



# ZAIN ASHRAF MUGHAL

SOCIAL ENTREPRENEUR

BUSINESS EXECUTIVE

PHILANTHROPIST

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Zain Ashraf, a 32-year-old social entrepreneur, business executive, and philanthropist, was born and raised in Gujranwala, Pakistan. He graduated in 2011 from the University of Miami, USA, majoring in Entrepreneurship, and returned to Pakistan with a vision to do something good for his country and its people. He noticed the lack of financial services available to the poverty-stricken masses, which led him to start Seed Out, a non-profit crowdfunding platform that provides quality and interest-free microfinance services to the poor and vulnerable segment of society.

Zain Ashraf is the founder and President of Seed Out, which aims to alleviate poverty by establishing micro-entrepreneurs through interest-free microfinancing. The organization has established a unique nexus between financial inclusion and technological advancement. Seed Out's mission is to provide self-enabling and inclusive entrepreneurial opportunities to alleviate poverty and enable beneficiaries to live their lives with dignity by developing micro-enterprises.

Seed Out has supported the establishment of 2000+ micro-entrepreneurs, including 43 differently-abled people and trans persons, across four districts (Lahore, Faisalabad, Gujranwala & Bahawalnagar) while impacting 10210 lives overall. Moreover, Seed Out has enabled these families to send 6000+ out-of-school children to school.

Seed Out is launching Pakistan's first AI-based Student Scholarship Fund program, powered by its crowdfunding platform. The platform will give an opportunity to students across borders and in Pakistan to obtain a university degree without financial burden. The platform will fund students who have obtained admission at any university but are unable to pay their tuition fee. Verified profiles of potential university students will be published on Seed Out's Crowdfunding platform. Donors worldwide can crowd-fund the tuition fees against the student profiles online. Seed Out's Student Scholarship Fund will be paid directly to the universities where the students have been admitted, rather than giving hard cash to the students. The initial verification of every student will be done through a robust AI-based screening. Universities will update the reports of every student semester-wise through Seed Out's online dashboard, which will be disseminated automatically to all the sponsors of that particular student. This will enable sponsors to feel connected transparently to the cause and motivate them to fund more students worldwide. Zain aims to provide millions of university degrees to deserving candidates who cannot afford quality education.

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Zain has also been very actively involved in the development of Gujranwala city. Under social corporate responsibility he also led his vision into reality by erecting Pakistan's largest alphabetical monument and a Selfie- Point called I LOVE GUJRANWALA (dimensions: 30ft/150ft) which added great value to the city. He along with his brothers have also converted Gujranwala's garbage dumping site into a family and ladies recreational park for the public in the interest of Gujranwala city and it is great value addition and beautification of the city.

He is also a promising restaurateur in acknowledging the fact that Pakistan lacks recreational activities and international standard home-grown restaurant brands which can be franchised across borders. He founded three state-of-the-art food chains including Tao Pan (Pan Asian Cuisine), Marinara (The Pizza Company), Desi Table (Pakistani Street Food) & Ground Zero which is Pakistan's 1st Indoor tech-savvy Paintball Arena with a 360-degree immersive experience.

Apart from his business ventures, Zain has gained international recognition for his social entrepreneurship. He was featured in the Forbes 30 Under 30 Asia 2019 list as the only Pakistani in the Social Entrepreneur category. Zain also received the Commonwealth Youth Award for Excellence in Development Work 2018 from the Royal Family at the Commonwealth Heads of Government Meeting, where he personally met Prince William, Prince Harry, and Miss Meghan Markle. The event highlighted the important work of "Seed Out," Zain's crowdfunding platform that aims to alleviate poverty by raising entrepreneurs.

He was also honored with the United Nations and NYU 'Champions for Change' Title for his contributions in helping people during the coronavirus pandemic. In 2021, Zain represented Pakistan as a speaker on the topic of harnessing youth capabilities at Organisation of Islamic Corporation (OIC). Zain has also served as Prime Minister's 1st National Youth Council under the government of PM Imran Khan. Zain's accomplishments have also made him a proud alumnus, being featured in the University of Miami magazine and its 30U30 list in 2017.

Furthermore, Zain became the first Pakistani to receive the Islamic Development Bank Award for Impactful Achievement in the 32-year history of the Islamic Economics prize. This recognition is awarded to only two creative projects that are addressing important development challenges in the 57 ISDB member countries across four continents. The ISDB featured Seed Out's poverty alleviation work as a case study and granted \$70,000 to support it. Zain was also invited to the ISDB headquarters in Jeddah to give a lecture on Islamic Economics and to share his work with all the scholars and DG ISDB from the MENA region.

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## AWARDS & RECOGNITIONS



1st citizen of Gujranwala featured in Forbes 30 Under 30 Asia in the Social Entrepreneur category



Young Alumni Leadership Council (YALC) is an invitation-only group of the University of Miami's young alumni leaders - 2017



The Commonwealth

1st ever Pakistani, awarded with the Commonwealth Youth Award for Excellence in Development work - 2018



1st ever Pakistani to win Islamic Development Bank Prize for Impactful Achievement in Islamic Economics - 2021.

