TWT Products Lead Life Cycle

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This comprehensive document outlines the life cycles of various products under TWT 1445. This guide provides a strategic overview of the key stages each product undergoes, from initial awareness to successful conversion and completion.

Conversion points of targets for each product are highlighted in green.

Husain Scheme

The Husain Scheme is based on the premise that Qardan Hasana provided by mumineen to this Scheme will earn the mumin thawaab and is fully returnable.

There are following stages in Husain Scheme contribution -

1. **Account Creation:**
    - Mumin creates an account by sign up / login in the Qardan Hasana Software.
2. **Account Verification:**
    - Mumin completes the verification process by verifying both mobile number & Email address.
3. **User Profile Completion:**
    - Mumin completes their user profile by entering relevant information in the profile section.
4. **Important Instructions:**
    - Mumin reviews and understands guidelines, terms, and conditions governing contributions within the Husain Scheme
5. **Commitment or On-the-Spot Contribution:**
    - Mumin decides whether to contribute on the spot or make a commitment for a later date.
6. **Husain Scheme Form Submission:**
    - Mumin enters relevant information such as contribution amount, date of return (should be minimum 12 months) in the detail form.
7. **Contribution Confirmation:** ← **Conversion Point**
    - Mumin successfully makes the contribution in the Husain Scheme for **minimum 12 months tenure** and receives confirmation of the successful transaction within the Qardan Hasana platform.

The target is to maximize both *"Husain Scheme Contributors"* and *"Husain Scheme Contributions."* The success relies on increasing both the number of contributors and the amount contributed.

Husain Scheme Tafheem

1. **Individual Approach and Tafheem:**
    - Engage in an individual approach, reaching out to mumineen to tafheem them about the significance of contributing to the Husain Scheme

2. **Details Entry on TWT Website:** ← **Conversion Point**
    - Once the tafheem is successfully done, the details of the individuals are entered on the TWT module.

Mohammedi Scheme

1. **Amount Collection:**
    - Qardan Hasana Committee Member collects the Qardan Hasana amount from participating mumineen in the Mohammedi Scheme.
2. **Counting:**
    - Qardan Hasana Committee Member counts the collected amount
3. **Panchnama Document Creation:**
    - Qardan Hasana Committee Member creates a Panchnama document, documenting details of the collected amount and the total sum.
4. **Entry in the Software:**
    - Qardan Hasana Committee Member enters the collected amount and details into the Qardan Hasana software for proper record-keeping.
5. **Bank Deposit:**
    - The total amount collected is deposited into the local bank account designated for Qardan Hasana.
6. **Document Upload:** ← **Conversion Point**
    - Qardan Hasana Committee Member uploads the signed Panchnama document to the software

The target is to maximize both *"Mohammedi Scheme Contributors"* and *"Mohammedi Scheme Contributions."* The success relies on increasing both the number of contributors and the amount contributed.

Qardan Hasana Mobile Application Downloads

1. **App Discovery and Download:**
    - Mumin opens Play Store/App Store, searches for "Qardan Hasana," and downloads the application.
2. **Installation:**
    - Mumin installs the downloaded Qardan Hasana application on their device.
3. **App Launch:**
    - Mumin opens the installed Qardan Hasana application on their mobile device.
4. **User Engagement:** ← **Conversion Point**
    - Mumin actively conducts Qardan Hasana activities within the mobile app, such as exploring features, viewing contributions, and managing transactions.

Ashara Azaim

In the light of Huzurala's TUS irshād munīr, Mumineen must have planned for business closure, they can send a duʿāʾ ʿaraḍ to Ḥaḍrat ʿĀliyah, seeking prosperity in dīn and dunyā. The primary goal is to maximize the number of mumineen who pledge Ashara Azam to close their businesses on the Tijaarat Rabehah website.

