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IT TAKES DECADES TO BUILD A NATION!



Usman Ahmed

Recently, a famous American Congressman said, "we campaign in poetry and we deliver in prose". This is the confession by a political leader of the world's most powerful country on earth. Now it's not really difficult to understand the political material of our beloved country. Almost all the political leaders lie during election campaigns when they say that they can *change* Pakistan within five years. Their common promises are jobs, poverty eradication, better health and education facilities, fighting corruption, housing for poor, paying off debt, inflation control, increasing tax net and much much more. They think they can achieve all of the targets by merely implementing the policies. Unfortunately, it is not the case.

It's a nation building process. And nations are not built in years. It takes decades. The best of the best person in the entire human history is our Prophet (PBUH). It took him twenty three years to build a nation. Now think about Nawaz Sharif, Asif Zardari and Imran Khan!

First, they all should stop lying to the nation. No one has the courage to speak truth and tell that it is a very

Entrepreneurship brings down barriers between communities and cultures and builds bridges that help us take on common challenges together.

long process. It's not a matter of three or five years. It requires at least fifteen or twenty year's plan of action. Secondly, a healthy population is a prerequisite for economic development.

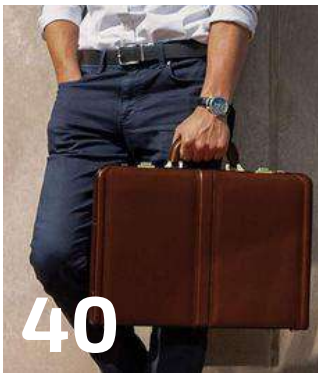
Like many other nations in the world, entrepreneurship is the only method for socioeconomic growth. Entrepreneurs create businesses, businesses create jobs and people with jobs provide for their families. Entrepreneurship is the spark of prosperity. It helps citizens to stand up for their rights and push back against corruption. Entrepreneurship offers a positive alternative to the ideologies of violence and division. Entrepreneurship brings down barriers between communities and cultures and builds bridges that help us take on common challenges together. It is the only way to build a nation in this era.

A handwritten signature in dark ink, appearing to read 'Usman'.

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FROM THE QURAN

ISLAMIC OR WORLDLY KNOWLEDGE?

THERE IS NO DIFFERENCE BETWEEN ISLAMIC AND WORLDLY KNOWLEDGE

By Umair Mansab



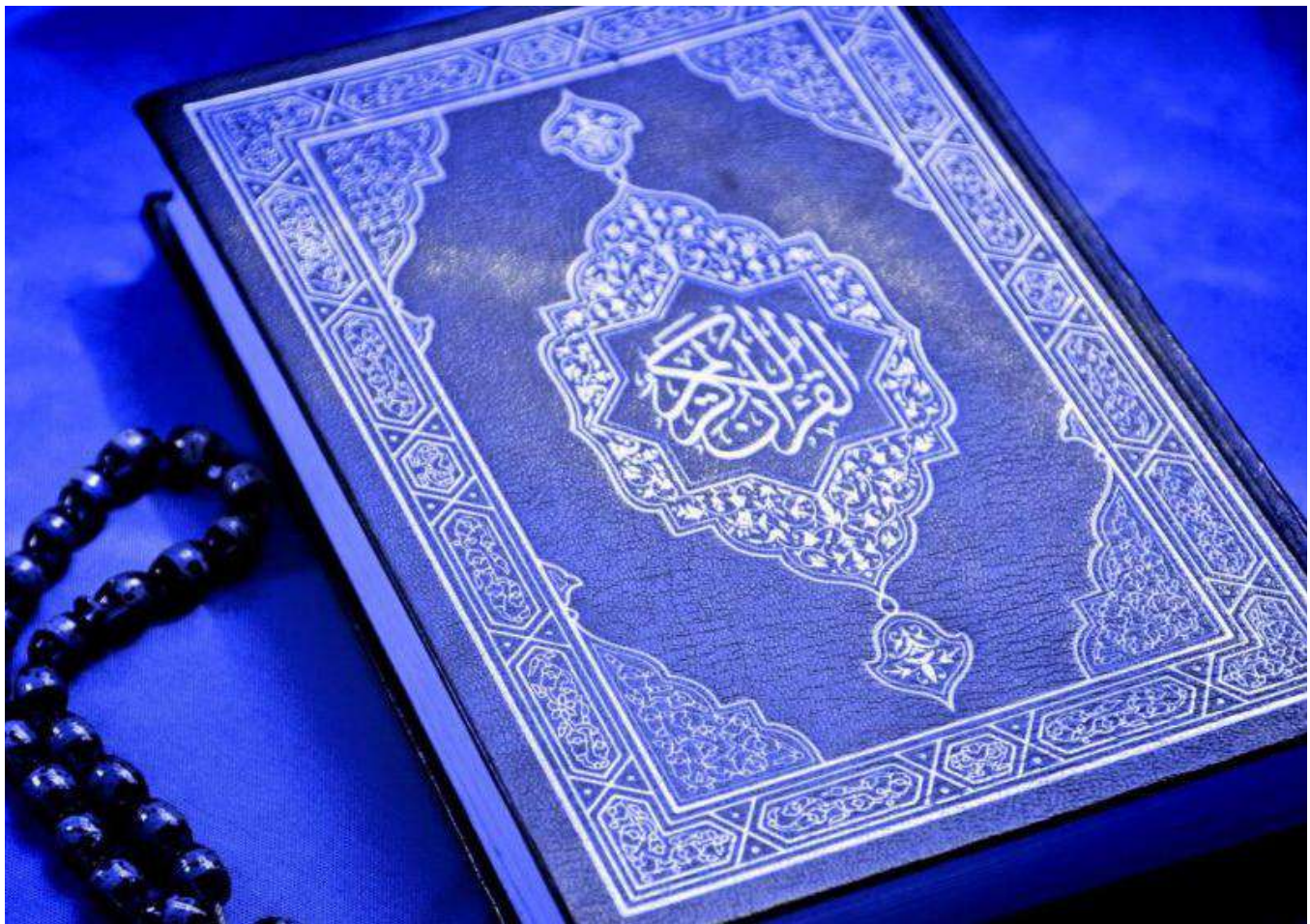
Last week, I had the chance to listen to a lecture of Hassan Nisar, a renowned columnist of Pakistan. I may disagree with him on a lot of things but this concept I learned from this man and finally it cleared my all confusions I had since my childhood. I always used to think that there are two types of knowledge. The kids who go to *madrassas* are getting Islamic knowledge and kids who go to schools are getting worldly knowledge. That is not the case. You do not have to be guilty if you are getting worldly knowledge.

When people say that seek only Islamic knowledge, it means they are saying that all the other knowledge exists in the world is non-Islamic. Quran is the 'word' of God and 'universe' is the work of God. There is a deep connection between the two. For example, if there is a botanist who devoted his entire life on researching about plants and he contributed in saving thousands of lives by suggesting pharmacists the plants to be used to cure different kind of diseases. Now the question is who created plants? If God created the plants then the knowledge of plants is the way to understand the God.

Lets take another example, what is geology? The knowledge which deals with the physical structure and substance of the earth, their history, and the processes which act on them. Now if there is a professional who devotes his entire life in understanding the earth and proposes to other professionals to dig down and get clean water, gasoline, gold, silver, gypsum and hundreds of other minerals. Now again, the question is, who created the earth? If God created it then the knowledge of earth is also the way to understand God. Take another relatable example of a doctor. He learns about the human body throughout his life and the human body is created by the God.

He said, "the people who differentiated Islamic knowledge with world knowledge may not have had bad intentions but it ultimately created the confusion in the nation. This is the main reason our kids in *madrassas* do not get the scientific knowledge which is also derived from Quran.

Now lets examine another situation arised in Prophet Muhammad's own life (PBUH). When Makkah was conquered, few companions came to him and asked about the dealing with prisoners. He immediately said that those who are educated, ask them to teach to our children and



we will release them. Was he expecting them that they will teach about the religion to the children? There are several other sayings of Prophet Muhammad (PBUH) where he discussed about knowledge.

"Knowledge is the lost property of the believer."

"Seeking knowledge is an obligation upon every Muslim".

He did not specify which type of knowledge in the above quotes. If we look at the first five verses revealed from the Holy Quran, we can see that the word "Iqra" (read) is repeated two times, the word "Qalam" (Pen) is mentioned once and the word "Ilm" (knowledge) is repeated twice.

On another occasion he said, "Whoever travels a path in search of knowledge, Allah will make easy for him a path to Paradise. People do not gather in the houses of Allah, reciting the book of Allah and studying it together, but that tranquility will descend upon them, mercy will cover them, angels will surround them, and Allah will mention them to those near him". There are hundreds of verses in the Quran where our Almighty emphasized us to deeply think over the universe and know the secrets of His presence.

"And there are signs for those who understand." (Quran)

Everything in this universe belongs to God. If you are

When people say that seek only Islamic knowledge, it means they are saying that all the other knowledge exists in the world is non-Islamic. Quran is the word of God and universe is the work of God. There is a deep connection between the two.

enrolled in a school, collage or university and you are learning and providing for the humanity, you are on the right path. If you are running your own business, serving the people and creating employment in the society then you are exactly on way to God. Just make sure that you do it lawfully. The Prophet was asked which was the best kind of earning, he replied. "That for which a man works with his hands. And honest trading."



God will show compassion
to those who

**Show kindness
while buying,
selling and
recovering
debts.**

Prophet Muhammad (PBUH)

HOW THIS FOUNDER CREATED OPPORTUNITIES IN COVID-19

By Ahmed Bilal



channels to make online selling. Pakistani culture is highlighted by its grandeur, simplicity, firm convictions and noble deeds and ideas. They aim to create demand for Pakistani handicrafts so their supply and the skills craftsmen who produce them can be protected. First, they start from the famous and charming caps. Pure wool of Karakul sheep is used in its preparation and that is the reason it is so expensive. Ajrak was being dyed in Mohenjodaro in Indigo colors at the banks of Sindh centuries ago. On the banks of Indus, artisans still dye their dreams indigo. People are in love with these Ajrak designs. Embroidery and Rilli was a quilt born out of poverty and improvised by nomadic women who could

autumn hues and spring blossoms on a dyed canvas of pashmina. Dry fruits including almonds, resins, walnuts, pistachios, etc are highly demanding of these areas. This can be another way to gain profit and revenues for local people.

In some areas, the village itself is linked with craft whether its wood carving style, rugs, embroidery, metalwork or blue pottery that has gone on for generations — taught from father to son or mother to daughter. It is a traditional work or art of Pakistani people to produce, design or shape objects by using simple tools or simply by hand such as brass, wood, clay, textiles, paper to create handmade items. Multan is one of the oldest regions in Pakistan where artisans create or decorate objects traditionally. Whereas camel bone is used to produce jewelry and decorative pieces. Wood crafts and blue pottery are commonly used by the artisans. "Multani Khussa", a type of shoes is created by crafting leather. Cultural products are very significant and they can bring a more change in society. The northern area is full of skilled workers and by using workforce they can utilize the resources in a meaningful way. The locals are collaborating with them as suppliers and in this way through communication they can get products and sell them.



Coronavirus outbreak affected many business sectors but the most affected is tourism. But adapting to the new models is always a good idea to survive and thrive.

Travel to Pakistan Pvt Ltd is a largest and reliable company in tourism sector in Pakistan with over a lot of satisfied clients. They have arranged many successful tours around Pakistan. But with the advent of this pandemic outbreak COVID-19, this affected many business sectors but the most affected is tourism. In this drastic and challenging situation, it is not feasible to arrange tours and thus, it is unmanageable. Pakistan has imposed restrictions that

apply to all citizens and provinces to prevent all from travelling. In this situation, they decided to make this period useful for others and for themselves. They thought to sale their cultural products. Because of this pandemic disease, there was no source of income for local people. This turning point happened as culture is the name for what people are interested in, their thoughts and emotions. To make this digitalized, they use those

not afford new clothes so inside their huts, while shut from the world, they cut clothes and constructed new worlds in patchwork quilts which are a testament to their resilience and their skill. It takes a village of Kashmiri women to create one Pashmina shawls, to intricate is the handiwork done on gossamer-thin threads of pure lamb wool. The motifs are inspired by the flowers adorning the plains of the valley and inspired its artisans to create

HOW CHILDHOOD ENTREPRENEURSHIP SHAPED MY CAREER

By Fahad Khalid



One of the lessons was that entrepreneurship is all about the finding the right market for your products/services or to create one if there is none (and sometimes you have to think a bit unconventionally).