*This is the first time in the 32-years Islamic Economics history of the prize that Islamic Fintech start-ups take top spot, which in its previous form was known as the IsDB Prize in Islamic Economics, Banking, and Finance.*



1st ever Pakistani to receive UN Champions of Change award, acclaimed as Champions of Pathfinders SDG16+ Champions of Change series acknowledged by United Nations and New York University



Member - Technical Advisory Committee for Pakistan Youth Development Index, representing National Youth Council of Pakistan



JONKOPING UNIVERSITY

**Jonkoping published** a chapter on Seed Out in their book "contextualizing Entrepreneurship in Emerging Economies and Developing Countries."



**Featured as "Proud Alumni"** in the University of Miami magazine (2017) & won 30 under 30 award as a social entrepreneur for creating a positive impact in the society



**Awarded with** "The Pakistan Poverty Alleviation Award" for Seed Out by PPAF



Launched Pakistan's 1st Social Entrepreneurship Program, taking 100 students on board



**Represented Pakistan at OIC (Organization of Islamic Corporations)** - youngest speaker at the summit addressing "Harnessing Youth Human



Invited for **TEDx** event for a **TED** talk on Improving Living Standards through Micro financing at **PIEAS**



Invited at **British Council's DICE** event as an inspirational keynote speaker. Moreover, the British Council's survey of social and creative enterprise in Pakistan acknowledged Seed Out as a business creating platform for youth and women



Seed Out in collaboration with the **Embassy of Netherlands** held business and financial literacy training workshops to assist women who are seeking economic empowerment through enterprise creation. These workshops trained 250 women across four districts of Pakistan: Lahore, Gujranwala, Faisalabad & Bahawalnagar



Seed Out in collaboration with the Australian High Commission organized the first-ever series of training in Pakistan, aimed towards raising awareness on the concept of crowdfunding's importance in the development sector in Pakistan









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## BUSINESS PROFILE

	Founder & CEO	Sep 2012 - Present	SEED OUT
	Founder & CEO	Dec 2013 - Present	ECCOUNTANT PVT LTD
	Managing Director	Jan 2011 - Present	SUPER ASIA MDS PVT. LTD
	Chief Executive Officer	Jan 2020 - Present	SUPER ASIA DEVELOPERS
	Founder & CEO	DEC 2020 - Present	SUPER ASIA FOODS
	Founder & CEO	DEC 2021 - Present	SUPER ASIA FOODS
	Founder & CEO	DEC 2021 - Present	SUPER ASIA FOODS
	Director	2009 - Present	HARDEES PAKISTAN (MDS FOODS)
	Director Development	Apr 2015 - Present	SUPER ASIA CITY PVT LTD
	Managing Director	Jan 2019 - Present	WHIRLPOOL PAKISTAN
	Chief Executive Officer	Jan 2011 - Present	SUPER ASIA POLYMER PVT LTD.
	Member YALC	Jan 2017 - Present	YOUNG ALUMNI LEADERSHIP COUNCIL UNIVERSITY OF MIAMI
	Member PMNYC	2019 to 2020	PRIME MINISTER'S NATIONAL YOUTH COUNCIL
	Director	2023 to Present	HB MOTORS GUJRANWALA

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## VISION

Zain aspires to establish Seed Out's operational offices across the nation while aiming at the alleviation of poverty on the principles of equity and social justice, eventually making Pakistan a poverty-free state.

## ACHIEVEMENTS

**Peaceful coexistence is only possible when everyone is provided with a fair and equal chance to grow socially and economically.**

ZAIN ASHRAF  
Founder & President, Seed Out

SDG16+ CHAMPIONS OF CHANGE

Champion for Inclusion

Seed Out ISDB  
FIRST TIME IN THE 32 YEARS OF ISDB PRIZE HISTORY  
SEED OUT HAS BEEN AWARDED WITH ISLAMIC DEVELOPMENT BANK PRIZE FOR IMPACTFUL ACHIEVEMENT IN ISLAMIC ECONOMICS.

THE AWARD AND CITATION ALONG WITH A CASH REWARD OF US\$70,000 WILL BE EXCHANGED AT A SPECIAL CEREMONY DURING THE ISDB ANNUAL MEETING IN TAGHROUT.

THIS RECOGNITION IS AWARDED TO ONLY 2 CREATIVE PROJECTS THAT ARE SOLVING IMPORTANT DEVELOPMENT CHALLENGES IN THE 57 ISDB MEMBER COUNTRIES ACROSS 4 CONTINENTS.

www.seedout.org

**MOU SIGNING CEREMONY**  
with THE LEARNING HUB (TLH) GUJRANWALA

**President, Zain Ashraf Delivered a Lecture at ISDB Institute**

**MOU signing with Gift University Social Integration program**

ISDB  
بنك التنمية الإسلامية  
Islamic Development Bank

ISDB  
بنك التنمية الإسلامية  
Islamic Development Bank

معهد البنك الإسلامي للتنمية  
Islamic Development Bank Institute

**IsDB Prize for Impactful Achievement in Islamic Economics**  
جائزة البنك الإسلامي للتنمية في مجال الإنجاز المؤثر في الاقتصاد الإسلامي

