

PERSONAL GROWTH ISSUE

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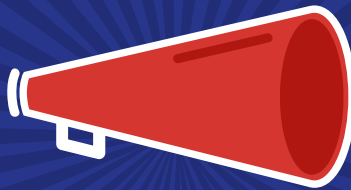
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PERSONAL GROWTH MAKES YOUR BUSINESS STRONGER

By Zain Ali

Learning and personal growth is a life long process and never ends. It's sad when an entrepreneur feels they've "arrived" and don't continue growing in their personal life and business. I have never met any successful human being who disagrees with it. The more you develop yourself the more you start achieving in life. Many people underachieve in their careers because they do not realize the areas of personal development that can help achieve mastery in any field. If you want to get the most out of your business, make sure you're maximizing your own potential first. If your goals are clear and backed by a plan then you will see improvement in your personal development.

Brian Tracy said, "Personal development is a major time-saver. The better you become, the less time it takes you to achieve your goals."

To be well rounded, find some time to invest in yourself. We can all benefit from practicing daily personal development. The rewards are huge for those who invest the time to grow mentally.

Editor, Startup Insider
zain@startupinsider.info

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



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BEFORE THE PROPHETHOOD

HE (PBUH) WAS PERSONALLY DEVELOPING HIMSELF!



Prophet Muhammad (Peace be upon Him) did not started his mission until he was forty. From childhood to Prophethood, he established himself as a credible person in the society. Islamic Community Center's research is worth publishing here. "History records his moral commitment, fairness, trustworthiness, honesty, truthfulness, and integrity. He did not lie, an assertion proven by the fact that not even his worst

“Prophet Muhammad's enemies never accused him of lying or cheating either before or after his Prophethood. ”

enemies ever called him a liar. He always talked politely and never used abusive language. His charming personality and excellent manners captivated the hearts of those who met him. He always followed the principles of justice,

altruism, and fair play with others, and never deceived anyone or broke his promise. He was born and raised among people who regarded drunkenness and gambling as virtues, he never drank alcohol or gambled. Surrounded by heartless people, his own heart overflowed with the milk of human kindness. He helped orphans, widows, and the poor, and was hospitable to travelers.

Those who had business dealings with him had full confidence in his integrity. Everyone called him al-Amin (the Truthful and the Trustworthy). He was the embodiment of modesty in a society that was immodest to the core. Once while the Quraysh were repairing the Ka'ba, a question of individual and clan honor arose over who would reinsert the sacred Black Stone. To prevent violence, they all agreed to let Muhammad decide. He asked them to bring a piece of cloth, which he then spread on the ground. Placing the Black Stone on it, he told each chief to



raise his corner. When the Black Stone was raised to the required height, he set it in its place. Before his Prophethood, Prophet Muhammad, upon him be peace and blessings, was engaged in trade and commerce for years, but never entered into a dishonest transaction. Even his enemies left their precious belongings with him for safe custody, and he scrupulously fulfilled their trust. Until he was forty, no one had ever heard Muhammad, upon him be peace and blessing, give an eloquent speech, talk on religious or metaphysical issues, formulate laws, or handle a sword. Toward his fortieth year, he began retreating to the Hira cave. One day he emerged with a new, wholly authentic message to heal humanity's wounds, and challenged all literary geniuses to produce something like it. Prophet Muhammad's enemies never accused him of lying or cheating either before or after his Prophethood. To prevent Islam's spread, they labeled him a poet, a

sorcerer, a magician, or a lunatic. Sometimes they attempted to justify their rejection by such false pretexts as: "If only this Qur'an had been sent down to one of the great men of the two cities (Makka and Ta'if)," but never dared to accuse him of lying, deception, or any immorality."

As human beings, we are in a constant state of personal evolution. Business, relationships, responsibilities bring with them unique sets of joys, fears, and challenges. How we deal with all of it will determine the type of person each one of us becomes. The ability to step back and examine situations from the outside, is an essential process for personal development. The truly successful people in this world understand that personal development is a mandatory part of the success equation. If the best of the best Prophet needed character and integrity before starting the mission then what about you and me?

SAILING THROUGH THE ROUGH & TOUGH PAKISTANI BUSINESS ENVIRONMENT



Wahaj us Siraj is CEO and co-founder of Nayatel which has installed Pakistan's first fiber to the home (FTTH) network in Islamabad, Rawalpindi, Faisalabad and Peshawar to provide broadband, HD TV and phone services to business and home users. Earlier, Wahaj co-founded Micronet Broadband, the first one to launch broadband DSL services in Pakistan in 2002. Wahaj has vast experience in Internet and telecom and also worked with the Government of Pakistan for 14 years before switching his career as entrepreneur. Wahaj also serves on board of directors of some leading Government organisations and universities and is often invited to speak on entrepreneurship and self development.

People often ask a question, "Why don't you move to US or Europe and earn and grow much more than you're doing here?" I tell them that this is a choice available with every professional. There's a price of living and settling in West and there is a price of living and doing a business in Pakistan. Life in developed part of the world is smooth, better quality and more rewarding financially. Life in this land of pure, Pakistan, is rough and tough but is more rewarding, may not be in

dollar terms, but definitely more in social and contributory terms. Whatever we do in our country, is directly contributing to our own economy and society.

How to sail through this rough and tough environment? There are many entrepreneurs and businessmen who openly admit of getting their right and wrong things done by greasing the palm of government officials. That path is easy. If you adopt that path, then there are no problems. Money buys loyalty of majority of decision makers in this country and if you have the skills, you can go from rags to riches in a short period of time. But this is a short term success. If you want to build long term success for your children and grandchildren, then this is not the right path. You have to adopt the other path – the right path – which is rough and tough and that's doing the "right" things only. This means that you would get a lot of troubles, from regulators, from government authorities whether in tax, labour department, utilities and so on. Since money buys justice as well, you would be threatened by the competitors who are large and have more muscle power than you. To succeed in such a hostile environment and without using "under the table" tactics,

you need to be strong. How can you get strong without being rich? You need to be strongly linked in the society and build friendships based on sincerity and trust.

If you're an aloof and selfish person, then you cannot succeed here. It's better to migrate; otherwise you would crib all the time. That's why I always suggest to young entrepreneurs to team up with one or two like-minded friends and start a venture. A single person would soon be bogged down by troubles. If you're in a team that is built on long lasting trust, team members will boost your moral when you are down and you will succeed. Foremost reason of our success is that we three friends, co-founders, started our venture about 16 years back and we are still together. Make friends in the community and society. Help others, do community and social work in any area that you like and when time comes, people will gather to support and help you. Join a community organization or even a good political party. That builds good and long lasting friendships and expands your social circle. You should target to make at least ten friends on whom you can bank in turbulent times. A simple test is that if you encounter an accident at 2:00 a.m. and call your friends for help, ten friends should be able to reach the site of accident on an hour's notice. If you pass that test, you're poised for success.

Team up with positive people and don't waste time with negative people



spreading pessimism and complaining all the time. Complainers never get to the top and they suck your energy. Once you're in a good team, then second step is "work, work and work", golden words of great Quaid. Hard work beats talent when talent doesn't work hard. You can beat many talented people with your hard work. As an entrepreneur, you should be first man in and last man out from workplace. It would take you at least ten years of hard and smart work, honesty and resilience to build a business and brand on which your customers would trust, but the rewards would be enormous and greatly benefiting. Ten years are not long enough in a working life of almost half a century given the fact that life expectancy in Pakistan is increasing every year.

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”

CHANGING THE BUSINESS IDEAS

By Sufyan Rasool

Bilal Awan did his mechanical engineering from GIKI in 1999 and was running an industrial waste management business, Petro Waste Busters since 2000. He had to travel a lot, so whenever his friends used to come to Islamabad, the idea of eating out used to bore them as there were no cafe's/restaurants except Pappasallis and Hotspot at that time. It was a window of opportunity for Bilal and in 2003, he decided to pursue his career in the café/restaurant business.