I guess it was always in the blood. At least going back three generations, my grandfather was a successful entrepreneur. I grew up listening to his stories narrated by dad. So there was always an idealism related to it. Occasionally I used to accompany my (late) dad to his business meetings. Although at a very tender age, I used to act very sober and used to be a silent observer. How people talk, how do they negotiate, how do they deal and most fascinating part for

me used to be the cash handling/counting (mind you we are talking about the '90s when Electronic Cash transfers were not a norm).

I still remember, my first ever independent "Business Deal" was with a Primary school friend when I was hardly 12 or 13 years old. During those times there was a rumour that some of the newly introduced Rs. 2 coins with Badshahi Mosque image had clouds in the image. Those coins had

some 'other' special use other than just as a currency. It was rumored that the coin can be sold in some back markets for up to Rs. 350. As common as they became later, it was hard to get your hands on one of those during those times. Anyways, I managed to get one. Now the real job was to find a market for it as obviously it wasn't as simple as taking it to a bank or currency exchange to get more than 150% returns. The school friend mentioned abo-

ve also used to be a school van fellow so I knew where he lived. He was one of those who mentioned this rumour just like other gossips early teenagers would have among their peers. He belonged from a village in KPK and frequently used to boost about his knowledge of the potential market for those coins. And when I started asking about it (after getting my hands on one of those coins), he started making excuses like the market has changed and the coins may not be 'in demand' anymore. With no other ways to find that market (apart from hopping on a bus to KPK in search of those markets at the age of 13, which could have been a riskier alternative), a brilliant idea struck my mind. Now when I look back at it and laugh about it, it is an established business strategy. So I offered my friend to take my coin to the 'black market' and sell it for whatever he can get for it but just pay me Rs. 100 and any more 'profit' he makes for it, is for him to keep. I can't believe it but I did a proper risk assessment at that age which included the possibility that I might lose my original investment (Rs. 2 coin). But since he was a good friend and used to be a bit generous in sharing goodies with me typically sold outside schools (spiced corn, spiced carrot and 'mooli'), I thought the 'worst

case' scenario would be payback to a good friend. So I happily handed him over my coin and start-ed waiting for his next trip back to his village. Then one fine day just after he had returned from a trip to his village, he handed me Rs. 97 with an excuse that he couldn't resist his cravings and had a 'Samosa' during lunch break for the remaining Rs. 3 from my share!

As happy as I was with the successful outcome of this 'deal', I was curious for how much did he sell the actual coin for? And to be honest I never got a straight answer. But here I learned a few useful lessons that probably will go with me forever.

One of the lessons was that entrepreneurship is all about the finding the right market for your products or services or to create one if there is none (and sometimes you have to think a bit unconventionally). And your product or service doesn't necessarily have to be straight out of a lab or you don't need to be a rocket scientist to think of one on your own. Sometimes it's as simple as adding 2 + 2 and creating something a bit different.

The other useful lesson was to always do a bit of a risk assessment. If you can still survive with the 'worst-case scenario' in mind, just go for it.

Growing up as an extremely car enthusiast kid (and things still haven't changed much), after moving to Australia back in 2011, I realised that car detailing industry is much bigger and comprehensive (supported with a lot of Research & Development) here as compared to Pakistan. Here I learned that combining that along with good investment opportunities in luxury automobiles and a lot

of pre-existing enthusiasm and bit of technical 'know-how' can result in a value-added product with a reasonably good profit margin.

After very humble beginnings in 2013 from the automobile sector, later expanding my portfolio to digital assets and just recently dipping my toes into real estate, nowhe-

re am I claiming to be a successful entrepreneur, but for me, it's a never-ending journey which gives me plenty of opportunities to learn along the way. And one fine day, when looking through my rear view mirror, I hope to see success closely following me.

Studies show that the childhood is the earliest period of human life, started at the

time of birth and ended at the time of adulthood. It is a very decisive period of human life, having certain characteristics and potentials which become the basis for growth in the future. If you are an entrepreneur then you must involve your children with your environment so they can have an entrepreneurial mindset from the start.

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150+ PLATFORMS WHERE YOU CAN MAKE MONEY ONLINE

IF YOU HAVE A PC, YOU COULD BE MAKING MONEY RIGHT NOW!

BY USMAN PASHA SIDDIQUI

This is a general narrative that you hear in the online business world. The question on your mind would be, if it's that easy, how come everyone else isn't doing it! Well, that's the difference between doers and naysayers and there are many more of the latter in the world. So, if you are a doer, then sit tight, grab a cup of coffee and keep reading!

In this article, I have compiled a very comprehensive list of all the practical money making ways that are available online. Some are intended to just put a little extra cash in your wallet and others have the potential of help you build an online business empire. Go through the each in detail and see if any of these options suit your personality and liking. So here it goes. Depending on how you look at it, online money making can be divided in the following categories:

1. Side hustle / Side Income
2. E-Commerce
3. Freelancing
4. Content
5. Digital Products
6. Software Development
7. Miscellaneous

SIDE HUSTLE/SIDE INCOME

A side hustle is a way to make some extra cash that allows you flexibility to pursue what you're most interested in.

Most people, when starting out with online money making start it on the side, while keeping their day jobs. Once they start generating some income online, they quit their jobs and focus completely on this new way of economic sustainability. Here are some methods and platforms that can help you in doing this:



STOCK TRADING

There was a time when buying and selling stock investments required a phone call to a stockbroker who would charge you a lot to execute your stock trade. Things are a bit different now. You can now enter your own stock trades through a stock trading app. These apps give a lot of freedom to investors whereby allowing them to trade by themselves and also choose the most suitable choices for them. The top trading apps include TD Ameritrade Mobile, Robinhood, Acorns and IQ Option. Most of these apps have a website as well, so if you don't like installing new apps on your phone then you can stick to the website.

- Sign Up to TD Ameritrade
- Sign Up to IQ Option
- Sign Up to Robinhood



PAID SURVEYS

We all understand the importance of market research but did you ever think that answering questions to market research questions could make you money? Well, the answer is yes, but it is not that straight forward. Firstly, there are a lot of survey scammers out there and secondly, the surveys are mostly targeted towards the US and UK markets. Plus it takes a lot of time to get to the actual survey. All that being said, people do make up to \$50 per survey completed.

For beginners, Swagbucks is a good option as they are one of the largest online tasks companies in the world – surveys being one of the tasks. Other legit sites include Survey Junkie, MyPoints, Opinion Outpost and Vindale Research. Special offer for 18–24 year olds: PineCone offers unique high paying surveys for this age group.

- Sign Up to Swagbucks
- Sign Up to Survey Junkie
- Sign Up to MyPoints
- Sign Up to Opinion Outpost
- Sign Up to Vindale Research
- Sign Up to PineCone Research



CASH BACK SITES

So this option is one where you need to spend money to make money. Basically, these are shopping websites where you get offers, discounts or cash backs. So in essence, money saved is money in your pocket.

There are many online platforms that offer this service like Rakuten and Top Cash Back. If you are looking for very diverse listing then sign up to Rakuten and start availing these offers. However, if you are more interested in getting better cash back deals then you need to start with Top Cash Back.

Here is how it works. You buy a pair of Nike shoes through the Rakuten app. Rakuten gets a \$10 commission because the sale went through them, but they give \$7 of it back to you. It's basically a way to get sale prices on things that aren't otherwise on sale.

Other sites include Befrugal and Shopkick. You can also look at the app Dosh. The concept is a little different from the other two but the basic premise is still the same.

- Sign Up to Rakuten
- Sign Up to Top Cash Back
- Sign Up to Befrugal
- Download Shopkick
- Download Dosh
- Search for more



TASK SITES

There are lots of companies that need to get very small and repetitive tasks done on a large scale. You have a number of options to choose from here. There are people who register with more than one of these task sites and make a full time income.

I've already mentioned Swagbucks which is probably the most popular micro tasks site on the web. These tasks range from taking surveys to watching videos to admin tasks and you don't need any technical skills to get them done.

Word of caution though – There are lots of scammers out there so be on the lookout for the signs of work-at-home scams (For instance, if the company ask you to pay to sign up?). Other platforms include:

Amazon Mechanical Turk: lists human intelligence tasks (HITs) that remote workers choose and complete for a fee that's set by the requester.

Clickworker: has tasks like data categorization, copy editing, proofreading, web research etc.

InboxDollar: If you're interested in earning a little bit of money doing fun stuff like reading emails, answering surveys, and watching videos, then InboxDollars is definitely worth a try. If you are in the UK, you should try InboxPounds.

Figure Eight: includes tasks like categorization of social media posts, content moderation, and audio transcription.

- Sign Up to Swagbucks
- Sign Up to Amazon Mechanical Turk
- Sign Up to Clickworker
- Sign Up to Inbox Pounds or Inbox Dollars
- Sign Up to Figure Eight



COST PER ACTION

CPA stands for Cost Per Acquisition, but in this case, it is known as Cost Per Action or Pay Per Action (PPA). This is an online pricing model, where advertisers pay for a specified action. These could be, selling, clicking or form submission etc. Direct response advertisers often consider CPA to be the best way to buy advertising online. Because the advertiser only pays for the advertisement. This means that advertisers only pay affiliates for leads to result in the desired action for sale. Some major players in this arena are Clickbooth, Offervault, Max Bounty, Peerfly and Above All Offers. Each of has it's own benefit but Offervault would be the best one as their database is huge.

- Sign Up to Offervault
- Sign Up to Peerfly
- Sign Up to Max Bounty



WATCHING VIDEO

This falls under the tasks category but its more like crazy fun time as you are just watching videos and you don't need to get physically engaged with the task. Different platforms have different payouts. So, Swagbucks is here again, being one of the most popular paid video watching services but there are many other platforms that you can use as well. InboxDollar is another one that you can try. People often call it a Swagbucks alternative. Oh and Netflix falls in this category as well. Yes! The real one. How this works is, Netflix periodically hires 'taggers' to watch and tag their programming to provide accurate recommendations to fellow subscribers. All open positions are posted on the Netflix job board. Tagger positions are not the most financially lucrative and can require long hours. But, if you love to binge-watch content or watch anything Netflix has to offer, this can be a great opportunity.

Other platforms include Viggie, which is an app that you need to activate before watching Netflix, Amazon Prime and Hulu. QuikRewards is another one that pays out relatively well but it is only open to people in the US, UK and Canada. I recommend signing up with Swagbucks and InboxDollar for good deals to start and then diversify.

- Sign Up to Swagbucks
- Sign Up to Inbox Pounds or Inbox Dollars
- Sign Up QuikRewards
- Download Viggie



SURFING THE WEB

This is not much different from the previous option (Watching Videos), in fact the two main platforms that allow you to earn money while surfing the web are Swagbucks and InboxDollar. If you are looking for one platform with different money making options and all legit then just go with one of these. Here are quick links to these sites:

- Sign Up to Swagbucks
- Sign Up to Inbox Pounds or Inbox Dollars



NIELSEN APP

Most people know about the TV tracking company — Nielsen. They track trends of TV watchers in great depth. Well, they are not only in the TV game anymore. They track many different behaviors of people including internet usage. All you need to do is download the Nielsen App and they will pay you \$50 a year to keep their app on your favourite internet-browsing

device. That's not much, but who hates an extra 50 bucks. On top of that, Nielsen tries to sweeten the deal by giving away \$10,000 each month as various rewards and sweepstakes.

