

A leading institution for youth who are capable and active

# Monthly Newsletter



تمكين وربحية  
Empowerment & Entrepreneurship

الإجتماعي Social

Fourth Quarter, 2017



## NAMA Center launched the first edition of the Souq NAMA 2017

NAMA Center's initiative comes in the context of overcoming the challenges Qatar is currently facing, and is in line with the State's orientation towards supporting national industries and products. Accordingly, the Center will be granted free promotional spaces at DFC, in order to establish special platforms home-based business projects

that are benefiting from the Center's entrepreneurship services, thereby enabling them to access the local market, offer their products and market them, in order to establish their presence and ensure their continuity.

NAMA Center participated in the Global Entrepreneurship Week activities

As a Platinum Sponsor, NAMA Center participated in the International Volunteering Youth Forum for Universities

NAMA Center signed a cooperation agreement with UNFPA to develop youth programs

Souq NAMA 2017

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# A message from the Acting Executive Manager of NAMA Center

In the name of God, Most Gracious, Most Merciful

Dear brothers and sisters,

The end of the year is a good opportunity to look back and reflect on the achievements that have been made, as well as to look ahead and figure out our duties. There is no doubt that we have realized many achievements and successes, thanks to all of you. You have proved beyond doubt that mastery of work comes from sincerity, honesty and the awakening of conscience, and you have proved that you are really up to this great responsibility as well as ideally represented the Center. You are the ones who spare no night or day and have been the unknown soldiers, working silently without waiting for a return, and you've shown patience and endured hardships. Simply, you are the best who have worked in this Center and you have supported and invested in it better than all.

This is for all of you standing tall with sincere hearts and open hands; who have done your best to make all our efforts a success and strived to achieve the strategic objectives of the Center in the field of human development

and its aim to invest in the potential of youth to assume their leading role in the process of building and comprehensive development in the economic and social fields in our beloved Qatar. Thank you for your great efforts, dedication and loyalty that will not go to waste, and I wish you more progress, prosperity and success.

On this occasion, I would like to underscore our commitment to continuing to play the role of being the driving force of Qatar's development and prosperity through optimal investment in the human capital of Qatar's young generations. We will continue our work at NAMA Center to empower youth, build their capacities, and invest in their potential through the provision of channels and programs that contribute to activating their participation in community development and the realization of Qatar National Vision 2030.

**Maryam Bint Abdullatif Al-Mannai,**  
Acting Executive Manager of NAMA Center

NamaQatar  
 nama\_qa



أبشروا بالعز والخير  
قيم من حمل





"The establishment of NAMA Center was the first step in a new era, before which only a few philanthropic traditional initiatives had been seen. The Center is a milestone in the history of civil work in Qatar, because there was a need for different kinds of developmental civil work. It offers support to men and women wanting to participate in community-building activities."

**Amaal Bint Abdullatif Al-Mannai,**  
Chief Executive Officer of Qatar Foundation for Social Work

## NAMA Center launched the first edition of the Souq Nama 2017

NAMA Center, one of Qatar Foundation for Social Work's (QFSW) affiliated Centers and one of the leading developmental institutions in the country, with the mission to empower youth and expand their opportunities, launched the Souq Nama 2017, which was held from November 13 to 18 at Doha Festival City (DFC).

NAMA Center's initiative comes in the context of overcoming the challenges Qatar is currently facing, and in line with the State's orientation towards supporting national industries and products. Accordingly, the Center was granted free promotional spaces at DFC, in order to establish special platforms home-based business projects that are benefiting from the Center's entrepreneurship services, thereby enabling them to access the local market, offer their products and market them, in order to establish their presence and ensure their continuity.

On this occasion, Ms. Maryam Bint Abdullatif Al-Mannai, Acting Executive Manager of NAMA Center, said:

"NAMA's mission is centered on motivating youth with promising potential to excel in various fields and disciplines, as there are many opportunities for them to realize their ambitions and aspirations to develop themselves and their community. At NAMA Center, we place great emphasis on the development of youth human capital by providing them with all kinds of support, as they are considered the cornerstone of economic and social development and the most effective contributor to the realization of Qatar National Vision 2030.

The Center is also committed to achieving a number of objectives which are; to support outstanding efforts and initiatives that help to shed more light on the status of entrepreneurial projects in Qatar, introduce them to the community, and raise awareness about the exceptional services that the Center offers to innovative entrepreneurs of all nationalities in the country, in addition to providing them with direct access to the local market to promote and sell their products. We also aim to activate the role of partnerships with developmental bodies in the State of Qatar, and collaborate to maximize the benefits of the services provided, which include direct support, as well as working with partners to promote the entrepreneurship ecosystem."



"On this occasion, we would like to thank Doha Festival City's management for this generous initiative, which demonstrates their profound dedication to our beloved country and their keenness to support its progress and development, by paving the way for young entrepreneurs to enter the arena of practical life and providing them with ample space to access the local market and acquire the experience necessary to continue their path of success they have set for themselves. We also hope that other stakeholders in the country will follow in the footsteps of Doha Festival City and contribute to the success of our developmental work by supporting this important segment of the community."

Maryam Bint Abdullatif Al-Mannai,  
Acting Executive Manager of NAMA Center



### Media Coverage in a leading Qatari newspaper



The Peninsula

For more information



In honor of volunteers in all parts of the world

## In 1998, we launched the annual Volunteer Forum, and followed it up in 1999 with the launch of the Volunteer Award

NAMA Center, one of Qatar Foundation for Social Work's (QFSW) affiliated Centers, has participated in the 2017 International Volunteer Day celebrations, in the framework of its ongoing encouragement of voluntary work and the promotion of community participation, while reaffirming the importance of volunteering as a noble humanitarian value, and the need to support volunteers in their pivotal role in achieving comprehensive development in their communities.

