

الأمور الاقتصادية

Umoor Iqtisadiyah - An Educational Publication



A DECADE of PROSPERITY

IN THIS ISSUE



24
Act of Fostering
Business Counseling

17
Integration of Technology
Why should the Dawoodi Bohras transition to Renewable Energy in India

27
Continuous Business Learning
TAP - (Ahmedabad service to business program, 2 mumin transition to business from the attendees), Business Expo

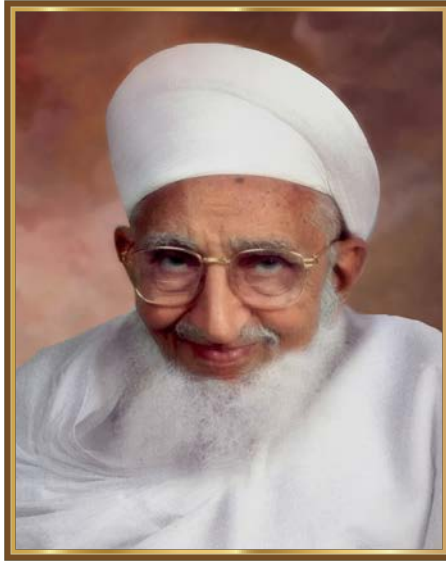
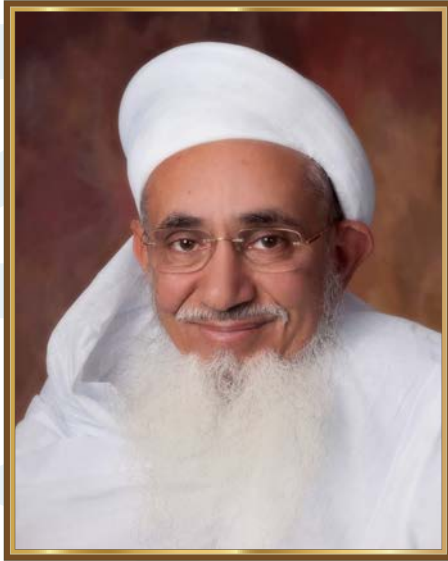


21
Amazon Boot Camp
The concept of Qardan Hasana continues to hold its importance in a mumin's life

26
Utilization of Qardan Hasana
Madras/Dohad - Disbursement for uplifting businesses

29
Prioritization of The Religious Affairs Over Worldly Affairs
Ashara Ohbat and its impact on Business

30
Conclusion
A vision for the future and how the community plans to build on the legacy of the past decade.



FOREWARD

As the world economy aims to progress at a steady rate, individual nations and communities must contribute towards global good to ensure a better economically stable future for the generations to come. One such community is the Dawoodi Bohra Community which puts in diligent efforts to ensure a peaceful and healthy socio-economic lifestyle.

The Dawoodi Bohras are spread across more than 40 nations. Bohras, under the revered guidance of His Holiness Dr Syedna Mufaddal Saifuddin^{TUS}, are typically well-educated, successful businesspeople, and skilled professionals in distinct fields. With a unique culture, they make an effort to accept modernity while maintaining ties to their heritage and remain law-abiding, engaged, and peaceful citizens committed to the welfare of all people.

Along with the community's social endeavors, the Dawoodi Bohras are well renowned for their entrepreneurial spirit and industrious nature, as the word 'Bohra' originates from the Gujarati word 'Vohra,' which means trader. This origin speaks volumes about their business identity, which is coupled with integrity and transparency in commercial dealings.

Women in the Bohra community are equally treated in terms of education and moving forward in distinct spheres of life such as business, academics, teaching, and healthcare as the notion of seeking knowledge lies at the very core of al-Fiqh al-Fatimi wherein Rasulullah^{SAW} states: "Seeking knowledge is obligatory upon every Muslim man and woman". Adding on the preceding note His Holiness Dr Syedna Mufaddal Saifuddin^{TUS} directed a Bohra woman who used to earn 100 rupees a day to strive and earn 500 rupees a day. This directive vividly radiates Syedna's vision of upscaling both the men and women of the Dawoodi Bohra Community to an extent that eventually aids in the global growth of an economy.

Having said that, the Dawoodi Bohra Community remain steadfast in their faith and religious values. Ashara Mubaraka, a religious congregation held every year in different cities of the world, acts as a true testimony to it. The annual event not only brim devotees' hearts and minds with peace and love but also strengthens their conviction on Allah^{TA} that come what may, it is solely He who bestows wealth upon each individual and no one else. This, in turn, provides community members, to commence their businesses and professions afresh, with a sound soul and mind which has resulted in upscaling their commercial well-being.

Today, I take this opportunity to commend Umoor Iqtesadiyah, under the patronage of His Holiness Dr. Syedna Mufaddal Saifuddin^{TUS}, for taking important initiatives that have benefitted the community members in pursuing their endeavors successfully. I am positive and confident that Umoor Iqtesadiyah shall put in conscious efforts to aid the community members in keeping up with the market trends and also ensure their values and traditions remain uncompromised.

Intro:

Journey of Prosperity

Barakat. Barakat. Barakat.

We are at a loss of words to summarise in any other way what we have witnessed, as we reach the completion of the 10th year of His Holiness Dr Syedna Mufaddal Saifuddin's^{TUS} divine leadership.

The numerical significance of 10 has been highlighted in the Quran as well. Apart from connotations of perfection (تلك عشرة كاملة) and completion (فان امتت عشرا فن عندك); it also implies proliferation (من جاء بالحسنة فله عشر امثالها). In the same breath, the community members can and will testify to the prosperity they have experienced in this era. Whether it be the diversity of industries penetrated by the community members, the scores of muminaat setting up ambitious home industries, or the countless mumineen partaking in Qardan Hasanah, all mumineen unite in their hamd and shukr toward Syedna^{TUS}. Along with being a spiritual leader of an approximately 5 lakh strong community, Syedna^{TUS} has also fulfilled the role of being a business mentor to each mumineen on an individual level too. With each discourse, Syedna^{TUS} instilled business-mindedness into mumineen. He liberated them from the shackles of service-mindedness and established that where in a job, the salary would be the limit; there is virtually no limit in a business (ويپار نو کوئی پار نھي). He redefined the concept of financial independence by elucidating that Allah^{TA} is the sole sustainer, not the employer.

(بہر ضرور ياد راکھجو کہ رزق اپنا تو خدا ہے). He encouraged the community members to take steps toward transitioning to business.

However, His counsels were not exclusive for those engaged in service only. There were many who were businessmen by profession and had yet to escape the herd mentality and cultivate an entrepreneurial mindset.

Pernicious practices such as engaging in usury, selling duplicate products, cut-throat business behavior, and uncalculated risks; have been cautioned against by Syedna^{TUS} frequently.

When businesses were still stuck on outdated methods, Syedna^{TUS} inspired an adaptive approach toward the changing times. This meant streamlining and optimizing business operations through technology. It also meant, performing market

research for spotting opportunities among trends. All in all, harboring dynamism.

(ويپار - زمان نا مقتضى موافق كرجوانے اھا گھني مھارے حاصل كرجو، تعليم بهي ليجو)

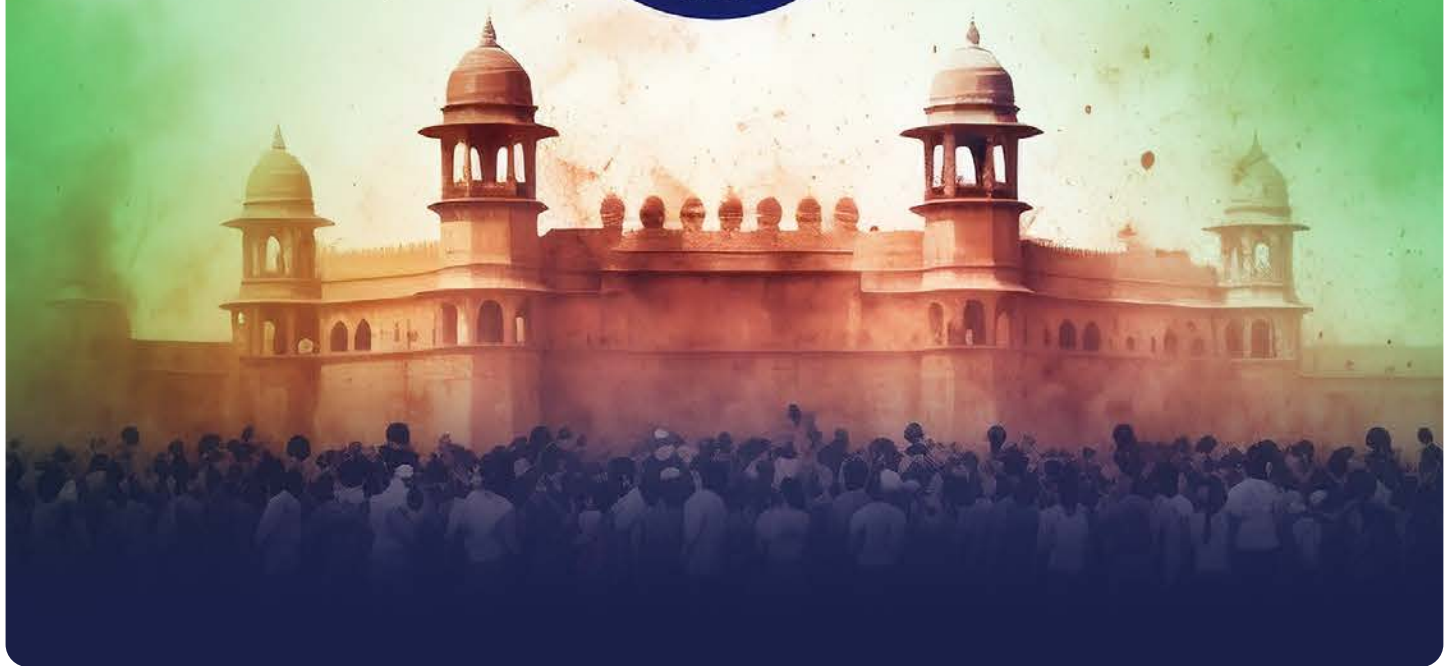
The Dawoodi Bohra community's journey of prosperity can be encapsulated in its entirety within the counsels of Syedna^{TUS}. It is these very counsels that have been the guiding map for the community's navigation through challenging terrains. In the spirit of profound appreciation, Umooor Iqtesadiyah takes the honor of presenting a curation of community members' experiences and testimonials on the underpinning of selected kalemaat nooraniyah.

