

## Monthly Newsletter



تمكي<u>ن</u> وريادة Empowerment & Entrepreneurship

Social الإجتماعي

First Quarter 2018

Empowerment & Entrepreneurship

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IN THE PRESENCE of His Excellency Sheikh Thani bin Hamad bin Khalifa Al Thani, the Social Development Center - NAMA, one of the affiliated centers of Qatar Social Work Foundation, held a graduation ceremony for the first generation of the Social Entrepreneurship Development "Sama Nama" program at Qatar National Convention Center on Thursday, 18 January. The ceremony was attended by many prominent figures, NAMA's staff and administrators, members of civil society entities, and families of the participants.

The graduation comes within the framework of culminating the efforts exerted over three months of dedicated hard work and preparation, along with training, traveling abroad, and passing all necessary stages of the Social Entrepreneurship Development "Sama Nama" program requirements, ranging from development of the executive plan, through field work, to interaction with different societies and organizations, schools, and relevant bodies and associations.

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THE GRADUATION
CEREMONY OF
FIRST GENERATION
OF THE SOCIAL
ENTREPRENEURSHIP
DEVELOPMENT "SAMA
NAMA" PROGRAM













His Excellency Sheikh Thani bin Hamad bin Khalifa Al-Thani Graces the Graduation Ceremony of First Generation of the Social Entrepreneurship Development "Sama Nama" Program and Honors the Graduates























































With your continued efforts, NAMA Center will forge ahead with our plans of identifying development opportunities and challenges facing Qatar's youth, and through this, empower them by investing in their potential and abilities that will ultimately support our approach to contribute to the human, social and economic development of Qatar.

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

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"Our wise leadership has realized that achieving the objectives of the National Vision's four development pillars (human, social, economic and environmental) confronts major and main challenges, which should be overcome to form an incentive for achievement. The development process of our country should be adhered to essential guidelines that ensure its sustainability, protect our religious and cultural identity, and avoid consequences of rapid uncontrolled growth."



His Excellency Sheikh Abdullah bin Nasser bin Khalifa Al-Thani Prime Minister and Minister of Interior











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## Creative Social Entrepreneurs to Further Giving and Interaction

THE event kicked off with a spectacular opening, where participants stood on the platform and pitched in a creative way and presented the outputs of their innovative projects within the Social Entrepreneurship Development "Sama Nama" program, in compliance with the center's strategy of continuous communication with the public. A video of all stages of the project was displayed afterwards, followed by a discussion session on social entrepreneurship by young Qatari entrepreneurs Maryam Al-Kuwari and Ghanem Al-Sulaiti, who made evident social contributions through their projects.

Ms. Mariam bint Abdullatif Al Mannai, Acting Executive Director of NAMA, delivered a speech about the importance of these programs, as they focus on promoting the Qatari youth's role, productivity, and involvement in the social and voluntary work. She also stressed that the Qatari society is determined to invest in human capital, expressing her pride in the opportunities and innovative ideas that "Sama Nama" presented to the Qatari youth.

first generation of the Social Entrepreneurship Development Nama" program has attracted many talents, including an Arab inventor from the Stars of Science program, and others from multiple professional and academic backgrounds, such as international affairs, media, electronic engineering, medicine, management, tourism, oil and gas, alongside several graduates from universities and high schools.

The "Qarari" (My Decision) project idea came



out of the necessity to introduce Qatari youth to the available educational opportunities, directing them to all options of university education, and establishing a full and sustainable cycle of raising awareness about the importance of education and vocational guidance, and of selecting the appropriate and rare (or needed) specialties required by the labor market in the country. The project took inspiration from a speech delivered by His Highness the Emir urging (the foundation) of constructive initiatives and diversity of competencies.

On the other hand, the "Silah" (link) project focused on being the link and a logistic support for various new youth energies and emerging ideas, finding and channeling suitable exhibitions for them, facilitating their access to different outlets in the country, and configuring dedicated platforms for them in the future.

The Social Entrepreneurship Development "Sama Nama" program aspires to create an effective generation of social entrepreneurs. The projects are the starting point for more active contributions by social entrepreneurs in the Qatari community, enabling them to implement several social projects and initiatives in the future.