SEED OUT  
A PAKISTANI NON PROFIT ORGANISATION  
HAS BEEN AWARDED FOR IMPACTFUL ACHIEVEMENT IN ISLAMIC ECONOMICS 2021

FIRST TIME IN THE 32 YEARS OF ISLAMIC ECONOMICS HISTORY

THE AWARD & CITATION ALONG WITH A CASH REWARD OF US\$70,000

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www.seedout.org

FOUNDER AND PRESIDENT OF SEED OUT  
**MR. ZAIN ASHRAF**  
ELECTED AS  
MEMBER OF TECHNICAL ADVISORY COMMITTEE FOR PAKISTAN YOUTH DEVELOPMENT INDEX  
REPRESENTING THE  
NATIONAL YOUTH COUNCIL OF PAKISTAN

COMMONWEALTH HEADS OF GOVERNMENT MEETING LONDON 2018

2018 SPONSORS  
2018 DUAL CAPITAL PARTNERS GP LLC  
WAK GILBERTSON  
THE HOFFNER FAMILY  
JES  
WALSH

**Zain Ashraf Mughal**  
B.B.A. '11  
Founder, Seed Out  
Hometown: Gujranwala, Pakistan

#UM30Under30

THE COMMONWEALTH YOUTH AWARDS

The 2018 Commonwealth Youth Awards finalists announced – Powering Our Common Future | The Commonwealth

THECOMMONWEALTH.ORG

**Forbes**  
30 UNDER 30 ASIA

**ZAIN ASHRAF MUGHAL**  
FOUNDER AND PRESIDENT OF SEED OUT  
30 UNDER 30 SOCIAL ENTREPRENEURS 2019

THE EXPRESS TRIBUNE

Pakistani entrepreneur nominated for 2018 Commonwealth Youth Awards

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MR. ZAIN ASHRAF MEETING PRINCE WILLIAMS IN UK AND EXPLAINING HIM SEED OUT'S MODEL



