPEAKING IN BUSINESS BS

Speaking the time-honored language of business does make you seem intelligent. But it excludes the people who are unable to understand it. This is something that not only ends your authenticity but also hampers your own progress. The best way is to be direct & inclusive.



CALM IN TROUBLED WATERS



Kamran Rizvi

In navigating our lives, it is our fears and envies, our rages and depressions, our worries and anxieties that steer us day to day. Even the most academically brilliant among us are vulnerable to being undone by unruly emotions.

When the going gets tough, the tough get going. This may be a hackneyed phrase, but it is not to be taken lightly, particularly in the chaotic times we are facing in Pakistan today. The word 'tough' sounds like an understatement these days. What we are confronting is nothing less than an economic, social and a political tsunami, on a scale never known before.

Dealing with crisis is not new to our corporate leaders. Stories, albeit, few and far between, of their resilience are laudable. However, this time round our country is particularly vulnerable. It is in the throes of a convoluted war waging within and on its borders, inflation is skyrocketing and the energy crisis is worsening with each passing day. And all this just get magnified when you add poor governance in the mix.

How do companies survive, let alone prosper, in these hostile conditions? What are our organizational leaders doing in such circumstances? Some are wasting time sharing half-baked opinions on the unfolding geo-political scenario; while others are steering their ships safely through these stormy waters with an uncanny calmness and eyes focused on the goal.

Of course, should we, God forbid, witness a complete breakdown in law and order, our survival instinct will be triggered. The ones with means will try to seek refuge in another country abroad, if they are lucky to find seats on commercial flights that are still running; others will hunker down in some safe corner in their homes with basic ration of food and water, praying for safe times to return. But this is the worst case scenario.

In conditions of high risk and uncertainty that are likely to remain with us for many more years, business and government leaders with cool heads are wanted more than ever before.

Such leaders are very intuitive and emotionally intelligent. It is in such horrific and testing times, that true leaders emerge. They have the temperament to prepare



for the worst, while expecting the best. They manage to stay calm and alert to opportunities. Those less prepared are paralyzed by fear in the face of threats to their lives and business.

Leaders with a healthy sense of perspective have a pre-disposition to the coexistence of opposites. They believe that our desire for peace and stability, while natural, needs to be balanced by the acceptance of disturbances of all kinds in our environment.

What we need is clear thinking, which can only come from a mind that is serene amidst surrounding chaos, in short, stress free. How is this possible? I hear you ask. You may also be saying that it is only human for a person to lose his nerves in ambiguous and dangerous conditions. Stress, when left unattended causes blurry vision and fog in thinking. We get unduly stressed when our 'present' is crowded out by our fear of what might happen in the future, and by the guilt or remorse we harbor from our past. This includes what we did, and how we now feel about what we shouldn't have done or should have done, but did not do.

To allow our fear of the future and guilt of the past to

hijack our present is a grave mistake. We need to recognize the value of the present moment and create the space for it in our mind. A calm disposition helps us make quality decisions in the present that positively impact our future outcomes. While I can see you agreeing with this train of thought, please ask yourselves, how many times you, your friends and associates, end up suffering from tensions, wasting precious time blaming and complaining about the ambient conditions.

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TO REMAIN EFFECTIVE
AND INSPIRING, KEEP
YOUR COOL. TO THIS
END, CONSIDER
LEARNING HOW TO
MEDITATE.

#KZR

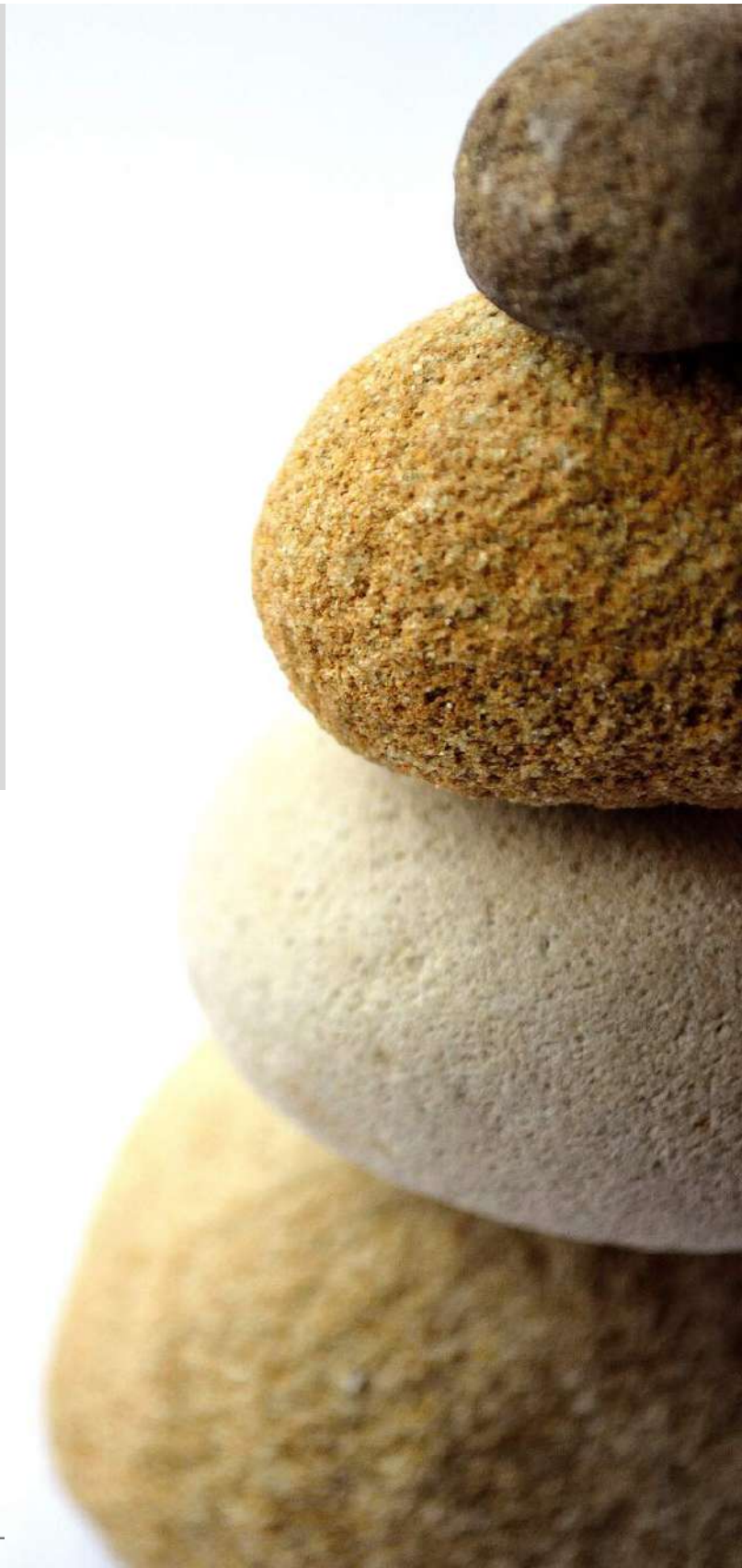
Wouldn't it be wiser to be proactive in tough times and engage in serious analysis of the socio, economic, and political environment? On-going strategic thinking and review will help you uncover ways to mitigate the impact of threats and you will be better able to profit from opportunities for your enterprise. Only an agile and responsive organization can survive in such turbulent times.

This calls for exemplary leadership characterized by confidence for decisiveness, deep understanding of internal and external challenges, and an appreciation of the genuine hopes and fears felt by key stakeholders. As the pace of change increases and the world of work makes ever greater demands on your cognitive, emotional, and physical resources, this particular set of abilities will become increasingly important.

To remain effective and inspiring, keep your cool. To this end, consider learning how to meditate. Meditation is a mental discipline by which you can get beyond your conditioned, "thinking" mind into a deeper state of relaxation and awareness.

Do not be swayed by those who peddle fear by painting a doom and gloom scenario, and neither be carried away by comfort of the soothsayers that all will be well soon.

KAMRAN RIZIV IS CO-FOUNDER SCHOOL OF LEADERSHIP



Nature never
hurries. Atom
by atom, little
by little she
achieves her
work.

CHILDREN WHO GROW UP WITH THEIR GRANDPARENTS

ARE HAPPIER, SMARTER AND CONFIDENT



Sarmed Malik

C

hildren share a mutual relationship with their grandparents and vice versa. According to the published report in the journal The Gerontologist, it is revealed that the children who were close to their grandparents

have fewer emotions and behavioral problems and are able to cope with traumatic life events.

GRANDPARENTS CAN PROVIDE A SENSE OF SUPPORT AND SECURITY

Having a close bond with your grandparents reduces the risk of children becoming depressed. This basically means, both a child and the adult at a crucial stage of life are occupied. It is further noticed the when adults transition to older ages they tend to act like children.

This mutual bond also helps parents not feeling isolated when raising children.

Grandparents provide a sense of security and act as surrogate parents to their grandchildren as they have greater than average to bond. This bond leads to a normalcy culture which is defined on family member



sharing obligations.

These obligations may include caregiving for children and for the aged financial assistance and common sharing of tasks. In my view, the best example is Peter Parker from Spiderman comics.

His parents are long gone and his Aunt who is the mother's mother age, his relationship with this Uncle Ben and His demise solidifies a key component.

In the end, I would certify that having grandparents is a blessing in disguise. I for one missed that opportunity as my grandparents passed away 4 months before I was born. However, not all grandparents are down to earth some might be schemes and others might be strict.

But in almost every family a grandparent's greatest joy is the day they become a grandparent.

To all readers go spend your time with your grandparents. They are at a stage that they need warmth and care. How bitter you might be sometimes it better to bring warmth to someone who least expects it.