The graduates were selected from among











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500 participants. After passing the training stages and implementing all the practical requirements of the program, the participants were able to work independently and implement social initiatives and projects before submitting reports about them to the jury, which evaluated and decided on the graduates, and also provided guidance and discussed experiences. The jury included Her Excellency Amaal Bint Abdullatif Al-Mannai, CEO of Qatar Foundation for Social Work; Mrs. Sabah Al-Haidous, CEO of Silatech Foundation; Dr. Khaled Abdul Qadir, Dean of Management and Economics Faculty at Qatar University; Dr. Issa Al-Hurr, Youth Affairs Counselor at the Ministry of Culture and Sports; Ms. Mashael Al-Nuaimi, Qatar Foundation's Development Director; Mr. Yarub Bourahamah, Founder of Light Bug Media and Founding Member of the Protegs program; and Jassim Abdallah Al-Sane, Investment Services Manager at Citigroup.

The civil society role in supporting this initiative cannot be underestimated, as it promotes the initiative's positive impact on all sectors of society, from participants and their families,

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THE "SAMA NAMA"
PROGRAM ASPIRES
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through school and university students and employees in different fields of work, to businessmen and managers who represent a role model for the participants.

At the end of the ceremony, His Excellency Sheikh Thani Bin Hamad Bin Khalifa Al Thani honored the graduates. The certificates were then distributed along with awards and trophies and memorial pictures were taken.

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).











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#### NAMA Center Launches "Moqbeleen" Campaign for the Second Consecutive Year

# Peninsula

### "Moqbeleen" Campaign Provides Qatari Youth With a Portfolio of Pioneering Projects

SPONSORED by the Social Development Center - NAMA, a center under the Qatar Foundation for Social Welfare, the "Moqbeleen" awareness campaign was launched in the last week of January 2018 for the second year, targeting the young generation, the beating heart of the Qatari community. "Moqbeleen" is an oriented awareness and cultural campaign that builds on informing and exposing NAMA's projects, programs and services, raising awareness of the importance of educational attainment, seizing the right opportunities, and channeling the specialized platforms in all schools, universities, youth forums, youth academies and all civil society organizations. Through this campaign, the center seeks to attract and train active youth.

Mrs. Maryam Bint Abdullatif Al-Mannai, Acting Executive Director of NAMA, stated that she is immensely proud of this whole and integrated campaign. She pointed out to the comprehensive nature of NAMA's projects, as they respond to the aspirations of the Qatari youth through multiple programs. She added that she and NAMA directors are always keen on promoting the concept of sustainability in education, awareness and social development, investing in human capital and the young and promising generations, and creating a conscious generation and hence a society that is keen to define its priorities properly.

The campaign is important because it approaches the youth in their own communities, where the campaigners go on field trips to all of the targeted youth groups to inform them about NAMA's activities and services, explain avenues



of cooperation, and provide them with data on how to join and benefit from all of NAMA's projects, courses, and workshops. Moreover, they present ideas and discuss them with the youth, and provide answers and solutions to all their queries and concerns.

The campaign kicked off at the "Simaisma Girls Forum" on Thursday 24 Jan 2018, which was an opportunity to meet with the young girls who welcomed the new projects after learning about NAMA's goals, activities, and services. Positive spirit and enthusiasm were prevailed in the visit, where interesting discussions were held with young ladies. A presentation about NAMA projects was then given by the campaign leader where leaflets were distributed, gifts were presented, and souvenir photos were taken.

Through these visits, the center seeks to attract youth, activate their training and education, and prepare them to participate in future campaign projects.

On the following week, ambassadors of the campaign visited Hamad Bin Khalifa Medical City in cooperation with the Carrier Services and Recruitment Departments. The visit included scheduled sessions with the targeted group of high school and university students. The campaigners praised social work as a means to realize sustainable social development, noting that social work involves the fundamental values of a cooperative individual who has a sense of belonging to the society, and is ready to work for a social welfare that would take him out of his own interests into the broader social











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and humanitarian spheres. These two visits are followed by many field visits to community societies and educational institutions, and will continue until the month of May.

From his side, Mr. Abdul Rahman Al Sayed, Head of Programs, Community Outreach at NAMA, stressed that rapid social, economic and developmental progress create new conditions and circumstances that call for the collective efforts of all components of the society. Therefore, NAMA is keen to highlight the importance of an efficient and effective community awareness plan about proactivity of social work. The center introduces programs aimed at target groups in the different fields of training, entrepreneurship development, and social entrepreneurship. It also develops the capacities of youth and introduces scholarships and university programs to students.