1. **Visit TR Website:**
   - Mumin visits the TR (Taher Rajab) website to access detailed information about Ashara Azam and its significance.
2. **Fill Ashara Azam Pledge Form:**
   - Mumin fills the Ashara Azam Pledge Form on the TR website, providing details such as name, contact information, and commitment to participating in the event.
3. **Submission Confirmation:** ⟵ **Conversion Point**
   - Mumin receives confirmation of the successful submission of the Ashara Azam Pledge Form.

Ashara Azaim Special Targets

1. **Special Case Identification:**
   - The Khidmatguzar identifies individuals with special cases, requiring a unique approach for their participation in Ashara Azaim.
2. **Individual Tafheem:**
   - The Khidmatguzar conducts an explanation meeting with the individual and explains the importance of Ashara Mubaraka
3. **Form Submission on TR Website:** ⟵ **Conversion Point**
   - Subsequently, the Khidmatguzar fills out the special case form on the TWT website, providing the ITS details of the identified individuals.

Qardan Hasana Application Review

The objective of quality of evaluation audit is to have

- Accuracy of profile

- Completeness of the application

- Proper documentation as per the purpose of the application.

- To check if proper evaluation been done on the basis of the recommended guidelines

Phase 1: Software Audit

1. **Applicant Details:**
    - The quality of evaluation audit begins with a thorough examination of the applicant's profile and work details within the software.
2. **Application Review:**
    - The audit assesses the completeness of the application, focusing on the information provided by the applicant.
3. **Evaluation Analysis:**
    - The audit involves a comprehensive evaluation of the application, examining the accuracy and adherence to quality standards.
4. **Submit Application Review** ← **Conversion Point**
    - The individual scores for each audit parameter are aggregated to calculate an overall audit score.

Phase 2: Call with Committee

1. **Organization of Call:**
    - A call is organized by the operations team or takes place during designated committee meetings (e.g., UKK calls)
2. **Sharing Audit Findings:**
    - During the call, the audit findings are shared with the relevant committee members.

Economic Well Being Case study

1. **Initiation and Data Collection:**
    - Commence the economic well-being assessment
2. **Data Input:**
    - The Khidmatguzar inputs collected data into the predefined Excel format, selecting relevant fields and entering information accurately.
3. **Score Generation:** ⟵ **Conversion Point**
    - Based on the predefined formulas within the Excel a score is generated reflecting the economic status of Mumineen.
4. **Analysis and Interpretation:**
    - Analyze the score report to interpret economic well-being trends among Mumineen after Qardan Hasana to mumineen / After Moulas Tus Visit - Ziyafat - Qadam - Majlis

Partnership New Deeds

In view of the wishes of al-Dai-Ajal Syedna Aali Qadr Mufaddal Saifuddin TUS Mumineen are urged to amend their existing partnership deeds or draft new partnership deeds that adhere to laws and guide Mumineen. The primary goal is to maximize the number of mumineen engaged in business partnerships to complete the Partnership New Deed process.

1. **Receive Partnership Information:**
   - Mumin receives information about the importance of having a partnership deed according to Shariah, either through community announcements or communication from local authorities.
2. **Contact Aamil Saheb:**
   - Mumin reaches out to the Aamil Saheb to express interest in creating his/her partnership deed.

5. **Fill and Submit Partnership Deed:** ← **Conversion Point**
   - Aamil Saheb or Coordinator fills out the partnership deed, by providing required details, and submits the completed form on amalat website.

3. **Verification Process:**
   - Idarah verifies the deed and either approves it or sends it back for necessary changes, providing feedback to the concerned parties.
4. **Print & Upload Approval:**
   - Upon approval, the option to print and upload the deed becomes visible. Aamil Saheb prints the form, obtains signatures from the partners and witnesses, and uploads the signed document on Amalat.
5. **Approval Process:**
   - The signed form is sent to Sigatul Qaza for approval. Tijaarat Rabehah department also reviews and approves the partnership araz.
6. **Hazrat Aaliyah's Approval:**
   - The partnership araz is submitted to Hazrat Aaliyah for approval. If approval is granted, the partnership deed proceeds to the next stage.
7. **Misaal Preparation and Upload:**
   - Upon receiving approval, the Idarah prepares the misaal and uploads it on Amalat
8. **Distribution of Misaal:**
   - Aamil Saheb prints the approved misaal and provides copies to the partners, completing the process of creating and approving the partnership deed.