- Downloads the Nielsen app



GET PAID TO WORKOUT

You didn't see this coming right! There are platforms and apps out there that pay you for getting fit. Well, almost. There are platforms like Sweatcoin and Achievement that collect your physical activity data e.g. how many steps you take in a day and they pay you for that data. You can potentially make \$5 to \$20 per day based on which app you choose and what you are sharing. In order to make the most of it, install both of them on your phone and then install them both on your partner's phone and then your parents and so on. These small amounts will easily accumulate to something more meaningful. There are apps out there as well, but they come with a risk e.g. With Healthy-Wage, users select a goal weight loss, place a bet, and choose a timeframe for achieving their goal weight. Their proprietary algorithm determines your payout, which can reach as high as \$10,000 but then again, you might lose money if you don't achieve your goal.

- Download Sweatcoin
- Download Achievement



BE A WEBSITE TESTER

There are many platforms that allow you to become a website tester where you give your opinion about design, experience, quality etc. of specific websites. Instead of just looking at the website from a technical eye, these platforms get feedback from real potential end users. Click on one of the links below to sign up.

- Sign Up on testio
- Sign Up on UserTesting
- Sign Up on WhatUserDo
- Sign Up on Userpeek
- Sign Up on uTest
- Sign Up on UserFeel
- Sign Up on TryMyUI
- Sign Up on Userlytics
- Sign Up on Software Judge

The payouts are usually around \$10 per test, but this is not a regular gig as these sites are not always taking in new testers and based on your demographics, you might not always have enough sites to test.

To be continued...

50 ENTREPRENEURIAL IDEAS GENERATION DURING COVID-19

— BY JAVED CHAUDHRY



The past few months haven't been easy on the world. Termed as a global pandemic by all recognized health organizations, COVID-19 first came to light in Wuhan in December 2019. Since then, it has spread through all parts of the world – with more than 11.3 million confirmed cases worldwide that has resulted in 532,000 deaths by now.

Needless to say, this virus has shaken humanity to its core. Despite of all the technological advancements in

healthcare since the past few decades, no health institution or organization has yet been able to come up with a vaccine that can effectively save us from the COVID-19.

On a somewhat positive side, Mr. Javed Chaudhry, a well-known Pakistani columnist and motivational speaker, talks about how these worldwide lockdowns have paved way for new entrepreneurial ideas that you can benefit from – both, during

and after the pandemic.

What are those ideas that you can convert to business startups and be a successful entrepreneur? He mentioned 50 of them, let's have a brief overview of each:

#1. HAIR COMBS IN ALPHABETS

According to Javed Chaudhry, this is one of those business startups that you can focus on as the COVID-19 has

forced the world to be using their own personal items and not sharing them with others as a precautionary measure.

You can get into the manufacturing side of hair combs and hairbrushes with alphabets or customizable names on it, where letters can be added or removed in order to make the item a 'personal belonging' of one specific person – rather than a generic item that was used by all the family members prior to COVID-19.

#2. MANUFACTURING OF DISPOSABLE MASKS & GLOVES

Disposable masks and gloves are one of those items that are going to stay among us for a long time now. And since, according to WHO, this virus may never really go away – the need for the protective gear will never go away either. Get into this business today and enjoy success.

#3. VIRUS FREE STATIONARY

You will be listening to this term ‘virus-free’ a lot now. Since the world can’t remain under an indefinite period of lockdown for too long, the educational institutes will reopen at some point. China and some other countries have already reopened their schools and colleges with strict SOPs and guidelines.

During this, Mr. Chaudhry says it would be a good idea if you can get into the manufacturing and distribution of stationary items like pens, pencils, calculators, sharpeners, etc. – that come with a little disinfectant spray or sanitizers attached to them, so that you can regularly disinfect the item before each use and keep yourself safe from the virus.

#4. ELECTRIC HEAT WARMERS

Since the COVID-19 virus is known to travel through clothing items, people would now want to remain virus-free by giving electric heat to their clothes and socks before they wear it. You can start

manufacturing and selling electric heat warmers at competitive pricing in order to gain a foothold in this sector.

#5. VIRUS KILLER MICROWAVE

Similar to an electric heat warmer, you can also startup manufacturing microwaves that can effectively kill virus by creating steam up to a certain temperature. You can put your clothing items in it before you wear it for work or school. It can become a high-on-demand item in no time.

#6. VIRUS FREE TISSUE PAPERS

The world will not be just needing tissue papers, but ‘virus-free’ tissue rolls that give a sense of safety and security to its buyers. You can get into this line of work and start making good money.

#7. REUSABLE TISSUE PAPERS

It is estimated that the world’s demand for reusable tissue papers will go up 8 times than it was before the virus outbreak. This is the perfect time to get into the manufacturing side of this specific item.

#8. ELECTRIC BAG

This is another idea that can yield good profits in near foreseeable future. Just create a unique electric bag that operates from rechargeable or

non-rechargeable batteries and people can use it to put their items in it while they are not using those items. When switched on, it can make those items virus-free completely and safe to be used the next time.

#9. PERSONAL PROTECTION KITS

According to Mr. Chaudhry, you will be seeing coronavirus protective kits a lot more now. Whether at home, work or school – there will be an increasing demand for these protective kits that you can start manufacturing with your own brand today.

#10. VIROLOGY LITERATURE

This is something that can result in huge success in a relatively short period of time. You can compile COVID related information in books, magazines, pamphlets or pocket size books that people can carry with them, especially kids. Start printing and selling these today to earn good money.

#11. VIROLOGY SYLLABUS FOR SCHOOL

Since we need to teach our younger generations a lot about the virus and adopt a certain lifestyle to protect ourselves from it, you can start printing reading material that is fun, engaging and informational for young children. Link it with a Youtube channel to monetize it as well. And you also can then sell this to schools and colleges under your own brand.

#12. ALCOHOL SWABS

You can create alcoholic swabs with which people can clean their table surfaces, laptops, mobiles, bags, etc. This is a product that is already in demand since lockdowns are being partially removed in different parts of the world.

#13. VIRUS REPULSIVE PADS

Just like swabs, you can also get into the manufacturing of virus-repulsive pads and repellants that people can use to clean their surrounding items and everything that they come in contact with.

#14. BIO MASK & GLOVES

The world is going to be needing a lot of bio masks and gloves that keep you safe from the coronavirus. You can start a small business setup right away and launch your own branded bio masks and gloves.

#15. VIRUS INFO PAGES ON SOCIAL MEDIA

Since the past couple of months, a lot of people have been spreading misinformation over various digital platforms – social media being at the top of the list. You can create your own social media page today on Facebook, Instagram or Twitter, where you can talk about the latest updates on the COVID-19 using authentic sources and references. *To be continued...*



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Coca-Cola Connection

"Coca-Cola", "Coke", "Sprite" and "Fanta" are registered trademarks of The Coca-Cola Company.

A man with dark hair, wearing a light blue suit jacket over a matching button-down shirt and dark sunglasses, stands in the foreground. He is looking slightly to his left. The background features a large, modern building with a grid of windows, green trees, and a paved plaza. A yellow circle with a white quotation mark is positioned over the man's chest.

“

**FAILURE, MISTAKES AND
WRONG TURNS ARE
GREAT TEACHERS.**

H A R O O N R A S H I D



Haroon Rashid is a British-born Pakistani singer-songwriter, music producer, composer, director and social activist. Formerly a member of the pop band Awaz in the 1990s, Haroon has sold millions of singles and albums worldwide and has performed at large venues such as the Wembley Arena.

As the founding CEO of Unicorn Black, an animation production company, he is the creator and director of the 3D animated children's television series Burka Avenger which received critical acclaim. His company has also produced Teetoo and Tania, Quaid Say Baatein and other successful animated series.

HOW I DID IT - EXCLUSIVE INTERVIEW WITH HAROON RASHID

By Sadaf Usman



My chief aim in life is to create content whether it be music, animation, movies, or comic books that impact people in a positive manner. I truly believe that it is my duty as someone who is in a privileged position to help bring about a positive social change.

What's your educational background, and on what projects are you currently working on?

I have done my BBA in finance from the George Washington University in Washington DC. But I have educated myself a lot in the field of recording studio engineering, as well as spending many years learning about video making and animation. Also over the years I have taught myself Music and songwriting skills. Education is an on going process in my mind.

What's your backstory & how did you come up with the idea of Unicorn Black & Burka Avenger?

As a musician many of my songs touched on social issues such as corruption and interfaith peace. Living in Pakistan, many of the issues are staring you right in the face and you can't ignore them. I became interested in producing and directing a movie in 2010. I began writing stories and short-listing ideas. It was important for my story to be more than just

entertainment. My goal has always been to address issues, make people think and help change hearts and minds. In 2010, I read about girls schools being shut down by extremist elements in Pakistan. Like most people around the world and in Pakistan I was appalled. Pakistan has one of the lowest rates for female literacy and this was the last thing we needed.

I started imagining a teacher fighting back. The idea for Burka Avenger grew from there. She is a schoolteacher in her everyday life but disg-

uises herself in a Burqa-like costume to fight the baddies. I have always been anti-guns and I wanted to reinforce the message that the pen is mightier than the sword. So her weapons are books and pens. Literally she clonks the bad guys over the head with books. Her motto is "Justice, peace and education for all". Instead of a movie it ended up being an animated TV series which worked out great because there is hardly any local entertainment for children. The Burka Avenger is a great role model to the kids of Pakistan and the show's women empowerment themes and importance of education for girls are essential. The show imparts these great messages and morals without being preachy.

Since then we have been working on some exciting projects at Unicorn Black. We just launched an English learning app partnering with RELO (the Regional English Learning Office). The app allows children and adults to learn English in an entertaining and engaging manner. I encourage you to download the app from the android app store. Just search Burka Avenger.

Other recent projects are a mother health and nutrition animation project for Unicef. As well as an online safety, privacy and security animation project for Facebook.

We are aiming to launch 13 Burka Avenger comic

books by the end of this year. We are super excited about that.

Some of the other notable projects from the recent past are Taazi.com a music portal to promote Pakistani musicians; as well as “Teeto and Tania” an animation series that highlights Pakistani heroes and role models.

From a Singer to an entrepreneur, what exactly made you think to switch your career?

That is an interesting question because to be a successful musician in Pakistan you have to be an entrepreneur of sorts and market your own music through music videos and other means. I would spend my own money recording my albums and music videos and then I would go out and recover my investment through shows. Of course it built up step by step from a very basic recordings and music videos to being able to do lavish recordings and videos as the success hit. So for me when I set up my Unicorn Black animation production studio and started working on Burka Avenger it was something I was used to doing all my life. I believed in the concept just the same I had self belief I my music career. But above all I attack any project I am excited about with an incredible amount of passion and this allows me to focus huge amounts of energy to see the project successfully through to the end. Luckily all the time and energy and money was rewarded with a critically acclaimed award winning tv series.

How did you build Pakistan's first digital content delivery platform called Taazi.com? You had your own money or

you raised capital for it?

The idea behind it was to create a product that I as a musician myself wish existed. The concept was to make a music platform for musicians by musicians. Where musicians get to retain all their rights and most of the revenue. It was a very challenging project and very programming heavy. I invested my own money.



IT TAKES VISION AND THEN THE ABILITY TO CHANNEL ONES ENERGY IN A MASSIVE WAY INTO ACHIEVING THAT VISION. IT TAKES SELF BELIEF, IT TAKES AN UNDERSTANDING THAT FAILURES ARE JUST PART OF THE JOURNEY TO ACHIEVING YOUR DREAMS, IT TAKES THE ABILITY TO COMMUNICATE, MOTIVATE AND EXCITE PEOPLE, PARTNERS AND EMPLOYEES ABOUT YOUR VISION, AND MOST OF ALL PERSISTENCE.

When I originally came up with the concept of Taazi in 2012 at that point youtube was banned. The Taazi app that we built is truly exceptional and I am exceedingly proud of that. However it is hard to find a good model to financially sustain a platform like Taazi when music is considered a free product in this day and age. People can get all the music they want for free on billion dollar platforms like Youtube. The whole model of music has changed. We are planning to ramp up Taazi in the coming months when things get better with the Coronavirus situation.