His idea was to open up an ice cream café in Islamabad. In October 2005, this idea became "Gelato Affair"; the trendiest café of its time. Gelato Affairs was the first international ice cream chain that was introduced in Pakistan. Bilal is known as pioneer of franchise business in Pakistan.

During the operations of Gelato Affairs, Bilal realized that his parents always found the outlet for youngsters only and were not regular visitors of the outlet. During the basic research about the people eating out, he came to this observation that all restaurants cater to youngsters or middle age group and there is no restaurant which is made for senior citizens. Bringing back the sixties for the

senior citizen was the core theme, as sixties was the youth of the seniors today. It was named 1969 so it can cover the whole decade of sixties and can bring the nostalgia of the golden era of our history. It turned out to be a very patriotic feeling for him during the research work of its designing as he realized how modern and progressive our beloved country was in sixties, as evident from the fashion, pop culture and industries of that era.

1969 is a unique themed-based restaurant that aspires to relive the golden 60's of Pakistan. This upbeat and colorful restaurant appeals to guests of all ages and offers an exciting Pakistani & Continental dining experience. The idea of making a sixties theme restaurant was to bring back the green revolution and to project the softer image of Pakistan.

The ambiance, atmosphere and mood of the restaurant has been designed to create an exciting experience from the 60's, surrounded by lush greenery, well maintained lawns and fresh air with sense of calmness. 1969 is the only theme restaurant depicting the golden era of Pakistan which also incorporates beauty, serenity and traditional hospitality.



The concept and interior decor are credited to the efforts of the young owners who put in their personal love and attention into the detailing of 60's design and bringing with it the old cultural feel. It is a privilege and pleasure for Bilal to have guests over the age of 40 come to eat and feel comfortable in his unique atmosphere. However, anyone who loves nature, good food and who can appreciate a down-to-earth staff will enjoy dining at 1969.

Guiding the youngsters who would like to open up a restaurant of their own someday, Bilal's advice is to be original and unique. Being successful often means learning from those who have already achieved their goals. But don't copy anyone else idea and have faith in your startup and work hard.

”

Bilal's secret to keep customers coming in, is his firm belief in the popular saying "the customer is always right".

“

BEATING THE ODDS

How you confront obstacles determines how your story ends!

By Usama Zaheer



for their poverty. It is then he decided that he would take himself & his family out of this poverty; against all odds he decided to work and started doing odd jobs on daily wages, like being shopkeeper, weaver, janitor and even truck loader.

On your journey of hard work, you always bump into some good people who came into your life to show you the right direction so as in Kanwal's life. As Kanwal has never compromise on his studies, so he was always better equipped as compare to his fellow workers. Seeing his potential & dedication, one of the employees of the factory where Kanwal use to unload the truck referred him for a 9 – 5 desk job of computer operator, he has now begun to see the light at the end of tunnel. He studies in day and works late in night; 13 years old scared teenage Kanwal walks all the way home from his office in pitch dark where he jumps even on the sound of wind. But his inside fire of becoming something great & respectful kept him going on even in the coldest nights of Sukkur.

He took advantage of the opportunity he has been given and along with his regular office task he started to dig into computers and learn software development on his own, this is when Google was not even born and internet was considered a luxury. With the most demanded skills set in his hand, Kanwal never look back

again and keeps thriving. His love for computers and everything IT took him across Pakistan and in just few years he was able to earn a fortune to give his family a fresh start.

But this all is just the beginning of his life's new chapter as he then decided to become an entrepreneur and create something that no one has ever thought of. Being a rule breaker and risk taker all his life, his entrepreneurial journey was not even near to easy, it was rough and ever depressing. He faced rejections, favoritism, nepotism and unnecessary barriers, this time he was at the end of tunnel but the scorching heat of the light burned him down. Utterly broke and lost, he builds a mobile application called Disrupt Pakistan and rebuilds himself from the ashes. His revolutionary mobile application rocks the entire country as he has digitized the overall entrepreneurial ecosystem into one big digital platform.

Disrupt Pakistan intends to keep Pakistan tech eco-system intact. Here users can have this simple user friendly mobile application for various reasons, i.e. to be updates, resources, leverage the available strength, collaborate, create partnership, learn, train, get opportunities and many more. It is simple plug & play app, that gives you instant access to what is happening around in tech scene. Disrupt connects long



Kanwal Masroor is actively involved in developmental programs for students and budding entrepreneurs; for which he casually provides his mentoring & training services at different occasion.

We all have grown up listening to fairy tales of utter joy and success where people end up becoming prince or princess of splendid fame & fortune with a stroke of luck. Well the real world is not really a fairy tale despite its ruthless and dry; people here, write their own destiny with hard work and persistence, rebuilding themselves multiple times from scratch, instead of waiting for a fairy God Mother or Hero to rescue.

Kanwal Masroor is one of such stories; a real human tale of absolute passion and determination. At the tender

age of seven when majority of us were worrying about our birthday presents. His life took an unexpected turn when his parent separated and he moved to Sukkur from Karachi with his mother, who had no clue that how she was going to raise her kids. Education was always his first priority so he got admitted at a madarrsah for needy students in order to complete his secondary education. Circumstances keep getting worse as his relative strongly forbids his mother or him to go out for work, due to the fear that people will judge them

lost fellows which is masses & technology via user friendly interface and reactive approach. With its outstanding features Disrupt is filling up major industrial gaps in Pakistan and is now Pakistan's most popular mobile application.

Kanwal is a personality of utmost dedication and robust vision. He is a blend of extempore professional experience and hands-on market knowledge; topped with exemplary leadership skills. In addition to his inspiring story of hardships and persistence, Kanwal also has a bright side where he has given two (2) decades of his services in the field of Information Technology of Pakistan bringing the best practices and in cooperating diversified solution Mostly being a multidisciplinary leader; wearing different hats at times. He has been a leading internet marketer for straight two (2) years in Pakistan where he worked with 380 organizations.

He's also the founder & CEO of TECH Pakistan a technology association that aims to become Pakistan's largest with a mission to add value and fill the gaps in industry of Information Technology. The vision behind the organization is to unite all kinds of technology scenes happening in the country in order to explore existing opportunities and new possibilities ultimately strengthening the industry as whole. Under the platform of TECH Pakistan, Kanwal is working extensively for the betterment of community by harnessing the potential of technology and significantly he's half way through in his mission. TECH Pakistan is now linked with global platform of Silicon Valley and form successful collaboration

with Govt. of Pakistan. Under his leadership TECH Pakistan has now become the largest technology forum and develop investor's network. Knowing the fact that how hard it is to take the first step and stay motivated on the path, Kanwal proactively work towards developing the youth of Pakistan through mentoring and trainings. Kanwal has impacted the lives of thousands of youth in Pakistan and continue to do so in upcoming years.

People like Kanwal let us believe in the fact that one can build himself from scratch no matter how dark or burning the times would be, if you keep trying even the failure has to kneel before you.

Inspiration

Kanwal Masroor is one of such stories; a real human tale of absolute passion and determination. At the tender age of seven when majority of us were worrying about our birthday presents. His life took an unexpected turn when his parent separated and he moved to Sukkur from Karachi with his mother, who had no clue that how she was going to raise her kids.

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**IT DOES NOT
MATTER HOW
SLOW YOU GO**

SO LONG AS YOU DON'T STOP

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FOCUS ON THE PROBLEM

A key message for young startup founders!



Luck is what happens when preparation meets opportunity. It is better to be lucky. But you would rather be exact. Then when luck comes you are ready.

Customers are not interested in your idea, they're interested in their problem.

One of the biggest mistakes entrepreneurs make is focusing too much on their products. It's not about the idea or the product, it's about the problem.

Entrepreneurs who focus on a problem that needs a solution, instead of a product, often have more of an advantage. Before pitching companies your product ask them to meet and discuss a problem.

People are usually generous with their time because they get flattered

that you are asking for their views as opposed for their money.

By asking questions and really focusing on the problem, you will be able to create a body of notes that will later lead to the development of your product strategy, pricing model and functionality.

Solve one problem and master it. Don't chase the money, it will follow you.