Partnership In Process Deeds

Types of Pending deeds:

1. **Changes Required:**

   - If the deed has issues in the clauses, it will be reopened along with comments on the module.
   - Read the comments, make changes accordingly and submit again. ⬅ **Conversion Point**

2. **Signature Pending:**

   - Those deeds which are approved by the Idaarah but partners have not signed the document yet and it is not uploaded on the module.
   - Make them sign & upload on module. ⟵ **Conversion Point**

Completing both these types of pending deeds will be Khidmat Guzar's responsibility during TWT.

Data of all pending deeds will be provided to Khidmat guzar in excel sheet. All pending deeds will also be visible in the partnership module.

Partnership Renewal Deeds

- **Expired Deeds -** All those deeds which are completed earlier and have received Misaal Shareef and the validity of the Deed is expired will fall into this category.
- **Renewal Procedure -** Procedure of a renewal deed is as same as filling up a new deed.
- **Website -** Click on "add new partnership" on the portal and fill all details with updated duration, ratios, clauses, etc. (previous deed can be referred)
- **Unchanged Data -** Make sure that the company name & partners are not changed, only then it will be counted as a renewal. If the company name is changed or partners are added/removed, it will be counted as a new deed and not a renewal deed.
- **Submit –** Submit filled partnership deed form for Idarah to review. ⬅ Conversion Point
- Data of all expired deeds will be provided to Khidmat Guzar in excel sheet.

Identify New Counsellor

The primary goal is to maximize the number of mumineen engaged in business partnerships to complete the Partnership New Deed process.

1. **Counselor Registration:**
    - Interested individuals initiate the process by submitting the counselor registration form.
2. **Registration Review and Approval:** ⟵ **Conversion Point**
    - Idarah reviews and approves the registration of qualified individuals as business counselors, ensuring they meet the necessary criteria and guidelines.
3. **Role and Responsibility Awareness:**
    - Successful registrants are provided with information about their roles and responsibilities as business counselors, ensuring clarity on expectations.
4. **Case Study Qualification:**
    - To further qualify counselors, they are assigned case studies to complete, assessing their ability to analyze and provide solutions to business scenarios.
5. **Certified Service Provider (CSP) Training:**
    - Counselors attend the Certified Service Provider Training program, a mandatory training to enhance their skills and knowledge in business counseling.
6. **Attendance and Certification:**
    - Counselors attend the training sessions and, upon successful completion, receive certification, signifying their readiness to offer business counseling services.

Identify New SHND Case

1. **Outreach and Expansion:**
    - Identify new SHND cases BY expanding the organization's reach to provide support to those in need.
2. **Case Identification:**
    - Identify and assess new cases requiring support and intervention. Respond to emerging needs within the community and provide timely assistance to individuals in distress.
3. **Counselling Website Registration:** ← **Conversion Point**
    - Register a new SHND case on the counseling portal - https://counseling.dbohra.com
4. **Case Review and Assessment:**
    - The Case Management Team regularly reviews and assesses incoming cases
5. **Financial Assessment:**
    - Team conducts counseling sessions with the client to determine the financial assessment. Assess the amount to be granted in grants / Qardan Hasana based on the client's needs and circumstances.
6. **Support and Assistance:**
    - The case management team provides comprehensive support and assistance to individuals in distress by following established protocols and procedures to ensure a consistent and empathetic approach.

