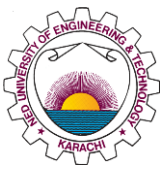


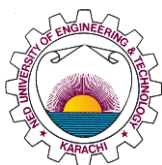


## Final Year Project Showcase Batch 2020 Year 2024

<b>Department: Architecture and Planning</b> Programme: <i>Development Studies</i>	
<b>1</b>	<b>Project Idea</b> Mental Health, Youth & Mega City of a Developing Country; Exploring the impacts of living in Karachi on the mental health of its youth.
<b>2</b>	<b>Process</b>  I. <u>Cause and Impact Relationships:</u> We began by identifying and mapping the relationships between various physical factors (like safety, transportation, and utilities) and their impact on the mental health of youth living in Karachi. II. <u>Literature Review:</u> Conducted a comprehensive literature review to understand the context, finding that 2 million people in Karachi face mental health challenges, with significant gaps in access to care. III. <u>Quantitative Survey:</u> Carried out a quantitative survey of 831 participants across Karachi to identify which factors most significantly impact youth mental health. IV. <u>Qualitative Interviews:</u> After identifying the top 5 factors, conducted 35 in-depth qualitative interviews among males and females across Karachi to explore the intensity, causes, and deeper understanding of these issues. V. <u>Data Analysis:</u> Analyzed the collected data to determine the major influences on youth mental health and identify key intervention points.
<b>3</b>	<b>Outcome</b>  The research revealed that living in Karachi significantly impacts the mental health of its youth, with key physical factors contributing to this effect. Safety and security emerged as the most critical concern, leading to increased anxiety, limited mobility, and social isolation, especially among young women who avoid going out after dark. Transportation challenges, including overcrowded public transport, poor road infrastructure, and lengthy commutes, were identified as major stressors that exacerbate mental health issues. Additionally, the scarcity and unreliable supply of essential utilities, such as gas, water, and electricity, created an environment of frustration, anger, and frequent conflicts within households, indirectly affecting the youth. The study highlighted significant gaps in the availability and accessibility of mental health resources, particularly for lower-income groups. Overall, the findings underscore the urgent need for targeted interventions to address these factors, improve mental health services, and create a safer, more supportive environment for the youth in Karachi.
<b>4</b>	<b>Evidence (Theoretical Basis)</b> The evidence is presented graphically in the research report.
<b>5</b>	<b>Impact on Sustainability of Urban Regions or SDG-11 "Sustainable Cities and Communities"</b>



	<ul style="list-style-type: none"> <li>• GOAL #03: Good Health and well being</li> <li>• GOAL #11: Sustainable cities &amp; communities</li> <li>• GOAL #16: Peace, justice &amp; strong institutions</li> </ul>
6	<p><b>Competitive Advantage or Unique Selling Proposition</b> (Cost Reduction, Process improvement,</p> <p>Attainment of any SDG (Sustainable Development Goal), increase of market share or capturing new market or having superior performance over a competitor. In summary, any striking aspect of the project that compels the industry to invest in FYP or purchase it. Some detailed description is required in terms of how, why when what. You can select one or more from the following dropdown and delete the rest of them). Please keep relevant options, delete the rest of them, and correct the sequence</p> <ul style="list-style-type: none"> <li>• <u>Cost Reduction and Process Improvement:</u></li> </ul> <p>The project introduces a self-sustaining financial model through asset insurance for youth, covering mobile phones, laptops, and motorcycles. This not only mitigates financial losses from theft or damage but also generates revenue. The revenue is then used to subsidize public transport, reducing transportation costs for students by up to 50%. This approach offers a cost-effective solution that benefits both the community and stakeholders, leading to long-term economic benefits.</p> <ul style="list-style-type: none"> <li>• <u>Market Expansion and New Market Capture:</u></li> </ul> <p>The project aims to tap into an underserved market segment: the youth of Karachi, who currently lack access to affordable financial security products and mental health services. By providing accessible and cost-effective solutions like asset insurance and subsidized transport, the project is well-positioned to capture a new market share among urban youth, fostering brand loyalty and increasing market reach.</p> <ul style="list-style-type: none"> <li>• <u>Superior Performance Over Competitors:</u></li> <li>•</li> </ul> <p>Unlike existing initiatives focused solely on either financial security or mental health, this project integrates both. It provides a holistic approach that addresses the root causes of urban stressors (such as safety concerns and inadequate transport) while offering immediate, practical solutions. This comprehensive strategy gives the project a competitive edge over others, which may only address isolated aspects, such as therapy or awareness campaigns.</p>
a	<p><b>Attainment of any SDG</b> (e.g. How it is achieved and why it is necessary for the region)</p> <ul style="list-style-type: none"> <li>• <u>SDG#3: Good Health and Well-being:</u></li> </ul> <p>The project enhances youth mental health in Karachi by addressing urban stressors like safety, transportation, and utilities, reducing anxiety, and promoting overall well-being.</p> <ul style="list-style-type: none"> <li>• <u>SDG#11: Sustainable Cities and Communities:</u></li> </ul> <p>It contributes to building more sustainable and inclusive urban environments by tackling key challenges such as inadequate transport, safety, and resource accessibility.</p> <ul style="list-style-type: none"> <li>• <u>SDG#16: Peace, Justice, and Strong Institutions:</u></li> </ul>



