

THE SUCCESS ISSUE

STARTUP

MARCH 2019

INSIDER

3 C'S OF SUCCESS

*Entrepreneurial
Habits of our
beloved Prophet
Muhammad (PBUH)*

Rs. 425



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opportunities in Pakistan

SUCCESS SECRETS

How to improve your self-
image in fifteen steps

IF YOU CAN LEAD YOU CAN SUCCEED

The Educationist, Chaudhry Faisal Mushtaq



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THE SUCCESS EDITION

By Salman Hussain

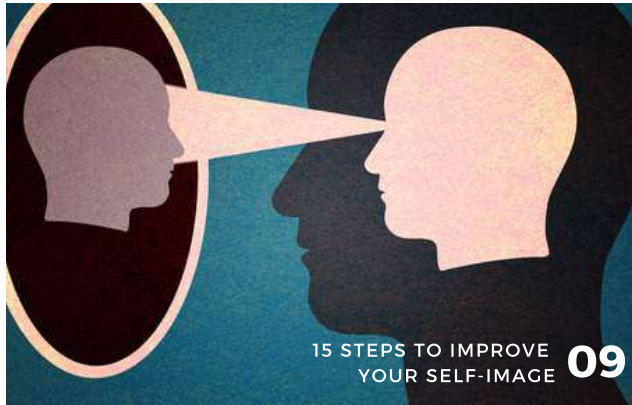
We have decided to launch Startup Insider with a different theme every month related to business and entrepreneurship. In this month we are focusing on the success secrets and strategies used by seasoned entrepreneurs and successful people from all walks of life. How they did it and how you can too? Some people argue that there are no secrets of success; there are only timeless principles that will lead to massive success. In this issue, we have tried to expose different theories, methodologies and definitions of success. Startup Insider goes further and emphasizes not only what successful people do, but also what you can do to seize opportunities presented by the current environment. Ultimately, your success will be judged by the effort you put and the successful businesses you create.

Napoleon Hill said, "Every adversity, every failure, every heartbreak, carries with it the seed of an equal or greater benefit". Failure, for entrepreneurs, is inevitable and the best entrepreneurs, however, are not defined by these failures but rather by how they deal with them.



Editor, Startup Insider
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CONTENTS



06 Prophet Muhammad (PBUH)

The Prophet's three C's of success

15 Marketing

How you can grow your business using LinkedIn's 'New Lead Gen'

16 Productivity

The fixed mindset vs. growth mindset

17 Lifestyle

12 strategies to create a meaningful life + Reading list

18 Global

8 keys to success by Jack Ma

24 Growing

The success and its four doors by Mir MAK

28 Technology

Data is the new oil - the world's most valuable resource

30 Franchising

7 steps to franchise your business + franchise list

33 Mentorship

Working with a mentor can be an invaluable experience

31 Opinion

Startup Pudding: The nation has not seen any remarkable results so far

34 News & Events

The latest news and industry events shaping the landscape

Share Your Story

It's hard building a startup, so tell us all about your entrepreneurial story



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THE PROPHET'S THREE C'S OF SUCCESS



By Abdul Malik Mujahid

If you had seen the two men, broken and bleeding from the rocks thrown at them, you would have easily dismissed the idea that today, we would be writing an article about their success story - especially the one whose shoes were filled with blood.

But this man, Prophet Muhammad, peace and blessings be upon him, did not despair, even in his pain.

He prayed sincerely, deeply, and fervently. He did not know the future, but he knew that even in his state of utter desperation, he needed to act, along with putting his full trust in God. It was his determination to act in these circumstances that made the difference. He asked himself: What can I do? What do I control? What is my responsibility?

Muslim blood flows like water. The largest concentration camp in the world is currently filled with Uyghur Muslims. The largest refugee camp is filled with the Rohingya Muslims of Burma. India has taken away the citizenship of 4 million Muslims.

The "War on Terror" began in 2001, and its fallout has

has been documented. A Johns Hopkins University study found that over a ten-year period, two million people died a violent death at the hands of war or terrorism in Iraq and Afghanistan. Another study on the same topic put the number at four million.

Yet, despite these statistics, the victims of the violence are blamed for being violent themselves. Muslims' struggle for freedom, peace, justice and Islam itself in different parts of the world is also under attack. Dictators, colonizers, Islamophobes, and terrorists are using every means to suppress a movement for freedom and liberty.

It's very easy to discuss the state of the Ummah over coffee table conversations, lamenting the apathy or heartlessness of those we don't control. But what am I doing about it? What are you doing?

Prophet Muhammad, peace and blessings be upon him, like all other prophets was appointed by God to help people stand up for peace, justice, fairness and equity. (Quran 57:25)



It was this prophetic mission which the Prophet was striving for. But hardly anyone was listening.

As bad as things are for us, consider this: The Prophet was in an utter state of helplessness during his Prophethood in Makkah. He had about a hundred people who followed him. Eighty percent of his followers escaped to Habasha (North East Africa). As his followers continued to be tortured and killed, he sought a safe haven, where the Muslims could pray and worship in peace and security.

The Prophet developed three key strategies grounded in the Quran. Following these three success strategies now is Sunnah, or the path of the Prophet for us. I call them the “three ‘c’ strategies”.

Communication

The Prophet used each and every means of communication available at that time in Arabia to convey his message. So the path of the Prophet, Sunnah, for us is to use each and every means of communication available in our time for the Prophetic mission of establishing peace, justice, fairness, and equity in the society.

God appointed Prophet Muhammad to do convey His message to people. (Quran 33:45-46).

Growing up, I attended a Madrassa in Pakistan where students were required to read pre-Islamic poetry, which was

the primary communication in the Prophet's time. I noticed that the Prophet used every method available. This included inviting people, hanging a notice on the door of the Kaba, dinners, visiting Makkah's 14 flea markets, and more.

We cannot work on the Prophetic mission of peace and justice, which he assigned us in his last sermon at the mount of Arafat, without connecting and communicating effectively with others.

We must observe what means of communication are used in our time, what methods are most effective, and do our duty. That is what God will ask us about. So let's ask ourselves now.

Care For Humanity

We must become better human beings ourselves, individually, to be able to carry the Prophetic mission of helping people to stand up for peace, justice, fairness, and equity. And the only way we become better human beings is by taking care of those who are oppressed or in need.

Throughout the Quran, we see this. In Surah Al-Maun (Quran, chapter 107), God mentions two sets of the characteristics of the person who denies faith. The first set is that s/he does not care for the hungry, turns away the orphan, and does not share what s/he has. The second is that s/he is lazy in his or her prayers. Taking care of God's creation along with worshiping the Creator are, therefore, are inextricably linked and twin tests of one's faith.

God expects us to take care of others purely to please Him, without even expecting a thank you or reward in return (Quran 76:9). This Godliness is a requirement to carry God's message of the Prophetic mission of peace, justice, fairness, and equity in this world.

The Prophet took care of people regardless of their religion. And he did this not only when he gained a position of relative peace and power in Madinah, but even when he was suffering in Makkah.

An example of this is when a stranger approached him seeking help because Abu Jahl, the tormentor of Muslims, had taken his goods without a payment. The Prophet could have turned him away, excusing himself that he had no power to help him, given the desperate state of the Muslims at the time. But he did not. He approached Abu Jahl, who returned the money - despite his ongoing abuse of the Prophet.

It took me some time to realize that when you take care of other human beings, no matter what state you are in, it makes you a better person.

If you are not a higher level of human being, you cannot carry a higher level message to others. That is why the Prophets were always the best in character and were those who cared for the weak and desperate.

Muslims were the poor, needy, and slaves. Yet Allah told them to take care of others. Not just Muslims, But everyone. Regardless of faith.

Coalition-Building

Along with care for humanity and using all means of communications available to him, building coalitions and alliances were another success strategy of the Prophet. Here is what author Karen Armstrong says about it:

Prophet built a peaceful coalition of tribes and achieved victory by an ingenious and inspiring campaign of nonviolence.

Prophet Muhammad, peace and blessings be upon him, and the Muslims were a minority in Makkah as well as in Madinah almost all of his life. Building coalition and alliances that crossed religious and tribal lines was essential to the Prophet's success. He reached out to those who were not Muslim for assistance, even as he sought help with Allah for his struggles.

Even at the time of strong conflict God recommended Muslims to cooperate in what is good and right: And do not let the hatred of a people in shutting you out of the Sacred Mosque lead you to transgress. Still cooperate in righteousness and piety, but do not cooperate in sin and aggression. And fear God; in-deed, God is severe in penalty. (Quran 5:2)

The Prophet believed in coalition building, alliances and co-existence that he negotiated 12 treaties even in Madinah, his peace sanctuary, that established the religious rights of Jews, Christians, and pagans in the city-state. These emphasized the importance of Muslims treating their non-Muslim co-citizens and neighbors with liberty, justice, respect, and dignity.

The prophet began developing alliances and coalitions even before he got to Madinah. While in Makkah, on his return from his trip from Taif, the Prophet was barred from the city by Abu Lahab. This would be the modern-day equivalent of stripping him of citizenship from the land of his birth. He sought help for this. Finally, Mutam ibn Adi, a Mushrik who never accepted Islam even after the Prophet invited him to do so, stepped forward. He was his sponsor, and ensured that the Prophet returned to Makkah unharmed.

The Prophet recognized Mutam, praised him, and the Muslims of Madinah honored him in the best way they could when he died: with the poetry of Hassan bin Thabit, the poet of the Prophet, who recited poetry in praise of Mutam standing in the Prophet's mosque.

God expects us to take care of others purely to please Him, without even expecting a thank you or reward in return. (Quran 76:9)



THE SECRETS OF SUCCESS

FIFTEEN STEPS TO A HEALTHY SELF IMAGE

BY SADAF USMAN

A healthy self-image is the starting point - the first and the most important step to achieve success in life. Self-image is how you perceive yourself. These feelings can often motivate you to seek success in other parts of your life, such as wealth, health and financial independence. Zig Ziglar in his book "See You at the Top" suggested fifteen steps to a healthy self image. He says, "You cannot consistently perform in a manner that is inconsistent with the way you see yourself".