“

We are
drowning in
information but
starved for
knowledge.

JOHN NAISBITT

THE GAME CHANGER – ELECTRONIC MONEY INSTITUTE



Fahad Khan

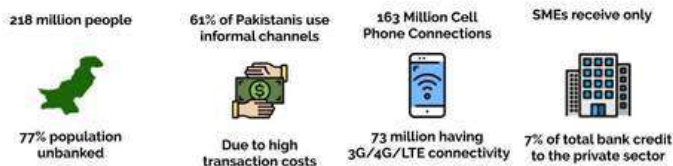
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YNOPSIS OF PAKISTAN

Pakistan is home to over 218 million people with an adult population of 60%, making it the 6TH largest populated country in the world, but with an overwhelming majority of 77%

unbanked individuals. It is a predominantly cash based economy; the currency in circulation is PKR 5.3 trillion and rising annually on a year-to-year basis (SBP,2019).

According to Access to Finance survey, only 23% of the adult population has access to formal financial services, while a mere 16% have a bank account. This means that approximately 100 million eligible people are waiting at the door despite the congenial conditions for Digital Financial Services (DFS) given in the figure below:



In a recent report, the World Bank is bullish on the potential of DFS of Pakistan, estimating it at significant \$36

billion and projecting that the country could see a straight 7% boost to the GDP if a real-time retail payments gateway was introduced, along with creating 4 million new jobs and resulting in USD 263 Billion new deposits by 2025. The recently launched Digital Pakistan Program and National Micro Payment Gateway will further galvanize the potential of DFS and nurture financial inclusion.

DILEMMA OF FINANCIAL EXCLUSION

The dilemma of financial exclusion is primarily attributed to the lack of access to formal financial services to save or invest money, and credit. According to World Bank report, 27.5 million Pakistani adults cite distance to a financial institution as a major barrier to accessing financial services. The branch ratio of Pakistan is 10 branches per 100,000 adults, which is very low compared to the average of 16.38 in Asia. The influx of branchless banking providers in the country have also added 182,000 (approx) active agents since 2008 but this has only marginally resolved the problem of scarcity of financial distribution points.

The dearth of financial service providers jeopardises financial inclusion as it causes limited product choice,



high fees and tedious onboarding processes. According to a Karandaz report, banks offer 80% of the financial services but serve only 15% of the population.

These are the barriers in building a resilient digital economy result in a momentous amount of wealth being kept outside the financial system. This prevents individuals from engaging in economic activities that could transform their lives and slows economic growth. Now the question arises who is going to serve this unbanked segment?

SERVE THE UNBANKED FOLKS

The world is witnessing a paradigm shift from banking to the Fintech era, the exogenous drivers making it intrinsic to allow non-banks to enter in the financial market to cater to the needs of faster, more practical and low-frill payment solutions with secure transparent environment. Regulators around the globe are being responsive to harmonize with the intuitive need of inauguration of non-banks in the financial market.

The European Commission has taken the lead by pro-

mulgating the Payment Service Directive-2 (PSD2) that set the example for other regulators to promote the participation of non-banks. The Central Bank of Nigeria also came up with a licensing model for non-bank DFS providers and issued 20 licenses from 2011 to 2017. The Reserve Bank of India launched a new category, "Payment Bank" for non-bank DFS providers in 2014. Since then 11 licenses have been issued.

World Bank Country Director for Pakistan Illango Patchamuthu said, in order to unlock Pakistan's \$36 billion digital finance potential, it will take "high-level commitment, faster payments gateway, lower costs, fast track licencing for fintech (financial technology) sector and digitisation of all government payments."

The SBP also acted to address this need by launching EMI regulations about nine months back, in addition to issuing the in-principle approval to two companies. It is also expected that more fintechs, startups and other companies are preparing to acquire EMI licenses to unlock the potential of Digital Financial Services.

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NON BANK -ELECTRONIC MONEY INSTITUTE (EMI)

An Electronic money institution (EMI) is usually a Fintech that holds a license issued by a central bank or relevant authority. The EMIs, like banks, offer an array of financial services that are flexible and fit to serve large number of segments. EMIs can be instrumental in providing an array of Digital Financial Services particularly to the financially excluded segment of the society. Emerging economies that have high mobile penetration such as Pakistan are the most fertile territories for EMIs as they generally capitalise the high mobile penetration by offering service through mobile devices, apps, and web services. In Kenya, the share of adults using the M-Pesa mobile-money system grew from zero to 40% within its first three years of launching in 2007—and by the end of 2015 stood at nearly 70% (Mckinsey). EMIs also use agent networks to process Over the Counter Transactions such as cash in or cash out.

STATE-OF-THE-ART SOLUTIONS

EMIs leverage innovative technologies and state of the art solutions to offer an improved design, upgraded user interface and generally superior experience for



the customer. For example, login through fingerprint, face ID and PIN login authentication. EMIs exhibit flexible core banking systems that allow them to constantly integrate new services and enrich their service range.

SERVICE SUITE

EMIs offer a digital/mobile wallet that can be operated through mobile phone app or web interface, to facilitate over the counter transactions, along with consuming agent networks. A wallet could be used for various payment transactions such as receiving remittances, wages, and government subsidies, making purchases at stores, or paying utility bills and school fees.

RISK BASED KYC REQUIREMENT

Being a non-banking entity, EMIs are also free to comply with the full range of prudential regulation. EMIs generally follow risk based KYC/CDD approach that would empower to remove the dilemma of one-size-fits-all approach, enabling them to serve the customer with utmost convenience, opening access to finance for people at all income levels and in remote rural areas.

Country	Minimum Initial Capital - EMI(USD in million approx.)	Minimum Initial capital - Bank(USD in million approx.)
Côte d'Ivoire	0.49	16.36
Kenya	0.193	9.7
Rwanda	0.121	3.6
Tanzania	0.224	6.7
India (Payment Bank)	15.4	77.2
Pakistan*	1.3	64.54

*The capital requirement is subject to increase with respect to deposit base.

CONVENIENCE

Using a mobile phone rather than cash saves considerable travel time and cost, reduces the risk of theft, and boosts convenience. It also gives access to a broader range of financial services that can be delivered digitally, such as savings accounts or insurance.

COST BENEFITS

The EMIs leverage the rapidly spreading mobile and digital technologies; rapid with disruptive power now offer an opportunity to provide financial services at a much lower cost. According to a report by McKinsey, the cost of offering customers digital accounts can be 80-90% lower than using physical branches.

In addition to this, the minimum capital requirement and license fees are also significantly lower as compared to banks. A countrywide comparison is given in the table above.

Thus, low cost benefit propels business models to extend the reach to more unbanked, low-income and marginalized consumers.

Considering the potential of DFS in Pakistan, it could be easily anticipated that drastic expansion in the number of EMIs will be witnessed by the nation in the coming few years. EMIs will offer a broader range of innovative digital financial services and solution. The risk based KYC approach and cost benefit will provide them muscles to cater the need of both banked and unbanked segment. It will enhance profitably, boosting financial inclusion and enabling large productivity gains across the economy.

FAHAD HOLDS MASTER DEGREE IN BUSINESS ADMINISTRATION FROM UK ALONG WITH AIBP CERTIFICATE IN DIGITAL TRANSFORMATION OF FINANCIAL SERVICES.



For most jobs, especially those in the digital economy, there is no objective standard for being 'qualified.' If you and the team you're working with think you're qualified, you are.

Lisa Gansky

CASE STUDY: MEVRIS AI HELPS ORIENT CUSTOMERS CUT THEIR AIR CONDITIONING COSTS BY 79%



Our journey with Mevris began in the summer of 2017 when a team of BlueEast engineers retrofitted an Orient DC Inverter Air Conditioner at a customer's home.

To help ease the skeptical looks of the customer our team asked him what motivated him to become the first customer of Mevris enabled Air Conditioner. He quickly replied "Energy Metering! DC Inverters are expensive... I want to make sure, I am getting the energy savings promised by DC Inverter Technology". The feedback resonated with everyone at BlueEast.

YEARS OF ENERGY CRISIS: 2017 AND 2018

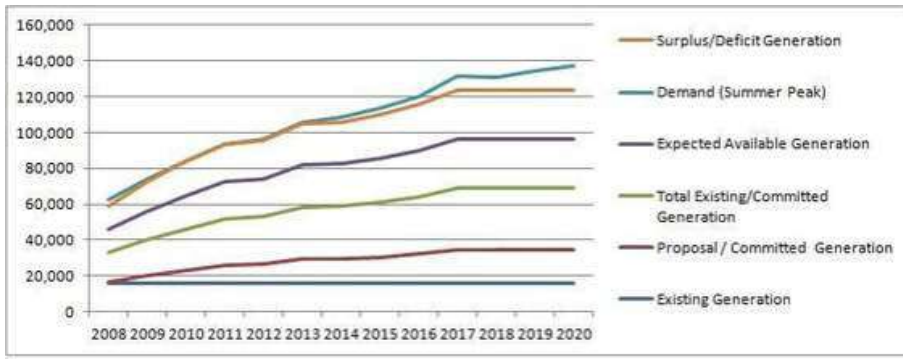
When we launched Mevris as an IoT platform back in 2017, the energy crisis was in full swing in Pakistan. At one point electricity generation had shrunk by up to 50% due to an over-reliance on fossil fuels. The country was hit by its worst power crisis in 2007 when production fell by 6000 Megawatts and massive blackouts followed suit. By 2018, Load shedding, power blackouts, and brownouts had become a part of daily life in Pakistan with shortage peaking at 9000 Megawatts.

Responding to the energy crisis, Pakistan's air conditioner market became 80% DC Inverter and 20% Fixed Speed while the international market stood at 60% DC Inverter and 40% Fixed Speed.

