

TWT Products Lead Life Cycle

Table of Contents

Sr No	Particulars	Page No
1	Iqraad	2
2	Husain Scheme Contributors and Contributions	3
3	Husain Scheme New Accounts	4
4	Mohammedi Scheme Contributors and Contributions	5
5	Partnership Deeds	6
6	Partnership Renewal Deeds	7
7	Identify New Counsellor	8
8	Welfare Initiative (Baaseteen)	9
9	Service to Business Program	10
10	Human Resource Consultancy	11
11	DBohra New Registration	12
12	DBohra Business Verification	13
13	Training and Acceleration Program (TAP)	14
14	Al Fiqho Thummal Matjar	15
15	Al Muzakeraa Al Ilimiyah Haula Fiqh Al Tijaarat	16
16	Startup Pavilion	17
17	Welfare Pavilion	18
18	Manufacturing Pavilion	19
19	Coffee Pavilion	20
20	DBohra Shop	21
21	Legal & Compliance Awareness Program	22
22	HR Program	23

This comprehensive document outlines the life cycles of various products under TWT 1447H. 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.



Iqraad

“Iqraad” is an initiative founded on the principle of al-Iqtada, encouraging every mumin to contribute Qardan Hasana consistently every miqaat, throughout the year.

This project aims to revamp, strengthen, and standardize the Qardan Hasana collection mechanism across all mawaaze through structured follow-up, reporting, recognition, and data-driven target setting. The program will use historical data, monthly/miqaat-based targets, quarterly reviews, and recognition frameworks to build a sustainable, disciplined, and community-driven QH ecosystem and to revive the practice of offering Qardan Hasana across mumineen, ensure disciplined continuity, and build a strong mechanism of follow-up and execution.

Key Components of the Iqraad Model

1. Qardan Hasana Collection Drive

- Monthly and Miqaat-based collection drives
- Emphasis on house-count coverage and continuity
- Structured use of envelopes, jackets, collectors, and communication material

2. Repayment & Returnable Management

- Promotion of small, easily repayable QH grants
- Proper tracking of repayments and muddat renewals

3. Corpus Formation (Taheri & Mohammedi Schemes)

- Channeling part of collections into long-term corpus
- Ensuring financial stability and future readiness of Mawaze
- Supporting inter-Mawaze assistance through Husaini Scheme where required

4. Monitoring, Reporting & Review


- Monthly value-based reporting
- Effort-based reporting and variance explanations
- Quarterly zone-wise reviews and performance recognition
- Miqaat-specific action checklists and evaluations

Iqraad transforms Qardan Hasana from an irregular collection activity into a disciplined, predictable, and locally owned contribution ecosystem.

Husain Scheme Contributors and Contributions

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. Khidmatguzars should encourage mumineen to participate in Husain scheme for more than 12 months of muddat.

There are following stages in Husain Scheme contribution -

1. **Account Login:**
 - Mumin logs in in the Qardan Hasana Software.
2. **Husain Scheme Contribution:**
 - Mumin selects the Husain Scheme Contribution tab and clicks on Contribute.
3. **Important Instructions:**
 - Mumin reviews and understands guidelines, terms, and conditions governing contributions within the Husain Scheme
4. **Commitment or On-the-Spot Contribution:**
 - Mumin decides whether to contribute on the spot or make a commitment for a later date.
5. **Husain Scheme Form Submission:**
 - Mumin enters relevant information such as contribution amount, date of return (should be minimum 12 months) in the detail form.
6. **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.

Target Audience – All Mumineen

Frequency - One-time activity

TWT Module - Once a Husaini Scheme contribution is cleared, it will take up to 48 hours to reflect in the TWT module.

Husain Scheme New Accounts

Khidmatguzars should encourage mumineen to create Husain Scheme Accounts (if not already created) and encourage them to contribute minimum 1 rupee (₹1) in the account.

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. Husain Scheme Contribution:

- Mumin decides to contribute on the spot and proceeds to contribution page

6. Husain Scheme Form Submission:

- Mumin enters relevant information such as contribution amount, date of return etc. in the detail form.

7. Contribution Confirmation:

- Mumin successfully makes the contribution in the Husain Scheme and receives confirmation of the successful transaction within the Qardan Hasana platform.

8. Amount Credited in Account:

← Conversion Point 

- The successful transaction is verified by the Qardan Hasana software and amount is credited in the Mumin's Husain Scheme Account.

