



nama

تمكين ورعاية
Empowerment & Entrepreneurship

الإجتماعي Social

Newsletter

of 2018 Fourth Quarter



Graduation ceremony of second batch of Social Entrepreneurship Development 'Sama NAMA'

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Important Statements

“We have achieved great and rapid progress in nation-building, living standard and human development in health and education. We have many challenges ahead in these areas, and we have to ascertain commitment to the work ethics and the act of giving to the society. In this context, we also confirm the importance of national service and its role in building the youth of this country”.



His Highness

The Amir Sheikh Tamim Bin Hamad Al-Thani

at the inauguration of the 47th ordinary session of the Advisory Council

NAMA.. Continuing success

Social Development Center- NAMA» concluded 2018 with a distinguished group of youth activities and initiatives through which the Center continued to support youth, who is an important group in the society, on which the nation relies so much in light of our need for the determination of its loyal sons.

The Center has invested in all the means offered by our beloved country to empower our young people to lead the future, serve development efforts and continue the path of success. During the last quarter of 2018, Center has achieved its goals through the efforts of its employees and staff members, moving towards a better future, and the directives of His Highness Sheikh Tamim Bin Hamad Al-Thani.

The programs and activities offered by the Center during the period mentioned clearly affected young people. Participants in these programs were able to identify important aspects of their personalities and also acquired many important skills that helped them contribute to the achievement of Qatar National Vision 2030. Among the programs that Center launched were graduation of a new batch of “SAMA NAMA” program, and «My Decision» campaign, which was launched in the framework of supporting young people and lighting the way forward for them, so that they can contribute positively to the progress of the society in which they live.

Another activity was «Mulhemeen» platform which is one of the most innovative ideas to serve the entrepreneurial sector in Qatar, aimed at entrepreneurs, small and micro businesses owners, in order to foster a culture of innovation and competitiveness in the sector.

“NAMA Camp” was as well an initiative of its first kind in Qatar. It has contributed to the investment, rehabilitation and motivation of our young people to promote and instill values and concepts in them, in addition to strengthening their social initiatives in order to become more interactive and influential in the pioneering side and community service.

During the last quarter of 2018, the Center celebrated the Graduation of a new batch of Youth Capacity Building ‘Tamayoz NAMA’ Train the Trainers, which was a part of the activation of the partnership agreement between the Center and Department of Students Leadership - Qatar University to help youth get the needed skills that would help them develop themselves and capacities to influence their communities.

«Business and Coffee» project, was another initiative which was launched with the aim of empowering and rehabilitating youth, providing technical, financial and promotional support and incubation services to entrepreneurs, small and micro businesses owners.

The Center also concluded the second edition of Youth Capacity Building ‘Tamayoz NAMA’, which was launched in the framework of activating its role of empowering and rehabilitating our youth to contribute to and contribute to the achievement of Qatar National Vision 2030. The Center also presented a series of courses and workshops aimed at developing the abilities of our youth to serve the nation in all areas of life. Courses included self-skills course for entrepreneurs, intellectual property rights, effective sales for small and micro enterprises, decide on your project and start, staff management and productivity improvement cycle.

The successes achieved at the level of the initiatives and events provided by the Center to our youth would not have been possible without the continued support and attention of our leadership to empower our youth, and efforts are continuing to provide more investment for this great support.

In conclusion, I would like to express my sincere appreciation and gratitude to Qatar Social Work Foundation for its support and outstanding role in serving the community. I would also like to thank all those who have contributed their sincere efforts and their sincere contributions to the Center to continue its role and achieve its objectives aimed at the renaissance and prosperity of society.

Executive Management

NAMA Achievements for Individuals and Projects

1. Graduation of second batch of Social Entrepreneurship Development 'Sama NAMA'
 2. "NAMA CAMP" .. Distinguished youth initiative from youth to youth
 3. Launch of "My Decision" Campaign to help youth decide
 4. Graduation of 20 trainers in Youth Capacity Building 'Tamayoz NAMA'
 5. Development Platform "Mulhemeen" to Gather Entrepreneurs and Investors
 6. NAMA Concludes the «Business and Coffee» Project
 7. 2nd Edition of Youth Capacity Building 'Tamayoz NAMA' PMP
 8. Entrepreneurship "Workshops"
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Graduation of second batch of Social Entrepreneurship Development 'Sama NAMA'



His Highness Sheikh Thani bin Hamad Al Khalifa attended the graduation ceremony of the second batch of Social Entrepreneurship Development Program 'Sama NAMA' in presence of prominent figures, