



Mr. Babar cherished the days he spent at IBA AMAN CED after taking the Certificate In Entrepreneurship (CIE) course. There were some precious jewels extracted and shared by his mentors in the course from the books of Ashfaq Ahmed, which inspired Mr. Babar to embark on an entrepreneurial journey.

He recalled one of the key learning's in the following words:

*"A look around the globe make's one realize the fact that the major flock of individual's are running towards a corporate lifestyle, and are infested with a disease of arrogance with a false perception of success. In reality, a successful person is the one who could lead a group of people who have lower expertise than him. History reflects the fact that previously people were made slaves by force, but unfortunately in today's day and age individuals' gift wrap and presents themselves to a Multi-National organization to hire them for a job of slave hood."*

Muhammad Babar had an association with Saylani Welfare Trust, where he acted as an advisor. The basic philosophy of Saylani Welfare was to help the under-privileged segment of the society. They provided them with various services, like mass training and job creation program: in which Saylani Welfare assisted people to find a job, mainly targeting those who have some potential to be a bread-winner of their homes. Another service was of Saylani dastarkhan service where they stepped up to work like a bridge between the affluent and the needy. Instead of just handing over the cash, they provided the most basic necessity in an accessible manner, especially to those widows and old aged people who have no means to earn for themselves.

After some years, Mr. Babar was hit with a realization that through these services they were not able to make a large societal impact. During these days he had a visit to IBA, where he met Dr. Shahid Qureshi (Director of AMAN-Entrepreneurial Center). Mr. Babar then shared his views and how saddened he was after witnessing the grim reality of today's society.

As he narrated:

*"I want to help people recognize their inner strengths and I want to facilitate them to grow into an entrepreneur."*

Dr. Shahid showed Mr. Babar a new perspective to view from. He guided him to embark on the journey of becoming an entrepreneur himself and then along the way help others to become an entrepreneur. To develop an understanding about how an entrepreneurial venture works, he was advised to take the Certificate In Entrepreneurship (CIE) course being offered at IBA.

## Muhammad Babar

*Crown, Saylani & IBA:  
A tripartite Social Entrepreneurial  
Venture*



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Due to Mr. Babar's sincere intentions things started working in his favor and led him to start his own venture after one month of the CIE course. The venture was named as, "Crown Lifan & Saylani Institute and Work shop". Through this venture Mr. Babar gave motorcycle mechanic training to individuals, after which they would develop the capability to start their own business and earn a living for themselves. The idea behind this venture was based on a strong belief of Mr. Babar, who wanted to inculcate the passion of entrepreneurship amongst people.





The business model was mainly to provide motorcycle training to individuals. Also, for companies, and Local owners of Motor Cycles, which registered as a member in their institute would get a discount on their motorcycle service and maintenance, and were given motorcycle check-up free of cost. They also provided Whatsapp and SMS alerts to customers after tracking the performance of the motorcycle. The SMS would inform them about the repair of a certain part after it has been deteriorated so that the customer could come back for service. In this way they could gain customer confidence and loyalty. The customers either personally visited the shop, or communicated via phone or email. Those customers brought other customers with them, thus through word-of-mouth the business started surging up



Thus following the bird-in-hand principle of Effectuation theory, Mr. Babar was looking for key partners who could brought in their expertise and help him to lay the foundations of this new venture. He was able to partner up with three major companies along the way. One partner was Mr. Babar's own company "Saylani Welfare", which gave him an unused space and workers to start from. Moreover, in the same time frame one of the head of Saylani Welfare met the owner of Crown Group and partnered with them on this venture. Thus, all tools, assets and equipment's were purchased with the help of Crown Group for launching of the new venture. In addition, the inventory that was required for this venture, included spare parts etc, was bought from Aman Auto spare parts wala.

On average the customers catered by "Crown Lifan & Saylani Institute and Work shop" were around four, or for some days they went up to seven or ten. Mr. Babar has fore sought a target of 1000 customers/month. He started off from a smaller vision, with two mechanics, but later as their customers' would increase Mr. Babar plans to hire more people and an instructor for training purpose. Hence, with each step his vision will keep on increasing. To achieve the target of 1000 customers, the venture has started to work on value-addition, for which it has contacted various courier companies and fast food's restaurants which keep a rider for delivery services.



In Pakistan around 5000000 people are un-employed and due to market saturation it's a very arduous task to get jobs for all of them, thus in Mr. Babar's view entrepreneurship was the solution for this issue. He worked hard to motivate others to become a visionary entrepreneur, and trained them on the principles of time management, and good leadership thus building competency within them.

*"IBA AMAN CED became the platform which inculcated motivation within me, with which I started striving and searching. The quest to search for ideas made me find opportunities to work for the welfare of the people through which they could earn their own livelihood."*  
-Mr. Babar