As a celebrity we don't see you on TVCs or social media.

I am so busy with the day to day or working on my own exciting projects that doing TVCs almost seems frivolous to me. If something exclusive and a great project came along I would then definitely be interested in being part of a TVC. Otherwise it is not something I would actively pursue.

Which were your marketing strategies to grow your entire business portfolio?

The most important thing is to continuously deliver outstanding products. The other thing is that rather than spend millions on advertising we were able to leverage press coverage to highlight the great projects that we were working on. Anytime we launch a new project we make sure we hold a press conference and invite the print and

super important.

What does it take to be a successful entrepreneur?

It takes vision and then the ability to channel ones energy in a massive way into achieving that vision. It takes self belief, it takes an understanding that failures are just part of the journey to achieving your dreams,

electronic media and simultaneously send out a well written and interesting press release with images and video.

How do you manage your core team?

I am very lucky that much of my core team has been with me since the inception of Unicorn Black in 2012. We have a great relationship. It is important for me as CEO to roll up my sleeves and get involved and put in as much hard work as anybody. I think it is also very important to motivate the team by sharing the big vision with them. Then it is easy for them to realize that the every day tasks are leading us to a bigger goal. I think nothing succeeds like success. And all of us as a team have tasted success and critical acclaim so we always strive to do the very best work possible and not cut corners.

How do you plan your day? What is your daily routine?

We have a morning team 9:30am meeting and we plan out the day from there. These morning meetings are

it takes the ability to communicate, motivate and excite people, partners and employees about your vision, and most of all persistence.

What is your chief aim in life?

My chief aim in life is to create content whether it be music, animation, movies, or comic books that impact people in a positive manner. I truly believe that it is my duty as someone who is in a privileged position to help bring about a positive social change.

Which are your greatest disadvantages? What were your worst mistakes?

In the past my biggest disadvantage was linked to my biggest advantage. It is my ability to become very excited by an idea or project and pursue it relentlessly with unbounded energy. The problem arises when you become excited by multiple projects. Sometimes I would try to work on too many projects at once and then naturally one or the other projects suffers. Now I have learnt to focus on my strengths and work only on those projects that I am most passionate about and no more than 2 projects at a time.



Lighter Side..

My favourite quote is:

"Never put off for tomorrow what you can do today."

Mark Twain

My favourite personality is:

Nelson Mandela

My favourite movie is:

"Jerry Maguire"

It is a great story about the underdog's journey to achieving success.

I recommend reading:

Pride and Prejudice by Jane Austen

My hobbies are:

Travelling, cycling, working out, jamming on my guitar, reading books and reading news articles online.

I am energised by:

Whenever I get a eureka moment for a new idea, concept, script idea or song idea I get very excited and jump up and pace around the room.

My Advice for young startups:

No one tells you how hard it is to be a founder. Building a business is certainly not easy. Entrepreneurs often ride a roller coaster of highs and lows that feel even more intense when the going gets tough.

No one succeeds in business alone, and those who try will lose to a great team every time. Build your own great team to bolster your success. And most importantly; set goals and remind yourself of them each day.

READING LIST

➞ Organize Tomorrow Today



By Dr. Jason Selk

Author explains 8 fundamental ways to retrain your mind to optimize performance at work and in life. As a result, you'll focus

on process-oriented goals that will guide you in maximizing your time and breaking bad habits.

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➞ The \$100 Startup



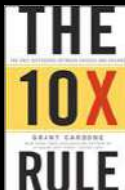
By Chris Guillebeau

You don't have to have a large amount of money to launch a business. This book tells you how to lead a life of adventure,

meaning and purpose - and earn a good living. You can actually do so by turning your passion or hobby into a successful business.

.....

➞ The 10X Rule: The Only Difference Between Success and Failure



By Grant Cardone

This is truly a masterpiece by the Grant Cardone that explains how you can throw more energy, focus, determination,

willpower and resolve into your calling and, ultimately, your success. A step-by-step guidance on how to achieve phenomenal success for yourself!

.....

WHY SLEEP IS IMPORTANT IN THESE DEPRESSED TIMES

REPORTED BY GOOGLE TRENDS

Courtesy: BeingGuru



On the off chance that you've been hurling and turning in bed the previous evening, without a wink of rest, at that point you're not the only one. Google information uncovers that the COVID-19 pandemic has vexed the resting routine of huge amounts of individuals over the world. Google scans for 'a sleeping disorder' and 'can't rest' hit an unequaled high in April all-inclusive. The information doesn't uncover the specific explanation behind this spike.

In any case, the timetable concurs with the stature of the coronavirus lockdown around the world. Prior rest analysts cautioned that the pandemic can negatively affect an individual's dosing schedule, this, thus, could

prompt confusions in psychological wellness.

Google Trends uncovers that the looks for 'sleep deprivation' and 'can't' are the most noteworthy in April, in the midst of COVID-19 isolate. Google looks for 'a sleeping disorder' originated from Greece, North Macedonia, and Ireland. What's more, most scans for 'can't rest' were seen from Australia, UK, and Ireland.

It's additionally seen by specialists that the coronavirus lockdowns and isolate periods have individuals changing in accordance with new schedules. Morning timers are reset and there is less open air time and exercise. With the upsides of

telecommuting, many hit the hay late and get up late, as they don't need to invest energy in an early regularly scheduled drive.

Individuals currently lose control till late evening gaming or sleep deprivation appears, which implies they don't get an entire eight hours worth of rest. Another error made by numerous individuals of us is resting all the more as often as possible to make up for missed rest. Rest scientists comment this may exhaust the 'craving' for rest. Scientists uncover that the activities taken by individuals to secure themselves can encourage issues with rest as well as lead to constant issues with rest.

The ramifications of a sleeping disorder are serious. Sleep deprivation can prompt intellectual results like powerlessness to center and general touchiness. Incessant a sleeping disorder has corresponded with a wide scope of genuine medical issues. This incorporates cardiovascular infection, hypertension, and diabetes. It can likewise prompt corpulence as a sleeping disorder makes it hard to get more fit. Studies have likewise called attention to the expanded danger of Alzheimer's and different types of dementia.

Aside from physical medical issues a sleeping disorder causes confused psychological well-being issues. In the event that a sleeping disorder goes on for two to about a month, at that point, it expands the danger of sorrow. The absence of rest is additionally connected to a less fortunate reaction to the treatment. This is on the grounds that an absence of rest meddles with the capacity to recoup from sadness. More than one of every five individuals (22%) state their rest quality has endured since the ascent of the coronavirus that causes COVID-19, as indicated by another investigation of just about 1,000 people.

Ways to Improve Your Sleep

Adhere to a rest timetable of similar

sleep time and wake up time. Regardless of whether you don't need to get up for work or school, set caution, and remain reliable. This directs your body's check and gets you in a cadence of nodding off simultaneously consistently, and staying unconscious. The advantage of an ordinary rest plan during this pandemic is additional structure. Particularly if your activity has been ended and there's less to do, this helps keep standard hours and rational soundness during such a difficult time.

Practice a sleep time custom. Some portion of getting into a rest incorporates giving your body signals that it's sleep time. This can incorporate darkening the lights, playing loosening up music, perusing a book, or writing in a diary. Washing up or shower before bed can likewise rest schedule.

The blue light discharged by phones, tablets, workstations, and TVs plays with your body clock, making it harder to get the opportunity to rest. What's more, the substance you run over could wrap you up, rather than helping you wind down.

Force resting may assist you with overcoming the day, however in the event that you're battling to rest each night, at that point cut out the catnaps so you'll feel increasingly drained when it's time to turn in.

Lying wakeful and worrying about the way that you can't rest will most likely simply keep you alert.

“

A good laugh and a long sleep are

**TWO BEST
CURES FOR
ANYTHING**

Irish Proverb

”

BEST SHOWS/MOVIES TO WATCH



➞ Suits



By Aaron Korsh

Mike Ross, a talented college dropout who works as a law associate despite never having attended law school. It's a great TV show to learn about negotiation, strong communication and navigating complex corporate situations.

.....

➞ The Theory of Everything



By James Marsh

The late Stephen Hawking was one of the most brilliant and influential scientists of our time. Key takeaways are never stop asking questions. Hawking let nothing hold him back or keep him from his goal of creating something great out of his life.

.....

➞ Fyre: The Greatest Party That Never Happened



By Netflix

This documentary film is about the infamous failed attempt to hold a music festival in 2017 in the Bahamas. The film offers some important lessons for entrepreneurs, in particular anyone interested in using influencer marketing as a way to quickly grow.

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ENTREPRENEURIAL OPPORTUNITY

THE ART OF KEEPING THINGS SIMPLE

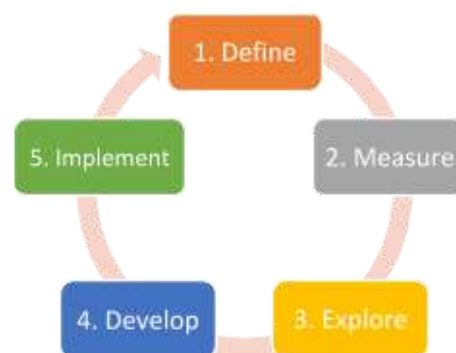


By Engr. Usama Bin Mansur

There is a saying that ‘The secret of success is to be ready when the opportunity comes’, yet most of us either don’t have the right mindset to be ready, or are unaware of when the opportunity arises. As aspiring entrepreneurs it is very important to develop a solid base through basic elements rather than developing complex frameworks which become hurdles overtime.

Entrepreneurial opportunities exist, because people have different information. Each and every one of us processes information differently which leads to different results. However, it is the ‘superior’ information that supports better decisions and outputs.

To initiate any form of venture means that the information that we acquire needs to be precise and validated. One thing Entrepreneurs are extremely good at is analysing information and their ability to ‘read between the lines’. That means, the information they collect covers both ends of the scale i.e. personal requirements, changes required in the enterprise and what is currently missing in the market.



We need to remember that an opportunity comes for a limited period of time therefore it is important to set a timeline for the duration of the opportunity, and conduct thorough market research. It is important to gather relevant information and decide on a course of action, by initially working on three key questions; what can we find? what does it mean? And what should we do?

Through market research we are able to understand the real and perceived values an opportunity presents, as well as the potential risks and returns that will be expected. By using an opportunity assessment wheel we are able to systematically take steps in order to validate the information that has been gathered.

The first step is to define the situation, the problem that is being faced, whether there is a solution available to that problem and to what extent. Next we have to measure whether there is an existing market for the solution in mind i.e. are there customers who are facing the problem defined earlier?

A “market” consists of all of the customers and once the target segment has been identified, one should devise effective strategies to increase awareness and visibility in the market. Most of the time we try to adopt marketing strategies, which are being used commonly. However, the key element we must pay attention to is the effectiveness of strategies we are using for the market we wish to serve. Evaluating ‘consumer behaviour’ is a crucial factor that needs to be emphasized on, as it provides valuable insight into the demography of the area, market and the people within, how they make decisions, their buying habits, satisfying their needs and wants etc.. Understanding consumer behaviour makes it easier to know how potential customers will respond to a new product or service, while also helping ventures identify opportunities that are waiting to be grasped.

Furthermore, when we are collecting information it is important to use multiple sources and explore multiple possibilities. This is where we are able to find out who the existing players are in the market, from partners to competitors and also get a better idea of their attributes, behaviours, capacities and how they are benchmarked against the potential idea/ solution.

Once the scope of the problem has been defined and data collected, it is time to develop a robust action plan that will focus on both the internal mechanisms and processes as well as gaining external influences and outreach. A key point to remember is that ‘indigenous problems have indigenous solutions’, meaning that we have to solve the problem keeping in mind the demographical context, take into account opportunity vs. personal skills and goals, figure out the types of resources needed to solve the defined problems, devising methods and strategies to interact with customers, increase networks, relations & partnerships etc.

Finally, execution is key, therefore a sound action plan has to be implemented. This also includes deciding what kind of innovation method will be followed. If we are going to enter an existing market with the same product but with slightly enhanced features, we would be following ‘incremental’ innovation. There are times where an existing product or service made of a certain market segment is modified slightly for a new market segment thus making it ‘architectural’. In today’s global market, ‘disruptive’ innovation is on the rise where new products and services are being introduced into an already established market.



