

SDG 01

NO POVERTY



LIST OF ACTIVITIES

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ACTIVITY 01: FOOD FEST

Organized By:
The Directorate of Sustainability and Environment
in collaboration with Genix, Pharma Spark, & WOH



The Directorate of Sustainability and Environment (DSE) organized a delightful Food Fest to support SDG 2, specifically targeting 2.1 to encourage access to safe, nutritious, and adequate food for all. Students from different departments registered and arrived enthusiastically to set up and decorate their stalls. The guests inaugurated the fest with a ribbon-cutting ceremony and visited each stall, asking insightful questions about calorie counts and nutritional benefits. With unique challenges and fun dares, the stalls drew enthusiastic student participation across campus. All registration fees were dedicated to a food drive, reinforcing the event's purpose of supporting food security. The fest concluded with a certificate ceremony to honor the students who managed the stalls, making it a memorable celebration of sustainable food practices.





ACTIVITY 02: 27TH SUSTAINABLE DEVELOPMENT CONFERENCE IN ISLAMABAD

Organized By:
The Department of Management Sciences



On November 4, 2024, Mr. Ali Murtaza (SDG 01 Ambassador) attended the 27th Sustainable Development Conference in Islamabad, where businesses, policymakers, and sustainability experts showcased innovative solutions aligning with SDG 1 – No Poverty. A key highlight was the presence of various businesses demonstrating sustainable products and practices, proving how entrepreneurship can be a powerful tool for poverty alleviation. From eco-friendly manufacturing to ethical trade models, these businesses exemplified how sustainability and economic empowerment go hand in hand. Engaging discussions emphasized financial inclusion (SDG 1.4), skill development (SDG 1.2), and sustainable job creation (SDG 1.1) as essential pillars for reducing poverty. The event reinforced the need for collaborative efforts between businesses, communities, and institutions to drive long-term economic stability. Witnessing these impactful initiatives strengthened my belief in leveraging sustainable entrepreneurship (SDG 1.5) and community-driven solutions to create meaningful change in poverty eradication.





ACTIVITY 03: DIGITAL LITERACY PROGRAM AT ORPHANAGE

Organized By:
The Department of Management Sciences



As part of an ongoing effort to bridge the digital divide, SDG 01 Ambassador, Mr. Ali Murtaza conducted a Digital Literacy Program at an orphanage in Pakistan Town, engaging boys aged 11-17. The session aimed to equip them with essential digital skills by teaching the basics of email, Skype, and Microsoft Teams, enabling them to connect online for educational and professional growth. This initiative was designed to integrate them into the digital world, ensuring they have the tools to access learning resources, communicate effectively, and participate in future educational campaigns. By providing them with these foundational skills, the program sought to empower them with long-term opportunities for self-development and connectivity in an increasingly digital world.





ACTIVITY 04: EMPOWERING ENTREPRENEURS FOR SUSTAINABLE LIVELIHOOD

Organized By:
The Department of Management Sciences



At the Entrepreneurial Marketing Gala 2024 held at Capital University of Science and Technology (CUST), Islamabad, an initiative titled "Empowering Entrepreneurs for Sustainable Livelihood" was launched to support struggling vendors by providing them with a business platform. This initiative aligned with SDG 1 – No Poverty, particularly SDG 1.2 (reducing poverty) and SDG 1.4 (ensuring equal access to economic opportunities), by fostering entrepreneurship and financial independence. In collaboration with classmates, two vendor stalls—Himalayan Dessert Stall and Smoky Tandoori Pizza Stall—were set up, collectively generating over 230,000 PKR in revenue. The event not only gave vendors market exposure and financial stability but also showcased how community-driven efforts can create long-term economic impact. Engaging students, faculty, and visitors, this initiative reinforced the importance of supporting small businesses through collaboration and inclusive economic opportunities. By demonstrating how entrepreneurship can drive sustainable livelihoods, this effort sets a foundation for future expansions, ensuring continued support for vendors and the growth of local businesses.



