



تمكين وريادة
Empowerment & Entrepreneurship

الإجتماعي Social

Quarterly Newsletter

For the second quarter of 2018

Aspiration & Achievement 2030

NAMA Center launches Aspiration & Achievement 2030 Campaign



QU, NAMA sign collaborative agreement



NAMA celebrates the graduates of «Tamayoz NAMA»

Important declarations

We know that quality Education impacts development well beyond the walls of the classroom. We saw, first hand, how an education initiative drove development. So today, I am inviting new partners to join us in this noble cause, because I believe that if we can succeed in replicating this multi-sectoral model, we can actually achieve all of the UN's Sustainable Development Goals.

**Her Highness
Sheikha Moza bint Nasser**

Ladies and gentlemen;

Through its Annual Newsletter of Second Quarter 2018, the Social Development Center- NAMA is committed to connect the center's achievements with the comprehensive development that Qatar is witnessing nowadays under the guidance and patronage of His Highness Sheikh Tamim bin Hamad Al Thani Emir of Qatar.

We believe that what Qatar aspires to achieve in terms of developments and construction will be possible only by seriousness, diligence and confidence. We are confident that Qatar is on the right path thanks to the guidance of leadership represented in His Highness Sheikh Tamim bin Hamad Al Thani Emir of Qatar.

In the past few months, NAMA has provided many programs, activities and events that are consistent with the mission of Qatar Social Work Foundation. These events and programs have contributed to the expansion of youth choices, capacity building and empowerment in line with the aspirations of the State of Qatar towards progress and prosperity.

During the second quarter of 2018, NAMA activities included a number of prominent events that had a great impact on the youth who joined or those who followed its updates through different social media channels. These activities included «Aspiration & Achievement 2030» campaign, NAMA Abkhas Campaign, in addition to «Home-based businesses» products exhibition organized in collaboration with Qatar Development Bank.

NAMA Center has also concluded the first phase of «Youth Capacity Building» Program. The Center trained 37 trainers in «Tamayoz NAMA» program.

To keep in line with technological expansion, NAMA produced its «Empowerment and Entrepreneurship» Mobile Application. In Ramadan, we run the awareness campaign.

In terms of the partnerships, NAMA was involved in an important partnership in the second quarter of this year with Qatar University to enhance the services provided for students.

At the same time, NAMA continued its role to empower and rehabilitate youth through its programs and events aimed at the achievement of Qatar National Vision 2030.



Mrs. Maryam Bint Abdullatif Al-Mannai
Acting Executive Director of NAMA Centre



NAMA Achievements for individuals and projects

1. NAMA launches «Aspiration & Achievement 2030» Awareness Campaign
 2. NAMA Center concludes the first phase of «Youth Capacity Building-Lifestyle Enhancement» Program
 3. NAMA celebrates «Youth Capacity Building - Tamayoz NAMA» Programs' graduates
 4. Qatar Development Bank and NAMA launch second version of «Made at Home Exhibition»
 5. NAMA and media students launch «NAMA Abkhas Campaign»
 6. NAMA launches Ramadan Awareness Campaign «Be an Achiever»
 7. NAMA launches «NAMA Empowerment and Entrepreneurship» mobile application
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NAMA Center launches Aspiration & Achievement 2030 Campaign

The Social Development Center - NAMA launched its «Aspiration & Achievement 2030» campaign which comes in the context of the new strategic orientations of NAMA Center that target youth as they are considered the key engine in the wheel of development in Qatar. The campaign is a result of the requirements of Qatar's Second National Development Strategy 2018 - 2022. The campaign aims to raise youth awareness of the importance of Qatar National Vision 2030, its pillars and goals. It also seeks to motivate them to contribute consciously to achieving the goals of this vision that represents a prosperous future for a great country and its ambitious people.

