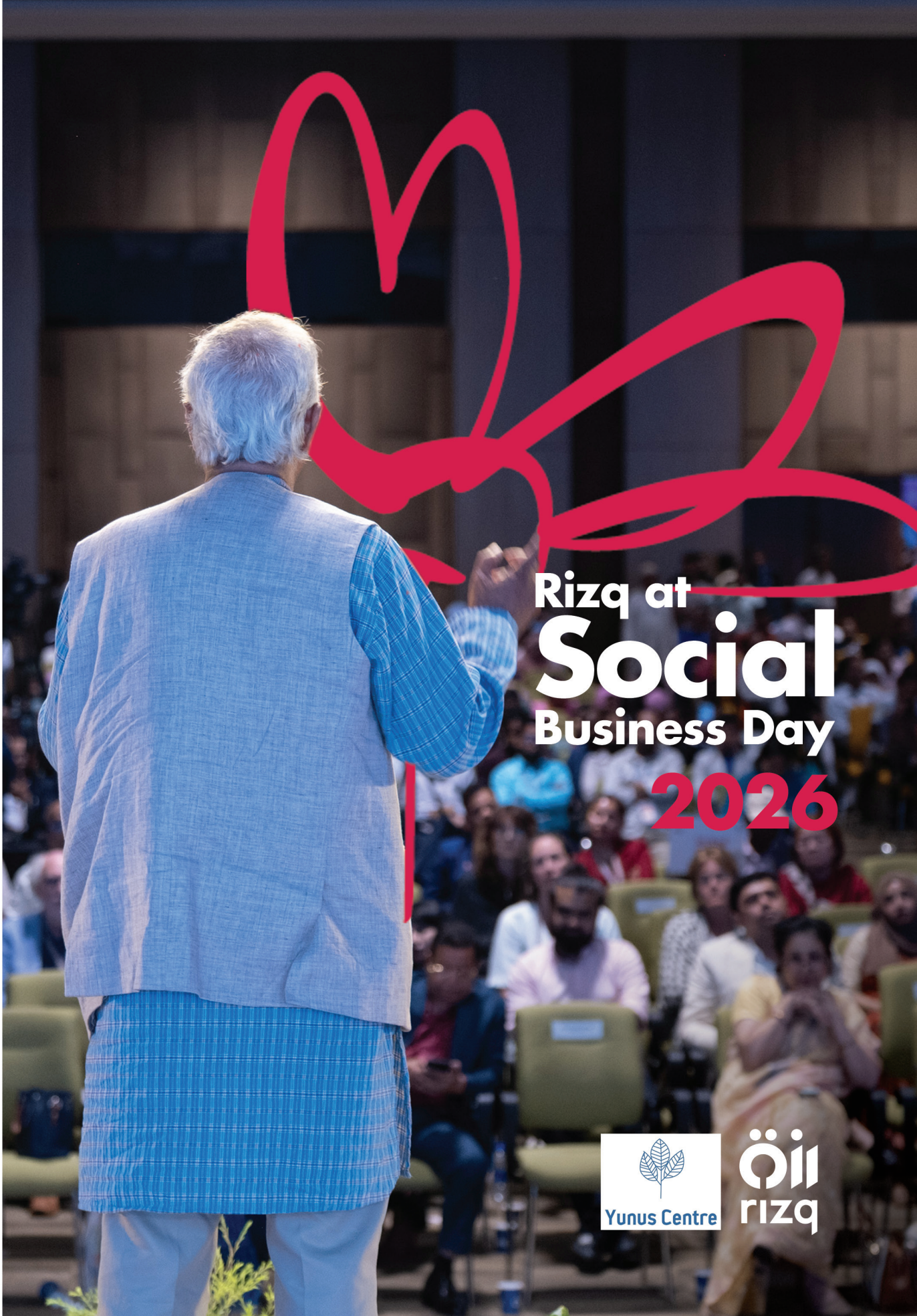

Rizq at
Social
Business Day
2026
Yunus Centre
rizq

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MESSAGE FROM THE CEO

Every time I think about the journey of Pakistan at the Social Business Day, I cannot help but feel a sense of overwhelm take over me. For me, this is also a personal achievement, because I vividly remember when I opted to enrol into the inaugural Yunus Master's in Social Business program at AIT Thailand, it was a bold step because the idea of social business was still novel in Pakistan. But Rizq always believed in the idea of leading sustainable, scalable change. In 2025, we led the first delegation from Pakistan - just a handful of us, dedicated to putting Pakistan on the map. This year, our delegation was the second-largest in the whole world.

For Rizq, the honor of leading this transformation in Pakistan is beyond imagination. Today, we are not just implementing the principles of Dr. Muhammad Yunus in our own work, but also have the privilege of guiding young minds and youth-led organisations along these principles. This Social Business Day, it was an absolute honor to lead a delegation with some of the biggest names of the country, and represent Pakistan's potential at a global scale.