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ACTIVITY 05: FINANCIAL LITERACY PROGRAM AT ORPHANAGE

Organized By:
The Department of Management Sciences



SDG 01 Ambassador, Ali Murtaza, conducted a Financial Literacy Program at an orphanage in Pakistan Town, focusing on equipping boys aged 11-17 with essential money management skills and entrepreneurial knowledge. The session aimed to empower them with financial awareness and introduce practical income-generating opportunities for a sustainable future. Alongside financial education, He also taught them screen printing, a valuable skill that can serve as a steppingstone for entrepreneurship. By demonstrating how they could create and sell printed products, he encouraged them to think creatively about business opportunities. The program emphasized the importance of savings, budgeting, and financial independence, helping them realize that with the right knowledge and skills, they can build a better future for themselves. The enthusiasm and curiosity of the children reinforced the importance of such initiatives in fostering self-sufficiency and economic empowerment among vulnerable communities.





ACTIVITY 06: INSPIRING YOUNG MINDS - A DAY OF LEARNING AND ENGAGEMENT AT REHBAR EDUCATION ORPHANAGE

Organized By:
The Directorate of Sustainability and Environment



The Orphanage Visit to Rehbar Education in Ghauri Town Phase 4 was conducted under our outreach initiative, aligning with SDG 1 – No Poverty, specifically targeting 1.1 (eradicating extreme poverty), 1.2 (reducing poverty in all dimensions), and 1.3 (implementing social protection systems). A team of 19 members, including myself and Ambassador 2, engaged with 30 orphaned children aged 9 to 19 in an outdoor setting to create an interactive and engaging environment. The session focused on raising awareness about education, personal development, and confidence-building, ensuring that these children recognize their potential despite financial hardships. Activities included Games, storytelling, group discussions, and motivational exercises, aiming to instill self-worth, ambition, and resilience while also addressing social inclusion among their peers. Conducting the session outdoors provided a refreshing and comfortable learning atmosphere, making it more engaging and impactful. The visit successfully empowered the children, encouraged them to pursue education, and laid the foundation for continued mentorship and support.





ACTIVITY 07: PROMOTING AWARENESS AMONG STUDENTS FOR SOCIETY AND ENVIRONMENTAL BETTERMENT

Organized By:
The Department of Management Sciences



An awareness initiative at Capital University of Science and Technology (CUST), Islamabad, was conducted through interactive classroom visits to engage students in discussions about their role in community development and sustainability. The activity aimed to inspire students to take collective action, showing them how they can contribute to poverty alleviation, environmental protection, and social responsibility by collaborating with ongoing initiatives. This effort aligned with SDG 1 – No Poverty (1.4: Ensuring equal access to opportunities). Through real-life examples and interactive discussions, students were encouraged to join volunteer campaigns, contribute to social projects, and initiate local sustainability efforts. The initiative emphasized that by being part of a community-driven movement, they could create meaningful change, gain leadership experience, and strengthen their impact on social and environmental issues.



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ACTIVITY 08: SKILL DEVELOPMENT PROGRAM AT GOVERNMENT SCHOOL

Organized By:
The Department of Management Sciences



The Skill Development Program at Government School was conducted to support SDG 1 – No Poverty, specifically targeting 1.1 (eradicating extreme poverty), 1.2 (reducing poverty in all dimensions), and 1.3 (implementing social protection systems). The session focused on empowering underprivileged children involved in labor due to financial hardships by motivating them to pursue education and personal growth while also breaking stereotypes among their peers who often teased or excluded them. Through interactive discussions, storytelling, and confidence-building activities, the session encouraged working children to embrace their potential beyond financial struggles. It also fostered empathy among other students, helping them understand the challenges faced by their peers and promoting an inclusive school environment.





ACTIVITY 09: SDG'S EXPO 2025: NO POVERTY

Organized By:
The Directorate of Sustainability and Environment.



