



PEACE

Through Prosperity

www.BringPTP.com

History

- Conducting field research since 2010
- Established formally in summer 2012
- Surveyed 800+ street merchants in KPK, Punjab and Sindh
- Worked with 113 street merchants in KPK and Punjab
- Currently engaged with 214 street merchants in Karachi, Sindh in seven socio-economically marginalised neighborhoods;
 1. Bilal Colony
 2. Sultanabad
 3. Hijrat Colony
 4. Qayyumabad
 5. Chakra Goth
 6. Bangali Para
 7. Korangi no.2
- Established the Street Merchants Association of Pakistan
- Predominantly self financed to date



The people we work with



Objectives

1. To prevent mass-non violent radicalisation of the working poor
2. Socio-economic transformation from the bottom up
3. Financial independence of the working poor
4. Alleviating Poverty through entrepreneurship development

How

- Mini-MBA Program teaching street merchants high impact practical skills across a range of topics relevant for the success of their business (5 x 2.5 hours/evening)
- Followed by onsite consulting and coaching (weekly for a period of up to 10 months)
- Exploiting Google Maps and Open Data to provide high impact consulting and advisory services
- Developing lasting and meaningful relationships with participants
- Providing a vehicle to empower the street merchant community through the Street Merchants Association of Pakistan

Our Process



WE WORK WITH Micro-Entrepreneurs

(Entrepreneurs of Circumstances/
Working poor)

ہم ان چھوٹے کاروباری
لوگوں کے ساتھ کام کر رہے
ہیں جن کے حالات ٹھیک
نہیں



We Select a few street based Trades

ہم نے چوراہوں پر کام
کرنے والے کاروباری
حضرات کو منتخب کیا
ہے



We Survey & Study the Trades

ہم نے ان پر تحقیق کی
اور سروے کیا ہے



We Select groups to work with

ہم نے اپنے ساتھ کام کرنے
کے لیے کچھ گروپس
منتخب کیے ہیں

We transform the individual, his/ her enterprise and Future prospects

انفرادی، مائیکرو انٹرپرائز اور
مستقبل کے امکانات کی تبدیلی

Foundation of any
economy

کسی بھی معیشت
کی بنیاد

ہم ان چھوٹے کاروباری لوگوں
کے ساتھ کام کر رہے ہیں جن
کے حالات ٹھیک نہیں

Study them,
analyse them and
design
programmes to
transform them

ہم نے ان پر تحقیق کی
تجزیہ کیا اور ایک
پروگرام بنایا ہے جو
انہیں منتقل کیا جائے گا

and get to know
our Micro-
Entrepreneurs,
their markets and
the opportunities
and challenges it
presents

ہم نے اپنے چھوٹے
کاروباری حضرات کو
جانا ان کی مارکیٹس اور
موقعوں اور مشکلات پر
بھی نظر ہے

we take them through
our Mini-MBA
programme over 5 days
followed by data
informed consulting,
coaching and evaluation
- we transform their
businesses and lives

ہم انہیں پانچ روزہ منی پروگرام
کی طرف لائے جس کے بعد ڈیٹا -
کنسلٹنگ کوچنگ پر کام کیا اور
ان کی زندگیوں میں بہتری لائے۔

we facilitate them in growing
their business, improving their
ability to secure micro-credit,
guiding them towards financial
inclusion lives

- we transform the individual
and his ecosystem
مالیاتی شمولیت زندگیوں کی طرف ان کی
رہنمائی، مائیکرو کریڈٹ کو محفوظ کرنے
کی صلاحیت کو بہتر بنانے، ان کے کاروبار
کے بڑھتے ہوئے میں نے ان کی سہولت
انفرادی اور ماحولیاتی نظام کی تبدیلی -