Meeting with Prince William

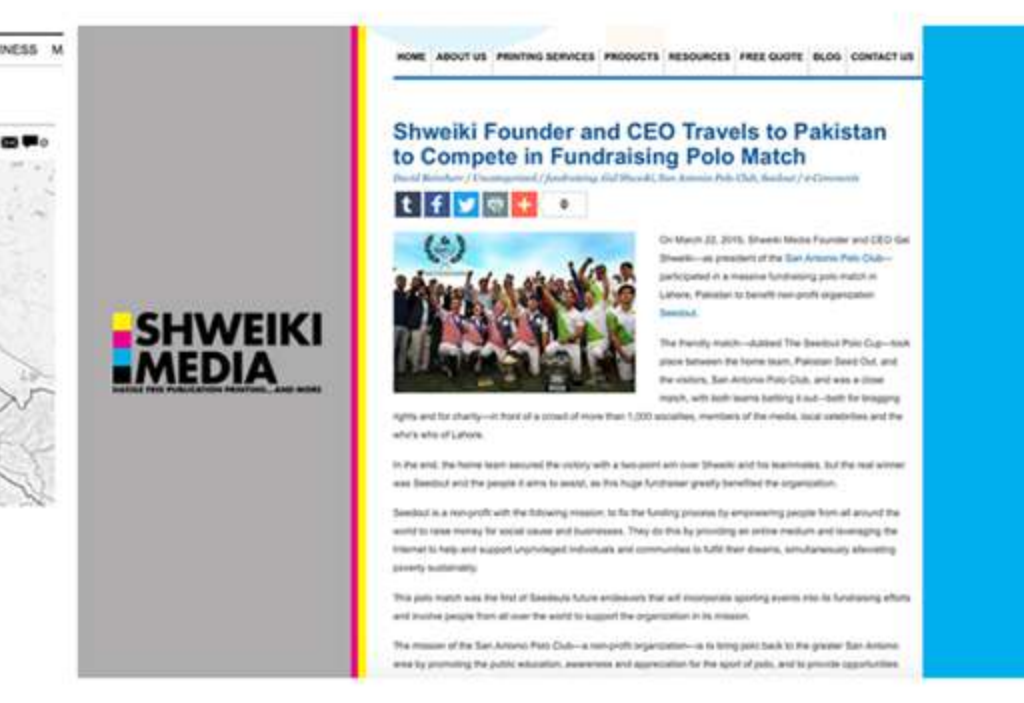
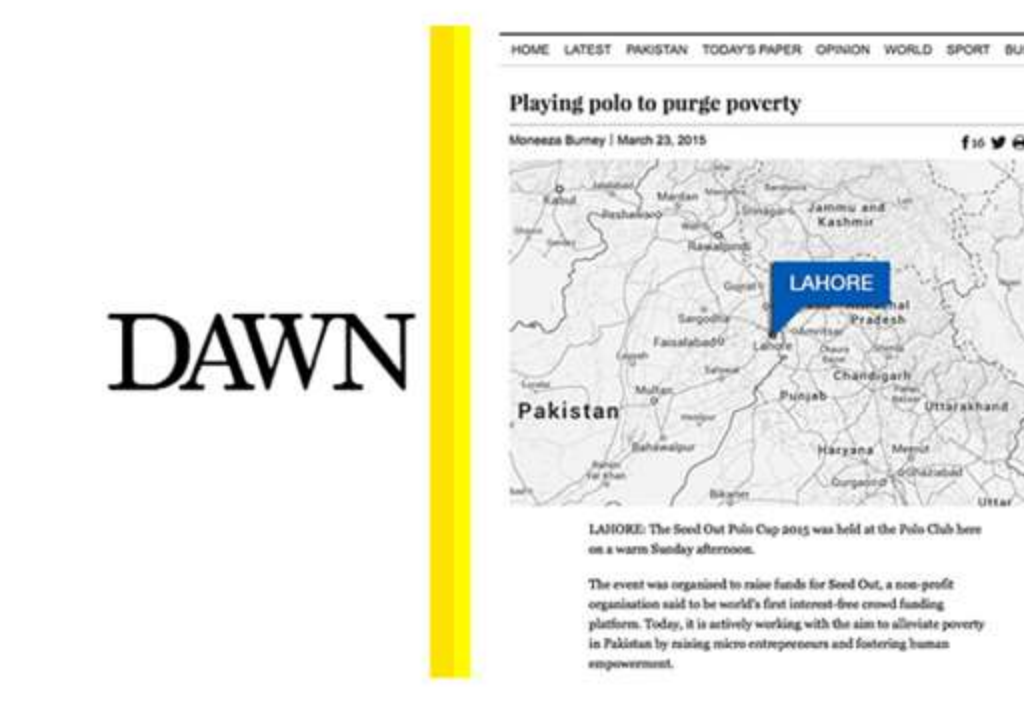
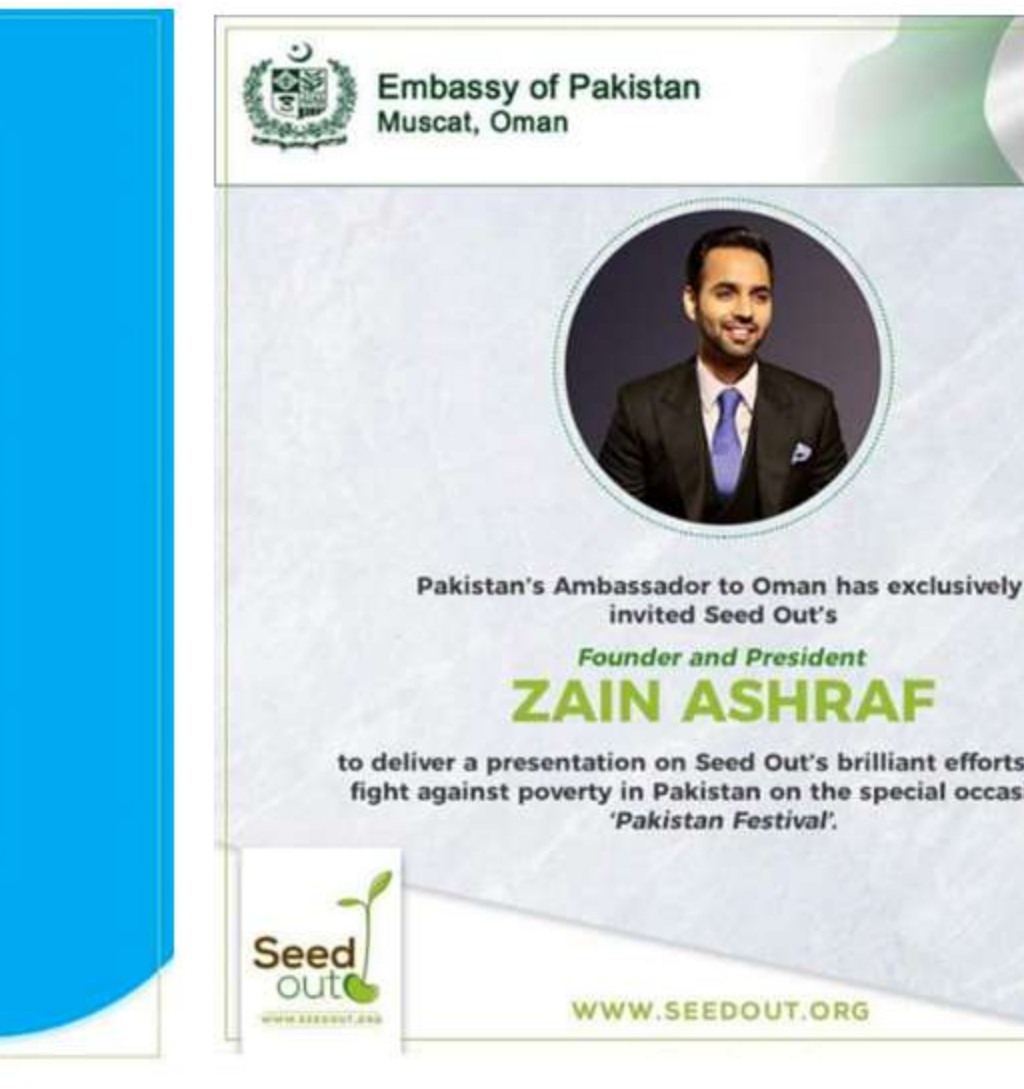