We aim to capture some of the entrepreneurial nuances and emergent insights among the motley of The community members's narratives.

Among the many milestones crossed, we reflect on the most recent milestone. A milestone that supersedes all previous milestones. The momentous milestone of The community members shutting down their businesses and withdrawing from commercial affairs completely, to attend the majalis al azaa of Asharah Mubarakah. Through this relinquishment, The community members declared the true reason behind their success and proved their business-mindedness. Furthermore, it highlighted the transcendence of The community members from a materialistic trade to the eternal trade (اخرة نو وپار). And that is a trade that never results in a loss. May Allah^{TA} bestow our beloved Syedna^{TUS} with longevity till the day of Qayamat.



Indian Economy's Ten-year Journey from 2014 of 2023



The past decade has witnessed India's emergence as a global economic powerhouse, with a remarkable growth trajectory that has made the country one of the fastest-growing economies in the world. From 2014 to 2023, India's economy expanded at an average annual rate of about 7%, propelling it to become the world's fifth-largest economy by

nominal GDP, overtaking the United Kingdom (UK) this year.

India's economic growth has translated into tangible improvements in the lives of its citizens. The poverty rate has declined from 21.2% in 2014 to 5.6% in 2023, lifting millions out of poverty. Additionally, the economy has generated millions of new jobs, particularly in urban

areas, contributing to rising living standards. This impressive growth has been driven by a confluence of factors, including rapid urbanization, a burgeoning middle class, government reforms, and robust external trade and foreign investment.

Multiple Factors Drove GDP Growth

India's urbanization has played a pivotal role in fuelling economic growth. As more people have migrated to cities, they have created a surge in demand for goods and services, stimulating various sectors, including housing, construction, retail, and transportation. In 2011, India's urban population crossed the 50% mark for the first time, reaching 377 million. By 2023, this number had grown to 469 million, with projections indicating that it will reach 689 million by 2050. This rapid urbanization, driven by factors such as population growth, rural-urban migration, and economic opportunities, has spurred the growth of service industries, which now account for over 60% of India's GDP.

The growth of India's middle class has been another key driver of economic expansion. Over the past decade, the number of middle-class households has doubled, reaching approximately 90

million. The size of the middle class is expected to rise from 432 million people (31% of the total population) in 2020-21 to 715 million (47% of the total population) in 2030-31 to 1 billion of India's projected population of 1.7 billion in 2047. This growing middle class has fuelled consumer spending, particularly in areas such as automobiles, consumer durables, and travel. The aspirations and purchasing power of this expanding middle class are poised to continue driving economic growth in the years to come, particularly through growing demand for quality health care, education, housing, consumer goods, etc.

Under the 'Digital India' banner, the government has focussed on enhancing the country's digital infrastructure (high-speed internet, mobile network connectivity), digitization of government services, and promoting e-commerce,

which has provided a conducive environment for loads of services-based startups to mushroom.

The government has been laying a record-high 36 km of highways per day on average. The number of airports (including both domestic and international) has risen sharply from 74 in 2014 to around 140 in 2023. Similarly, annual air passenger traffic has almost doubled to about 320 million in 2022-23 from around 160 million a decade ago. Installed renewable energy capacity has increased almost six-fold from around 30 GW in 2014 to about 180 GW at present, in line with government targets. India now has a target of 500 GW of renewable energy capacity by 2030, which will be crucial to meeting the country's commitments towards achieving net zero by 2070.





UPI A Game-changer for Digital Payments

The Unified Payments Interface (UPI) developed by the National Payments Corporation of India (NPCI) was launched in 2016 and has since transformed the financial landscape, impacting the economy, financial sector, and businesses in profound ways. The technology enables instant, 24x7, real-time money transfers between bank accounts through a single mobile interface, eliminating the need for intermediaries like debit cards or wallets. Its interoperability allows users to send and receive money from any bank account linked to the UPI network, which now includes over 200 banks at minimal to zero transaction or convenience fees.

UPI has been instrumental in driving financial inclusion, especially in rural and unbanked areas. Its ease of use and low cost have brought millions into the formal financial system, boosting economic participation and narrowing the financial

gap. It has democratized payments for small businesses and street vendors, enabling them to accept digital payments even with limited infrastructure. This empowers them to reach a wider customer base and increase their incomes. The NPCI has a centralized view of the financial ecosystem for transactions made on the UPI platform, enabling better regulation, fraud prevention, and systemic risk management. Consumers and businesses now have a secure and convenient way to accept payments, reducing the need for cash handling and manual reconciliation, which has also facilitated the growth of e-commerce in India by providing a frictionless payment option for online shoppers.

UPI transactions have grown exponentially, reaching a staggering 7.4 billion in September 2023, with a transaction value of over Rs 12 trillion (US\$157 billion). India now boasts the

highest value of real-time digital payments globally, largely due to UPI adoption. The number of active UPI users has surpassed 400 million, representing almost half of India's adult population. By empowering individuals, businesses, and the government, UPI is fuelling India's economic growth in a profound and sustainable way. As it continues to evolve, its potential to unlock further economic prosperity remains vast, making it a powerful engine driving India's journey towards a more inclusive and digitally powered future.



The Way Forward for The Indian Economy

Despite its remarkable growth, India continues to face certain challenges. Infrastructure bottlenecks, particularly in areas such as power, transportation, and logistics, remain a constraint on economic growth. Additionally, unemployment, particularly among young people, remains a concern.

Despite these challenges, India is poised to continue its impressive growth trajectory in the coming years. The country's young and vibrant population, coupled with its ongoing

urbanization and government reforms, provides a strong foundation for sustained economic expansion. In conclusion, India's economic growth story over the past decade has been characterized by resilience, transformation, and a commitment to progress. It is well-positioned to play an increasingly influential role in the global economic landscape.



Business Mindedness Approach

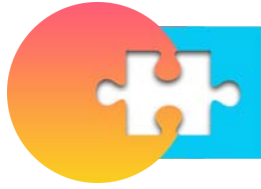


The Islamic tradition views business as more than just a worldly, material pursuit; rather, it is an endeavour that fosters traits such as trust, perseverance, and honesty. It also ensures that one is faithfully committed to Allah ^{TA}. Engaging in trade is a religious and worshipful act that has advantages in this life as well as the next.

Being dominantly business-minded may seem a far-fetched thought in other communities spread across the world. But, in stark contrast, the Dawoodi Bohra community paints an entirely different picture. Possessing business characteristics and having business acumen in their DNA is what sets the Dawoodi Bohra community apart from others. The preceding notion highlights the Late His Holiness Dr. Syedna Mohammed Burhanuddin^{RA} statement “Performing business is in your (the Dawoodi Bohra community) origin, in your blood”. This acquisition of characteristics and acumen is reflected in the term ‘Bohra’ itself, which is Gujarati for “trader” or “businessman.”

A paradigm shift was observed in the era of the Late His Holiness Dr. Syedna Mohammed Burhanuddin^{RA}. The community members transformed from having a service mindset to having a business mindset. This shift was ingrained by the unwavering strive of their late spiritual head His Holiness Dr. Syedna Mohammed Burhanuddin^{RA}. His directive envisioning his followers as traders is a testament to it, he states “Do not enslave yourself with a service mindset, instead, become business-minded”. The mantle of relentless strive has been taken forward by his successor, His Holiness Dr. Syedna Aali Qadr Mufaddal Saifuddin^{TUS} which is reflected in the community’s steadfastness, commitment, and resolute in commercial endeavors at the highest level.