On this occasion, Qatar Foundation for Social Work (QFSW) Chief Executive Officer Mrs. Amaal A. Al-Mannai stressed on the importance of reflecting such campaigns on the entrepreneurs' projects, which are embedded in the pillars of economic diversification of the development strategy 2018 - 2022, and the economic pillar of Vision 2030. She outlined that youth who are the Infrastructure of micro, small and medium enterprises and home businesses, the stronger the closer we are to achieving what is required of us in the economic pillar of Vision 2030.

Social Development Center - NAMA Acting Executive Director Mrs. Maryam bint Abdullatif Al-Mannai commented, «It is worth mentioning here that Qatar Foundation for Social Work, which NAMA Center works under its umbrella, has a substantial role in preparing Qatar's Second National Development Strategy through its active and productive membership in the advisory

group for this strategy. The strategy actually comes as part of a series of consecutive development strategies». «The launch of the awareness campaign «Aspiration & Achievement 2030» aims to activate youth participation in achieving Qatar National Vision 2030 based on their awareness and knowledge of the importance of this vision. It represents a prosperous future for a great country and its ambitious people aspiring to turn Qatar, by 2030, into a developed country capable of achieving sustainable development and ensuring a decent living for its people, over generations.» She added.



“

The campaign is a preparation for what is coming for young people in terms of projects. Young people are the basis for the implementation of Vision 2030, and they must be fully aware of the focus of vision through activities, competitions and more interaction to test youth awareness of vision, and then link youth activities, ideas and suggestions to the vision

Mrs. Amaal A. Al-Mannai - Qatar Foundation for Social Work (QFSW) Chief Executive Officer

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The Social Development Center- NAMA, concluded the first phase of «Youth Capacity Building» program which targeted parents, students and educators in order to raise awareness of the positive and scientific methods of dealing which help them to guide teenagers, discover and enhance the capabilities of our youth to achieve a constructive contribution in building a bright future for the homeland.

«Youth Capacity Building» Program sought to educate students on how to plan properly for their future and empower them in the community. The program focused on the psychological and social aspects and provided youth with a range of skills, which enable them to achieve their goals and work positively to discover their potentials and develop themselves to be active and productive individuals in their community.

«Youth Capacity Building» Program achieved a number of objectives. The program was applied in 7 schools in Qatar- 5 for boys and 2 for girls. Each school has benefited from 8 training hours in the program, with 56 training hours for all schools.

The program, through its training courses, was able to raise the level of youth creativity, educate them on many constructive issues, motivate them to make further efforts, help them to innovate and create positive ideas and ways of achieving them in reality. The program witnessed a remarkable interaction of participating students, and received a wide praise from schools and groups that benefited from the courses of the program.

During the activities of the program, students asked questions and inquiries that relate to the topics and positive ideas that were raised during the courses. This confirms students' interaction with the program and the great benefits they got from the program's activities and training courses.



NAMA Center concluded the first phase of «Youth Capacity Building» Lifestyle Enhancement Program

NAMA celebrates the graduates of «Tamayoz NAMA»

The Social Development Center- NAMA has held the ceremony of the graduation of the Youth Capacity Building Program «Tamayoz NAMA» in its first version that was launched last month aimed at investing in youth capacities in order to increase the positive competition that would provide the labor market with youth who have high efficiency in various fields.



37 trainees of both genders have benefited from the program that lasted for 72 training hours. They were selected according to the principles and criteria set by NAMA for selecting applicants for enrolment in the first version of the program. Such criteria have a number of conditions including the experience.

The trainees went through a number of stages during the program including academic training, accredited testing and field training in cooperation with a number of youth bodies and centres. Each trainee presented a training course in youth institutions and centres in the country to practice part of the experience they gained during the program. The graduate trainees received (train the trainer) certificate certified by NAMA, Qatar Finance and Business Academy, and an internationally accredited certificate for training license from Cambridge International College.

It is expected that the graduates of the Youth Capacity Building Program «Tamayoz NAMA» to present the training courses to Qatar University students this fall to develop their abilities and enhance their individual skills to become socially productive and capable to continue building and developing in the society.

