

TWT Process Document for Organizing “Social Media for Business” Event

(Tijaarat-al-Rabehaah Women’s Training – TWT Initiative)

Theme: Using Social Media Ethically and Professionally for Business

Timing: To be organized in the first ten days of Shehrulla

Duration: 1-day workshop (1-2 hours)

Target Group: Women entrepreneurs and aspiring women business owners

1. Background and Problem Statement

Many women entrepreneurs within our community are engaged in small-scale businesses but are not effectively using social media platforms to enhance their reach and professionalism. They are trespassing on their lihaaz and modesty by making sub-par content that does not comply with our sharia.

Key challenges identified include:

- Lack of awareness about WhatsApp Business features for professional use (catalogue, labels, business profile, auto-reply, etc.)
- Misuse or underuse of Instagram for Business features (bio, highlights, story strategy, professional profiles)
- Inappropriate or non-Sharia-compliant presentation, including exposure of faces or bodies, which affects modesty and brand integrity
- Limited understanding of how to maintain a professional, ethical, and modest digital identity

2. Objective

To train women entrepreneurs on:

- Setting up and optimizing WhatsApp Business accounts
- Creating and managing Instagram Business profiles
- Understanding digital etiquette, modesty, and Sharia-compliant communication
- Learning the dos and don’ts of social media for business growth

3. Program Overview

Component

Description

Event Title	Social Media for Business – WhatsApp & Instagram the Right Way
Duration	1-2 hours interactive session
Format	In-person training workshop/ recorded Online training for specific mawaze lacking trainers
Organizer	Tijaarat-al-Rabehaah Local Committee (Mohalla Level)
Facilitator	Trained speaker/trainer experienced in digital marketing and ethical communication
Participants	20–50 women entrepreneurs (existing or aspiring)
Period	First ten days of Shehrulla (Ramadan)
Venue	Mohalla hall
Language	LSD simple and practical examples, English & Hindi can be an alternative depending on trainer and level of attendees

4. Roles and Responsibilities-

A. Defined criteria and required skillsets for the khidmat guzaars.

-One KG with special Education related to the designated department we are assigning him.

B. Tijaarat-al-Rabehaah Local Committee and/or Daeratul Aqeeq Committee (Umoor Iqtesadiyah coordinator)

- Identify and nominate a program coordinator.
- Identify the trainer/ speaker.
- Prepare the budget and cost that will be incurred, if any and get the necessary approvals.
- Arrange venue, seating, and technical setup (projector/screen, mic, etc.).
- Invite participants through the TWT WhatsApp group or mohalla announcements.
- Ensure a gender-appropriate and modest environment for the session.
- Manage registrations, attendance, and feedback collection.
- Submit post-event report and photos to the central TWT Secretariat.

C. Trainer / Speaker

- Prepare a presentation and live demonstration of WhatsApp Business and Instagram Business setup- the basics of which will be provided

- Include a section on ethics and Sharia compliance in digital presence.
- Guide on dos and don'ts, modest photo/video usage, business etiquette, and responses.
- Encourage participants to set up or update their accounts live during the session.

We have relevant trainers in the following cities – Bangalore, Mumbai, Chennai, Pune, Surat, Udaipur, Ahmedabad.

In mawaze, where no trainer is identified, the TWT Khidmat Guzar will be the speaker and use the course content provided on the module. Recorded videos by expert trainers will also be made available to play.

D. TWT Secretariat / Central Team

- Provide training outline and presentation materials to local committees.
- Share a standard list of approved trainers (if applicable).
- Review post-event reports and attendance from each mohalla.

5. Session Structure

Opening & Tilawat, WhatsApp Business Basics, Instagram for Business, Ethics & Sharia Compliance, Q&A and Live Demo, Closing & Feedback

6. Logistics Checklist

Venue & seating, Projector/screen, Audio system, Laptop & internet, Registration & feedback sheets, Presentation material, Refreshments, Gift for trainer/speaker

7. Expected Outcomes

- Women participants set up WhatsApp Business and Instagram Business profiles correctly.
- Improved professionalism in business communication and presentation.
- Increased awareness about ethical and modest digital practices.
- Creation of a network of women entrepreneurs using social media responsibly.

8. Post-Event Reporting

Each mohalla must submit:

1. Attendance sheet
2. Event photos (without faces)
3. Short summary report
4. Feedback form summary

Deadline: Within 3 days of the event

Annexure A: Participant Registration & Attendance Sheet

Event: Social Media for Business – WhatsApp & Instagram the Right Way

Organizer: Tijaarat-al-Rabehaah (Local Committee)

Date: _____ Venue: _____ Trainer Name: _____ Mohalla: _____

Sr. No.	Participant Name	Mobile Number	Business Name / Product	WhatsApp Business (Y/N)	Instagram Business (Y/N)	Signature
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Annexure B: Participant Feedback Form

Event: Social Media for Business – WhatsApp & Instagram the Right Way

Date: _____ Mohalla: _____

Feedback questions were provided for participants to rate the usefulness, clarity, and ethical understanding.

Feedback Questions for Participants

- 1. How useful was this session for your business growth?**
 Very Useful Useful Somewhat Useful Not Useful
- 2. Was the session content easy to understand and follow?**
 Very Clear Clear Somewhat Confusing Not Clear
- 3. Overall, how would you rate the trainer's delivery and knowledge?**
 Excellent Good Average Poor
- 4. Did the session help you understand how to use social media in a Sharia-compliant and modest way?**
 Strongly Agree Agree Neutral Disagree
- 5. How confident do you feel about applying modest and ethical practices in your online business presence?**
 Very Confident Somewhat Confident Not Yet Confident
- 6. Do you feel the examples shared respected community values and modesty guidelines?**
 Yes Somewhat No

7. **Will you apply this to your social media?**

Yes Somewhat No

8. **Would you like to attend an advanced session on digital marketing or content creation?**

Yes No

Annexure C: Trainer Brief & Presentation Outline

- Trainer must have digital marketing experience and familiarity with Sharia-compliant online conduct.

Here is a list of some trainers from our Database

Name	Contact Number	Mauze
Farida ben Bharmal	99166 49452	Bangalore
Ami Salva	98208 45577	Mumbai
Zainab Ben Saraiya	98406 41305	Chennai
Aliasgar Somalia	8328176940	Pune
Jameela Ben Shakir	8104596667	Surat
Nafeesa Ben Yunus Tara	6375510103	Udaipur
Rashida ben Dairywala	9925394752	Ahmedabad
Arwa Tinwala	909345066	Mumbai
Huzefa bhai Vazirbun	98406 41305	Chennai

- A Presentation will be provided with detailed course content for TWT Khidmat guzars who wish to take the training themselves, in absence of resource person. The PPT will cover WhatsApp Business, Instagram Business, ethics, and modesty.
- A recorded webinar will be made available to the mavaze that lack trainers.

Annexure D: Event Report Template

To be submitted to TWT Secretariat within 3 days of event completion.

Sections: Objective, Summary, Outcomes, Feedback Summary, Photographs, Committee Remarks.