

Execution Guide for Manufacturing Pavilion Content

THE MANUFACTURING AWARENESS INITIATIVE IS ALL ABOUT OPENING DOORS FOR EVERYONE IN OUR COMMUNITY TO THE EXCITING WORLD OF MANUFACTURING. THIS MAARAZ MODEL SHOWCASES HOW MASTERING THIS FIELD CAN BOOST BUSINESSES AND ENRICH OUR LOCAL ECONOMY. OUR GOAL IS SIMPLE: TO MAKE SURE MUMINEEN HAVE THE INFORMATION AND SUPPORT THEY NEED TO SUCCEED. BY BRINGING THIS INITIATIVE TO EACH REGION, WE'RE NOT JUST TALKING ABOUT OPPORTUNITIES WE'RE CREATING THEM, HELPING MUMINEEN TURN BRIGHT IDEAS INTO THRIVING BUSINESSES.

1. PREPARATION

- **Understand the Content:** Thoroughly review and familiarize yourself with the provided content. Highlight key points and examples to emphasize during delivery.
- **Tailor to the Audience:** Adjust the delivery to suit the audience's knowledge level and interests (e.g., traders considering a shift to manufacturing or young entrepreneurs exploring opportunities).
- **Gather Visual Aids:** Prepare supporting visuals such as slides, charts, videos, or infographics to illustrate complex concepts like the "Trader vs Manufacturer" comparison or scales of manufacturing.

2. OPENING THE SESSION

- **Warm Welcome:** Greet attendees warmly and introduce yourself.
 - **Introduction:** "Welcome to the Manufacturing Pavilion. My name is (name of presenter), and I'm here to introduce you to the exciting world of manufacturing and how it can elevate your business. Whether you're a trader exploring new opportunities or an entrepreneur ready to take the next step, this session is designed to inspire, inform, and equip you with actionable insights."
- **Purpose Statement:** Clearly outline the objectives of the session, such as showcasing the advantages of manufacturing and government incentives.
 - "Today, we'll explore what manufacturing is, its economic and social significance, the advantages of shifting from trading to manufacturing, and the support systems available to help you succeed. By the end of this session, I hope you'll see manufacturing not just as a business opportunity but as a path to long-term growth and impact."

- **Engage Immediately:** Start with an intriguing question or statistic, e.g., “Did you know that manufacturing contributes over 30% to global industrial output?”
 - “Let me start with an interesting fact: Did you know that countries with strong manufacturing bases experience faster economic growth? For example, China’s manufacturing output contributes to 30% of the global total. Imagine the possibilities if you tapped into this sector.”

3. CORE PRESENTATION STRUCTURE

Zone 1: Introduction to the Foundations of Manufacturing

Objective: Introduce visitors to the fundamentals of manufacturing, highlighting its historical and cultural significance, particularly within the Dawoodi Bohra community. Emphasize the potential for every individual to contribute to manufacturing.

This zone is dedicated to exploring the Fatemi philosophy of manufacturing, drawing upon the profound concept of **san’at** (صنعة), which aligns closely with the modern understanding of manufacturing. It delves into the rich legacy of san’at as emphasized in the **Kutub al-Dawah** (the doctrinal texts of the Dawoodi Bohra), highlighting its intrinsic value and role within the community's spiritual and economic framework.

Additionally, this zone offers insights from the historical evidences of **Awliyullah AS** in fostering and advancing the principles of san’at, exemplifying its pivotal role in the progress and self-reliance of the community across generations.

The zone culminates by showcasing the initiatives and guidance of **Syedna Aali Qadr Mufaddal Saifuddin ^{TUS}**, who has been instrumental in revitalizing the ethos of manufacturing among Mumineen. His visionary leadership has encouraged entrepreneurship, innovation, and collaboration, thereby ensuring that the community thrives in alignment with its heritage while contributing meaningfully to contemporary industries.