“ In reference to our vision of a lead institution that aims to prepare youth to be capable and dynamic, and expanding the available options for them, in addition to building their capacity and empowering them in Qatar, NAMA has implemented «Youth capacity building» Program «NAMA Tamayoz» which is accredited by Cambridge International College for a full month. Students passed the program successfully.

Mrs Maryam Bint Abdullatif Al-Mannai, Acting Executive Director of NAMA Centre

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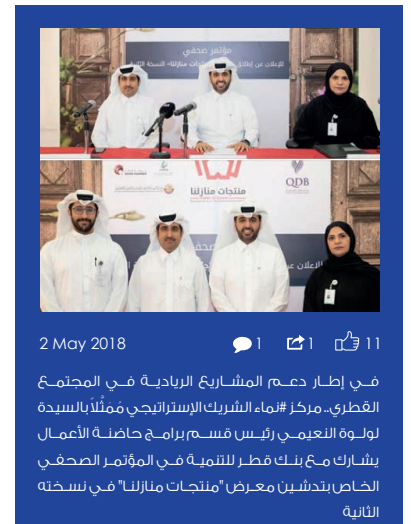
Qatar Development Bank and NAMA launch the 2nd Mode of «Made at Home Exhibition»

Qatar Development Bank (QDB) announced that the 2nd 'Made at Home' exhibition will be held from October 14 to 20, 2018 at Doha Exhibition and Convention Center (DECC). Event comes in collaboration with Qatar Chamber, NAMA Center and the Ministry of Administrative Development Labour and Social Affairs under the Patronage of Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, Chairperson of Qatar Museums.

As a part of the national initiative for developing home-based businesses, the «Made at Home» exhibition is launched by QDB in 2015 to support this sector, which «in return will contribute effectively to the local economy.»

The exhibition aims at encouraging and supporting Qatari home-based entrepreneurs to develop their abilities & capabilities by offering them a unique opportunity to display their products & services to the local market by creating new marketing windows, which will contribute to the diversification of the national economy by supporting the SME industry, encouraging new entrepreneurial pursuits and empowering micro businesses.

The 2nd edition is being launched after the remarkable success of its first edition, which witnessed the participation of 144 local home-based businesses with total sales over QR 2.5 m. More than 15,000 visitors attended the exhibition across several nationalities from Qatar, India, Palestine, Egypt and Iran.



NAMA and media students launch «NAMA Abkhas Campaign»



The Social Development Center-NAMA launched in collaboration with Qatar University one-month «NAMA Abkhas campaign» at Qatar University Department of Mass Communication, as a part of the graduation project campaign targeting Qatari / Non - Qatari, male / female new entrepreneurs, and small business owners aged 18-45 years.

The campaign offers a range of services to small business owners. Such services include providing junior investors and youth with the necessary expertise and skills to manage successful business ventures, assisting in the preparation of feasibility studies and proper project planning, in addition to the marketing program to help entrepreneurs define customers and competitors, satisfy clients, improve sales skills, and set

marketing plans. Entrepreneurs will also be enabled to prepare the «Financial Constraints» Program that will help trainees understand and use the financial constraints in project development, use financial records, and set the budget. The campaign also provides the cash register service, in addition to the «cost accounting» program. This program enables the trainee to know total costs and to calculate them by wholesalers and retailers.

Based upon the «Productivity and Staff Management» Program, trainees can identify the relationship between people and productivity, influence productivity, recruit productive staff, and encourage staff to be more productive and ensure workers' safety.



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تمكين وريادة
Empowerment & Entrepreneurship

الاجتماعي Social



مركز الإنماء
الاجتماعي «نماء»
يهنئكم بمناسبة
حلول شهر رمضان
المبارك وتقبّل
الله صيامكم
وطاعاتكم

NAMA launches Ramadan Awareness Campaign «Be an Achiever»

The Social Development Center (Nama) launched its Ramadan awareness campaign through social media pages to encourage young people to achieve and raise productivity in work during the holy month of Ramadan. The campaign included a set of values and guidelines that can help young people, such as planning daily tasks, managing time and prioritizing, and healthy and sports habits that maintain the vitality and activity during fasting. The campaign also tackles morals such as commitment, discipline, and strengthening relations with others in the work environment.