> **This is not just growth in terms of numbers, but rather a changing landscape in the country - one which is open to growing beyond imagination in terms of impact.**

We are grateful to all the members of the delegation who joined us in making this possible - the entrepreneurs, the students, and the academics. We would also like to extend our gratitude to Yunus Centre for warmly hosting the Pakistani delegation, and ensuring the trip garnered maximum networking opportunities for the delegate members.

This was more than just a trip, but rather a massive step in putting Pakistan on the global map to create sustainable, scalable and meaningful impact.

Qasim Javaid

CEO, Rizq



EXECUTIVE SUMMARY

In 2026, Rizq organized Pakistan's first coordinated delegation to the 16th Social Business Day (SBD), held in Dhaka, Bangladesh, under the theme **"Social Business: The Language of Peace in a Fractured World."** Organized by the Yunus Centre in collaboration with the Grameen Group, the event brought together global leaders, academics, entrepreneurs, policymakers, youth, and development practitioners to explore the role of social business in addressing pressing social and environmental challenges.

The Pakistan Delegation comprised 25 participants, including social entrepreneurs, university leaders, civil society representatives, media professionals, and students, representing a diverse cross-section of institutions committed to sustainable development and social innovation.

Beyond representing Pakistan at the global forum, the delegation aimed to strengthen institutional relationships, facilitate knowledge exchange, expose emerging leaders to global best practices, and contribute to the development of Pakistan's social business ecosystem. Throughout the week, delegates participated in plenary sessions, thematic breakout discussions,



the Pakistan Country Forum, the Academia Dialogue, the 3ZERO Club Convention, and strategic meetings with Professor Muhammad Yunus and other international stakeholders.

One of the delegation's most significant outcomes was the Pakistan Country Forum, where participants reflected on Pakistan's development landscape and emphasized the need to transition from predominantly charity-based approaches toward financially sustainable social business models. Discussions highlighted the importance of ecosystem building, collaboration across sectors, youth engagement, and the establishment of a national platform to advance social business in Pakistan.

The experience generated new institutional connections, strengthened existing partnerships, and inspired participating organizations to explore practical applications of social business within their own programmes. Several delegates expressed interest in adapting welfare initiatives into sustainable enterprise models while expanding collaboration with international social business institutions.

The Pakistan Delegation represents an important milestone in strengthening Pakistan's engagement with the global social business movement and lays the foundation for continued collaboration, knowledge exchange, and ecosystem development in the years ahead.



ABOUT SOCIAL BUSINESS DAY 2026



Social Business Day is the flagship annual gathering organized by the Yunus Centre to celebrate and promote the principles of social business envisioned by Nobel Peace Laureate Professor Muhammad Yunus. The event brings together practitioners, academics, governments, businesses, youth leaders, and development organizations from around the world to exchange ideas, showcase innovations, and build partnerships for sustainable development.

The 16th edition of Social Business Day was held on 27–28 June 2026 in Dhaka, Bangladesh, under the theme "Social Business: The Language of Peace in a Fractured World." The event commemorated two historic milestones: the 50th anniversary of Grameen Bank and 20 years since Professor Muhammad Yunus and Grameen Bank were awarded the Nobel Peace Prize. The programme was complemented by the Academia Dialogue and the 3ZERO Club Convention, providing dedicated platforms for universities and youth leaders to contribute to the global social business movement.



The 50th anniversary of Grameen Bank and 20 years since Professor Muhammad Yunus and Grameen Bank were awarded the Nobel Peace Prize.

PAKISTAN DELEGATION INITIATIVE



Recognizing the growing importance of social business as a sustainable development model, Rizq coordinated Pakistan's first organized delegation to Social Business Day. The initiative sought to provide Pakistani institutions with direct exposure to global best practices while creating opportunities for collaboration with leading international organizations working in social business, youth development, education, and entrepreneurship.

The delegation brought together representatives from social enterprises, universities, non-profit organizations, media, and youth organizations, creating a unique platform for cross-sector learning and collaboration. By facilitating collective participation, Rizq aimed to strengthen Pakistan's visibility within the global social business community and initiate long-term partnerships that can contribute to sustainable development back home.

DELEGATION OVERVIEW

This year, Pakistan had the second largest delegation at the SBD after Japan, with 22 participants, reflecting Pakistan's deepening engagement with the global social business movement and growing commitment to systemic social transformation.



The Pakistan Delegation at Social Business Day 2026 represents a growing and diverse ecosystem of changemakers working across food systems, Livelihoods, education, media, gender and social inclusion, youth development, and technology.