The DC Inverter Air Conditioners are generally 40% to 50% more expensive than their Fixed Speed counterparts. People wanted to know if they were getting value for money while investing in DC Inverters.

ECONOMIC CRISIS OF 2019

Last year (2019) has been generally



The ever-widening electricity supply and demand gaps in Pakistan
(courtesy: <https://environmentdefencer.wordpress.com/2011/12/30/life-line-of-pakistan-is-in-severe-danger-by-naseemsheikh/>)

marred with the economic crisis that caused Year-on-Year inflation in Pakistan to reach 12.3%. Adding fuel to fire, Pakistan was forced to increase electricity prices multiple times during the year due to IMF program requirements.

Pakistan's air conditioner market became 96% DC Inverter and 4% Fixed Speed by the summer of 2019.

DELIVERING REAL VALUE TO CUSTOMERS

The vision behind the Mevris IoT platform from day one was always to provide our customers with REAL value using the 4th Industrial Revolution technologies.

The feedback from our first customer has always been a guiding star for all the development that has always gone into Mevris.

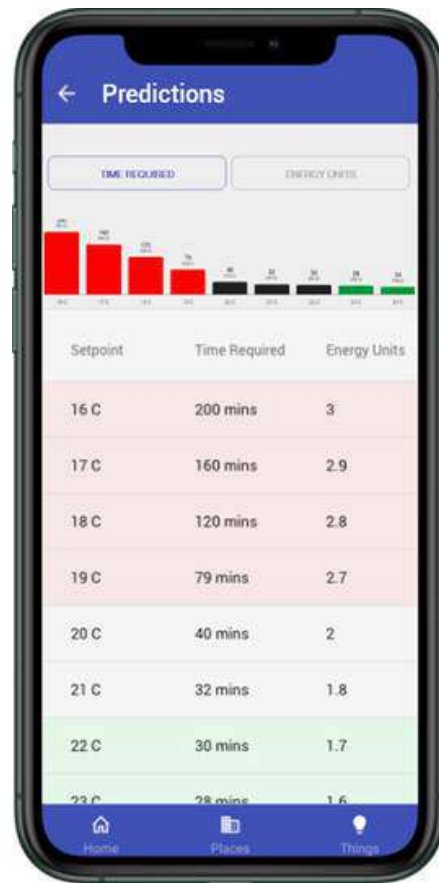
Responding to the deepening energy and economic crisis, Mevris Product Development Team decided to harness the power of artificial intelligence to help our customers reduce their air conditioning costs.

MEVRIS PREDICTIONS

In mid-2018, BlueEast introduced the Predictions feature into the Mevris platform which helped our customers to visualize the relation between thermal comfort and energy consumption.

The prediction models behind Mevris Predictions use the energy metering data of individual air conditioners. The insights let people know how much energy and time would it take to reach a

certain thermostat temperature set-point at that point of the day with internal and external weather conditions.



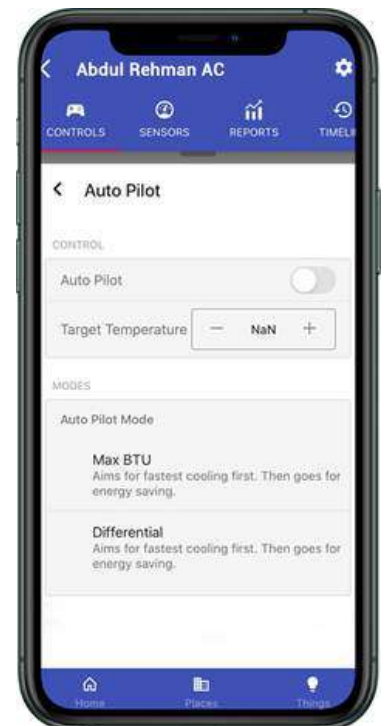
The predictions created a lot of awareness among the energy-conscious air conditioner customers. We started getting a lot of positive feedback from the customers as they began realizing energy savings by sensible use of the air conditioners.

MEVRIS AUTOPILOT

In 2018 Engineering Team experimented with the implementation of energy-saving as a service at one of the leading multinational banks with nationwide branches across Pakistan. The implementation was aimed to achieve at least 20% electricity bill reduction across the nationwide bank branches. The team out-performed it-self and achieved savings north of 43% in some branches.

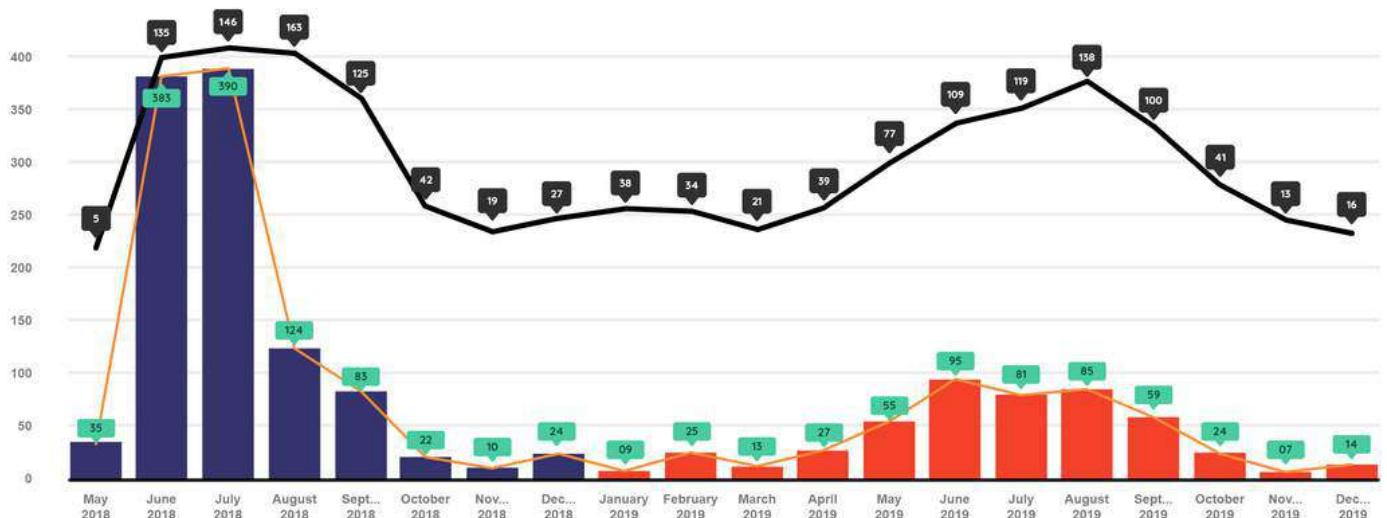
The data gathered from the implementation at banks became the basis of our next innovation. At the beginning of 2019, BlueEast Engineering Team embarked on a very ambitious and one-of-a-kind Artificial Intelligence-based energy-saving algorithm. We named it Mevris Autopilot.

Just like the several fitness-cardio programs on an advanced treadmill at gyms which focus on different aspects ranging from endurance building to weight loss to fat loss. Mevris Autopilot gives our customers to make automatic Ai based trade-offs between comfort, convenience, energy savings, and resource management depending on the specific situation and needs of a particular air conditioner installation.



Monthly Energy Consumption (KWh)

Year ● 2018 ● 2019 — Runtime — Energy



Results Speak for Themselves: Month-over-Month Energy Consumption and Air Conditioner Run-Time Trend (Sample Size: 10,000 Air Conditioners)

THE RESULTS

At the beginning of every new year, the data science team at BlueEast generates insightful analytics on Mevris platform performance as well as impact made on the daily lives of our customers during the last year.

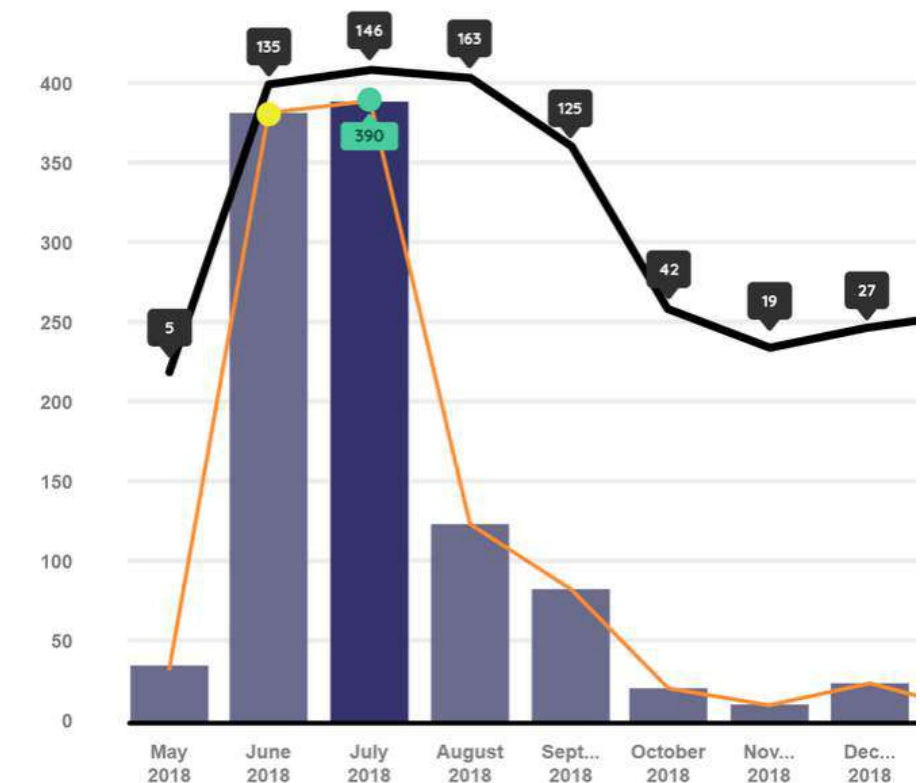
Naturally, this time we were all anxious to find out how our Autopilot performed!

