

Analyzing the Social Entrepreneurship Ecosystem in Pakistan and its Effects on Society

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Abstract

Pakistan is the world's sixth most populous country having 64% population below the age of 30. Yet we don't have billion-dollar social enterprises like the ones in other developing countries, such as Brazil, Turkey, Malaysia. Even our neighboring country India with similar dynamics and complex environments has more social entrepreneurs and billion-dollar companies as compared to Pakistan. The purpose of this study is to find out as to why our youth is more inclined toward safer jobs than starting their enterprise especially social entrepreneurship which can generate value. What initiatives and support the government needs to provide to the youth, to encourage them to start their businesses. The study explores the burning issues of the country and in which specific sector Pakistani youth has been most active so that the government can solve their problems and provide solutions making a living through entrepreneurship in a respectable way especially for women. The paper also studies women who have been running successful social enterprises in Pakistan, what were their motivations and success factors. The study makes recommendations by studying both successful and unsuccessful ventures in the past few decades via content analysis of secondary data.

Keywords: social entrepreneurship, startups, youth, Pakistan

Introduction

Pakistan comes in the list of countries where there is stunted growth in children. 38% of Pakistani children under the age of five are stunted due to chronic malnutrition. According to demographic and health survey 2018. We also lag in infant mortality and maternal health. We have health problems, chronic illnesses, tobacco usage among millions of men and women in our country. Mental health is also of the serious but neglected problems of our country. We have seen a rising suicide rate, especially among youth. There has been a rise in substance abuse among both adults and children. We have a problem with clean drinking water and sanitation. Road safety and accidents are also of the main causes of death and destruction in Pakistan. We face the problem of not having enough economic, safer and faster modes of transportation inter and intracity. We have problems like child Labor and non-documentation of a huge number of women and children working as domestic Help. Children don't have enough playgrounds. We don't

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have workplace safety in practice for blue-collar workers who due to accidents while working in the hazardous industry can get injured with effects lasting a lifetime. We don't have a representation of differently-abled people in the parliament and senate hence the bills passed for differently-abled people are not from someone belonging to their community and might not even have an understanding of the problems and challenges they face and aspirations they have. If we try and pick one menace in our community, which if sorted would bring betterment in our country and society, that would be the eradication of poverty. Through Zakat, Charity and job creation we can try and eradicate a lot of problems in our country.

Here is where the concepts of "Social Entrepreneurship" come in which aims at not only giving fish to feed the hungry but also train and educate them so they can catch the fish by themselves while keeping their honor. And it's forecasted to be one of the fastest-growing for the coming years the percentage of people living below the poverty line has halved in the last 10 years In Pakistan. 3G-4G users have grown four times in the last 10 years in Pakistan. 65% of the population lives in the ruler areas E-commerce is showing record growth in the ecosystem of startups in Pakistan. Since 2010, 720 startups have been established 67% are still active. Until now the government has been supporting the startup space in Pakistan. In 2017 licenses of Pakistan first PE and venture capital funds were issued. The government-led incubators Plan 9 under Punjab IT Board. Three-year tax waiver in 2017 by FBR for tax-related startups are some of the initiatives taken by the government. LUMS, NUST, IBA, FAST Lead the way in introducing students to entrepreneurship courses and incubators. The government has funded incubation centers in all four provinces Pakistan is at 122 out of 137 countries in the ranking of the global entrepreneurship development Institute. India is 69. Nigeria is 100 Bangladesh is 133. There are more than six steps in starting a business in Pakistan. Concerned departments are SECP, federal tax body, Provincial Tax body. The process is cumbersome solution is to have a one-stop-shop which has increased in business registration in other economies. The government needs to improve and enable the digital payment method. A guideline from the government should be given on how to make investments in ventures in Pakistan.