The participation of the Pakistan delegation is anchored in four core pillars:

Cross-sector exchange and collaboration for shared learning, innovation, and systemic impact.

Outlining pathways and driving momentum for building a social business ecosystem grounded in real-world implementation.

Replication of successful social business models across South Asia, informed by global best practices and models.

Intergenerational collaboration as a driver of innovation and sustainable social change.

Together, the delegation reflects a shared vision: to move beyond isolated initiatives toward an integrated social business ecosystem capable of addressing food security, livelihoods, and inclusive development at scale.

The high-level delegation included key names from Pakistan like:



Qasim Javaid

Founder and CEO, Rizq

An Economics graduate from LUMS, Qasim then pursued the inaugural Yunus Master's in Social Business program at AIT Thailand, opening the social business pathway in Pakistan.



Musa Aamir

Founder, Rizq

The youngest recipient of the LUMS Alumni Achievement Award, also recognised as an Acumen Fellow and featured on TEDx, Harvard Pakistan Forum, and Royal Commonwealth Society. Musa is a passionate social entrepreneur with an interest in brining youth-led social change.



Massarat Misbah

Founder & President, Depilex Smileagain Foundation

Ms. Massarrat is a renowned beauty entrepreneur and humanitarian with over four-decades of experience in cosmetology and social enterprise which supports women's empowerment and the rehabilitation of acid and burn survivors.



Shahid Lone

Chairman, Allah Walay Trust

Mr. Shahid is a visionary entrepreneur and philanthropist who founded Allah Wale Foundation in 2010. Under his leadership, AWF has become one of Pakistan's largest food security initiatives, serving millions through the flagship School Khana Program and nationwide humanitarian operations.



Dr. Shazia Lone

Secretary Finance, Allah Walay Trust

Dr. Shazia Lone is a medical doctor and social entrepreneur dedicated to women empowerment and social impact. As an MBBS doctor, she not only leads AWF's humanitarian vision, but also founded Losha.pk, a women-led platform combining healthcare support and innovative social enterprise solutions.



Rukhsana Izhar

Founder & Director, Rukh Foundation

Ms Rukhsana is a dedicated social impact leader committed to advancing equitable education, community welfare, and sustainable development. Through her vision, she has empowered hundreds of children by creating opportunities through education, mentorship, skill development, and community-driven initiatives that promote dignity, self-resilience, and long-term social impact.



Ibrahim Hasan Murad

Chairman & President, UMT

Mr. Ibrahim is a Pakistani educationist, philanthropist, and technocrat known for his association with the University of Management and Technology. He has also served as a provincial minister in the caretaker government of Punjab.



Minahil Kashif

Program Manager, Atomcamp

Ms. Minahil's work focuses on managing programs that connect technology, education and development, with a strong interest in making AI skills more accessible and useful for institutions, professionals, and communities.



Dr. Ayesha Nasir

Founder, Dream 3

A qualified doctor of medicine, Ayesha has successfully transitioned from healthcare into entrepreneurship, bringing the same dedication and people-centred approach to her work. As the founder and driving force behind Dream 3 Student Counselling, she is passionate about empowering students to achieve their academic and career aspirations.



Ayesha Hassan

Founder & CEO, Dream 3

An accomplished entrepreneur and education leader with over seven years of experience in the educational sector, she has dedicated her career to creating opportunities for students through ethical, student-centered guidance and educational excellence.



Ahmed Kazi

Founder of Ostruce

A purpose-driven entrepreneur promoting sustainable living through nature-based wellness solutions. Passionate about creating meaningful impact, he is committed to building a healthier future for generations to come.

MAJOR HIGHLIGHTS

Throughout the programme, the Pakistani delegation members actively engaged in not just the main SBD conference, but also in key side-events which allowed them to not only network with numerous changemakers from around the world, but also the opportunity to represent Pakistan on a global stage. Some of the major events which the delegation members participated in included:

Participation in the 16th Social Business Day Conference:



While all of the members of the delegation attended the main SBD conference, Rizq also had the opportunity to represent the organisation as well as Pakistan's entire journey at SBD in front of the entire audience, including Dr. Yunus himself. Rizq co-founders, Musa Aamir and Qasim Javaid delivered a powerful presentation featuring Rizq's work in developing numerous social businesses to help ensure food security, while also discussing Pakistan's journey at the SBD and the opportunities that exist in the domain. This was the first time a Pakistani organization featured on the prestigious stage, marking a huge step for the country amongst the global participants.



Pakistan's Country Forum and Country Report Back Session



Building on the successful establishment of the Pakistan Country Forum in 2025 which was held in Lahore with key individuals from Pakistan's social sector, this year's convening was held in Dhaka on the sidelines of the main event, bringing together policymakers, academics, and students from the delegation to deepen dialogue, share sectoral insights, and build momentum for collective action.

