

STORY OF STIMULUS

By Mehreen Shoaib

Every idea is triggered by a challenge. Our idea was simple: stimulating authentic value and sustainable impact to the infinite ingenious and proficiency in order to create initiatives that are geared towards bringing social and economic relief to seemingly intractable challenges of our times. This, too, in a manner that creates cohesive value for all stakeholders; in short, making a difference differently.

It all started after an eleven month research in 2008, 'to comprehensively review the social and economic development context of Pakistan's BoP (Bottom of Pyramid) and the emerging landscape in order to identify specific domains for value addition and extension services'. The primary research comprised interactions with stakeholders representing the social and developmental, private and corporate, academia, public domains - WB, ADB, IFC, AKDN, UNDP, World Vision, DFID, USAID, Kashf Foundation, PMN, Behbud Foundation, Aurat Foundation, SDPI, IUCN, TCF, Care Foundation, Edhi, FESF, Aman Foundation, TDAP, SEF, University of Karachi, NRSP, relevant ministries. The secondary research also incorporated their mandates and strategies and identified common paths and unique intricacies between and within them.

At the time, each of my partners and I were heavily employed with projects associated to other entities - management consulting, infrastructure and marketing. This is when we realised the extent of effort and hard-lined focus required to embark on the journey of the business of development. From thereon, life has been an increasingly exciting voyage of discovery, learning and impact.

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