Harvard Business School has Adopted a 'Problem Focused Approach' while understanding of the Challenges linked with making High-Impact Social Change Successful. Currently, Harvard Business school focuses on the Leadership Role of Organization with a Social Mission. They also focus on the finding of Business Models which are very vital in today's business environment that can address Poverty Alleviation they also try to find viable and sustainable financing Models for the Non-Profit Sector, because like Business Non-Profits have a Running cost. For them to have existence they

need a Reliable source of Income. Bill Drayton is one of the most well recognized and sought-after Leader for Social Enterprise named Ashoka. Ashoka is one of the world's largest social entrepreneurial organizations. He focuses a lot on ideas according to him, the idea is the most powerful force in the world, but for the Idea to be successful it needs to be in the hand of an Entrepreneur. According to Bill Drayton Ashoka started 25 years ago at that time the word social entrepreneur was not even coined and nobody had any word or terminology of such an enterprise. Bill Drayton says that Entrepreneurs are needed in sectors such as Education and Health in Hotels. According to him the same kind of Entrepreneurial spirit is needed for these different sectors. According to Bill Social entrepreneurship is a community of Leading Social Entrepreneurs working together. He says that businesses don't work together due to lack of trust among each other and they want to excel while competing for the biggest share in the market. According to him, we need collaborative entrepreneurship when talking in Social Terms.

Research question

RQ1. What is the extent of the impact of Social Entrepreneurship in Pakistan?

- a. *What things can we learn from the rest of the world and what are the things the rest of the world can copy and learn from us?*
- b. *What are the opportunities and limitations of Social Entrepreneurship in Pakistan and the Barriers in Fostering an Entrepreneurial Ecosystem?*
- c. *What is the share of women in the Social Entrepreneurial Ecosystem in Pakistan?*

Methodology

This is a descriptive research whereby content analysis using newspaper articles, published interviews of the concerned people from the Internet, published research papers on the topic in well-reputed journals was conducted.

Results and Discussion

Bill Drayton is well-reputed in the field of Social Entrepreneurship; he is considered to be the one who brought the term "Social Entrepreneur" in the limelight. Ashoka is his organization which started in 1981. Ashoka has supported enterprises with a Social cause from around the globe. Ashoka focuses a lot on youth. They believe in bringing youngsters in leadership roles.

Social enterprises are a global phenomenon nowadays what they do is use a model that is Hybrid using Business Solutions for making a positive change in the world. These

companies still are making profit but they do so while solving grave problems of communities and societies. One point which is considered important here is that even if the business is not for a social cause still each and every business can always find ways to be a positive contributor instead of only looting and polluting the world. Research conducted in the US showed that 80% of US consumers expected companies to be socially aware and concerned about the environment. 87% of consumers said they would buy a product if the company also had taken up a cause they cared for.

'Me to We' is a social enterprise providing fair trade products and they also provide global volunteer trips for which they mostly have millennial generation. It started off in 2006 and has grown rapidly. It was launched by Canadian brothers this enterprise allows the consumer to enter a specific code from 'Me to We' products and then they can with full transparency see the flow of funds from their purchase. All this allows the buyers to be more involved and see the impact their contributions are making.

Social Entrepreneurship Combines the Passion of a Social Mission with discipline, Innovation, and determination which are business-like. Social Entrepreneurs are needed to develop a better and Innovative model for complex and dynamic and Populated world of Present times.

The phenomenon of Social Entrepreneurship is definitely not a new one and has always existed. The current definition of Social entrepreneurship includes Social Purpose Business ventures, such as Community development banks. Social Entrepreneurs are always looking around for finding the most effective ways of achieving their targets. The good thing is that Social Entrepreneurship is gaining much popularity but there is a problem that it might sometimes mean different things to different people. In order to clear this problem, we can try and differentiate between business and Social Entrepreneurs.

Social entrepreneurs can be considered one species in the genus entrepreneur. These entrepreneurs have a Social mission. Whenever Social Entrepreneur is looking for an opportunity Social mission is central and obvious for them. For Social Entrepreneurs mission is far more important than wealth creation. But on the other hand, for Business entrepreneur wealth creation is the main criterion of measuring success. The reason is that if the business doesn't focus on wealth creation, they can become irrelevant in the market. Many Social Purpose organizations charge a fee for some of their services. They may compete for volunteers, Donations they receive. Another important point for social enterprises is that measuring of impact of their enterprise can sometimes be impossible to accurately measure because it is qualitative in many of its aspects.

The Field of Social Entrepreneurship has been defined with terminology from concepts of Non-Profit ventures, Social Enterprise, Corporate Social responsibility, Social Innovation. Murray Low is considered one of the fathers of business entrepreneurship in recent times and he claims it to be in its early stages.