NAMA Center is regarded as one of the most prominent social institutions contributing to the promotion of a culture of volunteerism in Qatar. The Center's first voluntary work forum was launched in 1998 and was organized by the Center's volunteers, to encourage individuals and institutions to contribute to volunteerism and instill the meaning and value of voluntary work in the hearts of citizens and residents. In 1999, the Volunteer Award was launched and has been celebrated annually ever since on the International Volunteer Day, which falls on the December 5 each year. The Volunteer Award aims to promote a culture of giving and nurture the voluntary and humanitarian efforts of individuals, groups, and institutions, in recognition and honor of their work, in addition to raising awareness of the role of volunteering in the development of society and motivating individuals and institutions to nurture it. In the framework of the development and the diversification of its categories, the Center issued in 2003 a circular for the award that was officially announced on June 29, 2004. The Center also conducted studies on volunteer work that included studying obstacles to volunteering for Qatari women, as well as establishing workshops covering all segments of society, such as students, journalists and professionals, in the field of social work, in order to develop mechanisms for the implementation of the objectives of the award.

Among the most prominent projects that won the prize was the project of the charitable unit for kidney dialysis at NAMA Center, the Charity Vouchers project, a Qatar Red Crescent project, and a Qatar Diabetes Association project.

"The celebration of this day is a great opportunity to continue efforts to expand the voluntary work framework, through the launch of new voluntary social development projects and developing existing ones, as well as the dissemination of volunteerism on a larger scale and the recruitment of more young people. It also represents an opportunity to evaluate previous initiatives and the results of volunteering in all fields, in order to improve performance and invest and build on their achievements and successes. I would like to express my thanks and gratitude to all the volunteers, individuals and institutions, for their efforts and perseverance in the service of man and society. I would also like to invite everyone not to hesitate to take the initiative and participate in voluntary works and to establish this noble value in their community and make it part of their lifestyle, as well as to be a role model to be followed by others."

Maryam Bint Abdullatif Al-Mannai,  
Acting Executive Manager of NAMA Center

This was followed up with the launch of the National Campaign to Promote Volunteerism (KAFU) in 2009, as a result of the relentless efforts to develop and promote a culture of voluntary work. The award was preceded by a four-month volunteer awareness campaign, targeting schools in particular, in addition to targeting other locations where youth gather such as universities, shopping malls and sports clubs. The philosophy of the campaign was based on two fundamental principles: appreciation of outstanding volunteer work, and the stimulation of every effort that enriches volunteerism and ensures its continuity.



## News

One of the most significant achievements in partnership with civil society organizations in the country is the Qatar Volunteers Network (TAMM) initiative, which is an interactive platform for volunteers that the Center seeks to develop in the coming period.

Continuing its efforts to expand volunteerism and involve the largest possible number of youth in its various activities, the strategic directions of the Center 2017-2022 included an integrated strategy to promote youth participation in community service and to allow them to develop and interact within the Center's project for the development of social entrepreneurs. The project is implemented through two channels: the 'Moqbeleen' project, which was launched to introduce the center's project and attract young people to join capacity building programs to enhance the contribution of youth to civil work and social development; and the 'Sama Nama' project, which takes place through multiple stages to develop the capabilities of social entrepreneurs and enable them to design social projects that the Center provides technical and financial support for. The project outcome includes the development of current and potential youth leaders, current and potential, and encouraging them to be active and participate in achieving a better future, and a life full of vitality giving, and contentedness.

Through its 'Moqbeleen' project, the Center also seeks to communicate with various community events, especially for youth, to raise awareness about the activities, projects, and developmental services offered by the Center.

This is to improve the individual's status, qualify them, and support them technically, financially and logistically, so they can jumpstart their careers and achieve economic independence and social stability, towards contributing to the achievement of Qatar National Vision 2030, which is centered on knowledge-based sustainable economic development.

NAMA Center is currently working on a plan for 2018 for the 'Moqbeleen' project, the main pillars of which include organizing various events and activities aimed at attracting more young volunteers to contribute to strengthening society and serving their country.

It is worth mentioning that NAMA Center, which was established in 1996 by Her Highness Sheikha Moza bint Nasser with the desire to achieve human and social development in the State, aims to provide a stimulating environment that contributes to



investing in the potential and creativity of youth, as well as to meet their needs and aspirations as partners in civil work, while exploring the best opportunities and innovating to lead the renaissance of their communities.

By youth and with youth, we shape our stances toward Qatar

Since 2013, the Center has been working under the umbrella of Qatar Foundation for Social Work (QFSW). NAMA is a member of the United Nations Economic and Social Council (ECOSOC), the Arab Network for NGOs, and the World Family Organization (WFO).

#### Media Coverage in a leading Qatari newspaper



#### The Peninsula

For more information



In gratitude and appreciation of their sincere efforts

## NAMA Center held its annual closing ceremony of 2017 for honoring its staff and employees

In recognition of their outstanding efforts and achievements over the past year in achieving the Center's strategic goals in the field of human development; in addition to investing the potential of youth to assume their role in Qatar's economic and social development, NAMA Center, one of Qatar Foundation for Social Work's (QFSW) affiliated Centers, held its annual closing ceremony to honor the Center's staff and employees.

The ceremony started by welcoming the staff with a speech that expressed the Center's pride in them. The 'lucky employee' competition also took place, and was followed by a brief video about the achievements of NAMA Center this year. Ms. Maryam Bint Abdullatif Al-Mannai then honored employees for long standing service, and followed the honoring ceremony with a series of activities to that brought life to the occasion. The event concluded with the national anthem and an invitation to attend a luncheon held in their honor.

NAMA Center offers many initiatives, programs and practical courses targeting youth in various fields. It also meets the requirements of start-ups and entrepreneurs and provides them with moral, financial, consultative and logistical support to help them achieve their aspirations, serve the community, diversify the national economy and contribute to the realization of Qatar National Vision 2030, in line with the State's policy in the field of human development, which emphasizes the importance of the role of youth in its pursuit of achieving sustainable development and prosperity in the country.



"The annual meeting of the 'NAMA family' in its ambience and funny atmosphere is regarded as a special occasion in which we unite and take oath to achieve the strategic objectives of the Center. This is to promote youth human resources in Qatar, and empower them to assume their pioneering role in the process of community and economic development; in addition to contributing to the realization of Qatar National Vision 2030. This year is an important turning point, because it is the year in which we transformed our vision from focusing on families development, especially low-income families, to an ambitious vision aimed at building younger generations and contributing to the creation of Qatar's future and realizing its vision. This would not have been possible if it had not been for everyone's unity and the endless passion of all members of our family to accept the challenge, move forward, take responsibility, and overcome the odds in order to turn them into achievements and opportunities that speak for themselves. Therefore, our meeting this year is special and brings with it a lot of joy and success, which is why I am so thankful and grateful to them for the continuous and tireless efforts and giving without limits, in a stimulating environment conducive to assuming responsibility and a harmonious team spirit, which represents the main engine of what we have offered so far and what we aspire to offer in the future. Today, our celebration honors our employees and all of us, as what we have achieved in terms of successes would not have seen the light without their perseverance. I say to them, great job, we appreciate everything you do and blessed be your efforts."