# SUSTAINABLE URBAN REGIONS


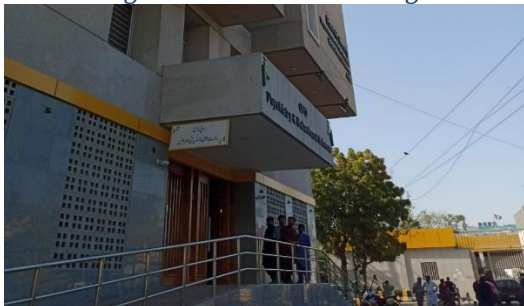
NED University of Engineering & Technology



unesco

Chair

	By improving safety and fostering secure public spaces, the project supports peaceful communities and strengthens trust in local institutions.
<b>b</b>	<b>Any Environmental Aspect</b> -
<b>c</b>	<b>Cost Reduction of Existing Product</b>  The project offers significant cost reductions by implementing a self-sustaining financial model through asset insurance for youth. This model reduces financial losses from theft or damage of essential items like mobile phones, laptops, and motorcycles. The revenue generated from insurance premiums is then used to subsidize public transport, cutting transportation costs for students by up to 50%. This approach lowers overall expenses for youth and makes essential services more affordable, creating a cost-effective solution that benefits both individuals and the community.
<b>d</b>	<b>Process Improvement which Leads to Superior Product or Cost Reduction, Efficiency Improvement of the Whole Process</b> (e.g. What is the issue in current process and what improvement you suggests)  The project was driven by the urgent need to address escalating safety and transportation challenges faced by youth, as revealed by our interviews and research. These issues contribute to significant financial strain and deteriorate mental health. By implementing asset insurance and subsidizing public transport, the project enhances financial security and reduces transportation costs. This improvement not only alleviates the financial burden on youth but also addresses critical urban stressors, resulting in a more effective and efficient solution to support mental well-being and overall quality of life.
<b>e</b>	<b>Expanding of Market share</b> (e.g. how it expands and what is the problem with the current market)  The project aims to tap into an underserved market segment: the youth of Karachi, who currently lack access to affordable financial security products and mental health services. By providing accessible and cost-effective solutions like asset insurance and subsidized transport, the project is well-positioned to capture a new market share among urban youth, fostering brand loyalty and increasing market reach.
<b>f</b>	<b>Capture New Market</b> (e.g. Niche market or unaddressed segment)  The project targets a specific and underserved demographic: the youth. As the future generation, they are particularly vulnerable to mental health issues during their developmental years. By focusing on this niche market, the project addresses their unique needs with tailored solutions like asset insurance and subsidized transportation. This approach captures a new market segment, providing essential support and services to a group that is often overlooked, thereby creating new opportunities for impact and engagement.
<b>g</b>	<b>Any Other Aspect (Please tag it like above options)</b>  The project addresses both social and physical factors influencing mental health, but due to time constraints, we focused specifically on physical factors. These factors—such as safety, transportation, and utility availability—are more directly relevant to our scope of study and expertise, allowing for a more targeted and impactful investigation.
<b>7</b>	<b>Target Market</b> (Industries, Groups, Individuals, Families, Students, etc) Please provide some detail about the end-user of the product, process, or service

	Primary	Secondary	Tertiary
	<ol style="list-style-type: none"> <li>Youth (17-24)</li> <li>Psychiatrists</li> <li>Psychologists</li> <li>Urban Planners</li> <li>Psychiatric hospitals</li> <li>Media (newspaper, TV, radio, digital)</li> </ol>	<ol style="list-style-type: none"> <li>Family</li> <li>Friends</li> <li>Social media influencers</li> <li>Neighborhoods</li> <li>Educational institutions</li> <li>Social activists</li> <li>Counseling groups</li> <li>Organizations working on mental health</li> <li>Political influence</li> <li>Police</li> <li>Regulatory authorities</li> </ol>	<ol style="list-style-type: none"> <li>Teachers</li> <li>Game developers</li> <li>Food and beverage companies</li> <li>Migrants</li> <li>Policy makers</li> <li>Telecommunication companies</li> <li>Drug Suppliers</li> <li>Researchers</li> </ol>
8	<b>Team Members</b> (Names along with email address)	Muneeba Abid <a href="mailto:muneeba.abid5@gmail.com">muneeba.abid5@gmail.com</a> M. Asghar Naqvi <a href="mailto:asghar.naqvi26@gmail.com">asghar.naqvi26@gmail.com</a> Anma Sohail Khan <a href="mailto:anmasohailkhan@gmail.com">anmasohailkhan@gmail.com</a> Fariha Khan <a href="mailto:khanfariha12367@gmail.com">khanfariha12367@gmail.com</a>	
9	<b>Supervisor Name</b> (along with email address)	Dr. Saeed Ud Din Ahmad - <a href="mailto:architectsaeed@yahoo.com">architectsaeed@yahoo.com</a>	
<b>10</b>			
<b>Pictures (If any)</b> On site surveys over different areas of Karachi			
			
<i>Figure 1:5 start chowrangi</i>			
			
<i>Figure 2 Jinnah hospital</i>			



*Figure 3 DOW Medical University*



*Figure 4 Kemari*



*Figure 5 Orangi Town*