1986 Dennis R young distinguished Non-Profit entrepreneur from an ordinary manager: “is Engaged in Breaking new ground in his administrative or organizational role rather than engaging simple in customary managerial practices or ordinary decision making.”

In 1991 Sandra Waddock and James E Post gave their own definition. which is as following: “Who Play a critical role in bringing about catalytic changes in the Public Sector Agenda and the Perception of certain Social Issue.”

According to Waddock and Post three characteristics essential for successful Entrepreneurs. The Social entrepreneur needs to understand the problem, create a vision and then shape people's attitudes towards it. A social entrepreneur needs to have Personal Goodwill credibility and Reputation.

Social Entrepreneurs need to generate the commitment of other people with a sense of collective purpose essentially people with whom he tends to work in a joint effort towards his mission.

John Thomson, Geoff Alvy, and Ann Lees in 2001 defined the term of Social Entrepreneurship by Arguing that when talking of personality characteristics of social entrepreneur, they are very much similar to those of Business Entrepreneurs. Social Entrepreneur needs further stronger commitment, Leadership skills, and a stronger vision. Social Entrepreneur combines people, Money, and Premise to meet which needs, which the government should have thought of.

Thompson 2002 says that “people with qualities and Behaviors we associate with business entrepreneurs but who operate in the community and are more concerned with caring and helping than making money (Urbano& Soriano,2010).”

Peter Frumkin 2002 defined Social Entrepreneurship as “social enterprise that combines commercial and charitable Goals.and it is meant to an end and not an end itself.

2004, Sarah Alvord David Brown, Christine Letts said successful Social Entrepreneurs leaders need two types of skills. The capacity to bridge diverse stakeholders' communities and long-term adaptive skills to changing circumstances.

Letts&Alvord (2003) explained the characteristics which successful leaders in social Enterprises had.

Lynn Barendsen and Howard Gardner (2004) to them Social Entrepreneurs are unusual, in terms of their compelling personal histories, the distinctive profile of beliefs and their accomplishments with odds against them.

Center of Social Entrepreneurship in Pakistan

According to Saram Bukhari Project Director of Center of Social Entrepreneurship Ministry of Planning Development and Reform (Ministry of Planning and Development, 2019), this Center funds 25 start-ups a year through Business Plan Competitions. Microfinance Banks is an example of Social Enterprise such as the Kashf Foundation which provides Microfinance Loans to People with Lower Income. It is registered as a Non-Banking Micro Finance Company which is regulated by the Security and Exchange Commission of Pakistan. Kashf Foundation was set up in 1996 as the first specialized Microfinance institution of Pakistan and began operations as a Grameen Replicator. Kashf offers Appraisal backed individual lending to its client along with other non-financial services to have a transformative impact at the household level.

Under the Security and Exchange Commission of Pakistan, Social enterprises are not recognized at the moment. But the Government definitely wants to solve this as Section (42) is for Non-Profit organization in Pakistan but Registering your company as a Non-Profit is Problematic when you are a Social Enterprise as Social Enterprise do make Profit.

The Acumen Fund (Acumen Fund, 2019) has also worked in Pakistan, which is a non-Profit impact investment fund, raises charitable donations to make equity investments in early-stage companies that Provide a Product or Service to the Poor. Acumen has more than 40 Partners in Pakistan who share their vision that business plays an essential role in tackling the Problems of Poverty. Acumen Pakistan's Investments are in Aga Khan Rural Support Program, Ansaar Management Company, Kashf School Sarmaya, Nasra Public School, National Rural Support Program, Nizam Energy, Pharmagen Healthcare.

According to Kalsoom Lakhani (About Us, 2019) Founder and CEO Invest2 Innovate, there are a lot of really Amazing Entrepreneurs in Pakistan. A lot of people that have a lot of energy and potential often times they Lack resources and Capital to truly start and Grow their Business in Pakistan.

Mustafa Saeed who was selected at Invest2Innovate is the CEO of three Restart who develop mobile games that make education more fun and engaging and it lets you learn more.