The campaign aimed at educating young people about the importance of investing in time during Ramadan and focusing on work in order to continue the process of community development. Campaign provides several values in line with NAMA Center commitment to educate youth, in order to enable youth and prepare them to be socially effective and active.

The campaign included a set of values and guidelines that can help young people, such as planning daily tasks, managing time and prioritizing, and healthy and sports habits that maintain the vitality and activity during fasting. The campaign also tackles morals such as commitment, discipline, and strengthening relations with others in the surrounding environment.

29 May 2018

30 30

"تحلى بروح الالتزام واحترام النظام" -كن منجزاً #
رمضان «نماء»



NAMA launches «NAMA Empowerment and Entrepreneurship» Mobile Application



The Social Development Center - NAMA has launched «NAMA Empowerment and Entrepreneurship» Mobile Application which is considered the first youth discussion platform that responds to youth needs to empower them and help members overcome all obstacles in order to be innovative and interactive members of society.

The application facilitates the registration process in the Center's services including different programs, activities, society development services, and helps users make use of different growth tracks.

Being a new digital platform, the application helps users know Center's events through the year, in addition to the future plans and objectives that Center will achieve soon, in a way that creates effective and prompt communication between Center and beneficiaries, and reinforces the Center's mission and role to socially rehabilitate and empower the youth.

Through this application, the user can log on as a visitor to browse the available content and find out what the Center offers. The visitor here can register as a beneficiary through «My Account» page. Using this application, the participant or visitor will be able also to identify the services of individuals and projects. When he/she clicks on a specific service, the application displays the details of the service, the terms of submission and the possibility of making use of them, as well as the possibility of identifying and reviewing all courses, in addition to reading the reviews of any service or training course. Furthermore, users can review the survey of each course, and register in services.

The application is easy to register, so everyone can register easily by filling the data form available through

the application to benefit from various development services. After registration, the user can browse, verify or edit his own data, and can control the language of the application and notifications, privacy policy and special settings of his/her account.



Community participations and agreements

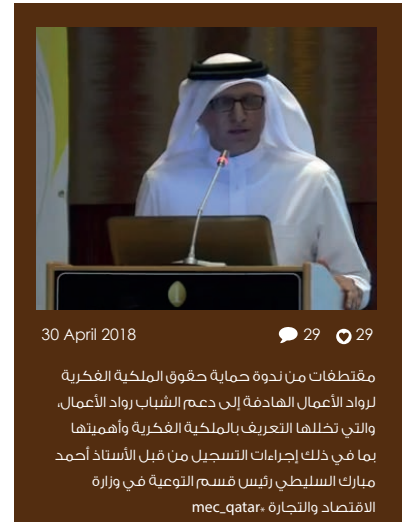
1. NAMA Center introduces Entrepreneurs to «Intellectual Property Rights»
 2. NAMA renovates houses annually
 3. QU, NAMA sign collaborative agreement
 4. NAMA's Visit to the National Service Authority
 5. Acknowledgement and Appreciation
-



NAMA Center introduces Entrepreneurs to «Intellectual Property Rights»

The Social Development Center - NAMA organized a seminar titled «Intellectual Property Rights Protection for Entrepreneurs» in cooperation with The Ministry of Economy and Commerce (MEC) in line with NAMA vision and drives derived from Qatar Social Work Foundation's mission to educate young people, enable them, build their capacities, and widen the opportunities available for them.

The seminar that is considered the first of its kind hosted some speakers from MEC like MEC Intellectual Property Rights Awareness Section Head Mr Ahmed Mubarak Al Sulaiti, MEC Intellectual Property Protection Department Assistant Director Mr Ahmed Mohsen Al Saadi, and MEC Legal Researcher Ms Fatima Al Mohammedi. They addressed several topics including 1) public definitions of intellectual property, 2) intellectual property registration procedures, 3) intellectual affairs of intellectual property, and 4) legal affairs of intellectual property.