Maryam Bint Abdullatif Al-Mannai,  
Acting Executive Manager of NAMA Center

Media Coverage in a leading Qatari newspaper



Gulf-Times

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Continuing its pioneering role in supporting youth

## NAMA Center participated in the 2nd edition of the Qatari Youth Forum

NAMA Center recently had remarkable participation in the activities of the Qatari Youth Forum in its second edition, where it organized several activities that followed three main orientations. At the NAMA Pavillion, the services provided to youth were presented, along with the outcome of the social entrepreneurs' development project. The outputs of the project were developed by the social entrepreneurs. In parallel, the Center's team, in cooperation with Qatar University's Center for Humanities and Social Sciences (CHSS), supervised the management of several workshops to identify the vision of young people and to discuss the challenges and obstacles facing their progress and participation in community development, as well as their views on ways to develop youth work. Through the forum, NAMA Center also sought engagement with youth, as it considers engaging with them and reaching out to them as one of the most important mechanisms to achieve the Center's strategic directions for 2017-2020.

The Center has set up its pavilion to be an interactive platform managed by 'Sama Nama' youth themselves, in order to motivate young people to participate in community service, discuss the various participations of Sama Nama's youth, present their community projects and encourage them through dialogue to engage in capacity building projects at the Center. The main topics



"Our participation in the second edition of the Qatari Youth Forum is a reflection of our strategy to empower young people, build their capacities and invest in their potential, through the development of initiatives and programs that contribute to activating their participation in community development and to contribute effectively and dynamically to the realization of Qatar National Vision 2030. We spare no effort at NAMA Center to provide all that contributes to the development and capacity-building of youth, to assume their leading role in shaping a bright future for themselves and their society. We continue to listen to them and nurture their creative ideas, while striving to find practical solutions to their problems. We are also working to open communication channels among youth themselves, to share ideas and experiences, and build on their successes and achievements, including helping them to continue their march towards supplying the nation and society with all that is useful and beneficial."

Maryam Bint Abdullatif Al-Mannai,  
Acting Executive Manager of NAMA Center





of discussion were social entrepreneurship, how to engage in projects that serve the community, and the different types of community service projects, in addition to providing enough space for young people to present their ideas, express their views and their aspirations, or share their creations and innovations, to highlight the role of youth in contributing to the development of the community, towards the realization of Qatar National Vision 2030.

The Entrepreneurship Department participated in the various events of the Qatari Youth Forum with a number of projects incubated by NAMA Center. Participants in the 'influencers' segment included Al Jazi Al Manaa, Latifa Al Bouainin, Roqaya Issa Al Sada and Fatima Ibrahim Al Ansari. Meanwhile, Salem Khamis Saif Al-Alawi, Hind Abdulmalit, and Ghanem Al-Kuwari participated in the 'Wings' segment. As for the 'Restaurant' activity, the participants were Mubarak Mohammed Al-Khulaifi, Khuloud Rashid Jassem Rashid Al-Rumaihi and Aisha Mubarak Marzouq Al-Abdullah.

Mrs Al Mannai thanked the Ministry of Culture and Sports for these constructive efforts and its belief in the importance of partnership for those concerned with working in the field of youth. The Qatari Youth Forum for this year was very lively and constructive. Many important issues were discussed, the most important of which was to focus on the recommendations of the first Youth Forum, inform youth of what has been achieved, as well as to open doors to participants and allow young people to present their experiences and exchange expertise and knowledge.

It is worth mentioning that NAMA Center recently signed two cooperation agreements with Qatar University's Center for Humanities and Social Sciences (CHSS) and the United Nations Population Fund (UNFPA) in order to explore the best opportunities and mechanisms to develop the youth programs offered by the Center, as well as the constant pursuit of implementing the best practices in practical and scientific applications for empowerment and capacity-building programs.

Within the framework of its continuous communication with youth gatherings, urging them and encouraging them to participate in community development and to participate in capacity building

projects, the Center organized many workshops in schools and universities and participated in many forums and youth meetings. The Center's participation in the 4th International Volunteering Youth Forum for Universities, organized recently by Qatar University under the patronage of His Excellency Mr Salah Bin Ghanem Al Ali, Minister of Culture and Sports, was a special attraction for young people from different countries, where they discussed ways and means of promoting voluntary work and community service for the building of the individual and society, in addition to establishing communication channels between students of Qatar University and other universities to share their experiences and visions in the field of voluntary initiatives.

#### Media Coverage in a leading Qatari newspaper



#### The Peninsula

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In the framework of its continued support for youth, their social participation and empowerment

## Celebrating 20 years of entrepreneurship, NAMA Center participated in Global Entrepreneurship Week activities

As a continuation of its strategy and approach in the field of human development through its ongoing support for youth towards social participation and empowerment, and investing in their potential to play a role in the economic and social development of Qatar, NAMA Center, one of Qatar Foundation for Social Work's (QFSW) affiliated Centers, participated as a 'Community Partner' in the Global Entrepreneurship Week (GEW) activities, which was held at Qatar University from the November 12 to 15.

GEW aligned with the country's strategy and orientation in supporting youth to develop their entrepreneurial capacities and skills, in order to empower them to assume a leading role in the empowerment and development process as they represent one of the most important factors in the economic and social equation, and carry on their shoulders the responsibility to achieve sustainable progress and prosperity in the country and ensure a promising future for themselves and their community in line with Qatar National Vision 2030.

NAMA Center's participation as a Community Partner emanates from its belief that the universities are the platform that give birth to future leaders and that the Center, which aims to build youth's capacities and prepare them for the future, should work closely with Qatar University and other locations where youth gather, in addition to the educational, inspirational and research roles played by the Center.