Segment 1: Concept of San’at and its meaning (Fatemi Philosophy)

“ان الصنعة العملية هي اخراج الصانع العالم الصورة التي في فكره و وضعها في الهيولى
والمصنوع هو جملة مصنوعة من الهيولى والصورة جميعا،”

“صنعة عملية سون چهه كه صانع -كاريگر نا فكرة ما جه صورة چهه انهه هيولى
ما موکوو،”

"San'at Amaliyah (Practical Craftmanship) is the act of a craftsman bringing forth the concept conceived in their mind and placing it into the material. The product is thus a composite of both the material and the form."

This excerpt from Ikhwan al-Safa encapsulates the essence of **san’at** as a transformative process that bridges thought and matter. It emphasizes that manufacturing is not merely a physical endeavor but an intellectual and

creative one. The craftsman, through their knowledge and skill, imbues raw materials (**hayula**) with purpose and structure, transforming them into a product that embodies both the material and the envisioned design.

Segment 2: Bayaan Video on San'at in the Kutub al-Dawah (Guide visitors to the Bayaan video screen.)

1. Al Quran al Kareem:

“صنع الله الذي اتقن كل شيء”

"The creation of Allah, who has perfected everything".

Quran serves as the base for all knowledge. This verse reflects the divine standard of precision and excellence in creation. It serves as a profound inspiration for mumin in san'at, emphasizing that manufacturing should mirror the qualities of perfection, balance, and purpose inherent in Allah's creation.

2. Rasulallah SAW:

“ان الله تعالى يحب الصانع المتقن في صنعه”

"Indeed, Allah TA loves a person who excels in his craft."

He saw underscores the importance of striving for excellence and precision in one's work. It reflects the spiritual merit of mastery and dedication, highlighting that meticulous craftsmanship is not only a professional obligation but also a means of Ibadah. This Hadees inspires individuals to approach their work with sincerity, responsibility, and a commitment to achieving the highest standards in their craft.

3. Imam Ahmad al Mastoor AS:

The connection between human intellect and craftsmanship is emphasized by al-Imam Ahmed al-Mastur AS, particularly in the Rasaail Ikhwan al-Safa. He explains:

“فالصناع هم الذين يعملون بابدانهم وادواتهم في مصنوعاتهم الصور والنقوش والاصباغ والاشكال ، وغرضهم طلب العوض عن مصنوعاتهم ، لصالح معيشة الحياة الدنيا”

"Craftsmen work with their bodies and tools to shape raw materials into images, engravings, and forms. Their goal is to enhance their lives and the lives of others."

This reflects the deeper philosophy of Sina'at Amaliyah (Practical Craftsmanship), where a craftsman not only envisions but brings that vision to life through labour and raw materials. The ultimate objective is to contribute to the betterment of society, echoing Allah Ta'ālā's divine act of creation. As al-Imam Ahmed al-Mastur AS adds:

“واعلم يا اخي بأن الحذق في كل صنعة هو التشبه بالصانع الحكيم الذي هو الباري جل ثناؤه و يقال ان الله تعالى يحب الصانع الفاره الحاذق”

"Know, my brother, that expertise in any craft is an imitation of the wise Creator, and it is said that Allah TA loves a skilled and proficient craftsman."

This again resonates with the hadith shareef of Rasulullah SAW as mentioned above.