Target Audience – All Mumineen

Frequency - Recurring

TWT Module - Once a Husaini Scheme contribution is cleared, it will take up to 48 hours to reflect in the TWT module.

Mohammedi Scheme Contributors and Contributions

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:



- 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. Achievements will be counted as per Number of Transactions and Amount Value collected as per Panchnama posted in the Qardan Hasana Software.

Target Audience – All Mumineen

Frequency - Recurring

TWT Module - It will take up to 48 hours for the information to reflect in the TWT module after the Panchnama document is uploaded to the software.

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.

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.

1. **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 amalal 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.

Target Audience – Mumineen doing business in partnership

Frequency: Once every 5 years

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.

Target Audience – Mumineen whose Partnership deeds are expired

Frequency: One Time

Identify New Counselor

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 an ecosystem for mumineen where one mumineen 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.

1. Counselor Identification:

- Mouze to identify and shortlist relevant domain experts in their area and approach them to register themselves as counselor to help mumineen.

2. Counselor Registration:

- Initiate the process by submitting the counselor registration form.

3. 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.

4. Role and Responsibility Awareness:

- Successful registrants are provided with information about their roles and responsibilities as business counselors, ensuring clarity on expectations.

5. 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.

6. 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.

7. Attendance and Certification:

- Counselors attend the training sessions and, upon successful completion, receive certification, signifying their readiness to offer business counseling services.

Target Audience – Mumineen who have strong business accumen

Frequency - One Time

TWT Module –The Achievement data will be updated and reflected in the TWT module after 24 hours of form submission.

Welfare Initiative (Baaseteen)

The TWT 1447 Welfare Programs initiative aims to strengthen welfare outcomes across 30 mawaze through structured, measurable programs delivered via a dedicated team of 30 Khidmat Guzars (KGs). The project focuses on:

- A. Baseteen Identification
- B. Business Progress Reports
- C. Case Completion for Manzuri
- D. New Case Identification

1. Need Identification & Strategic Intent:

- Identify gaps in welfare penetration, utilisation effectiveness, and case completion across Mawaze.
- Strengthen outcomes of Enayat, Qardan Hasana, Baseteen, and SHND initiatives through structured outreach.

2. On-Ground Engagement & Outreach

- Household visits and one-to-one interactions
- Small group discussions (where required)
- Beneficiary interviews and fact validation

3. Program-wise Field Execution

- **Survey Program:** Identify Mumineen below defined income thresholds
- **Fund Utilisation:** Verify usage of Enayat / Qardan Hasana funds
- **Case Completion:** Collect missing documents and complete files
- **New Case Identification:** Screen and prioritise new applicants

4. Program Completion:

- Register a new “Baaseteen” case on the counseling portal - <https://counseling.dbohra.com> ← **Conversion Point** 

Target Audience – Mumineen engaged in small businesses / services who require assistance in setting up a formal shop can benefit from structured support under Project Baaseteen.

Frequency - One Time

TWT Module - The Achievement data will be updated and reflected in the TWT module after 24 hours of case registered on the Counseling Module.

Service to Business Program

Service to Business Program aims to identify service professionals with entrepreneurial potential and guide them towards structured, compliant business pathways.

1. Identify Service Professionals with Entrepreneurial Potential

- Mouze teams identify service professionals (employees, freelancers, skilled workers) who show interest or potential to transition into business or self-employment.

2. Orientation & Program Awareness

- Identified individuals are made aware of the Service to Business initiative and its purpose.

3. Data Collection & Registration

← **Conversion Point** 

- Khidmatguzars collect standardized information from interested service professionals using approved digital form on the TWT Module.
- This captures background, skills, experience, aspirations, and willingness to pursue entrepreneurship.

4. Data Assessment & Reporting

- Candidates are assessed and categorized based on entrepreneurial readiness and motivation levels using a standardized framework.
- Validated data is consolidated to provide zone-wise and national-level visibility of potential entrepreneurs.

5. Case Registration and Counseling

- Eligible and verified candidates are registered under the Service to Business category.
- Policy alignment is finalized under Basateen or SHND governance, and compliant workflows are enabled.
- Counsellors are assigned to guide candidates through ideation, mentoring, and clustering pathways.

6. Upskilling, Ideation & Mentoring

- Participants undergo structured upskilling sessions to explore viable business ideas.
- Mentoring and clustering support help refine ideas and assess feasibility in a guided manner.

7. Transition to Execution Teams

- Once candidates reach defined readiness thresholds, active cases are transitioned to execution teams.
- Cases are tracked even after candidate has transitioned into business to oversee progress.

