

# THRIVE360

## PAKISTAN

### HANDBOOK

*Building Resilient Minds. Empowering Future Leaders.*  
For Donors, Partners & Stakeholders

**25,000+**

Young People Reached

**6,000+**

UNODC Programme  
Participants

**15000+**

Youth Trained in Digital  
Skills

**50+**

Master Trainers Equipped

*"Young people are not only the leaders of tomorrow; they are innovators, entrepreneurs, changemakers, and community builders today."*

**Prof. Dr. Altaf Hussain Samo, Founder & Executive Director**

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## CHAPTER

# Foreword

*A Message from the Founder & Executive Director*

***"We invite you to join us in building a future where every young person has the confidence, purpose, and opportunity to thrive."***

**Prof. Dr. Altaf Hussain Samo**

## **Dear Partners, Donors, and Friends of Thrive360 Pakistan,**

Every generation faces defining challenges. For today's young people, the pressures of rapid technological change, economic uncertainty, unemployment, academic stress, social isolation, and declining mental wellbeing are shaping how they learn, work, and envision their futures.

For more than two decades, I have worked with young people as an educator, mentor, entrepreneurship ecosystem builder, and development practitioner. Throughout my journey from leading the Career Development Center and Entrepreneurship Development Center to serving as Director of the Executive Development Center at Sukkur IBA University. I have witnessed remarkable talent and ambition among Pakistan's youth. Yet I have also seen that many struggle not because they lack intelligence or potential, but because they lack confidence, resilience, supportive relationships, and opportunities to transform their aspirations into reality.

Working with international partners including the European Union, UNODC, UNICEF, USAID, the British Council, the World Bank, the Asian Development Bank, PITP program of Sindh Government and others reinforced a consistent lesson: sustainable youth development requires more than education or employment programmes alone. It requires integrated solutions that strengthen mental wellbeing while creating pathways to opportunity, leadership, and economic participation.

Thrive360 Pakistan was established in response to this need. It brings together evidence from years of youth development practice with a forward-looking vision for supporting young people through entrepreneurship, mentoring, digital innovation, wellbeing education, and community engagement.

This handbook presents our philosophy, programmes, evidence, and aspirations. It is designed for donors, development partners, universities, policymakers, and all organizations that share our belief that resilient minds create stronger communities and more prosperous societies.

**Prof. Dr. Altaf Hussain Samo**

*Founder & Executive Director, Thrive360 Pakistan*

## CHAPTER

# Executive Summary

*Thrive360 at a Glance*

***"Sustainable impact is created when emotional resilience and economic opportunity develop together."***

## **Thrive360 Integrated Development Model**

Thrive360 Pakistan is a university-incubated social venture dedicated to improving youth mental wellbeing through entrepreneurship, mentoring, digital skills, leadership development, and community engagement.

Rather than treating mental wellbeing and employability as separate challenges, Thrive360 integrates both into a holistic model that equips young people with the emotional resilience, practical skills, and supportive networks needed to thrive in an increasingly complex world.

**25,000+**

Youth Engaged Through Programmes

**6,000+**

Participants Reached via UNODC Partnership

**50+**

Master Trainers Certified

**158**

Young Mothers Supported

## Our Mission

To empower young people across Pakistan through integrated mental wellbeing, entrepreneurship, digital innovation, mentoring, and community leadership, building the resilience and opportunity needed to thrive.

## Our Vision

A Pakistan where every young person has the confidence, purpose, and opportunity to build a meaningful, productive, and fulfilling life and to contribute positively to their community and country.

## Our Incubating Institution

Thrive360 currently operates within the Executive Development Center (EDC) at Sukkur IBA University a leading institution of higher education in Sindh, Pakistan, with a strong track record of innovation, international partnerships, and community service.

### ◆ KEY TAKEAWAYS

- ▶ Thrive360 addresses mental wellbeing, skills, and opportunity together not in isolation.
- ▶ Built on 20+ years of evidence from internationally supported youth development programmes.
- ▶ Incubated at Sukkur IBA University's Executive Development Center.
- ▶ Recognised by the United Nations Academic Impact Programme.
- ▶ Seeking strategic partnerships to scale impact across Pakistan and South Asia.

CHAPTER 1

# Our Story

*From Empowering Careers to Building Resilient Lives*

***"Every young person deserves more than a job — they deserve the confidence, resilience, and purpose to build a meaningful life."***

**Prof. Dr. Altaf Hussain Samo**

Thrive360 Pakistan was born from more than two decades of listening to young people.