In i2i they select young entrepreneurs that have really amazing high Potential Ideas, put them through a Business Bootcamp for 4 months, they get to Access to Incredible Mentors who are top entrepreneurs in the Industry who help them grow their business. By the end of the Accelerator, the entrepreneur is Ready to Pitch in front of investors to get the funding and support they need to grow their businesses and can achieve unbelievable impact. For Kalsoom Lakhani their vision is that they believe that young entrepreneurs can change the world but i2i provides them we resource and support to get there. what they really envision is how they are building the Ecosystem for Entrepreneurship to Build a collaborative community of people who really want to see entrepreneurs succeed in the country.

List of prominent start- up incubators in Pakistan

Youth anywhere in the world is the most energetic segment of society, they are enthusiastic and full of great and innovative ideas. Pakistani youth with their fair share of economic problems, political instability, and unrest have very sharp and fertile minds. Our youth, however, lacks needed counseling, guidance, and capital needed for materializing their brilliant ideas. Start-up incubators and competitive programs are some of the excellent solutions to this problem.

Since the past few years, the startup scene has become a good trend. A few incubators also offer co-working space at a very reasonable fee (See Table 01 for major startup incubators).

Table 01: Prominent Startup Incubators in Pakistan

Startup Name	Description
Plan 9	In the historic city of Lahore Plan 9 is located. It is a tech incubator. It started back in 2012 with startups like Qayaam and Ticket Kataao and Homestore. Plan 9 provides training, mentoring free work environment all under one roof.
The Nest I/O	Nest I/O is one of the most successful prominent incubators of the country. Known as Big bird for the young aspiring entrepreneurs, the Iron lady Jehan Ara is taking youngsters under her wing. It has Google for Entrepreneurs and Samsung as partners. They have facilities like Studio, mind gym, media lab.
Social Innovation Lab	Based at LUMS university providing incubation and mentoring to young entrepreneurs.

Technology Incubation Center NUST	NUST has been mentoring and hosting start-ups since 2005.
NSPIRE:	Launched by NETSOL a Pakistani based IT company
CINETIC	It is a part of the NED University of Pakistan and provides a very detailed evaluation procedure for every start-up that enters the Program.
IBA CED	The IBA Incubation center is for small size businesses that have 1-3 Employees and also with 4 are more employees bigger businesses.
Arpatech Hatchery	The Arpatech Technology ventures are linked with Arpatech and its located in Karachi. EatOye and Sheops started their Journey from Arpatech.
Revolt	The historic city, known as the city of flowers Peshawar is where Revolt is Located providing a 12-week program to accelerate building Business.
National Incubation Center	One of the great examples of public-private partnerships in Pakistan Between the Ministry of IT and Telecom, National ICT R&D Fund, Jazz & team-up.

Social Entrepreneurs of Pakistan

Social Entrepreneurs have big ideas for solving apparent Mammoth Problems. Pakistan, Australia, and Netherlands ranking have improved as best countries for social entrepreneurs in recent years. According to Shaista Ayesha, head of product development, the SEED ventures a business incubator, the landscape for entrepreneurship has changed tremendously in terms of openness in Pakistan.

The government struggles to find solutions to problems like poverty, climate change, etc. Startups are there to solve these problems. Youngsters are mostly heading social enterprises. One in five is being headed by women.

AEROSYNC: Established in 2016 for designing and manufacturing products with social and environmental impact. It was started by Neelum Hassan who is an industrial design Graduate.

TRASHLT: Focus on collecting leftover food from vendors and turning it into fertilizer.

GOOD EARTH: Focus on sharing platforms for farm equipment, helping farmers who don't have enough resources.

According to Faraz Khan who is a co-founder SEED venture once we have a legal definition for social enterprises, we can attract more foreign investors to Pakistan. According to Ahad Nazir head at Center for private sector engagement at Pakistan's

sustainable development policy institute, some companies claiming to be Social Enterprises are not what they claim. According to Ishrat who is an Economist and Banker say that Entrepreneurs shouldn't be bothered with the legal framework at this stage, for now, they should be let to bloom and Flourish (Drive for youth..., 2019)

Improving lives, one idea at a time

The basic aim and objective of social entrepreneurs are to combine commerce and social issues. Profit-making in a way that improves the lives of people.

The definition of social entrepreneurship is flexible. The success of a social entrepreneur is not measured by profit alone but how their product or service changed the lives of people. Some of the areas of social entrepreneurs are Health, Hygiene, Nutrition, Education, Microfinance low-cost housing, job Creation and small-medium enterprises for Women. Social Enterprises are not dependent on technology, but technology helps them. For example, e-commerce has helped provide platforms to Artisans to sell their products without intermediaries.