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.
- If the lead is marked as qualified following the consultation call, it will be considered a conversion.

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.

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:**

- Revenue team to ensure real-time recording of financials and maintain transparency in financial processes.

Target Audience – Mumineen who have registered on DBohra

Frequency - One Time

TWT Module - The achievements will be reflected on the module once the lead is marked as qualified after the initial consultation call.

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.

Target Audience – Mumineen who are in business

Frequency - One Time

TWT Module - The Achievement data will be updated and reflected in the TWT module after 24 hours of business registration.

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:**

- In cases where variations exist in Business Type, teams work to rectify these variations within the DBohra system, ensuring uniform and accurate representation.

4. **Enter ITS ID on Verification:**

← **Conversion Point** 

- After updating the information on the admin panel, user is prompted to enter their ITS id for record purposes on successful submission, the business is marked as verified.

Target Audience – Mumineen who have registered their businesses on DBohra

Frequency - One Time

TWT Module - The Achievement data will be updated and reflected in the TWT module after 24 hours of business verification.

Training and Acceleration Program (TAP)

The Training and Acceleration Program (TAP) is an initiative by Umooor Iqtesadiyah aimed at addressing the skill gaps identified in various Mouzes through surveys and need assessment reports. Based on these findings, targeted training programs have been developed to equip Mumineen with essential business and financial knowledge, enabling them to strengthen their businesses and financial well-being. Steps involved in Training and Acceleration Program -

1. Training Preparation

- Identify a subject matter expert (SME) or an experienced trainer for the assigned topic.
- Identify a suitable venue based on participant capacity and accessibility within the Mouze.

2. Event Creation

- Register the training event on the TWT portal under the Educational Seminar section.
- Mention details like Training Topic and Training date
- Skip this step if details are already prefilled

3. Event Registration

- Mumineen can register using the FAR link - <https://twtproject.org/twt/FAR>
- Committee members can also register participants on their behalf.

4. Event Attendance

- On the day of the training, Mumineen mark their attendance on the same link.

5. Event Assessment

- Participants complete an assessment and submit their responses via the FAR link to measure learning outcomes.



6. Event Feedback

- Feedback is gathered through the same FAR link to improve future training sessions.

7. Event Submit on TWT

← Conversion Point

- Khidmatguzars (KGs) will enter attendance data on the TWT Module and officially mark the event as completed.

Target Audience – Mumineen entrepreneurs, business owners, professionals, and individuals seeking financial literacy and business growth. It is designed for those looking to enhance their business acumen, improve financial management, and transition to more sustainable business practices. The program also caters to young professionals and aspiring entrepreneurs who want to develop an entrepreneurial mindset and gain industry-relevant skills.

Frequency - One Time

TWT Module - The Achievement data will be updated and reflected in the TWT module once the event is marked as completed on the TWT module.

Al Fiqho Thummal Matjar

Al Fiqho Thummal Matjar course will be conducted in nine designated Mawaaze, offering Mumineen an opportunity to enhance their understanding of business principles rooted in Shariyat Mohammediyah.

1. Identify Need for Fiqh-Based Business Education

- Mawaze recognize the need to educate Mumineen on conducting business in accordance with Fiqh al-Mu'amalat.
- AFSM is positioned as a structured ilmiah program to ensure halal, just, and compliant business practices.
- Mawaze receives the approved curriculum, module structure, academic framework, and SOPs.

2. Mawaze Readiness & Infrastructure Setup

- Classrooms, IT systems, session recording arrangements, and assessment infrastructure are confirmed.
- Interested Mumineen are interviewed and enrolled into structured batches.

3. Delivery of Module 1 (Foundational Learning)

- Structured weekly sessions are conducted during Shehrullah focusing on foundational Fiqh concepts related to business.
- Attendance is tracked, sessions are recorded, and formative assessments are conducted.

4. Assessment, Certification & Dependency Clearance

- Participants undergo assessments and those meeting criteria are certified for Module 1.
- Only certified participants are allowed to progress further, as per the AFSM dependency rule.

5. Sequential Delivery of Modules 2–8

- Advanced modules are delivered monthly covering entrepreneurship, planning, contracts, finance, and modern business practices.
- Assessments, recordings, attendance, and fee collection continue for each module.

6. Final Assessment & Program Evaluation

- A summative assessment is conducted at the end of the program.
- Participant performance, completion rates, and learning outcomes are reviewed.
- Final certificates are issued to successful participants.