4. Duat Mutlaqeen- Syedna Mohammad Burhanuddin RA:

To encapsulate all aspects of San'at and guide mumineen towards its practical application, Syedna Mohammed Burhanuddin RA emphasizes the importance of manufacturing as a means of self-reliance, community development, and spiritual fulfilment. His vision aligns with the philosophy of striving for excellence and contributing meaningfully to society. He states:

“هر مؤمن نسس لازم ؛ كه – ويٿار روزڪار ڪرسس ته اهوي شاڪلة سي كه پوتانا فائده نا ساتهسس اهنا ملك نسس فائده پهچي، ته سي لازم ؛ كه اپني زياده توجه اندسضري ني طرف هوئي ڪيم كه حالات يه مثل نا ؛ ،

ڪتتاك industrial age بهي ڪهه ؛، جيم atomic age ؛ تيم industrial age بهي ڪهه ؛،
اندسضري بغير فقط وپيار قائم رهوو مشڪل ؛، مؤمنين اهها سگلا زياده شريك تهائي
انسس جه اندسضري scientific method سي قائم تهاتي هوئي اهها دلچسپي نا ساته-
حصه ليتا رهسس، هر مؤمن ايم ضرور خيال راکهسس كه اندسضري ما خلق الله
نسس نفع ملسس ؛ ته سي اهها ثواب زياده ؛،”

"It is obligatory on every mumin to act accordingly, conducting business and seeking livelihood in a manner that benefits not only themselves but also their country. Therefore, it is essential that our focus should be towards industrialization because of the circumstances of the current era.

Many refer to this as the "Industrial age", much like the "atomic age" they call it "industrial age" as well. In this time, businesses find it challenging to thrive without embracing industrialization. All Mumineen should more actively engage in it, and partake in the industries that are developed through a scientific method with keen interest. Every mumin should bear in mind that industrialization is more reward-worthy (sawab) because it benefits the Creation."

Segment 3: San'at in the Historical Account of Nooh Nabi and Awliyauallah AS

This segment highlights the historical craftsmanship of Nooh Nabi AS, whose invention— Safeenah (the ark)— stands as a symbol of excellence in craftsmanship. It explores how this act of manufacturing not only served its immediate purpose but continues to benefit humanity as a profound example of problem-solving and innovation.

Further, the discussion will delve into the various stages of manufacturing reflected in Nooh Nabi AS's craftsmanship. It will illustrate how these stages remain relevant in today's world, providing valuable lessons for modern manufacturing processes.

Furthermore, this segment emphasizes the teachings of Syedna Mufaddal Saifuddin TUS, who guides Mumineen towards making Roti- a craftsmanship and san'at which safeguarded during the storms of Covid- 19. It safeguarded mumineen by fostering self-reliance, independence, and confidence that he can cook- in times when

people were suffering from hunger. On a larger view, His vision inspires the community to pursue manufacturing with dedication and a focus on creating solutions that benefit society at large.

Al-Quran al-Majeed recounts the example of Nooh Nabi AS, who was commanded by Allah TA to build the Safeenah (Ark):

"واصنع الفلك باعيننا"

"And construct the Safeenah (Ark) under our supervision and with our Wahyu (revelation)."

Despite being mocked, Nooh Nabi AS persisted, fulfilling Allah's command and constructing the Safeenah (Ark) under divine guidance, preserving humanity and the species of Earth from the flood.

Every manufacturing endeavor is guided by clear objectives, ensuring the creation of something purposeful, functional, and enduring. Similarly, the Safeenah (ark) of Nooh Nabi AS, as described in the Quran, was constructed with distinct goals that aligned with divine guidance, making it a model of visionary craftsmanship. These objectives are reflected in the following verses:

"قلنا حمل فيها من كل زوجين اثنين"

"Carry in it two of every kind"

This highlights the Safeenah's capacity and scale, emphasizing that it had to be vast and well-designed to accommodate all intended passengers and species. It underscores the need for foresight in manufacturing to meet the purpose effectively.

"وهي تجري بهم في موج كالجبال"

"It sailed with them on waves like mountains"

This illustrates the Safeenah's strength and resilience, designed to endure harsh conditions and provide safety amid the raging storm. It teaches that manufacturing must prioritize durability and reliability, ensuring products withstand external challenges.

"واستوت على الجودي"

"It came to rest on Mount Judi"

This signifies the Safeenah's longevity and stability, as it not only fulfilled its immediate purpose but also had a lasting impact, marking a pivotal moment in human history. Manufacturing, similarly, should aim for sustainability and long-term value.