The center for Social Entrepreneurship working under the Planning Commission claims to have the mandate to support students and young entrepreneurs to find innovative business ideas to solve pressing problems related to Sustainable Development Goals (SDG). The overall task of the center, as they say, is to improve the living standards of people in disadvantaged communities through innovation.

Ethical buying is one such area where the center has sought applications for social entrepreneurs so that they can be provided with the required support. According to the center, Ethical fashion has gained significance in the global value chains. Many fashion brands are based on the premise that they need to promote indigenous products in the value chains through fair trade practices. This includes important aspects like the labor force get a fair wage, and are treated fairly and humanely. There is a big movement towards fair trade practices the world over, and ethical sourcing. Pakistani products do not get the market that they should. Local artisans' work needs to be showcased at bigger and better avenues and regularly not only annually or bi-annually. We need a Pakistani version of ETSY.

The development of mobile wallets is another area on which the center is focusing. Adoption of this platform can enable a shift towards providing Nano- or micro-loans through mobile technology at the click of a button to those outside of the formal banking sector with no credit scores at the touch of a button. These online platforms can also be used for insurance products to safeguard the poor against catastrophic shocks.

Munzir Elahi, who is communications head at Pakistan Poverty Alleviation Fund (PPAF), says that innovation and a positive approach can bring about social and behavioral change without incurring additional costs.

This list is developed by the IdeaGist Digital Incubation Platform (see Annexure A) team to start creating a comprehensive map of the startup ecosystem in Pakistan. In addition to Accelerators and Incubators, they have added other organizations like angel networks, venture capital firms, and other entrepreneurial support organizations (Azhad, 2018).

Inspirational women in Pakistan's entrepreneurial ecosystem

1. Meena Tariq

Meenah helped in designing the Women Entrepreneurship Initiative (Wefi) at the World Bank. Meehan nowadays is a Partner at Karvan Venture Capital Fund investing in high growth start-ups in Pakistan. She also had worked at Invest2Innovate as a head strategist. She also works as a trainer with USAID SMEA Project traveling across Pakistan has contributed by delivering workshops to 200 women-led small-medium Enterprises. She is a Fullbright Scholar.

2. Jehan Ara

Jehan Ara is known as The Iron Lady and Big Bird in the Entrepreneurship Ecosystem of Pakistan. She is a Motivator tech Entrepreneur and Social Activist since 2001. She is President P@SHA (Pakistan Software House Association). Jehan Ara was invited by US President Barak Obama to speak at Global Entrepreneurship Summit.

3. Kulsoom Lakhani

"She is CEO and Founder at Invest2Innovate, which is the country's first female-led fund. She have had the experience of training youth in Kosovo, Nepal, Cambodia, Ireland, Bangladesh, Ukraine, and Kazakhstan, and got the opportunity to have spoken at numerous venues, including the World Economic Forum, Aspen Ideas Festival, U.S. Chamber of Commerce, U.S. State Department, the Global Entrepreneurship Summit, and the Global Entrepreneurship Congress. She has been Washington, D.C. co-ambassador for Sandbox, a global network of innovators under 30, and was a World Economic Forum Global Shaper. She has been named Ashoka Changemakers/ American Express Emerging Innovator for 2013."

4. Roshaneh Zafar

“RoshanehZafar is the Founder /Managing Director at Kashf Foundation. She is the Chair Person of Kashf holdings and Founder of Kashf Microfinance Bank Limited. She has been given the Prestigious Tamaghai Intiaz National Award. She is an economist by Profession, Roshaneh Zafar has used her innovation and expertise to exponentially grow her organization over the past decade and, as a result, has helped more than a quarter-million women in Pakistan. She began her career at the World Bank, and established the Kashf Foundation in 1996. The idea behind the groundbreaking non-profit is to help low-income families in Pakistan. Under her dynamic leadership, the Kashf Foundation has been ranked number 34 on Forbes' list of the 50 top MFIs in the world. She is an Ashoka Fellow.”

5. Maria Umer

She is the Founder /President Women Digital League. She is working with the Women X Program of world Bank to train Women in Business, Digital and Entrepreneurship skills.