This year, the Center's participation was rich and multi-faceted, as it included conducting two workshops, showcasing the experiences of finalists in the 'Reyada Awards', presenting members of the 'Sama Nama' social entrepreneurs development project, in addition to participating in the Bazaar event through 10 entrepreneurial projects incubated by the Center.

The GEW is held concurrently in more than 160 countries around the world every year and includes seminars, workshops and training sessions aimed at supporting the SME sector and entrepreneurs. It also seeks to highlight key issues of concern to small, medium and microenterprises.

NAMA Center is committed to achieving a number of objectives which are; to support outstanding efforts and initiatives that help shed more light on the status of entrepreneurial projects in Qatar, introduce the community to the exceptional services that the Center offers to innovative entrepreneurs of SME projects incubated by the Center, in addition to providing them with direct access to the local market to establish their presence and promote and sell their products.



"This year, our participation at the Global Entrepreneurship Week, in partnership with Qatar University's Entrepreneurship Center, is a continuation of our efforts aimed at activating partnerships with the State of Qatar's various sectors and working closely with unique initiatives that serve as a platform for reaching out to target groups. It also represents a great opportunity to engage and benefit from our services and efforts aimed at contributing to the national strategy to diversify the Qatari economy and provide it with entrepreneurial projects. The Global Entrepreneurship Week is an important platform for young entrepreneurs who represent the segment that is most capable of boosting the national economy, as through its activities they can showcase their innovative projects, which is also a good opportunity to exchange ideas and practical experiences with their peers, as well as take advantage of all that is offered through seminars, lectures, courses and workshops. We have worked at NAMA Center since 1997 to promote entrepreneurship through a range of integrated services to establish economically viable entrepreneurial projects. Our comprehensive services include technical support, which comprises training, consultation and follow-up, as well as financial support, which covers financing, promotion, marketing, in addition to stimulating youth towards building a strong Qatari economy and contributing to the realization of Qatar National Vision 2030."

Maryam Bint Abdullatif Al-Manna'i,  
Acting Executive Manager of NAMA Center

Media Coverage in a leading Qatari news source



QATARISBOOMING

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Taking an advanced step in its march towards supporting human development

## NAMA Center signed a Memorandum of Understanding with INJAZ Qatar

In the framework of its ongoing contributions in the field of human, economic and social development, and stemming from its belief in the importance of investing in the promising capacities of youth with the aim of qualifying them to become the cornerstone of Qatar's future progress, NAMA Center, one of Qatar Foundation for Social Work's (QFSW) affiliated Centers, has signed a Memorandum of Understanding (MoU) with INJAZ Qatar. The aim of this is to serve a range of joint programs and activities that meet the needs and aspirations of youth, thereby empowering them to be partners in building the nation and play an active role in the progress and prosperity of its economy. The signing ceremony was held on Thursday November 2, 2017 at NAMA Center's headquarters.

In accordance with the MoU, the two parties will strive to ensure the success of joint programs and provide the necessary educational resources, including trainers with professional experience in the various sectors of entrepreneurship, promote career development opportunities for young entrepreneurs and prepare them to enter the labor market, in addition to providing mentorship and the necessary consultation.

NAMA Center offers many initiatives, programs and scientific and practical courses aimed at the youth segment in various fields and disciplines. It also meets the needs of small and micro enterprise entrepreneurs and provides all kinds of moral, material, training and advisory support to assist them in achieving their aspirations, which helps serve the community, diversify the national economy and contribute to the achievement of Qatar National Vision 2030, within the framework of Qatar's human development policy, which underlines the importance of the role of youth in achieving sustainable growth and prosperity in the country.

On this occasion, Ms. Maryam Bint Abdullatif Al-Mannai, Acting Executive Manager of NAMA Center, said:

"The signing of this important MoU with INJAZ Qatar marks NAMA Center's keenness on maximizing the benefits of the efforts of specialized institutions in the fields of human and professional development, at the forefront of which lies INJAZ Qatar. Time is of paramount importance when it comes to growth and development, whether on an individual, institutional or national level. Since our youth have the energy and the ability to acquire various skills at a remarkable pace, we felt that we must work to invest in their potential in an optimal manner, in terms of doubling the speed of honing their talents, boosting their capacities and giving them adequate space to unleash their potential and creative talents as entrepreneurs, towards preparing and qualifying them to enter the realm of practical life. This will be achieved, God willing, through specialized courses and programs in various areas of entrepreneurship offered by INJAZ Qatar under the supervision of a group of experienced trainers and coaches."



INJAZ Qatar, a non-profit organization and a member of Junior Achievement (JA) Worldwide, provides education and practical training to prepare students for the job market and entrepreneurship through its educational and training programs for schools, universities and youth centers across Qatar. INJAZ Qatar is supported by a wide network of business and educational partners who believe in empowering young people to gain knowledge and practical experience to succeed.

"The MoU we signed is a culmination of the close cooperation between INJAZ Qatar and NAMA Center, which contributes to enhancing youth skills development and better preparing them to enter the labor market through collaboration in terms of the exchange of experiences and the development of professional standards and the entrepreneurial environment in Qatar. There is no doubt that this partnership will enhance the opportunities of providing youth with comprehensive and diverse training skills as well job qualification and their capacity to become an active constituent of the national workforce. We aim for this partnership to be an exemplary model for cooperation between leading institutions and centers to support the growth of the Qatari economy in line with Qatar National Vision 2030 under the wise leadership of the Emir His Highness Sheikh Tamim bin Hamad Al Thani".

Emad Al Khaja,  
CEO of INJAZ Qatar

### Media Coverage in a leading Qatari newspaper



Gulf-Times

For more information



## Nama Center Participated in the World Day of Remembrance for Road Accident Victims



General Directorate of Traffic, National Committee for Traffic Safety, Hamad Medical Corporation, Transportation Studies Centre at Qatar University and Public Relations Department observed on Sunday, November 19, 2017, at the General Directorate of Traffic in Madina Khalifa the World Day of Remembrance for Road Accident Victims (WDR), with the theme: Towards UN 2020 Target: Reduce road fatalities and serious injuries by 50%. The WDR is commemorated on the third Sunday of November each year to remember all those who have been killed or injured in road accidents.