If you see yourself as capable, you're more likely to reach out for something you want, and you're more willing to take smart risks. But if you see yourself as looser, there are chances that you will say 'No' to every opportunity you come across. Here are fifteen steps you can follow to build a positive self-image and be successful in business and personal life.



1. Take Inventory

There are several billion people on earth today, but there never has been and there never will be another you. You are a rare, exclusive, different and unique being on the face of this earth. No one in this world can make you feel inferior without your permission.



2. Make up, Dress up, Go up

Dress for success is an old saying, but it has a positive impact on how you walk, how to talk? The way you look on the outside has a definite bearing on how you feel and see yourself on the inside.



3. Read, Read, Read

Reading strongly correlates with success factors, such as income and happiness, according to science. Read the biographies and the autobiographies of the men and women of every race, creed and color who used what they had and got a great deal out of life by making contributions to life.



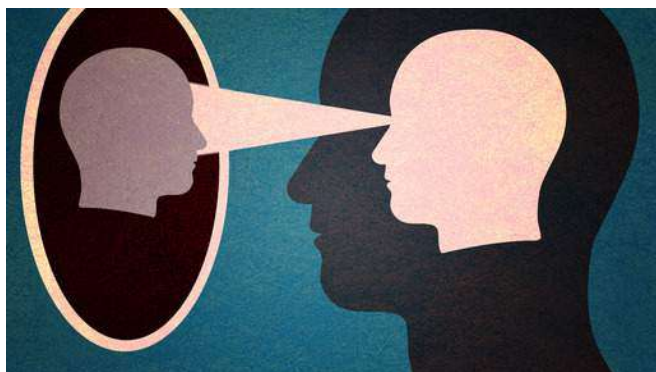
4. Listen

Listen to the speakers, teachers and preachers who build mankind. Any book, speaker, movie, T.V. program, individual or such recording push you to chase your goals and motivate you to go harder.



5. Breakdown into Smaller Steps

One reason many people never attempt new things is their fear of failure. If possible, start any new venture with a phase or portion you are confident you can handle then track your accomplishments. In that way you will gain self-confidence to do more.



6. Smile

Join the smile and compliment club. When you smile at someone and they smile back, you automatically feel better. Even if they don't smile back, you will feel better because you know the most destitute person in the world is the one without a smile.



7. Do Something for Someone else

You can get everything in life you want if you help enough other people get what they want. If you truly want to make the world a better place, give back, and help others as much as possible. Next time you're in a meeting, focus on discerning the other person's needs rather than your own.



8. Surround Yourself with Positive People

Deliberately associate with people of a high moral character who look on the bright side of life, and the benefits will be enormous. Motivational speaker Jim Rohn famously said that we are the average of the five people we spend the most time with.



9. Make a List of Your Positive Qualities

Ask your friends and family members to list the things they like about you, and keep that list handy. Pay attention to the good things you've done each day and that includes both your thoughts and actions. It will motivate you to adopt new positive habits.



10. Make a Victory List

Make a victory list to remind you of your past successes. The list should include those things that gave you the most satisfaction and confidence. As you periodically review this list, you will be reminded that you have succeeded in the past and that you can do it again.



11. Avoid Pornography

Literally everything that goes into your mind has an affect and is permanently recorded. It either builds and prepares you for the future or it tears down and reduces your accomplishment possibilities for that future. Avoid these activities at all cost.



12. Learn from the Successful Failures

Learning from others mistakes is a great way to save yourself a whole. If you're truly passionate about your idea, you'll take active steps to improve and make sure that you learn from others experiences and don't commit that mistake.



13. Speak Up

One of the best, quickest and most effective ways to improve your self-image is to speak in front of public gatherings. Join organizations to learn it.



14. Look in the Eye

Why is eye contact so powerful? Like a handshake, we're programmed to interpret the right amount of eye contact as a nonverbal signal of goodwill. Almost without exception the man on the street as well as the highly educated professional will tell you they like people who will "look them in the eye".



15. Alter Your Physical Appearance

Obese people constantly tell how much their image improved with the weight loss which enabled them to wear attractive clothing, participate in group activities and getting active in sports. Alter your physical appearance when possible, practical and desirable.



SADAF USMAN IS CO-FOUNDER EDI & STARTUP INSIDER



**IF YOU WANT TO
BE SUCCESSFUL
IN THIS WORLD,
YOU HAVE TO
FOLLOW YOUR
PASSION, NOT A
PAYCHECK**

Jen Welter, NFL's First Female Coach

SCALING UP A GLOBAL STARTUP

Cameron Turner, Entrepreneur In Residence and Lecturer at University of Queensland Australia

By Usman Ahmed



Innovation is the difference between good and great, between break even and profit, between Nokia and Apple. Cameron Turner has spent more than 20 but less than 30 years researching problems, developing solutions and executing innovation and commercialisation strategies to transform ideas into sustainable competitive advantage. The world doesn't need more ideas, it needs better execution of ideas that solve real problems thus creating value. That is what he teaches and practices. He has founded four startups commercialising world first innovations, like the world's most scientifically advanced probiotic drink, a world-first biological herbicide and drought-proof, brightly-coloured flowering plants. He has also developed and/or commercialised new drug formulations, health supplements and turf, cereal and fruit varieties.

Tell us about yourself and your link with academics?

CAMERON: I started working with University of Queensland about 10 years ago helping

them to identify opportunities, to commercialize new food technologies and agricultural technologies that were developed at the

university. During my time over the last 10 years working in this university, I discovered various technologies, some of which we have licensed to other companies. I have been able to identify various companies to take new technologies to the market. Over this time I identified 04 different Startups and created 04 different startup companies to take those new technologies to the market.

What is the Food technology in Australian perspective?

CAMERON: My startups are related to both food technologies and agriculture technologies. Two of those startup companies based around agriculture, so one of them is Chemical Aussie Colours. Aussie Colours is a drought tolerant Australian native flowering plant that is meant for home gardens. They are bright coloured flower plants and require low water. These were developed when we had a very large drought about 10 years ago and can withstand long dry periods. So we named this business Aussie Colours and we commercialized a whole range of these plants.

One of your startups is Progel. What it is all about?

CAMERON: The company that I am currently the CEO of is called Progel. Progel is a technology developed by Professor Bhesh Bhandari at the University of Queensland. Bhesh invented a new system to encapsulate

the ingredients such as probiotics, Omega 3 and drug compounds. We encapsulate these ingredients in the tiny alginate micro gels or micro balls. Alginate comes from sea weed. It is a very sensitive system that is food grade system and it was to create tiny ingredients maybe like 50 micrometers in size, much smaller than a grain of sand. These very small capsules can protect the ingredients from the outside environment. We can also stop being attacked by acid not only in food products but also in the stomach. Things like probiotic, they either die in the food product or they die in the stomach. So our technology enables to protect them in the stomach and they get released in the intestine where they have a health benefit and can make you feel better. They reduce bloating and can solve a lot of diseases and problems which are present in our gastrointestinal system.

So this is the Progel technology. We formed this company in 2009 and it is a private limited company owned by three directors. To commercialize this technology that was owned by the University of Queensland, we had a license from the university into the company. We were able to raise capital in 2010. We raised a lot of investment from a group of business angels in Australia called the Brisbane Angel

Group as well an investment group called Uniseed. So these investors put money in Progel and I took equity for that investment and I started as the CEO of that company growing the business from 2010 till 2019.

Tell us about your failures in life & how did you overcome?

CAMERON: I didn't start doing Startups until I was around in my 30s. I was very cautious because my father was an entrepreneur and he was very successful but he had many failures as well. So he went bankrupt many times. So I saw that as a child growing up that being an entrepreneur involves a lot of risks. So I was very cautious as I didn't want to lose my house. So I waited a very long time in order to start my entrepreneurial journey. My real challenge is that I am not a very strong details person. I am very good with marketing, communications and capital raising. So I had to wait until I could build a team which was formed around me with the right skills to make the startup work. My father taught me a lot about startups and I learned a lot from his failures. However, I learned myself that how you can effectively run a startup.

What are the opportunities for Pakistani entrepreneurs in Australia?

CAMERON: There are many opportunities in Australia. I think Australia has many similarities with Pakistan. Young people go to school and grow up thinking that they will have a job. They don't have the natural thought process of forming a company. I think that now it is starting to change as people see many

opportunities. It's not just getting a job in a big company but one can become a master of his own destiny. We see a lot of young people of the age 20-30 starting their own companies. The food industry has plenty of opportunities in Australia because we are a large food producer and exporter. We

So this is a cultural decision. I think this happens gradually when you get great leaders who are masters of their destiny. They don't want to do the same thing which is happening for the last 50 years. They want to create new industry, create a new food technology industry or a new Fintech industry. For this you have to put structu-

innovation to be sustainable for fast growing business. Linkage between Universities, Research organizations and entrepreneurs is very important. It's not just an entrepreneur with an idea, it's an entrepreneurs that has an idea which is linked to a technology that might come from a university. It



WHEN YOU FIND SOMETHING THAT WORKS AND IT STARTS TO GROW, YOU START TO WORK MORE ON THAT BUSINESS AND EVENTUALLY YOU WILL GIVE MORE TIME TO YOUR STARTUP. FOR YOUNG PEOPLE, YOU CAN START A BUSINESS PART TIME IF YOU HAVE LOW COST AND A GOOD JOB. AS WE SAY IN AUSTRALIA, JUST HAVE A GO.

also have plenty of natural resources as we do a lot of mining of coal, copper and iron. So we not only have products but we have technologies around those products.

Generally, people are scared to start their own business. How can we eradicate the fear of failure at the social level?