Finally the most risky of the four options is ‘radical innovation’, where a totally new product or service is created for a completely new market segment which is a high risk move, but if done properly will provide first movers advantage and a large chunk of market share.

Every big change starts with an initial step forward, but before taking that step, we must equip ourselves with the right tools and knowledge, don’t dig into the complexities of situations which do not need attention and be strong when the time comes. After all, it is the art of keeping things simple.

Every big change starts with an initial step forward, but before taking that step, we must equip ourselves with the right tools and knowledge.

APPS OF THE MONTH

Time is the small-business owner's most precious commodity. So when an app comes along that promises to boost productivity or save you time, you should grab it.

by Usman Ali



1

RINGCENTRAL OFFICE

RingCentral office is a cloud-based phone system that is built around business services, so it's perfectly fine to use it on any device with a browser, whether a Windows PC, or Apple iPad, or Android smartphone.

2

FRESHBOOKS

FreshBooks is a popular cloud-based accounting service designed specifically for small businesses. The app integrates with many other services, including PayPal, MailChimp, Basecamp, WordPress, Zendesk and more.

3

HUBSPOT MARKETING HUB

Hubspot is a platform that provides a range of tools for content management, sales and marketing, and social media advertising. Integrations available, but not least Salesforce, G Suite, and Microsoft Office.

4

ASANA

Best project management app offers a ton of handy features to boost productivity. The app lets you create to-do lists and reminders so you always meet deadlines, plus you can add due dates, instructions & comments.

5

TOGGL

Ideal for anyone who needs to log billable hours. You can track as many projects or clients as you want, view colorful graphs, export timesheets, and sync your numbers with several project management apps.

6

DOCU SIGN

DocuSign allows you to easily collect signatures online or via a mobile device. This is the perfect tool for collecting necessary information from clients and remote employees.

7

SHIP STATION

If you sell products online, you need a time-saving e-commerce solution to streamline your shipping. It allows you to process online orders, get order alerts, print shipping labels, track shipments, and more.

8

EXPENSIFY

One of the most tedious aspects of being a small business owner is tracking your receipts and your expenses. You can take a photo of a receipt, and the software will automatically transcribe the details for you.

9

NIMBLE

If your small business has a prominent social media presence, this app might be the best CRM for you. It gleans data from your contacts' social profiles, updating itself so that you don't have to do it.

www.exporthleftovers.com



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Everything we sell is genuine
We don't sell fake brands



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at your doorstep



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ED-TECH AND E-LEARNING - NEED OF THE HOUR

By Nabeel A. Qadeer



As the pandemic coronavirus spreads to 180+ countries, pushing states to opt for precautionary lockdown, 1.6 Million of the world's children are out of school. Though children, irrespective of the development and socioeconomic status of their nationality, are forced to stay at home the way states are responding varies.

In few countries, such as Germany, a localized school closure has been implemented. Whereas, in most countries, a country-wide closure of educational institutions has been put in place. Figure 1 below illustrates the current status of schools closure caused by COVID-19.

China, the epicentre of the virus, announced country-wise closure of schools on January 20th 2020, even before implementing a lockdown in Wuhan, affecting 278 Million students. This decision was supplemented by resorting to two existing free virtual education platforms: Empower Learning and EduCloud – in what will be known as the largest simultaneous online learning exercise in human history.

African countries such as Rwanda, where 3 Million students are out-of-school due to the lockdown, are responding by utilizing radio as its main tool of outreach. UNICEF, in collaboration with Rwanda Broadcasting Agency, identified

basic literacy and numeracy focused radio scripts from around the world that could be localized in alignment with the national curriculum and aired around the country. In Indonesia, for example, children are following a home-based study model with assignments being communicated by teachers. The challenge further complicates for countries such as Pakistan that have a complex, multi-layered education system divided among various axis including medium of instruction, range of tuition fee, curriculum, public versus private sectors, local and international examination boards.

The response has been varied too.
The Ministry of Federal Education and

Professional Training has launched a state-backed satellite school TeleSchool, which has been reviewed with much appreciation and criticism alike by experts, policy makers for effectiveness and learning outcomes. In a similar manner, the Government of Punjab, the largest province of Pakistan that also has the largest absolute cohort of out of school children, has launched its own version Taleem Ghar. The private sector has had a mixed strategy towards reaching out to students.

The common global concern, however, remains of the effect of school's closure on learning outcomes once institutions re-open. The key areas are:

- Will students' grasp concepts in distance learning?
- How will they be assessed?
- Conceptual retention after an undefined break from regular school?

Technology is a powerful tool that has proved its transformative impact across industries with what we call the 4th industrial revolution. Marked by 5G, Big Data and Artificial Intelligence, it has penetrated the education sector as well.

The sheer size of the investments made in the edtech sector reveal the development in and trends of the market. From a global investment of USD 8.15 Billion in the first 10 months of 2017, the figures have skyrocketed to USD 18.66 Billion in 2019. As distribution and edtech platforms scale internationally, the market is projected to grow at 11% per annum, to USD 341 Billion by 2025.

Technologically advanced countries such as China have been utilizing artificial intelligence to assess learning outcomes and classroom effectiveness. In Shanghai, for example, brain wave tracking headbands are used by students that collect data about their concentration levels – the data is fed into the central database accessible by teachers in real-time. A report of the same is shared with the parents.

Computer and app-based education systems are giving a new meaning to distance learning especially at junior levels of schooling. In Pakistan's case for

example, SABAQ is an edtech startup which is working to increase student engagement and improve learning outcomes through high-quality scalable digital content that is relatable for children. Thus, making it accessible to millions through the public and Private-NGO sectors. Their work is multi-dimensional and includes animated video lessons, interactive exercises, live-shot lessons, story-based instructional content and teacher guides. In a supplementing manner, the learning apps developed by SABAQ are designed to be used alongside regular instruction at pre-primary and primary levels to help children develop better literacy, numeracy and critical thinking skills. To date, more than 250,000 students have been impacted, 1800 schools transformed, 1500 learning units produced and 540 centres established. The impact is beyond figures – it lies in the transformative effect on the schools and students using its flagship product MUSE.

In this challenging time, when 1.6 Million children are forced to be out of school, and the global education system has come to a stand-still, there is an opportunity to take a fresh start, to rethink how the system is being executed. It is an opportunity to go back to the planning stage and focus on the key objective: nurturing the minds of the children and youth and enhancing the learning outcome. Here's what needs to be reflected upon:

GLOBAL RESPONSIBILITY

The pandemic coronavirus has affected the well-being of students from around the world, irrespective of nationality, religion or socioeconomic status. To overcome this challenge, the response has to be collective, inclusive and be carried out with responsibility and empathy.

Multi-agency platforms such as UNESCO do have a global framework in place. If joined by regional and interest-based networks such as E.U, OIC and SAARC, expertise, learnings and resources can be utilized more effectively for the larger good of the world's children. For this, however, priority agenda

should be education, before political and economic differences. Prerequisite: Empathy and Responsibility.

LOCAL GOVERNMENTS AND AGENCY

Going by the need of the hour, state resources are being channelled to medical and relief work, especially for the marginalized and the vulnerable. However, local agencies must maintain focus on the larger purpose and set goals inline to that. The larger purpose for most countries is economic strength; the approach taken and process engaged in varies – however, what needs to be kept in mind is that it's the next generation that will take the economy to a higher level. Hence, invest in them – equip them with the right technological tools that add value. The agencies may choose to steer or row this process as per its own framework, the end goal should be clear and facilitated.

STARTUPS

The cases mentioned reflect the integral role of startups in opening unexplored avenues of learning. In the present and Post Covid-19 world, edtech startups need to work in providing further localized content such that it makes the experience more relatable and accessible for the children.

PARENTS

Certainly among the most significant stakeholders in children's well-being, parents have an important role to play. The shift in the mindset – from discounting the importance of education altogether and restricting learning progress to attainment of grades to acceptability of edtech platforms and services – is steered by parents. It is the foundation on which any efforts from global bodies, local governments and startups are based upon.

The overall long-term impact of edtech and e-learning services is promising. Post Covid-19 lockdown, once the global education system takes a fresh start, edtech and e-learning will potentially become a new norm in schools.

HOW TALKING CAN SPREAD COVID-19

NEW STUDY SHOWS THAT TALKING CAN BE A FACTOR IN INFECTING PEOPLE WITH COVID-19?

By Sarmed Malik

A

new study shows that how droplets produced during normal conversation maybe as important as transmitting disease. Coughing may not be the main way individuals transmit irresistible pathogens like the novel coronavirus to each other. Talking can likewise dispatch a huge number of beads so little they can stay suspended noticeable all around for eight to 14 minutes, as indicated by another investigation.

The study could help clarify how individuals with mellow or no indications may taint others around other people, for example, workplaces, nursing homes, voyage ships, and other restricted spaces. The examination's test conditions should be reproduced in increasingly true conditions, specialists despite everything don't have the foggiest idea how much infection must be transmitted starting with one individual then onto the next to cause contamination. Yet, its discoveries reinforce the case for wearing veils and playing it safe in such situations to diminish the spread of the coronavirus.

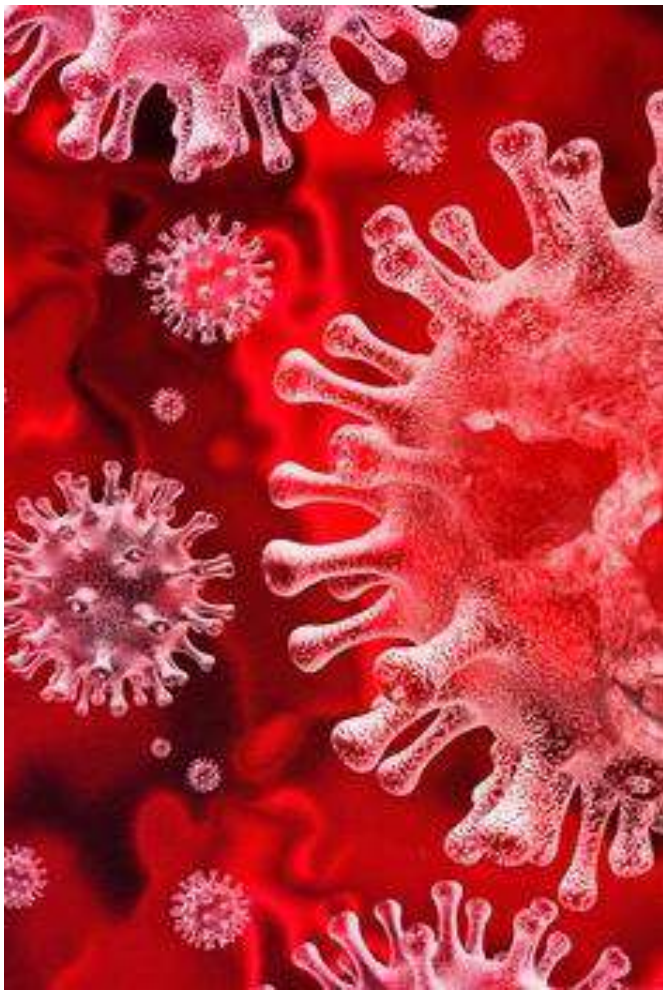
Researchers concur that the coronavirus bounces from

individual to individual regularly by hitching a ride inside little respiratory beads. These air particles will in general tumble to the ground inside a couple of feet of the individual who emanates them. They may arrive on surfaces like door handles, where individuals can contact waiting for infection particles and move them to their face. Be that as it may, a few beads can remain high up, and be breathed in by others.

Exponent tests have uncovered how coughing can deliver a snapping explosion of air blended in with spit or bodily fluid that can launch different infection particles into the air if an individual is ill. A solitary cough can push around 3,000 respiratory infection particles while sneezing can create upwards of 40,000.