DBohra New Registration

1. **Website Visit:**
   - Mumineen visit the DBohra website to explore and engage with the services offered by the platform.
2. **Account Creation with ITS:**
   - Mumineen create their accounts by logging in with their ITS id
3. **Business Addition:**
   - Logged-in mumineen add their business to DBohra - basic details about their business.
4. **Business Registration Form Submission:** ← **Conversion Point** ✅
   - Mumineen fill out the detailed business registration form, providing comprehensive information about their products, services, and contact details.
5. **Confirmation Email:**
   - Mumineen receive a confirmation email acknowledging the successful registration of their business on DBohra.
6. **Explore Other Businesses:**
   - Mumineen, now registered on the platform, explore other businesses within the same category, fostering a sense of community and promoting cross-mumineen business interactions.

DBohra Business Verification

1. **Physical Verification Visits:**
   - Each assigned team conducts physical visits to identified businesses, verifying the accuracy of data available on DBohra. The focus is on confirming Business Type, Address, Name, Product Category, and Product Details.
2. **Comparison of Data:**
   - Teams meticulously compare the information available on DBohra with the actual details obtained during the physical visits, ensuring alignment and accuracy.
3. **Rectification of Variations:** ← **Conversion Point** ✅
   - In cases where variations exist in Business Type, teams work to rectify these variations within the DBohra system, ensuring uniform and accurate representation.

Tijaarat Rabehah Digital Edge (TRED)

TRED is the ultimate destination for small and medium businesses to start their digital transformation journey.

1. **Identification of Business Needs:**
    - Identify businesses in need of digital transformation by analyzing their current processes, technology infrastructure, and overall digital readiness.
2. **Lead Form Submission:**
    - Businesses interested in digital transformation submit a lead form through the TRED website, providing basic information about their company and outlining their digital requirements.
3. **Lead Qualification Call:** ⟵ **Conversion Point**
    - TRED team reaches out to the business for a lead qualification call, understanding their specific digital challenges, goals, and expectations.
4. **Customized Digital Solutions Proposal:**
    - Based on the information gathered, TRED team creates a customized proposal outlining digital solutions tailored to address the identified business needs.
5. **Guidance on Implementation Feasibility:**
    - TRED team offers guidance to the business on the feasibility of implementing the proposed digital solutions, considering factors such as technology requirements, timeline, and potential challenges.
6. **TRED Team Engagement:**
    - TRED team engages with the business to finalize details, answer any additional questions, and ensure alignment between the proposed digital solutions and the business objectives.
7. **Package/Service Purchase on TRED Website:**
    - Based on the agreed-upon digital solutions, the business is guided to purchase the corresponding package or service on the TRED website.
8. **Delivery of Digital Solutions:**
    - TRED team executes the delivery of the digital solutions within the agreed-upon timeframe, ensuring a smooth transition and implementation for the business.

Renewable Energy

1. **Lead Registration Form:**
    - Initiate the process with interested clients by encouraging them to submit a lead form on the registration page. This form gathers basic information about the client and their interest in renewable energy solutions.

2. **Preliminary Consultation (30 mins):** ⟵ **Conversion Point**
    - Commence with a 30-minute preliminary consultation to understand the client's energy needs, discuss feasibility, and introduce renewable energy solutions.

3. **Remote Site Assessment:**
    - Renewable Energy team conducts a remote assessment of the site to gather data for designing a solar energy solution tailored to the client's requirements.

4. **3D Design of Solar Plant:**
    - Renewable Energy team generates a 3D design of the proposed solar plant, including shading analysis and a generation report.

5. **Final Report and Vendor Comparison:**
    - Renewable Energy team prepares a final report that includes a vendor comparison, aiding the client in making an informed decision.

6. **Decision-Making Support Consultation (1 hour):**
    - Renewable Energy team engages in a one-hour consultation to provide decision-making support to the client in finalizing the solar energy solution.

7. **Onboarding Document Preparation:**
    - Renewable Energy team prepares necessary onboarding documents.

8. **Vendor Work Order Preparation and Sharing:**
    - Renewable Energy team prepares the vendor work order detailing the agreed-upon terms and shares it with the customer for confirmation.

