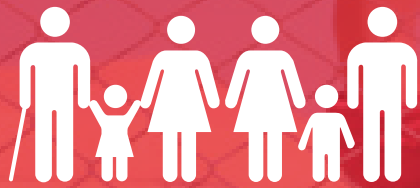


SDG 01

NO POVERTY



LIST OF ACTIVITIES

SR. NO.	ACTIVITY TITLE
1	Food and Culture Fest
2	Awareness Walk - International Day for the Eradication of Poverty
3	Beyond the Books: Class-to-Class Awareness Drive
4	Critical Thinking & Values-Based Judgment Session
5	CUST Corporate Submit 2025 - Job Fair
6	Digital Income Opportunities for Local Hosts
7	Entrepreneurial Marketing Gala 2025 - Event Contribution and Stall Management
8	Financial Literacy Program for Orphans
9	Humanity Box: Family-Led Action for Poverty Awareness
10	Public Speaking & Leadership Training for Youth
11	Sustainability Beyond Boundaries: Empowering the Young Leaders for Brighter Futures
12	The Future of E-Commerce: Trends and Opportunities



1 NO POVERTY



ACTIVITY 01: FOOD & CULTURE FEST

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



The Food and Culture Fest organized by the Directorate of Sustainability and Environment (DSE) was aligned with SDG 1: No Poverty and its sub-targets by promoting inclusive participation, resource mobilization, and community support mechanisms. The event contributed to Target 1.1 by generating funds through student-led activities that were allocated to a food drive supporting underprivileged individuals, addressing immediate poverty-related needs. The initiative also aligned with Target 1.3 by functioning as a community-based social support mechanism and with Target 1.a through resource mobilization involving multiple departments. The event concluded with a certificate ceremony acknowledging student contributions, reinforcing institutional commitment to sustainable poverty alleviation and social support systems.





ACTIVITY 02: INTERNATIONAL DAY FOR THE ERADICATION OF POVERTY

Organized By:
The Department of Management Sciences



This event was organized to mark the International Day for the Eradication of Poverty through an Awareness Walk aimed at sensitizing students about poverty, inequality, and social exclusion. The initiative aligned with SDG 1 - No Poverty, particularly Target 1.1 by promoting awareness about ending extreme poverty through youth engagement and social consciousness. It supported Target 1.2 by addressing multidimensional poverty through education, advocacy, and informed dialogue among students. The activity also contributed to Target 1.5 by fostering resilience and a sense of shared responsibility against economic and social vulnerabilities. Through collective participation, the walk strengthened active citizenship, empathy, and community-driven advocacy. The event encouraged students to become socially responsible leaders committed to sustainable and long-term poverty reduction efforts.



1 NO POVERTY



ACTIVITY 03: BEYOND THE BOOKS: CLASS-TO- CLASS AWARENESS DRIVE

Organized By:
The Department of Management Sciences



A campus-wide class-to-class sustainability awareness drive was conducted at Capital University of Science and Technology, engaging students from multiple departments. The sessions promoted environmental responsibility and highlighted the link between sustainable practices, economic stability, and community resilience. Discussions focused on mindful consumption, responsible waste management, and climate-conscious decision-making to encourage practical change. The initiative aligned with SDG 1, particularly Target 1.5, by strengthening resilience to environmental and economic challenges through awareness and education. It empowered students to adopt informed choices that support long-term socio-economic and environmental well-being.



1 NO POVERTY



ACTIVITY 04: CRITICAL THINKING & VALUES- BASED JUDGMENT SESSION

Organized By:
The Directorate of Sustainability and Environment



A Critical Thinking and Values-Based Judgment session was conducted for 570 students from Class PG to Class 10 at Islamabad Model School for Girls, Sector I-X, Uparan Gohra, Islamabad. The initiative aimed to nurture analytical thinking, ethical awareness, and sound decision-making skills at an early learning stage. The session was delivered through interactive games and activity-based learning, promoting active participation, teamwork, and practical problem-solving. Students explored concepts of responsible decision-making and values-based judgment in an engaging and inclusive environment. The activity aligned with SDG 1 by promoting empowerment through education and life skills development, strengthening resilience and long-term socio-economic stability among young girls.