Mr. Abdul Rahman added: "In this perspective, we launched the "Moqbeleen" campaign projects in partnership with Qatari youth. We hope that these programs will be adequate to most of our youth aspirations and requirements, address their needs and queries, and provide all means to overcome the obstacles they are facing."

The campaign includes a variety of constructive and targeted projects that seek to contribute to the progress and advancement of the State of Qatar, diversify competencies, and meet the needs of the labor market. One of the most prominent projects is the "Social Entrepreneurship Development" project, from which 17 social entrepreneurs of the first-generation graduated on 18 January in the presence of HH Sheikh Thani bin Hamad bin Khalifa Al-Thani at Qatar National Convention Center. During the graduation, the social

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entrepreneurs presented their projects that took those three months of dedicated hard work.

Among the projects, there is the "From Youth to Youth" project, where a number of prominent young people guided, motivated, and trained the younger generation and helped them find ways and techniques to become future entrepreneurs.

The campaign also includes projects related to university loans and education and professional development support programs, among other things. These programs help to improve lifestyle by teaching new life skills, as well as help in developing small and micro enterprises through a range of technical support services that include training, development, follow-up, consultancy, and financial funding, as well as incubation and logistics services.

The campaign is keen to fully adhere to national strategies and orientations by increasing individual awareness to reflect a positive

image, and promote the young people's capacities in conducting research, gathering information, and managing work, in addition to the importance of combating negativity. The campaign also seeks to diffuse the culture of innovation and lead to introducing appropriate and rare specialties needed by the labor market in Qatar.

The campaign was organized by NAMA officials and staff under the supervision of the Community Communication Department. It focuses on the youth and works on understanding the frameworks of projects, overcoming challenges facing the Qatari youth, filling the gaps, overcoming all obstacles, creating opportunities, and contributing to the achievement of the development and contribute to the realization of Qatar National Vision 2030.



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## In Line with Promoting Entrepreneurship Awareness in Qatari Society



## NAMA Center showcases incubation projects on the sidelines of Qatar ExxonMobil 2018

THE Social Development Center-NAMA, an affiliated Center of Qatar Foundation for Social Work, will be exhibiting seven projects that have been enriched by its incubator services, in the market being held on the sidelines of the Qatar ExxonMobil Open 2018. The projects that represent ventures of young Qataris into small and micro enterprises are being promoted at the Khalifa International Tennis and Squash Complex, Al Dafna, from 4.30pm-10pm, until January 6.

Pointing out the significance of the event, Mrs Maryam Bint Abdullatif Al-Mannai, Acting Executive Director of NAMA Center, said: "Through its outstanding participation in this market, NAMA Center seeks to support and promote sustainable development efforts by endorsing small and micro enterprises, encouraging the community to move forward in entrepreneurship, and paving the way for creative entrepreneurs to successfully launch their businesses and achieve their desired goals.

"We thank the Qatar Tennis Federation for their continued support of the Center's strategic directions, and for providing us with free spaces for the promotion of these projects. We also call upon all members and entities of our society to support such projects, so we can all contribute towards the goals of Qatar National Vision 2030."

Through its participation in such events, NAMA Center sought to support projects that benefit from its entrepreneurial services, and enable owners to carry out successful business activities by making the best use of



the services, as well as monitor strengths and weaknesses in order to improve these projects. It also aimed to improve performance and quality, and enhance local production in Qatar through direct interaction with the public. Such activities contribute towards the larger goal of developing human capital, thus promoting the development, prosperity and sustainability of the Oatari economy. A young entrepreneur whose participation in the market was related to perfumes, creams, and natural mixtures expressed her gratitude to NAMA Center for incubating her project. "NAMA Center has been extremely supportive and encouraging of my project. Whenever an event is held in Doha, NAMA Centre invites me to participate, and also follows up to provide me with the support I need to help improve my work," she said.

Testimony to NAMA Center's commitment towards helping the incubator initiative, are the varied products offered by the projects at the market, including food, souvenirs, artwork, photography, perfumes, and incense, among others.

NAMA Center has made it a priority to participate in several events this year, including the upcoming Qatar Total Open 2018, the women's tennis tournament starting February 12. At this event, NAMA Center displayed and promoted the products of a number of innovative incubator projects, shed more light on the reality of entrepreneurship in Qatar, and introduced its unique entrepreneurial services to the broadest possible community.