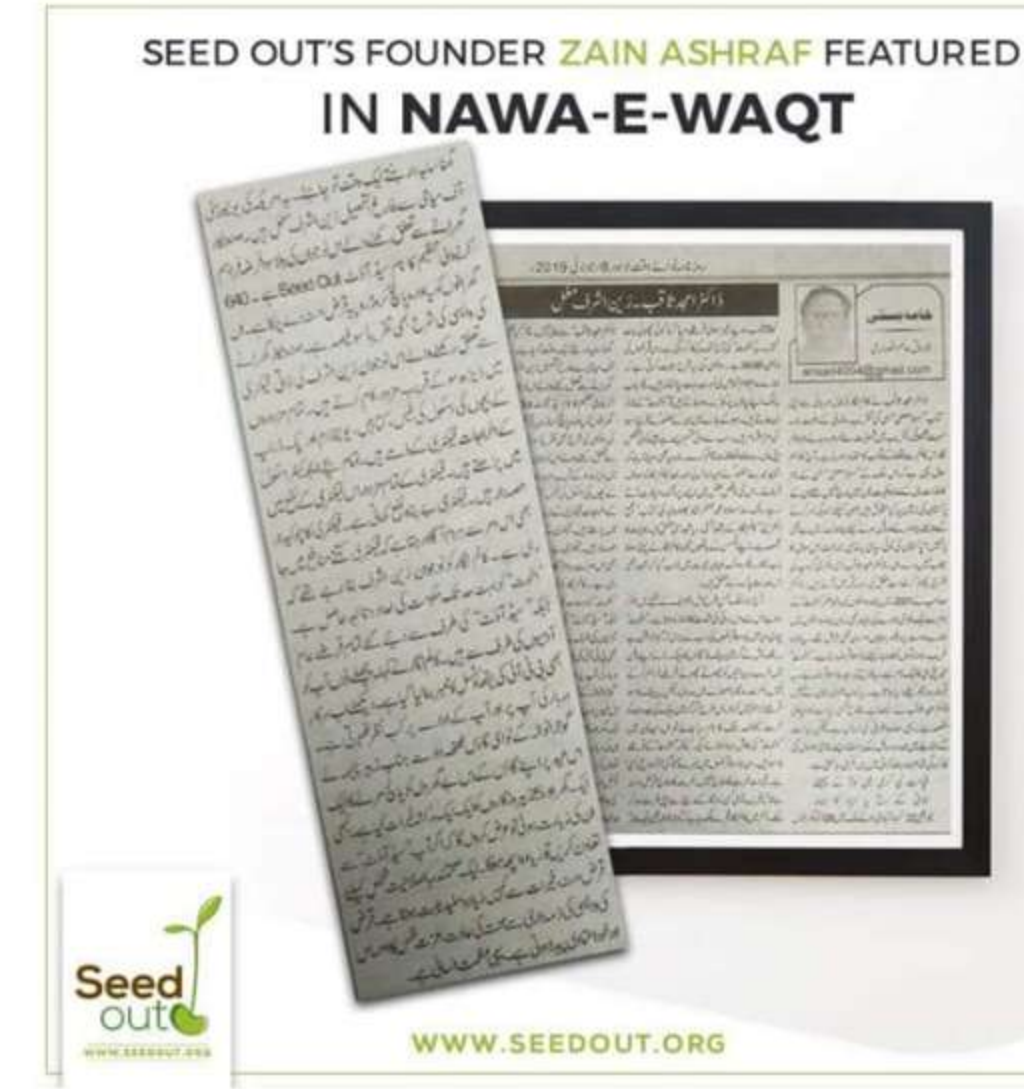
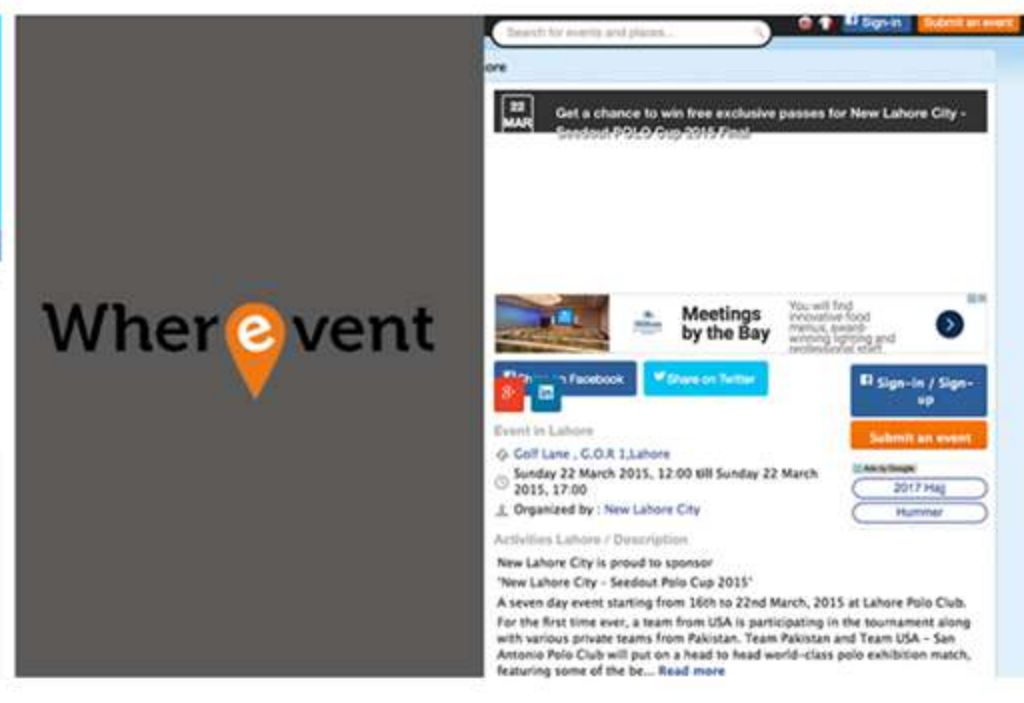
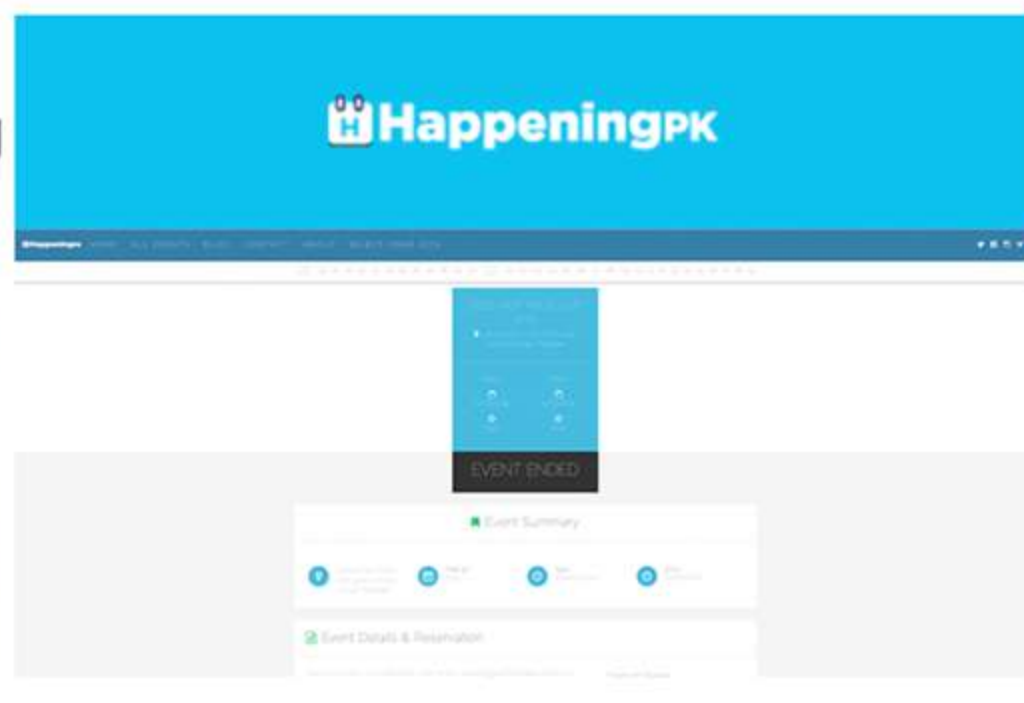
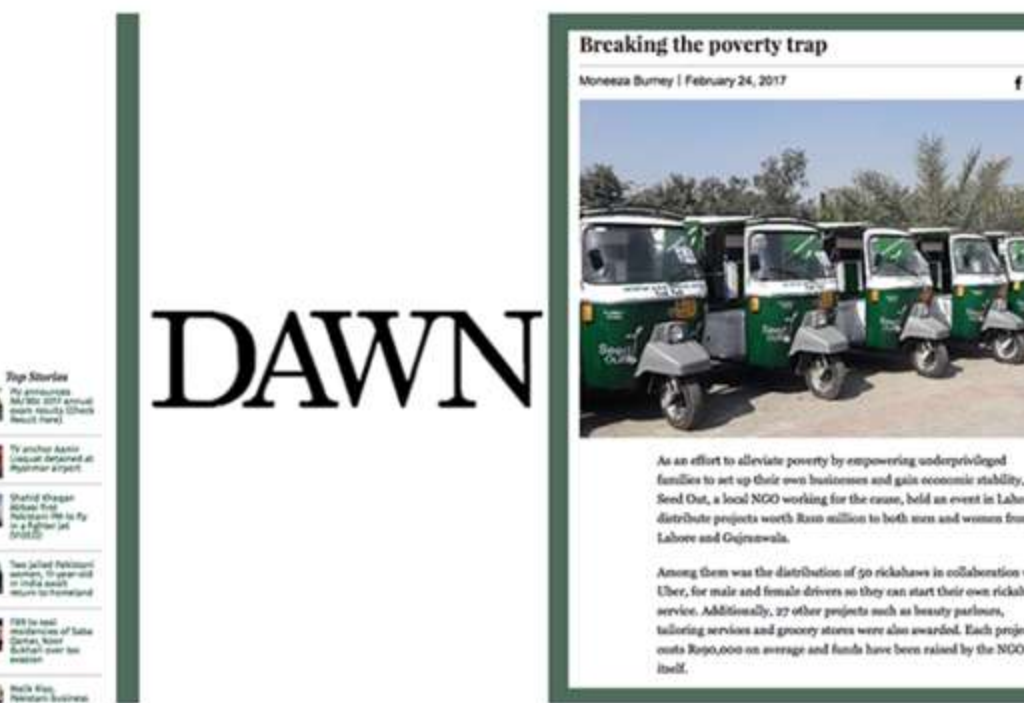