Addressing the gathering, Brigadier Mohammed Saad Al-Kharji, Director General of the General Directorate of Traffic said that we commemorate the International Day of Remembrance for Road Accident Victims by recalling the tragedy of the victims of accidents and evaluating the efforts of the police, ambulance and civil defense in traffic safety and as a reminder of the big losses of accidents.

He pointed to the United Nations plan to strengthen the efforts in this framework, which has been ratified by all countries and called "Plan of Decade 2011-2020", which invites all countries to reduce the number of deaths by 50% by 2020.

Regarding the role of the health sector, post-incident response and the reduction of fatalities and serious injuries on the road, Sheikh Dr. Mohammed Bin Hamad Al-Thani, Director of the Public Health Department at the Ministry of Public Health said that it was important

to remember that road accidents kill an estimated 12,500 people worldwide each year, in addition to 50 million different injuries causing continuous disability for victims. The injuries resulting from traffic accidents are the main cause of death among people between the ages of 15 and 29 years.

He added that the Ministry of Public Health is concerned with responding after road accidents to save the injured drivers, passengers and pedestrians, and reduce the number of serious injuries and its complications. "Among the initiatives adopted are improving communication services for the ambulance service, providing more than 1,450 ambulance personnel answering thousands of calls. This has led to make the telephone response time about five seconds, and the arrival time to the scene seven minutes inside Doha, and eight minutes outside".

Lt. Col. Mohammad Radhi Al Hajri, Director of Media and Traffic Awareness Department at the General Directorate of Traffic, spoke about the objectives of spreading traffic awareness among the different types of the communities.



## News

Dr. Kim Greo, Director of the National Traffic Safety Office, discussed Qatar's vision for traffic safety and the requirements of the United Nations Plan for the Decade 2011-2020, and the efforts of the State of Qatar to support and improve traffic safety. He noted that there are three challenges faced by the rich, poor, and developed or developing countries - Traffic Safety; Cities and Congestion; Economy and National Security - and that these challenges can only be met through successful safety plans.

Concluding the event, Brigadier Al-Kharji, Director General of the General Directorate of Traffic, honored a number of the participants in the celebration including Sheikh Mohammed bin Hamad Al Thani, Sheikh Dr. Hassan bin Ali Al Thani, Mrs. Mariam Al Mannai, Mr. Talib Afifah, Mr. Ahmed Al Shahrani, One of the accident victims, Mr. Rashid Al-Humaidi, one of the accident victims.

On the sidelines of the activities, an awareness exhibition was held with the participation of a number of authorities concerned with road safety, to educate the public on road safety procedures.

## Media Coverage in a leading Qatari website



## Ministry of Interior

For more information 



## NAMA Center celebrated the graduation of the 7th batch of students of the Qatar International Beauty Academy, with 58 graduates in cosmetic fields, including 26 Qatari students

NAMA Center, one of Qatar Foundation for Social Work's (QFSW) affiliated Centers, celebrated the graduation of the seventh batch of students from the Qatar International Beauty Academy (Tajmeel), who have completed all the requirements of the programs they enrolled in, and received professional certifications that qualify them to practice a leading role in the labor market, and leverage the skills and knowledge they acquired to build a prosperous future for themselves and their community.

The event, which was held at the Hamad Bin Khalifa University Student Center, marked the graduation of 58 female students enrolled in the Academy's various programs, including 26 Qatari students. The ceremony included several segments where, in addition to highlighting the achievements made during the year, the Academy's partnerships in this sector of business were also announced.

The role of the Academy was not limited to professional development, as its most notable achievement was the implementation of a health and safety system for the cosmetics industry. The Academy also has a distinguished community contribution by supporting the authorities concerned at the Ministry of Labor in monitoring this sensitive sector which deals with physical health, thereby becoming an important player in the process of professional accreditation and capacity building in the areas of health, safety and other professional fields.

It is worth mentioning that the Qatar International Beauty Academy (Tajmeel), which was founded by NAMA Center in 2009, is promoting professionalism in the field of cosmetics as well as its compatibility with international quality standards. The Academy

"I would like to express my pride in this wonderful constellation of graduates of the Qatar International Beauty Academy, who have demonstrated their unique talent and strong will to succeed for a stable life and a bright future. Now that they have acquired the knowledge, training, and certification, they are prepared to launch their careers and prove their ability to compete in Qatar's beauty services sector. Tajmeel, which started as an elusive dream surrounded by many challenges, has proved its great ability to attract talents and perform well and has established its presence and reputation in the community, as its establishment has had a pioneering role in changing the stereotypical view of the cosmetics industry. This had a positive impact on boosting the number of students enrolled in the Academy and the good results achieved, especially among the target group of the professional development programs and the change in their perception of the cosmetics industry as well as its importance and ability to be a fertile ground to attract talent and develop proficiency in different arts, as well as to create jobs in many areas including owning beauty centers."

Maryam Bint Abdullatif Al-Mannai,  
Acting Executive Manager of NAMA Center

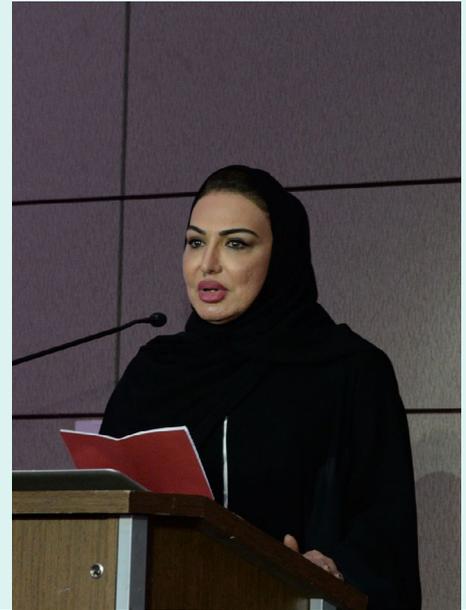


## News

provides a range of training courses in different cosmetic fields, according to international and academic standards, that have been developed with the aim of developing the target groups' capacities and giving them the ability to acquire the profession and integrate into the labor market while working at beauty centers. The programs have been welcomed by those who wish to work in the areas of professional cosmetics, which are required in the fields of media and movie-making, as well as by small business owners in the cosmetics industry and those aspiring to establish beauty centers.