Mevris Customers have reduced their monthly air-conditioning energy consumption to 81 KWh (July 2019) from 390 KWh (July 2018). That is a 79% reduction reported from the raw anonymous data-sample.

A deeper inspection reveals that Mevris Customers also optimized their air conditioning run-time from 146 hours (July 2018) to 119 hours (July 2019). This indicates a reduction of air-conditioning usage by 18%.

Accounting for reduced run-time of air conditioners, July of 2018 saw an average power demand of 2.67KW while it got reduced to 0.68KW in July of 2019. Thus, the adjusted energy consumption reduction stands at 75%.

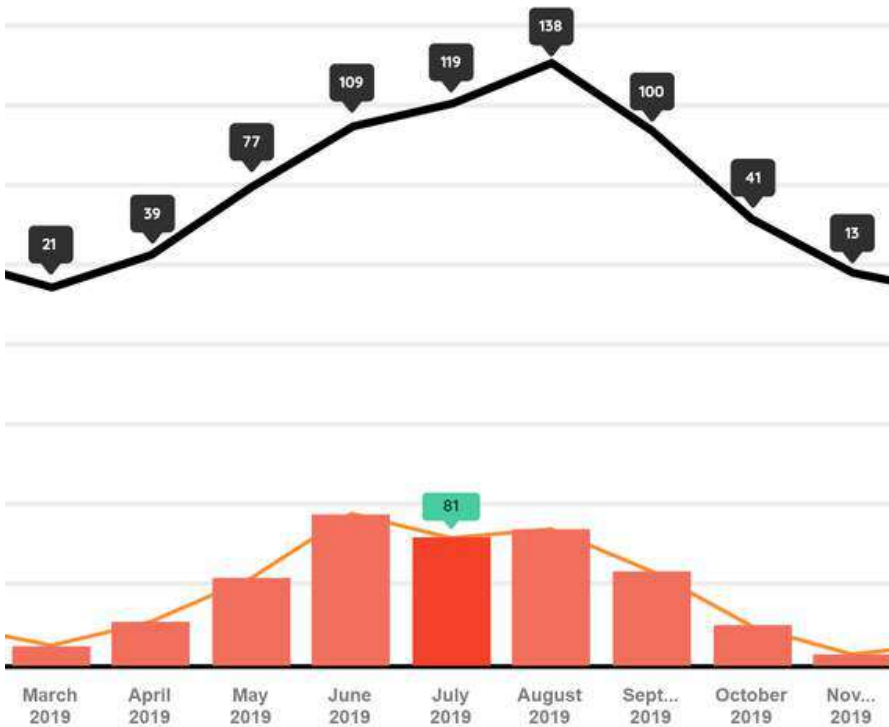
Commenting while reviewing the Mevris Autopilot performance, Mr. Abdul Rehman Talat, Charman and CEO of BlueEast said, "Mevris platform is



living up to its promise of educating and helping the consumers in optimal-way of using their air-conditioners while ensuring comfort as well as energy savings".

IT STARTED WITH VALUE CREATION: ENERGY METERING

This success story started with our first customer who ignored everyone in his home and started playing with Mevris App as soon as his airconditioner



Energy consumption stood at 81KWh per Air Conditioner with 119 hours of the run-time in July 2019

became online on the Mevris platform. We observed he was attracted to the insights and visualizations that Mevris provided.

Apart from analytics and data visualization, Mevris also provides online control on the go along with the timeline of activities and events taking place on the smart air conditioner.

Asad Bukhari, Head of Marketing Operations at Orient Electronics also simplified this mechanism of Mevris: "The energy metering information available for our Ultron Series DC Inverter Air-conditioner is similar to the ECO mode indicator in modern cars that let drivers know if they are pressing the accelerator pedal in an optimum way."

IMPACT ON CUSTOMERS DAILY LIFE

Our customers are now more confident and enlightened regarding their air conditioning usage than those who haven't installed the Mevris App.

Most of the consumers in the past used to set their thermostats at 16C



which is, in fact, neither achievable nor comfortable. So, the air conditioners, despite being DC inverters, kept running at max-power to achieve this impractical temperature. Consequently, making their electricity bills to escalate. Now with the proper knowledge and artificial intelligence of Mevris comfort and energy savings are both are balanced.

WHAT'S NEXT?

With this experience of successful implementation of Artificial Intelligence in solving REAL-LIFE problems – We at BlueEast plan to launch a complete ecosystem of IoT solutions in both Smart Home and Industrial applications in 2020.

The solutions will focus on providing a world-class experience to our customers while focusing on localized unique problems.



HASSAN SHAHZAD ANWAR IS ENGINEERING LEADER WITH PASSION FOR SOLVING BUSINESS CHALLENGES, COMPLEX PROBLEMS, DEVELOPING AND LEADING ENERGETIC TEAMS TO DELIVER WORLD CLASS PRODUCTS

WAR FOR TALENT: THE SKILLS GAP



Dr. Nadeem Ahmad Khan

Assistant Professor/Head, Department of
Business Studies, PIDE Islamabad

A

talent shortage is affecting companies not only in Pakistan but also world-wide. According to the latest Manpower Talent Shortage Survey by Manpower Group, 45% of employers across the globe report that they

cannot find the skills they need. The German Economic Institute recently estimated that a shortage of skilled labor, estimated at 440,000 skilled workers, would cost the German economy EUR 30 billion a year in GDP growth (to be precise 0.9 percentage points).

According to Manpower Group's "Talent Shortage Survey 2018", the working population of the world in declining and talent pools are shrinking. Technology is evolving faster than ever, changing the skills needed for jobs and shortening the life cycle of those skills. We are also seeing a bifurcation of the workforce – those with in-demand skills versus those with high-supply skills.

The immediate concern is not the number of potential candidates, it's a talent mismatch. There are not enough sufficiently skilled people in the right places at the right times. According to the report the top 10 jobs for which

employers are having difficulty filling globally 1) Skilled Trade Workers (especially chefs/bakers/butchers, mechanics and electricians) 2) Sales Representative 3) Engineers (especially mechanical, electrical and civil engineers) 4) Drivers (especially truck/lorry/heavy goods drivers, delivery/courier drivers, heavy equipment/construction drivers) 5) Technicians 6) IT (Cyber security experts, network administrator and technical supports) Management/Executives 7) Accounting & Finance Staff (especially book keepers, certified accountants and financial analysts) 8) professionals (Project Management, Lawyers and Researchers) 9) Office Support (Administrative Assistants, PAs and Receptionists) 10) Manufacturing (Production and Machine Operators).

The problem of talent shortage is severe in Japan where 89% employers are experiencing difficulty in filling jobs, while in China only 13% are experiencing the same issue.

Japanese employers face difficulties in hiring skilled and talented workers because Japanese industries are the most sophisticated industries in the world. Japanese manufacturing and services industries believe in innovations and high-performance technologies. They need high per-



forming employees to produce quality products. It is difficult for academia and other related institutes to provide required skilled and talented manpower to industry because of the following reasons:

- Academia and other institutes cannot adopt latest technologies immediately,
- It is difficult to develop capacity of academic staff immediately,
- Financial constraints, and
- Sharing of knowledge and innovation between academia and industry is not seamless.

Talent shortages are impacting organizations ability to meet their client needs; the most likely consequences are expected to be a reduction in ability to serve clients and reduced competitiveness/productivity. An increase in employee turnover, lower employee engagement and morale, reduced innovation and creativity in their organization will all lead to higher compensation costs.

Employers are using following strategies to overcome the talent shortage:

People Practices: Employers are revising their people practices to provide more training and development for existing staff; 54% of employers now provide additional training and development.

Talent shortage is affecting companies not only in Pakistan but also world-wide. The immediate concern is not the number of potential candidates, it's a talent mismatch. There are not enough sufficiently skilled people in the right places at the right times.

Talent Sources: Employers are seeking to explore previously untapped sources, young people and candidates who have potential to learn and grow.

Work Models: Employers focus on their talent pipeline and redesigning existing work procedure by sharing work assignment between different employees. Unfortunately, a

Least Difficulty	Below Average Difficulty	Above Average Difficulty	Most Difficulty
China: 13%	Australia: 34%	Finland: 45%	Argentina: 52%
Ireland: 18%	Brazil: 34%	Austria: 46%	Slovakia: 54%
UK: 19%	Belgium: 35%	USA: 46%	India: 56%
Netherlands: 24%	Costa Rica: 35%	Portugal: 46%	Singapore: 56%
Spain: 24%	Panama: 35%	Israel: 49%	Greece: 61%
Norway: 25%	Czech Republic: 36%	Mexico: 50%	Turkey: 66%
France: 29%	Italy: 37%	Germany: 51%	Bulgaria: 68%
South Africa: 32%	Guatemala: 38%	Hungary: 51%	Hong Kong: 76%
Switzerland: 33%	Slovenia: 40%	Poland: 51%	Taiwan: 78%
	Canada: 41%		Romania: 81%
	Colombia: 42%		Japan: 89%
	Sweden: 42%		
	Peru: 43%		
	New Zealand: 44%		

Source: manpowergroup.com

big percentage of employers are not pursuing any strategy to overcome talent shortages.

It is suggested that unskilled issue could be addressed to a large extent by imparting technical and skilled based education to the youth. No skilled person would be found unemployed, and companies would take benefits from these skilled persons and produce high quality products in Pakistan.