NAMA renovates houses annually

Social Development Center - NAMA which is one of centres under Qatar Foundation for Social Work (QFSW) has contributed to the renovation of two houses annually with Houses Renovation Project that aims to improve the environment to be conducive area for youth integration.

Project started in 2011. In 2017, and among 106 houses, NAMA decided on two houses that were renovated to be motivating environment. The renovation started in November 2017 and concluded in March 2018.

NAMA plays a key role in preparing young generations, and seeks to consolidate the concept of corporate social responsibility within businesses in different forms like direct funding of development programs like education and sponsoring the center's projects and their beneficiaries. Such support enables members to carry out their commercial activities, and provides free promotional spaces for productive projects to display products, publicize them to the public and others. The number of community participations is about 18.

During the five-year strategy of 2017 - 2022, NAMA has been keen to be the focus of plans and programs designed to promote young people's resources in Qatar and enable them to lead the next phase of social and economic future of our beloved country. SAMA NAMA is considered a prominent achievement for individuals and projects that benefited 20 young men and women, selected from 500 applications submitted to participate in the program.



26 May 2018

9 4 1

مساهمة مركز نماء بإعادة ترميم منزلين سنويا ضمن مشروع
ترميم المنازل .. مشاهدة طبية



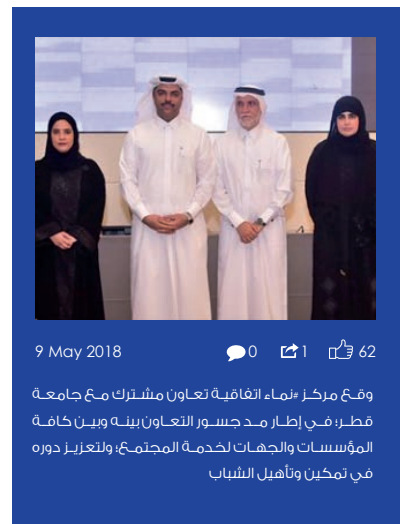


QU, NAMA sign collaborative agreement

Qatar University (QU) signed a collaborative agreement with the Social Development Center - NAMA to enhance collaboration for the mutual benefit of the capacities that each party provides in the areas that support community and develop its people abilities towards positive social contribution.

The agreement was signed by Dr Khalid Al-Khanji, QU VP for Student Affairs, and Mrs. Maryam Bint Abdullatif Al-Mannai, Acting Executive Director of NAMA Centre, in the presence of officials from both institutions.

Mrs. Maryam bint Abdullatif Al-Mannai said: «This agreement is based upon both parties' interests to establish collaboration in the field of volunteerism, community service, student leadership, entrepreneurship, and sports activities, as well as all social initiatives, projects and programs. It covers also all initiatives, projects and programs provided from NAMA to QU students.»



9 May 2018

0 1 62

وقع مركز «نماء» اتفاقية تعاون مشترك مع جامعة قطر؛ في إطار مد جسور التعاون بينه وبين كافة المؤسسات والجهات الخدمية المجتمع؛ ولتعزيز دوره في تمكين وتأهيل الشباب

“

We are pleased to sign this collaborative agreement with Qatar University with the aim to develop human capacities and to support the goals of Qatar National Vision 2030. We expect that this collaboration will contribute to the achievement of distinctive social work, and various events, programs and activities that serve the local community, inside or outside the university

Mrs. Amaal A. Al-Mannai - Qatar Foundation for Social Work (QFSW) Chief Executive Officer

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«I would to thank all those who contributed to the success of this agreement including QU that provided positive support and Qatar Foundation for Social Work (QFSW) that NAMA is working under its umbrella.» She concluded.