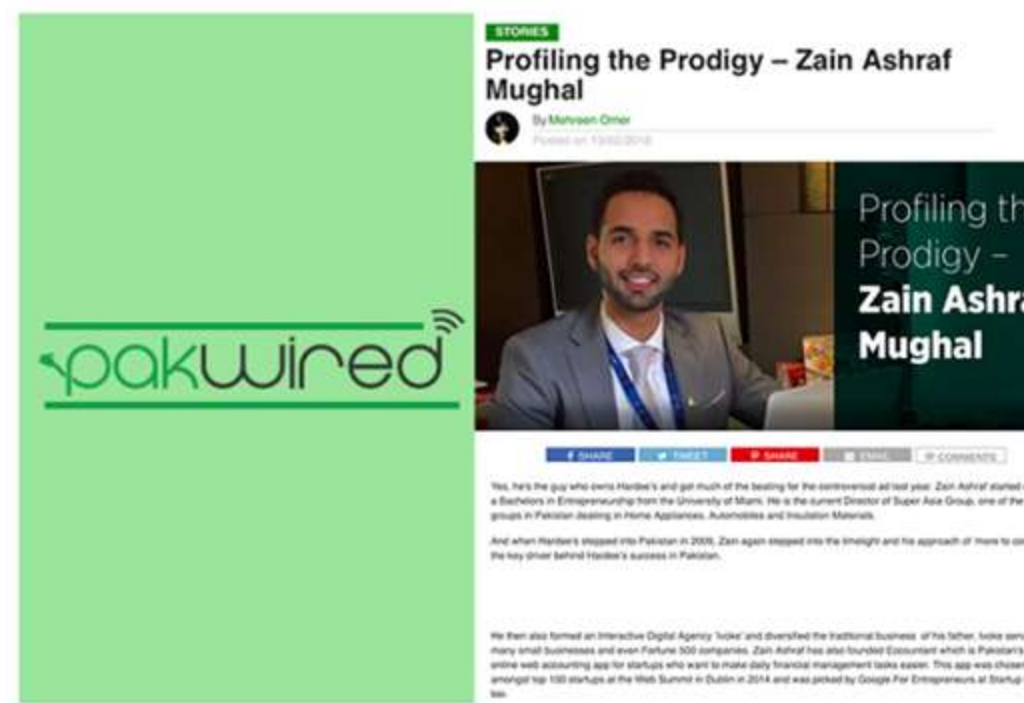
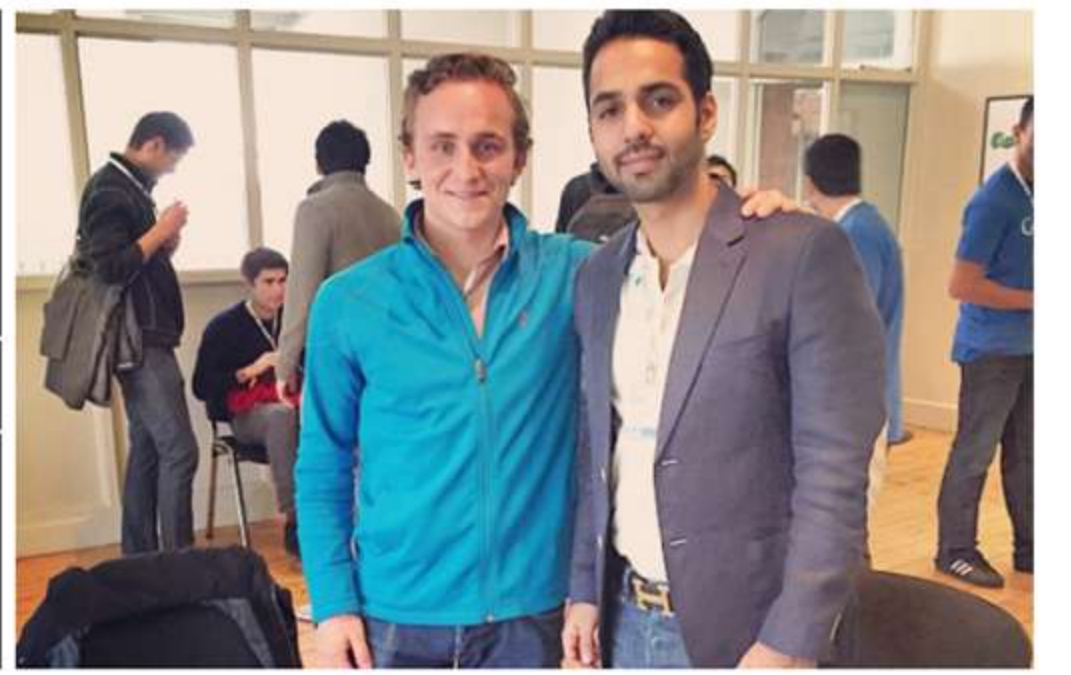
Charles will also meet civil society representatives from the People's Forum and join representatives from the Commonwealth Youth Climate Change Network and selected Youth Forum delegates for a roundtable discussion on the work of young people in the Commonwealth.



