

ESTABLISHMENT OF CURIO SHOP,LCWU
A SUMMARY and REPORT OF HESSA BASED CAMPUS PROJECT
(HIGHER EDUCATION SYSTEM STRENGTHENING ACTIVITY)

Prepared by:

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(Focal Person of Curio Shop,LCWU)



The HESSA Campus-Based Project aims to strengthen the capacity and potential of the skilled women, studying at the Lahore College for Women University (herein LCWU), particularly, and outside the university as well. All the under graduate and graduating female students, if provided by an opportunity, can manage an organizational business platform where they can sell their handmade products and original art works.

This project plans to facilitate them by providing a venue where a display of Art Works, crafts and artefacts can be available for the visitors to purchase. Souvenirs can also be prepared for those departments who intend to present souvenirs to the distinguished guests at the conferences, seminars, and other official events at LCWU. Women empowerment is the main purpose of this project. Students studying at LCWU or any other university can be financially empowered by using this small business hub. To generate a revenue for LCWU by selling original art and craft products is another aspect of this business .

Craftswomen, artists and LCWU will be the stakeholders, who shall essentially be given a space/ shop for displaying of their products. It will help them to set their successful business enterprise.

CURIO SHOP is an event and business space. Suggestions for the space have been floated to the administration of the university i.e. 1. 5 Race Course Park, a closely adjacent building owned by the University or 2. at the student service centre of LCWU. Establishment.

Functioning of the curio shop has been inaugurated by the Patron in chief, the Vice Chancellor of LCWU, prof. Dr. Shagufta Naz.



LCWU, as one of the 16th HEI's facilitates potential strategic business plans, duly approved by the HESSA program.

Dr. Dar when she has presented the HESSA Campus Based project “ establishment of Curio Shop” during her senior women’s leadership training at Alabama University, she focused on the resource mobilization as the key factor for the sustainability of the HESSA CAMPUS-BASED PROJECT. Through this idea she plans three stages for the

final execution of establishment of Curio Shop at LCWU. In this process she intends of getting resources from the resource provider, using different art institutions, art galleries owners, crafts men and women for the sustainability of the Curio shop. It will be a study of social movement and will argue on the importance of skills which every women in Pakistan carries within herself. These domestic based skills of stitching, crochet making, knitting, pottery making and art of calligraphy and skills of basic painting techniques have been transferred from generation to generation. The living cultural heritage of Pakistan is a best sample to visualize. The Curio shop at LCWU is a resource for all women of skills and ability.

This activity also reflects into Dr. Rifaat Saif Dar's personal philosophy of Leadership skills, which she has learnt WLP COHORT 2 training at Alabama University, USA. Senior Women's leadership training has brought in her an idea of strength, style, and knowledge which is important to run any social movement.

For this purpose Dr. Dar has actively and successfully arranged small business activities which can determine her future plans for the functioning of Curio shop as a Business enterprise.



The primary conversation about The HESSA Campus-Based Project has reached at its maturity after discussing it with the US Mentor Dr. Susan Carvalho and now it is presented to the Vice Chancellor of LCWU,

Some other senior leadership, close colleagues and selected mentors from outside the campus, will be invited for more discussion. Their views and suggestions will be collected to bring enhancement in the business proposal.

List of distinguish mentors has provided valuable guidelines to nurture the idea of Curio shop at LCWU. From the approval of this campus based project till the opening of Curio shop each mentor has significant contribution.

Worth mentioning are the names of Prof. Dr.Susan Carvelho who is the mentor and supervisor of HESSA Projects of WLP COHORT -2, she trusted me for the accomplishment of this proposal and approved it.



With the help of the Vice Chancellor, Dr.Shagufta Naz the final execution was not possible. She supported this idea from scratch till it reached at its culmination point. She has promised to support in future as well.



Other promising roles has been played by the mentors which Dr.Dar has selected on her return from US Training. Dean FASS. LCWU, Prof. Dr. M.Afzal has been a thorough support and help to invite all stakeholders fro the institute of Fine Arts and successfully gathered the team under one umberrella.



Sumera Samad, Secretary Women Development Lahore, has graciously accepted to become the third Mentor from Pakistan and shared her valuable suggestions and ideas

for the women empowerment. She has also provided a seminar to the team of Curio Shop for the sustainability of this business enterprise.



EXECUTIVE SUMMARY

Project Purposes:

The campus-based project has multiple purposes:

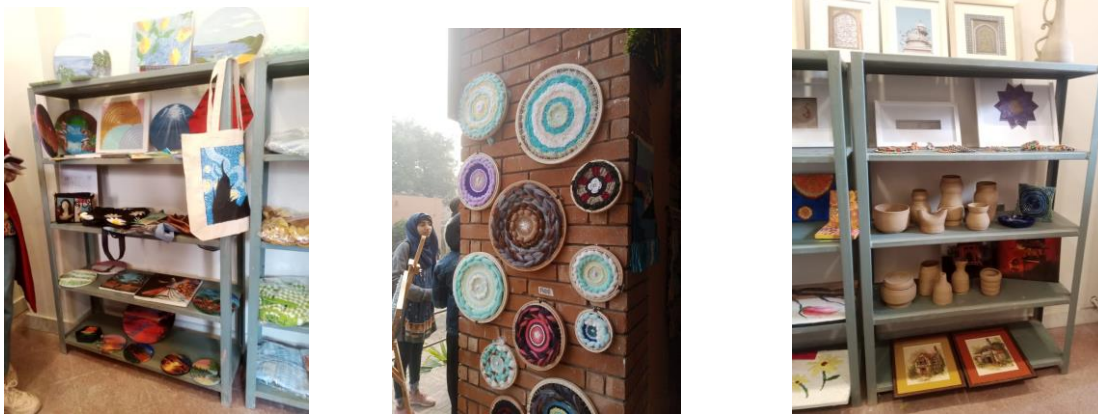
- a. To advance the goals of the university.
- b. To develop one's leadership skills and guide the right team for implementing the project.
- c. Preparing young business women into forward-thinking, ambitious, and effective change managers.
- d. Learning outcome : positive and negative responses during the implementation of business plan will help the team to demonstrate critical thinking and reflection.
- e. Responses and personal experiences will be adhered as future leadership practices.
- f. Aspiring young business leaders in the field of art, craft and cultural heritage will be created.