Now, the question is how we train our youth to face future changing environment of employment and reduce the unemployment rate. According to a report published by Dell Technologies and authored by the Institute For The Future (ITFF) and a panel of 20 tech, business and academic experts from around the world, 85 per cent of the jobs that will exist in 2030 haven't even been invented yet.

12 years ago, not even the experts could have imagined that jobs like Mobile App Developers, VDC Consultants, Cloud Computing Specialists and Block-chain Engineers would be in demand today. The following table below which lists some of the past, present and future positions and answer the

<i>Jobs that existed 12 years ago but are now gone or disappearing</i>	<i>Jobs that weren't around 12 years ago but here today</i>	<i>Jobs we can only image being around 12 years from now</i>
Meter Reader	Blockchain Engineer	Quantum Programmer
Switch Board Operator	Mobile App Developer	Climate Change Scientist
TV/VCR Repairman	Sustainability Manager	Rocket Design Architects
Electronics Assemblers	Cloud Computing Specialist	Spacecraft Pilots
Assembly Line Workers	AI/Big Data Analyst	Autonomous Vehicle Designers
Video Store Manager/Clerks	Autonomous Vehicle Designer	Blockchain Crypto Specialist
Dictaphone Operators	VDC-BIM Consultant	Cultured Meat Farmers
Film Projectionist	YouTube Content Creator	Hazardous Waste Engineers

Source: Leo Salemi, Canadian Professor and renowned Technologist

the question, how do we prepare for jobs that don't exist yet? Especially, when things are changing so fast.

Evolution of Past, Present and Future Jobs

Preparing for a job that doesn't exist yet is compounded by the fact that students entering a 4 year program in 2019 may not have the skills that industry is looking for when they graduate in 2023. For example, how many students who started in 2014 chose a career path that would train them to become a Blockchain Engineer today? The demand for Blockchain professionals, (Economist, Business and IT graduates and Engineers) has increased by 400 percent since late 2017.

Suggestions to address the shortage of talent issue

• Say hello to the hybrid workforce

The hybrid workforce is a combination of full-time employees and contractors, which allows service companies to take advantage of their contractors, as well as use their trusted full-time technicians, which increases when the workload is increased. Service companies are primarily moving from full-time dedicated staff to third-party independent contractor companies. Having this flexible workforce (i.e., contractors) gives companies a better chance of growing and increasing profitability than previously thought. We can easily create hybrid workforce environment by adding gig workers in organizations and human/machine partnerships.

• Create an employee referral program

It is no secret that some of the most successful hires are referred by existing team members. And this is true in almost every industry. In fact, according to Career Builder, 82% of employers' rate employee referrals as the top source of ROI when it comes to hiring. Which is why developing a well-structured employee referral program can make a big difference when it comes to building a robust talent pipeline. The best way to do it would be to offer clear incentives to both full-time and



temporary employees, leverage social media whenever possible and keep track of where the best referrals are coming from.

- **Adopt 4Bs Model (Build, Buy, Borrow and Bridge)**

Build – Invest in learning and development to grow your talent pipeline

Buy – Go to external market to find the best talent that cannot be built in-house in the timeframe required,

Borrow – Cultivate communities of talent outside the organization, including part-time, freelance, contract and temporary workers to complement existing skills,

Bridge – Help people move on and move up to new roles inside or outside the organization.

Current formal and informal education system need revolutionary changes according to top fastest growing industries of the world. These industries are: Green energy, E commerce, Consulting, Virtual Reality and augmented VR, Bio-tech, Elder care, Cyber Security and Fin Tech.



APPS OF THE MONTH

Time is the small-business owner's most precious commodity. So when an app comes along that promises to boost productivity or save you time, you should grab it.

by Usman Ali

1

GETFIT

Equipment and trainers are expensive. With no equipment at all, GetFit is for home workout for women and workout for men are designed to help lose weight or gain weight, lose belly fat and build muscle, keep fitness at your own home.

2

DEBT PAYOFF PLANNER

Having debt can drag you down mentally. Through this app you can analyze which card/loan to payoff 1st? How long does it take to be debt free? Find it with multiple strategies & become debt free!

3

DIGIT

The app goes through and does this analysis between two and three times a week. Digit analyzes your spending and automatically saves the perfect amount every day, so you don't have to think about it.

4

ADOBE SPARK

The app helps anyone create compelling content and animated videos within few minutes. Easily add and trim video clips to make your videos stand out on social media platforms.

5

TIME BUDDY

This app makes it easy to schedule meetings in any time zone. Tap to schedule meetings and it'll automatically update time zones for participants.



6

SALES RABBIT

This mobile app is a canvassing CRM with features like territory assignments, team messaging, and lead tracking. Plus, you can connect SalesRabbit to other web services to share your data quickly.

7

DUOLINGO

The app doesn't restrict how many languages you can try to learn at the same time. Learning with Duolingo is fun and addictive. Earn points for correct answers, race against the clock, and level up.

8

BASECAMP

A well-known project-management app, and it's easy to invite collaborators, chat within projects, attach files, create checklists, and track your progress from anywhere anytime.



A person who sees a
problem is a human
being; a person who
finds a solution is
visionary; and a
person who goes out
and does something
about it is an
entrepreneur.

NAVEEN JAIN

ALL OF US ARE SELLING. LET'S SELL BETTER!



USMAN GULZARI

Let's bust the biggest myth right in the beginning—The people in selling jobs are not the ONLY sales people BUT we all are SALESPERSON! Yes, in which ever role we are, we are selling! It could be our ideas, our worth, our product, our services, our intentions, our care, our empathy, our concepts, our presence etc..

When you are sitting on an interview chair, you are actually selling yourself—that what possible value you could bring for that organization and position. When you are presenting with 31 odd numbers of slides in a board meeting, you are selling the hard work & process you have developed. When you are teaching children history, you are in fact selling the ideas and stories that can help the children shape their future. When you are arranging beautiful anniversary dinner with flowers and chocolates, you are selling how much you care and love your wife!

Since it is a known fact now that you are in to selling, here are few ways to avoid cardinal sins of selling.

Knowing thyself before wanting others to know you:

Ask yourself; is my product/service great? Does it have

enough potential to give value to others? The simple rule is —People see you as you see yourself. If you are in doubt about what you are selling is of value, it is a signal to sit down & evaluate it first within yourself. Take your time!

Too enthusiastic is better than being not too enthusiastic:

Zig Ziglar shares in his book “Secrets of Closing the Sale” that it is OK to be too enthusiastic than not to be too enthusiastic. We often miss out on being enthusiastic about what we are presenting; the flat faces & expressionless voices are nothing but a KILLER! Remember, the feelings are always reciprocated. If you are excited & thrilled, then fair chances are the other person will feel the same too.

Tell what time it is & not how to build a watch:

Let's confess. Some of us just LOVE to talk; we love to drag a conversation. And some of us could be easily labeled as champions of non-stop record that keeps on playing no matter how bored or annoyed our listener gets. Keep the famous saying in mind “Tell what time it is & not how to



build a watch.” Try to keep things precise, crisp & valuable for the listener. Don’t flood them with all information in your head or irrelevant rant about your services or products.

Who wishes to be a ROBOT?

Robots are indeed a great invention but can they ever replace human beings? Nah, so believe in your power as a human being and exercise the gift you are blessed with i.e. Human connection. Try and build a human connection during your interactions. It is painful to see when people deal with zero empathy, zero care & zero respect. Robots can never do great at selling, so claim back your human potential from today!

I hope these easy-to-apply-and-remember tips will help you embark on your selling journey with a difference. I wish you to be a sales champion in this year!

USMAN GULZARI IS A CORPORATE TRAINER, PUBLIC SPEAKER & COMMUNICATION COACH, A BELIEVER IN HUMAN POTENTIAL AND A LEARNER.

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UNICORNS IN THE MAKING



Nabeel A. Qadeer

The start-up ecosystem in Pakistan has entered the next phase. It has moved from being nascent to more indigenous in nature. The sector is now facilitated by 24 incubators and accelerators, 20 formal funders and investors and 80 co-working spaces across the country. The domains vary from edtech, health, fin-tech and e-commerce to on-demand.

This evolution can be broken down into phases. Phase One is classified as 2014-2015, when the concept of entrepreneurship, incubation and acceleration was in its introductory stage; the number of incubation facilities was on the rise with the academia-industry gap bridged by the Higher Education Commission's ORIC and replication of the IT Board's Plan9 model in universities across the country. 'Entrepreneur' was fast-emerging as an acceptable career option.

The ecosystem entered the next phase with the challenge of investments; there was a gap between the increasing number of start-ups and funding available. There were small first steps with Markhor and Eyedeous

Labs grabbing investments. However, the solution was not institutionalised. For the ecosystem to strengthen start-ups had to scale up, so access to funding channels was essential.

Players in the Pakistani entrepreneurship ecosystem are now staging international conferences and exchange programmes providing exposure to young entrepreneurs; they have the opportunity to network and learn from entrepreneurs, mentors and investors from across the globe.

Conferences such as the 021 Disrupt organised by The Nest I/O & Momentum continue to shine as a major platform for entrepreneurs to benefit from; they are also attracting Wapistanis (a term recently coined for expat Pakistanis) returning to contribute to our fast evolving entrepreneurship landscape. Exchange programmes like ATX+PAK Entrepreneurship Program have increased the confidence of international investors and entrepreneurs to collaborate and work with Pakistani start-ups. The above have refined start-ups in terms of global market knowledge, competitiveness and scalability, thereby increasing their "investment readiness".