This Pakistani Just Won A Prestigious International Award For Helping Underprivileged Entrepreneurs  
Zain Ashraf, a Pakistani entrepreneur and philanthropist, has been awarded the 2018 Commonwealth Youth Award for his non-profit crowdfunding platform, 'Seed Out'.



Mughal founded an online crowdfunding platform, called Seed Out, which directly



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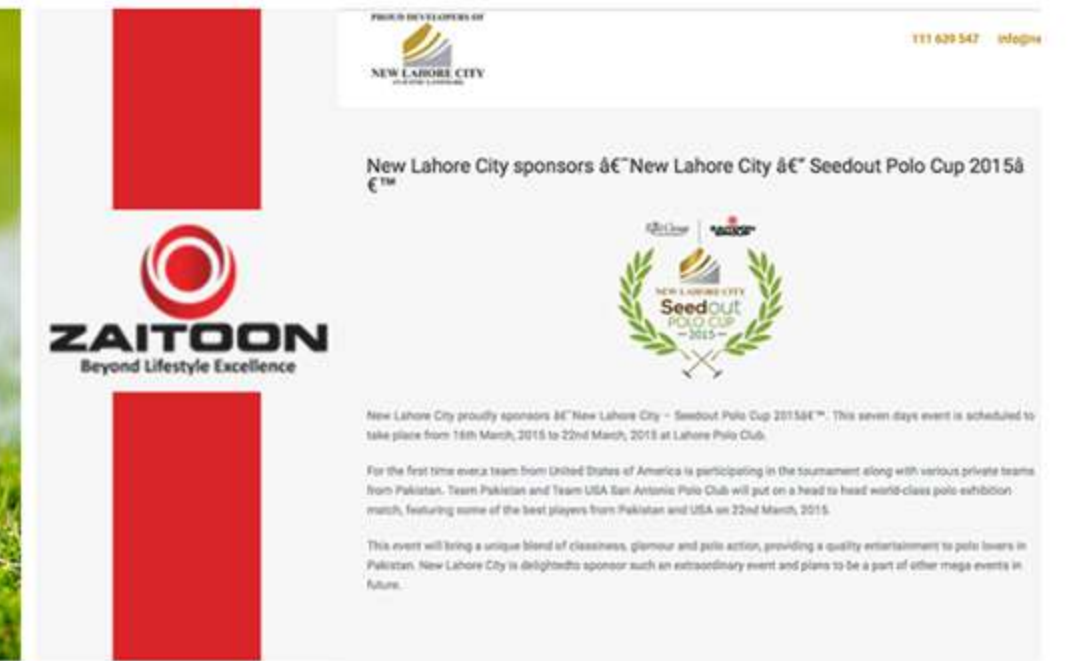
PHILANTHROPIST



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DAWN



WHAT'S YOUR WHY?  
DISCOVER THE WHOLE STORY

**TEDxPIEAS**  
x an independently organized TED event

## ZAIN ASHRAF MUGHAL

SERIAL ENTREPRENEUR AND PHILANTHROPIST

Director of Super Asia Group, one of the major groups in Pakistan dealing in Home Appliances, Automobiles and Insulation Materials. President of internationally recognized NGO "Seed Out". Member of the Prime Minister's first National Youth Council. Awarded with Commonwealth Youth Award and named in Forbes 30 under 30 Asian list of Social Entrepreneurs in 2019.

NOVEMBER 9  
tedx.pieas.edu.pk



وزیر تاجرباشا محمود قریشی سے ملاقات کے بعد زین اشرف مغل کا گروپ ٹو  
معروف صنعتکار زین اشرف مغل کی وزیر خارجہ سے ملاقات  
ڈاکٹر سیکریٹری ایشیا درین اشرف مغل کی سماجی خدمات قابل تحسین ہیں، شاہ محمود قریشی  
گورنر انوار (حافظ رہبر) ممتاز کاروباری شخصیت ڈاکٹر سیکریٹری ایشیا درین اشرف مغل کی وزیر تاجرباشا  
محمود قریشی کے ساتھ ملاقات اور پرجا دل خیاں کرتے ہوئے وزیر تاجرباشا محمود قریشی نے زین اشرف مغل  
مغل کی سماجی خدمات سراہے ہوئے زین اشرف مغل کی دل آویز اور دل کو ہر شے میں ترقی کرنے کے  
ساتھ اپنے آپ کو نمائندگی کا اپنے جرموں کو خیر فرام کرتے ہوئے اپنی خدمات  
مراہم ہوتے ہوئے۔

staff who were not performing their duties honestly.

**Empowering Deserving People**

*Zain Ashraf Mughal gets prestigious global "IsDB" Award*

**Spokesman Report**

LAHORE: Zain Ashraf Mughal has truly been an inspiration for us all. He has achieved prestigious award for his continuous efforts to minimize poverty and helping the needy and deprived people through his outstanding work. Now he has achieved IsDB (Islamic Development Bank) Award for sending thousands of children to school and running hundreds of families during the Corona Outbreak. Compared to 57 Islamic countries of four continents, Pakistan won the award for the first time in its 70-year history. Zain Ashraf Mughal's welfare organization sent 4,000 children to school during Corona. And made 1,400 deserving families' entrepreneurs ... Due to this good deed, Pakistan overtook 57 Islamic countries on four continents. Prime Minister Council member Zain Ashraf has previously won the Commonwealth Champion of Change Award and placed on the Forbes Social Entrepreneur under Thirty list.