That's your next big idea. Best of Luck and Never Give Up !

FARHAN MASOOD IS
COFOUNDER AND CTO
SOLOINSIGHT, THE COMPANY
BASED IN USA



Courtesy: BeingGuru

7 AMAZING DIGITAL MARKETING TIPS

In the 21st century, the rise of the internet and the proliferation of the digital as a media format, have brought some profound and unexpected effects. There have been observed some major consequences when it comes to going digital in marketing. Due to the properties of digital media including accurate metrics combined with interactivity, have created whole new marketing opportunities. But, digital marketing is drastically going to change in 2019 and the changes will not be liked by most of the people. The most important reason that the digital marketing is changing is because of the adoption of latest technologies. But the saturation of web is also a reason for the changes because there is one website for every four individuals in this world.

SEO WILL MOVE TO VOICE SEARCH

Voice search was used by two out of every five adults in 2019 once per day. It has been predicted that by 2020, 50% of the searches will be done through voice search and it won't be just people speaking into their microphones. Also, around 30% of the web

browsing would take place on a device with a screen. This means that Google Home or Alexa will be used for search purposes rather than searching on Google using smart phones or computers.

ALGORITHM UPDATES WILL BE MORE COMPLEX

In 2018, there had been twelve updates but as compared to previous updates, this number was higher. There were 13 updates in 2017 and 11 in 2016. By combining the confirmed updates, you will understand that Google has been averaging 2 updates. As the technology is evolving fast, the algorithms are becoming more complex and harder. In spite of all the evolution in bots, big site's web linking to your website still matters the most.

BUILDING A COMPANY OFF ONE CHANNEL

When Dropbox initially appeared, it tried to acquire users through Google AdWords that ranged from \$200 to \$300. This cost Dropbox \$60 and it raised its growth hacking. It provided users with more space when you invited more users. But nowadays, this cannot happen

as people usually ignore the invites. Not you have to leverage all channels from content marketing to paid ads to social media marketing. Now, you have to adopt an omnichannel approach (cross-channel content strategy that organizations use to improve their user experience).

BLOGGING WON'T REMAIN AS STRONG

With the passage of time, Google will have no shortage of content. Everyone producing high-quality articles, Google would rank them due to one simple fact i.e. they lacked content in their index. This indicates that Google will be ranking the content that isn't regurgitated. The websites following the same content/news won't get high rating. Instead, blog with a unique content that is first of its kind will get more preference in Google. So those blogs with unique content, never seen before will be Google friendly.

NEW SEARCH ENGINES AND NEW SEARCH TYPES

You just don't have to just focus your efforts on Google; instead, you must pay

attention to less-saturated forms of content such as video and audio while optimizing for less common search engines such as YouTube and iTunes.

BUDGETS WILL SHIFT

In 2017, Facebook crossed a point where they had more advertisers than inventories in the month of June/July at least in the US. This trend grew into other countries which means that the Facebook Ad costs increased drastically. Companies spent majority of their budget on Google AdWords and Facebook Ads. In 2019, you need to start running A/B tests whether you use crazy

MARKETING FUNNELS

In your professional life, you may have heard about the marketing funnels but never have used them. Funnel isn't something as simple as an email sequence. With ads getting more expensive, you will find yourself running more of A/B tests. You will have to upsell or down sell your visitors and the best way to generate revenue would be to get more money out of the existing customers then lead capturing will work best.

PRODUCTIVITY

FOUR SELF-HELP TIPS

THAT MAY ACTUALLY BE HURTING YOU!



By Saima Ikram

Everyone wants to be successful but some things such as tyrannical bosses, stapler-stealing co-workers, and every person trying to be the CEO keeps bringing you down. In an effort to balance the scales by following the advice of self-help books or motivational guides, you try most of the things that hurt your career. These are the self-help tips that actually mess you up and bring more damage to you professionally.

Following are the few so-called smart moves that can bring damage to you easily.

Arriving too early or staying till late:

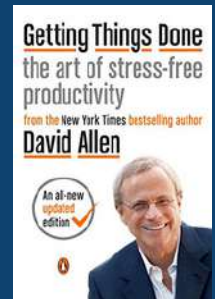
Usually, the companies or organizations have working hours that begins from 9 o'clock in the morning to 5 o'clock in the evening. But being at your desk before and after this time makes you look a little bit crazy. When you are working with the cleaning squad around you then it shows that you have extremely poor management skills because of which you are unable to do your work. It makes your managers think that you are unable to handle the given tasks and are not being productive for the company in any way.

Saying yes to unappealing assignments:

You may think it is very smart to say yes for taking notes for your boss during a meeting or agree to tackle a thankless data

A MUST READ!

This book is really a gem of all in the field of personal organization and business success. David Allen shares the breakthrough methods for stress-free performance that he has introduced to tens of thousands of people across the world. The great thing about this book is it feels less like theory and more like practice. In *Getting Things Done* Allen shows how to plan projects, reassess goals and stay focused in changing situations.



entry projects. But this is something that decreases the value of your time in the eyes of other people. You should be managing your own time and deciding the tasks which you think will help you in your professional career. Therefore, before agreeing to do something, carefully look at the projects and choose the ones you think are worth your time and effort.

You are hyper-focused at work:

Maybe you consider someone as the smartest who skips the water cooler small talk and eat at desk while completing your work. This habit of yours will make you fall miserably at the social aspect of your job no matter how stellar your output is. Don't stay hyper-focused at your work and enjoy the small moments in the office that bring joy to your life.

Giving up:

Normally you are given the advice to own up the mistakes when you fail and present a plan to fix your problems. But sometimes, it just feels like throwing good energy after the bad one especially when you refuse to give up on idea that isn't working. Sometimes knowing not to salvage is smarter than trying to make lemonades out of the lemons you have been given.

READING LIST

➔ Option B: Facing Adversity, Building Resilience, and Finding Joy



By Sheryl Sandberg and Adam Grant

As the Amazon best book of April 2017 and a No. 1 New York Times bestseller, this book is by the Facebook COO and best-selling author of "Lean In." A powerful, inspiring, and practical book about building resilience and moving forward after life's inevitable setbacks.

.....

➔ Peak Performance: Elevate Your Game, Avoid Burnout, and Thrive with the New Science of Success



By Brad Stulberg and Steve Magness

An essential workbook for success, happiness, and getting the most out of ourselves. Peak Performance uncovers the secrets of success, and coaches readers on how to use them. The authors use their experience in health, the outdoors, and athletic coaching and performance regimens to present an interesting perspective on dealing with burnout, offering tips on how to focus on productivity, happiness, and success for the rest of your life through physical and mental exercises.

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THE GOAL POST OF YOUR LIFE

By Qaiser Abbas

Have you ever played football without having goalposts? During a training course, I once got the senior executives of a bank to try the experience of playing football without goalposts. What happened? After a few minutes they were all confused, exhausted and drained. There was a lot of activity but zero productivity. They had no strategy, no plans, no coordination and no enthusiasm at any point in the game. Eventually, they lost interest and decided to call it quits. This is exactly what happens when we live a life without clear-cut goals. We end up feeling tired and drained but achieve no significant success. Eventually, we lose our enthusiasm to carry on and call the game of life off. The key to success and prosperity is having clear-cut, plain and unambiguous goals. I suggest you re-look at all the major areas of your life and set goals. Below is a guideline for goal setting:

FINANCIAL:

There is nothing bad about wanting more money. Money can help you attain heights that you never could accomplish without it. Set a goal to become a millionaire. About 8 years ago, when my monthly income was a mere Rs. 1800, I decided to aim for 10 times more than that. Guess what? Now (and this is not to impress you) my training fee for a single day is approximately 100 times more than I was making in the entire month – and the credit goes to the Tick Tick Dollar™ philosophy. How much do you want to earn by a certain age? What is holding you back?

CAREER:

In order to support your financial goals, you need to have clear-cut career goals. What level do you want to attain in your career? What will your career aspirations ultimately lead you to?