Following is a narrative of Nooruddin Bhai Sadikot which acts as a testimony to the Dawoodi Bohra community’s business acumen and characteristics.



Success story of **Hakimi Web Solutions**

As a Founder of Hakimi Web Solutions and Twister Automation carrying out a business was a task at hand. Nooruddin Bhai carried a dream of starting his own business when he was in college and had a clear willingness for the same because he had always heard from Syedna Mohammed Burhanuddin^{RA} to engage in trade and become business-minded. As an entrepreneur, he was passionate about commencing his own business rather than being employed by others. Initially, he had been through a lot of rejection but his interest, ethics, commitments, and problem-solving habits made his business bloom as he states: **“I believe in consistency; I would like to tell to all the youngsters that only constant learning will make you cross the heights of success”**.

Pioneer values that influence in running a business.

Nooruddin Bhai was very passionate about growing in the field of digitization. To start with, he did a job in a Software company to gain experience in running the software company. Meanwhile, he learned the art of managing employees, running an organization, etc. Subsequently, he commenced his own business on a relatively small scale. Once, he was confident about his business, he left his job and shifted gears to business completely. According to Nooruddin Bhai transparency is the cornerstone factor upon which the success of business rests. Another important facet is the approach of lending a helping hand to his clients whenever required.

Keeping up with the ever-changing technological advancements

Nooruddin Bhai started web development back in 2010. As he gradually sensed more opportunities in the e-commerce sector, he was led to e-commerce development. At this point, Nooruddin Bhai was well-known for e-commerce development and marketing. Meanwhile, social media was trending globally which led to the inception of marketing strategies' services. The current ongoing trend of AI and automation has led to his new venture, Twister Automation. It provides all the automation tools and services for businesses such as marketing automation, Lead automation, sales automation, communication automation, and task automation. This way we keep on changing with the market trends.

Significance of a Family Member within the Business

Adding his spouse into the business turned out to be an immensely profitable decision. Initially, she used to keep his company's accounts. Her decision-making backed with business acumen bolstered the financial position of the company. Currently, she handles social media pages and has also started her own company named Oofy Design Studio, which is a sister company of Hakimi Web Solution.



Trend-Setting Approach

The corporate climate in the modern-day business world is extremely volatile and dynamic. The way that business is conducted today differs significantly from how it was done in the past, and similarly, today's practices will not be the same in the future. New trends in business are always forming, and these trends have the power to either drive change within the corporate community or influence it.

Acknowledging new trends and getting ready for them can have a significant impact on businesses. When a company

adapts to emerging trends, it can develop, become more profitable, and succeed. Conversely, if a company fails to recognize expanding trends and adjust to them is more likely to face the heat and its survival may be compromised. Based on this justification, companies are compelled by consumer demands for value and satisfaction to develop strategies that oversee their marketing mix and overall business strategy. Furthermore, they must develop general corporate strategies that oversee their entire business operations to ensure their

success in today's volatile business environment.

This trend-setting attitude is implanted by His Holiness Dr. Syedna Mufaddal Saifuddin^{TUS} within the community members to evoke a sense of innovation in products and services in whichever field they trade in and upscale their businesses in the best way possible as His Holiness states:

"مؤمنين نو وپاربيجا لوگو نا وپارنا درميان نوع منفصل من جنس هوئي، اعلى ما اعلى هوئي، trendsetting هوئي، اھنا trend نے ديکھي نے سگلا عباد الله اھنے follow کرتا هوئي"

The community members businesses should be; unique, at the highest level, trendsetting, wherein other people follow and emulate those trends

References to the trend-setting strategies traces its roots in the Fatimi literature since the advent of Islam. A few references are as follows:

To Be a dedicated observer

Napoleon Hill, one of the pioneers in the modern genre of personal-success literature once said "It is in the quiet that our best ideas occur to us". Having a comprehensive understanding of industry best practices and your competitors' activities can help you strategize and improvise in the business domain. Being an ardent reader (newspapers, magazines, books) can aid one in defining a trend-setting strategy as the company will be in a position to identify novel wants and accordingly adapt to them. Reference to the preceding strategy can be reflected in this Qawl Mubarak from Amir al-Mumineen^{AS} – "الفقه ثم المتجر" – where Amir al-Mumineen^{AS} manifests the paramount importance of comprehending market dynamics before engaging in trade.

Finding market gaps

The notion of value addition in the Fātimi context has a profound presence as Amīr al Mumineen Maulānā Alī bin Abī Tālib^{AS} states "unless your grain is better to that of others". This statement underlies the significant aspect of providing added value to the customers rather than concentrating on pricing. This is because people instinctively want to be perceived as different from others and hence, this mindset will indirectly drive customers towards purchasing those products as it shall give them a sense of distinction from others. This mindset of adding value to their products will eventually make businesses trendsetters in their respective field as the market gap explored by the business shall be breached. This in turn will compel other businesses to emulate that gap to stay in the competition.



OLINVON Edibles

Unveiling our Journey



The Idea behind the business

The idea behind the business emerged from a desire to reduce the single-use plastic waste. It was inspired by the need for sustainable alternatives that not only provide a healthy and eco-friendly alternative but also provide a unique and edible solution. Edible cutlery is a strong alternative that will address the growing plastic pollution problem and lead to a healthy environment. The Company's motto is to "Say No to Plastic." Our edible cutlery is made healthy as well as appetizing. Without compromising on taste, one can consume it with food. If ever anyone happens to throw it after use, the cutlery will be transformed into soil in just 72 hours. So it's easily biodegradable compared to any other cutlery.

Identifying Market Gaps

After extensive research, the company identified that consumers are becoming aware of environmental issues and the harm that plastic causes to oneself. This led us to identify the negative environmental impact of traditional cutlery and recognize a gap in the market for eco-friendly alternatives, which led to the development of edible cutlery. The edible cutlery is the best solution to a sustainable environment.

Another identification was the growing demand of consumers for a better eco-friendly alternative that could meet the ongoing demands of the customers. This led to the advent of a unique and edible solution for producing edible cutlery, which promises to meet the ongoing demands of the consumers in the market.

Addressing Immediate Needs

Edible cutlery addresses immediate needs by providing a sustainable yet practical solution to traditional cutlery. Consumers and businesses benefit from a reduced environmental impact because the cutlery is biodegradable and also eliminates the need for single-use plastic cutlery. This innovative edible solution meets with the growing eco-friendly mindset of individuals, businesses as well as society.

All in all, introducing a whole new idea of edible cutlery was indeed a challenging task. As it requires reaching out to consumers and persuading them regarding the safety and viability of the product. Other challenges include production, scalability, and cost-effectiveness. Olinvon raised awareness about its positive environmental impact, which helped a lot in gaining public acceptance.

Overcoming all these challenges involved effective marketing to build trust and make the changes in the products based on consumer feedback and pricing strategies to make the product competitive in the market. As the business continues to evolve, its commitment to environmental development serves as a core principle in shaping a greener and more sustainable future.

Industrial Development



The Dawoodi Bohra community represents a distinctive fusion of contemporary life and religious traditions. They also play an instrumental role in contributing to the growth and success of their host communities. One such contribution is evident in the Dawoodi Bohras' industrial development, which reflects an upgraded business mindset.

The community members have gradually started to explore opportunities in the industrial sector. The ambitious vision of tapping into industries was envisaged by His Holiness Dr. Syedna Mohammed Burhanuddin^{RA} which was

reflected in his visionary directives wherein he states: "Industries are also being established, the community members should tap into industries and seek scientific methods to achieve success; the community members should also be mindful that industries that benefit mankind shall be meritorious than self-centric industries".

To put this vision into perspective *Idaarah al-Tijarat al-Raabehah* under the esteemed guidance of His Holiness Dr. Syedna Mufaddal Saifuddin^{TUS} has launched a project named -The Industry Development Division. The project aims

to develop a robust and comprehensive platform that addresses the diverse needs of individuals encountering challenges within the manufacturing sector. Additionally, it will provide aspiring entrepreneurs with the necessary tools, guidance, and resources to successfully initiate and manage their own manufacturing businesses. Through this project, the departmental focus is to foster industry growth, empower individuals, and contribute to the overall advancement of the manufacturing sector.

The following narrative of FABEX ENGINEERING PVT. LTD. depicts the relentless efforts undertaken by the concerned department to uplift the business potential of community members and propel them forward in the modern-day dynamics of the corporate world.



Inspiration and Inception

As a chemical engineer with prior industry experience, the founder of FABEX was inspired by Moula's^{TUS} vision, which emphasizes the importance of every Mumin prioritizing entrepreneurship and establishing an industry. In 2014, this motivation led to the venture's inception in process flow technology and equipment manufacturing. The business's core strength lies in robust scientific knowledge and a cohesive team, enabling it to achieve 10X growth in just nine years. While facing challenges in establishing a profound presence in the industry, Moula's^{TUS} dua and teachings acted and continue acting as a driving force, providing constant inspiration to overcome hurdles and grow lucratively.

