

**I Q R A**  
UNIVERSITY **IU**



اخوت  
ایمان-احسان-اخلاص

**NATIONAL**  
**ENTREPRENEURSHIP**  
**CHALLENGE 2021**

**IDEAS FOR TOMORROW**  
**13<sup>th</sup> & 14<sup>th</sup> August 2021**

**PRIZE MONEY**

**1 MILLION PKR**



Registration Deadline:

**31st July 2021**



## NATIONAL ENTREPRENEURSHIP CHALLENGE 2021

A joint initiative of IQRA University and Akhuwat Foundation

Theme	Activity
<b>About the competition</b>	This competition will provide a single platform where participants can share their BIG IDEA in front of the jury members. An opportunity to revive their entrepreneurial skills and motivation to offer a viable business.
<b>Competition objectives</b>	<ol style="list-style-type: none"><li>1. Foster an entrepreneurship mindset</li><li>2. Enhance entrepreneurial spirit</li><li>3. Inculcate the importance of entrepreneurship</li></ol>
<b>Themes</b>	<ol style="list-style-type: none"><li>1. Travel and Tourism</li><li>2. Health and Life Sciences</li><li>3. Education and Literacy</li><li>4. Food and Agriculture</li><li>5. Science and Technology</li><li>6. Environment and Sustainability</li><li>7. Sports and Entertainment</li><li>8. Media and Fashion</li><li>9. Arts and Crafts</li><li>10. Social Entrepreneurship</li></ol>
<b>Benefits to the participants</b>	<ol style="list-style-type: none"><li>1. A single platform to showcase the business idea</li><li>2. IQRA University and Akhuwat Foundation in collaboration with the industry expert will provide Entrepreneurship mentoring / training sessions to the teams.</li><li>3. A total cash prize of <b>Pak Rs. 1 MILLION</b> will be equally divided to the winning teams</li></ol>
<b>Who can participate</b>	<ol style="list-style-type: none"><li>1. Bachelor, Master, PhD registered university students belonging to any discipline across Pakistan.</li><li>2. Team consisting of 2-5 team members will be allowed to participate in the competition.</li><li>3. An individual can also participate.</li><li>4. Participants / Individual need to choose any one of the above-mentioned themes</li></ol>
<b>Participation fees</b>	<b>PKR 5,000/- (Per team or individual)</b>
<b>Event query</b>	For further queries, you may contact Dr. Faheem Bukhari at <a href="mailto:faheembukhari@iqra.edu.pk">faheembukhari@iqra.edu.pk</a> or <a href="mailto:oric@iqra.edu.pk">oric@iqra.edu.pk</a>

## Registration process

### Step 1

Student will register through the link provided in the Facebook communication.

### Registration link

<https://cutt.ly/unzs6wV>

### Step 2

Student will fill the online form and submit.

### Step 3

- Once registered, pay the participation fee **PKR. 5,000/-** via pay order
- A Pay order of **PKR. 5,000/-** needs to be made in the name of **IQRA University**
- Courier the pay order along with the Team Details such as (student name, university, city) to **CHAIRMAN DEPARTMENT OF BUSINESS ADMINISTRATION, IQRA University, Main Campus, 2nd Floor, Defence View, Shaheed e Millat (Ext), Karachi.**
- The registered participants will receive the confirmation email and further event details in due course, prior to the commencement of the event.

## EVENT SCHEDULE

Day	Activity
<b>Day 0</b>	<b>Boot camp – August 2021</b> The boot camp will train the registered participants about the importance of entrepreneurship/elevator pitch and lean canvas model. Registered teams will attend the boot camp prior to the competition. Date, timings and venue will be communicated in due course. <b>Important note</b> Once the registrations are closed, respective teams will be informed about the boot camp day and time.
<b>Day 01</b>	<b>Day 1 [13<sup>th</sup> August 2021 – Friday]</b> <b>Opening ceremony and Round 1</b> 10:00 am – 12:00 pm Venue: IQRA University, EDC campus, Karachi <ul style="list-style-type: none"><li>• Key note speaker session</li><li>• Guest of honor speech</li><li>• Success story</li></ul> <b>Round 1</b> <ul style="list-style-type: none"><li>• Elevator pitch of 2 minutes in front of the jury members</li><li>• 2:30 pm to 4:30 pm</li><li>• Venue: IQRA University, EDC campus, Karachi</li></ul>
<b>Day 02</b>	<b>Day 02 [14<sup>th</sup> August 2021- Saturday]</b> Venue: IQRA University, EDC campus, Karachi <ul style="list-style-type: none"><li>• Business plan pitch of the short-listed groups/individual</li><li>• Announcement of winning groups</li></ul> Prize distribution