9. **Design Review:**

   - Renewable Energy team conducts a detailed review of Single Line Diagrams (SLDs) and structure drawings to ensure alignment with the solar plant design.

10. **Project Status Tracking and Updating:**

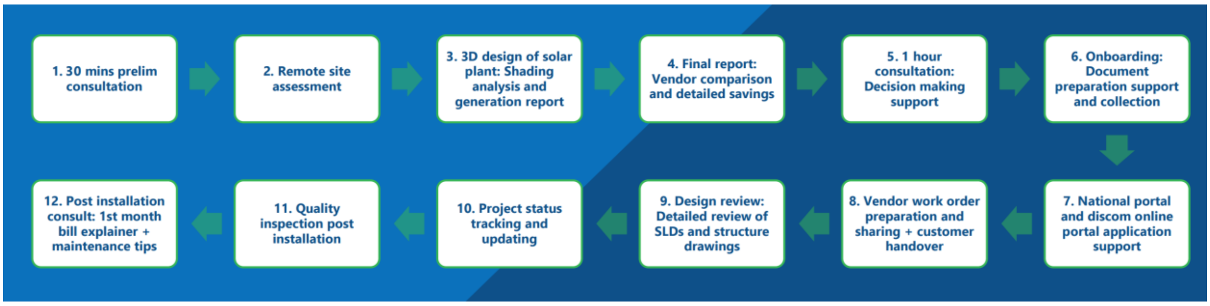
    - Renewable Energy team regularly tracks and updates the client on the project status.

11. **Quality Inspection Post Installation:**

    - Renewable Energy team conducts a thorough quality inspection post-installation to verify that the solar plant meets the defined standards and specifications.

12. **Post-Installation Consultation:**

    - Renewable Energy team engages in a post-installation consultation, explaining the first-month bill & providing maintenance tips to optimize solar energy performance.