Project focuses on starting an event space business with the help of university students and interested faculty. Within the university a cultural and artistic entrepreneur hub will be introduced. .

The arts students and, many others, who are bestowed with multiple skills of making crafts, will be given a chance to sell their products. It may be a profitable business which can make them financially self-sufficient. These young entrepreneurs may bring a change into the world by addressing a certain problem. Bringing unique solutions for problems in the artists' community can be a major focus of these passionate and enthusiastic art and crafts women.



WHAT THEY ARE GOING TO DO:



Starting an event space business at the 5 RACE COURSE PARK will be a Small Enterprise and is comprised of following strategical plans:

1. establishment of a CURIO SHOP (THE TERM CURIO shop typically refers to a souvenir shop that sells curios, artistic and other novelty items.
2. Establishment of an Art Gallery . (already established)
3. Running of Art Classes for admission seekers in different art institutions.
4. Running of Painting classes for the children of faculty and staff of LCWU.
5. starting of Art Classes for the kids at Day Care.
6. Starting of hobby classes for amateur artist.
7. Buisness incubation center for selling original art works and crafts by the students studying at LCWU
8. Setting up a sovenier shop

9. Selling up Fresh Flower shop
10. Handi craft center
11. Setting of a Printing Press.

The main goal of this project is to encourage all those young girls who are well equipped with some special artistic skill. In the culture of Asian Region young girls are taught to learn stitching, embroidery, rug making, jewelry making, knitting, crochet and traditional calligraphy, miniature painting, landscape Painting and many others can be encashed. As a result the young aspiring Art Buisness women will be running this enterprise.

WHY THE PROJECT IS NEEDED

Many of the students studying in LCWU have never been more resourceful to become entrepreneur women, but most of them are energetic, enthusiastic and talented. If such kind of business ventures, with low-cost tools are provided to them, they shall rise from their financial constraints.

Entrepreneurship isn't simply about being self-employed with great business idea but basic artistic skills can bring change.

HOW IT WILL ADVANCE YOUR INSTITUTION'S GOALS

Implementation of The Sustainable Development Goals are designed to serve peace and bring prosperity into the future. LCWU is also practising on Sustainable Development Goals through different departmental activities.

SDG 1, no poverty

SDG 2, zero Hunger

SDG 3, Good Health and Well Being

SDG 4, Quality Education

SDG 8, Good Health and well Being,

all are interlinked with different institutional goals and objectives. All are designed to serve the institution in much advanced level.

TENTATIVE PLAN – WILL THIS BE A PILOT PROJECT? WILL DATA BE NEEDED AT AN EARLY STAGE OF THE PROJECT? WHO ARE YOU THINKING WILL NEED TO JOIN YOUR TEAM, AS YOU CONTINUE TO ADVANCE THE PROJECT?

The Project EVENT SPACE BUISNESS will be a Pilot Project. It may refers to different strategies and small-scale tests. Idea of selling art works and handmade crafts will be the focal activity .

It may involve a limited display of soveniers created by the art students. The Curio Shop will be the main hub of business generationg point.

The feasibility of this project is based on the determination by the students. Its effectiveness and implementation is based upon the provision of space named as the “5 Racecourse Park”.

Facts and statistics will be collected for reference or analysis. Students, art students, interested faculty who can work as an organization.

Starting up a Printing Press is another idea to reach out by the Faculty Of Art and Design.

Fact finding mission will be placed at first before the launching of this idea on wider scale.

Following offices within the campus can play a strong role:

Women and Gender Studies Department

Oric

Student service Centre

Directorate of Student Affairs

Directorate of Faculty Development

Textile Design Department

Punjab Govt. Women Development Centre

Punjab Small Industries Corporation

Event Management Centre

House of Alumni,LCWU.

All Affiliated Colleges of LCWU

APPROVAL PROCESS – PLEASE DOCUMENT WITH WHOM YOU SPOKE AND WHETHER YOUR INITIAL PLAN WAS MODIFIED AS A RESULT OF THESE CONVERSATIONS, OR WHETHER IT WAS APPROVED IN ITS ORIGINAL FORM

For the approval of this Project the outline has been discussed with the Vice Chancellor of LCWU, and USA Mentor Dr.Susan Carvalho.

After the final review by these focal persons, the modifications will be made as phase II and III until the final showcasing of this project in Islamabad, 2024.

Final approval from the Vice Chancellor will be required to finalize the Project.

The initial idea can be accomplished within a month after it has been shared and approved by the competent authority.

If all goes according to plan it looks like a great success. The appearance of young aspiring artist and crafts-women can be seen in future.

For the final accomplishment, two more months are required. A mega event has been planned to invite all stake holders of Curio shop at 5 RACE COURCE PARK. It will be pre- showcasing of this business enterprise at LCWU. Hope fully it would be a revenue generating event and will be benefitting equally to the young business women entrepreneur and to the institution.

PROF. DR. RIFAAT SAIF DAR (JAMIL)

Participant HESSA WLP COHOROT 2, Jan,2023

USA MENTOR:

Dr.Susan Carvalho

Associate Provost and Dean

Graduate School
The University of Alabama, USA

Seen and approved by

Vice Chancellor LCWU