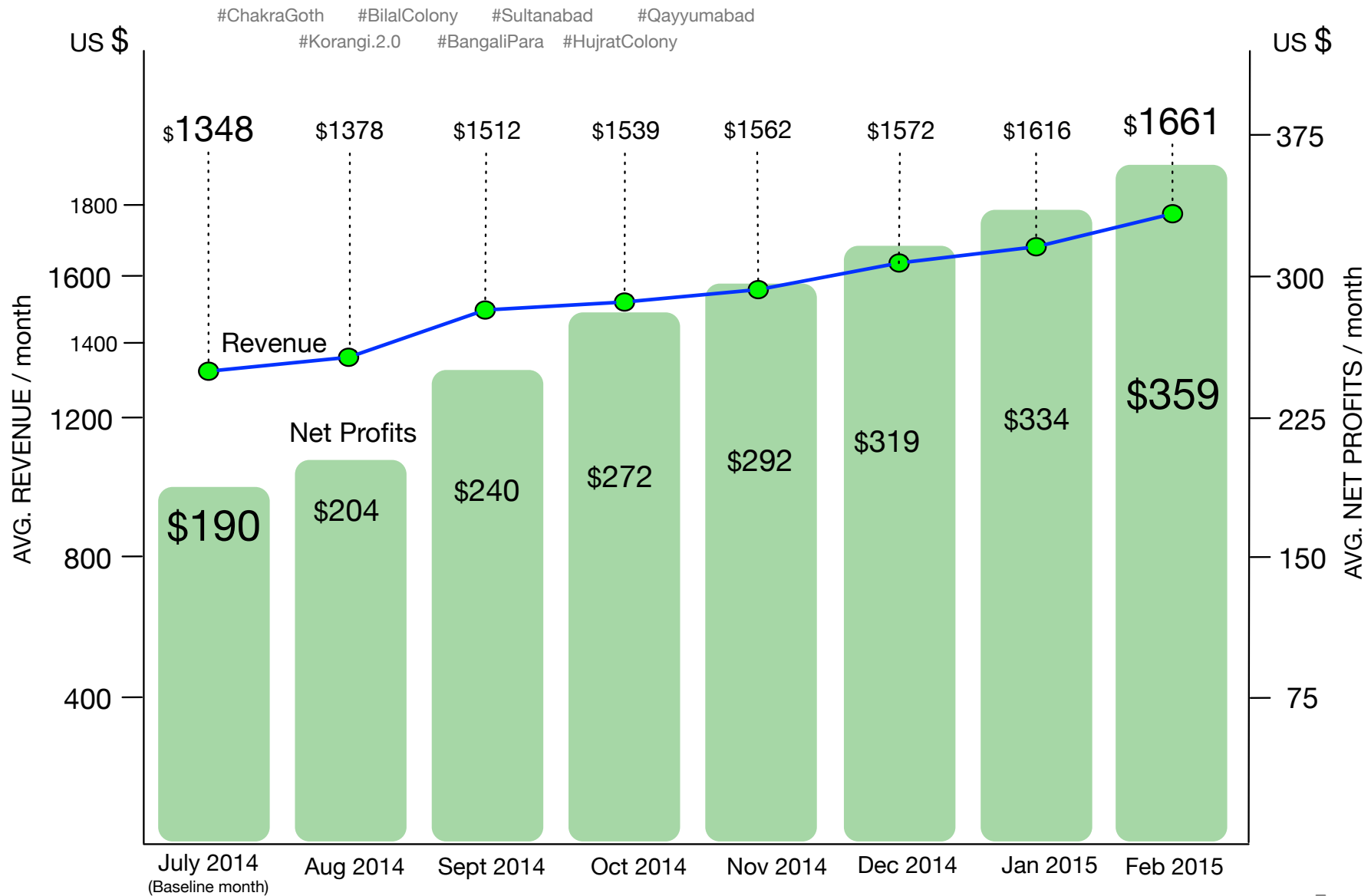
We are Agile, we Learn, Adapt, Evolve our programmes and methods to do an increasingly better job

سیکھنا، اپنانے اور اقدامات کو بہتر بنانے - ہم نے نوکریوں کو بہتر بنانے کے لیے بہت کچھ سیکھا ہے

We Transform Society

ہم معاشرے میں بہتری لائے

Impact – Overall Results for 214 Street Merchants in Karachi over a 10 month period



214 Street Merchants (Beneficiaries)

#JuiceVendors #VegetableSeller #Cobbler #FruitSeller #Barbers #FoodVendors

Material and psychological Benefits

Peace Through Prosperity has *demonstrably delivered*:

- Double digit revenue and profitability growth for the participant's enterprise
- Employment
- Financial independence and awareness
- Inclusion of participant's children in mainstream education
- Social mobility
- Self-esteem and sense of 'right'
- Improved understanding of and appreciation of civic rights and duty
- Sense of belonging: membership of (Street Merchants Association of Pakistan: Street-MAP)

Impact – on individual Trades and Neighborhoods

Growth in business revenue and profitability experienced over a 10 month period, presented by street trade and neighborhood

Street based trade	Average Growth	
	in revenue	in profit
Barber	100.48%	125.90%
Food vendors	46.66%	124.75%
Cobbler	225.05%	236.70%
Juice vendors	35.90%	107.48%
Fruit vendors	21.79%	77.70%
Vegetable vendors	15.68%	70.23%

Table 1. Average Growth by Trade

Neighbourhood	Average Growth	
	in revenue	in profit
Bilal colony	25.70%	80.80%
Bangali Para	18.51%	81.36%
Chakra Got	29.58%	104.12%
Hijrat colony	12.50%	93.12%
Korangi-2	20.18%	68.57%
Qayyumabad	33.85%	108.61%
Sultanabad	27.19%	119.08%

Table 2. Average Growth by neighborhoods

Secret Sauce...

1. Use of Agile frameworks in Design and Delivery of programs
2. Utilizing Advanced Digital Strategies to understand the target audience and their pain points
3. Immediate Impact and Cost Driven Approach
4. Recruitment and Training of Leadership and Staff from within the marginalised communities engaged with

Programs Funding being sought for...

We are actively seeking material and financial support for a number of our programs:

1. **Continuation** of our intervention with the 214 participating street merchants
2. **Extension** of the mini-MBA and Consulting programs to a further 250 street merchants
3. Operational funding for year 1 of the **Street Merchants Association** (Street-MAP)
4. **Digital inclusion** of Street Merchants in order to gain access to a wider market

Contact information

<p>Kubair Shirazee Co-Founder m (PK): +92 300 986 0351 m (UK): +44 776 860 1930 e: kubair@bringptp.com skype: kubairashirazee</p>	<p>Sahar Zaidi-Shirazee Co-Founder m (UK): +44 788 164 7684 e: sahar@bringptp.com skype: saharzshirazee</p>
--	--

Informational resources

Website:	www.bringptp.com
Current Beneficiary Map in Karachi:	http://bringptp.com/our-beneficiaries/
Blog:	www.thepeacethroughprosperityblog.com
Video channel:	https://vimeo.com/channels/bringptp
Facebook:	https://www.facebook.com/bringptp