CAMERON: I think in many ways every society has to have an idea of its identity and destiny. Both Australia and Pakistan have many similarities. Both have British colonial history. That is some way a disadvantage because it has left us with this feeling that someone will look after us. Everything is given to us and we just need to do what we are told. It's almost a subservient culture. This is almost the same for all the colonial countries that were developed by the British. Similarly if you look at the American culture, they do everything by themselves. They fought the British. They took control of their own destiny. I think every country at some point needs to make a decision that they will make their own destiny.

res in place. You must have programs in Schools, get people on boards and highlight the success stories. It is also important celebrating those who didn't get the success but have had a go and the Australians are pretty good at this. In Life we learn more lessons from our mistakes than we do from our successes. I am very passionate about the food industry in Australia. Most of the food in Australia comes from companies which are in America and Europe such as Coke, Pepsi, Nestle, Unilever, P&G etc. Most of our products come from multinational companies. I have a passion that in Australia we have a lot of raw ingredients. We should be creating our own foods. We should be selling our foods to the rest of the world. So I am very passionate about encouraging entrepreneurs to see this opportunity and there is a lot of support from the Government to given them the funding for creation of new food companies. Similarly, Pakistan is very dominant in the Textile industry but there is an opportunity to apply innovation. You must have

means that when you grow a business, people can't copy you easily because you have got the technology. And all this has a huge impact on the economy.

What is your message for young entrepreneurs?

CAMERON: I would encourage people to start young before you have a wife and family. The risk profile goes down. In many ways people think it's either a job or a startup. I think you can have an idea and you can explore that idea. I am very big fan of Lean startup approach which says that don't just quit your job and start a business. Keep your job, use the money that you get from job and start to explore opportunities. Take smaller steps and grow incrementally. If it was bad idea, you haven't lost anything. Keep exploring. When you find something that works and it starts to grow, you start to work more on that business and eventually you will give more time to your startup. For young people, you can start a business part time if you have low cost and a good job. As we say in Australia, just have a go.

A TOP TIP

There are no Hacks or Shortcuts to Success

Real entrepreneurs know that success in life is conceived through relentlessly pursuing your goals and dreams, no matter the cost. If you are constantly chasing shortcuts and hacks your success will be temporary. When the algorithm or the playing field changes you will be caught looking for another hack or another shortcut hoping that it's just around the corner when in most cases it won't be. Instead focus on personally growing and becoming a better version of yourself each and every day so that no matter what the playing field is or what life throws at you, you are experienced enough to handle every challenge and every hurdle that comes your way.

Start Now and Never Give Up !



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Publishing content on LinkedIn increases your visibility and allows you to reach and target the right people. From making professional connections to generating leads, building partnerships and creating better brand awareness, LinkedIn makes an invaluable addition to your digital marketing strategy.

Recently, LinkedIn introduced a new feature to help businesses collect leads from their content efforts on LinkedIn. Having to type in all your information and sometimes even answer a few questions irritates users, and as a result they move on without submitting any information. This feature makes it easy for businesses to drive leads by allowing members to automatically fill in forms using information from their profiles. LinkedIn's lead conversion rates are 3 times higher than other major ad platforms.

Before you create a lead gen form, however, you need to decide what your offer will be. To get maximum leads, answer the following questions:

- 1) What information will attract them?
- 2) What imagery will capture their attention?

Sponsored Content lets you go beyond the reach of your Company Page followers



to target relevant audiences interested in your company. Once you have your content, the next step is to target the right audience. A micro-targeting outreach approach can work well for some businesses. You can easily target your created ads to the size of the company your audience works at or their job title, all provided on people's profiles on LinkedIn.

According to a survey, 80

percent of B2B leads come from LinkedIn. If you are serious about lead generation, then you need to have budget and headcount dedicated to content and campaigns.

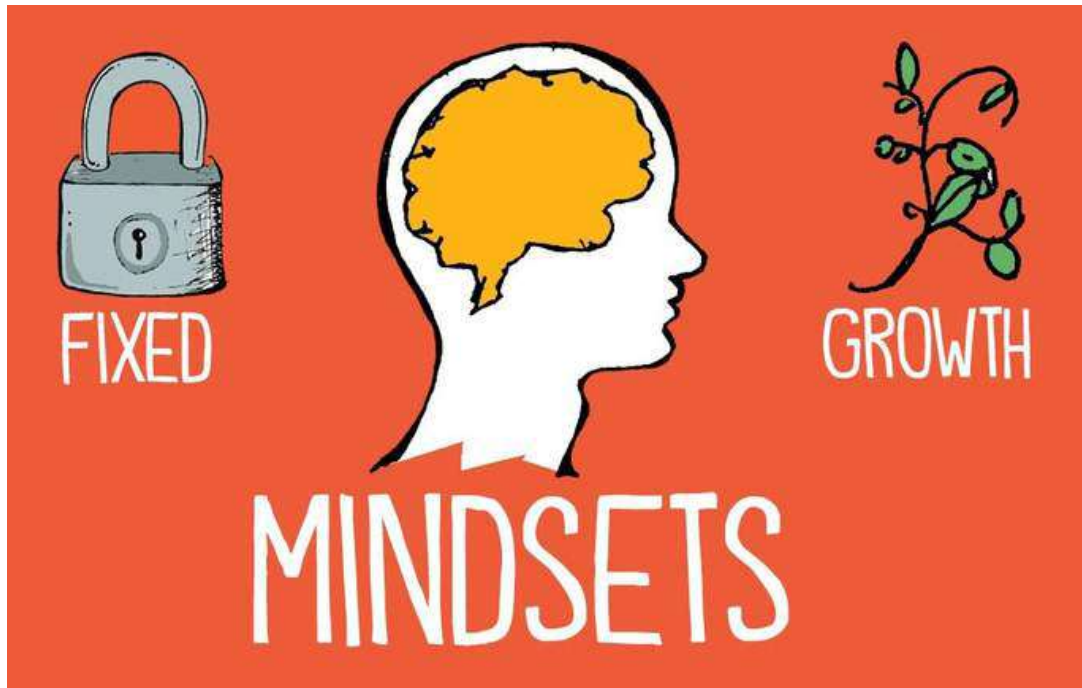
The big benefit of Lead Gen ads is that you can easily focus your ads on the key decision-makers in prospective companies and get their contact information at a single click. Along with that you should be monitoring closely the performance

of your ads — the results of your testing — so you can quickly “roll out” ads that are bringing in leads and sales you want.

Similarly, you can spend your days making first calls and first contacts with leads, but never get the kinds of returns you should be getting from your lead generation and sales efforts if you don't have solid lead management processes in place.

IT ALL BOILS DOWN TO ONE THING: MINDSET

Why are some people reluctant to change whereas some people believe in constantly shaking things up?



So which mindset is right? Experts today believe that this isn't an either/or, nature vs. nurture discussion. From the moment of conception, there's a tug of war between the two mindsets. According to Gilbert Gottlieb, an eminent neuroscientist, environment and genes go hand in hand as we develop and genes require input from the environment in order to develop and work properly.

We live in an age when most of the consumer markets have already been established. A concept can be adopted from within the existing market, but to make it successful it has to be differentiable from other similar products/services. Make it different, better and more sustainable. To be able to do this, you need risk takers in your team.

Scientists are also learning that human beings have a capacity for life-long learning that is greater than originally believed. People do have their specific genetic endowments, they do have their own temperaments and aptitudes to start with. But with consistent personal effort and training and with experience, they can go a long way.

IMTIAZ AHMED IS FOUNDER AND CEO OF INSPIRE, THE LEADING MANAGEMENT CONSULTANCY FIRM IN PAKISTAN

“

The mindset that CEOs, successful athletes and the like have, people believe that whatever skills they have can be developed through hard work and dedication.

The mind is a powerful thing. It can be the source of your motivation or the source of you being stuck in a rut. The stories that you tell yourself, the things you believe about yourself can either prevent change from happening or allow you to develop new skills.

How does this happen? Why is this different for different individuals? Why brains and talent don't bring success? Why are some people reluctant to change whereas some people believe in constantly shaking things up?

It all boils down to one thing: Mindset. It's a very simple idea discovered by world-renowned Stanford University psychologist Carol Dweck after decades of research. And this simple idea makes all the difference.

There are two different mindsets – Fixed and Growth.

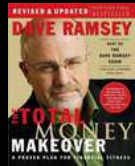
In a fixed mindset, people believe that their basic qualities and any skills that they have are given and cannot be further developed. This mindset is

the most common and the most harmful. One of the harmful beliefs of people of this mindset is that talent alone creates success, without effort. This is where they are wrong.

In a growth mindset, the mindset that CEOs, successful athletes and the like have, people believe that whatever skills they have can be developed through hard work and dedication. This mindset creates a love for learning and a resilience of nature that is essential to success in this fast moving world.

READING LIST

➔ The Total Money Makeover

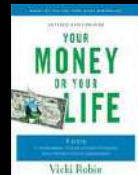


By Dave Ramsey

If you're in debt, Dave Ramsey is your guy. His seven-step plan has worked for millions. Dave is 100% against debt, however, so if you believe, for example, that it's OK to get a car loan at 1% if you are earning 8% on your money elsewhere, look elsewhere.

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➔ Your Money or Your Life

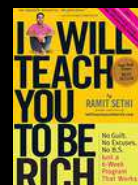


By Vicki Robin et al.

This book is a more in-depth study on the relationship between your values, your money, and your time. If you already enjoy living frugally, Your money or Your Life will inspire you to cut spending further and be careful with your money.

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➔ I Will Teach You to be Rich



By Ramit Sethi

This book is structured as a 6-week course to help you tackle all areas of your finances including credit cards, budgeting, investing, and earning more money. If you can deal with his "I-went-to-Stanford-I'm-better-than-you attitude", this book will help you.