The last three years have seen a significant rise in venture financing and investments. The most recent are Airlift, TelloTalk and SastaTicket.pk (which raised \$1.5 million in Series A funding by Gobi Partners). Airlift, a decentralised mass transit system, has raised \$12 million Series A funding, the largest by any start-up from Pakistan and one of the largest in the South Asian region this year. The funding round was led by Round Capital, a US-based VC that has previously invested in start-ups including Uber and Square. Earlier this year, Airlift secured seed financing amount of \$2.2 million from Indus Valley Capital and Fatima Gobi Ventures and TelloTalk, a local instant messaging application, raised \$1.6 million from i2i Ventures.

This brings us to the other side of the table – investors. i2i is a Pakistan-based early-stage investment fund with Kalsoom Lakhani and Misbah Naqvi as partners. Other examples are Sarmayacar and Fatima Gobi Ventures. Zamindar Capital has also made investments via Idea Cron Ka, a business reality TV show that over a series of four seasons has connected 100+ start-ups with 25

potential investors, resulting in Rs 510 million committed investments. Oman Technology Fund has invested in six start-ups – including \$100,000 each in Smartchoice, a financial comparison platform, and Queno, an edtech offering ERP solutions for schools – in a short span of 18 months. Most recently, SparkLabs Global Ventures, the world's third-biggest early-stage investment firm, has announced the launch of SparkLabs Pakistan in this year.

Sarmayacar, for example, has been set up with an initial \$30 million and will invest \$100,000 to two million into companies in technology and technology-enabled sectors. So far it has made investments in Bykea, with a funding amount of \$5.7 million that was co-led by investors from South Asia. (Bykea, Zameen.com and PakWheels are set to be unicorns from Pakistan.) Bykea is scalable, local yet replicable and has a forward-looking team of co-founders. Add Jonas Eichhorst's experience on the board, and you will not find an element stopping them from growing as a million dollar unicorn.

Muneeb Maayr, founder and CEO of Bykea, was previously a co-founder at Rocket Internet's Daraz, the

largest e-commerce setup in Pakistan and the largest in South Asia after the Indian market. The acquisition of Daraz by Ali Baba presents multiple facets; firstly, the entrance of an e-commerce giant in the local market is promising and a positive sign for other large companies and start-ups to enter and secondly, setting the scene for other, early stage start-ups by showing a possible trajectory.

There is another perspective too. Atoms, a New York based footwear brand, traces itself to Markhor and Home-Town of 2011-2012. Atom's journey was not easy – it required passion, dedication and self-belief. Sidra Qasim and Waqas Ali, the co-founders, have all three. Persistence has been key and multiple pivots later, they landed a position at Y-Combinator, one of the top business accelerators in the world. Atoms have successfully raised \$8.1 million in Series A rounds led by Initialized Capital, along with other investors including Acumen CEO Jacqueline Novogratz, LinkedIn CEO Jeff Weiner and TED curator Chris Anderson. A completely home-grown startup has set an overarching way for others to acquire global exposure and rebase internationally.

In short, the current phase of the start-up ecosystem has been marked by investments and the entrance of international investors and stakeholders in the local market. It has been a mix of local investment funds, angel investments, maturing domain-specific leads, and it is safe to say that a palette exists on this front, and which is being institutionalised. Yet, Pakistan's funding size is only negligible as part of the amount invested by VCs across the globe.

Mapping the evolution of the start-up ecosystem in Pakistan, one observes the introduction of a concept and a few experiments that produced output in terms of ideas. This was followed by streamlining the supply side in the form of university level incubation centres facilitated by global mentoring and eventually matching start-ups with investors. In addition, the sector has now mainstreamed with Idea Croron Ka. Angel Investors are now more willing to take risks and invest in start-ups across Pakistan (most are not associated with any incubator or accelerator). Entrepreneurship is now reaching a wider public, increasing the probability of positive social impact and economic growth.

The government is playing a more facilitative role in terms of IT infrastructure, tax exemptions and the establishment of Ignite and the National Incubation Centre. More importantly, the recently launched Kamyab Jawan Programme envisages a policy framework for youth centred matters, including entrepreneurship. One outlined

In Pakistan's context, on a macro-level, there has been improvement in the business environment; on the World Bank's Ease of Doing Business Index, Pakistan jumped 28 places in one year to 108. This has positioned Pakistan as the sixth global reformer and first in South Asia in the last one year. With the economy reviving, large corporations and SMEs need to innovate to regain market share.

means of doing so is the Youth Entrepreneurship Loan Scheme for the provision of low-cost loans.

With the government playing an active role, where is the sector headed next? Innovation is the key word. For the ecosystem to strengthen and produce results, its expansion has to be vertical. The next natural progression is corporate innovation that brings industry and start-ups closer.

As large corporations seek to increase their competitiveness globally and in Pakistan, there has been a trend leading to investments in R&D. An example is Google and the development of other products such as Google Earth and Google Nexus.

In Pakistan's context, on a macro-level, there has been improvement in the business environment; on the World Bank's Ease of Doing Business Index, Pakistan jumped 28 places in one year to 108. This has positioned Pakistan as the sixth global reformer and first in South Asia in the last one year. With the economy reviving, large corporations and SMEs need to innovate to regain market share. On the local front, the reduction in GDP per capita and higher inflation have caused the goods market to slow whereas fluctuation in the exchange rate affected global competitiveness.

Organisations (large and small) need to display openness in shifting away from traditional ways of working and incorporate start-ups. That is how innovative and futuristic technology such as AI can be plugged in for predictive analysis by specialised teams from across the globe at lower costs than maintaining in-house innovation departments. The future of the start-up ecosystem is meshed in disrupting barriers and this time, it is about changing who you work with.

NABEEL A. QADEER CEO INFINIT LABS; CHAIRMAN/CEO CWY HUB; CHAIR UNCTAD; BOARD MEMBER AT CWY; COFOUNDER ID92; HOST/PRODUCER IDEA CRORON KA.



if you are not
taking care of,
your customer,
your competitor
will.



WHY IS OUR ECONOMY FRAGILE SINCE 72 YEARS

WHY HAVE WE NOT SEEN A PROLONGED PERIOD OF UNPRECEDENTED ECONOMIC GROWTH?



Mir Mohammad Alikhan

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his past weekend, National Outreach Program asked me to deliver a speech on the subject of my choice. Writing about the temporary ills of our economy and its causes and solutions for years, I wanted to deliver a speech

looking back at the root cause of the disease gripping our economy since 72 years. I delved into the economic numbers of our country for the past 72 years. Everything that I could dig up, I dug up. Everything that I could exhume. I exhumed. But that was not the challenge. The challenge was to turn quantitative research into an easy to understand and qualitative speech which speaks to the common person. Common enough not to understand the financial jugglery but intelligent enough to understand the ills faced by our economy. Ills that are NOT economic yet they affect the economy.

Ills that keep any economy fragile. Ills that disrupt the growth which could lead to poverty alleviation. Ills that make rich, richer and keep poor, poorer. Ills, with the presence of which, an economy cannot prosper.

These are the ills of an economy that do not directly

show up in economic analysis and its figures but affect those figures immensely. These are the ills that we need to address and they spread far beyond politics. They drip down into the valleys of any society like a constantly flowing downward stream, every summer, after the glaciers have melted. It is that stream we can control and not the melting of the glaciers. But we put all our efforts on controlling the glaciers. And then wonder as to why we are failing.

We only look at the entire process of economic growth through the famously propagated terms such as The Current Account Deficit, Budget Surplus or Deficit, Foreign Reserves, Export Growth, Unemployment numbers, or whatever else technical jargon mustered up by the ones on television who in actuality are supposed to make matters simple enough to understand, make them complicated enough so you get lost in translation of such figures and numbers to comprehension.

Economies are made up of societies. People. Tribes. Feelings. Behaviors. Psyches. Rifts. Enmities. Likings. Dislikes. Simply put, economies are made up of human beings whose behavior triggers economic growths or



slowdowns. A society with rampant injustices cannot grow. Or a society with immense governmental support in every sector, does not fail, usually. So what we need to do is to actually understand the societal structure of a country and then and only then can we suggest a remedy for sustainable growth. You cannot prescribe a medicine without knowing the disease.

And the disease that eats up any economic future is in three parts. Social disease. Political disease and finally the economic disease. We, in Pakistan have always tried to find the cure of social and economic diseases through political means. Yes, it is the politician who is supposed to fix those ills as well but we without identifying the actual social and economic diseases, expect wonders from political personalities. And when we get sick of political personalities we pray for a divine intervention or a military solution. The solution is only in a political treatment but with the right diagnosis. Right medication for the correctly diagnosed sickness.

So what are reasons that keep an economy from growing sustainably?

SOCIAL REASONS

CHRONIC HUMAN FLIGHT

Otherwise known as the brain drain. No economy can grow when indigenous opportunities are less than foreign opportunities. Education is never the solution alone, education with its post education practical applications is the solution. A PhD without a job is not a productive member even with 22 odd years of education as opposed to a plumber with 12 years of education and a job. So before we run after having more and more education institutions that look good to the voters, we need to create a policy where employment demand is higher or equal to the number of graduates each year.

