

Stakeholder Analysis – Commerce Contributes: Empowering Innovation for All

Innovation and Entrepreneurship Hub

Supervisor: Sir Asif Yaseen

Team Members: Amal, Ayesha, Baqir, Iqra, Adeena

Stakeholder	Involvement / Role	Impact	Power / Influence	Interest & Engagement
Project Supervisor (Sir Asif Yaseen)	Guiding the project, approving plans, ensuring alignment with departmental goals, providing mentorship.	Project success, departmental reputation, academic learning outcomes.	High	Weekly review meetings, approvals, mentorship sessions.
Student Project Team (Amal, Ayesha, Baqir, Iqra, Adeena)	Planning and executing fundraising activities, sponsorship outreach, managing stalls, budgeting, logistics.	Direct achievement of fundraising goal (Rs. 100,000).	Medium	Daily coordination, event execution, progress tracking.
University Administration (Dean & Dept. Office)	Granting permissions, administrative support, possibly partial funding.	Project legitimacy and facility access.	High	Approval meetings, progress reports, documentation.
Sponsors / Donors (Local Businesses, Alumni, Corporates)	Providing financial support and material donations for the BIC setup.	Financial foundation of the incubation center.	High	Sponsorship proposals, follow-up meetings, thank-you campaigns.
Department Students (Commerce & Business)	Buying from stalls, attending networking events,	Encourages entrepreneurial culture.	Medium	Awareness campaigns, social media promotion,

	volunteering in activities.			participation.
Future BIC Users (Student Entrepreneurs)	Beneficiaries who will use the incubation center once launched.	Long-term success of the incubation center.	Medium	Feedback sessions, idea requirement collection.
Event Vendors / Partners	Supplying event materials, stalls, logistics, and decor.	Event quality and smooth execution.	Low	Pricing coordination, delivery, and scheduling.
IT & Media Team (University Support)	Designing posters, running social media campaigns, creating fundraising pages.	Campaign visibility and reach.	Medium	Regular content posting, promotional coordination.
Alumni Network	Potential donors, mentors, and ambassadors for the initiative.	Expanded funding and networking.	High	Personalized outreach, emails, alumni meet-ups, online appeals.
Department Head / Chair	Oversight, ensuring project aligns with departmental strategy and vision.	Strategic approval, long-term departmental impact.	High	Strategic updates, approvals, planning meetings.

Fundraising Summary

Aspect	Details
Target	Rs. 100,000
Sources of Funds	Student-run stalls, alumni sponsorships, local donors, networking event
Utilization	Purchase of desks, chairs, whiteboards, accessories for BIC
Timeline	6 weeks (1.5 months)
Roles	Amal – Event Lead • Ayesha – Sponsorships • Baqir – Finance • Iqra – Marketing • Adeena – Logistics

Overview:

Commerce Contributes – Empowering Innovation for All aims to build an inclusive ecosystem where students, educators, and industry partners collaborate to drive innovation, creativity, and entrepreneurship. Through this initiative, the Department of

Commerce at Bahauddin Zakariya University envisions providing resources, mentorship, and opportunities for every aspiring innovator.