At the University Expo on January 9th, an interactive stall was set up focusing on SDG 1 (No Poverty), not only spreading awareness about the goal but also showcasing SDG 01 Ambassador ongoing initiatives related to poverty alleviation and financial empowerment. Alongside sharing insights from fieldwork, Mr. Ali Murtaza engaged students and teachers in a budgeting game, which highlighted the importance of financial literacy, resource management, and sustainable economic practices. This hands-on activity encouraged participants to think critically about budgeting, savings, and responsible spending—key components in addressing financial instability. The stall served as a platform to inspire action, encourage discussions on economic challenges, and demonstrate practical steps toward poverty reduction. By connecting SDG 1 with real-world applications, the initiative directly aligned with SDG 1.1 and 1.2 by addressing financial vulnerabilities, and SDG 1.4 by promoting equal access to financial knowledge and skills.



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ACTIVITY 10: CUST BUSINESS MODEL COMPETITION (CBMC)

Organized By:
The Department of Management Sciences.



The CUST Business Model Competition (CBMC), organized by the Department of Management Sciences at Capital University of Science and Technology, was a national-level entrepreneurial event that brought together university students from across Pakistan. Participants pitched innovative business models addressing real-world challenges, with evaluations conducted through on-campus stall displays, live presentations, and online pitching for remote teams.

CBMC directly aligned with SDG 1 – No Poverty, particularly targets 1.1 and 1.2, by empowering youth to create sustainable economic opportunities through entrepreneurship, promoting innovative solutions to reduce poverty and economic vulnerability.



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ACTIVITY 11: INDUSTRIAL VISIT TO CARREFOUR

Organized By:
The Department of Management Sciences.



An experiential learning initiative led to an industrial visit to Carrefour, Giga Mall, Islamabad, for Consumer Behavior students. The visit bridged classroom knowledge with real-world retail dynamics, allowing students to observe operations in a large-scale FMCG retail environment. Students analyzed consumer buying behavior, visual merchandising, pricing strategies, and inventory management, gaining insights into adapting retail practices for diverse economic groups. The experience highlighted balancing customer expectations with business objectives through store layout, promotions, and brand positioning. This initiative supports SDG 1.2 and SDG 1.4 by providing students with market-relevant skills and equal access to learning opportunities, ultimately narrowing the gap between academic learning and practical application.



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ACTIVITY 12: ENTREPRENEURSHIP SEMINAR - ZINDAGI PRIZE CAMPUS ROUND

Organized By:
The Directorate of Sustainability and Environment



A dedicated Entrepreneurship Seminar was held at Capital University of Science and Technology, in collaboration with the Directorate of Sustainability & Environment (DSE), as part of the Zindagi Prize by JS Bank campus round. The seminar educated students on core entrepreneurship principles and equipped them with practical skills to effectively pitch their ideas. Through an interactive format, participants learned to transform concepts into actionable startup models and communicate them confidently. A Q&A session provided additional clarity and personalized feedback. This initiative contributed to SDG 1 – No Poverty, specifically targeting SDG 1.1 and SDG 1.2, by promoting entrepreneurship as a tool for financial empowerment and encouraging student-driven innovation for sustainable livelihoods.





ACTIVITY 13: ZINDAGI PRIZE EVENT

Organized By:
The Directorate of Sustainability and Environment



The Capital University of Science and Technology (CUST) successfully hosted the 3-day campus round of the Zindagi Prize, in collaboration with the Directorate of Sustainability & Environment (DSE) and powered by JS Bank, from June 17th-19th, 2025. The event featured an Entrepreneurship Seminar, followed by a pitch competition where students presented innovative solutions to real-world challenges, and concluded with a closing ceremony celebrating innovation. This initiative directly supported SDG 1 – No Poverty, aligning with sub-targets 1.1 (eradicating extreme poverty), 1.2 (reducing poverty and vulnerability), and 1.4 (ensuring equal access to economic resources and opportunities), by empowering students to leverage entrepreneurship for sustainable livelihoods and financial empowerment.





ACTIVITY 14: PERSONAL DEVELOPMENT SEMINAR

Organized By:
The Department of Management Sciences.



On June 7th, 2025, the Department of Management Sciences at Capital University of Science and Technology hosted a Personal Development Seminar. The session, led by a seasoned corporate trainer, focused on unlocking inner potential, enhancing interpersonal effectiveness, and adopting a growth-oriented mindset. Key areas included self-awareness, confidence building, communication skills, and soft skills for career progression. Students actively participated, engaging through questions and feedback. This initiative supported SDG 1 – No Poverty, specifically Target 1.2, by developing essential life and career skills, empowering students to become self-reliant and opportunity-ready, and fostering a more capable and economically resilient community.