DEMOGRAPHIC PRESSURES

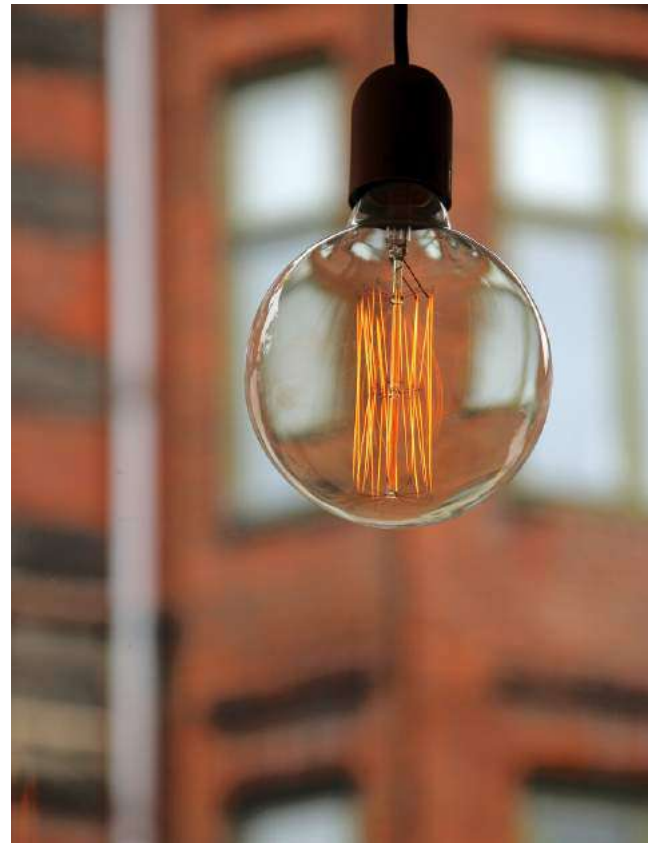
You cannot just keep developing urban centers and neglect the rural ones. That is the story of Pakistan. More roads, more hospitals. More universities, more applications of technology are implemented in the urban centers than the rural ones. This forces the rural population to either

A society with rampant injustices cannot grow. Or a society with immense governmental support in every sector, does not fail, usually. So what we need to do is to actually understand the societal structure of a country and then and only then can we suggest a remedy for sustainable growth.

migrate to the already pressurized urban centers or travel long distances to avail urban facilities putting immense pressure on transportation, housing, costs and fuel. Fuel in an import dependent energy policy based country like Pakistan, is a huge concern or it should be. Pakistan needs to be developed evenly. Not lopsidedly. Hospitals will create jobs for rural population in addition to reducing other costs for rural people to travel to urban areas. Schools will create more jobs for the teachers. Special economic Zones will create employment. And the list goes on and on.

ETHNIC AND RELIGIOUS CONFLICTS

Have you ever seen a country in the world which has grown while group of people keep fighting and killing each other ? If you have then you also must have seen fish driving a car. It is simply not possible. The government has related economic downturn to terrorism but never has it related economic slowdown to ethnic & religious differences. From Ireland to Nigeria to Bosnia to Serbia to Congo to Vietnam, and many more, economies have shown that they do not grow sustainably if there is religious conflict looming in the air. We need to fix these things if we want a sustainable economic growth.



ECONOMIC REASONS

CORRUPTION. CORRUPTION. CORRUPTION

Corruption can never be totally abolished. Corruption can only be curtailed. Remember that right from the beginning. But the biggest menace to any economic growth is corruption. It is a nuclear bomb of all bombs that can be dropped against economic growth. The best way in this day and age to fight corruption is to reduce human interaction of citizens and the government functionaries. Digitize the process. Automate the systems. Use technology. Reduce people to officer contacts. Make it web based. Make it convenient for people to access things from wherever they are. Reduce their travelling expenses in addition to reducing corruption and increase their savings which will leave them to increase their spending that will also spur economic growth.

UNEVEN ECONOMIC DEVELOPMENT

Cities developed, villages left undeveloped. There is no precedence in history of any country which is developed, has sustained economic growth and has an uneven economic development phenomena. West is considered and icon of economic sustainability and in

the west, people who stay back in their villages do so out of choice not otherwise. They have all the basic facilities, health, education, justice and transportation available in their villages. They remain a productive part of the economy while living where they please to. You will never hear that a citizen going from a suburb of Ohio to Chicago for the treatment of a normal disease. Or you will never hear that a villager outside Osaka Japan is moving with his family to Tokyo because the schools in his village are of the lowest quality. Of course there will always be a difference in the amenities in a city and a village but never a difference in the basic life needs. Until we promote an even economic, infrastructure and basic needs development within the rural areas, we will never have any sustainable economic growth.

RIISING ECONOMIC INEQUALITY

Along with uneven economic development comes a rising economic inequality. In a country where we have a substantial portion of our population living in rural areas, economic opportunities can and will be missed by the inhabitants of the rural areas and will keep a major portion of the economy from growing because of lack of equal economic opportunities. Business activity other than just agricultural opportunities are needed to be provided to the rural inhabitants. In a day and age of almost-here 5G technology and internet access and web based businesses, skill development for the rural areas is a must. Not everyone needs to become a PhD scholar in order to contribute to a growing economy, West has never grown based on PhD's or University graduates alone. The West has grown because skill development is taught to the inhabitants of the remotest of areas where they can live and make a living at the same time. Alaska or people in Siberia are no less skilled than Moscow or Montana. We are talking of skills not education. You may find more highly educated people in an urban environment but basic skills can be found in the remotest of areas of the west where people can comfortably make a living. Latest skills.

IDENTIFYING THE REASONS FOR PERIODIC ECONOMIC DECLINE

Recessions that affect the entire world or depressions that spread across the globe are absolutely different than repeated economic slowdowns like we have had in the past 72 years in Pakistan. Never have we identified what can go wrong when we are having an upwardly mobile economic graph until that graph changes direction and we



again end up at where we started from. Our GDP growth has been moving erratically between 3 and 7% since decades upon decades. An average growth rate of only 4.1% but never for more than a period of 5 years historically.

Why? Why have we not been able to have sustainable growth of our GDP for 22 or 18 or even 12 years in a row of

IT'S ABOUT TIME THAT US PAKISTANIS WAKE UP AND LOOK AT THE REAL REASONS FOR THE LACK OF SUSTAINABLE ECONOMIC GROWTH. IT IS ABOUT TIME THAT WE EDUCATE EACH OTHER AS TO WHAT OUR VOTE DEMANDS IN RETURN FROM OUR POLITICIANS.

above 6% ? Because our policies are ad hoc. Because we expect miracles from political leaders instead of sustainable economic policies. We have never demanded that our policies of all of the above reasons that I have mentioned are implemented. We are too busy supporting our party leaders instead of supporting sustainable economic policies and holding them accountable for its implementation.

POLITICAL REASONS

INTERFERENCE OF EXTERNAL POLITICAL AGENTS/FORIEGN HANDS

Not a single decade has ever passed in Pakistan when we did not have an external hand wanting to destabilize Pakistan. And this is not paranoia. This is a reality. For the ones who doubt this reality can visit the American CIA website and read the declassified documents about Pakistan going back to early 1950's where the CIA admits its interference in our domestic affairs. Then came the KGB, The NDS, The RAW, The Mossad and the list grew and grew.

“

One of the biggest ills of any economy is when the political elite start to control the economy. It is a meta-phorical death of economic growth. Until this is addressed with an iron fist, until examples are made out of those political elites who have choked the economic growth and only benefitted themselves, until punishments are rendered, our economy will never grow sustainably.

#MIRMAK

This is the way the world works. We cannot blame others. What is needed is that we have a mechanism in place to combat all these menaces at hand. Economic growth cannot come if we are busy fighting foreign forces, covertly like Khulbushan Yadev or overtly like The Soviet-Afghan war. We need to remain neutral. We need to concentrate on our internal economic growth before we take political sides. We need to educate our masses from a young age at schools about how the world in ran, ugly and the uglier realities of this world. We need to stop sugarcoating things to our younger generations that “All is well”. All is not well and never will be. We have to grow within the boundaries of all not being well. No country has ever grown without the external threats. Hitler attacked Europe. France has had wars with neighbors. Japan has been at loggerheads with China. The world is full of examples of external interferences. We are no exception. Yet the world has grown economically and we are still busy playing the victim card for 72 years. We need to wake up. The morning has arrived. Wake up. Rise and shine.

RISE OF THE POLITICAL ELITES

Nothing is a bigger problem for any economy than the rise of the political elites who directly or indirectly benefit monetarily a country's economic activity while fronting as public servants. When power is concentrated within a few

hands to grant contracts and licenses, to themselves through front companies or to their cronies for a bribe, then economic inequality is created and a sense of discouragement takes birth. Two things happen then, either you become a crony of those political elites or if have still have your conscience intact, you flee the country for better economic opportunities or you remain in the country while your capital is invested in some other country. In a developed country, you do not need to know a politician or be close to the political elite to compete for business on a level playing ground.

One of the biggest ills of any economy is when the political elite start to control the economy. It is a meta-phorical death of economic growth. Until this is addressed with an iron fist, until examples are made out of those political elites who have choked the economic growth and only benefitted themselves, until punishments are rendered, our economy will never grow sustainably. We will always remain hijacked in the hands of the political elites and this vicious circle will continue for another 72 years.

UNCHECKED POWERS

Unchecked powers in any society may they be political powers, judicial powers, economic powers, social powers or any other form of an advantage over the other is the biggest hindrance to economic growth. What reforms have we brought in Pakistan in the past 72 years to address unchecked powers ? None. We wake up after we are robbed. We rise with slogans after the state has been looted. We come onto the streets post an embezzlement story. Why in this day and age of technological based, errorless checks and balances reporting, we are still crying after the spilt milk. We need reforms. We need to address this problem today. If we want our economy to grow sustainably and if we want our future to be bright we need reforms for putting checks on the power of the ones who abuse it.

Economy and unchecked powers are like acid rain and a flourishing crop. They do not mix together. They are enemies of each other.

It's about time that us Pakistanis wake up and look at the real reasons for the lack of sustainable economic growth. It is about time that we educate each other as to what our vote demands in return from our politicians. Unless we know what the disease is, we will keep choosing the wrong Doctors (Read: Politicians) and keep complaining about not being cured. It is as simple as that.