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## NAMA Center Officials Visit Al Meera Branch in Gulf Mall to View Emerging Products For supporting National Economy





AS part of the new initiatives and programs launched by NAMA Social Development Center, an affiliated Center of Qatar Foundation for Social Work, and as an expression of the social responsibility binding organizations operating in Qatar, NAMA seeks to promote emerging enterprises benefiting from its services in the local market. It also seeks to enhance cooperation with several corporations within the State of Qatar to ensure projects access the local market.

Given its role as a fertile market for emerging enterprises, Al Meera Consumer Goods Company, with whom cooperation started in 2013, is very well among those corporations. NAMA Center organized a visit to the Meera branch at Gulf Mall. The aim of the visit which was attended by NAMA Center officials was to check the projects on display at the branch, meet their owners and explore opportunities for Al Meera management to support small and micro enterprises benefiting from the Center's incubation services.

Nama Center sought to enhance cooperation with Al Meera Consumer Goods Company, highlight the Center's products on display in Al Meera and strengthen ties between the Center's management and the target corporations and beneficiaries of entrepreneurship services.

Present at the visit were Al Meera officials, Mrs. Maryam Bint Abdullatif Al-Mannai, Acting Executive Director of NAMA Center, and several heads of departments, administration managers











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and relevant employees. Five of the center's food products on display at the branch were checked, and those include instant Arabic coffee, species, diverse types of cheese, different blends, pickles, and desserts.

NAMA officials stressed the role of similar visits in strengthening ties between the Center and beneficiaries, as well as between the center and relevant organizations. NAMA Center operates as a link between projects and enterprises, and it reflects the importance of supporting entrepreneurship. They reiterated NAMA Center's ongoing support for ambitious enterprises in the local market.

Al Meera branch in Gulf Mall was chosen for the first tour given its popularity and location inside a large mall. It also represents a strategic crossing point between several areas that are deemed suitable for small and micro enterprises. It is also worth noting that projects supported by NAMA Center are not only on display at the Gulf Mall branch but are also available at all Al Meera outlets across the country.

Commenting on the event, Mrs. Maryam Bint

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Abdullatif Al-Mannai said: "Our relationship with this successful consumer goods company goes beyond merely supporting common projects, since we also strive to overcome obstacles and follow up on our projects and enterprises to ensure their success. In doing so, we are supporting local markets and entrepreneurs to realize Qatar National Vision 2030. We endeavor to enhance the support and cooperation from local organizations to achieve our development goals and serve the noble social and humanitarian mission of our country on the long run."

She added, "We aim to promote the role of Al Meera and other local entities to present other forms of support and encourage social pioneers and entrepreneurs, empower them and help them integrate in the labor market. I would like to extend my thanks to Al Meera for facilitating this visit and for supporting the mutual, ambitious emerging projects incubated by the Center".

Mr. Hamad Rashid Al-Kuwari, Official at Al-Meera and Mr. Mohammed Al-Badr, Al Meera's IT Executive Director said: "We would like to thank NAMA Center for giving this opportunity and conducting this visit. It highlights how keen the Center is on supporting national products and owners of small and micro enterprises. This is a significant contribution towards developing human capital, a pillar in Qatar National Vision 2030."

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## NAMA's Incubation Projects Take Part in Qatar International Food Festival



## Seeking empowerment in the local market and seizing the opportunity to share experiences

THE Social Development Center - NAMA, one of Qatar Foundation for Social Work's affiliated Centers, has participated in the ninth annual Qatar International Food Festival 2018 held in the Sheraton Hotel Park, on 15 - 25 March 2018. With this participation, the center aimed at enabling owners of the projects incubated by NAMA to gain easy and affordable access to the local market, alongside strengthening the knowledge and experience they have acquired, so that these incubated projects can undertake successful businesses in a competitive global environment. It is an opportunity to exchange experiences, where the owners of these projects came together alongside leading international chefs from Doha hotels and high-end restaurants to compete in offering most delicious dishes made of fresh ingredients and cooked in the best style, in addition to offering many healthy food options that are suitable for all ages.

This participation also served the purpose of monitoring, optimization, and impact measurement, especially in light of the fact that the International Food Festival is one of the major events organized annually by the Qatar Tourism Authority, and is attended by leading food companies from inside and outside Qatar; it also hosted various entertainment and cultural activities and attracted thousands of visitors daily.

NAMA is committed to providing various types of support to small and micro enterprises in order to accelerate their growth and ensure their sustainability in the local market. This includes incubation, management, and



training services, workshops, consultation programs, and awareness-raising gatherings, as well as motivation, promotion, and financing programs.