Al Muzakeraa Al Ilimiyah Haula Fiqh Al Tijaarat

Al Muzakeraa Al Ilimiyah Haula Fiqh Al Tijaarat sessions are designed to enhance Mumineen's understanding of trade and financial practices within the framework of Shariyat Mohammediyah. These sessions will be conducted across both TWT and non-TWT Mawaaze, ensuring widespread participation.

1. Session Structure & Delivery

- Total Sessions: 5
- Duration per Session: 30 - 35 minutes
- Conducted By: Mamureen and Tawalli ul Salaat
- Location: Masjid / Markaz

2. Assessment & Participation

- Each session will include a pre-assessment to evaluate participants' understanding before the discussion.
- Sessions will be structured to encourage engagement, discussions, and real-life applications of Fiqh in business.

3. Targeted Outcomes

- Strengthen Fiqh-based business knowledge among Mumineen.
- Provide clarity on trade ethics, contracts, and financial dealings within Islamic principles.
- Ensure practical implementation of Fiqh concepts in daily business operations.

Mumineen from both TWT and non-TWT Mawaaze are encouraged to attend and actively participate in these insightful Muzakera sessions.

Startup & Diversification Pavilion

The Startup & Diversification Pavilion is an ilmiah initiative designed to build entrepreneurial awareness and diversification thinking among Mumineen. It helps Mumineen reflect on business decisions, understand startup thinking as a mindset, and recognize the importance of long-term resilience. Through guided pavilion interactions during Sherullah, Mumineen are encouraged to move from trend-based decisions to informed, balanced economic thinking.

1. Identify Need for Entrepreneurial Awareness

- Mouze recognizes the need to build entrepreneurial thinking and diversification awareness among Mumineen to improve long-term business resilience.

2. Receive Central Pavilion Framework

- Mouze receives the approved pavilion framework, SOPs, and execution guidelines from the central Umoor Iqtisadiyah team.

3. Confirm Mouze Readiness & Ownership

- Mouze nominates a dedicated Pavilion Point of Contact and confirms readiness to execute the pavilion during Sherullah.
- Ownership for space, manpower, and daily operations is established at the Mouze level.

4. Prepare Pavilion & Local Context

- Committee members prepare the pavilion setup and align local examples with the approved startup and diversification framework.
- Internal walkthroughs are conducted to ensure consistent explanation and adherence to the central narrative.

5. Conduct Pavilion During Sherullah

- The pavilion is operated daily during Sherullah with guided explanations facilitated by TWT Khidmatguzars.
- Visitors are taken through structured zones that encourage reflection on startup thinking and responsible diversification.

6. Engage Visitors & Capture Interest

- Mumineen visit the pavilion, engage with the content, and reflect on their own business situations.
- Interested visitors may optionally register their interest for future learning or engagement opportunities.

7. Submit Daily Execution Updates

- Khidmatguzars submit daily reports capturing footfall, engagement quality, observations, and any deviations.

8. Complete Post-Sherullah Administrative Closure

- Within seven days, Mouze submits consolidated footfall data, engagement insights, and a summary of observed business patterns.

← Conversion Point 

Welfare Pavilion

Welfare Pavilion is a structured outreach initiative designed to create awareness about welfare schemes and provide a dignified platform for Mumineen to seek guidance and support. It enables identification of genuine deserving cases through guided interaction and standardized screening, helping convert awareness into a quality welfare pipeline for post-TWT action.

1. Identify Need for Structured Welfare Awareness

- The Mouze recognizes gaps in welfare awareness, low case identification, and hesitation among Mumineen to approach welfare systems.

2. Receive Pavilion Framework & Guidelines

- The Mouze receives the approved Welfare Pavilion framework, narrative, screening criteria, and SOPs from the central welfare team.

3. Pavilion Setup & Orientation

- The Welfare Pavilion is set up as per the approved layout and narrative.
- Khidmatguzars and support teams conduct internal walkthroughs to ensure clarity on visitor flow, screening approach, and counselling boundaries.

4. Pavilion Execution & Welfare Awareness (During Sherullah)

- The pavilion operates during Sherullah with guided walkthroughs for Mumineen.
- Welfare schemes such as Baseteen, SHND, and other support mechanisms are explained in a simple, respectful, and reassuring manner.

5. Visitor Engagement & Case Identification

- Mumineen engage with the pavilion and share their concerns or needs.
- For Mumineen found eligible at the initial level, basic case details are captured and welfare files are initiated.