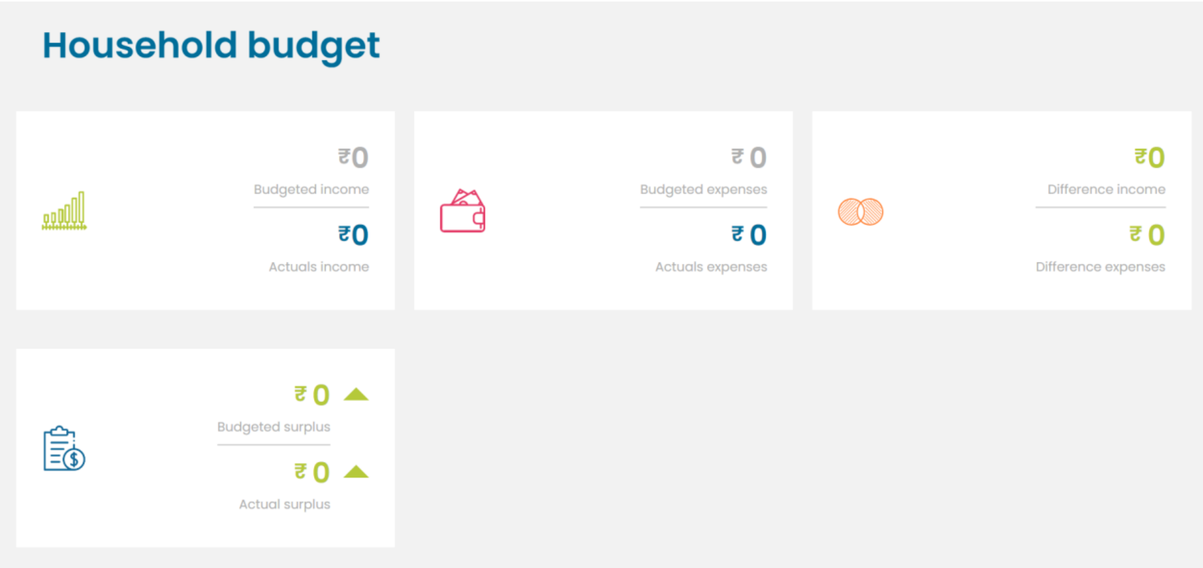
Industry Development Division

1. **Lead Form Submission:**
    - Encourage mumineen business owners with technical expertise to express interest in setting up manufacturing by filling out the lead form.
2. **Basic Information Enquiry:**
    - IDD team receives basic information through the enquiry form, providing a preliminary understanding of the client's business and requirements.
3. **Conference Call for Business Understanding:** ← **Conference Point** ✓
    - IDD team conducts a conference call with the Mumineen to comprehensively understand their current business position, technical acumen, and assess their eligibility for setting up manufacturing.
4. **Request for Additional Details:**
    - IDD team asks the client to share details such as business cards, financials, factory images, team details, etc., to gain more in-depth understanding.
5. **Comprehensive Business Understanding:**
    - IDD team initiates the process by comprehensively understanding the specific requirements of the client's business. This involves gathering information on the nature of the product, existing operations, market positioning, and the client's long-term goals.
6. **Video Call and Benefits Pitch:**
    - IDD team conducts a video call to understand the client's functioning and pitch the benefits of engaging in manufacturing with Senior Consultant from IDD.
7. **Eligibility Verification:**
    - IDD team verifies whether the client is eligible for assessment, assessing factors such as technical expertise, business readiness, and potential for successful manufacturing.
8. **Onboarding Email and Confirmation:**
    - If the client is eligible for assessment, IDD team shares an onboarding email for confirmation. Once the client confirms their interest, the process moves to the next stage.
9. **Assessment or Growth Management Contract:**
    - Upon confirmation, IDD team shares an assessment or growth management contract, outlining the terms and conditions for further collaboration and development.

Household Budgeting

1. **Inform Mumineen about the Importance of Household Budgeting:**
    - Raise awareness among mumineen about the significance of household budgeting through bayan and individual tafheem.
2. **Fill Household Budget Form:**
    - Individuals visit the Counseling website and navigate to the household budget section, where they can access and fill the household budget form.
3. **Submission of Household Budget Form:** ← Conversion Point
    - Mumineen submit their completed household budget forms, providing detailed information about their income, expenses, and financial goals.
4. **Review and Analysis by Counselors:**
    - Counselors review the submitted household budget forms, analyzing the provided information to understand the financial position and goals of the individuals.

Website link - https://counseling.dbohra.com/household-budget/



Human Resource Consultancy

1. **Lead Form Submission for HR Consultancy:**
    - Mumineen interested in HR consultancy submit a registration form expressing their requirements and HR needs.
2. **Connect with Point of Contact (POC):** ← **Conversion Point**
    - The HR Consultancy team connects with the designated POC to establish communication, gather initial information and qualify the lead.
3. **Scheduled Consultation Call:**
    - HR Consultancy team schedules a consultation call to comprehensively understand the organization's requirements.
4. **Proposal Sharing:**
    - HR Consultancy team shares a detailed proposal based on the agreed-upon solutions, including a price list and terms and conditions.
5. **Contract Sharing and Advance Invoice:**
    - Once the organization agrees to the proposal, HR Consultancy team shares a contract with them outlining the terms and conditions. Simultaneously, raise an advance invoice (proforma) to request the initial payment.
6. **Assignment Deployment:**
    - Assign the HR consultancy assignment to a team member capable of addressing the specific needs identified during the consultation. Initiate the execution phase.
7. **Internal Review for Timeliness and Quality:**
    - HR Consultancy team internally reviews the services provided to ensure they align with the agreed timelines and maintain the expected quality standards.
8. **Final Invoice and Closure:**
    - Once the HR consultancy requirements are met, raise the final invoice for the services rendered. Close the assignment officially.
9. **Revenue Team Involvement for Financial Recording:**
    - Loop in the Revenue Team during the stages of sending the proposal, contract, and invoices. Ensure real-time recording of financials and maintain transparency in financial processes.