As an educator, researcher, and development practitioner, the founder had the privilege of working with thousands of students, entrepreneurs, educators, and community leaders across Pakistan. Throughout a career spanning the Career Development Center, the Entrepreneurship Development Center, and the Executive Development Center at Sukkur IBA University, a consistent pattern emerged: young people were ambitious, talented, and eager to contribute yet many quietly struggled with anxiety, fear of failure, financial uncertainty, and social isolation.

Career counselling improved employability. Entrepreneurship training-built business skills. Leadership programmes inspired confidence. But these interventions often addressed only one part of a much larger challenge. The missing element was mental wellbeing.

## Our Leadership Journey — A Timeline

<b>2010</b>	Career Development Center established at Sukkur IBA University — empowering graduates with employability skills.
<b>2013s</b>	EDC launched — nurturing young people talent and youth innovation.
<b>2016</b>	First major international partnerships formed with GUESSS International and then with SEF,EU, UNICEF, USAID, World Bank, and British Council.
<b>2023</b>	UNICEF STA DEEP Project
<b>2024</b>	UNODC collaboration begins youth resilience and preventing violent extremism through community empowerment.
<b>2025</b>	UN Academic Impact recognition: 'University in Pakistan Develops ECO Entrepreneurship Programme.'

2025	PITP Phase-II implemented with Government of Sindh — 15000+ youth trained in digital skills and freelancing.
2025	Thrive360 Pakistan officially incubated within EDC — integrated model for youth mental wellbeing launched.
2031	Vision: Nationally recognized social enterprise and regional centre of excellence for youth wellbeing.

Work with international partners — including the EU, UNODC, UNICEF, Empower Hong Kong, the British Council, the World Bank, and the Asian Development Bank ; reinforced the same lesson: across diverse communities, young people flourished when they experienced trusted mentorship, supportive peer networks, and pathways to economic participation. Wellbeing and opportunity were not separate goals; they strengthened one another.

These experiences inspired the creation of Thrive360 Pakistan ; not simply to deliver programmes, but to build a movement that enables young people across Pakistan to truly thrive.

#### ◆ KEY TAKEAWAYS

- ▶ 20+ years of evidence-informed practice across youth development, entrepreneurship, and higher education.
- ▶ Built through partnerships with 8+ major international development organizations.
- ▶ Evolved from career development to holistic youth wellbeing — addressing the whole person.
- ▶ Recognized by the United Nations for ECO entrepreneurship innovation.
- ▶ Now incubated in the EDC as a next-generation social venture.

CHAPTER 2

# Understanding the Challenge

*Why Youth Mental Wellbeing Matters Now*

*"We do not ask 'How can we help young people find jobs?' We ask how we help them believe in themselves."*

**Thrive360 Pakistan**

Pakistan is home to one of the world's youngest populations. This demographic represents an extraordinary opportunity for innovation, economic growth, and social progress and a profound responsibility.

## The Interconnected Challenges Young People Face

Mental Wellbeing	Education & Skills	Employment	Digital Access	Community & Belonging
Anxiety, low confidence, loneliness and limited wellbeing services.	Pressure to perform academically with inadequate support systems.	Unemployment, underemployment, and lack of career pathways.	Low digital literacy and limited access to the digital economy.	Social isolation and weak peer and community support networks.

Traditional development responses often address these issues separately. Employment programmes focus on technical skills. Mental health initiatives focus on counselling. Entrepreneurship programmes encourage business creation. While each contributes value, young people's lives do not fit neatly into these categories.

A student experiencing persistent anxiety may struggle to complete their education. A graduate with strong technical skills may lack the confidence to pursue employment. A young entrepreneur may possess an excellent business idea but lack the resilience needed to overcome setbacks. Addressing only one-dimension limits long-term impact.

## The Thrive360 Questions

**Instead of asking "How can we help young people find jobs?" — we ask:**

- How do we help them believe in themselves?
- How do we strengthen resilience before crises emerge?
- How do we create supportive peer networks?
- How do we transform ideas into opportunities?
- How do we equip young people with the confidence and skills to navigate an uncertain future?

We believe that improving youth mental wellbeing is not only a health priority, but also an investment in education, innovation, entrepreneurship, peacebuilding, social cohesion, and sustainable economic development.