EDUCATION:

You will probably agree with me that elevating your career to new

heights is possible only with the right skill set and education. Do you need to acquire a new degree? Is there any knowledge in particular you need to acquire? What expertise and skills will you need to achieve your goals? What books do you need to read? What self-development program do you need to take? Remember, what goes in comes out. I read a beautiful thought somewhere a few years ago that deeply impacted my personal development initiatives and philosophy: 'Put better ideas in your mind, and your mind will give you better performance.'

PHYSICAL:

Don't you need excellent health and fitness to achieve your educational, financial and career goals? What goals will help to ensure a sustained level of energy and vitality? Are there any athletic feats you want to achieve, or do you simply want to enjoy good health well into old age? What steps can you take to achieve perfect physical health and fitness?

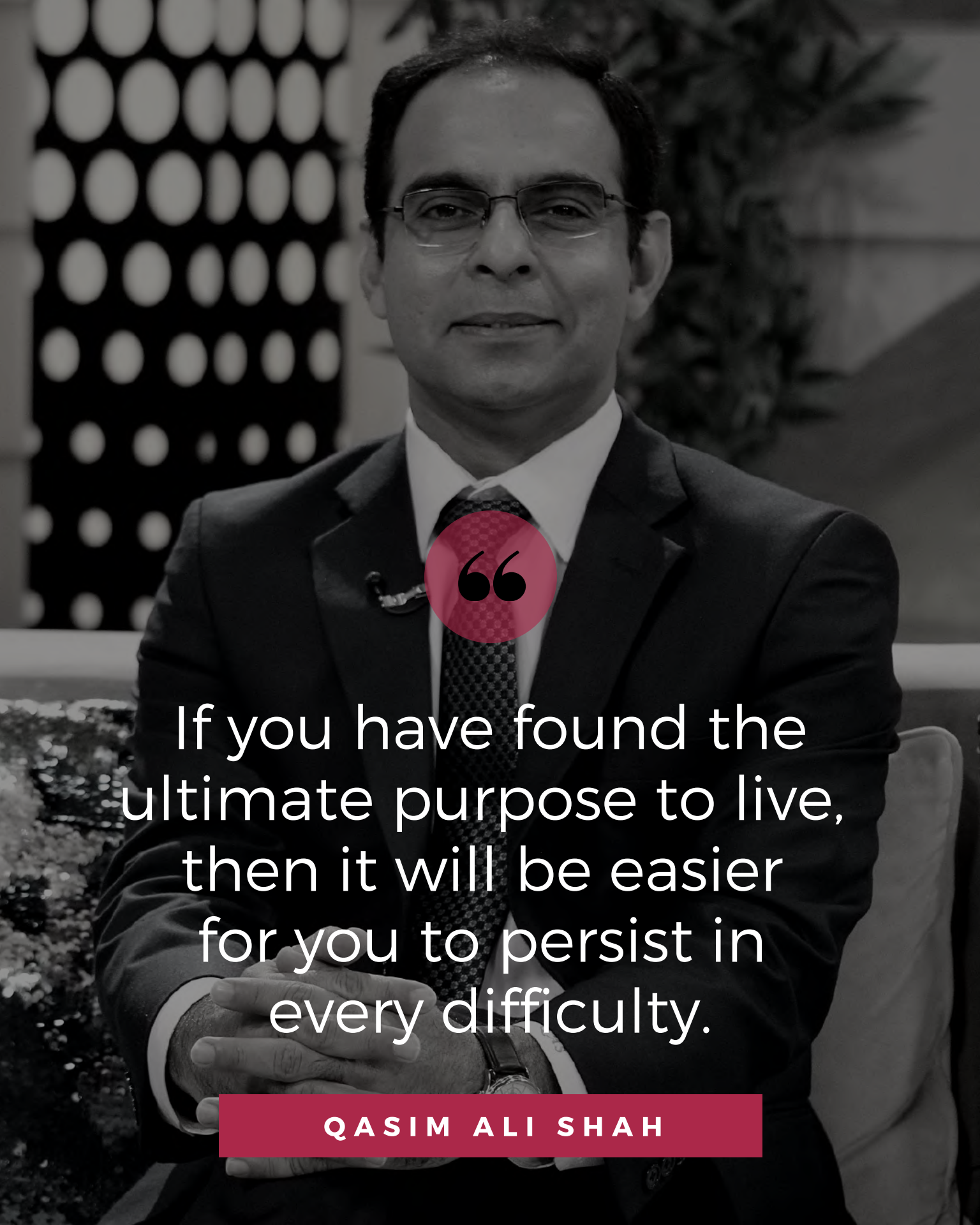
to be continued...



In this issue we have the pleasure of interviewing Qasim Ali Shah, a renowned trainer and personal development coach. In the interview, Qasim comments on what he believes are the keys to being a successful entrepreneur, trends in personal growth today, information on what personal development methods have the best ROI for entrepreneurs and tips on developing daily life habits. In this interview, Qasim outlines what he has found in his research and personal experience to be the most important factors to personal development and success. He outlines that it is not having a great idea, but instead developing yourself and sharpening your skills to compete in this fast growing global era. Read the article below to understand specifically what he means in more detail.

Research tells us that there are 8.7 million species in the entire universe. There is only one creation that is superior among all. This specie is different from the others just due to *personal development*, adaptability and change. Not a single creation can grow mentally other than human beings. Only humans improve themselves. From the mother's womb to childhood and from the youth to the gray hairs, man experiences a lot of transformation throughout in his life. So the personal development is that 'change' which a human inculcates positively to achieve the goals. Sometimes circumstances, exposure and events change the human being but sometimes he adapts wholeheartedly and it is called the real personal development.

Q Qasim Ali Shah is not a speaker but a doer. He has walked his talk by quitting Engineering and Central Superior Services (CSS) to pursue his passions and proving himself as a successful entrepreneur, an inspiring academician, a best-selling author, a famous radio host and an influential trainer. Drawing from this vast experience in these fields and his extensive study, Qasim Ali Shah delivers an inspirational experience unlike any other. He has a rare ability to quickly develop a strong rapport with his audience and win their trust which enables him to fully ignite their passion. He has a unique methodology of combining conventional wisdom and latest research with real life examples to offer simple and practical advice. This has won him huge respect from everyone including hundreds of highest placed private sector executives and top bureaucrats of the country he has trained. Most recently has been declared the best trainer by Punjab Judicial Academy.



“

If you have found the
ultimate purpose to live,
then it will be easier
for you to persist in
every difficulty.

QASIM ALI SHAH

A PERSONAL DEVELOPMENT PLAN

By Askar Zaidi



initiator is always a brave soul. The one who can not take initiative will not achieve success. People have ideas, knowledge, industry trends but they don't have the courage to execute. They don't initiate because they can not take the first step.

The second attitude of a successful entrepreneur is commitment and honesty. The one who is more devoted toward his work and cause, the more successful he will become. Most of the people in our society are not honest with their mission, people, work, team and even they are not honest with themselves. As a result, this habit takes them down from an upright position.

The third quality of a successful entrepreneur is 'planning'. The planning of resources, time and energies. Napoleon Hill devoted a whole chapter on organized planning in his best selling book "Think and Grow Rich". Entrepreneur should be knowing how to plan and be prepared for whatever obstacles come his way. If he is not capable in solving problems, he will never be a good entrepreneur.

The fourth quality of a successful entrepreneur is 'risk taking'. It's not uncommon to hear the advice that entrepreneurs should take more calculated risks if they want to be successful. It is really a big thing to take initiative while knowing that there is a chance of failure.

The fifth quality of a successful entrepreneur is

people handling' or team management. It is the quality of the leaders who align their teams with their vision and achieve shared goals. A great entrepreneur knows how to communicate his mission and inspire his team. If he lacks how to deal with people then it is very difficult for him to emotionally connect with the team.

The sixth quality of a successful entrepreneur is 'faith'. It may be in the form of self-confidence or simply trusting the God. Faith can move mountains. If you possess this power, no one in the world can beat you. Its higher than the Himalayas, faster than the rivers and deeper than the oceans.