The laser test demonstrated that around 2,600 little infection particles were delivered every second while talking. At the point when analysts anticipated the sum and size of infection particles delivered at various volumes dependent on past investigations, they found that talking stronger could create bigger infection particles, just as more noteworthy amounts of them.

The researchers additionally found that while infection



particles begin contracting from lack of hydration when they leave an individual's mouth, they can, in any case, glide noticeable all around for eight to 14 minutes.

CDC says keeping, in any event, six feet from others can assist individuals with staying away from contact with respiratory particles and lower the danger of contamination. Yet, numerous researchers have contended that air particles can travel more remote than six feet, contingent upon the power with which air particles is propelled, the encompassing temperature, regardless of whether there are air flows that can convey them more distant and different conditions.

What specialists don't yet know is whether all discourse, coughing conveying infection particles are similarly irresistible, or if a particular measure of infection should be transmitted for an individual to become ill by breathing it in.

Be that as it may, the new examination adds to the case for keeping up a physical good ways from others to help moderate the spread of coronavirus. The investigation additionally features the significance of wearing veils during social and different cooperations.

A TIP FROM



FARHAN MASOOD

Founder & CEO
Soloindight

I believe that the second wave is here and I have a reason to believe it's going to be more lethal than the last time - My timeline is filled with friends who are either affected or they know someone personally who is no more. Seems like affects of Eid Milan after 15 days.

Nothing fights better than your immune system, so please keep it boosted. I know it's summer, and there is nothing that feels like a glass of cold water, but at any circumstance, please avoid anything cold this summer.

My wife who works in the field of oncology recommends her patients immunotherapy in which they boost the immune system to fight the cancer cells. Here is one of her recipes that helped me recover from the same virus several months ago.

Immune Booster Tea Recipe (1 cup):

(Helped me a lot to recover from similar scary symptoms a few months ago when there were no tests available)

Cut up a small piece of ginger (fresh), small piece of cinnamon (stick), half a lemon, honey (to taste), 1/3 tsp of turmeric, 2 to 5 ml black seed oil. Seep all the ingredients in hot water for 3-5 mins and drink it several times a day.

Furthermore gargle 3 times a day with warm turmeric induced water. Turmeric "Haldi" is known for fighting infections for centuries. Take hot qahwa, tea and coffee but avoid anything cold even water.

#StopTheSpread

7 Steps to prevent the spread of COVID-19

- 01** Wash your hands frequently
- 02** Avoid touching your eyes, nose, and mouth
- 03** Cover your mouth when you cough using a tissue or the bend of your elbow
- 04** Avoid crowded places and close contact with anyone who has fever or cough
- 05** Stay home if you feel unwell
- 06** Seek medical care early if you have a fever, coughs, and difficulty breathing—but call first
- 07** Get information from trusted sources

Source: World Health Organization

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WINNING SOCIAL MEDIA CLIENTS

HOW TO PROVIDE SOCIAL MEDIA MARKETING SERVICES IN PAKISTAN



Hisham Sarwar

In this current global financial crisis where small businesses are suffering the most, offering social media marketing services is the light at the end of the tunnel. Although the title is focused specifically on Pakistan — except the legal part explained at the end of this article, the procedure is exactly the same anywhere in the world, so read on.

The global usage of social media has drastically increased since the beginning of COVID-19. As many countries have enforced partial or complete lockdown, people are forced to stay at home and therefore spend time on the internet, social media precisely.

On the business front, there's no open secret that small business sales have dried up. Because their brick and mortar presence is closed, they are finding it hard to make ends meet. One suspects, the situation is only going to get worse in many countries.

In this tough situation, social media marketing can help small businesses get back on their feet.

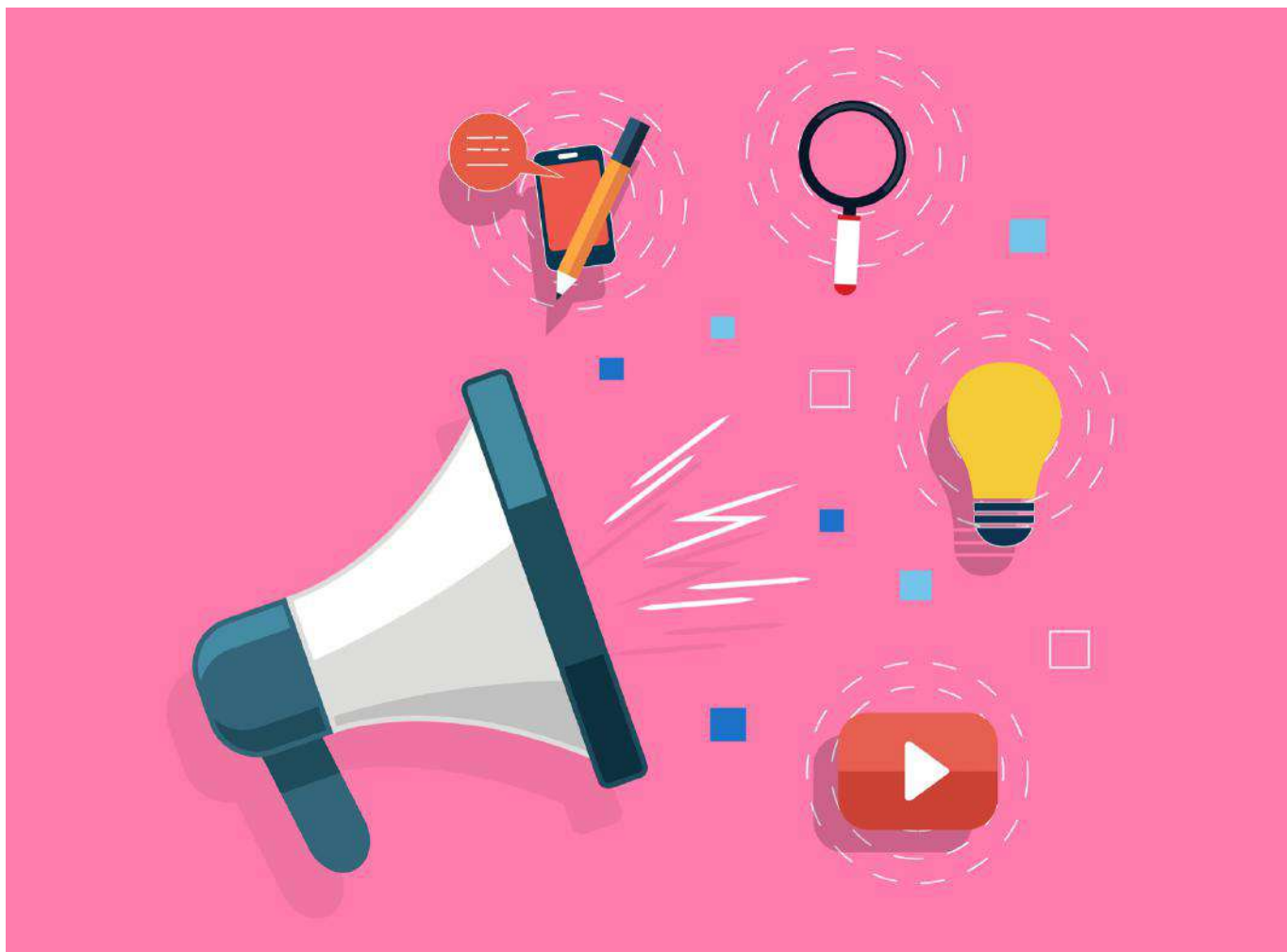
In order to get started, you need to upscale your social

media presence first if you want to offer the service to others.

As a social media marketing agency, the experts can lend service to these small businesses by advertising their business on major social media websites, primarily Facebook, Instagram, and YouTube, and help them get new potential customers.

In Pakistan, social media marketing services are on a rise too. This is a good time to set up your social media marketing agency, also known as (SMMA). The idea is fairly simple, as a marketer — you help small businesses get leads for their business that could help them sell their product and services on social media websites.

The best part of setting up a social media marketing agency in a country like Pakistan is, you do not need a full four-year-college degree to ace the game. All you need is to learn how to advertise efficiently on different social media websites, build up an organic presence, and offer this service to struggling small businesses in your local area. The process is simple. Here are some action steps you need to take right away to land a struggling client in your inbox today.



Setting up Your Social Media Marketing Agency

The first step is to create your website. You can easily create a website in WordPress. If you do not know how to set up a WordPress website, watch this tutorial.

Creating Your Own Social Media Accounts

As a digital marketing company, you need to set up your own presence on different social media accounts. I would recommend creating accounts on different websites with one name and keep uniform branding. Here are the websites I recommend creating accounts on.

Facebook Pages: The first step is to create a Facebook page for your business. If you wonder why Facebook, the answer is simple. Facebook is the biggest social media website with over 2.6 billion active users. Today, billions and billions, tens of billions of dollars worth of goods and services are being sold on Facebook because of its huge user base.

Even if it is your business or a client's, creating a Facebook page is actually the first step in social media marketing. The page needs to be populated with graphics, videos, and text posts talking about services.

If you check my Facebook page then take a look at the engagement of posts, branding done on my page. People like uniformity, they do not like surprises. Your Facebook page needs to talk about your business.

About 4 months back, the news broke the internet. Instagram has dethroned Facebook as the King of Social Media. Just like Facebook, Instagram is highly popular, especially in specific niches. The power of hashtags on Instagram lets you reach out to hundreds of thousands of people instantly. The next step after creating an Instagram account is to convert it to the business account from a personal account (it is usually set up personal as by default). Also, connect Instagram with the Facebook page you have created for the business.

Just like on Facebook, start populating your profile with pictures and videos. The most important thing that sets Instagram apart from other social media websites in "Instagram Stories". The stories gain good engagement. Also, Instagram's IGTV is gaining huge popularity. By default, Instagram lets you put a video up to one-minute long. If the length of a video increases over one minute, the video is posted to IGTV (Instagram Television) section. Here you



The best part of setting up a social media marketing agency in a country like Pakistan is, you do not need a full four-year-college degree to ace the game.

ge to the users, therefore the website gained huge popularity in recent years.

If you want to advertise a business, be it your own agency or client's product or service, you can use Quora to search relevant topics, supply an answer that contains a link of the business you want the traffic to be driven to. I use Quora for driving traffic to my clients and to my blog. Take a look at my presence on Quora, pretty decent right?

Pinterest: I initially thought Pinterest doesn't work well in Pakistan because of a lack of awareness and people do not use it. I was wrong. Pinterest is one amazing way of pinning your posts and letting the audience know what are your preferences.

You should sign up on Pinterest and create your profile and start building followers. The more active you are on the platform, the higher the chances of people following you. I've just started here and pinned posts related to my work on BeingGuru.

Youtube Videos: YouTube, my new found love. It is a separate world different from the other social media accounts. It is huge and why it should not be, it's Google-owned. YouTube is an amazing website to upload videos and reach out to a huge audience. As a marketing company, you should create your YouTube channel and start talking about your services as a social media marketing agency that helps clients with leads and sales.

Videos with animations, voiceovers, client testimonials prove to be instrumental in the client's decision making on Youtube.

As a YouTuber, the latest hat I proudly wear, I quickly aced to 100k subscribers this year after I started doing SEO of my channel.

can put description as well as put an external link of a website.

LinkedIn Presence: Apart from Facebook-owned companies, not many social media marketers pay attention to LinkedIn. This website is very popular. It is mostly used by professionals to make connections, similar to the lines of Facebook but for professional connections only. LinkedIn is a great way to reach out to people from a specific industry and pitch them with a product of service. As you can see from the image, I have over 11k connections on LinkedIn. I have used it successfully to bring tons of traffic to my YouTube channel and to the BeingGuru website.