ACTIVITY 05: CUST CORPORATE SUMMIT 2025 - JOB FAIR

Organized By:
The Department of Management Sciences



Active participation was ensured in CUST Corporate Summit 2025 to facilitate student engagement with potential employers and career opportunities. Support was provided to batchmates by coordinating their participation, guiding them through the CV submission process, and assisting with interaction with the Career Services Office. The initiative aimed to enhance employability, professional exposure, and access to job opportunities. This activity aligned with SDG 1, particularly Targets 1.2 and 1.4, by promoting access to economic resources and reducing vulnerability through career development. The event contributed to strengthening students' pathways toward financial independence and long-term economic stability.





ACTIVITY 06: DIGITAL INCOME OPPORTUNITIES FOR LOCAL HOSTS

Organized By:
The Directorate of Sustainability and Environment

The composite image illustrates the Mehmaan Nawaz project. At the top left is a flowchart of the business model. It shows 'PROPERTY OWNERS (HOSTS)' interacting with a 'DIGITAL PLATFORM (HUB)'. The platform facilitates 'PROPERTY LISTING & VERIFICATION', 'BOOKING & EXPERIENCE', 'AUTOMATED SCHEDULING', and 'PERFORMANCE ANALYTICS'. It also involves 'END CUSTOMERS (GUESTS)', 'REGIONAL SERVICE HUBS', 'OPERATIONS TEAM (CENTRAL HUB)', 'PAYMENT SERVICE PROVIDERS', and 'SCALABILITY & LOCAL SUPPORT'. A 'FEEDBACK & IMPROVEMENT LOOP' connects the platform back to the hosts. Below the diagram is a sample 'INVOICE' from Mehmaan Nawaz, dated 18/12/2024, issued to Asifullah Khan. At the bottom are two screenshots of the Mehmaan Nawaz mobile app interface, featuring the company logo and name.

As part of the Final Year Project titled Mehmaan Nawaz, a localized short-term rental platform was developed by SDG 01 Ambassador, to enable individual property owners and small-scale hosts to generate structured and sustainable income. Direct engagement with hosts in Islamabad focused on hospitality standards, digital listing practices, pricing awareness, and secure online booking systems. The initiative transformed underutilized residential properties into income-generating assets through transparent processes and fair commission structures. By reducing reliance on informal rental arrangements, the project improved access to stable and regulated financial opportunities. This activity aligned with SDG 1, particularly Targets 1.2 and 1.4, by enhancing income stability, expanding access to economic resources, and strengthening long-term financial resilience among local hosts.





ACTIVITY 07: ENTREPRENEURIAL MARKETING GALA 2025 - EVENT CONTRIBUTION AND STALL MANAGEMENT

Organized By:
The Department of Management Sciences



Active contribution was made to the Entrepreneurial Marketing Gala 2025 at CUST by supporting the management of key activities, including a quiz competition, martial arts performance, and oversight of business stalls. In addition to organizational responsibilities, a Tawa Chicken stall was operated, involving direct customer engagement and sales management, demonstrating practical entrepreneurial skills. The activity promoted hands-on business experience and community-based economic participation. It aligned with SDG 1, particularly Targets 1.2, 1.4, and 1.5, by encouraging income-generating opportunities, economic empowerment, and financial resilience. The initiative contributed to strengthening practical business skills and fostering sustainable economic engagement among students.