ASPECTS OF A SUCCESSFUL PERSONAL DEVELOPMENT TEMPLATE

Just taking a realistic personal inventory of your strengths and weaknesses is a big step in the right direction.

The first and basic principle of a successful personal development template is finding your strength. Nature has definitely gifted you a special talent but we have to polish that strength. It is necessary for the personal development to sharpen your talents. If you are not working hard to improve your strengths you can not achieve excellence in life. That God gifted talent also needs practice then it will lead you towards perfection.

“

In this article, Qasim Ali Shah outlines what he has found in his research and personal experience to be the most important factors to personal development and success.

Personal development can be achieved through reading, training, mentoring and seeking guidance in all walks of life. Its all about to change your thinking habits and improving yourself everyday. Personal development is to clear your concepts, philosophies of life and knowing your WHYs. It is to improve your behaviors, attitudes and specially to change your actions and inputs which you are giving to life. You can not achieve personal growth overnight, but it is a process of evolution. Sometimes it happens in days and sometimes it happens in the years and sometimes in the centuries.

Personal development has a moment, when a person decides to change. Qasim Ali Shah believes that sometimes a person evolves and then he changes the entire community. And if an entrepreneur takes initiative then the impact is exponential because he will not only change the peoples lives but he will also be creating the hundreds of jobs to the unemployed.

6 QUALITIES OF A SUCCESSFUL ENTREPRENEUR

A successful entrepreneur is a combination of multiple habits and attitudes. The number one is 'courage'. The



“

Commit yourself to lifelong learning. Even if you are at the top of your field, there is always something to learn.

You should be aware about your weakness as well. It is also mandatory to cover and manage it and use it effectively where necessary. Work to see your weakness as fundamental aspect of your character as a leader, and do what you can to mitigate their effects. Find your areas of improvement. Most of the times, it is the area of your skills and expertise.

Your decision to pursue success is not the safe path. Be ready, flexible and willing to do whatever is required. Be truthful and committed with yourself. Whether you're deeply invested in your career or starting a business, successful people commit to certain decisions that help shape them into extraordinary individuals.

The most important aspect of the successful personal development template is your companionship. Try to hangout with those people who are more intelligent, more successful, more clear-headed and more cultured than you. Motivational speaker Jim Rohn famously said that we are the average of the five people we spend the most time with. So it has a great impact on your personal development.

Avoid negative people at all costs. We've all experienced the side effects of a negative friend, colleague or co-worker. These people are markedly pessimistic and will exhaust anyone. Destructive energy and drama follow them everywhere. If you're not

careful, they can pull you into their chaos -- disrupting your focus and sidelining your goals.

Take your mission as your spiritual duty and take time each day to pray through it. Only sincere people can pray. The liars can not pray because they are always on the wrong path and they can not seek help from their God to support their fake missions. Dr. Dragos, in his episode of On the Go Show says, "I always wonder why cannot a scientist spend time in prayer at night? In order for us to create a future of abundance, we have to embrace both aspects of who we really are. Truth and joy and meaning is only found at intersection at both of our minds and our hearts."

Another aspect of the personal development template is to take notes of your thoughts and analyze your ideas if they really matter. Wasif Ali Wasif says, "Be a watchman at the door of your heart and see the ideas which are coming inside. Analyze and shortlist those which you want, and remove those which you don't want. Every idea is not worthy to keep inside". You can easily determine which ones are good ones and which ones are bad ones. But don't be afraid to be critical and throw out the bad ones.

The next aspect of personal development is to groom yourself. Your packaging is the outward-facing communication you give to those around you, including your clothing, hair, accessories, etc. Spend on yourself because the best investment you could ever make is the investment in yourself. Your outlook does matter, so pay attention to all areas of personal growth.

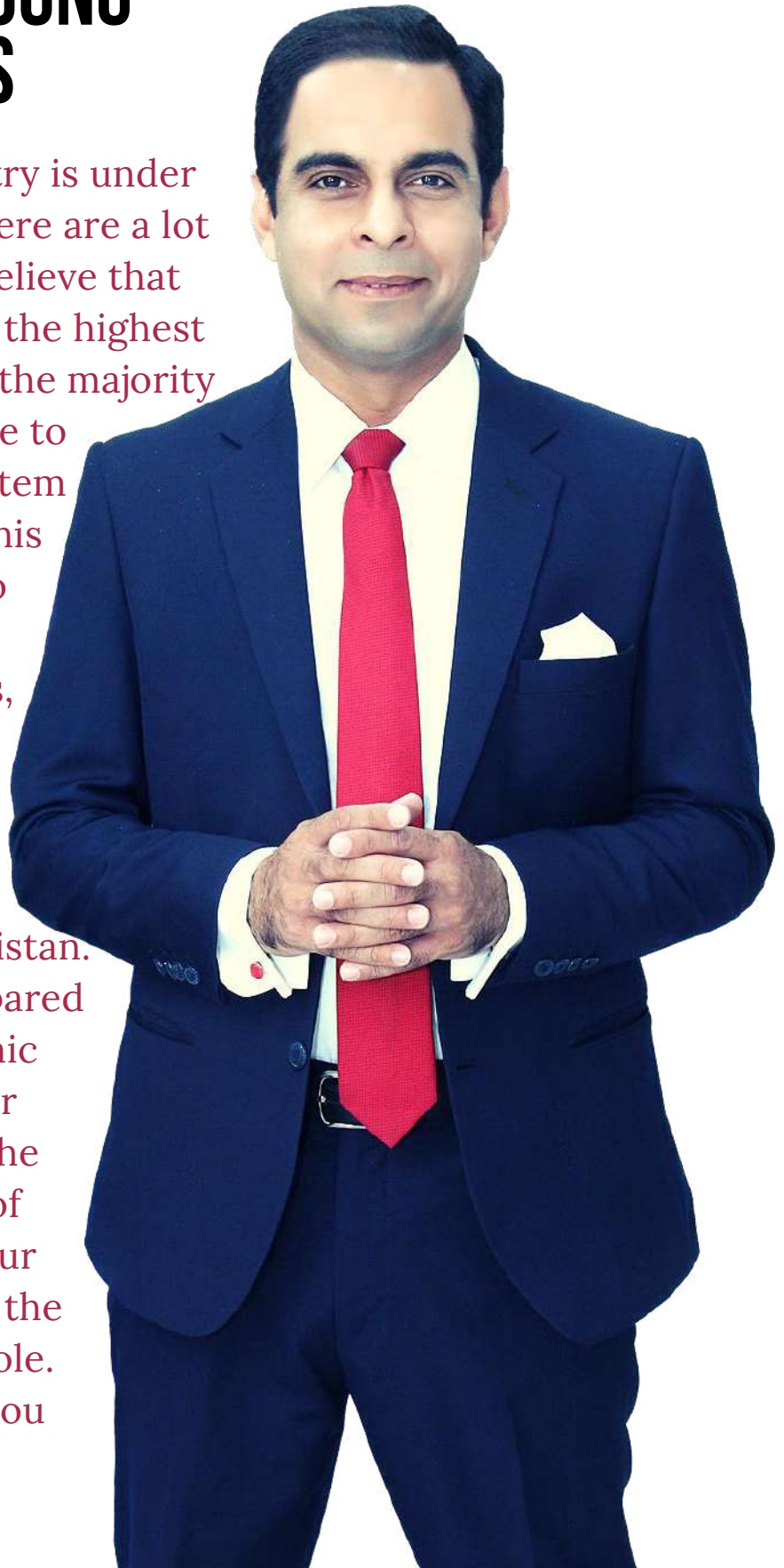
It can be difficult to remain motivated when it comes to pursuing your true ambitions. But beginning your day early and by investing your first hour in yourself will make a tremendous difference in the way you feel and you will begin to see positive results in your day. Commit yourself to lifelong learning. Even if you are at the top of your field, there is always something to learn.

On Disappointments:

Yes! Its true that sometimes we feel down. But after the setback, we should stand up and start it all over again. Disappointment is a very difficult thing for me. I think I am not born for it. And ultimately I am not in the favor of disappointments. Sometimes it is our will and sometimes it is the will of God. We may not like temporary failures but you never know when it would convert into your success and then you know the wisdom of God. Where all doors are closed. At the same place a door opens for you to enter.

