

AL-TIJARAT AL-RAABEHAH

Business Counseling Department

Part 1 – Nomination of Counselors

17/2/2024

INTRODUCTION

Every businessman seeks success and prosperity. Often, Businessmen faces and experiences a number of problems or difficulties in overcoming hurdles which may restrict them from reaching to the pinnacle of success.

So as per *Khushi Mubarak* of Al-Dai al-Ajal Syedna Mohammed Burhanuddin ^{RA}, today his mansoos Al-Dai al-Ajal Syedna Aali Qadr Mufaddal Saifuddin^{TUS} through Al-Tijaarat al-Raabehah aims to build a platform for mumineen where one mumin could help another in their business by sharing their valuable experience and knowledge.

For this purpose, the office urges Lajnat-il-Tanmiyat-il-Burhaniyah in every zone to form a team of counsellors who are capable to guide, advise, mentor and assist mumineen in their businesses so that they are able to achieve profitability, growth and sustainability in today's competitive environment.

Lajnat-il-Tanmiyat-il-Burhaniyah will provide mumineen access to counselors and experts who will offer guidance and assistance to strengthen small, medium, and large businesses and help them start, run, grow, sustain, and diversify for the future. So that every businessman in the community can achieve the success and prosperity they desire as well as the success that lies in store for them.

OBJECTIVES OF A COUNSELING DEPARTMENT

The aim of the Business Counseling Department is to develop businessmen, by pairing them with “counselors”, business counselors and experts from different industries and sectors. These counselors will provide guidance and expertise as well as encourage and help mumineen to implement the best business practices as per the *hidaayat* and *khushi* of Syedna Aali Qadr Mufaddal Saifuddin Aqa^{TUS}.

The objectives of the Counseling Department are as follows:

- To encourage and assist mumineen start and expand their businesses.
- To understand the problems faced in the areas of business operations and provide practical solution to improve productivity and better efficiency.
- To assist mumineen businessmen create a business plan which will guide them at every stage of their business cycle.
- To educate mumineen implement modern business practices so that they can grow and sustain their businesses in today’s competitive market.
- To provide mumineen access to experts from different industries who will provide insights on current market conditions and guide them further on how to be successful in their start-up or existing businesses.
- To conduct research on business expansions that will facilitate in the local region and determine the investments required to enhance the business of the mauze and possible publish the resources available in the region so that mumineen from other mauze can take advantage.

FORMATION OF A COUNSELING DEPARTMENT

Each Lajnat-il-Tanmiyat-il-Burhaniyah must form a “*Business Counseling Department*” at their zonal (central) level. This department will be operated from the zonal central office, however, it can carry out its counseling activities at mauze level as per the need and convenience.

To form a Business Counseling Department, each mauze must nominate One counselor per 200 Houses.

The procedure to form a Business Counseling Department is as follows

- Nomination of Counselors based on their Job Description
- Screening of the nominations and identification of grooming areas
- Finalising the Counsellor List
- Orientation and Training
- Obtain Certificate

DETAILED INFORMATION OF NOMINATION AND FINALISATION OF BUSINESS COUNSELORS

BASIC OVERVIEW OF COUNSELORS REQUIRED AT MAUZE / ZBC LEVEL

- A very important step in forming the counseling department in the Zone is to identify the number of counselors required in the mauze. Below are the basic requirements, which need to be monitored by the *Lajnat-il-Tanmiyat-il-Burhaniyah*.
- Provision for the minimum criteria for being a counselor and total number of experience required.
- Checklist to match the criteria for applying for the post of counselor.
- Number of counselor required from each mauze is 1-200 houses.
- The counselor should be well aware of the market and political conditions, in regards to business scenario of respective mawaze.
- The age limit of a counselor is expected to be not less than 25 years.
- He/she should have basic knowledge about counseling, should be a good listener and be good in maintaining relationships.
- There should be atleast 2-3 female counselor for the entire zone



Identify Number
of Counselors
required at Jamaat / ZBC level

SELECTION QUOTA OF COUNSELOR

<u>Sr no</u>	<u>No of houses</u>	<u>No of counselor</u>
1	0-200	1
2	200-400	2
3	400-600	3
4	600-800	4
5	800-1000	5
6	Above 1000	6 to 8

OBTAIN NOMINATION OF COUNSELORS BASED ON JOB DESCRIPTION

After identifying the number of counselors requires at the Mauze level, the next step is to get the counselors on board. A typical job description along with experience and qualification is given below that will help *Lajnat-il-Tanmiyat-il-Burhaniyah* to nominate the right candidate(s) from the local mauze:

JOB DESCRIPTION

Objective

To understand the business issues of the mumin candidate, define the areas that needs additional information, raise relevant queries to get in-depth understanding of the mumin's business and the issues therein, articulate the problem statement for the mumin so that the advisory process can be initiated. Should be capable to guide and advise the course of actions to resolve the business issues by hand-holding the mumin.

Responsibilities

- To understand the business issues of the mumin candidate with empathy and analyse the data gathered from the mumin.
- To articulate the problem statement with a clear and well defined issues list and corresponding action list based on the advice sought for.
- Prepare a follow-up plan and ensure that the mumin adheres to the plan.
- To hand-hold the mumin to implement the advices in his business and monitor the performance.
- To provide feedback to the respective coordinator on the progress made with mumin candidate on a regular basis.
- To participate in the regular as well any particular requirements of the mauze of Tijaarat as well as the Central Tijaarat Committee.
- To provide definitive recommendations and chart out well defined course of actions / support that the mumin candidate must get.

Reporting Relationships

- Generally reports to the Local Tijaarat Unit's Coordinator and Amilsaheb as and when required.
- To maintains a good relationship and liaises with fellow counselors at the local unit and across other Tijaarat units.

Education & Experience Requirements

- The counselor should be **well experienced** in handling all areas of business such as building business plans, developing strategies, in marketing, sales, in organisation structure, with finance having special emphasis on cash flow, inventory management, logistics management, effective production systems such as floor management, employee management and customers / supplier relationship management
- He/she should be **well informed** about various business trends in the market at both macro and micro levels.
- He/she should **have excellent analytical skills**, problem solving skills and strong attention to detail
- He/she should be **well educated** and have knowledge of various business tools, exposure to I-T systems, internet/communication usage
- He/she should be highly **compassionate, matured with good listening skills**, have **high level of empathy**, be goal oriented, **visionary with fairly good leadership skill**, have good communication skills both in English and LisanulDaawat and **must have a passion to mentor**.
- He/she should have a **sound understanding** of relevant tax laws of the country, halal/haram in business as per law of Shariatgharraa' and contextual understanding of bayans/instructions from AqaMaula (TUS) and related authorities.
- It is not essential, but having good ability to conduct training on the relevant business topics is highly desirable

The counsellor should be in a position to conduct atleast 2-3 counseling sessions per week(each session of 30-45mins). The counsellor should have good standing in the public in his mauze – i.e. people must look forward to him/her for advice.