In this context, the craftsmanship of Nooh Nabi AS serves as a timeless example of how manufacturing should align with defined objectives, addressing both immediate needs and long-term benefits.

Just as Nooh Nabi AS saved his followers from the storm through the construction of the Safeenah, Syedna Mufaddal Saifuddin TUS safeguarded the community during the storm of the COVID-19 pandemic through the san'at of making Roti.

At a time when the world grappled with food shortages, disruptions, and uncertainty, the san'at of preparing roti became a symbol of self-reliance, independence, and confidence. He stated during the Ashara Mubarakah in

Karachi that this san'at instilled confidence within the community, that I can cook and eat while whole world was in search of food. The ability to prepare roti not only ensured nourishment but also fostered a sense of empowerment, unity, and resourcefulness within households.

• **References of San'at Amaliyah in the History of Awliyaa Allah AS**

- ◇ Idris Nabi AS is the first person to invent the telescope.
- ◇ Nooh Nabi AS is regarded as the first individual to construct a water vessel, commonly known as ship.
- ◇ Dawood Nabi AS was known for his craftsmanship in creating coats of armor.
- ◇ Maulatona Fatema AS used to make rotis.
- ◇ Maulatona Fatema AS used to teach her followers how to weave cotton into beautiful robes and shawls.
- ◇ Imam Moiz AS invented the first ever fountain pen.
- ◇ Imam Moiz AS and other Aimmat Tahireen AS in that period also worked in developing various water vessels mainly used for battles in sea.
- ◇ Imam Hakim AS invented Nilometer.
- ◇ Imam Hakim AS made a tunnel of glass (a channel for water to flow through upper areas and other places)
- ◇ Maulaya Raj AR used to weave cloths.
- ◇ Maulaya Raj bin Dawood Soni QR used to make soaps.
- ◇ Syedna Mohammed Burhanuddin RA and Syedna Mufaddal Saifuddin TUS are inspiring Mumineen to explore various sectors in manufacturing and are also encouraging the Muminaat to establish home-based industries.

This culmination of historical examples, divine guidance, and contemporary leadership underscores that manufacturing is a cornerstone of Fatemi philosophy. From the Safeenah of Nooh Nabi AS, which epitomized resilience, sustainability, and divine purpose, to the initiatives of Syedna Mufaddal Saifuddin TUS, which empowered the community during times of crisis, the emphasis on craftsmanship and creation is both timeless and profound.

Manufacturing in the Fatemi tradition is not merely a means of production but a spiritual and practical endeavor, reflecting precision, purpose, and reliance on divine guidance. It serves as a pathway for Mumineen to contribute meaningfully to society, achieve self-reliance, and uphold the values of innovation and excellence. A Mumin is thus encouraged to embrace manufacturing, viewing it as an act of faith, responsibility, and opportunity to mirror the divine attributes of creation.

Segment 4: Definition and Overview of Manufacturing

Establishes a strong foundation, ensuring all participants, regardless of their background, understand manufacturing's role and potential. Provides clarity on what manufacturing entails and its transformative impact, setting the stage for informed decision-making.

- Begin with the definition of manufacturing and its significance.

- “Let’s begin by understanding what manufacturing truly is. Manufacturing is the process of converting raw materials into finished goods using tools, labour, machinery, and sometimes chemical processing. It’s a cornerstone of industrial growth, creating jobs, driving innovation, and contributing significantly to GDP growth.”
 - Use real-life examples (e.g., Germany's Mittelstand or China's rapid growth) to highlight the transformative power of manufacturing.
 - **Example:** “Take Germany’s post-WWII recovery, for instance. Its focus on manufacturing precision tools and automobiles made it Europe’s largest economy. This demonstrates the transformative power of manufacturing.”
 - Emphasize key points: economic impact, industrial growth, and job creation.
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Segment 5: Advantages of Moving to Manufacturing

Highlights the practical benefits of manufacturing to encourage a mindset shift among traders and entrepreneurs. Demonstrates how transitioning to manufacturing can lead to higher profits, control, and long-term asset creation.