MESSAGE FOR YOUNG ENTREPRENEURS

"When a house or a country is under construction, it means there are a lot of opportunities exist. I believe that the youth of Pakistan has the highest potential for growth. But the majority is directionless mainly due to inadequate education system of the country. Because this system is only teaching to get jobs but in the reality, we don't need job seekers, we need the job givers, resource creators, innovators and entrepreneurs. A lot of work is still needed to be done in Pakistan. Our youth should be prepared for the upcoming economic boom. My message for our youth is, to initiate with the faith that Pakistan is full of opportunities and find your area where you can solve the problems and play your role. Your hard work will pay you back!"



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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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For info & Registration

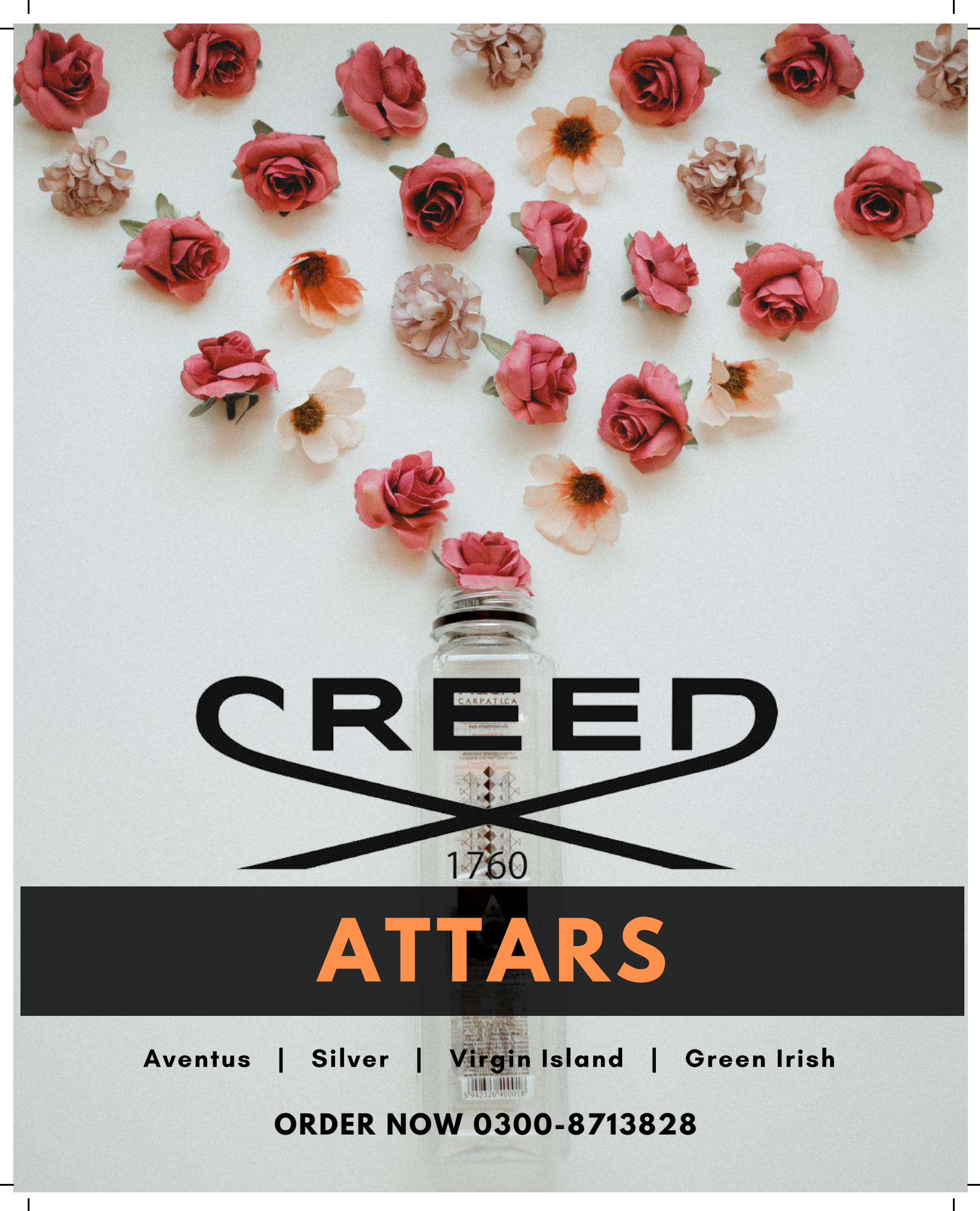
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KILLING YOUR EGO

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Mir Mohammad Alikhan

T

he only requirement for a person to make sure he does not succeed is by guaranteeing that you hold on to your ego. Now, what is Ego? Ego is most misunderstood word in society. We only look at the upper most and

superficial layer of the word. We think ego is about undue pride in front of others. Wrong. Ego is not a trait that you are born with. There are a few traits every human being is born with. Such as happiness, Hunger, Tiredness, Energy, etc. But fear and ego are two things that we learn as we grow older. Take a one year old child and put a snake in front of him, he will have no fear. Take that same child and put him naked in front of a million people, he will have no self doubt. But as we grow older, we learn both self consciousness and fear. Self consciousness in Negative extreme is ego. What would others think of Me or This or that? That is the first step of ego. Subsequent steps are your own thoughts, such as, why should i say sorry to him/her? He is beneath me that is why i will not visit his home, etc etc etc. A sure way to kill your talent and your

process of self awareness is ego. Self awareness is a process which leads to everything successful. You try something, get to know that you like it, develop a growing interest in it, get better at it, and succeed. But the first step of the process of self awareness is beginning to do it without Ego. If you kill that first step based on your ego, you kill every possibility of further development which will lead to success.

My first job in America was cleaning tables and mopping the floors at the age of 16 years at Burger King. Newly landed in America, full of a typical Pakistani teenager's ego, i thought that cleaning tables is absolutely beneath me. But i do not know how except to know that Allah was guiding me, that i was able to kill that thought immediately, accepted that job, cried many a times out of pain of ego being crushed systematically and daily, but forged ahead. The best thing i ever did on the road to success was that i killed my ego at its inception. If you asked me the secret of whatever i have accomplished in life, i would answer that, I have no ego. In my act or in my thoughts. Every human has same respect in my eyes. Every job has dignity to me.



Listening to other's point of view regardless of how opposite it might be from you, to me is the secret of learning. But you can only listen to opposing and at times even insulting views of others against you and still have the open mindedness to learn from it..is the beginning of your success. And that is confidence in yourself that nobody can disrespect you because respect is in the hands of Allah. The moment you think that you control your own respect, than you start to fight to preserve something that you can never preserve, your respect based on your ego.

Most of the ego in our society is tied to external factors. Your job position becomes so close to your ego that as the position rises so does your ego. Your wealth rises, so does your ego. Your fame rises, so does your ego. And by any chance, if all these things are taken away in a second, you are destroyed along with your ego. Its like building a cement house on paper pillars. One gust of wind and pillars fall and so does your life based on those egotistical external factors. It is so painful of a process to kill your KHUDI or your ANA, that it will be a life long battle. Every single day of your life you will have to fight it, and win it. Every moment you will have to tell yourself that you are nothing. Not nothing compared to other human beings but nothing in comparison to the universe and its creator. Every bad day for your ego, will be the best day for your personal growth. No business, no venture, no

We think ego is about undue pride in front of others. Wrong. Ego is not a trait that you are born with.

personal relationship, no connection even with Allah SWT can ever grow with your ego intact. I have seen people refuse to go for Hajj because because they could not find a 5 star hotel and a first class seat. I have seen the heads of state, make arrangements of PROTOCOL, to accompany them in Kaaba. I often thought when i saw such behavior, would their FUNERAL have a First Class Ticket to the 5 star Grave that they will be buried in? Will the MUNKIR and NAKEER have to take an appointment to question them of their Aamaal in their Grave? Maybe that is what they think they can do. Maybe..