The Academy awards an International Diploma Certificate from CIDESCO, as well as long-term and short-term professional courses in specific fields. Courses range from several months to two years, as well as short courses and workshops aimed at developing personal or non-professional cosmetic skills. Students who wish to develop and enhance their qualifications through advanced training can choose from a number of additional advanced courses offered by Tajmeel Academy.

Tajmeel Academy is Qatar's first vocational training center to offer internationally recognized beauty therapy qualifications, including ITEC-accredited diplomas and CIBTAC certification offered by the International Therapy Examination Council, in addition to accredited certificates by the City & Guilds British Council and the prestigious CIDESCO Diploma in Beauty.



## Media Coverage in a leading Qatari newspaper



Qatar Tribune

For more information



## News

As a Platinum Sponsor

## NAMA Center participated in the 4th edition of the International Volunteering Youth Forum for Universities

In the framework of its continuous efforts to support voluntary youth initiatives, NAMA Center, one of Qatar Foundation for Social Work's (QFSW) affiliated Centers, participated in the 4th International Volunteering Youth Forum, organized by Qatar University under the patronage of His Excellency Mr. Salah Bin Ghanim Al Ali, the Minister of Culture and Sports.

The International Volunteering Youth Forum is sponsored by a number of leading institutions in Qatar, namely NAMA Center (Platinum Sponsor), HDC (Golden Sponsor), Ibtikar (Bronze Sponsor), Qatar Charity (Community Partner), and Al Rayyan Channel (Media Sponsor).

The 4th International Volunteering Youth Forum was held at Qatar University for three days, from 19 October to 21 October 2017. It attracted students from GCC universities, with more than 400 students participated in the event in addition to volunteers. The forum also hosted a number of academics and specialists in community service.

"Our participation in the International Volunteering Youth Forum comes in the context of implementing the strategic directions of NAMA Center, foremost of which is nurturing human capital with youth representing its backbone, owing to its ability to create, innovate and meet the needs of the community. We highly value the leading role of the Youth Forum, which aligns with our orientation, in terms of its focus on the role of voluntary work and volunteers in building societies and its significant impact on spreading the spirit of cooperation and initiative to build individuals and communities. Adding to its contribution to the advancement of volunteerism through addressing obstacles and shortcomings and taking youth capacities to greater heights, the Forum instills the concept of volunteering as an aspect of loyalty to our nation and a means for its social and economic development, which falls as part of our strategy to contribute effectively to the realization of Qatar National Vision 2030."

**Maryam Bint Abdullahatif Al-Mannai,**  
Acting Executive Manager of NAMA Center



In its fourth edition, the Forum discussed ways and means of promoting voluntary work and community service in Gulf universities, with volunteering have been addressed as a necessity and learning source for individual and community building. It also drew lines connecting Qatar University students, partakers from other universities with voluntary initiatives, and specialists from participating countries. The most successful experiences in the field of community responsibility, which represent a source of inspiration for those interested in voluntary work, also have been shared.





The Forum's objectives will be achieved through the presentation of academic papers by academics and specialists, as well as working papers for a range of projects implemented by Qatar University and other universities as part of participating projects and initiatives. This is in addition to the presentation of a series of workshops in the field of social entrepreneurship and leadership.

It is noteworthy that NAMA Center, a leading organization in the field of entrepreneurship, offers all kinds of support to youth qualified for social entrepreneurship roles and characterized by the ability to initiate and innovate, as it creates the right environment for them to unleash their potential and invest in community participation. With its various services, the Center provides youth with the necessary managerial skills and expertise, and qualifies them to implement successful business projects. Services provided by NAMA Center include a range of training, consultative and administrative programs run in collaboration with local and international organizations, using ILO-approved curricula. Both aspiring and existing small and micro enterprise entrepreneurs from both genders are currently benefiting from the Center's services. The Center also provides them with university education opportunities to prove their worth in the labor market, and boost their participation in the development of their community.

NAMA Center moreover supports youth by enhancing their entrepreneurial skills and encouraging innovation spirit among them so they can lead community development projects supported by the Center. In addition, the Center provides a Lifestyle Enhancement Project that helps youth improve their lifestyle by enhancing their social and planning skills, as well as caring for their physical and mental health.



#### Media Coverage in a leading Qatari newspaper



Qatar Tribune

For more information 

In the framework of its continued support for the youth segment

## NAMA Center signed a cooperation agreement with UNFPA to develop youth programs

Continuing its youth development and empowerment approach, NAMA Center, one of Qatar Foundation for Social Work's (QFSW) affiliated Centers, has signed a cooperation agreement with the United Nations Population Fund (UNFPA) to develop the youth programs provided by the Center. The signing ceremony was held at NAMA Center's headquarters, where the Center's Acting Executive Manager Ms. Maryam Bint Abdullatif Al-Mannai signed the agreement on behalf of NAMA, while the UNFPA Director for the Arab States Regional Office Dr. Luay Shabaneh signed on behalf of the United Nations Fund.

UNFPA is one of the most supportive institutions of youth issues, including their right to quality education and health services of all kinds, in order to empower youngsters with the knowledge and skills to protect themselves and make appropriate decisions to realize their full potential, towards contributing to positive economic and social transformation in their communities. UNFPA is also investing in youth as the vanguard of future leadership of their countries who are capable of achieving stability and prosperity.

NAMA Center offers many initiatives, programs and scientific and practical courses aimed at youth in various fields. The Center also strives to meet the requirements for social entrepreneurship, as well as support startup owners and provide them with all forms of moral, material, consultative and logistical support in order to help them achieve their aspirations, which serve the community, diversify the national economy and contribute to the achievement of Qatar National Vision 2030. This also comes as part of the State of Qatar's policy in the field of human development and entrepreneurship support, which underlines the importance of the role of youth in the efforts to achieve sustainable growth and prosperity in the country.

"The signing of this important agreement with UNFPA comes in the context of the Center's continuous efforts to cooperate with international developmental institutions and organizations concerned with youth, with the aim of helping them refine their abilities and hone their personal and practical skills to qualify them to participate effectively in their own personal development and that of their community. We are definitely looking forward to more cooperation with international bodies and organizations active in the fields of youth development, as a service to our future generations and developing our society."