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LUSH LIVING

12 Strategies to Create a Meaningful Life

By Qaiser Abbas

Each one of us craves for living a life filled with abundance, meaning and fulfillment. This life eludes the majority of us. Yet, some of us actually dare to take all the right steps and grab the opportunity to live this 'lush life'. Characterized by richness, significance, and self-actualization; 'Lush Living' is available to all of us. Anyone who displays the essential ingredients of 'lush living' can experience this life each and every day. If committed, the following 12 strategies can take you closer to touch, feel and actually live this mega life.

1

LEARN TO DREAM

Without dreams people go blind

2

LEARN TO THINK

Thinking is the only way to grow your brainpower

3

LEARN TO LOVE

Only love can beat fear

4

LEARN TO LAUGH

Laughter is a living proof of you being alive

5

LEARN TO FORGIVE

Forgiving gives you ultimate freedom

6

LEARN TO THANK

Gratitude is the core of ample living

7

LEARN TO RELAX

Relaxation is the platform where mind and body synergize

8

LEARN TO CHANGE

Embracing change is the eventual key to happiness

9

LEARN TO LISTEN

Listening is the surest path to wisdom

10

LEARN TO EXPRESS

Expressing yourself is the supreme method to realize your full potential

11

LEARN TO SHARE

Sharing your gifts manifests lasting abundance in your life

12

LEARN TO PRAY

Prayer is the your inescapable connection with the creator Conclusion:

Any of the above twelve paths can open at least one door of 'lush living' on you. It's very difficult to retreat after tasting this unbelievable life. After experiencing the abundance of one path, you will feel the urge to do whatever it takes to experience the remaining paths. The ultimate abundant life will automatically dawn on you once you master the twelve paths. The beauty is that you don't have to follow an exact sequence; you can start with any of those twelve paths. Each path will introduce you to a new level of 'lush living'. As you begin to enjoy this incredible life, don't forget to inspire, persuade and empower others to experience similar level of 'lush living'.

8 KEYS TO SUCCESS FROM JACK MA

Realistic approach to life. Courtesy BeingGuru



Success is something that almost everyone wants and many of us spend a lifetime hoping for it. Some people never find it but some achieve it early in life. Some get discouraged in their professional progress or financial state and they leave their desire of achieving success. Only a few people take the ride full of obstacles and look for opportunities that are available. The founder and CEO of Alibaba, Jack Ma is one of the world's richest men who achieved everything despite the

rejections and failures in his life. If you are ready to incorporate Jack Ma's approach to your management of professional life, you need to understand the key values that helped him to attain success.

HIS FORESIGHT

According to Jack Ma, a good leader needs to have a good foresight. A person should be able to stay ahead of the competition and have the ability to anticipate how the decisions affect the future. A person must have

the creative thinking skill and must have an informed intuition for achieving success.

ATTITUDE

Jack Ma stresses up on the importance of attitude. He consider attitude and passion over theoretical skills as it makes the journey to success much easy.

UNITING PEOPLE

Another key to his massive success is that Jack Ma believed that it is not possible to convince every employee, business partner or a potential investor. Rather, people should be united under a common goal and should have a vision to follow.

WORKING WITH TALENTED PEOPLE

Jack Ma considers hiring of employees as most important. According to him if a person is hired and does not have any superior technical skills, it means your vision cannot be carried along. You cannot work for your visions if you don't have people who understand you properly.

THE GREATEST FAILURE

According to Jack Ma the greatest failure is to give up in life. Success is not always about achieving what you have in mind, even if you try your best and fail but see it through to the end, you have achieved success.

BEING DETERMINED

Having a clear vision is not enough according to Jack Ma, he says that a person should know what has to be achieved and should be determined in working for it.

ENJOY LIFE

Ma wants people to change their mindset regarding money. Money should be achieved for making things better for one another, not to be hoarded.

FRIENDLY COMPETITION

Jack Ma's unique business philosophy is to compete in a friendly environment. He considers his competitors his friends who allow him the opportunity to learn and grow by facing the challenges they place.

Jack Ma

ON HARDSHIPS

Never give up. Today is hard, tomorrow will be worse, but the day after tomorrow will be sunshine.

A close-up portrait of a man with dark, curly hair, looking slightly to the right with a thoughtful expression. He is wearing a dark suit jacket over a light-colored shirt and a red tie. His right hand is raised, with his fingers resting near his chin. A gold watch with a brown leather strap is visible on his left wrist. The background is dark and out of focus.

FEATURED

A LEADER IS MADE NOT BORN!

CHAUDHRY FAISAL MUSHTAQ

I believe that one cannot be taught to become a leader but one can learn to become a leader over the years through life and work experiences, through mentors, personal reflection, self development and critical feedback.

By Usama Mehmood



Chaudhry Faisal Mushtaq - Tamgha-i-Imtiaz, is a Former Minister for Human Rights, Population & Social Welfare, Minorities and Baitulmal in the Interim Government of Punjab, and is recognized as the 500 most influential Muslims of the world for three consecutive years by the Royal Islamic Strategic Studies Center Jordon, he is a leading national academician, education reformer and a social entrepreneur. He is the Founder & Chairman of Roots Millennium Education, Pakistan and is also the founder and CEO of a non-profit, community development organization 'Change in Education Foundation' working in support of 'government and public sector education' across education districts in Pakistan, thus scaling Pakistan's commitment to 'Sustainable Development Goals' SDGs 2030', today he has successfully reformed more than 200 government schools across various districts, provinces and rural communities in Pakistan.

Leadership is action not a position. Leadership is vision with action as it creates magic. Also in my view leadership means being courageous and willing to speak out for the betterment of those around you and to practically make the betterment possible, it involves inspiring and developing more leaders' not just followers. I believe that a leader is made, not born. By saying a leader is made, it does not mean that someone can be taught to become a leader by attending leadership courses. It does help but is not enough. I believe that one cannot be taught to become a leader but one can learn to become a leader over the years through life and work experiences, through mentors, personal reflection, self development and critical feedback. I have seen people who were introverts and overall followers became successful leaders when encouraged and groomed by their mentors. Also environment and peer group has a deep impact on leadership and mindset, in short leadership evolves with time, opportunity, environment and responsibility.

Entrepreneur must also, in fact, be a leader, especially, if he expects investors & employees to come on board. It is not possible to have entrepreneurship without leadership. The fundamental driver of entrepreneurship is the exploitation of an opportunity led by an entrepreneur with passion and courage.



“Successful entrepreneurs take responsibility for training themselves to be a great leader using proven principles to grow your business.”

I abandoned a high profile financial services career in London to bring about change in the Educational Scenario of Pakistan by following international best practices, forging international partnerships, introducing the latest technological advancements, acting in the capacity of a teacher trainer and an Educational sector consultant for the Government and Development Sector. I believe it was very tough for me and after deciding and coming back, soon I realized that across a country as large and diverse as Pakistan; from teeming cities to remote villages, from arid deserts to snow-capped peaks- successful, universal education reform is an immense challenge. But I didn't give up and

introduced an entrepreneurial, community based and a student centered approach to the School Management, teaching and learning Practices in Pakistan. I established Pakistan's largest teacher training and development institute 'Roots National Institute of Teacher Training & Education'. More recently I introduced Chinese Language classes across Roots Millennium Schools where now 3000 students are learning Mandarin on Full Time Basis as part of their mandatory school curriculum from Grade 1 to Grade 7 and ICT and digital literacy in the curriculum in partnership with Intel Education, which is the first of its kind digital literacy Initiative in Pakistan. As in my view successful

education system is the one which enables students to learn language and skills requisite for the 21st century, the richness of their history, and the values of tolerance, generosity and community.

As a startup founder trying to think big and act bigger, if you don't relentlessly focus that ownership on what drives your startup, create a culture that reflects who you are, and stay grounded as you make things happen, you'll never see the true rewards of thinking big and acting bigger. Entrepreneurs must learn to focus their own attention and focusing constructively on others.

I must thank Allah Almighty that he has blessed me with the capability to build a highly-focused, determined, passionate, enthusiastic, innovative and devoted team. My team members have an ambition to go after bigger challenges and they bring with them a work attitude and work ethic that creates a deeper commitment to our collective mission. I believe in empowering my staff though my formula of people, process and technology. I have good judgment about people and an intuitive sense of their talents and their ability. Also I strongly believe the job of a school leader is to create more leaders not just mere followers and when people work together for a common goal, they are able to achieve extraordinary results.

My staff is motivated, experienced, focused and fully committed to the cause, which is reflected in their positive attitude. Our team is driven by the sheer force of

bringing a revolutionary change in the educational sector, my vision is big and my team fully intends to apply and implement it. We together motivate, inspire our students and teach them the values best suited to meet the expectations of the global community. I promote a culture of ownership of core values, aims and objectives and mission statement, people must own the organization values and vision, and for that we must create a common platform to share such values and objectives.

I am passionate, diligent, innovative and a flexible Leader. I do criticize my staff but for their learning and self reflection. Sometimes I act as a very demanding Boss but this is for the betterment of my employees as I want them to set very high standards for themselves. I ensure that they grow, learn and share. I don't mind giving them spotlight and in fact, I go to great lengths to make sure they shine and grow. I am aggressive, responsible, hard task master yet very responsible and a positive person.

By developing and executing a Corporate Social Responsibility positive vibes are generated which are of supreme essence when operating on grounds of any social community. However businesses by organizations provide job opportunities but it is imperative to give away the basic necessities including standardized education and health to not only the employees of the company and their family but to the populace of the vicinity. I am working in the support of CSR for which I established a separate

section 42 SECP Registered organization, Change – in-Education which aims to cater with the problems of the local community regarding the facilitation of quality education and ensure availability, accessibility, acceptability and adaptability of education for the local community thus providing them with standardized educational facility at their door step. Change-in-Education works with full zeal and vigor to alleviate the suffering of the under privileged across Pakistan. Aligning its vision with the UN Millennium Development Goals, Change – in Education is working in the areas of education, gender equality, health and nutrition, environment conservation and protection, employee well-being and many more. CIE is working hard to contribute for the uplift, development and betterment of the underprivileged people and the civil society at large.