MIR MOHAMMAD ALI KHAN IS A SEASONED ENTREPRENEUR AND THE YOUNGEST FOUNDER AND CHAIRMAN OF THE FIRST MUSLIM OWNED INVESTMENT BANK ON WALL STREET.

MAN FAKED TRAFFIC JAM, FOOLED PEOPLE ON GOOGLE MAPS BY CARRYING 99 PHONES

Courtesy: BeingGuru



In a rare bizarre course of an event, Google map messed up. It is a blessing that helps us navigate to locations we've never been to while keeping us well-informed about traffic details.

Google Maps is AI-controlled. It is not completely perfect and a man with 99 phones just proved exactly that in Berlin.

Google tracks mobile phone (car built-in GPS device) when the navigation on Maps is turned on.

With phones so close to each other in a box, vehicle moving at a slow place, Google Maps termed this as heavy congestion and showed the streets in a bright red line. The red line identifies slow-moving traffic.

In reality, the streets were empty.

“

Artist Simon Weckert conducted a strange experiment to test Google Maps's accuracy. He took a wagon, put 99 phones on it, turned on the Google Maps navigation and kept driving in the streets of Berlin, even outside Google's

NATIONAL CHAMPIONS PITCH COMPETITION

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ith an intent of bringing a breakthrough in Pakistan's Entrepreneurial Ecosystem, NSPIRE & NETSOL Technologies in collaboration with Punjab Board of Investment and trade (PBIT) organized 'National Champions Pitch

Competition (NCPC) Pakistan' to open doors of global avenues for local startups.

NCPC is a series of roadshow by Annual Investment Meeting (AIM) held every year in Dubai UAE. Startups from 80 countries participate at AIM and compete for a grand prize of \$ 50,000 and also avail other amazing opportunities. AIM, the World's Leading Investment Platform in the Middle East and North Africa, will hold its 10th edition on March 24th - 26th 2020 at Dubai World Trade Centre, United Arab Emirates.

Under the theme 'Investing for the Future: Shaping the Global Investment Strategies', AIM will gather high-ranking government officials, decision makers, corporate leaders, policy makers, businessmen, regional and international investors, entrepreneurs, leading academics and investment experts to address the global challenges of

securing viable investment aimed at contributing to economic growth.

AIM 2019 witnessed the participation of over 16,000 visitors, 436 exhibitors and co-exhibitors, 66 high-level dignitaries, more than 150 experts and investment specialists, and 143 country representations.

AIM is an initiative of the UAE Ministry of Economy and is under the patronage of HH Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister, and Ruler of Dubai.

This is first time that AIM reached out to NSPIRE & NETSOL Technologies to hold its NCPC Roadshow in Pakistan. Stalwart team of NSPIRE & NETSOL Technologies have been working with AIM Dubai since 2019 on NCPC planning and execution strategy. Massive outreach campaign conducted to find the relevant startups meeting AIM's criteria. Though the criteria was strict but it was surprising to see the number of startups applied for the competition. More than 52 applications were received from all over the Pakistan and 17 startups shortlisted for pitch competition. A pre-event information session was arranged for startups on January 16th 2020, to communi-



cate the shortlisted startups about the evaluation criteria, judging panel and pitch details.

The main event was successfully executed at CM office Lahore on January 22nd, 2020. The chief guest of the event was Punjab Secretary Industries Mr. Zaffar Iqbal and Advisor to Punjab Chief Minister Doctor Salman Shah. Speaking at the opening ceremony, Mr. Ayub Ghauri (HOD NSPIRE) said that "it is both challenging and vital for startups to find first client/customer for their business. NSPIRE is taking lead to partner with international and national platforms to provide opportunities to startups in finding clientele. It is also equally important for startups to find the investments by Venture Capitalists to catalyze their business growth. He also stressed the need to create such forums."

While addressing to the audience Mr. Ali Aurangzeb (Head of Global Marketing NETSOL Technologies) communicated NETSOL's vision to facilitate youth in business development. Various government officials, venture capitalists and students from different universities attended the event.

After a nail-biting pitching session among startups, 'Eye-Automate' bagged the first prize and won the title of National Champion. Eye-Automate is bringing an innovative solution for people suffering from 'Amyotrophic lateral sclerosis' ALS. Eye Automate develops a sensor that allows you to drive a wheelchair with the movement of Eye Balls. It is specially designed for paralyzed people who are not able to move their arms and legs. The National Champion 'Eye-Automate' will now participate fully funded at AIM event in Dubai to compete with the startups from different countries.

The runner-up of the competition was 'Love For Data (LFD)'. LFD is an emerging predictive analytics company that works with businesses by utilizing publicly available data and incorporating it with organizational data to come up with actionable insights.

Startups play crucial role in strengthening the economy of any country and there is a need to provide them a platform where they can take their idea to the next level. Team NSPIRE & NETSOL Technologies are working relentlessly hard to create and build such opportunities for startups in Pakistan.

FREELANCERS GET TOGETHER UNDER ONE ROOF



By Local Correspondent

Islamabad, January 17th, 2020: Community of the well-known freelancing platform Fiverr hosts its first official meet up in Islamabad, Pakistan, on Friday 17th January at KNCT Hub, Islamabad. This was the first meet up of any the Fiverr freelance community that was attended by content writers as well as digital artists and creators. The event was conducted in collaboration with Glug Pakistan which is a national wing of the international organization Glug, which is championing artistic groups around the world on a mission. It started as a handful of mates talking shop in 2007, showing off their work and reels in a pub in East London. Twelve years on and with activities in many cities around the world, now it's a global movement. The event was conducted in partnerships with Stipppl, KNCT Hub and Media Clicks and sponsored by Agile Pakistan.

The event was themed around the focus areas of how to start and sustain a freelancing career. The event featured lineup of expert speakers and trainers who shared their valuable work and learnings with like-minded people, and encouraged the local freelancers' community to use the available freelancing platforms more effectively.

Freelancers from different digital backgrounds and skillset attended the event. The event was hosted by Mamoon Sabri. He is a sportscaster, host, interviewer and journalist in the global Esports world. First speaker, expert freelancer Tahir enlightened the audience on how to sustain a freelancing career and earn sufficient money via freelancing. Tahir Tariq is a visiting faculty member at PIEAS University, where he delivers lectures on Communication Skills, Presentation Design, Time Management, Public

Speaking, and Disruptive Innovations. He is a successful and active freelancer and works on Fiverr and Upwork. His work and sessions are focused around earning money online.

The Second Speaker was one of the top of the line freelancers and a design & freelancing trainer, Danish Iftikhar who has trained more than 500 students and helped them earn thousands of dollars. Immensely creative and articulate, Danish is well aware of the digital trends and is working with various multinational companies such as BMW, T-Series, Nestle, ARY, Walmart and many more. He runs a design studio and mentor many young designers. The third speaker of "Hello Freelancers Fiverr Islamabad Meet up" was Mohsin Shahzad, a certified scrum professional, trainer and coach having 18 years of industry experience. He's working as Director Global

Service Delivery in Afiniti and founder of Pakistan Agile Education community, bringing international agile certifications in Pakistan. He's also certified trainer for SAFE (Scaled Agile Framework) and helping companies and students to learn agile knowledge from the authentic sources.

Also event had the keynote speech by guest speaker Raza Ahmed Sukhera who is working as a technical resource in Ministry of IT & Telecom. He covered about governmental initiatives to support National Ecommerce ecosystem.

The event ended with a keynote from Roshan Saeed who is the first female to approach and actually bring foreign companies like Fiverr, Glug, Sketch and Dribbble to Pakistan to motivate the local design industry.

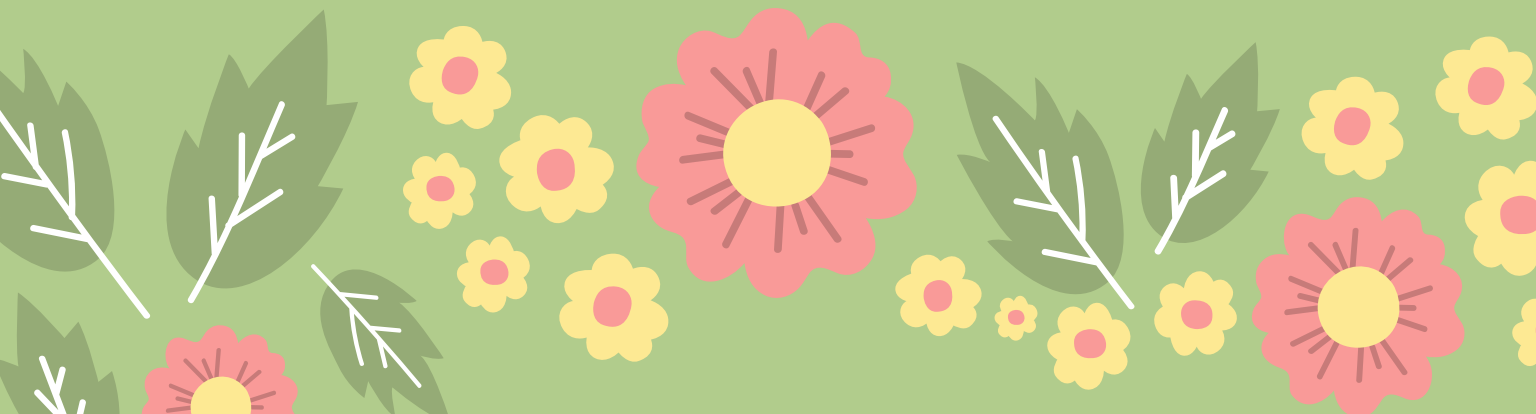
The event got its fancy closure with a live performance by the emerging local famous band Hijr e Malal.

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