**Maryam Bint Abdullatif Al-Mannai,**  
Acting Executive Manager of NAMA Center



Media Coverage in a leading Qatari newspaper



Gulf-Times

For more information 



Continuing its efforts to promote noble national values and community development

## NAMA Center participated in the Darb Al Saai event, as part of its Qatar National Day celebrations



In the context of reaffirming loyalty to its homeland and reviving the heritage of the Founding Fathers and its noble meanings and values, NAMA Center, one of Qatar Foundation for Social Work's (QFSW) affiliated Centers, participated in the Qatar National Day (QND) celebrations with a series of activities aimed at supporting small and micro enterprises as part of the Darb Al Saai event.

Through its participation at Darb Al Saai, NAMA Center aimed to promote the concept of corporate social responsibility in various business sectors. It also sought to promote projects incubated by the Center and benefiting from its entrepreneurship services, in addition to empowering them to conduct their business activities in a systematic and well thought-out manner. Moreover, the Center is always conducting a full assessment of incubated projects and the evaluation of their strengths, while working on promoting them, identifying weaknesses to find suitable solutions, and improving their performance through direct interaction with the public and competitors in the local market.

NAMA Center takes on the responsibility of building a culture of entrepreneurship based on creativity and innovation, as it encourages youth of both genders to engage in the labor market through their inventive projects.

NAMA's strategy is centered on supporting youth by developing their potential and skills in entrepreneurship, to enable them to assume a leading role in the building and development process as they represent the driving force of economic and community development and the pillars of Qatar's progress and prosperity. To achieve this, the Center provides all aspects of support for young entrepreneurs through training and qualification courses, workshops, financial and logistical support, and incubation, towards effectively contributing to the achievement of Qatar National Vision 2030.

The activities of Darb Al Saai were an opportunity to introduce Qatari heritage to the audience, for its vivid embodiment of the lives of the

"I would like to express my pleasure at the participation of NAMA Center in the 2017 Darb Al Saai; a special event that coincides with Qatar National Day and represents a guiding light of the noble values and ideals we have inherited from generation to generation. In the context of boosting our presence in national events, we are keen to participate actively in Darb Al Saai for the second year in a row. I am delighted to thank the Qatar Cultural and Heritage Events Center for giving us free promotional spaces at the Souq Waqif pavilion, Al Muqattar pavilion, and the Traditional Kitchen pavilion, to empower young Qatari entrepreneurs with productive projects benefiting from the Center's incubation services, through facilitating the presentation, promotion and selling of their products to the public."

Maryam Bint Abdullatif Al-Mannai,  
Acting Executive Manager of NAMA Center

ancestors in many aspects. The visitors learned about the nature of Bedwin life, in addition to the presence of a special corner for traditional food and national dishes, which were part of the life of the Founding Fathers in Qatar. Darb Al Saai also included many events and heritage activities, in the framework of the celebrations of the National Day, and in revival of Qatari heritage.

The products of NAMA Center's incubated projects which were on display at Darb Al Saai included traditional clothes, perfumes and incense, Arab hospitality products, natural honey, spices, authentic Qatari foods and beverages, natural herbs and flowers, gifts and accessories, pottery and artworks, photography, promotional items, custom-printed clothes, and many more.

### Media Coverage in a leading Qatari newspaper



Gulf-Times

For more information 

## NAMA Center organized an arbitration and evaluation session for the first generation projects of the 'Sama Nama' program

The NAMA Center, one of Qatar Foundation for Social Work (QFSW) affiliated Centers, as part of its follow-up to the first generation projects of the 'Sama Nama' program, organized an arbitration and evaluation session for the projects participating in the program. The committee was composed of selected influential personalities in society and social and technical experts. The session was attended by officials, directors, section heads, and a number of media professionals, and the results will be announced during the first generation graduation ceremony of the 'Sama Nama'.

The 'Sama Nama' program was launched during World Youth Day events targeting young people of both sexes in the age group 18-35 years. The project started in September 2017 and included specialized courses to enable participants to acquire intellectual knowledge and creative and operational capacity in social leadership to innovate and implement projects that serve the community.

The program took 10 weeks, and was implemented in a number of stages, starting from September 5, 2017. The first phase began with a theoretical learning course that included lectures, symposiums and other varied activities in Qatar for one week, which helped to identify the concept of social leadership and the building of their personalities as social pioneers. It was followed by the practical phase in the United Kingdom for a week, aimed at providing participants with opportunities to approach global experiences in the field of social leadership.

The third and final stage events for capacity-building lasted for eight weeks, from October to December 2017, where participants worked collectively and interactively to work on the delivery of implementable community projects.

"After passing the stages of theoretical and practical education, capacity-building, and the conclusion of an arbitration and the project evaluation session, we had come to the threshold of first-generation graduation from the 'Sama Nama' program. This innovative program translates part of our strategic orientation of caring for human capital by supporting young people to realize their potential and refine their skills to become pioneers in social work that serves them, serves their community, and enhances national achievements.

On this occasion, I can only salute the participants' efforts to learn, gain knowledge, persevere to offer their best and serve as a model for other young people. Hence, having sensed the success of the program at its first session, we look forward to the launch of a new version, which will continue to feed the country with the qualified cadres of young people to develop human capital and achieve a sustainable community renaissance that contributes to Qatar National Vision 2030."

**Maryam Bint Abdullatif Al-Mannai,**  
Acting Executive Manager of NAMA Center

The program aims to contribute to establish a culture of community work, to make more choices for young people to play an influential role in the public and private work and all that serves the community. In addition, it aims to build a modern personality that adheres to the values of society, interact with its issues and developmental needs, to be capable





to spearhead community work, to participate consciously, and to engage in community service. The program also allowed participants to interact closely with their social leaders and to learn about their experiences on the ground, identifying people that share with them the lessons learned, the ambitions, and the great expectations.

The day of arbitration and evaluation of the first generation of the "Sama Nama" program was launched by dividing the 17 participants into two groups. Each group worked independently and under the guidance of the trainers and the management of the NAMA Center on a social project initiative that contributes to the service of the Qatari society, or provides a social meaningful message to be built upon in the future to become a viable project. Representatives of each project had been assigned to submit a detailed report on the project in which they participate, as well as a preliminary presentation of the project to the arbitration committee so that it could evaluate the two projects. This was a milestone for participants, which would shed light on their work and effort during the previous period and would reflect the outputs of the program. After the participants' success, the first generation graduation ceremony of the "Sama Nama" program will be organized in January 2018.