There are ultimately only two ways to grow your business: grow yourself and grow your team. As you and your team improve, so do service levels, operational efficiency and everything else. Treat your team as you expect them to treat customers.

Being a leader means having to set boundaries. Do it gently and compassionately and people will not only respect the boundaries you set but you as well. Great leaders learn to lead both themselves and others. They clearly communicate their vision and align themselves with those whose individual purpose match that of their organizations. Vision is great but it means nothing without

execution. When a clear and purposeful vision is communicated alongside a plan for execution, the team can be given the autonomy to take action. "If you are young, then use that youth and energy to invest into growing yourself and your dream, if you are older, then use your wisdom to grow your dreams while paying it

facilitate access to credit, low interest rates, entrepreneurship curriculum in public and private schools, media promotion initiatives, chambers and business forums promoting and identifying opportunities for economic growth.

Programmes can therefore be developed to provide small business loans to young

future looks like. Its YOUR vision, help them see it. "Integrity in communication is being the same person with the same opinion all of the time, no matter who's asking, says Cheryl Snapp Conner, CEO and Founder of Snapp Conner PR. "You should be 100 percent honest; always. It is possible to be both honest and



MY STAFF IS MOTIVATED, EXPERIENCED, FOCUSED AND FULLY COMMITTED TO THE CAUSE, WHICH IS REFLECTED IN THEIR POSITIVE ATTITUDE. OUR TEAM IS DRIVEN BY THE SHEER FORCE OF BRINGING A REVOLUTIONARY CHANGE IN THE EDUCATIONAL SECTOR, MY VISION IS BIG AND MY TEAM FULLY INTENDS TO APPLY AND IMPLEMENT IT.

forward and helping someone else." Ken Blanchard

I always encourage young people to become job providers rather than job hunters. Because entrepreneurship is the only solution to feed the 220 million Pakistanis. It is a driving force for initiating business ideas, mobilizing human, financial and physical resources for establishing and expanding enterprises and creating jobs. Entrepreneurship is about transforming adversity into opportunities by taking risks, allocating resources and thus creating value of the proposition. Entrepreneurship is another way of unleashing the economic potential of young people. The promise of entrepreneurship can be maximized through programs and strategies that address the barriers for doing business in Pakistan. The current adverse and unstable national fabric is by default promoting entrepreneurs as young people want to create jobs than just to perform in jobs. Entrepreneurship can be encouraged through a variety of means, including special programs that

entrepreneurs. SME's must be at the heart of such a policy and must be provided credit and equity access to help scale their business thus promoting local brands and promoting an indigenous economy than an import economy.

Leadership is almost 100% about managing people. Having great ideas and a great vision won't get you far if your team is not willing to follow you. Develop more leaders. They can be found at all levels in an organization. Identify them and help them to develop their leadership skills. Most entrepreneurs want to do anything and everything they can, and they want to do as much of the work themselves as possible. WRONG! Delegation is a key factor in entrepreneurial success. You have to trust people if you want to scale up your business.

Plan where you want your startup to be in four years and how you are going to take it there. Engage your team members and communicate your vision properly. Visualize how the

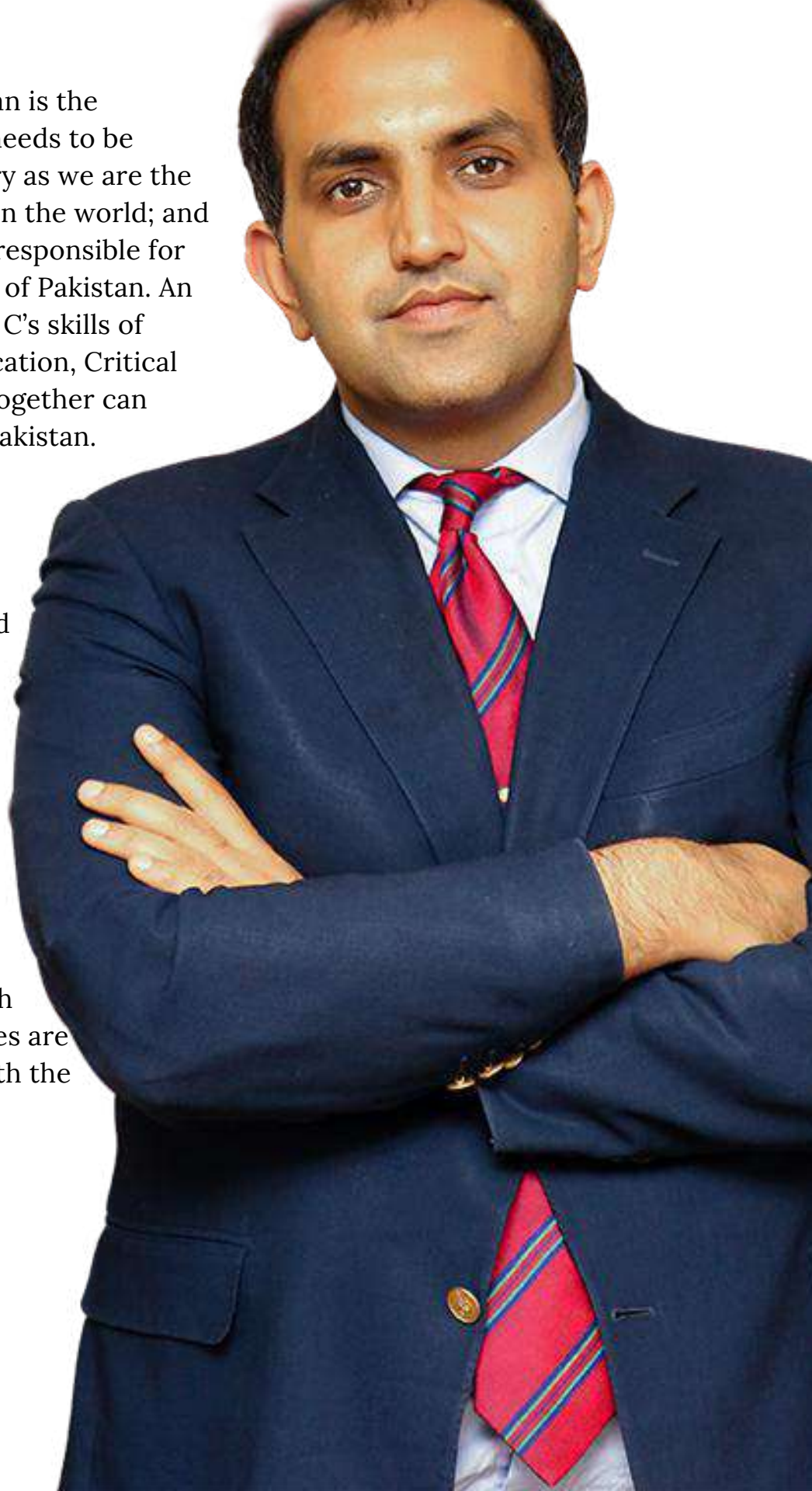
tactful, and this is a trait you should hone". An individual leader cannot implement plans alone. He always needs cooperation of others to achieve goals. Equip them with the proper tools, resources and authority necessary for finishing the tasks.

My Mother Mrs. Riffat Mushtaq is the biggest source of inspiration for me. My mother made me dedicate myself to the development of education in the country. I enjoy rather love scaling literacy, development, educational change, opportunity, empowerment, excellence and excitement across communities, towns, and cities across Pakistan. I have inherited this passion and commitment and its credit goes to my mentor, my inspiration who is my mother. She taught me that dreams do come true if we have the courage to pursue them. She for me is the epitome of a person's desire of making his or her dream come true. She made me realize that each one of us has to think outside his domain and each one of us must strengthen our immediate community as per our resources.

"I believe youth in Pakistan is the untapped resource that needs to be utilized in the 21st century as we are the 7th largest youth cohort in the world; and this driving force will be responsible for growth and development of Pakistan. An empowered youth with 4 C's skills of Collaboration, Communication, Critical Thinking and Creativity together can single handedly change Pakistan.

A future for all Pakistani youth is to see them free from any type of discrimination in promoting a democratic, enlightened and prosperous Islamic Republic of Pakistan. I believe Social change is not only a historical process to which people react but also a phenomenon created by the collective decisions and actions of people. Thus, the kinds of choices youth make about their own lives are likely to be associated with the kind of society that, collectively, they are constructing."

**CHAUDHRY
FAISAL MUSHTAQ**



SUCCESS AND ITS 4 DOORS

FOR MY YOUTH WHO ARE CHASING SUCCESS.

By Mir Mohammed AliKhan

O

scar Wilde once said “ In this world there are only two tragedies. One is Not getting what one wants, and the other is getting it. The last is the real tragedy.” Let me dare to take it a step further by saying that, To me the

biggest tragedy is not knowing how to get something you want. While people spend their entire lives dreaming about accomplishing their dreams, they spend the least amount of time focusing on developing habits that will get them there. They meet successful people, they follow their strategies, they get impressed by how a successful person lives, what he drives, how he travels, how he speaks, how he carries himself, they ask him about his difficult and struggling times but NEVER do they stop to ask that successful person as to what he or she did before they decided to get onto the road to success. What qualities did they develop that helped them face all the difficulties and rejection on their journey? How were they able to take all the rejections that come with the moment you make the decision to change your life for the better. You need to

develop certain qualities Before you even begin to dream about being successful. You don't prepare for War while you are fighting. You prepare when there is no war. You prepare in peaceful times. You prepare when you have a chance to make a mistake or two because you will not have that luxury while in the battlefields.