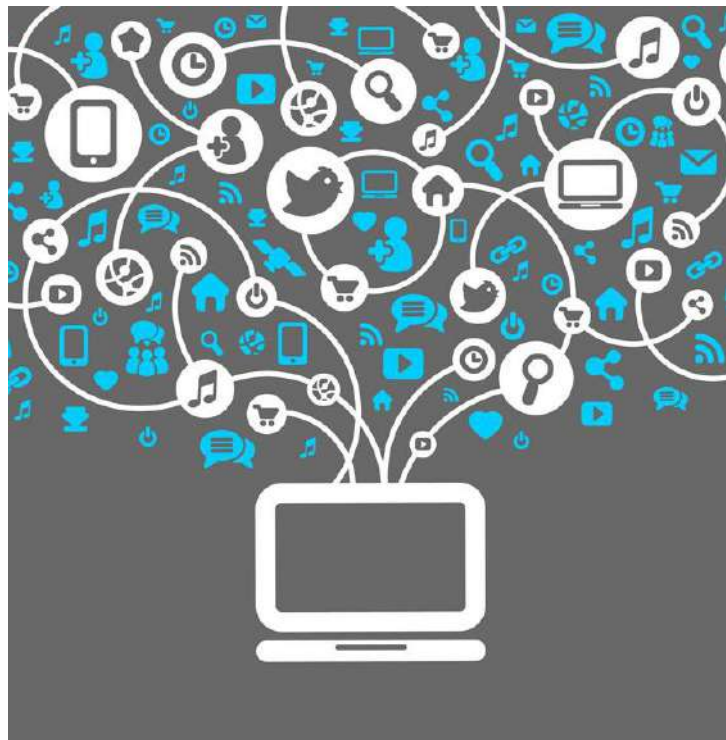
As a social media influencer, if there is a lucrative offer worth talking about, I post it on LinkedIn. It fetches some good traffic to my client's business. As a marketer, you can also advertise a business on LinkedIn. It's an amazing professional place with lots of active users. The ROI is actually very high for some selective niches.

Quora's Questions & Answers: Quora is an amazing website that is filled with huge data of questions and answers. I doubt, there is any topic you won't find on Quora. It's basically a social media website that emphasizes questions and answers, giving a lot of knowled-

STELLAR ADVICE FOR STARTUPS

I wish I knew this when I was starting my online business!

By Zyma Arsalan



We wasted too much time in perfecting the product. That time could have easily been utilized in building quality online content.

The start-up industry has a lot of stated rules. However, there are a lot of myths behind the start-up economy. I know firsthand since I belong to a start-up company. Let me share with you my experience. An experience of a lifetime. An experience that will help you build your economies of scale. In fact, as I'm writing this, I realize that I wish I had read this when I started out my startup journey. It would have changed the entire life landscape. Well, at least, I am writing it. For all the budding and aspirants out there.

Are ideas really important? Is a start-up economy all about ideas only?

This is a myth that needs to break. Ideas will never sell in the start-up economy. Ideas require a trigger mechanism. And that is the traffic to your application or website.

Let me explain. Suppose you want to open up an e-commerce platform. Or perhaps you're interested in a B2C or B2B business model. Irrespective of the type of business model you choose, the most important thing are customers. Or potential

customers. Imagine that you have some amazing beauty products. And you know that they have the potential. But there is no customer base. In fact, you wasted more of your time in building the application, then understanding the social media market.

Even Google states that the most important part is generating traffic.

Traffic allows you to understand what type of customers will be purchasing your product line. Always remember that you can change product and services. However, building up a social media platform takes time. You have a lot of decisions to make. Do you want to drive traffic through organic traffic? Do you want traffic to come through social media? Are you going to invest the time and instruct them or Facebook?

These were all questions that we had to decide very later in the game. We created the best products and services, but never really had the traffic. And that was a big issue.

We wasted too much time in perfecting the product. That time could have easily been utilized in building quality online content. The world is looking for solutions. And your content needs to drive that value. Online quality content writing is an art. Find great content writers. Drive traffic!

The success of our company has been the social media platforms. We've been trying to drive traffic to our

sites through Instagram and Facebook. This plays a very important part in building your value in the market.

So the most important advice that I can give to startup companies is to first focus on the social media platforms. Everything is evolving. Nothing is constant. Since nothing is constant then the most important part should be your traffic.

Traffic defines how and why customers purchase items and services. Specifically, when you are an online store, you'll find out what colors actually work. You place the widget on the left-hand side? Or do you actually have a call to action at the end of every article? All of these are very important aspects. The only way you'll be able to answer them is to traffic.

Work on the social media is an alternative answer. Search keywords. Understand what customers are actually trying to purchase. There is a difference between keyword generation and certain keywords that customers use to purchase items. Let me give you an example. We are working with a company that sells law services. So if a customer types great lawyers in our area that is a good keyword but if they actually ask the question of how many people are getting divorced in a certain area, that is more of an enquiry-based question. So at the end the revolution begins with your strategy of driving traffic.

HOW TO REGISTER A COMPANY IN PAKISTAN

STEP BY STEP PROCESS FOR STARTUPS TO INCORPORATE COMPANIES



By Abdul Hannan

Limited personal liability is one of the most common reasons businesses become corporations. A corporation is a distinct legal entity, so incorporating protects the business owner's personal assets, even if the corporation is in debt or facing other liabilities. It's very easy now a days to incorporate a company online by using Securities and Exchange Commission of Pakistan SECP's e-services. Let me guide you in a way anyone can learn.

STEP 1: SEARCH COMPANY NAME AVAILABILITY

Search the availability of name of the proposed company for Company Registration in Pakistan. If same name or any identical name already taken, then try other options for new company name. Company Name Search is free and attract no fees.

STEP 2: GETTING THE COMPANY NAME RESERVED

If the proposed name of the company is available, then the second step is to apply for company name reservation. For name reservation, go to SECP website create the user login

and start the name reservation process. Follow the steps as directed.

The first step in company Registration in Pakistan is to make an application to the registrar of companies for the availability of name. The application can be made both online and in offline mode and normally takes a period of one to two days before confirmation of the name applied for new company registration in Pakistan. Before making an application to the Securities and Exchange Commission of Pakistan for company registration please do not forget to do Company Name Search on the Securities and Exchange Commission of Pakistan website. Once the name is confirmed you can proceed with the process of company registration in Pakistan.

STEP 3: OBTAINING DIGITAL SIGNATURE OF DIRECTORS

- You already have one login/user ID which will be used for one Director of the proposed Company. For remaining directors create secondary user ids through login into existing user ID in secp eservices for all directors.



- Digital signatures are mandatory for submitting case through e services (online). For digital signature of directors, obtain the form and get it signed by each director (One form for one director). SBC will fill in the rest of NIFT Form and submit the same at NIFT counter at CRO-SECP along-with following documents;
 1. Attested copies of CNIC of all Directors
 2. Availability of Name Letter issued by SECP.
- NIFT will deliver digital signatures details through email. Download the signature at the same day while following the instructions given in that email. If have problem in downloading call at NIFT Help Line.

STEP 4: APPLYING FOR ONLINE COMPANY INCORPORATION

Before starting process of online filling of application for incorporation, prepare a folder with Company Name and prepare following documents and also convert them into PDF documents;

- Memorandum of Association
- Article of Association
- Please note that there is no need to create Form 1,

Form 21 and Form 29 manually, as eservices system will automatically generate these forms when you fills in eservices main form

- Availability of Name letter issued by SECP
- CNIC copies of all Directors

Memorandum of Association: Memorandum of Association is the basic document where all the objectives of the company registration are stated e.g. the basic objective of company registration is to engage in the business of general order supplier or trading company or any other business. All the business the company is planning to undertake must be stated in the memorandum in order to get the process of company registration in Pakistan to complete.

Articles of Association: Articles of Association is the basic document where all the rules of the company to operate are stated e.g. How directors are going to operate, when how General Meetings of the company undergoing the process of company registration in Pakistan is to be conducted etc.

To be continued...

WHAT WOULD THE WORLD LOOK LIKE

AFTER CORONAVIRUS; ECONOMICALLY, POLITICALLY AND SOCIALLY?



By Mir Mohammad Alikhan

P

aris is not so romantic anymore. Is it? Manhattan sleeps very early now. Doesn't it? Giving hugs and kisses is considered a sign of ignorance now. Isn't it? Sitting near your grandparents is looked upon as a risk towards

them. Right?

Well I read this somewhere today or something similar to it and it imprinted in my mind forever.

The world has run out of gas, it feels like, and even that on a deserted highway millions of miles away from a gas station. CoronaVirus has gripped our lives. We woke up in 2020 like we are still sleeping through a nightmare.

Some say that the world is going to end and others say that it a wrath of God. Well, I would refrain from commenting on the world ending or the wrath part because that would involve an emotional statement and at a time like this, as an investment banker, my duty becomes to guide the people as to what I foresee. And my expertise lies in finance and by default the field of investment banking on Wall Street is very intertwined with watching political economy and its volatilities unfold, globally.

So many questions come to mind at once. Will this affect the globalization of the past 25 years? Will it tilt the balance of economic power away from one region to another? Will America weaken and China or Russia strengthen? Will it create a new trading or cooperation block/s in the world? Will the world see new currency dominate instead of the Dollar? Will the education system shift from the brick and mortar to an online distance learning based platform, albeit slowly? Will the democracies that will or have failed to protect their people lose value in the eyes of the voters? Will the selfish countries be isolated by the world communities based on their memories from the time of CoronaVirus and non cooperation?

Well the questions are endless and most of the answers will be nothing more than speculations. So let us stick to facts. Facts that can be calculated 12 months forward based on numbers in light of 50 years backwards.

WORLD ECONOMY

Will the world economy collapse soon? No.

But if this ordeal continues for another 6 months then we are looking at some very grave consequences.



Consequences that this world is not prepared for. Before I go on with my topic, let me shed some light on the facts where people compare this to the events of 2008 world financial crisis. 2008 was a car crash. This could be a train wreck. 2008 was a sudden event built up over a period of a few years based on just one financial product and that product was high risk mortgage securities. It was not an Armageddon. It did not affect the logistics. World tourism. Petrol prices. Airline industries. Textiles around the world. So on and so forth. This affects 193 countries. And all of them at once and in every aspect possible not just financial.

The world GDP as we stand right now is approximately \$88,081 billion dollars or \$90 trillion. The 1st 3 months since including February and March, we have lost \$3.2 trillion in global GDP. World capital markets have lost double that amount. Corporations that declared their earnings or will do so will do it including the month of January when it was not so bad and February when it started to get bad and March where it has become a pandemic. These figures will not look as bad for the next quarter which includes July, August and September. Apple alone is facing a revenue loss

of \$1 billion a day because of its stores closure around the world. Airlines in Asia alone have swallowed a loss of \$129 billion dollars. This loss can never be made back because airlines are already a high debt low profit margin business. Tens of airlines will go bankrupt within the next few months.

America being the biggest economy will pull so many other countries down with it but before it pulls others down, IF this pandemic continues for the next 3 to 4 months, America will see damage to its economy that will be absolutely irreversible.

70 million people are working from home right now. Working from home very soon is going to change into staying at home without work.

The highest unemployment claims came in last week in America, 3.2 million jobless claims. This can increase to a number anywhere between 8 to 12 million within the next 6 months. 12 million jobless claims or even 6 million, half of it, which can be filed next month, spells disaster for America. Why? Because out of work America means mortgage default on homes.

To be continued...

COVID-19 STARTUP PACKAGE

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2020 - THE YEAR OF ECONOMIC AND MORAL SLUMP

Can We Compare This With 1929 and 2008?

2020, like 1929's Great Depression and 2008's Global Economic Crisis, has faced similar economic consequences, yet it is very different. Mainly, because it is a pandemic that has led to a recession rather than the misjudgment and greed of the financial entities and private investors, or to put it in a more diplomatic manner: "a systemic crisis". A better comparison of the current crisis would be with the World War II of 1939-1945 or the 1918 Spanish Flu, when not only were the economies collapsing, but the lives of people as well.