The "Sama Nama" program works to create a new generation of promising social pioneers who can bring about positive change in their lives, realizing themselves, identifying their strengths and weaknesses, inculcating a conscious national will capable of meeting the challenges and overcoming difficulties. They will be able to offer social project initiatives that will contribute to the development of the society and the country based on what they have learned from the program in its theoretical and practical phases.

The "Sama Nama" also comes within the Centre's support and assistance to the youth in the development of the capacities, skill refinement through education, training, mentoring, as well as broad community participation, emphasizing the pivotal role that young people play to realize their aspirations and achieve sustainable renaissance and prosperity in the state of Qatar.

It is worth mentioning that NAMA Center, which was established in 1996 by Her Highness Sheikha Moza bint Nasser with the desire to achieve human and social development in the State, aims to provide a stimulating environment that contributes to the investing in the potential and creativity of youth, as well as to meet their needs and aspirations as partners in civil work, while exploring the best opportunities and innovating to lead the renaissance of their communities.

"By youth and with youth, we shape our stances toward Qatar".

Since 2013, the Center has been working under the umbrella of Qatar Foundation for Social Work (QFSW). "NAMA" is a member of the United Nations Economic and Social Council (ECOSOC), the Arab Network for NGOs, and the World Family Organization (WFO).

#### Media Coverage in a leading Qatari newspaper



The Peninsula

For more information



## Media Interviews



### AL RAYYAN TV

Special interview with Mrs. Amaal Bint Abdullatif Al-Mannai, Chief Executive Officer of Qatar Foundation for Social Work, during the opening of Souq Nama 2017.

Date: Monday 14 November 2017



### QATAR TV

Fay El Doha program – Special report about Souq Nama 2017

Date: Monday 14 November 2017



### AL RAYYAN TV

Tarahib program – Special interview with Abdulrahman Al Sayed , Head of Community Outreach Programs at NAMA and 'Sama Nama' Manager, and one of 'Sama Nama' participants.

Date: Tuesday 31 October 2017



### QATAR TV

Hayatna program – Special coverage about Nama Center

Date: Wednesday September 2017

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## Important Topics



The speech of His Highness the Emir Sheikh Tamim bin Hamad Al-Thani during the opening of the Advisory Council's 46th ordinary session

For more information



## Main achievements throughout the year

- 21 January 2017: NAMA reviews its achievements of the past year and announces its new annual plan for 2017
- 24 January 2017: NAMA officials visit Souq Al Wakra to oversee the progress of the incubated small and medium-sized projects
- 18 February 2017: NAMA participated in the 2017 Qatar Total Open women's tennis tournament
- 27 February 2017: Qatar Foundation for Social Work organizes its Annual Forum 2017 at Qatar National Convention Centre
- 28 February 2017: NAMA launched 'Moqbeleen' project by organizing its first visit to Qatar University
- 1 March 2017: NAMA organized a press conference to announce the launch of its 4th Reyada Award for 2017
- 06 March 2017: IHSAN organized two arts and handicrafts workshops for its affiliates in collaboration with NAMA
- 11 March 2017: NAMA concluded its 'Sakik' life skills development program at a number of schools in Qatar
- 22 March 2017: NAMA Center participates in the 5th Qatar International Agricultural Exhibition, 'Agriteq 2017'
- 3 April 2017: NAMA Center participates in the 8th edition of the Qatar International Food Festival 2017
- 8 April 2017: Qatar Foundation for Social Work launches partnerships to promote social mental health
- 29 April 2017: NAMA organizes an honorary ceremony for teachers and students who participated in its 'Sekik' project
- 1 May 2017: NAMA Center participates in the 2017 Qatar Markets Fair, 'Aswaq Qatar'
- 7 May 2017: NAMA Center organizes the 4th edition of the 'Reyada Award' ceremony
- 11 June 2017: RAF honored NAMA Center during its participation in the 'Bashair Al Rahma' Festival
- 18 June 2017: NAMA Center offers the Gift of Giving to resident patients at Hamad Medical Corporation
- 10 July 2017: QFSW: 'Tamim Al Majd' has filled hearts and written line of Glory
- 15 July 2017: NAMA Center's officials visit the Factory of Sheikha Haya Bint Nasser for Manufactured Tailoring to observe the progress of production work
- 25 July 2017: 'Tamim Al Majd' a vivid picture of cohesion between the leadership and the people

## Main achievements throughout the year

- 8 August 2017: QFSW honors participants in its human mural event
- 12 August 2017: NAMA Center announces the launch of the largest innovative program for social entrepreneurs, 'Sama Nama'
- 18 October 2017: NAMA Center participates in the 4th edition of the International Volunteering Youth Forum for Universities
- 21 October 2017: NAMA Center signs a cooperation agreement with UNFPA to develop youth programs
- 4 November 2017: NAMA Center signs a Memorandum of Understanding with INJAZ Qatar
- 11 November 2017: NAMA Center invites all citizens and residents to visit the first (2017) edition of the Souq Nama
- 13 November 2017; NAMA Center launches the first edition of the Souq Nama 2017
- 15 November 2017: NAMA Center participates in Global Entrepreneurship Week activities
- 29 November 2017: NAMA Center celebrates the graduation of the 7th batch of students of the Qatar International Beauty Academy
- 05 December 2017: NAMA Center participates in the 2nd edition of the Qatari Youth Forum
- 06 December 2017: In honor of volunteers in all parts of the world
- 10 December 2017: NAMA Center holds its annual closing ceremony for 2017 In honor of volunteers in all parts of the world, in 1998 we launched the annual Volunteer Forum, and followed it up in 1999 with the launch of the Volunteer Award
- 13 December 2017: NAMA Center participates in the Darb Al Saai event, as part of its National Day celebrations



## Events calendar

'Sama Nama'  
graduation  
ceremony

18 January  
2018

National  
Sports Day

13 February  
2018

World Day of  
Social Justice

20 February  
2018

Family Day  
in Qatar

15 April  
2018

World Youth  
Skills Day

15 July  
2018

International  
Youth Day

12 August  
2018

International  
Volunteer Day

5 December  
2018

Qatar National  
Day

18 December  
2018