Mrs. Maryam Bint Abdullatif Al-Mannai, Acting Executive Director of NAMA, said: "We are keen to take part in the annual International Food Festival to highlight and give an opportunity to NAMA's incubation projects, thus contributing to achieving Qatar National Vision 2030, besides the promotion and marketing of these projects in line with the general message of the festival, which is a useful way to promote community partnership and encourage institutions and members of the society to provide various kinds of support for entrepreneurs and small and micro enterprises."

She pointed out that NAMA seeks to raise entrepreneurship awareness throughout

the Qatari community and to promote entrepreneurial projects by enabling them to carry out productive and marketing activities easily. It also aims at removing the obstacles facing these projects to ensure their success and to empower and support entrepreneurship in the local market. She also noted that this type of participation enhances cooperation between the center and local institutions, highlighting the importance of supporting entrepreneurship.

Mrs. Al Mannai also extended her thanks to Qatar Tourism Authority, as well as the public and private sector organizations, for their valuable initiatives and contributions that helped achieve the mission and strategic objectives of empowering young local-economy entrepreneurs, thus contributing to strengthening and consolidating the entrepreneurial ecosystem in the State of Qatar.











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## To Support Access to Markets, Incubation Projects at NAMA Center Take Part in Sixth Edition of AgriteQ





THE NAMA Social Development Center, an affiliated Center of Qatar Foundation for Social Work, took part in the Sixth Qatar International Agricultural Exhibition (AgriteQ) 2018, organized by the Ministry of Municipality and Environment. The products of incubated projects, namely those in the categories of food production, perfume and incense, were on display at the exhibition.

The purpose of NAMA Center's participation was to enhance the skills and capabilities of the entrepreneurs working on the incubated projects or benefiting from the center's entrepreneurial services, and to provide their products with the marketing and promotion support they require. As a result, the projects will maintain continuity and keep up with the quick paced developments in the business environment, especially that the exhibition was also attended by specialized local and international companies with areas of expertise ranging from agriculture and irrigation to livestock, fisheries and food security.

Moreover, NAMA Center has been continuously striving to enhance the outputs of the entrepreneurial support programs through a series of procedures and initiatives, from concept development and training to the formation of independent and resilient entities and businesses that are able to overcome obstacles and ensure continuity.

NAMA Center seeks to ensure the entrepreneurs of incubated projects have easy access to local markets, so they can enhance their knowledge and skills to allow these projects to successfully operate in a competitive environment. This shall allow monitoring, improvement, and impact measurement. This approach is in line with strategies set forth by the State of Qatar and supports the efforts to achieve Qatar National Vision 2030.

Commenting on the participation in the exhibition, Mrs. Maryam Bint Abdullatif Al-Mannai, Acting Executive Director of NAMA Center

said: "It is our sixth consecutive participation in the AgrtiteQ, and we have nominated several incubated projects involved in the production of food products, perfumes and incense. Ever since our Center was formed in 1997, it has sought to enhance cooperation with the relevant agencies and authorities in the country."

She added: "Given the strengths of the Qatari economy, namely the qualified labor force, these projects lead to economic growth and development, which in turn leads to a higher percentage of new employment opportunities." Mrs Al-Mannai extended thanks to the Ministry of Municipality and Environment as well as to private and public institutions for their initiatives and valuable contributions towards helping the Center achieve its mission and strategic objectives, namely empowering youth with emerging projects in the local economy, which in turn leads to enhancing the entrepreneurial environment in Qatar.











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### Media Interviews



#### **AL RAYYAN TV**

Interview with Mr. Faisal Al-Ibrahim, one of the graduates of the first generation of "Sama Nama"



#### **QATAR TV**

Mr. Abdulrahman Al-Sayed, Head of Programs, Community Outreach, talks about launching "Moqebleen" campaign for the second year



#### **AL RAYYAN TV**

Mr. Mohammed Al-Abdulghani, Head of Production, talks about the graduation ceremony of the first generation of "Sama Nama"



#### **AL RAYYAN TV**

Interview with Ms. Latifa Al Buainain, one of the graduates of the first generation of "Sama Nama"











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Speech of His Excellency Sheikh Abdullah Bin Nasser Al Thani, Prime Minister and Minister of Interior at the launching ceremony of the National Development Strategy 2018-2022





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