

# JAMIAT AWARENESS PROGRAM STRATEGY

## PROGRAM PURPOSE AND INTENT

*“Inspired by Syedna Mohammed Burhanuddin’s<sup>ra</sup> guidance on the importance of industry, our goal is to help mumineen discover how manufacturing can be a powerful way to build lasting economic strength. By tailoring opportunities to fit the unique strengths of each jamiat, we’re working to support resilient, thriving communities and sustainable growth through manufacturing.”*

*“The Jamiat awareness program will be created to provide a strong and lasting impact across communities.”*

## REFINED PROGRAM OBJECTIVES

**1. Promote Manufacturing as a Path to Success:**

Present insights from studies and industry trends that highlight how a focus on manufacturing can support economic strength and resilience. With India now the 5th largest economy, driven by a push towards manufacturing, Mumineen can also benefit by exploring manufacturing as a means to build sustainable, prosperous businesses.

**2. Guidance from Al Ijmal Fi Talab:**

Encourage Mumineen to adopt ethical, environmentally sustainable practices in manufacturing, aligning with the Fatemi philosophy of resource stewardship and shariat-compliant operations.

**3. Develop a Regional Strategy Based on Community Teachings:**

Following bayaan from waaz in Mandasaur, which emphasized using regional resources like chalk and slate production, the program will consider each mauze’s specific geographical and industrial strengths. This tailored approach allows mumineen to leverage local resources effectively.

**4. Encourage Council-Led Implementation:**

Equip each ZBC with essential resources while allowing them the autonomy to implement the program in a way that suits their local community. This approach encourages effective engagement and promotes manufacturing in a manner that feels practical and relevant to each mauze.

**5. Encourage Cross-Regional Collaboration:**

Facilitate partnerships between Jamiats in different regions to share knowledge, expertise, and resources, fostering a culture of mutual growth and support.

**6. Provide a Roadmap for Skill Development:**

Share information on certifications, technical courses, and apprenticeships that are essential for excelling in the manufacturing sector.

7. **Foster Practical Exposure and Learning:**

Organize factory visits, live demonstrations, and interactive exhibitions to provide hands-on learning experiences that inspire and equip participants to enter the manufacturing sector.

8. **Raise Awareness About Government Programs:**

Actively disseminate information on government initiatives such as *Make in India*, production-linked incentives (PLI), and tax benefits specific to the manufacturing sector.

9. **Highlight Success Stories to Inspire Participation:**

Showcase real-life case studies of successful mumeeneen manufacturers to motivate community members and provide actionable insights into the manufacturing journey.