6. Daily Reporting & Monitoring

- Khidmatguzars submit daily updates covering visitor engagement, screenings completed, cases initiated, and issues observed.

7. Data Consolidation & Follow-Up Planning

← **Conversion Point** 

- The Mouze submits consolidated data on visitors, screenings, and initiated cases.
- Eligible cases are prioritized for further assessment and progression through the formal welfare process.

Manufacturing Pavilion

The Manufacturing Pavilion is an awareness initiative designed to introduce Mumineen to manufacturing as a structured, scalable, and sustainable economic pathway. It helps reduce misconceptions around manufacturing by explaining opportunities, risks, and realistic entry routes. Through guided interactions, it encourages informed decision-making and connects interested Mumineen to structured follow-up support.

1. Identify Need for Manufacturing Awareness

- The Mouze identifies the need to create awareness about manufacturing as a long-term, sustainable economic pathway for Mumineen.
- The pavilion is positioned as an ilmiyah awareness initiative to reduce fear, misconceptions, and entry barriers related to manufacturing.

2. Receive Standard Manufacturing Framework

- The Mouze receives the standardized manufacturing awareness framework, narrative, and delivery guidelines from the central team.

3. Pavilion Setup & RDM Orientation

- The Manufacturing Pavilion is set up using the approved pavilion model and guidelines.
- RDMs and support staff conduct internal walkthroughs to ensure clarity on content delivery, interaction flow, and query documentation.

4. Pavilion Execution & Manufacturing Awareness

- The pavilion operates during the scheduled period with guided awareness sessions led by trained RDMs.
- Mumineen are introduced to manufacturing concepts, sector potential, risks, incentives, and realistic entry pathways.

5. Visitor Engagement & Query Capture

- Participants engage with the pavilion and raise questions or express interest related to manufacturing opportunities.
- All queries and interests are captured in a structured format for further evaluation.
- Actionable and relevant queries are formally handed over to the Industrial Development Division (IDD).

6. Reporting, Review & Learning

← **Conversion Point** 

- Execution data, participation insights, and query trends are consolidated and reported.
- Learnings are used to refine content, improve delivery quality, and strengthen future pavilion rollouts.

Coffee Pavilion

The Coffee Pavilion is an awareness and activation platform showcasing coffee as a viable and ethical business opportunity across the complete “Crop to Cup” value chain. It aims to inspire Mumineen to explore coffee cultivation, processing, and entrepreneurship through interactive and guided experiences. By converting curiosity into CTAs, it creates pathways for training, incubation, and long-term economic engagement.

1. Identify Need for Coffee Industry Awareness

- The Mouze recognizes the opportunity to promote coffee as a sustainable, ethical, and high-potential industry for Mumineen.
- The pavilion is positioned as an awareness and activation platform to introduce the complete “**Crop to Cup**” journey and livelihood possibilities.

2. Receive Coffee Pavilion Framework

- The Mouze receives the standardized Coffee Pavilion concept, narrative, and execution guidelines from the central team.

3. Orientation & Pavilion Preparation

- Khidmatguzars and committee members undergo orientation on pavilion objectives, visitor interaction, and CTA facilitation.
- The pavilion setup is prepared as per the approved design and visitor journey.

4. Pavilion Execution & Guided Experience

- The Coffee Pavilion operates during the scheduled period with guided walkthroughs for Mumineen.
- Visitors experience the coffee value chain through interactive displays, demonstrations, and sensory engagement.

5. Visitor Engagement & CTA Registration

- Mumineen engage with the pavilion and explore opportunities related to coffee entrepreneurship.
- Interested visitors register for CTAs such as training programs, incubation pathways, farm visits, or expert connect.

6. Daily Reporting & Monitoring

- Khidmatguzars submit daily updates on footfall, engagement quality, and CTA registrations.

7. Post-Execution Consolidation

← **Conversion Point** 

- After pavilion execution, the Mouze submits consolidated data covering visitors, CTAs, and observations.
- Actionable CTAs are handed over for follow-up through training, incubation, and business support programs.

DBohra Shop – A WeBohra Initiative

The objective of the DBohra Shop (WeBohra Initiative) is to provide a structured and ethical marketplace for women-led local businesses to showcase and sell their products during Ramadan. It aims to enable income generation, build entrepreneurial confidence, and promote quality and transparency in business practices. By offering market access and operational support, the initiative strengthens women's economic participation within the community.