### ◆ KEY TAKEAWAYS

- ▶ Mental wellbeing, employability, entrepreneurship, and social connectedness are deeply interconnected.
- ▶ Fragmented responses produce limited and unsustainable change.
- ▶ Thrive360 asks the right questions focusing on confidence, resilience, and purpose.
- ▶ Youth wellbeing is a strategic investment in Pakistan's economic and social future.

CHAPTER 3

# The Thrive360 Philosophy

*Building Resilient Minds. Empowering Future Leaders.*

***"Young people thrive when wellbeing and opportunity grow together."***

## **Thrive360 Core Philosophy**

Thrive360 is founded on a simple but transformative belief: that lasting change occurs when young people experience belonging, purpose, supportive relationships, meaningful challenges, and opportunities to contribute.

### **The THRIVE Framework**

To guide our work, we have developed the THRIVE Framework in six interconnected principles that shape every programme, partnership, and decision.

<b>T</b>	<b>Transform Mindsets</b>	Shift from fear and self-doubt toward confidence, possibility, and lifelong learning.
<b>H</b>	<b>Harness Human Potential</b>	Nurture every young person's strength through mentoring, education, and experience.
<b>R</b>	<b>Resilience Through Relationships</b>	Supportive mentors, peers, families and communities create foundations for overcoming adversity.
<b>I</b>	<b>Innovate for Impact</b>	Encourage creativity, problem-solving, entrepreneurship, and community leadership.
<b>V</b>	<b>Vision for the Future</b>	Help participants connect personal aspirations with positive social impact and hope.
<b>E</b>	<b>Empower Communities</b>	Empower young leaders, mentors, entrepreneurs, and changemakers within their communities.

## Bringing the Framework to Life

The THRIVE Framework is not simply a set of principles — it is an operational guide. Every Thrive360 programme is designed to activate one or more of these six elements, ensuring that our work is coherent, mission-aligned, and measurable.

**Our philosophy extends beyond programme delivery. It is a commitment to building an ecosystem where universities, government agencies, development partners, healthcare professionals, businesses, and communities work together to ensure that every young person has the opportunity not merely to succeed but to truly thrive.**

### ◆ KEY TAKEAWAYS

- ▶ The THRIVE Framework provides a coherent, branded logic for all Thrive360 programmes.
- ▶ Six interconnected elements — not siloed activities — define our approach.
- ▶ Philosophy is operational: every programme maps to the framework.
- ▶ Ecosystem-building, not just programme delivery, is the ultimate goal.

## CHAPTER 4

# The Thrive360 Model

*Integrating Wellbeing, Opportunity, and Leadership*

*"Resilient young people are better equipped to pursue education, create businesses, secure meaningful employment, and adapt to an uncertain world."*

**Thrive360 Pakistan**

At Thrive360, we believe that mental wellbeing cannot be separated from the opportunities available to young people. This understanding forms the foundation of the Thrive360 Integrated Development Model.

## The Thrive360 Journey a Five Steps to Sustainable Impact

**01****Mental Wellbeing**

- >> Improved emotional wellbeing
- >> Increased self-awareness
- >> Greater confidence and agency

**02****Mentoring & Peer Support**

- >> Stronger support networks
- >> Positive role models
- >> Increased motivation and accountability

**03****Skills Development**

- >> Employability skills
- >> Entrepreneurial mindset
- >> Digital competence and literacy

**04****Leadership & Community Action**

- >> Civic engagement
- >> Leadership capacity
- >> Social responsibility and community contribution

**05****Sustainable Futures**

- >> Improved livelihoods
- >> Resilient communities
- >> Inclusive economic development

**◆ KEY TAKEAWAYS**

- ▶ Wellbeing is the foundation — not the endpoint — of the Thrive360 journey.
- ▶ The five-step model creates a progressive pathway from resilience to sustainable futures.
- ▶ Entrepreneurship and wellbeing reinforce each other rather than competing for attention.
- ▶ Community leadership is the ultimate expression of the Thrive360 journey.

CHAPTER 5

# Our Evidence Base

*Building on Proven Experience*

*"Thrive360 is not starting from zero. It is built on twenty years of evidence, partnerships, and practical learning."*

**Prof. Dr. Altaf Hussain Samo**

Thrive360 Pakistan is an emerging social venture — but it is built on two decades of rigorous practice, international collaboration, and documented outcomes. Rather than replicating existing programmes, Thrive360 translates proven lessons into an integrated model focused specifically on youth mental wellbeing.