The terms of the agreement include collaboration to organize joint events, initiatives and programs that support community on/off campus through spreading the volunteering values among youth through creating opportunities for them to experience volunteering work and social entrepreneurship at home and abroad, in addition to let young people join volunteering program, community campaigns, and social pioneering programs.

Visit to the National Service Authority

A team of NAMA visited the National Service Authority (NSA) as a part of Moqbeleen campaign to introduce NSA members to NAMA activities and entrepreneurship projects, and involve them in the community work. This visit is considered as one of the continuous visits made to youth gathering areas at the different public and private entities to get them aware of NAMA services, in addition to knowing their needs, and attracting the socially active youth as candidates for the centre programs.



Acknowledgement and Appreciation

Minister of Culture and Sports H.E. Salah Bin Ghanem Al Ali honors Mrs. Maryam Bint Abdullatif Al-Mannai, Acting Executive Director of NAMA Centre, at the Cultural Enrichment and Sports Distinction Strategy launch ceremony in return to NAMA's joint efforts in executing the programs and projects of the 2nd National Development Strategy, Cultural Enrichment and Sport Excellence.



Appreciation certificate and trophy presented from the Ministry of Culture and Sports during the Cultural Enrichment and Sports Excellence Strategy launch ceremony in return to NAMA's efforts in the youth and entrepreneurship areas.

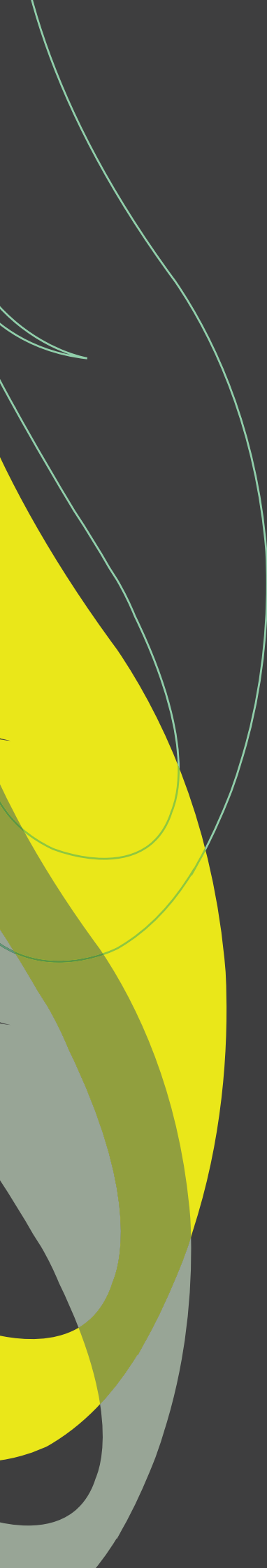
NAMA Center is proud to receive a trophy as a part of its participation in the World Intellectual Property Day.



NAMA is proud to receive a certificate and trophy from Qatar University as appreciate for the support of QU students' activities 2017/2018.



Honouring of NAMA Center at QU Takreem 2018 ceremony in return for its support of students activities.



Important topics

Qatar urges national companies to boost production

Qatar urges national companies to boost production

“ The protection of rights in the State of Qatar is a key factor and an important catalyst for investment, especially in light of the State’s drives to diversify sources of income. It encourages all fields of the private sector, including national SMEs, to innovate and increase their productivity, to contribute to the diversification of the national economy. ”

H.E. Sheikh Ahmed bin Jassim Al Thani
Minister of Economy and Commerce

Media interviews



Qatar TV

Qatar TV's Hayatna Program while hosting Mr. Hamad Al-Marri, Community Awareness Manager, to talk about the launch of the «Aspiration & Achievement 2030» Campaign.



Al Rayan TV

Mr. Mohammed Al-Abdulghani, Head of Production, talks about the goals of «Aspiration & Achievement 2030» Campaign at Al Rayan TV, Taraheeb Program.



Qatar TV

At Qatar TV's Fay Al-Daha Program, Mr. Khalid Al-sheeb, Head of Execution and Control, talks about the role of youth and their involvement in the «Aspiration & Achievement 2030» Campaign.