- Explain benefits such as higher profit margins, government support, brand strength, and market leadership
 - **1. Full Control Over Product Development:** “As a manufacturer, you control the entire process—from design to delivery. This allows for greater customization and innovation, enabling you to respond quickly to market trends.”
 - **Example:** “Imagine creating a unique product tailored to customer needs. This not only differentiates you from competitors but also builds customer loyalty.”
 - **2. Higher Profit Margins:** “By managing production in-house, you eliminate middlemen and reduce costs, leading to greater profitability.”
 - **3. Long-Term Asset Building:** “Investing in machinery and production facilities not only stabilizes your business but also adds tangible assets that appreciate over time.”
 - **4. Government Support:** “Governments around the world, including India, offer incentives like tax breaks, grants, and subsidies to promote manufacturing.”
 - Use case studies or testimonials to make the points relatable.
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Segment 6: Trader vs Manufacturer: A Comparative Study

Creates a direct comparison to show participants why manufacturing is more rewarding than trading. Helps traders see the value in transitioning, offering them a clear pathway to growth and market influence.

- Present a detailed comparison between traders and manufacturers.

- “Let’s now compare the roles of traders and manufacturers. As a trader, you rely on suppliers and have limited control over product quality or innovation. As a manufacturer, you own the entire process, giving you the power to set trends, create unique products, and build long-term wealth.”
 - Use a visual table to make distinctions clear.
 - **Visual Aid:** (wall showing side-by-side comparison table.)
 - Encourage interaction by asking the audience to share their own experiences.
 - “Think about this: Would you rather react to market trends or set them? As a manufacturer, you lead the market, not just follow it.”
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Segment 7: Scales of Manufacturing

Breaks down manufacturing into approachable levels to appeal to a diverse audience with varying capacities. Empowers individuals to see that they can start small and gradually scale up, making manufacturing accessible to all.

- Break down manufacturing scales from cottage industries to mass production.
 - “Manufacturing comes in many forms, from small-scale cottage industries to large-scale mass production.”
- Provide examples for each scale to help the audience identify where they fit or aspire to grow.
 - “Cottage industries, like home-based handicrafts, offer flexibility and personalized products.”
 - “Medium-scale manufacturing serves regional and national markets, such as automotive parts suppliers.”
 - “Large-scale production focuses on global markets, like smartphone manufacturers.”
- **End Note:** “Identify where you fit or aspire to grow, and our team can guide you in scaling your operations.”

Zone 2: Community Contributions and Support Systems

Objective: Delve into the Dawoodi Bohra community's contributions to manufacturing and explore the government benefits and support programs available to manufacturers.

Welcome Message: "Welcome to Zone 2, where we celebrate the community's achievements in manufacturing and share valuable insights into the support available to help you succeed in this field."

Segment 8: Government Benefits and Policies

Showcases external support systems that reduce costs and risks, making manufacturing an attractive opportunity. Educates them on available incentives, encouraging them to leverage these policies to lower expenses and foster innovation.

- Highlight initiatives like "Make in India" and PLI schemes.
 - "The Indian government offers various initiatives to support manufacturers. For instance, the 'Make in India' initiative simplifies regulations and enhances infrastructure, while the PLI Scheme incentivizes production expansion."
 - Explain how these policies can reduce operational costs and foster innovation.
 - "Tax Breaks and Grants: Initiatives like the Make in India program and the Production Linked Incentive (PLI) Scheme offer tax exemptions and grants to manufacturing businesses, lowering their financial burden."
 - Example: Manufacturers in the electronics and automotive sectors receive financial incentives to scale production, reducing unit costs over time.
 - Industrial Corridors and Clusters: Policies under Make in India promote the development of industrial corridors and manufacturing zones with shared infrastructure (power, roads, ports). This reduces operational costs like logistics and utilities.
 - *Example:* National Investment & Manufacturing Zones (NIMZs) provide ready-made infrastructure, cutting setup and operational costs for manufacturers.
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Segment 9: Wall of Fame: Case Studies and Testimonials

Highlights community success stories to build trust and inspire participants. Shows relatable examples of success, motivating them to believe in their potential and take actionable steps.