## Evidence from International and National Partnerships

European Union	UNODC	UNICEF	PITP	British Council
World Bank	Asian Development Bank	Higher Education Commission	Government of Sindh	Sukkur IBA University

## Learning from the UNODC Programme

A particularly significant source of learning was the UNODC-supported programme on preventing violent extremism through youth empowerment. Key achievements included:

- ✓ More than 6,000 young people and community members engaged through training and activities.
- ✓ 450 youth trained in entrepreneurship, digital literacy, and responsible social media use.
- ✓ 53 master trainers equipped to expand programme reach across communities.

- ✓ 158 young mothers supported through resilience and positive parenting initiatives.
- ✓ 60 youth leaders implementing community innovation projects.
- ✓ Documented improvements in confidence, resilience, and sense of belonging across participant cohorts.

## UN Academic Impact Recognition

### University in Pakistan Develops ECO Entrepreneurship Programme: Symphony of Sustainable Hope

Sukkur IBA University's innovative approach to entrepreneurship education was recognised by the United Nations Academic Impact programme affirming the international relevance and credibility of the approach underpinning Thrive360.

<https://www.un.org/en/academic-impact/university-pakistan-develops-eco-entrepreneurship-program-symphony-sustainable-hope>

#### ◆ KEY TAKEAWAYS

- ▶ Two decades of evidence inform every aspect of the Thrive360 model.
- ▶ UNODC programme demonstrated the power of holistic, community-based youth development.
- ▶ International UN recognition validates the entrepreneurship education approach.
- ▶ Thrive360 is a new venture — but built on proven, documented outcomes.

CHAPTER 6

# Proposed Programme Portfolio

*A Comprehensive Ecosystem for Youth Wellbeing*

***"Each programme complements the others, creating an integrated ecosystem rather than isolated interventions."***

**Thrive360 Pakistan**

Thrive360 delivers interconnected programmes that support young people at different stages of their personal and professional journeys. Together, they form a comprehensive ecosystem is not a collection of standalone activities.

<p><b>Thrive360 MindLab</b></p> <p>Emotional wellbeing, resilience, confidence, and healthy coping strategies.</p>	<p><b>Thrive360 VentureLab</b></p> <p>Empowering young people to transform ideas into sustainable enterprises.</p>	<p><b>Thrive360 Digital Futures</b></p> <p>Preparing youth for the digital economy through AI, freelancing and digital skills.</p>
<p><b>Thrive360 Leadership Academy</b></p> <p>Developing socially responsible young leaders through civic engagement.</p>	<p><b>Thrive360 Women Thrive</b></p> <p>Strengthening wellbeing and economic participation of young women and mothers.</p>	<p><b>Thrive360 Campus Network</b></p> <p>University-based communities promoting innovation, wellbeing, and leadership.</p>

## The Thrive360 Research & Innovation Hub

**Generating Evidence. Shaping Policy. Sharing Knowledge.**

The Research & Innovation Hub conducts applied research, programme evaluations, policy dialogue, and knowledge sharing to ensure that Thrive360 continuously learns, improves, and contributes to the global evidence base on youth mental wellbeing and social innovation.

### How the Ecosystem Works

A participant may begin with a MindLab wellbeing workshop, progress into VentureLab entrepreneurship training, receive mentoring through the Leadership Academy, join the Campus Network, and ultimately become a mentor or community champion for future cohorts.

This lifelong journey reflects Thrive360's commitment to sustainable personal growth, community impact, and inclusive development.

### ◆ KEY TAKEAWAYS

- ▶ Six interconnected programmes form a complete youth development ecosystem.
- ▶ Participants are supported progressively — from wellbeing to leadership to mentoring.
- ▶ The Research Hub ensures continuous learning and knowledge generation.
- ▶ The Campus Network creates scalable, university-based communities of practice.

CHAPTER 7

# Measuring What Matters

*Our Impact Framework & MEL Approach*

***"Meaningful impact is measured not only by the number of participants reached, but by the lasting changes they experience."***

**Thrive360 MEL Philosophy**

At Thrive360, we adopt an outcomes-focused approach that combines quantitative indicators with qualitative evidence to understand how our programmes influence mental wellbeing, employability, entrepreneurship, leadership, and community engagement.