ACTIVITY 15: PUBLIC SPEAKING & LEADERSHIP TRAINING FOR UNDERPRIVILEGED YOUTH

Organized By:
The Directorate of Sustainability and Environment



A Public Speaking and Leadership Training Program was conducted across three orphanages and one local school in May and June. The initiative aimed to uplift, motivate, and empower underprivileged students from marginalized backgrounds. Sessions focused on confidence-building, effective expression, and leadership development, providing practical strategies to help participants believe in their voice and adopt a leadership mindset. Through interactive discussions, role-play, and one-on-one engagement, the program helped students visualize their potential and take steps toward self-empowerment. This initiative aligned with SDG 1 – No Poverty, specifically Target 1.4, promoting equal access to services and empowerment of the poor and vulnerable. By investing in personal growth and expanding awareness of opportunities, the training fostered resilience, confidence, and aspiration in overlooked youth.



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ACTIVITY 16: POST IQBAL CONFERENCE “YOUNG PHILOSOPHERS 2025”

Organized By:
The Department of Management Sciences.



The Post-Iqbal Conference 2025 at Bahria University brought together students from various institutions to discuss contemporary challenges through Allama Iqbal's philosophy. A presentation titled "Bridging the Innovation Gap – Ensuring Equal Access to Technology and Incubation Hubs" highlighted the importance of awareness and accessibility to National Incubation Centers (NICs) for young innovators in Pakistan. The discussion emphasized Iqbal's vision of self-reliance, progress, and innovation, proposing solutions such as raising awareness about NICs within universities and strengthening university-NIC collaboration. Real-world examples like Bykea and Sehat Kahani demonstrated the transformative impact of innovation hubs. This initiative aligns with SDG 1 – No Poverty, specifically targets 1.1, 1.2, and 1.4, by promoting entrepreneurship, reducing poverty, and ensuring equal access to resources and incubation hubs for aspiring entrepreneurs. The event reinforced the role of innovation and self-reliance in poverty alleviation, highlighting the importance of empowering youth through entrepreneurship.





ACTIVITY 17: CRITICAL THINKING & VALUES- BASED JUDGMENT SESSION

Organized By:
The Directorate of Sustainability and Environment



On April 17th, 2025, a community engagement activity was led by the SDG 1 (No Poverty) Ambassador at the Scientific Model School in Model Town, Humak. A team of 30 university students conducted a visit to the school's Girls and Boys campuses, engaging children in fun and learning-based activities to empower them through value education and personal development. A focused classroom session at the Girls Campus developed critical thinking skills and defined a personal value-based framework for judgment and decision-making. The session emphasized contextual evaluation and encouraged students to apply this thinking beyond the classroom. This initiative contributed to SDG 1 Target 1.4, promoting equal access to education and basic services by fostering awareness and capability-building in vulnerable populations. The activity helped students recognize their decision-making power and self-worth, essential elements in breaking cycles of generational poverty.



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ACTIVITY 18: CONFIDENCE BUILDING & SOCIAL COMMUNICATION WORKSHOP

Organized By:
The Directorate of Sustainability and Environment



On April 17th, 2025, a community outreach session was led at the Boys Campus of Scientific Model School in Model Town, Humak, as part of the SDG 1 (No Poverty) initiative. A team of 30 university students accompanied the session leader, engaging boys in a fun and purposeful learning experience. The activity included a collective introduction and interaction session, followed by a classroom-based workshop on confidence building and social communication skills. Students learned how to structure introductions, carry themselves confidently, and engage in respectful dialogue in various settings. This session equipped students with practical soft skills critical for upward social mobility and breaking out of economic vulnerability, aligning with SDG 1 Target 1.2, which focuses on reducing poverty in all its dimensions by empowering youth with knowledge and communication skills. Building confidence in communication can help students access future opportunities more effectively