Scientific Method and Industry Positioning

FABEX positions itself as a strategic partner for clients, offering comprehensive solutions for to intensify processes and ensure desired results. The company has established a dedicated pilot plant on its site for trials, positioning itself at the forefront of the industry. A deep understanding of chemistry is fundamental to growth, and to enhance expertise, FABEX has partnered with esteemed institutions like ICT (Institute of Chemical Technology) Mumbai, leveraging technical expertise to expand knowledge in this domain. The distinctive business model, supported by the successful execution of over 225+ projects and collaboration with ICT, gives Fabex a competitive edge and reaffirms its commitment as the preferred partner for efficient processes.

Contributions to Society and Environmental Conservation

With years of industry experience and gained knowledge, FABEX strives to help and foster young start-ups to grow to the next level. The company also offers effluent treatment solutions to minimize waste generated by chemical plants, contributing to environmental conservation.

Overcoming Challenges and Building Success

Establishing itself in the industry posed challenges, particularly limited initial capital. Industries like FABEX require substantial investments in terms of infrastructure, machinery, and skilled staff. Overcoming the challenge of not relying on any bank loans, Qardan Hasana played a crucial role in helping FABEX set up operations without external financial assistance. The investment in the form of Qardan Hasana enabled the company to secure larger projects with each tenure, leading to a remarkable 10X growth in just nine years. The contribution of Qardan Hasana was invaluable to FABEX's success.

Building a team and organization proved challenging, and Idaarah al-Tijaarat al-Raabehah's guidance was valuable in shaping a team and organization that thrives on shared goals and dedication. Idaarah al-Tijaarat al-Raabehah's support significantly contributed to overcoming challenges and building a resilient and successful team, which is essential for FABEX's success.



Women Empowerment

Entrepreneurship is a daunting job. Depending on the niche, it demands a certain combination of hard and soft skills. Women entrepreneurs bring a truly novel permutation of grit, emotional versatility, and creativity among other unique myriad attributes. The result of this is a resilient generation of women entrepreneurs.

Glancing back, however, one may

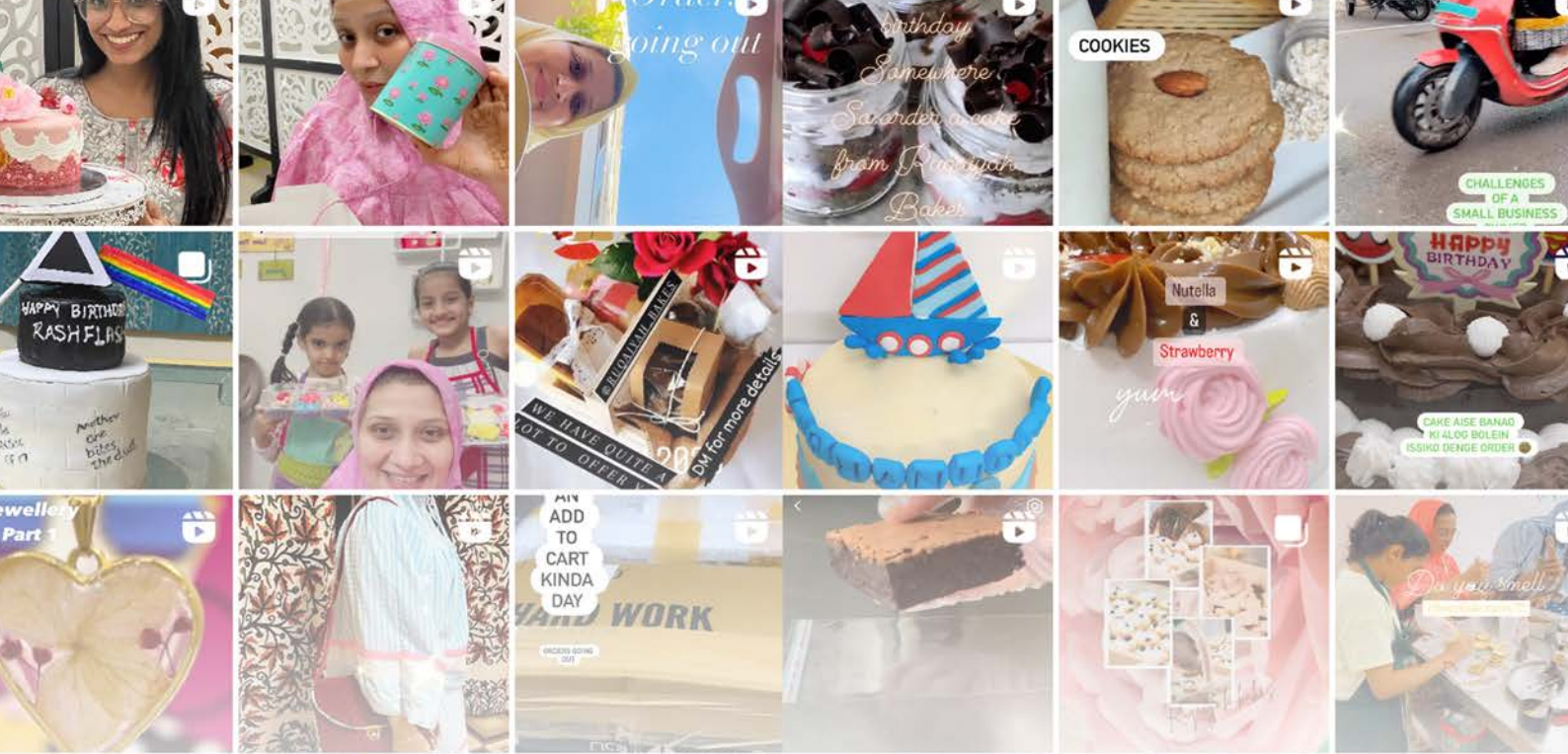
notice that society has not been supportive of women entrepreneurs. Even in the West, women were dissuaded from enterprising to the extent that Bette Nesmith (founder of “Mistake Out” liquid, an early prototype of corrective ink), signed her orders as B. Smith to conceal her identity (gender). On the contrary, one would draw from the chronicle of Maysara that Moulatena

Khadija bint Khuwaylid^{AS} was a pioneering entrepreneur herself. Among Quraysh’s numerous caravans that embarked on seasonal ventures, her caravans held a significant count. This historic account serves as an exemplary ideal for all Muslim women, in industriousness.

Late His Holiness Dr Syedna Taher Saifuddin^{RA}’s kalemaat nooraniyah condenses the concept of women entrepreneurship;

”بئیر و تعلیم لے، اہنا سی مرد نو گھر آباد تھائی، گھر نا تمام کام کرے، industry
کرے، home industry کرے، کیم کر اہنو وقت مصروف تھائی، یر فائدہ لے انے
بیجا نے فائدہ اے، لحاظ، شرم بھی رہے، عمدگی جلوئی رہے،”

The importance of balance is highlighted in the kalemaat. Muminaat takes up the challenge of managing the house and business side by side, with dedication. Among them, we take a glimpse at the perseverance of one such muminah.



In the world of entrepreneurs, especially in the case of women entrepreneurs, there's a saying that rings undeniably true: "you are never too young to start a business, and never too old to chase a dream."

These words resonate deeply with Zainab Khuzema Raja, a graduate in BSc psychology, whose entrepreneurial journey has been a testament to her wisdom.

Zainab Ben, a woman brimming with ambition and boundless creativity, possessed an unyielding drive to take risks in pursuit of her passions. "Years passed by but I pursued my passion despite the ups and downs, fights and tears" she reminisces when asked about her passion against the odds. Her journey, which began with marriage and the responsibility of raising two adolescents, is a compelling narrative of resilience and determination.

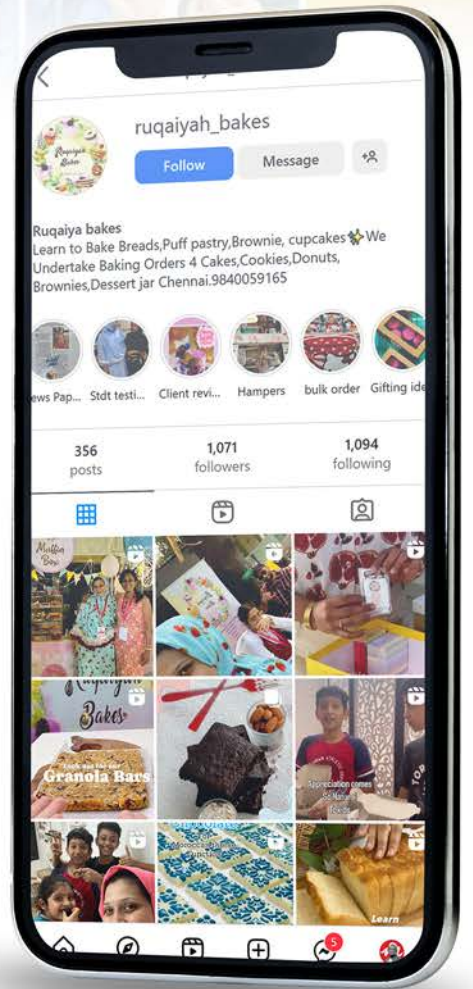
The turning point in her entrepreneurial journey was her participation in the Kunuz program in Mumbai in 2016. It was here that her brainchild, the DIY CLAY brand, was invited to attend the "iqtebasaat" program. Little did she know that this opportunity would rekindle the long-forgotten flames of her capabilities, dormant amidst the demands of motherhood and homemaking.