## Our Impact Pathway

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES	IMPACT
<ul style="list-style-type: none"> <li>• Skilled multidisciplinary team</li> <li>• University incubation &amp; infrastructure</li> <li>• Strategic international partnerships</li> <li>• Expert mentors and volunteers</li> <li>• Digital learning resources</li> <li>• Grant &amp; in-kind support</li> </ul>	<ul style="list-style-type: none"> <li>• Wellbeing workshops &amp; resilience training</li> <li>• Entrepreneurship &amp; business education</li> <li>• Digital skills &amp; AI literacy</li> <li>• Mentoring &amp; coaching sessions</li> <li>• Leadership development programmes</li> <li>• Community innovation projects</li> </ul>	<ul style="list-style-type: none"> <li>• Trained youth participants</li> <li>• Mentors &amp; master trainers deployed</li> <li>• Business plans developed</li> <li>• Community projects launched</li> <li>• Digital skills certifications</li> <li>• Research reports published</li> </ul>	<ul style="list-style-type: none"> <li>• Improved mental wellbeing &amp; resilience</li> <li>• Increased employability &amp; income</li> <li>• New youth-led enterprises</li> <li>• Stronger community networks</li> <li>• Evidence-based policy insights</li> <li>• Regional knowledge sharing</li> </ul>	<ul style="list-style-type: none"> <li>• Resilient, empowered communities</li> <li>• Reduced youth unemployment</li> <li>• Inclusive economic growth</li> <li>• Sustainable social innovation</li> <li>• Model replication across Pakistan</li> <li>• Regional thought leadership</li> </ul>

## Key Performance Indicators

Wellbeing & Resilience	Skills & Employment	Community & Leadership
<ul style="list-style-type: none"> <li>▶ % reporting improved mental wellbeing</li> <li>▶ % reporting reduced anxiety</li> <li>▶ % demonstrating resilience skills</li> <li>▶ Participant satisfaction scores</li> </ul>	<ul style="list-style-type: none"> <li>▶ % gaining employment / internships</li> <li>▶ # new youth-led enterprises</li> <li>▶ % improved digital competence</li> <li>▶ Income changes reported</li> </ul>	<ul style="list-style-type: none"> <li>▶ # community projects completed</li> <li>▶ # active mentors in network</li> <li>▶ % engaged in civic activities</li> <li>▶ # campus chapters established</li> </ul>

### ◆ KEY TAKEAWAYS

- ▶ MEL is built into the Thrive360 model , not added as an afterthought.
- ▶ Both quantitative and qualitative evidence are used to capture the full picture of impact.
- ▶ Results feed directly into programme improvement and strategic decision-making.
- ▶ Transparent impact reporting builds trust with donors, partners, and communities.

## CHAPTER 8

# Impact Stories

*Voices from the Field*

***"Beyond statistics, our greatest achievements are the lives transformed through digital skills, entrepreneurship, and community leadership."***

**Thrive360 Pakistan**

These stories represent the real human impact of Thrive360's approach — drawing from the UNODC partnership programme and the People's Information Technology Programme (PITP) implemented with the Government of Sindh.

## Tehzeeb Zehra

📍 Khanpur, District Shikarpur

Growing up in a small government college in Khanpur, Tehzeeb believed opportunities existed only for people in big cities. She was never allowed to travel for higher education or employment. The Thrive360 entrepreneurship and digital literacy programme, implemented with UNODC, changed everything. She taught herself graphic design using free online resources and secured her first freelance client. Today, she contributes financially to her family and has become a role model for young women in her community. Her next dream is to mentor other girls so they too can build careers through digital skills without leaving their hometown.



**IMPACT:** *One training session transformed a restricted future into a sustainable digital livelihood.*

**Women Empowerment Digital Skills Freelancing Social Impact**

## Ms. Shaista

📍 Jacobabad, Sindh

For years, Ms. Shaista worked as a home-based artisan — highly skilled but lacking access to markets, business knowledge, and the confidence to grow beyond her local community. Through Thrive360's entrepreneurship training delivered with UNODC and Sukkur IBA University, she learned marketing, customer engagement, and digital business practices. Using simple platforms like WhatsApp, she expanded her customer base and transformed her home-based craft into a growing enterprise. Beyond increasing household income, her journey inspired her family and community to recognise the economic potential of women entrepreneurs.