1. Identify Need for Women-Led Business Enablement

- The Mouze identifies the need to create income-generation opportunities and market access for women-led local businesses.
- The DBohra Shop is positioned as a dignified, ethical platform to showcase and sell approved products during Ramadan.

2. Receive DBohra Shop Framework & Guidelines

- The Mouze receives the standardized DBohra Shop framework covering vendor eligibility, product approval norms, operations, and reporting.

3. Vendor Identification & Product Approval

- Women entrepreneurs are identified from the mouze and invited to participate.
- Product samples are collected and approved for quality, packaging, compliance, and ethical standards before onboarding.

4. Pavilion Setup & Pre-Ramadan Preparation

- The DBohra Shop space is set up with approved layout, racks, branding, and display arrangements.
- Vendor rotas, volunteer shifts, billing methods, and sales ledgers are finalized before Ramadan.

5. Shop Operations During Ramadan

- The DBohra Shop operates daily during Ramadan with scheduled vendors. Sales, customer engagement, hygiene, and display standards are maintained under committee supervision.

6. Daily Sales Tracking & Reporting

← **Conversion Point** 

- Daily sales per vendor are recorded and reconciled.
- Reports are shared with the central Idarah team to ensure transparency and governance.

7. Vendor Reconciliation & Payment Settlement

- At the end of Ramadan, vendor sales are reconciled and payments are settled as per agreed terms. Any discrepancies are resolved at the Mouze level.
- Sales data, vendor participation, footfall, and feedback are consolidated. A consolidated report highlighting outcomes and learnings is prepared.

Legal & Compliance Awareness Program

The Legal & Compliance Awareness Program is a structured initiative to educate Mumineen business owners on statutory and regulatory requirements. It aims to identify compliance gaps through standardized checklists and connect businesses to Corporate Services for guided closure.

1. Identify Need for Legal Compliance Awareness

- Mawaze identify gaps in legal and statutory compliance among Mumineen business owners, including risks related to registrations, licenses, and documentation.
- The program is positioned to protect businesses from penalties and promote safe, sustainable operations.

2. Receive Compliance Framework & Guidelines

- Mawaze receive standardized compliance awareness material, checklists, SOPs, and reporting guidelines from the Corporate Services team. Single points of contact are identified to ensure smooth coordination and accountability.

3. Conduct Legal Compliance Awareness Sessions

- Awareness sessions are conducted for Mumineen business owners to explain legal obligations, common compliance gaps, and consequences of non-compliance.

4. Distribute Compliance Checklists

- Standardized legal compliance checklists are distributed to participating businesses.
- Khidmatguzars assist in explaining checklist requirements and expected documentation.

5. Collect Checklists & Supporting Documents Conversion Point

- Completed checklists and required documents are collected from business owners.
- Data is uploaded into the approved digital system for validation and assessment.

6. Verify Data & Assess Compliance Status

- Submitted checklists are reviewed and verified for completeness and accuracy.
- Businesses are categorized as compliant, partially compliant, or non-compliant.

7. Refer Eligible Cases to Corporate Services

- Non-compliant or partially compliant businesses are referred to Corporate Services for structured support and guidance.

8. Conduct Follow-Ups & Compliance Closure

- Follow-up visits and interactions are conducted to support businesses in closing identified compliance gaps. Progress is tracked until reasonable compliance closure is achieved.

HR Program

1. HR Awareness & Readiness

- Khidmatguzars and UI Committee Members at the Mouze level are oriented on the objectives of the HR Programme and its relevance to Mumineen businesses, professionals, and students.
- Local alignment is ensured with Aamil Saheb, Masool, and committee members to enable smooth execution during Sherullah and beyond.

2. HR Skill-Based Training Delivery (Selected Mawaze)

- Khidmatguzars conduct HR awareness and skill-based sessions during Sherullah using standardized modules.
- Sessions focus on:
 - Practical HR concepts
 - Immediate applicability for small and medium businesses
 - Simple explanation of HR processes (roles, hiring, performance, salaries, compliance)
- Sessions are interactive in nature, encouraging participation through discussions, examples, and real-life business scenarios.
- Attendance is coordinated locally and participation is encouraged through interaction and real-life examples.

3. Session Completion

- Once the HR session is delivered and attendance is marked, the training activity is counted as completed for the Mouze.

← Conversion Point 

4. Post-Training Reinforcement & Awareness

- Participants are encouraged to apply learned HR concepts in their businesses
- Khidmatguzars guide Mumineen towards further HR support mechanisms if required

THANK YOU