The Country Forum report for Pakistan was presented by Rizq co-founder Musa Aamir alongside the representatives of other countries including India, Philippines, Japan, Thailand, Australia and other countries. He discussed potential avenues to expand the social business ecosystem in Pakistan.

Thematic Breakout Sessions



Members of the Pakistani delegation were also part of key breakout rooms alongside the main SBD conference, joining esteemed plenary discussions during key talks. Chairman of Allah Walay Trust, Shahid Lone, spoke at the panel talk on "Feeding the Future: Reimagining Food Systems". Additionally, Minahil Kashif, Program Manager at Atomcamp, spoke on the panel talk on "From Classroom to Community: The University as a Social Business Incubator". Together, these participations showed Pakistan as an active member in developments in both education and nutrition.

Participation in the Academia Dialogue and 3ZERO Club Convention



Rizq co-founder, Musa Aamir became a part of the 3ZERO Club Convention - an annual global youth gathering centered around Nobel Laureate Muhammad Yunus's vision of a "World of Three Zeros": Zero Poverty, Zero Unemployment, Zero Net Carbon Emissions. Leading one of Pakistan's largest youth mobilization networks - Rizq Youth Republic - Musa shared key insights on the power of youth to create real social impact, along with a panel featuring Ms. Lamia Morshed and youth leaders from other countries.

The students and academics in the delegation also participated in the Academia Dialogue, which is one of the biggest forums which brings together scholars, researchers, students, and network members to advance social business education

Strategic meeting with Professor Muhammad Yunus



The highlight from the visit remained the one-on-one meeting between the Pakistani delegation and Dr. Yunus himself, where the members discussed the advances that have been made in Pakistan thus far, along with the opportunity of expanding the 3-zero movement and national social business day in Pakistan. Other programs like scholarship opportunities for Bangladeshi students in Pakistan were also announced during the meeting.

FINDINGS FROM PAKISTAN'S COUNTRY FORUM



The Pakistan Country Forum focused on developing Pakistan's social business ecosystem.

Participants reflected on **Pakistan's strong culture of philanthropy while recognizing that long-term development requires financially sustainable models capable of creating dignity, employment, and community ownership.** Discussions emphasized that Pakistan possesses innovative organizations and entrepreneurial talent, but lacks stronger coordination between existing initiatives.

Delegates identified collaboration, knowledge sharing, youth engagement, and institutional partnerships as critical priorities for strengthening the country's social business ecosystem. A key recommendation emerging from the discussion was the aspiration to **establish a national platform capable of connecting universities, entrepreneurs, businesses, philanthropists, and development organizations working towards shared social impact goals.**

The forum also highlighted encouraging examples of organizations beginning to explore the transition of existing welfare programmes into sustainable social business models, demonstrating that the discussions extended beyond reflection toward practical action.

KEY OUTCOMES

The Pakistan Delegation achieved several important outcomes:

- Successfully represented Pakistan at Social Business Day 2026 through a diverse, multi-sector delegation.
- Strengthened relationships between Pakistani institutions and the global social business community.
- Increased awareness of social business principles among participating organizations and youth leaders.
- Facilitated valuable knowledge exchange with international experts and practitioners.
- Inspired participating institutions to explore financially sustainable approaches to addressing social challenges.
- Initiated discussions around establishing a stronger national ecosystem for social business in Pakistan.
- Reinforced Rizq's role as a convenor and catalyst for collaborative social innovation.

WAY FORWARD

Building upon the momentum generated during Social Business Day 2026, Rizq aims to continue fostering collaboration among Pakistani institutions committed to social business and sustainable development. Future priorities include strengthening partnerships with international organizations, expanding youth engagement through the Three Zero movement, promoting knowledge exchange across sectors, and supporting the emergence of a connected social business ecosystem in Pakistan.

The experience demonstrated that meaningful progress will require collective action, continuous learning, and sustained collaboration between academia, civil society, entrepreneurs, businesses, and development partners. The Pakistan Delegation marks the beginning of this long-term journey.

CONCLUSION



Pakistan's first organized delegation to Social Business Day 2026 represents an important milestone in the country's engagement with the global social business movement. The initiative successfully created opportunities for learning, dialogue, partnership building, and international representation while inspiring participating institutions to reimagine sustainable approaches to social development.

As Pakistan continues to address complex social and environmental challenges, the principles of social business offer a practical pathway for creating lasting impact through entrepreneurship, innovation, and collaboration. Rizq remains committed to advancing this vision by strengthening partnerships and supporting the growth of Pakistan's social business ecosystem.




CELEBRATING
20 years
50 years
3ZERO Club
CONVENTION





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16TH SOCIAL BUSINESS Day



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