**IMPACT:** *Entrepreneurship training empowered a skilled artisan to become an independent entrepreneur and community role model.*

Women Entrepreneurship Financial Inclusion Community Development

## A Young Woman from Rural Sindh

 Rural Sindh — PITP Programme

Growing up in rural Sindh, traditional employment options and geographical barriers made building a sustainable future feel impossible. After enrolling in the People's Information Technology Programme (PITP Phase-II), she developed practical digital skills in e-commerce, freelancing, and professional development demanded by the global marketplace. Within months of completing the programme, she began securing freelance projects through international platforms, earning her first independent income while working from her hometown. Today, she contributes financially to her family and serves as an inspiration for other young women who believe technology can create opportunities without requiring them to leave their communities.



**Sukkur IBA University**

**PITP** PEOPLES INFORMATION TECHNOLOGY PROGRAM

**PITP PHASE - II**

### STUDENT ACHIEVEMENT

**NAME : MARYAM ZULFIQAR**  
**COURSE : E - COMMERCE**

**Maryam Zulfiqar**, a dedicated student of PITP Phase 2 – Batch 1 under the initiative of the **Government of Sindh** and **Sukkur IBA University**, is currently enrolled in the E-Commerce Weekend course at Sukkur IBA University. Within just one month, she launched her **Daraz Seller Center store** and achieved **\$425** in sales through 146 orders. Her homemade Lavashak quickly became a top-ranking and best-selling product, demonstrating her strong understanding of e-commerce operations, product positioning, and digital marketing. Maryam's achievement reflects the effectiveness of PITP in enabling students to transform skills into successful business ventures.

**SUKKUR IBA UNIVERSITY EXECUTIVE DEVELOPMENT CENTER (EDC)**

For details : Program Coordinator: Mon to Friday 9:00 AM to 5:00 PM  
 Contact numbers : 0715644418, 0715644427, 0715644118  
 Facebook page : www.facebook.com/sibaedc  
 website : https://phase2.pitp-sibaui.com

**Sukkur IBA EDC**  
 Executive Development Center  
 Creating Talented Generation

**IMPACT:** Digital skills transformed local potential into global opportunity.

**Digital Skills** **Freelancing** **Women in Technology** **Rural Empowerment**

## A Graduate Entrepreneur

### 📍 Sindh — PITP Programme

Finding meaningful employment was one of the biggest challenges facing this young graduate. He possessed ambition but lacked industry-relevant digital skills. After joining PITP Phase-II, he received practical training in web development, digital marketing, project-based learning, freelancing, and entrepreneurship. The combination of technical expertise and career guidance enabled him to secure paid projects while exploring opportunities to launch his own digital services business. Instead of searching only for traditional employment, he created his own pathway — offering professional digital services to businesses and clients online.



#### PITP PHASE - II

### STUDENT ACHIEVEMENT

- NAME : MUHAMMAD KUMAIL KHASKHELI
- COURSE : WEB DEVELOPMENT



Muhammad Kumail Khaskheli, a Web Development student at **BBSUTECH Khairpur**, is actively building his professional journey under PITP Phase 2—an initiative of the **Government of Sindh** in collaboration with **Sukkur IBA University**. As a Computer Science student, he began applying his classroom learning to real-world platforms by offering web development services on Fiverr. Using his skills in HTML, CSS, JavaScript, and modern frameworks, Kumail has delivered fast, responsive, and user-friendly websites to international clients. Through dedication, continuous learning, and a strong focus on quality work, he has successfully **earned \$250** so far. His journey reflects strong passion for growth and a clear goal to become a professional web developer who helps businesses succeed online through effective digital solutions.

#### SUKKUR IBA UNIVERSITY EXECUTIVE DEVELOPMENT CENTER (EDC)

For details : Program Coordinator: Mon to Friday 9:00 AM to 5:00 PM  
 Contact numbers : 0715644418, 0715644427, 0715644118  
 Facebook page : www.facebook.com/sibaedc  
 website : https://phase2.pitp-sibau.com



**IMPACT:** Practical IT education became the foundation for sustainable income and entrepreneurship.

Entrepreneurship Web Development Employment Youth Empowerment

**◆ KEY TAKEAWAYS**

- ▶ Real impact goes beyond statistics — these stories show the human face of Thrive360.
- ▶ Women are primary beneficiaries, driving economic and social change from within communities.
- ▶ Digital skills unlock global opportunities for young people in rural and underserved areas.
- ▶ Community resilience grows when individuals are empowered to become role models.