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

6 KEYS TO IMPROVE PERSONAL DEVELOPMENT

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

By Hisham Sarwar



You feel really hard where to begin when it comes to personal development. You feel confused either to start eliminating your weaknesses or focus on your strengths to build them up further. Sometimes, you think of doing something completely new. It feels like you are in a state of analysis paralysis and not at all sure what to do next.

In order to help you get started and then keep going on focusing on what matters, following are the few tips on personal development. on focusing on what matters, following are the few tips on personal development.

FOCUS ON WHAT YOU WANT TO IMPROVE

For personal development, you first need to become aware of the skills you want to become good at. Read about if you want to become more productive, confident, spontaneous, or outgoing. These are all the topics that are explained in books and articles many times. So, read more and stay updated as much as you can. These are all the topics that are explained in books and articles many times. So, read more and stay updated as much as you can to achieve faster.

TAKE THE HELP

There are some things that cannot be made better with just books; you need the help of a mentor. Look for someone you really admire and want to learn under their guidance. Through mentorship, you can learn a lot more and gain a lot of confidence as well.

TAKE OUT TIME TO REFLECT

For personal development, you need to be aware of the things that you want to improve. Because it is the only way you can reflect on what needs to get better. Ask

yourself what is it that you want to change and how you want to do it.

STAY WITH PEOPLE WHO ENCOURAGE YOU

Self-development is a long journey and you cannot do everything on your own no matter how strong you are. You need to spend time with people who are working on similar things as you because it will help you grow faster and improve better.

FIND ROLE MODELS

No matter what your field is, there is always someone you look up to move ahead. It helps you to look for inspiration, motivation, and guidance from those people. Therefore, always remain inspired by someone and keep their advice, suggestion, and sayings as your daily quotes.

BE HONEST

You are your own best judge and being honest with yourself helps you to get a lot better in your personal development. Always do what you say and be honest with your own self first if you commit any mistakes. By accepting the mistakes and learning from them, you can move forward in life.

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BE SPECIAL

The 'self' leads one to practice inspirational conduct, be special and have an impact!

By Nabeel A. Qadeer



Our systems are 'dysfunctional'.

Everything, every part of the system is just the same at different levels of the society. If you analyze the political system, we find discussions on the electoral, legislative and governance systems being flawed. Interact with 'lower' levels of the society, and you realize the negative effects of non-uniformity in the education system. Follow national economic trends and you'll be able to understand and question the existing lags in the financial sector.

The element of dysfunctionality is so strong that it engrains those who

interact with it. To let it function, ALL stakeholders get involved. It seems aspects of 'immorality' and 'illegality', which are otherwise condemned, are being authenticated.

But not all are 'bad'. I feel it is their inability to voice beliefs that entitles them to the general, a very ordinary label. As it happens, such people are in a number far less than the 'ruling' group. Therefore, in order to remain a part of the system (dysfunctional, it maybe), they find it convenient to remain silent. As they perceive, the value the society equates them with is lower if they remain outside of the system.

They ALSO find comfort in remaining a part of it.

The problem, therefore, originates when an individual or a group enters the system but REFUSES to be a 'part' of it. He does not have the inherent characteristics to 'compromise'. I believe it is the rigidity of values and ethics that define 'self'; the same (dis)able one to compromise.

Given the existence of an individual or a group in the system that is labeled 'different', what are the factors that make it exactly so (or as I think 'special')? It is resilience, determination to make it happen that empowers you to accomplish

the unknown. It is the ability to stand by and the courage to take pride in your values that gain you a significant identity. It is realization of the 'self' that does not allow self-respect to be hurt. It is consistent connection with basics of morality and religion that firm belief is obtained.

As the above are achieved, one overcomes the basic needs of society. He DOES NOT have a 'price' any longer. I believe it is 'self-interest' that is bought by the 'strong'; once it is hidden, you are free.

What we require today are safe havens. Opportunities that would enable one to rise above the needs and do what the 'self' tells him to. We are in need of new leaders and a better nation with clear rules and defined values. It is by being in contact with the basics of religion, humanity and morality that we can raise a 'better' and a more responsible generation.

As a result, the 15 year old young girls and boys would initially question the value set and ethics prescribed to them. They would eventually discover the 'self' only to remain intact and live by those same value set and ethics that give purpose to their existence.

The 'self' leads one to practice inspirational conduct, be special and have an impact.

NABEEL A. QADEER IS A COFOUNDER ID92; HOST & PRODUCER IDEA CRORON KA

10 FACTORS TO CONSIDER BEFORE YOU BUY A FRANCHISE

For aspiring and existing entrepreneurs, becoming a franchisee, especially for a successful brand, seems like a shorter path to success and profitability. Before buying a franchise, you'll need to do some extra due diligence before investing your entire life savings. Here are some factors to keep in mind:

By Bilal Farooq

GO AND MEET EXISTING FRANCHISEES

The first thing you have to do is to find out how many existing franchises are operating. Go and personally meet with the franchise owners and inquire about the initial startup capital, materials, royalties, monthly profits, staff trainings, support system and other SOPs of the franchise. Look over the documentation and agreements the group provides, but also find out as much as you are able to about the reputation and financial help of the franchise. It is important to track how the original founders of the company have treated their first franchisees to see if it is a right decision for you. Use internet, as it's not difficult now a days to find out a lot about people and companies, so start by making sure that the franchisor you're about to do business with has solid experience.

Some franchise models need specific talents and networks to be successful. Before you decide to take on a franchising opportunity, also evaluate your skills, exposure and experience and to see if it is a right fit for you. Assess your strengths and weaknesses before going into it.



EXAMINE PROFITABILITY POTENTIAL

Being the established brand is not enough to ensure you the monthly paycheck. There are a lot of other factors to consider as well. I personally know multinational franchise outlets failed and closed due to poor locations and lack of resources. If Pizza Hut is successful in Lahore that does not mean it will be

successful in other smaller cities of Pakistan. However it can be tricky to evaluate the profitability of a franchise but it is also not impossible to calculate estimated amounts of revenues and expenses. Investing in a new franchise, however, is more of a guessing game. I will advise you to get a detailed list of the financials from other franchises, investigate how the successful franchisees

became profitable and in how much time, so you can also check the ROI and the payback period. Do a cost benefit analysis. Write down the benefits you're getting and list down the expenses you will be bearing including the hidden costs and taxes where applicable to get the exact idea of your profit margins and multiply it with the number of months or years.

to be continued...



FRANCHISE BRANDS IN PAKISTAN

The franchisors in Pakistan have a wide variety of options when it comes to growing their brands from traditional business models to the state of the art automated business units operating in different locations. Many focus on food or apparels, while others offer a broader range of services in other industries. Whatever the franchisee needs, there's a franchise to fill it.

24. STUDIO EMPOLI

Based in Milan, International fashion and tradition shoe franchise available in Pakistan

26. DIXY CHICKEN

Tfastest growing chicken restaurant chains in Europe is now available in Pakistan

27. SECOND CUP

Canada's largest specialty coffee retailer and franchisors

29. IKHLAS INTERNATIONAL

Pakistan's first Tarbiyah based science schools, a project of Direction Group of Colleges

30. CHIRAGH FASHION

Women clothing brand franchising its operations all across the country

25. CAFE BARBERA

Cafe, restaurant and coffee shop

28. RGT

A travel franchise in Pakistan

31. KHAS STORES

Fashion & lifestyle based retail brand providing sophisticated aesthetic to people in all walks of life.

32. COFFEE PLANET

Premium coffee brand available in café, kiosk, cart and vending formats

33. CHANAB SCHOOL AND COLLEGES

Educational franchise for primary and secondary levels



FRANCHISING FACTS

"Albert Singer is widely considered the father of modern-day franchise model, particularly in the United States."