You need to train your mind more in the battle of success than to train your body. Because giving up on something comes as an idea first in your mind. You give up in your mind first before you give up in the physical world. And not giving up is the first prerequisite to succeeding. Just like you make room for new furniture by throwing out the old one, the same way you need to make room for positive thoughts by getting rid of the negative ones in your mind. Constantly thinking about What you want instead of What you Don't Want is the first step you can take. Only think about what you want your life to become. Do not think about what will go wrong. Prepare yourself in your mind for how to handle what might go wrong and embrace it with a smile like it's no big deal and have the confidence to tackle it with success. Never create What if scenarios in

your mind. Never think about What if this goes wrong or that Goes wrong. That's a defeating attitude. Instead think about what will go Right when you achieve your goal. Think about the rewards of your success. Think about all the positivity that will come into your life once you accomplish your goals. Think about how many lives you can change with positivity once you have reached your destination. You are what you think so if you want to become successful then you need to think like a successful person. A successful person does not panic by creating what if scenarios in his mind. Have you ever seen a leader panic under pressure? The more pressure you start to take with grace the easier it becomes to turn that pressure into pleasure to handle. And there is nothing like the feeling of handling pressure successfully. Once you get into the habit of handling pressure with positivity, you have won 80 percent of your battles. The only thing that will separate you from others is your ability to perceive situations and handle them positively. When you are crossing the road, every oncoming car is not out to run you over. If you think that, you will never dare to even attempt to cross the road and crossing the road is the prerequisite to starting your journey on the other side of the street, metaphorically.

I have met so many successful people, famous and otherwise, and if there was one quality, I would put on top amongst all these people, it would be: smile

SMILE WITH ENERGY

I have yet to meet a grouchy person who is truly successful. People full of anger and resentment and negativity might be able to accidentally make SOME MONEY in their lives, but they can never be successful in the long run. They can never achieve true success. Success is an attitude and a bad attitude cannot bring success. Beam with positivity all day long. SMILE. Greet people with a positive and welcoming attitude. Get up early in the morning. Get to the office smiling. Smile is such a phenomenal physical attribute given to us by God that it is simply magical. Smiling is your birth right. If I ask you to smile while you are reading this, you can do it in a second. If I ask you to cry with tears while reading this, chances are that you will start smiling at my silly suggestion. So realize that smiling not only relaxes your mind but it relaxes others around you. Your team gets relaxed. Your meetings get happier. Your friends like you better. Even at times, your enemies might mellow down looking at you smile. But this has to be done with your Gut. You can not fake a smile because a



fake smile is worse than a real cry. People will sense a fake smile from miles away. You can only smile with confidence when you are happy and at peace with yourself. Bring that peace within to exude peace and happiness without.

REPLACE STRESS WITH OPTIMISM

Instead of spending time thinking about the consequences of things that can go wrong think about the fruits of when things go right. We already live in a very stressful situation, specially in Pakistan. With bombs blasting, terrorism being rampant, economic situation dire, political leaders constantly breaking their promises, Yes, it is very difficult to not be stressed in conditions like such. But success does not come without a price. And success does not come without first practicing to be successful in your mind. Success is a product and the factory where this product is manufactured is your Mind. Keep your factory running under perfect conditions and chances are that you will have a perfect product. Yes, there will be times when the machinery in your factory breaks down, so what, you don't abandon your factory and walk out, you fix it and get it running again. Get to know your machinery (Your Mind) by spending time with it. This means get to know your thoughts, your thoughts are your machinery. Keep your thoughts POSITIVE. Whatever we

perceive about our lives we choose to become that so, choose success in your mind.

THANK ALLAH IF YOU FAIL

You might be shocked that first I preach that you be successful and in the same breath I am asking you to Fail. Yes, I am doing that. FAIL because failure is another stepping stone towards success. Do not ever be afraid of failing. People who are afraid to Fail are in actuality afraid of success. They do not want to take the first step towards success because they know that after failure always comes success. So, in reality people who do not attempt to succeed are the people who are avoiding success because success is much more difficult to handle at times than failure. Success requires a constant positive attitude. It requires you to break the Status Quo. It requires you to Always be out of your Comfort Zone. It demands from you to be a leader with the ability to solve problems, With a Smile. Most of the innovation of this world were first met with failures. Nobody gets it right the first time or even the first few times. There were apples falling for millions of years while people were sitting under the tree enjoying the weather until one day one man noticed that why is it falling in his direction and not going in the opposite direction and BAM.... He discovered gravity. The mother of all discoveries in my opinion. His work just began after that instant realization as to how to apply his new found discovery to real life. He faced failures upon failures. Ridicule upon ridicule from people, but it is because of him not giving up that you and I are able to travel by plane defying gravity, cross bridges over seas, build sky scrapers that take your breath away.... And the list goes on. So, fail ... because Failure is the tribute to success.

ABANDON YOUR OLD BELIEFS

You can never succeed if you have been thinking the same way that you have thought all your life. Its like the example I gave you above of people sitting under the tree for millions of years and looking at the apple fall only waiting to see if its ripe enough to eat or not. Never paying attention on the cause of the fall. I am not saying that will be able to change the world by changing your perspective the very next day But I can assure you that you will change your perspective and the world around you WILL change for the better. Look at things with an open mind. An open mind is like a door to a beautiful house where you can invite success as your guest. If the door is closed, success is not the kind of a guest that

knocks. I don't believe in that old saying that opportunity knocks. No...It does not. It just passes your door and goes to the one that is open. By keeping the doors to your mind closed, you are telling success that it is not welcome in your life. Keeping an open mind includes keeping a welcoming attitude towards life and people. Just because you have had a

FAIL because failure is another stepping stone towards success. People who are afraid to Fail are in actuality afraid of success.

few bad experiences in life, it does not justify that you become a closed minded person. Do not care about what the world thinks of you. Literally do not. You are not here to please the world. You are here to become a better person. Every waking hour of your life. Forget about your old beliefs that you were taught that money brings evil and problems. No it does not. Money only brings out the true nature of a human being. If you were a bad person to begin with, money only enhances those bad hidden qualities in you. Do not believe that you need to pull some wrong moves to be successful. Absolute rubbish. You don't. Abandon your old bad beliefs that you accumulated over the years just by the virtue of Power of other People's Suggestion. Create your own beliefs. Make up your mind once you have reached your destination. Do not give up your journey in the middle because somebody else who has given up is telling you that the road to success is full of sorrows. No it is NOT. It is the most pleasurable journey. ENJOY IT!

MIR MOHAMMAD ALI KHAN IS A SEASONED ENTREPRENEUR AND THE YOUNGEST FOUNDER AND CHAIRMAN OF THE FIRST MUSLIM OWNED INVESTMENT BANK ON WALL STREET.

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QC-1 (TPI Technique)	Sunday	Brothers and Sisters	10:00 AM to 12:20 PM	Dr Fahim Hashmi Mrs Anjum Rashid
QC-2 (TPI Technique)	Friday	//	Maghrib to Isha	//
QC-3 (TPI Technique)	Wednesday	//	Maghrib to Isha	//
Tajweed (Basic Course)	Sunday	//	9:00 AM to 9:50 AM	Qari / Qariah
Taleemul Hadith (Arbaliin Nawawi)	Monday	//	Maghrib to Isha	Asst. Prof. Ubaidullah Jamil
Hifz with Tajweed (Juz 30)	Thursday	Sisters Only	10:30 AM to 12 Noon	Qariah Mrs Asifa Tayyab
Duroos Lughatul Arabia Monthly Workshop	Sunday	Brothers and Sisters	6:00 PM to 7:30 PM	Ustadh Shafaullah Malik
	Wednesday	Sisters Only	11:00 AM to 1:00 PM	Guest Speakers
Arts and Craft Course	Saturday	Sisters Only	10:30 AM to 12:30 PM	Mrs Nayab Ali

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DATA IS THE NEW ‘OIL’

AS IT IS THE WORLD’S MOST VALUABLE RESOURCE



Hisham Sarwar

Data is being produced in vast streams on daily basis in today’s digitally transformed and connected world. Increasing at a mind-blowing volume and pace, data has replaced the world’s most valuable resource i.e. oil. This has become a fast-growing industry which has prompted antitrust regulators to step in to restrain those who control its flow. The concerns that were related to oil centuries ago are now being linked to the increasing data. It is because the digital companies such as Google’s parent company Alphabet, Apple, Amazon, Facebook, and Microsoft look unstoppable and are considered as the five most valuable listed firms in the world.

Almost all the revenue growth in digital advertising was related to Google and Facebook last year whereas Amazon captures half of all dollars spent in the U.S. online. This kind of dominance has called for the tech giants to be broken up but it has been argued that their size is not just the crime; the success of tech giants has benefited the consumers worldwide. Also, these firms do not raise the alarm when a standard antitrust test is applied. A lot of the services that are being provided

are free of any cost. The market shares look less worrying when taking account of the offline rivals.

THE ABUNDANCE OF DATA HAS CHANGE THE COMPETITION

Data is available in abundance because of the smartphones and the internet. Every activity creates a trace of its own whether you are going for a run, watching television or even just stuck in the traffic. Once digital devices connect to the internet, more data is created. Whereas the artificial techniques including machine learning, generate more value from the data. The abundance of data has changed the nature of competition, the more users sign up for Facebook, the more attractive the signing up becomes for others. With the collection of data, a firm can improve its products and services more easily. With the availability of data, companies are protected from their rival firms as in the case of tech giants, the surveillance systems can span the entire economy.



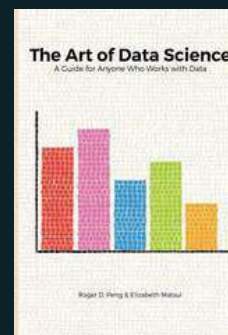
SHARING OF DATA COULD THREATEN THE PRIVACY

The idea of breaking up Google into smaller firms will not stop the network effects as in time; one of them will become dominant again. For this purpose, radical thinking is required. Initially, the antitrust authorities need to move from the industrial era to the 21st century. They need to take into account the extent of firms' data assets while assessing the deal. After that, the grip that the providers of the online services have over data should be relaxed and more control should be given to those who supply them. With transparency, the companies would be forced to reveal to consumers the information they hold and the revenue they make from it.

ebooting antitrust will not be easy because it entails new risks as more sharing of the data can threaten the privacy. If the government doesn't want the economy to be dominated by a few tech giants, then something should be done soon.