Qatar TV

Mr. Radhy Ajlan Al-Anzi, Communication and Media Office Manager, talks about «Tamayoz NAMA» during the graduation ceremony.



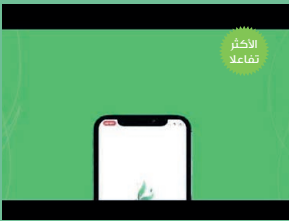
Al Rayan TV

Al Rayan TV's Sabah Rabah Program presents the news of «Youth Capacity Building» Program's graduation ceremony held by NAMA.

Media Monitoring

رصد إنجاز يوتيوب "نماء"

الربع الثاني من ٢٠١٨م



تطبيق "نماء" - تمكين وزيادة

15 May 2018 71 4 0

رصد إنجاز فيسبوك "نماء"

الربع الثاني من ٢٠١٨م

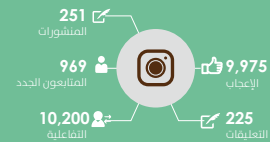


يستمر نماء بالتفاعل مع الشباب من خلال التوجه لتخصصاتهم المختلفة، ويزور كلية التأسيس الجامعي لتعريف الشباب بأهداف المركز ومشاريعه وبرامجه المجتمعية المتعددة، مهتمين بشباب قطر ليه

12 April 2018 57 39 4,999

رصد إنجاز إنستغرام "نماء"

الربع الثاني من ٢٠١٨م



المادة الفائزة بمسابقة الركيزة البشرية ضمن حملة "قول وفعل" ٢٠١٧ من إعداد السيدة شيخة الفطاطي

22 April 2018 2 275

رصد إنجاز تويتر "نماء"

الربع الثاني من ٢٠١٨م



الشيخة البشرية، فطر الأومى موريا حسب تقرير برنامج الأومى المتخصصة، ارتفاع معدل المعرفة والتوعية في الحياة للأشخاص التي ٩٧%، كما ارتفعت نسبة مستخدمي الإنترنت إلى ٩٩%، وارتفاع عدد الطلاب المتخرجين بالتعليم العالي إلى أكثر من ٣٨,٠٠٠ فطر. ومعدل ٢٠٠٠ نساء #شباب قطر ليه

14 April 2018 0 83 95

رصد إنجاز هاشتاغ (#كن_منجزا)

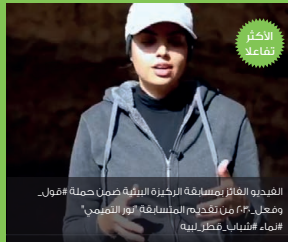
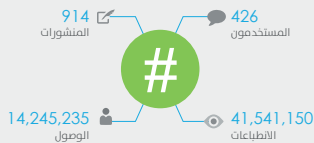
١٧ إلى ٣٠ مايو ٢٠١٨م



19 May 2018 0 15 7

رصد إنجاز هاشتاغ (#قول_وَفعل_٢٠٣٠)

٣-٣٠ إبريل ٢٠١٨م



16 April 2018 8 21 43

رصد إنجاز هاشتاغ (#نماء)

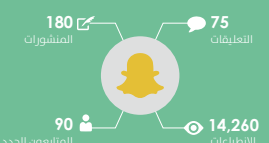
الربع الثاني من ٢٠١٨م



12 April 2018 57 39 4,999

رصد إنجاز سناب "نماء"

الربع الثاني من ٢٠١٨م



15 May 2018 390 3



Events Schedule

15 July 2018

World Youth Skills Day

12 August 2018

International Youth Day

September 2018

4th Entrepreneurs Exhibition

14-20 October 2018

Made at Home Exhibition

29 November 2018

3rd Qatari Youth Forum

13-17 November 2018

Global Entrepreneurship Week

5 December 2018

International Volunteer Day

18 December 2018

Qatar National Day