Surprisingly, Zainab Ben discovered that she could gracefully balance her work and family life, dispelling the concerns of

her loved ones, who initially doubted her ability to do so. The years that followed were marked by the typical ebbs and flows, trials and tribulations of entrepreneurship. Yet, her unwavering dedication to her business remained unaltered.

The same family that once harboured doubts about her pursuit now proudly watch her soar. With the blessings of Panjatan Pak^{AS}, the power of prayer, and the benevolent guidance of Aali Qadr Moula^{TUS}, Zainab Ben now stands as the proud owner of three thriving business brands. Her 700-square-foot studio space serves as a humble sanctuary for her creativity. Her products have found a home on "Maheela," a prominent e-commerce platform, and she has imparted her knowledge to over a hundred eager students who've embarked on their entrepreneurial journeys.

But perhaps the most heartwarming transformation has been within her family, who now eagerly await her return home. Zainab, in gratitude to Allah Almighty, sees herself as a beacon of inspiration for countless women like her as she stated **"My advice to aspiring women is you need to be ahead of the game"**. Never stop learning. Her story exemplifies that with determination, faith, and unwavering dedication, women can turn their dreams into reality, regardless of their age or life circumstances.



Technological Integration

Innovation and developments in the IT sector have been exponential in the past few years. It is only prudent, to be willing and ready to adopt and integrate technology in business. Among the various use cases, is the opportunity to automate workflows. Similarly, the options to generate insights from raw data and further customize certain product ranges are promising possibilities. However, the vastness of the technological landscape and the intricate process of navigating it, bring about the demand for short crash courses and boot camps. This bridges the gap successfully, hence facilitating integration and upscaling. The Late His Holiness Dr Syedna Taher Saifuddin^{RA} elucidated:



اِسْتَحْدِمِ الدُّنْيَا وَلَا تَكُ خَادِمًا * الدُّنْيَا تُوقِّرُ فِي الْوَرَى وَتُعَزِّرُ

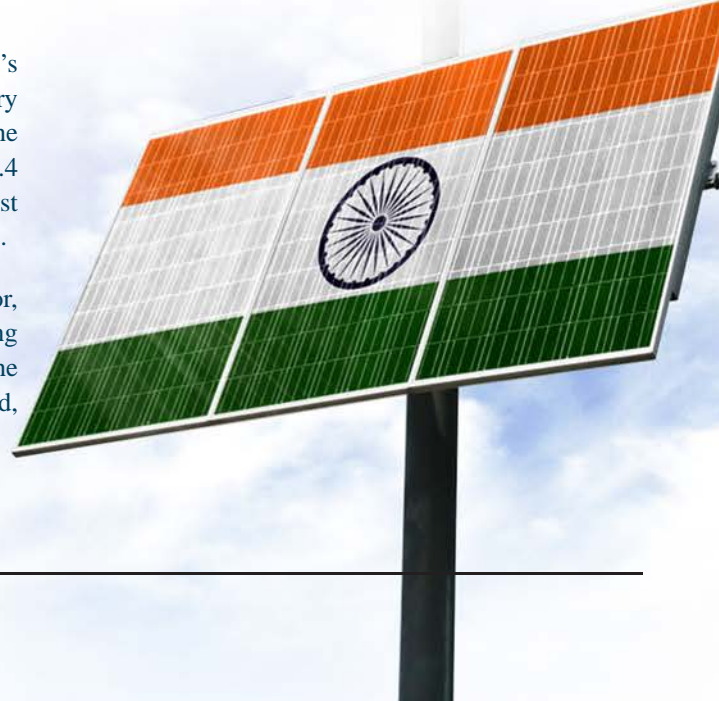
(Make utilization of dunya and don't be a slave of dunya;
you will be renowned in the world and prominent)

Why should the Dawoodi Bohras transition to Renewable Energy in India

Inspiration and Inception

According to economic historian Angus Maddison, India was the world's largest economy with a 32.9 percent share of global GDP in the first century AD and a 28.9 percent share of global GDP in the eleventh century. In the 1700s, when most of the country was ruled by the Mughals, India had a 24.4 percent share of the world's GDP. However, under the British rule, India lost its wealth and its share of the world GDP fell below four percent by 1952.

The economic reforms that began in 1991, transformed India from a poor, slow-growing nation into the third-largest economy in the world. Having set foot on the path of growth and glory, today, the political leadership of the country has a vision to make India the third largest economy in the world, replacing Japan & Germany.



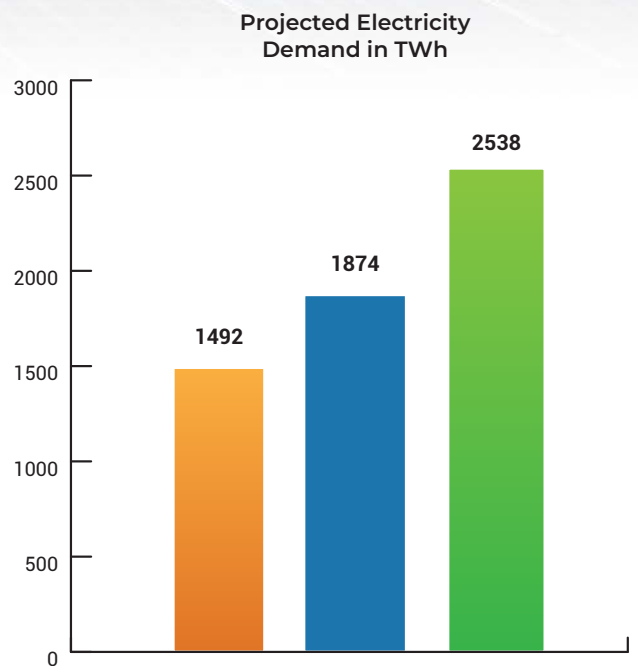


India's Electricity Needs

India's per capita consumption of electricity at 1,255 kWh in 2022 is very low compared to the world average of 3,615 kWh. However, rising incomes will lead to growing energy consumption at home. Air conditioning is likely to be one of the fastest-growing user-end applications in the residential and commercial sectors.

At the same time, increasing electric vehicle sales will lead to increasing consumption of electricity in the road transport sector. For a country that is poised to become the most populous nation in the world in a year's time, remaining acutely dependent on crude oil and petroleum imports will result in a big drain on the country's economic resources.

At the end of the financial year, March 2022, India's annual electricity demand stood at 1,492 TWh. As per forecasts by the Central Electricity Authority in September 2022, the projected electrical energy requirement is estimated as 1,874 TWh for the year 2026-27 and 2,538 TWh for the year 2031-32 respectively. This translates into an average annual growth rate of 5.5% until 2032.



An Ambition for India - A Developed Nation by 2047

India also wants to transform itself into a developed nation by 2047. As per the “Competitiveness Roadmap for India@100”, a study commissioned by the Economic Advisory Council to the Prime Minister (EAC-PM), India can become an upper-middle-income country by 2047 if it manages to achieve a sustained real GDP growth rate of 7.0-7.5 percent for the next 25 years. At this rate, India's GDP will rise from USD\$ 2.7 trillion to US\$ 20 trillion by 2047. This will raise India's per capita income to about US\$10,000 per annum so that it can be classified as an upper-middle-income country.