A MUST READ!

Written by Roger D. Peng, Elizabeth Matsui, the book describes, simply and in general terms, the process of analyzing data. The authors have extensive experience both managing data analysts and conducting their own data analyses, and have carefully observed what produces coherent results and what fails to produce useful insights into data. This book is a distillation of their experience in a format that is applicable to both practitioners and managers in data science.



7 BASIC STEPS TO FRANCHISE YOUR BUSINESS

Proper business planning can lead to tremendous success while poor planning can prove it as a disaster.

By Taimur Hassan



A franchisor should devise different training programs to equip the franchisees and his/her employees with efficient skills to make this franchising business a complete success. A franchisor is a person who intends to franchise his business by selling out the franchises, while the person who buys these franchises is known as the franchisee. This gives rise to a very sophisticated buyer and

seller relationship and that is why this process needs to be carefully looked upon. Franchising a business is not merely an ordinary buyer/seller transaction. One needs to be more careful about the decision of franchising. It goes without saying that it could be very risky and could cause loss when an adequate and appropriate process is not followed. But this does not mean that many franchising

businesses all over the world have proven to be a great success. One needs to follow the following basic steps in order to reach the most suitable business.

1. BUSINESS EVALUATION AND HAVING A UNIQUE CONCEPT

The person who intends to do a franchising business, needs to carefully evaluate his business status and his

individual standings in order to make a wise decision. Any franchising business with a weak and average concept would fail given the fact that the world has turned into a global village. In order for a franchising business to excel properly, the concept has to be unique, crystal clear and practical enough in order to get handsome profits.

2. FINANCIAL EVALUATION AND PROPER MARKET RESEARCH

One of the most important steps in franchising process involves the financial evaluation. The study of the target market is also extremely crucial. The franchisor must make sure that there is enough target consumers for the products which his franchises will offer. He also needs to make sure that there must not be any saturation of this kind of outlets, which might significantly hamper the profit margins and discourage the targeted franchisees. If there is already greater availability of the products for which the franchise is meant for, then the whole process of franchising was nothing but a disaster. On the other hand, if there are very few consumers in the target market then it also depicts heavy losses and represents the franchising

process as totally flawed. So, the franchisor needs to undergo these steps while starting his own franchising business, otherwise there will be very less likelihood of his profits and success.

3. DEVISING AN OPERATIONS MANUAL FOR THE FRANCHISES

Making of an operations manual is the vital tool which will serve the purpose of satisfying the target person that the organization is fully capable of efficiently dealing with the expansion through franchise. Moreover, it will also provide the details and strategies to serve these purposes. The operations manual seems to be a decisive step, as it ensures quality control and success of franchising business. Most importantly, this manual will serve as a legally binding quality control for all the franchises which will also help in the success of the entire chain of the franchise.

4. ARRANGING TRAINING PROGRAMS FOR THE FRANCHISEES EMPLOYEES

A franchisor should devise different training programs to equip the franchisees and his/her employees with efficient skills to make this franchising business a complete success. Informational sessions, computer-based equipment and training videos have proven to be the effective tools for training purposes.

5. STRATEGY MAKING AND ADEQUATE PLANNING FOR THE FRANCHISING PROCESS

Proper business planning can lead to tremendous success while poor planning can prove it as a disaster. The strategies must be planned wisely and professionally. The

need to develop these two documents, Franchise Agreement Document and Franchise Disclosure Document. These documents should be filed with the appropriate state official authorities. Maintenance of this compliance is also necessary which can be achieved by regularly documenting the compliance

impossible unless they are provided proper marketing plans to assure them that their money is not going to be wasted in any manner. The marketing tools will aid in the sale of franchises. Many techniques can be adopted in order to serve that purpose. The franchising process involves these techniques at its heart



I COULD SEE IT WASN'T GOING TO BE EASY. I COULDN'T GIVE A FRANCHISE TO ANY OLD GREASY SPOON. AND I KNEW THE CHICKEN HAD TO BE COOKED THE WAY I TOLD THEM TO COOK IT IF IT WAS GOING TO BE AS POPULAR AS IT COULD BE. (COLONEL SANDERS)

franchisor needs to be clear of the fact that what does he actually intends from that process and what goals are attached with this business; to what extent the franchising business should expand and in what capacity. He must assess the capabilities of his company before devising any future plans.

6. LEGAL REQUIREMENTS FOR FRANCHISING

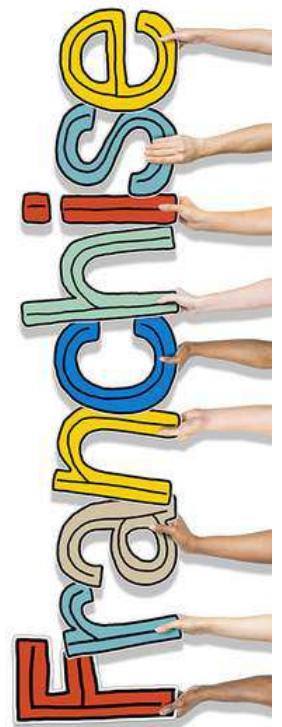
Franchising is after all, a kind of business and to do any sort of business anywhere, the businessman has to be entitled to do so. In case he is not, then no matter how much effort has been put in by the franchisor to devise strategies, it is all in vain. In order to be legally entitled to sell franchises and run a franchising business, one needs to submit certain legal documents to the appropriate state authorities. In order to sell the franchise, a franchisor

with state and federal authorities. The procedure for the requirement of legal documents might vary from state to state and from country to country. Before preparing the legal documents, the franchisor has to make sure that which procedure is actually applicable in that particular area where he intends to do his franchising business. It marks a crucial step, without which the franchising business cannot even start and the franchisor is barred from selling even a single franchise.

7. STATE OF THE ART MARKETING PLANS

The franchising company must have proper and state of the art marketing plans in order to make the franchise a complete success. The franchisor attracts more and more franchisees who are willing to buy his franchises. But this all seems quite

in order to make the franchising business a complete and total success. These techniques involve mailing the targeted franchisees. Another very effective technique is having the brochures distributed at many different events to attract the targeted franchisees. Hence, the main requirement of this business is the selling of franchises, which cannot be done, unless the company has a specific and efficient marketing plan.



These tips are brought to you by Franchise Deal, a leading group of franchise consultants for more than five years. For more advice, contact **Startup Insider**.



11.

STYLO

Stylo offers a wide range of ladies shoes and fashion accessories.

12.

UTILITY STORE

Grocery items, daily life products, super store chain owned by Government of Pakistan.

13.

SHIFA LABS

Laboratory collection points of Shifa International hospitals.

14.

STONEAGE

Clothing brand looking for entrepreneurs.

15.

PIZZA ORIGINALE

Thin crust pizza brand

16.

EXPLOREVILLE

Whole Child Education approach system

17.

CITY PLUS PHARMACY

Complete medicine and super store

18.

IIUI SCHOOLS

International Islamic University Islamabad's school system

19.

MANOLO GELATO

Scandinavian brand which offers real fruits Gelato

20.

BATA

Shoe company

22.

BUBBLE GUMMERS

Shoe brand for primary school kids.

23.

THE SPIRIT SCHOOL

Primary school system.

21.

ASPIRE COLLEGES

Fastest expanding educational network in Pakistan

Disclaimer: All the above and upcoming franchises are not ranked. It is just a study to determine how many franchising brands exist in Pakistan.

THE KING MAKER

Working with a mentor can be an invaluable experience for both parties!

By Nabeel A. Qadeer



Chaudhry Abdul Rehman is a PhD in HRM from Middlesex University, he came to Pakistan with an agenda to bring entrepreneurial revolution amongst students.

I was filling in for my boss at an entrepreneurial event at Superior University back in 2016, when a man came and sat next to me, put his hand on my leg and said “So you are struggling with your idea of a startup reality show. I’ve heard you’ve been rejected by many TV Channels.” Like any other person would have reacted to this, I too asked: “May I know, who you are Sir?” And to my surprise he tells me that he is the Chairman of Nai Baat Media Network / Superior Group. That’s how I remember

meeting Chaudhry Abdul Rehman for the very first time.

As they say, all you need is only one believer to bring your idea to reality and that day I found my believer. It’s true, I struggled with my idea and got rejected by top TV Channels because they didn’t buy into the idea of a TV show that will highlight the true heroes of Pakistan. They’d rather sell music, drama and politics in the quest for TRPs, instead of highlighting the positive image of Pakistan by

showcasing the work of our entrepreneurs.

However, I saw my chance of bringing a change in how media was run when Chaudhry Abdul Rehman offered to broadcast this TV show on his channel NEO Network. That’s how the journey of Idea Croron Ka began along with my relationship with Ch. Abdul Rehman. The more I interacted with him, the more I realized how much my vision for Pakistan was aligned with his. With a PhD in HRM from Middlesex University, he came to Pakistan with an agenda to bring entrepreneurial revolution amongst students. What started with a tuition center has now expanded to a University (2 campuses in Lahore), about 200+ Schools, 250+ Colleges all over Punjab and that too in just about 18 years with one vision, to make an economically superior Pakistan. That’s not it, he has 16 other companies including a software house, a media house with two TV channels, a newspaper and a radio channel and much more, all contributing to his vision.

