



# Al-Tijaarat al-Raabehah **Strategic Overview**



# Strategic Overview

This book is an attempt to share al-Tijaarat al-Raabehah's vision and key focus areas of growth for the Dawoodi Bohra Community that the office aims to achieve through its regional development strategy.

## Highlights of This Book

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- ❧ Vision
- ❧ Regional Development
- ❧ Zonal Business Council
- ❧ Services for Growth
- ❧ Stage Wise Implementation
- ❧ Targets 2017-2019

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# Introduction

Under the guidance of al-Duat al-Mutlaqeen, the Dawoodi Bohra Community has experienced immeasurable economic prosperity across the world. The 52<sup>nd</sup> Dai al Mutlaq, Syedna Mohammed Burhanuddin<sup>RA</sup>, for over five decades, encouraged the community to establish trade and industry to be active participants in the development of local economies while adhering firmly to the tenets of shariat mohammediyah. His Holiness' message to the community to be business-minded has led the community to build profitable and sustainable businesses throughout India and Asia but to also branch out to develop opportunities in East Africa, Europe, and North America. The community has also diversified into many different industries and sectors ranging from the traditional trade of hardware to manufacturing of cutting edge technology and providing services in IT and Education.

Successor to the august office of Dai al Mutlaq, the 53<sup>rd</sup> incumbent, Syedna Mufaddal Saifuddin<sup>TUS</sup> continues his esteemed father's legacy and sees the community grow to even greater heights. In a time of increasing competitiveness and globalization, His Holiness teaches businessmen of the community that the key to growth and prosperity is to adhere the tenets of Islam, be ethical in all dealings, and work together in brotherhood with each other and with the global community towards achieving collective prosperity.

The office of al-Tijaarat al-Raabehah (under the auspices of Idaarah Hasanaat al-Qard al-Hasan al-Burhaniyah) aims to carry the vision and efforts of the 53<sup>rd</sup> Dai al Mutlaq to each and every member of the Dawoodi Bohra Community and foster sustainable growth, profitability, and prosperity for the business community.



Burhani Expo 2007 - Mumbai



Saify Expo 2017 - Nagpur

## Vision

*“If someone is earning **100**  
then may they earn **500**”*

In light of Syedna Mufaddal Saifuddin's<sup>TUS</sup> vision, our goal is to

- ◆ Help the Dawoodi Bohra Business Community to grow exponentially.
- ◆ This growth is inclusive of all **income levels**, **sustainable**, and capable of producing **shared benefits**.
- ◆ This growth is founded on the increase in the strength of the community's **manufacturing** and **agricultural base**.



The road to achieving this pattern of growth is a challenging one. Based on the various guidelines provided by the 52<sup>nd</sup> and 53<sup>rd</sup> Dai al Mutlaq, al-Tijarat al-Raabehah has chalked out key areas to work on



Adherence to **Shariat Mohammediyah** and **ethical practices** in all areas of business.



**Start-ups** and the transition from service to business/industry



**Vertical supply chain integration** and strengthening manufacturer-dealer-retailer relationships)



Stronger market relations in competitive markets by **developing organizations & forums** to collectively solve problems & conduct business (associations, co-ops)



Opportunities for investment and ensuring confidence and security in community **partnerships**



**Diversification** into traditional and non-traditional industry clusters



Application of **modern best practices**, particularly in management and organizational development



Sustainable income for low-income households and **women entrepreneurs**

# Regional Development

*Syedna Mohammed Burhanuddin<sup>RA</sup> states*

*With great energy and vigour, dedicate yourselves to activities that contribute to the development of your cities and benefit their inhabitants. Become exemplary citizens through your wholehearted participation in projects and enterprises that contribute to the progress of the country you reside in. This is my counsel to Mumineen the world over.*

Given the unique spread of the community in its economic activities [by geography and discipline] the approach to development has to befit this diversity. Therefore, the focus of the office is on regional economic development for the community. Regions are divided based on the concept of shared economic environments and administrative ease. Targets and strategies are developed under the umbrella of the key areas described above for every region which are broadly applied to the entire community, to specific sectors or industries and to specific income levels.



**Broadly To The  
Entire Community**



**To Specific Sector  
or Industry**



**To Specific  
Income Levels**



To achieve this kind of growth, the community must work together within and across regions in collaboration.

*As Imam Ahmed al Mastoor SA states,*

*“A man all by himself cannot lead a life save one of hardship and difficulty. In order to lead a fulfilling life he needs to master various skills. However, it is impossible for a single person to master them all, for life is short and the skills are numerous.”*

Therefore, bodies for every region, referred to as Zonal Business Councils are developed as single units that are part of an international network. Members of these councils include the religious heads of various cities appointed by His Holiness as well as prominent and dynamic businessmen from each city.



**Budget Program - Mumbai**



# Zonal Business Council

***Rasullulah SA states:***

***A Mumin for another Mumin is like a structure whose various parts support one another. Like the parts of a structure, one Mumin supports and strengthens another.***

The members of Zonal Business Council works together to discuss many policies and strategies for their region and they are individually responsible for making sure their cities are achieving the targets set at the regional level.



Group Planning For Future  
Economic Goals And Collective  
Action On Key Central Office  
Initiatives



Leadership On Central  
And Regional Economic  
Development Policies



Developing Services for the  
Regional Community As Tools For  
Executing The Group Plan And  
Achieving Targets Set For the  
Region



Collaboration With  
Other Zonal Councils On  
Broad-based Initiatives



# Services for Growth

Al-Tijarat al-Raabehah has developed set of premium services for sustainable business growth and development to assist zonal business councils achieve results in key focus areas outlined by the office.

To facilitate this growth, the office works together with Zonal Business Council Members and Al-Tijarat al-Raabehah certified service providers to deliver quality and personalized services to each member of the Dawoodi Bohra Business Community.



Business development through various networking platforms, linking individual members of the community in the relevant industry cluster, sector, or region.



Access to experts and mentors for general and technical advice, developing plans, and feasibility/assessment.



Training and education by way of access to technical skills and education for business/entrepreneurship.



Easing access to financial support for feasible ventures in the form of investment or Qardan Hasana.



Collective advocacy with the public and private sector on key issues affecting the regional community.

# Stage Wise Implementation

Each Zonal Business Council follows a stage-wise development process to ensure that they firmly develop the capabilities for leading the community (generally the stage-wise process involves some overlap).

## Stage 01 ▶

- ✧ Select, Appoint and Orient Business Council Members
- ✧ Conduct Regional Survey of Business Community and Economy

## Stage 02 ▶

- ✧ Develop a strategic plan for regional growth
- ✧ Deploy required services

## Stage 03 ▶

- ✧ Create awareness among community members
- ✧ Connect to opportunities through inter zonal activities

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2

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# Targets 2017-2019



Setup 51 regional zones that have passed through the 3-stages of setup under a pre-defined theme (i.e. competitiveness, diversification, start-ups)



Collate data and information for each zone to focus and finalize regional themes and strategies



Deploy services in all active regions.



Focus on at least one key initiative in all three sectors of the economy (Manufacturing, Services, Agriculture)




**Lemon Farming - Qura Samanya**



**Taha Plastics - Colombo**

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