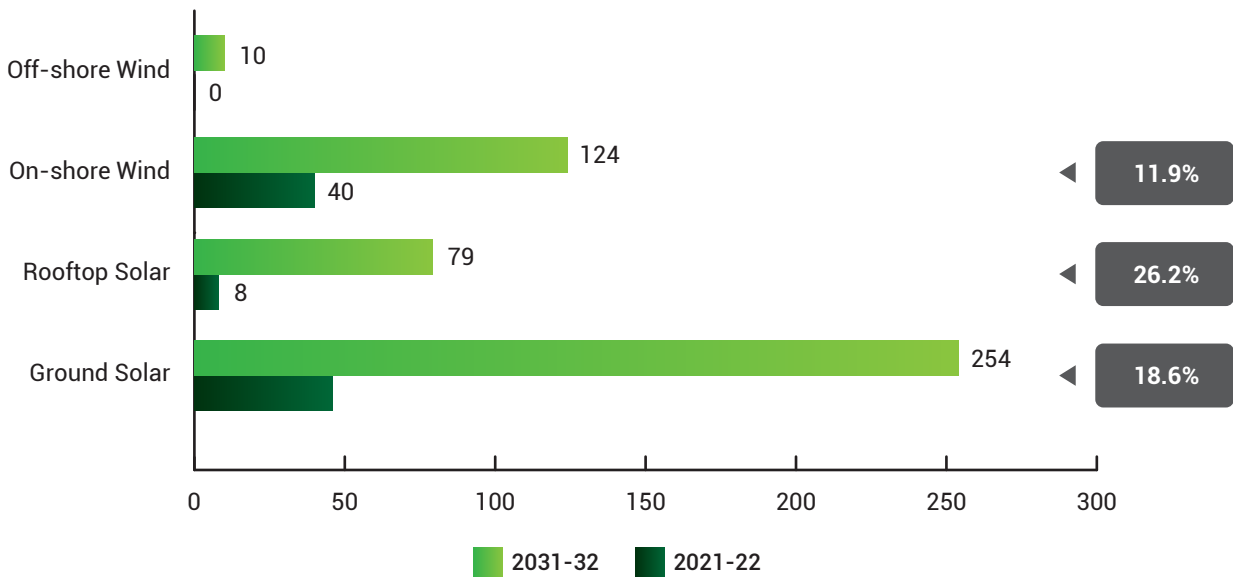
Renewable Energy Will Play a Key Role in India's Vision for the Future

Access to low-cost energy resources will be critical in achieving this transition. India is poor in energy resources such as crude oil and natural gas and relies heavily on costly imports for its needs.

Cheaper sources of energy would reduce the costs of production and help the nation become more competitive in manufacturing at a global level. Recognizing these realities, the nation's leadership has embarked upon a mission to make India self-reliant in electricity generation by leveraging the potential of renewable energy.

India's Renewable Energy Targets in GW for 2032

CAGR
2021-31

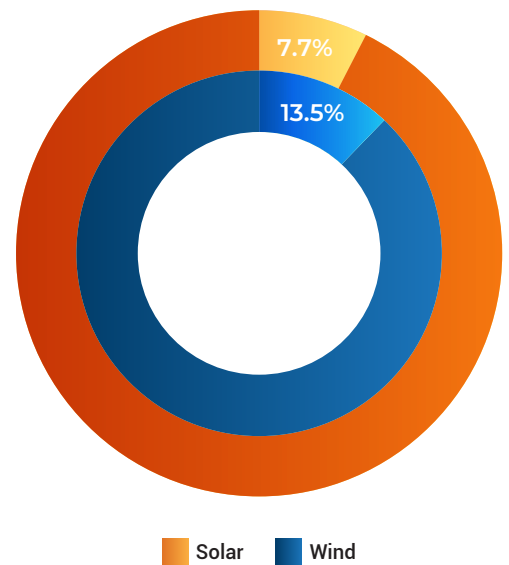


Solar & Wind Energy Currently Deployed Vs Total Potential

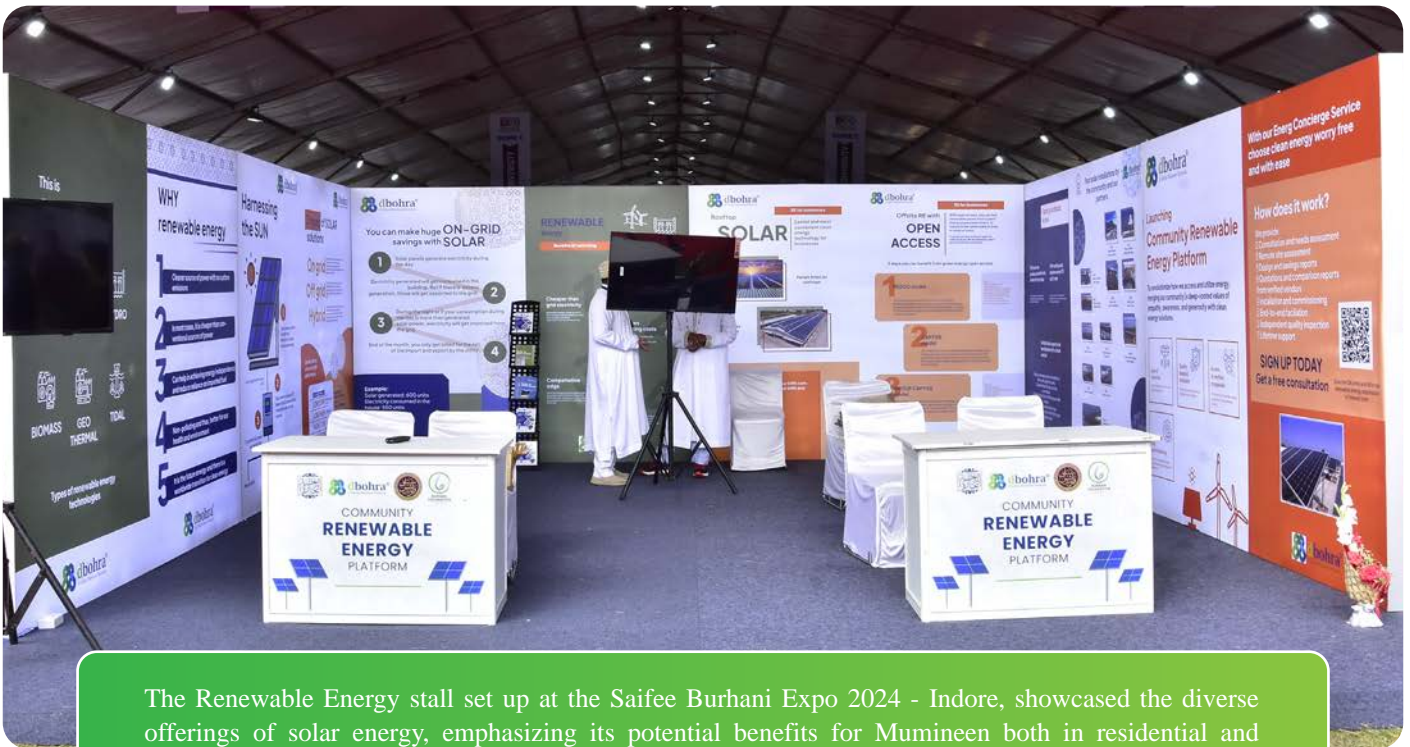
India's Solar & Wind Energy Potential

India has abundant sources of Solar irradiance due to its location in the solar belt. About 5 million-TWh of energy is incident over India's land area per year with most parts receiving 4-7 kWh per sq. m per day. The country's solar potential utilizing 3% of the land area is about 748 GW. About 7% of solar energy potential has been currently utilized.

Wind potential stands at about 302.25 GW at a hub height of 100m and 695.5 GW at a hub height of 120m. About 13% of wind energy potential (at a hub height of 100m) has been currently utilized. The actual potential for wind could be higher. This has been highlighted by a study by CSTEP in 2015, that estimates the country's wind potential to be 2,161 GW-2,759 GW at 100m and 2,540-2,959 GW at 120m.



And The Time to Act Is Now



The Renewable Energy stall set up at the Saifee Burhani Expo 2024 - Indore, showcased the diverse offerings of solar energy, emphasizing its potential benefits for Mumineen both in residential and commercial settings. Attendees received expert guidance on setting up solar panels, empowering them to harness solar energy for their homes and businesses.



At Istifadah Ilmiah 1445H, the Renewable Energy Experiential Pavilion at Khaimat ur Riyazat showcased the benefits of solar energy and provided expert advice on installation, fostering a greener future. The pavilion featured Augmented Reality and Virtual Reality tools to showcase renewable energy in a new light.



Amazon Boot Camp

In recent years, the digital marketplace has opened up a world of opportunities for aspiring entrepreneurs. One platform that has gained tremendous popularity is Amazon. With its vast reach and customer base, Amazon provides a unique platform for individuals to start their own businesses and achieve financial independence.

The appeal of an Amazon business lies in its flexibility. It allows individuals to work on their own terms, from virtually anywhere in the world. This flexibility is particularly advantageous for people with unique schedules, such as community members observing religious events like Shehruallah or Ashara Mubaraka. Unlike traditional brick-and-mortar businesses,

Amazon businesses do not require stringent operating hours, constant monitoring, or the management of physical storefronts.

His Holiness Dr. Syedna Mufaddal Saifuddin ^{TUS} has encouraged the community members to adopt, integrate, and even innovate with technology. Likewise, many have planned and implemented in the light of this directive. Among them is Shk Mustafa bhai, who shared his remarkable experience of taking a three-week hiatus during Aqa Moula's ^{TUS} California visit while running his Amazon business. With his products stored in the Amazon warehouses and managed by Fulfillment by Amazon (FBA), he was able to oversee customer

service operations from his laptop in California. This level of flexibility is a testament to the opportunities Amazon business offers.