## CHAPTER 9

# Partnerships, Governance & Leadership

*Building on Trust, Transparency, and Shared Purpose*

*"Strong partnerships and transparent governance are fundamental to sustainable impact."*

**Thrive360 Governance Philosophy**

## Our Founding Team

<b>Prof. Dr. Altaf Hussain Samo</b> <i>Founder &amp; Executive Director</i>	20+ years in higher education, entrepreneurship, and international development. Guides Thrive360's long-term vision.
<b>Mr. Hassan Soomro</b> <i>Operations &amp; Technology Manager</i>	Leads digital systems, technology infrastructure, programme coordination, and organizational processes.
<b>Dr. Shahneela</b> <i>Clinical Advisor &amp; Mental Wellbeing Lead</i>	Provides medical and wellbeing guidance; ensures culturally appropriate, evidence-based wellbeing programmes.
<b>Dr. Aqsa</b> <i>Lead Psychologist &amp; Youth Wellbeing Specialist</i>	Designs psychological interventions, resilience programmes, and participant support systems.
<b>Ms. Inaya</b> <i>Youth Engagement &amp; Community Partnerships Lead</i>	Coordinates youth mobilisation, volunteer engagement, partnerships, and community outreach.

## Advisory Council (Planned)

To strengthen strategic direction, Thrive360 intends to establish an independent Advisory Council comprising experts in: Mental Health, Entrepreneurship, Higher Education, Public Health, Youth Development, Digital Innovation, Corporate Leadership, and Philanthropy.

The Council will provide strategic advice, foster partnerships, and support organizational growth while maintaining Thrive360's mission and values.

## Our Strategic Partnership Network

Thrive360 seeks long-term collaboration with universities, government agencies, international development organizations, civil society, corporate CSR partners, research institutions, healthcare providers, and youth-led organizations.

<b>European Union</b>	<b>UNODC</b>	<b>UNICEF</b>	<b>HEIs</b>	<b>British Council</b>
<b>World Bank</b>	<b>Asian Development Bank</b>	<b>Higher Education Commission</b>	<b>PITP Government of Sindh</b>	<b>Sukkur IBA University</b>

### ◆ KEY TAKEAWAYS

- ▶ A multidisciplinary founding team brings together wellbeing, technology, psychology, and community expertise.
- ▶ An independent Advisory Council will provide strategic guidance and accountability.
- ▶ 10+ major institutional partnerships provide credibility, reach, and resources.
- ▶ Governance is designed for transparency, ethical practice, and responsible stewardship.

## CHAPTER 10

# Sustainability & Business Model

*Building a Financially Sustainable Social Venture*

***"Long-term change requires diversified revenue, strong partnerships, and continuous innovation."***

**Thrive360 Sustainability Philosophy**

Thrive360 is committed to creating lasting social impact through a financially sustainable and mission-driven model. Our sustainability strategy is designed to reduce dependence on any single funding source while ensuring that programmes remain accessible to underserved youth.

## Our Six Revenue Streams

1	<b>Grant Funding</b> Competitive grants from national and international foundations, bilateral and multilateral agencies, and philanthropic organizations for innovation, pilots, and expansion.
2	<b>Corporate Partnerships (CSR)</b> Youth leadership, entrepreneurship, wellbeing, and employability initiatives designed in partnership with corporate CSR programmes.
3	<b>Professional Training</b> Paid training in entrepreneurship, leadership, innovation, digital transformation, and wellbeing at work for universities, NGOs, and businesses.
4	<b>Consulting &amp; Technical Assistance</b> Advisory services in youth development, programme design, impact measurement, entrepreneurship ecosystems, and social innovation.
5	<b>Digital Learning Platform</b> A future online platform offering self-paced courses, mentoring, digital resources, wellbeing tools, and certifications to expand access and generate earned income.
6	<b>Research &amp; Knowledge Products</b> Research reports, policy briefs, toolkits, and publications on youth wellbeing, entrepreneurship, and social innovation.

**◆ KEY TAKEAWAYS**

- ▶ Six diversified revenue streams reduce dependence on any single donor or source.
- ▶ The Digital Learning Platform will be a major driver of scale and earned income.
- ▶ Corporate CSR partnerships align business objectives with youth development impact.
- ▶ Research and knowledge products position Thrive360 as a regional thought leader.