Coronavirus & Pakistan

As usual, whenever there is a global crisis, the big hearted Pakistan and its people have to welcome it with overflowing warmth. Following are some of the economic outcomes of Covid-19 in a country that has been dwelling in crisis long before the virus took a swing:

- The KSE-100 Index of Pakistan Stock Exchange dropped by over 25% in March 2020
- The value of rupee fell by over 6%.
- The overall economy is estimated to lose up to 4% of total GDP as a result of trade deficit,

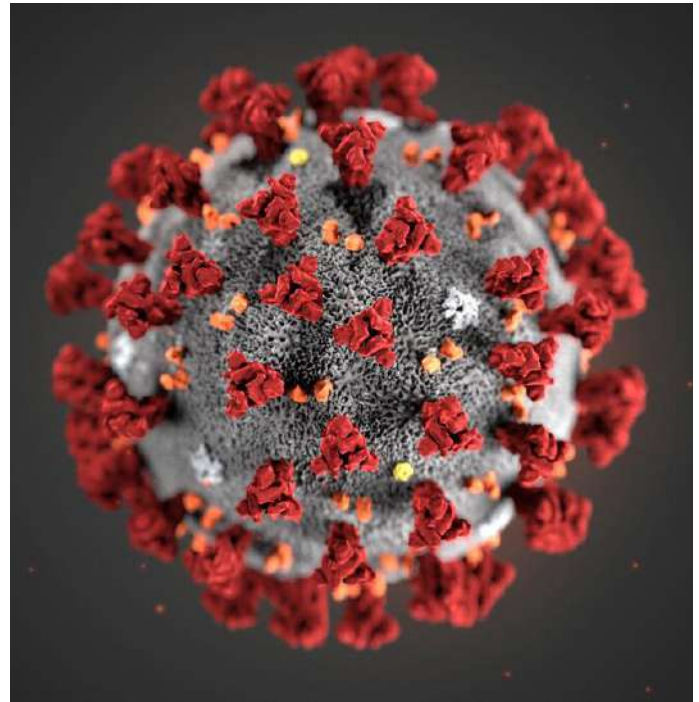
reduction in remittances and FDIs, and disruption in various local industries.

- According to experts, the unemployment rate could go as high as 28% by the end of the year.
- The country's forex reserves dropped by 12%.

Now, let's have a look at some of the health related consequences of the virus as of 9th June, 2020:

- 231,818 people have been infected by the virus, which gives us an average of around 2000 new cases every single day starting from 26th Feb, 2020. The growth rate of new cases is much higher than the current world average.
- Total fatalities has touched 4762 and the death rate is increasing day by day.
- Some media reports suggest that that actual number of cases could be in millions but due to shortage of testing kits we have not been able to test as efficiently as we would like to.
- There is shortage of ventilators as well as beds in almost all the hospitals whether private or government operated.

Despite the drastic economic consequences, the health impacts seem more alarming



at the moment. Why? Because human life is beyond any monetary value. So can we all, as one nation, fight this together and get our priorities straight? Obviously, we cannot undermine the ongoing economic situation because hunger is real here and one of the most important metrics to measure a country's success and well-being is its economic conditions. But historically, our nation which is based on the supposed principles of "Unity. Faith. Discipline", has failed to prioritize key issues time and time again. This time too, it seems like the people are failing to fulfil their individual responsibilities as citizens and as humans. As a result, the country is plummeting towards one of the greatest socio-economic crises since its independence.

Do It For Yourself. Do It For Others Around You

To conclude, instead of debating over the effectiveness of a lockdown, blaming the government's policies, our employers, and/or the whole system, let's take a more micro

approach and start shifting the focus on ourselves and our decisions because every single action taken on an individual level has a societal impact.

We must understand that almost all other countries are going through a similar period of turmoil as us. As individuals, the least we can do is stay cautious, help the people going through monetary, health, or any other crisis (obviously within the scope of our circumstances).

So, work hard, go out only when needed, and do whatever you have to do to survive, but always make your own health and the health of others around you your first priority: take the necessary preventive measures such as wearing a mask, keeping a sanitizer and maintaining social distance. The more we work as a team and put aside our personal, cultural, racial and religious differences, the faster we will be able to overcome this pandemic & its consequences.

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PAKISTAN LAUNCHES COMPREHENSIVE CAREER COUNSELING SYSTEM



By Local Correspondent

Islamabad: A Pakistani team of PhD experts from the fields of Psychology, Human Resource Management and Marketing have successfully launched a web portal and an app to help students with career counseling. The app is believed to be one-of-its-kind comprehensive career counseling system which assists students choose their careers in order to maximize the success rate in future. It ensures that the Pakistani careers it recommends suits the personality and aptitude of students from multiple psychological perspectives.

The founding group of the portal expressed the idea behind the development of “CareerGuidance.pk” that the time of students was being regrettably misspent because of the deficiency of awareness about the progra-

ms and careers among Pakistani students. Moreover, in Pakistan, career counseling is something which is not easily approachable to every student. It is evident that, unfortunately, majority of Pakistani students squander their time experimenting with subjects. Either they indulge into making erroneous career choices because of external influences like trends, parents, relatives and friends, or chose a random subject out of fascination. Later, as a result, they lose interest in studies. Feeling disappointed and dejected, they end up as a failure, quitting studies or switching subjects but after having suffered by wasting so much of their precious energy, hard earned money, and valuable time. The mission of “CareerGuidance.pk” is to facilitate students in every

possible way; save them their time and lead them to the path of self-realization for professional success and personal satisfaction.

“CareerGuidance.pk” analyses personality traits of students from different perspectives before it recommends the career to them. The app focuses on the idea that students should know themselves better in order to make appropriate choices and take right decisions in order to achieve success both on academic and professional level.

“CareerGuidance.pk” is multiple-testes based system, which makes the system exceptional among contemporaries.

Furthermore, “CareerGuidance.pk” not only escorts students to their potential careers but also leads the students to educational

institutes; based on the availability of the program, scholarship information, and other facilities the institutes offer. “CareerGuidance.pk” is a turn-key-solution portal which facilitates the students from program guidance to finalizing the admission in the institute.

A student can pick a program from recommended list, select a desired institute and get admission details through this comprehensive career counseling system.

In our unprecedentedly changing times, where every field of life needs efficiency and effectiveness in offline and online media;

“CareerGuidance.pk” is a significant contribution in the field of education, career and the youth development for a promising future of Pakistan.

'REBUILDING PAKISTAN' PAK TECH SUMMIT FEATURED 258 GLOBAL SPEAKERS



Federal Information Minister Shibli Faraz inaugurated the Global Pakistan Tech Summit on 1st June. The 30-day summit featured 258 speakers from 30 cities across 12 countries to discuss Rebuilding Pakistan, with a 50% ratio of female speakers. This first-of-its-kind virtual conference was organized by Ejad Labs with support from 50 other partners.

More than 100,000 people attended a total of 124 virtual sessions. The speakers included notable government leaders, entrepreneurs and international tech moguls like the CIO of Estonia, CTO of Seattle, VP Salesforce, Co-Founder Zameen.com, the Ambassadors of US and Canada along with technology experts from global companies like Facebook, Google,

Microsoft, IBM and others. Shibli Faraz said that the government fully supports the growth of Pakistan's IT industry and recognized that Pakistan's tech talent has huge potential in the global market. Chargé D'affaires John Hoover from US Embassy said that there is very good entrepreneurial talent here and all stakeholders should continue to work to-

gether to create an enabling environment for them. Canadian High Commissioner Wendy Gilmour mentioned that there are IT experts employed by Canadian companies in Pakistan and expressed her appreciation for the high quality talent. This is a 10-year movement by bringing together the best of Pakistani startups, techies & leaders from the world.

FOUNDERS NEED 'COACHES' IN MENTORS

By Correspondent

Nabeel Qadeer is the most sought after name when it comes to entrepreneurship in Pakistan. Having built the ecosystem ground up, he is the name behind 'first' - incubator, accelerator, start-up reality show and more.

"When I decided to join the Government nearly a decade ago, it was in an effort to create economic opportunities. Pakistan launched Plan9; its first technology start-up incubator when entrepreneurship was unheard of. Thus, began the journey of change. What started off as a 'risky' idea, soon turned into an entrepreneurial wing that housed many more 'first-of-its-kind' projects. From Plan9 to PlanX, TechHub Connect, e-Rozgaar, Herself and WhizKids, all became symbols of hope for the youth.

'Idea Croron Ka' - Pakistan's premier business reality show, came into production after recognizing the gap between the investors and start-ups. This too was a battle against the waves because media houses were unwilling to take a risk with this concept. NEO TV Network stepped in as that first believer and so far, the show has completed 4 successful seasons and committed Rs. 510 million on national television.", he shares.

So, what lead him towards coaching? Nabeel observed that in his time of working with founders, what they think they need is a sounding board, but what they actually need is someone who can help them be the best version of themselves. Someone, who can help them be 'effective'.

The path to effectiveness is incomplete without self-reflection, and this is a tool that has to be first learned, then nurtured and then practiced. At times, we are not used to seeing ourselves objectively as a third person, and this is where a coach steps in. A coach can grow to become your mentor, but not every mentor is a coach. The best thing

about coaches is that they push you towards achieving something at the end of each session. The keyword to a coach's approach is the same everywhere - RESULTS.

Coaching is a growing industry globally. ICF Global Study reveals that Business Coaching is a \$15B & the second fastest growing industry in the world. A client-driven process, coaching is a journey not a one-time event. According to survey conducted by PwC & ICF, every \$1 invested in coaching yields an ROI of \$7.

Although, coaching is relatively a new term in our local landscape, it is bound to be one of the fastest growing industries post-COVID. During these unprecedented times our realities have changed as we know it. The world has been taken towards a forced reset. All that we knew about business and life has to be unlearned and relearned. This requires deep thought and reflection. Founders are discovering new ways to pivot and sustain their vision by the day, and this process requires you to align yourself with the bigger picture every now and then.

"Every coach has their own method to deal with their clients, and there are many coaching models present globally. Derived from the best practices globally and my own life experiences, I use the IMPACT Model in my coaching process.", he explains.

The IMPACT MODEL signifies a journey that the client takes in order to reach their most effective self.

So, who is coaching for?

It is for all those who are looking to take out the best from within them, scale and grow their businesses, build effective teams, improve their communication and negotiation skills, and discover their leadership style.

According to ICF Global Coaching Client Study, individuals who partner

LET'S COACH



NABEEL QADEER

- Coach - Consultant
- Trainer - Entrepreneur
- Content Producer

Nabeel Qadeer is a Senior Certified Professional Coach by CTA (an ICF certified institute). Currently he is in the process of publishing his book which will be available nation-wide soon. Nabeel has made major contributions to the entrepreneurial ecosystem of Pakistan.

From setting up Plan9; Pakistan's first technology incubator, to 'Idea Croron Ka', Pakistan's premier start-up reality show, he has redefined 'heroes' for the masses. His projects like PlanX, Herself, e-Rozgaar and Whizkids spread the seed of entrepreneurship far and wide, including in universities and colleges.

He talks about the ethos of coaching, reflection & business with a new guest every week through his platforms on his web-show 'COACHING THROUGH COVID'.

with coaches have seen improvement in their self-confidence. Secondly, they view relationships with the eye of respect. They respect themselves and their time. Thirdly, coaching brings clarity, which directly impacts performance - at work and in life. And lastly, there is a direct improvement in communication skills.

A coach helps you 'reframe' the problem to give you a fresh perspective. Coaching takes you towards clarity, which directly impacts the way you perform - at work and in life. You take responsibility to perform, no matter which hat you're wearing.

THE COACHING MODEL

There are many models of coaching followed around the world, and the acronym we follow resonates with our core value and encapsulates a roadmap we find most effective - **IMPACT**

IDENTIFY

PLAN

CHALLENGE



IMPACT



MEASURE

ASK THE DIFFICULT
QUESTIONS

TRACK

The IMPACT model takes you on a journey of self-reflection and self-accountability. You identify your current state, you measure your life in numbers, you plan the way forward, you ask the difficult questions (reflect), you challenge yourself to see how well you are doing and then you track your performance.

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FOOD FOR THOUGHT:

**REMEMBER
THAT YOU'RE
NOT DOING IT
FOR MONEY**

Focusing on impact instead of income makes you more money sooner. When your business has a hand in changing someone's life, they become a walking testimonial and constant marketing campaign.

”



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