Heeding, His Holiness Dr. Syedna Mufaddal Saifuddin's ^{TUS} ambitious directive, let us examine a successful case study of the Amazon Bootcamp conducted in Houston.



Bootcamp Structure

The Bootcamp is structured as a three-day intensive session, running from 8 a.m. to 5 p.m. each day.

The boot camp covers essential topics, starting with an introduction to Amazon Seller Central, key seller information, and foundational concepts. Participants delve into the intricacies of the Amazon platform, gaining a comprehensive understanding of terminology and interface navigation. They learn about crucial aspects like product selection, sourcing, inventory management, and advertising strategies.

Shk. Mustafa Ziauddin, Lead Trainer, drawing from his decade-long experience as an Amazon seller, shares insights into his journey, highlighting both his successes and failures. He extends his expertise to other e-commerce platforms like Walmart.com and Etsy, offering a broader perspective.

Similarly, software and tools that complement the Amazon ecosystem are also explored.

Different sessions are led by experts in their respective fields. For instance, a Californian Jamaat member leads a session on advertising, while a professional brand and design expert conducts a branding session. Legal matters, such as trademark registration, are covered by a knowledgeable attorney.

At the conclusion of the boot camp, participants have the opportunity to book one-on-one consulting sessions. These private sessions allow them to receive personalized feedback and guidance, protecting their ideas from public dissemination.

Welcome to the 3 Day Amazon Boot Camp Event

Few important things to know before you come:

- Location: Mawaid – Anjuman e Shujaee
- Dress Code: Casual Libas ul anwar (Kurta izaar & Topi, Rida)

Please come with Namaaz tayyari (imamat namaz by Amil Saheb in masjid)

Details of 3 day Agenda will be posted soon. (Timings, topics etc.)

Before you come please make an account and take a **trial version** of these 2 softwares subscription. They will be used in workshop. Time will be very limited so please keep it ready before you come. You will need to install Chrome Plug-ins for each software in your laptop, if you have trouble installing it, please let Tijarat members know (Please note, tablets won't work). If you would like to discontinue in future, please remember to cancel the subscription before your credit card is charged (1 or 2 weeks free trial).

Step1 – Sign up from the website.

Step2 – Go to chrome extensions and install the plugin.

[helium10 Trial](#)

[Zonguru Trial](#)

[EverBee Extension for Etsy \(free\)](#)

Rules for Boot Camp

- All presentation files will be available online, so please spend your time listening and writing down your ideas or questions etc. You can also open presentation files in your laptop if you would like to follow it.
- Wi-Fi connection: Please search Wi-Fi network "Masjid" password is "bootcamp"
- Make sure your laptops and cell phones are fully charged, we have arranged power strips at different points, but it will not be enough for everyone at the same time.
- During lecture, if there are any questions, please make sure your questions are SHORT and to the point. We have kept detailed Q&A sessions at the end of the day.
- All cellphones are required to be on silent mode. Kindly please avoid being on cell phone, for urgent calls please step outside to talk.
- If you need any help please look for mumineen with Red badges.
- Please collect your badge, folder and pen at the time of "Sign in" on Friday at 8:45 am. You will need these for all 3 days.
- No children allowed.
- Counseling form: Private 10-minute counseling sessions will be available from 5:30 to 6:30 pm Friday, Saturday and Sunday. Please book your spot, form link will be posted soon.



The Outcomes: Three Paths Forward

The Amazon Bootcamp has seen three distinct types of participants emerge. The first group realizes that online selling is not their forte and chooses not to proceed. The second group is those who are reluctant. However, certain individuals from the aforementioned groups, discover niche opportunities within the Amazon ecosystem. They may not launch their own businesses but become specialists, offering services to other sellers. These services can include creating and managing listings, understanding advertising algorithms, providing SEO services, or establishing a 3PL service, all of which can be lucrative options. Finally, the third group accepts the challenge and embarks on their Amazon business journey. Shk. Mustafa facilitates ongoing support for these individuals through a dedicated WhatsApp group where sellers can share tips, and important information, and seek assistance.

Moula^{TUS} states:

تمارا ارادۃ بھی اہوا مضبوط ہوئی، انے ا مثل مھوٹا مھوٹا کامو کرو، نوي نوي چیزونے invent کرو، ہر field ما عزم انے حزم سي آگے برھو، medical ما، technology ما، science ما، computer ما

Syedna's^{TUS} directive summarizes our objectives in organizing the Amazon boot camp. It strives to:-

1	(مضبوط ارادہ) Strengthen the potential entrepreneurs' resolve by providing them with access to a community of others who are on this path with him. Likewise, to dispel the notion perpetuated by social media that running an Amazon business is effortless and passive. The truth is, that it requires dedication, continuous learning, and diligent effort.
2	(مھوٹا کامو) Inculcate technical competence, which is a crucial requisition for an innovative trajectory. This is provided thoroughly in the expert-led sessions during the boot camp.
3	(عزم حزم سي کام کرو): Deliver a primer in business management. Running an Amazon business is akin to managing an entire enterprise, demanding expertise in various fields, including branding, advertising, legal compliance, and accounting. Success on this platform is the result of hard work, patience, and strategy to navigate the intricate web of e-commerce.

In conclusion, Aqa Moula's^{TUS} nazar (radiant gaze) and directives distinguish this workshop from any other workshop. It catalyzes change in terms of personal development, business-mindedness, financial freedom, and much more.





Act of Fostering in The Dawoodi Bohra Community

Another business service provided by Idaraah al-Tijarat al-Raabehah is Business Counseling. Under the auspices of this department, Business Counseling aims to foster growth, profitability, and sustainability by resolving business dilemmas faced during transitioning from one stage to another stage of business growth of community members. The department aids in understanding the problems faced in the areas of business operations and provides practical solutions to improve productivity and efficiency. This shall encourage and assist community members to start and diversify their businesses.

The counselors, facilitated by the department, assist community members in creating a business plan that aims to guide them at every stage of their business cycle. They also educate community members on how to implement modern business practices so that they can grow and sustain their businesses in today's dynamic business environment.

Last, but not least, the Idaraah strives to provide people with access to experts from different industries who will provide them the insights into current market conditions and guide them further on how to be successful in their start-up or existing businesses.

In an era of cut-throat competition, practicing brotherly foster ship - in the light of His Holiness Dr. Syedna Mufaddal Saifuddin's^{TUS} this directive "To deem mumin as one's brother and to assist him by offering valuable advice, through discussion (on important matters), by lending him money, by counseling him" - serves as a beam of radiance in the darkness. Such examples of business counseling and its impact on The community members' businesses can be perceived through the lens of their testimonials which are as follows:



“

I extend my heartfelt appreciation to Idaarah al-Tijaarat al-Raabehah for their invaluable support in business counseling. As a small business owner in the glass industry, I initially faced challenges competing with larger companies and expanding my customer base. However, after engaging in counseling sessions with their expert team, I gained essential insights into budgeting, marketing strategies, and establishing a distinctive brand presence.

The counselor's guidance proved transformative, enabling me to pivot my business successfully and explore new markets. This support not only helped my business survive but thrive in the fiercely competitive industry. The remarkable outcome reflected in a substantial increase in my return on investment, soaring from 10% to an impressive 20%.

I highly recommend the business counseling services of Idaarah al-Tijaarat al-Raabehah to fellow entrepreneurs seeking strategic guidance and a competitive edge in their respective industries."

Abdeali bhai Fakhruddin bhai Azad

”



“

We are grateful for the gracious support extended to us by His Holiness Dr Syedna Mufaddal Saifuddin^{TUS} through Umooor Iqtesadiyah, which enabled us to successfully establish a stable and appropriate furniture shop. Furthermore, we were privileged to receive Qardan Hasana's assistance, allowing us to procure the essential raw materials and attain a satisfactory level of customer service.

The provision of raw materials played a crucial role in meeting our customers' specific preferences, thereby enhancing our conversion rates and overall customer satisfaction. This support has contributed significantly to our business's success and growth.

We express our heartfelt appreciation for the guidance and assistance received from Moula^{TUS}. We are committed to upholding these standards of excellence and endeavor to continually improve upon them.

Sarraah bai Mohammed bhai Chatiwala

”



قَرْضًا حَسَنًا

Utilization of Qardan Hasana in the Dawoodi Bohra Community



Religion plays an integral role in shaping one's approach towards the socio-economic community. This is evident in the Dawoodi Bohra Community and their approach to distinct domains of life. A primary example is the revitalization of Qardan Hasana which dates to the historic event of al-Mutaqa al-Fatimi al-Ilmi held by the Late His Holiness Dr. Syedna Mohammed Burhanuddin^{TUS}, the 52nd Spiritual leader of the Dawoodi Bohra Community in the 1978 to reaffirm the essence of Islamic

values and traditions in socio-economic way of living.