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 TRIANGLE OF TRUST



By Engr. Osama Mansur

When deciding on a long term objective that will lead to economic development, the keys fundamentals to consider are the political, social and cultural context of a country. By taking the context of these three into account and analysing them, we can gather information on how an overall system is being operating parallel to global operations. Ideally, it is about creating intellectual values that provide an overall representation in the society and promoting professional social values that will eventually lead to an improvement of the political and economic structure.

Therefore, to begin with, first element to consider are the basic requirements that are needed to form a sustainable network. These include, functionality of institutions in public and private capacity, the quality of infrastructure to link them, provision of quality primary education and health facilities.

Next phase involves increasing the efficiency of a system, which is supported by developing strong higher education institutes which are the pioneers of knowledge based growth and in turn will create an efficient 'knowledge worker' who are up to date on current demands of the global market. This can only be achieved when there is a strong element of trust achieved through academia- industrial- government linkage, which is best defined by the 'triple helix model of innovation', where universities are engaging in research, the goods and service markets are functioning dynamically and governments are regulating such

an environment and thus providing financial stability through value addition.

In addition to meeting global demands, it is extremely essential to focus on internal stability and creation of an ecosystem in the market that is defined by a dynamic structure. The triple helix model offers sustainability where innovation and entrepreneurship play a pivotal role by supporting a healthy competitive environment with a level playing field, backed up by strong rule of law, which supports wealth creation. These aspects provide stability and robustness in increasing research and development activity. An entrepreneurial environment will develop strong attributes that increase capacity and help solve problems in relation to the social, cultural and political context, while create new opportunities which will allow resources to be used efficiently and prevent market saturation.

The key to this objective being achieved sustainably depends on the efficiency of knowledge transfer, and practical growth. Pakistan, in its 72 year history has been hampered by 'rent seeking' attitudes where the powerful and influential personnel have manipulated regulations and policies in their favour, thus causing wealth creation to become unproductive and limited to a few to share. This has developed an uncertain environment with a high level of unpredictability socially, culturally and economically. Consequently, in order to overturn this hindrance and get back on 'the right track' amid the unpredictability, it is essential for the government to become 'The pilot in the plane' as determined by the effectuation theory, where the credibility of the immediate plan of action paves way for new possibilities based on what is in our hands and that is to create a cohesive internal environment and encouraging academia-industry linkages through funded collaborative projects that will provide a definitive solution for the government to support research and innovation whereas financial benefits for industry and academia will help improve their functionality and processes.

We asked three founders: How do you plan your day?

1

SAMI KHAN

I start my day a little earlier than my family. First, I look at my schedule and see what I can (and should) cut to make time for physical activity. Because if I am physically active, then I feel more productive and get things done very quickly. To get moving, I try to convert my office meetings into short walks. I use daily planner to organize my tasks and meetings.

2

RAI MUBASHIR

I set aside my first hours of a day for doing high priority tasks to organize the entire day and increase my overall productivity. Accomplishing a goal early in the day motivates me and gives me momentum for the day ahead. Motivating my team is the next morning ritual which I never miss. I rely on a number of iPhone apps to help keep me on track during the day.

3

WARDA MUNEEB

Sometimes, you just need to write it down. I always spend a few minutes each evening before bed to plan my next day. I usually break my day into blocks to get the uninterrupted time for creation, emailing, corresponding with the clients and writing proposals. I work around 14 hours a day and I always take a break from 6 PM to 9 PM for the family to get energized.

MEET SADAF USMAN

Co-Founder Startup Insider

ON HER MANAGEMENT STYLE

"I PRIORITIZE because this is the key word to managing all the things you have on your plate."

HER TOP TIP FOR ASPIRING ENTREPRENEURS

Don't overestimate your ability to assess risk but also don't hesitate to take calculated and meaningful risks.

HER FAVORITE QUOTE

To handle yourself, use your head; to handle others, use your heart. -- Eleanor Roosevelt

ON HER FAVORITE ENTREPRENEURS

Andrew Carnegie, Henry Ford, Steve Jobs, Warren Buffet, Richard Branson





STARTUP PAKISTAN PROGRAM

According to Prime Minister house, 'Startup Pakistan Program' will be launched under The Prime Minister Youth Programme in the next few months. Muhammad Usman Dar, Special Assistant to the PM on Youth Affairs has been appointed as the Chairman of Startup Pakistan Program. The program will be run by the cooperation of the following members:

1. Javed Hassan, Chairman NAVTTC
2. Dr. Shazad Alam, Chairman PCSIR
3. Lt. Gen. (R) Muhammad Asghar, ED, HEC
4. Muhammad Saleem Ranjha, EDG BOI
5. Zeeshan Bakri, Ministry of IT & Telecom
6. Ramzan Awan, JS, M/o Education
7. Shahzad Gul, Tech Expert

8. Hasan Syed, Global Ecosystem Expert
9. Kanwal Bukhari, USAID
10. Faisal Khan, CEO Peshawar 2.0
11. Farah Yasir, SMEDA
12. Sadia Bashir, Founder Pixel Art Games Academy

The key responsibility of the committee is to provide thought leadership in conceiving new initiatives that can strengthen weak areas of startup ecosystem.

To come up with the ideas on how to solve complex problems that may arise during the execution of different projects under the banner of this program. And to be the evangelist for the program and share its vision, its projects and its impact.

4TH FRANCHISE SHOW 2019

On Tuesday 2nd of April, Franchise Pakistan in collaboration with USAID organized "4th Franchise Show 2019" at PC Lahore. The event brought together 50+ Brands with franchising opportunities and 1000+ entrepreneurs, investors and individuals from business fertility at one place. A full day exhibition where franchises from different Industries including telecom, food, restaurants, hotels, fashion design, textile, education, school & college systems, medical, healthcare and different other industries.

The exhibition provided the participants with a world-class platform to showcase their offerings and also represents a vital networking opportunity for investors, looking to expand their businesses locally and globally. In addition, Franchise Show 2019 enabled local and international companies to learn about opportunities in various sectors including tourism, hospitality, commerce, health, education, food and beverages, retail, and more.



NSPIRE TO REPRESENT PAKISTAN AT STARTUP TURKEY

A big congratulations to NSPIRE startups Kitab Khana and Darzi Online for getting selected and representing NSPIRE at the "Startup Turkey 2019"- An international platform which brings together founders, entrepreneurs, investors and executives in the region. It's a gathering of the leading startups, internet companies, business angels and venture capitalists from Middle East, Europe and the US.

PM YOUTH SKILLS DEVELOPMENT AT IBA SUKKUR

IBA Sukkur, Center for Entrepreneurial Leadership and Incubation organized certificates distribution ceremony for the Pass Out 175 students of Prime Minister Youth Skills Development Program Phase-IV Batch-II (Sindh) and Bluchistan.



MENTORING SESSIONS AT NIC QUETTA

Dr. Umar Saif, former Chairman Punjab Information Technology Board (PITB) visited NIC Quetta facility and mentored young startups. He met startups of Cohort 1 and encouraged the NIC Quetta efforts aimed at helping entrepreneurs bring their ideas to life – and hopefully make life easier and better.

WECON CONFERNECE 2019

A Stellar gathering of thought leaders, enablers, ecosystem builders & iconic entrepreneurs came together on Saturday 13th April Marriott Hotel Islamabad, focused on creating an enabling environment for Women Entrepreneurs.



STEAM EDUCATION WORKSHOP AT NIC PESHAWAR

Stoore - an NIC Peshawar's startup held their second workshop on 6th April 2019 based on STEAM education. The workshop was designed for high school level students to understand the different styles of writing.



DELEGATION FROM SOUTH AFRICA

National Incubation Center Islamabad hosted a business delegation from South Africa. The delegation led by Muhammad Rafiq Memon - Chairmen Pakistan Southern Africa Trade Federation toured the facility, met with young startups and discussed different areas and industries where South African companies are interested to invest.

MEETUP ON PLASTIC CIRCULAR ECONOMY

NIC Karachi hosted a meetup on "Plastic Circular Economy". The meetup was organized on 15th April and attended by industry professionals, experts including Shakil Ahmed, Chairman, Pakistan Plastic Manufacturers Association. Innovative solutions to collect and recycle plastic were discussed.



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