- Share testimonials from Mumineen manufacturers who have successfully transitioned or scaled their businesses.
 - "Here, you'll see a display of successful manufacturers from our community. These individuals and businesses have made remarkable contributions to various industries. Their stories are a testament to the potential of manufacturing as a career and business model."
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Segment 10: Community Data (Point to visual displays or interactive screens.)

Showcases the strength and contributions of the Dawoodi Bohra manufacturing community, reinforcing its collective impact. Helps participants understand their community's influence in manufacturing, fostering pride and encouraging collaboration with other manufacturers.

- “This section provides key data about manufacturing within the Dawoodi Bohra community. Did you know we have over 2,000 active manufacturers? This data highlights the strength of our community in the manufacturing sector.”
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Segment 11: Idara Benefits

Demonstrates the support network within the community to reduce perceived challenges in starting or scaling manufacturing. Reassures them with accessible resources, including financial aid, training, and networking opportunities.

- “Idara Al Tijaarat Al Raabehah offers invaluable support to manufacturers, including:
 - **Financial Aid:** Programs like Qardan Hasana and SME Growth Funds to kickstart or scale your business.
 - **Training:** Tailored programs to enhance skills and improve operational efficiency.
 - **Networking Opportunities:** Events like the Saifee Burhani Expo connect you with potential clients, suppliers, and partners.”
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Segment 12: Industry 1.0 to 4.0

To showcase the evolution of the manufacturing sector through the four industrial revolutions, highlighting the technological advancements and their impact on productivity, efficiency, and innovation. This wall aims to inspire visitors to embrace modern manufacturing techniques and understand the opportunities in Industry 4.0.

- **Introduction:** “Welcome to the ‘Industry 1.0 to 4.0’ wall. This journey highlights the transformation of manufacturing through four industrial revolutions.”
- “Industry 1.0 introduced steam and water-powered machines in the 18th century, replacing manual labour and revolutionizing production.”
- “Industry 2.0 – Mass Production - In the late 19th century, assembly lines and electric power enabled large-scale production, as seen in early automotive factories.”
- “Industry 3.0 – Automation - The 20th century brought automation with robotics and computers, improving efficiency and precision in manufacturing.”
- “Industry 4.0 – Smart Manufacturing - Today, Industry 4.0 integrates IoT, AI, and data analytics for smarter, more efficient production systems. Factories are now interconnected, optimizing operations in real time.”
- “Manufacturing has evolved into a technology-driven industry. Discover how you can adopt Industry 4.0 to stay competitive—visit our resource desk to learn more.”

4. CONCLUSION

“By the time you leave Zones 1 and 2, we hope you’ll feel inspired to embark on your own manufacturing journey. Our team is here to answer any questions and guide you further. Let’s now explore how manufacturing is evolving in Zone 3!”

5. CLOSING THE SESSION

- **Key Takeaways:** Recap the major points of the session.
- **Call to Action:** Encourage attendees to explore manufacturing by:
 - Booking a consultation with manufacturing advisors.
 - Signing up for workshops or webinars.
- **Gratitude and Feedback:** Thank the audience for their participation and request feedback to improve future sessions.

6. POST-PRESENTATION ENGAGEMENT

- **Follow-Up Materials:** Distribute brochures, guides, or digital resources.
- **Feedback Collection:** Provide forms or QR codes for attendees to share their thoughts.