The lofty vision of lending The community members Qardan Hasana (interest-free financial loans) took shape in the form of 'Trusts' and 'Schemes' across India. These loans not only ensured religious conformity but also strengthened economic stability among the community members, allowing them to appreciate the pristine guidance of their spiritual leader in religious and worldly affairs.

Qardan Hasana Trusts across the globe

cater needs of thousands of community members in terms of tapping into business potential or upscaling it, housing, marriage-related purposes, education, and health. This, in turn, has rekindled a sense of altruism in the community members, receivers, and lenders combined. These trusts have put in diligent efforts to ensure The community members benefit in the best way possible. Following are examples of a few trusts:



Continuous Business Learning in the Dawoodi Bohra Community

TAP - Training and Acceleration Program

As the saying goes “the only constant is change” - it is imperative to stay ahead of the curve to cope with the latest advancements and trends and accordingly mold oneself in the best shape possible. Seeking knowledge and garnering soft skills can go a long way in terms of achieving financial success.

The significance of seeking knowledge has been heavily emphasized in the Fatimi tradition. Prophet Mohammed^{SAW} states - “seeking knowledge is obligatory on every Muslim man and woman”. The mantle of inspiring people to seek knowledge has been diligently taken ahead by Dr. Syedna Mufaddal Saifuddin^{TUS} who happens to be the true bearer of Rasulullah’s^{SAW} al-Ilm.

In the very pursuit of upscaling business acumen and instilling soft skills, Idaraah al-Tijaarat al-Raabehah has curated business and skill-based programs

under the banner of TAP (Training and Acceleration Program) to ensure that community members are kept abreast of the latest business trends, are

professionally well-versed in the corporate world, keep expanding their trading network, and achieve new heights in their commercial dealings.





The following narrative highlights the TAP program and its significance in the business life of community members.

Huzaifa bhai Dahodwala, after a year of freelancing, participated in the training program titled “Entrepreneurship” conducted by Idaarah al-Tijaarat al-Raabehah which was a complete mindset shift for him. He was able to have

a clear and firm mindset of how he wanted his entrepreneurial journey to be. The program of "Entrepreneurship" was mainly targeted towards the community members in the service sector or the youth who desire to start their own entrepreneurial journey but are not well equipped on how to do so.

This program was a complete

eye-opener and guided Huzaifa bhai to start his journey. Long with introducing opportunities in the market training program, it also helped him in enrolling into other services of Idaarah al-Tijaarat al-Raabehah such as counseling and SND through which now he has started and established his own business.





Prioritization of **Religious Affairs Over Worldly Affairs** in The Dawoodi Bohra Community



The Dawoodi Bohra community, along with the pursuit of reaching the zenith in terms of their worldly endeavors, devotedly adheres to their values and traditions. The community members' conviction in the Islamic faith is steadfast and unwavering in whatever situation they may face. The preceding phenomenon can be witnessed in Ashara Mubaraka where the community members flock in large numbers to attend the ten-day congregation in remembrance of Karbala and the plight of Imam Husain^{AS}.

The community members willingly close their businesses, factories, and industries to attend the congregation. The closure of commercial affairs in itself highlights the community's committed nature towards their spiritual devotion. By prioritizing religious affairs over worldly affairs, specifically during Ashara Mubaraka, community members have witnessed the growth and upscaling in their businesses. A testimony to that lies in responses that were collected post-Ashara Mubaraka 1445H which are as follows:

“

Juzer Shk Sajjad Husain Kheralu: Pre-Ashara Mubaraka we notify all our customers and clients about the closure of our business. We restock our inventory based on estimation from the purchase orders. We plan our business activities in such a way that all necessary work shall be done before Ashara Mubaraka. We inform our clients beforehand that during the event we will not be entertaining work-related calls and also our WhatsApp will be on auto-response mode. This practice in turn has resulted in attaining heaps of barakat. We also witnessed a peak in the business despite being closed for 10 days. Similarly, a cool-down period helps our employees to rest and reflect and aids in managing our finances and inventory well.

Juzer Shk Sajjad Husain Kheralu

”

“

I pre-planned approving leaves for all my employees. I made that extra effort to complete all pending orders and informed my customers well in advance so that they could plan to purchase the material in advance to avoid material shortage at their end. My customers are well-informed that my shop will be closed, so as to avoid calling me, and an auto-reply is set by me, if anyone happens to text me via WhatsApp about the annual closure details. The barakat that I felt was beyond words. But to sum up it in a few points; firstly, communication with customers increased as they were to be informed personally about the closure. The planning made customers realize how much importance we give to our business, secondly, I never felt that I would be losing even a single penny if I closed, thirdly, my conviction in AllahTA has increased, lastly, evoking a sense of belief that anything is possible if we do it the correct way.

Aziz Badruddin Chunawala

”

Amir al-Mumineen^{AS} stated

إِذَا عَمِلْتَ كُلَّ شَيْءٍ فَكُنْ كَمَنْ لَمْ يَفْعَلْ شَيْئًا

(When you have performed every noble deed, become {oblivious} as if you have not performed anything.)

The momentous milestone of The community members withdrawing from commercial affairs to attend Asharah Mubarakah was mentioned earlier. One can acknowledge that this milestone is nothing less of an astonishing feat. However, it does bring great awe, when one contemplates that, to further which heights shall Moula's^{TUS} guidances take us? Since constant progress and growth have been a signature trait of Syedna^{TUS}'s divine leadership.

As a matter of fact, we all did catch some glimpses of the lofty pinnacle that Moula^{TUS} envisions to lead us toward. Moula^{TUS} beseeched in the second discourse of this year's Asharah Mubarakah discourses; that each mumin become "Malik al Tujjār" (King of businessmen).

"موالي طاهرين ني حُرمة سي مؤمنين نا وپيار ما اتني برکة اچو کر هر ايك مؤمن ملڪُ
التُّجَّار هُوِي، وپيار نا بادشاه هُوِي، اهنو وپيار پهلايو هُوِي، انے خدا پر توکل کري نے
مؤمنين دليري سي وپيار نا کرنا هُوِي، هوش انے جوش نا ساھ وپيار کرنا هُوِي سگلا"

(By the grace of Mawālī Taherīn^{AS}, may Mumineen be blessed in their businesses to the extent that each mumin becomes Malik al Tujjār. May his business witness a substantial expansion, and may Mumineen place trust in Allah^{TA} and trade with intrepidity. May they trade with insight and vigor.)

In addition to, being a prayer, these kalemaat nooraniyah can be interpreted as Moula's^{TUS} earnest aspiration of each mumin's ta'at and entrepreneurial endeavours. The word Malik, brings to mind the hadith sharif

أَطِيعُونِي تَكُونُوا مُلُوكَ الْأَرْضِ وَحُكَّامَهَا

(Obey me and you shall become the kings of lands and its rulers.)

Ta'at has been associated with attaining prominence in this hadith shareef. Haven't the previous pages consistently shown how ta'at leads to achieving business milestones? However, each one of us reflects on which milestone of ta'at is yet to be achieved. This is so, as the ascension is exclusively associated to ta'at.

The title “Malik al Tujjar” also, stirs recollection of Syedi Hasan bin Nooh^{QR}. In the annals of history, he is identified with the eminent scale of trade (spanning from Egypt and Syria to Yemen) and affluence. However, he based his identity on something far more profound than material wealth, as narrated in one illustrious chronicle. When under the threat of imminent attack, Syedi Hasan^{QR} assured that if under attack, he would ensure the provision of superior standard; and established his identity firmly upon this promise of allegiance and loyalty. This allegiance is the key to a mumin's continual growth and success in the business world.

Bearing in mind the significance of ta'at, we glance toward further objectives acquired in this year's second discourse of Asharah Mubarakah. The discourse was themed on the hadith sharif, which commended an easy-going demeanor in commercial affairs. Through an exegesis of certain ayaat karimah of Surah al Layl, remaining truthful in transactions was emphasized. 6 exclusive attributes shared by date palms and horses were drawn as an analogy to the ideal traits that ought to be modeled by businessmen. Those attributes were:

Adopting a unique and trendsetting approach toward business

Being mindful of integrity and honesty above all else

Remaining steadfast and determined even in the face of turmoil

Understanding and taking calculated risks after placing faith in Allah^{TA}

Synergizing sense and passion

Continuing strategic growth through diversification

Amidst narrating the detrimental effects of colonization, Syedna^{TUS} encouraged Mumineen to appreciate the productive and positive notions of other cultures. Furthermore, He explained the responsibility of business owners and employers to ensure the welfare and benefit of the employees, as opposed to having a self-centered mindset.

We beseech Allah^{TA} to give us the vigor and taufiq, that we follow our Dai^{TUS} through each and every step of this journey. A journey that spans numerous checkpoints, of which we have merely traversed few. May Allah^{TA} bless Syedna^{TUS} with prosperous longevity, till the day of Qayamat.



@thesaifeefoundation



@umoor.iqtesadiyah



@tr.businessnetwork

www.tijaaratraabehah.org
www.qardanhasana.info