There is a lot that we can learn from him as an entrepreneur. When he believes in something, he puts in every ounce of his effort to make it happen. Here I will reveal something that most people don’t know. His passion for entrepreneurship is such that he decided to put in his personal money to run Idea

Croron Ka. He genuinely believed, that this show shall bring a positive change in media and will give a direction to our youth. When I left PITB and joined the Superior Group as Chief Innovation Officer, most people asked me why I would join the Superior Group of all the choices & offers that I had. It was mainly because of my relationship with Ch. Abdul Rehman and the vision we shared for Pakistan. We both strongly believe Pakistan needs Innovation and Entrepreneurship at every step of the way. I have been working with him closely for over a year now and has observed him in different settings. Some of his traits make him the effective entrepreneur he is; something many other aspiring entrepreneurs can seek inspiration from:

A TEACHER

This man is the brightest and the most energetic in front of his students. He once mentioned if given a chance, he’d leave all his entrepreneurial ventures and just be a teacher. That’s how much he believes in the youth of this country and want to give them a direction. His modern teaching pedagogies have made him the favourite teacher amongst his students. So a tip for young aspiring entrepreneurs, never keep your learnings to yourself. Always share your

knowledge with others and give back to the community.

A LEADER

His family (as he likes to call his employees) has worked with him ever since the beginning. With his entrepreneurial ventures, he has created numerous jobs and has made lives & careers of many. He strongly believes in giving opportunity and encourages intrapreneurship. All you have to do is come up with an idea, make a plan around it, discuss and just go ahead and execute it. Ch. Abdul Rehman, becomes your backbone and brings everything to the table that can help you make it a success.

A LEARNER

Every now and then he travels abroad to attend workshops, conferences and symposiums to gain more knowledge and come back and replicate his learnings across his entrepreneurial ventures. His quest to learn more keeps him on his toes and he expects the same from his employees too.

He is a serial entrepreneur in its truest form and has the passion to instill the same in his students, employees & partners. He has made entrepreneurship compulsory in every discipline being taught at university and strongly believes in making job creators as opposed to job seekers. It's people like him, we need, who share the pain and stand up for their country. This piece is a humble dedication to this extraordinary human being that the world knows as Ch. Abdul Rehman. Every time we

sit and chat, his advice circles around how one's passion & determination can help overcome any obstacles. His journey was not a smooth one. He faced a lot of problems along the way, but perseverance and hard work kept him going. Today, he is more concerned about making careers of others as opposed to his own, making him a genuine king maker. His favorite quote is "a man gets what he strives for" which he continues to prove every single day. Pakistan needs more people like him.



Nabeel A. Qadeer

With the vision to make entrepreneurship a household affair, we started 'Idea Croron Ka' in 2017 which bridges the gap between investors and startups.

In the last three seasons of *Idea Croron Ka* Rs. 400 Million were committed to startups and 22 investors were featured on the show. More to follow soon. Keep following *Idea Croron Ka*!

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STARTUP PUDDING

THE NATION HAS NOT SEEN ANY
REMARKABLE RESULTS SO FAR!



By Ahsen Mirza

The nation has to revisit the research, innovation, commercialization and entrepreneurship strategy in order to co-create a sustainable and scalable environment for startups, business incubators, researchers and industrialists. A much-needed right path should be paved for product/service development and commercialization.

A recent study shows that more than 90% of the startups fail, so there must be one big common failure factor among all of them. Providing abundant amount of funds and a lavish work environment just on the basis of an idea spoils both the dream and the dreamer.

The direct and indirect beneficiaries enjoy the ride until the funds are depleted. The former then seek a new venture or a job for survival and later are reloaded by funding agencies for the next round. Thus, a huge amount of tax payers' money flows down the drain in the name of fancy terminologies. Startups from such an environment put a dent of millions of Rupees on national economy. The nation has not seen any remarkable results regardless of spending hundreds of millions of rupees so far and hopes alone prevail. A few exceptions deserve appreciation!

A major strategic revamp is inevitable for sustainability, growth and development of the nation.

Entrepreneurs need to realize their own potential. Looking at the others for help may cause one overlook all the blessings and resources that Allah (SWT) has

granted to oneself. According to the Effectuation theory the journey of entrepreneurship must start with the "Bird in hand". Once all the birds in hand are explored then it would be fine to look for external resources as well. Relying only on external resources tends to cripple and sabotage the startup ventures. The nation needs to aim at tangible goals rather than the imaginary and cheap ones. Academicians and researchers must utilize their potentials and resources to launch a startup every other year.

Allah (SWT) has blessed this nation with agriculture land, four seasons, cattle and water; these are nation's bird in hand! Our research and development must largely be focused on agriculture, textile and dairy products may it be through IT, engineering or management. If small countries like Holland and Denmark can boost their economies by selling dairy product to the world why can't we? A "Can do" attitude with available resources can pave the way for potential entrepreneurs and all the stakeholders.

A major brain drain for last many decades has left the nation in limbo. Our researchers and academicians are busy in publishing their extensive and expensive work in exchange of impact factors. Whereas, the smart ones commercialize these research works in line with industry and sell to the world in exchange of huge tangible benefits. A person gets what he or she strives for! Let's quit the number game!



By Usama Mansoor

INTERNATIONAL ISLAMIC UNIVERSITY ISLAMABAD LAUNCHES BIC

International Islamic University is a globally recognized and prestigious institute with over 30000 students from national and international backgrounds enrolled.

On 6th February 2019 this vision was incorporated at the Inauguration Ceremony of Al-Farabi Research Complex that comprises of three Centers, the Centre for Advance Electronics and Photovoltaic Engineering, Sulaiman Bin Abdullah Aba Al-Khail Centre for Interdisciplinary Research in Basic Sciences, and the newly built Business Incubation Centre. The ceremony was marked by the presence of the chief guest; The Federal Minister for Education, Mr. Shafqat Mahmood, who was

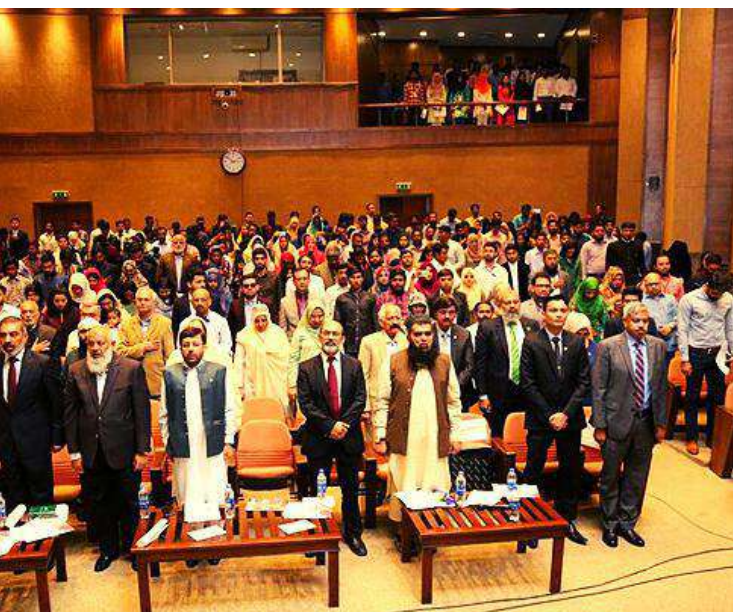
impressed with the university's vision and focus of youth development and stated that this vision was in line with the Government's prime focus to utilise the energies of youth and provide them with the skills required by the industry.

The development of the IIUI-BIC is an extremely positive long term objective initiated by the university with the support of HEC and Government that will provide students with a platform to excel in innovation and become problem solvers and job creators. This will increase coherence and diversity and form the basis for knowledge based economic growth of the country.

LEADERS SUMMIT IN ISLAMABAD



Leaders in Islamabad Summit was held on 13 & 14 March in Islamabad. The conference featured top business leaders, strategists, futurists, innovators, ministers and top academicians of Pakistan.



NATIONALISM AND PAKISTANIAT CONFERENCE

On March 14, 2019, IBA, Karachi in collaboration with Pakistan Institute for Conflict and Security Studies (PICSS) organized a conference on Nationalism & Pakistaniat. Chief guest of the event was Chairman Joint Chiefs of Staff Committee (CJCSC) General Zubair Mehmood Hayat Nishan-e-Imtiaz (Military), and other prominent guests included Provincial Minister of Sindh M. Taimur Talpur, former Information Minister and Senator Javed Jabbar, DG PICSS Major General (R) Saad Khattak, Vice Admiral (R) Arifullah Hussaini, Advocate (R) Azad Bin Haider, Talat Hussain, Acting Executive Director IBA Dr. Saeed Ghani, Associate Dean Dr. Huma Baqai, and Program Director IBA-Aman CED Dr. Shahid Qureshi.

WAJOOD-E-ZUN



In honor of International Women's Day, Plan9 in collaboration with PlanX and E-Rozgaar Program organized an event on March 10 at Arfa Kareem Technology Park, Punjab Information Technology Board Lahore.



DIGITAL ADVOCACY SEMINAR

NIC Peshawar hosted the Provincial Advocacy Seminar for SMEs (PASS), organized by Shaoor Foundation for Education and Awareness. The seminar was a part of their project Capacity Enhancement Leadership and Linkages (CELL) Development Program supported by US Embassy.

NIC ISLAMABAD WELCOMES ITS 5TH COHORT



On March 1st National Incubation Center Islamabad organized the orientation day for its new batch. During the session, the startups got the opportunity to tour the facility and network with the existing entrepreneurs and startups.



ROY CLUNIE AT NATIONAL INCUBATION CENTER QUETTA

Roy Clunie from Social Enterprise Academy Scotland, was at NIC Quetta to deliver a talk to young startups.

It was an interactive session hosted by NIC Quetta. Clunie's gathering with budding startups was an amazing interactive and discussion session where young entrepreneurs shared their entrepreneurial journeys. Clunie shared his life experience in field of enterprise and startup development. He shared that the entrepreneurs driving startups at NIC are big thinkers, fueled by passion & an unbound zeal to create, innovate & experiment.



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