1 NO POVERTY



ACTIVITY 08: FINANCIAL LITERACY PROGRAM FOR ORPHANS

Organized By:
The Directorate of Sustainability and Environment



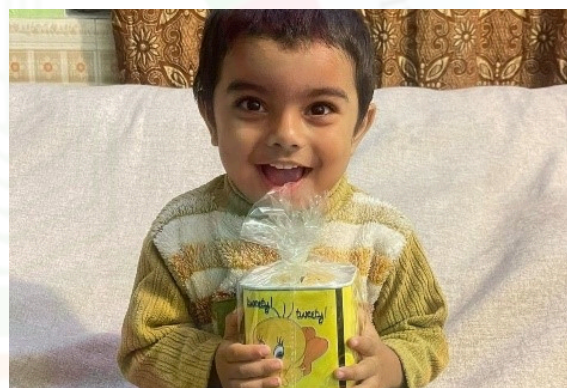
A series of five outreach visits were conducted at Gehwara Aman Orphanage, including its Korang Town and Pakistan Town (Phase 1) branches, to deliver a Financial Literacy Program for boys aged 5 to 17. The initiative focused on building essential money management skills, including saving, budgeting, and responsible spending, while introducing age-appropriate entrepreneurial concepts. Practical training in screen printing was also provided to demonstrate how creative products can be developed and sold as micro-enterprises. The sustained engagement fostered trust, confidence, and an early entrepreneurial mindset among participants. This activity aligned with SDG 1, particularly Targets 1.2 and 1.4, by promoting economic empowerment, skill development, and long-term financial resilience for vulnerable youth.





ACTIVITY 09: HUMANITY BOX: FAMILY-LED ACTION FOR POVERTY AWARENESS

Organized By:
The Directorate of Sustainability and Environment.



The Humanity Box Initiative was introduced as a home-based activity to nurture empathy, responsible sharing, and conscious financial habits among children. Through small, meaningful contributions, families guided children to understand the value of money, collective responsibility, and care for others and the environment, while involving them in decisions about resource use. The initiative promoted early financial awareness and social responsibility in an engaging and practical manner. It aligned with SDG 1, particularly Targets 1.2 and 1.4, by fostering financial literacy, inclusion, and informed decision-making from an early age. The activity laid a foundation for developing responsible individuals capable of contributing to long-term poverty reduction.



1 NO POVERTY



ACTIVITY 10: PUBLIC SPEAKING & LEADERSHIP TRAINING FOR YOUTH

Organized By:
The Directorate of Sustainability and Environment



A class-to-class outreach visit was conducted at Scientific Model School and College, engaging over 200 students from PG to Grade 12 through interactive sessions on public speaking, effective communication, and leadership development, led by a multidisciplinary student team. A subsequent training session at Government School IMSG I-X, Uperan Gurha, engaged approximately 570 female students through activity-based learning focused on confidence building, self-expression, and values-based leadership. Both initiatives emphasized inclusive participation and skill development, particularly for students from underserved backgrounds. The activities aligned with SDG 1, especially Target 1.4, by promoting empowerment and equitable access to personal development opportunities. By strengthening communication and leadership capacities, the initiative contributed to long-term socio-economic resilience and self-confidence among youth.



1 NO POVERTY



ACTIVITY 11: SUSTAINABILITY BEYOND BOUNDARIES: EMPOWERING THE YOUNG LEADERS FOR BRIGHTER FUTURES

Organized By:
The Directorate of Sustainability and Environment



An outreach visit was conducted at Scientific Model School and College, Model Town, engaging over 200 students from PG to Grade 12, with coordination and session delivery supported by a multidisciplinary team of 35 students. The training focused on enhancing public speaking confidence, effective communication, and leadership mindset among students from diverse academic and social backgrounds. Interactive discussions and motivational engagement encouraged self-expression, confidence-building, and belief in personal potential. The initiative provided exposure to developmental opportunities often limited in underserved settings. This activity aligned with SDG 1, particularly Target 1.4, by promoting empowerment, equitable access to personal development, and capacity building to support long-term socio-economic resilience.



1 NO POVERTY



ACTIVITY 12: THE FUTURE OF E-COMMERCE: TRENDS AND OPPORTUNITIES

Organized By:
The Department of Management Sciences



The session titled “The Future of E-Commerce: Trends and Opportunities” was conducted at Capital University of Science and Technology to explore emerging digital trends, technological advancements, and opportunities within the online business ecosystem. The discussion highlighted market dynamics, consumer behavior, and the growing role of digital platforms in modern entrepreneurship. Participants gained insight into how e-commerce can drive economic inclusion, innovation, and job creation in the digital age. The initiative aligned with SDG 1, particularly Target 1.2, by promoting awareness of sustainable income opportunities and strengthening students’ capacity to participate in the digital economy. The session contributed to fostering long-term economic resilience and self-reliance among youth.