6. Fiza Farhan

“Fiza Farhan, is a young women entrepreneur, she had been featured in the US Magazine Forbes 30 Under 30 List of Social Entrepreneurs for 2015 and again in Forbes Asia List of 30 Under 30 Social Entrepreneurs in 2016. She represented Pakistan on the United Nation's Secretary General's first-ever High-Level Panel on Women Economic Empowerment along with global leadership. Fiza was the CEO of Buksh Foundation and Director of Buksh Energy Private Limited, both companies pioneering unique and demand-based multi-stakeholder solutions in the domains of gender equality, inclusive growth, renewable energy, and impact investment. In 2015, Fiza was also selected as the 2nd Pakistani to become a Future Energy Leader appointed by the World Energy Council. Currently, Fiza is advising the Benazir Income Support Program (BISP) as a Senior Gender and Women Specialist along with advising development institutions like UNDP towards the adaptation of SDG in the Private Sector & World Bank as a Country Gender Specialist” (The Global CSR Awards, 2019).

7. SHEBA NAJMI

“She has been a keynote speaker for audiences such as the Ukrainian Parliament, addressing global parliamentarians on citizen-centered design and engaging citizens in creating better, more transparent legislations and services.”

She is Founder & Executive Director, Code for Pakistan, a tech-driven non-profit creating civic innovation and engagement.

Barriers and Challenges

Recent literature has shown Social Entrepreneurs often have regulatory, policy and legal issues. Sustaining and Growing of a Social Enterprise can be difficult and Challenging and this reality is now being understood. The Problems start-ups face are Problems of Registration. There are Legal hurdles on Crowd Founding in Pakistan. We also have Difficulty in attracting Foreign Funding in Pakistan, Tax Burden, Lesser Exports and Less Foreign Trade, Attracting Grant Funding are some of the issues for Social Entrepreneurs in Pakistan. Women Lead Social Enterprises to have more hurdles such as a support system. Lack of Technical know-how and opportunities to form networks. Pakistan's Social Enterprise Ecosystem is in its early stages but it's improving. It tries to provide services that are expensive for the lower income group population. Social enterprises need to come up with business models to bring Economic empowerment, Innovation to lower Income groups of the Population.

Pakistan Social Enterprises are working to solve some of the country's Grave issues. We have got Community welfare ideas such as Microfinance. AKHWAT and KASHF foundation are Providing these. Renewable energy by SUN VOLTS.SEED VENTURES which are in for Skill development, PESHAWAR 2.0 for youth Engagement. Education, Health and Social Care are the most common sectors of operations for Pakistani Social Enterprises.

Recommendations

We as a country need to develop an Assessment Policy for Social Enterprises to Ensure they are delivering the Product and Service they claim and Quality of Goods and Service they claim, As they do get funding. There should be Inspection for all sorts of enterprises to ensure that they are Genuine and Not made by malicious intended people.

We need to improve the basic infrastructure of our country and build a better image of the country and its people. We need to give a platform to our youth and children for a creative outlet in a positive way, so they can have a healthy body and mind.

All the Pillars of the Society that is Law and judiciary, Administration, Religious institutions and Educational institution need to work together to face challenges of current times.

Conclusion:

Surprisingly with all the talent we have in our country, and all the brilliant ideas the youngster have there is a long list of extremely wonderful ideas who had to wind up the company. One of the reasons is that the entrepreneurs often lack the required knowledge

of the field in which they have started a company, Team management and conflicting vision for the company among the partners is also an issue. There is often a lack of commitment on the Entrepreneurs part which one can't blame too much on them too, as they are in Pakistani Society in which to Get a good marriage proposal you need to have a stable income. which their company is unable to Provide. Hence the Company ceases to operate.

According to Umar Saif Start-ups in Pakistan are failing due to the following reasons. Umar Saif is former Chairman of Punjab Information Technology Board. He initiated Plan 9 and Information Technology University. He has highlighted some of the Problems being Faced by Incubators in Pakistan. Wrong Investment Ideology being one. The investors get too much control of the company and hence reduce the control of the company to reduce the chance of success. According to Umar Saif just having money doesn't make an intelligent Venture Capitalist. According to him, Venture capitalists should take Guidance from those who are experienced in start-ups and Incubations.

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