**CHAPTER 11**  
**Strategic Roadmap 2026–2031**  
*A Five-Year Vision for Impact*

***"By 2031, Thrive360 Pakistan aims to become a nationally recognized social enterprise and regional centre of excellence."***

**Thrive360 Strategic Vision**

### Three Phases of Growth

Phase I <b>2026</b> <i>Foundation</i>	Phase II <b>2027–28</b> <i>Growth</i>	Phase III <b>2029–30</b> <i>Scale</i>
<ul style="list-style-type: none"> <li>▶ Validate the model</li> <li>▶ Establish governance</li> <li>▶ Launch pilot programmes</li> <li>▶ Build strategic partnerships</li> </ul>	<ul style="list-style-type: none"> <li>▶ Expand to multiple universities</li> <li>▶ Develop digital learning resources</li> <li>▶ Strengthen MEL systems</li> <li>▶ Diversify funding sources</li> </ul>	<ul style="list-style-type: none"> <li>▶ Launch Digital Platform</li> <li>▶ Establish regional partnerships</li> <li>▶ Expand nationally</li> <li>▶ South Asia collaborations</li> </ul>

### Five Strategic Goals for 2031

<b>01</b>	<p><b>Strengthen Youth Mental Wellbeing</b></p> <p>Deliver evidence-informed wellbeing programmes; promote resilience and psychosocial support; expand peer mentoring networks; increase access to culturally appropriate wellbeing resources.</p>
<b>02</b>	<p><b>Build Future-Ready Skills</b></p> <p>Expand entrepreneurship education; deliver digital and AI literacy; strengthen career readiness; foster innovation and problem-solving mindsets across Pakistan.</p>
<b>03</b>	<p><b>Build Strong Communities</b></p> <p>Establish university-based Thrive360 Hubs; support youth-led community projects; develop a national mentor network; promote volunteerism and civic engagement.</p>
<b>04</b>	<p><b>Become a Knowledge &amp; Innovation Hub</b></p> <p>Conduct applied research; publish policy briefs and reports; develop measurement tools; share evidence nationally and internationally to shape youth policy.</p>
<b>05</b>	<p><b>Achieve Organizational Sustainability</b></p> <p>Diversify funding across six revenue streams; strengthen governance; expand the team; build a strong volunteer and mentor community for long-term resilience.</p>

### Looking Beyond Pakistan

While our immediate focus is Pakistan, we believe the Thrive360 model has relevance for many emerging economies facing similar youth challenges. Over time, we aspire to adapt and share our approach with partners across South Asia and beyond contributing to a global movement for youth mental wellbeing and sustainable development.

### ◆ KEY TAKEAWAYS

- ▶ Three clear phases — Foundation, Growth, and Scale — provide a credible pathway to 2031.
- ▶ Five strategic goals cover wellbeing, skills, community, knowledge, and sustainability.
- ▶ The model is designed to be replicable across South Asia and other emerging economies.
- ▶ Thrive360 aims to be a regional centre of excellence by 2031.

CHAPTER 12

# Join the Movement

*Together, We Can Help Young People Thrive*

***"Building resilient minds today to create stronger communities tomorrow."***

**Thrive360 Closing Vision**

Young people are not only the leaders of tomorrow they are innovators, entrepreneurs, changemakers, and community builders today. When they are equipped with confidence, resilience, opportunity, and support, they transform not only their own lives but also the future of their communities.

Thrive360 Pakistan is an invitation to work together toward this vision.

## How You Can Partner With Us

FUND	PARTNER	ENGAGE
<ul style="list-style-type: none"> <li>&gt;&gt; Seed innovative pilot programmes</li> <li>&gt;&gt; Support research and evaluation</li> <li>&gt;&gt; Sponsor community initiatives</li> <li>&gt;&gt; Establish endowment funds for youth</li> </ul>	<ul style="list-style-type: none"> <li>&gt;&gt; Universities and academic institutions</li> <li>&gt;&gt; Government agencies and ministries</li> <li>&gt;&gt; International development organizations</li> <li>&gt;&gt; Corporate CSR programmes</li> </ul>	<ul style="list-style-type: none"> <li>&gt;&gt; Mentor young people directly</li> <li>&gt;&gt; Provide technical expertise</li> <li>&gt;&gt; Offer internships and employment</li> <li>&gt;&gt; Join our Advisory Council</li> </ul>

**The journey of Thrive360 Pakistan has only begun.**

## Contact & Connect

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We also recognize the lessons learned through programmes implemented in partnership with national and international organizations, including universities, government institutions, and development partners, which have informed the design of the Thrive360 model.

**"Building resilient minds today to create stronger communities tomorrow."**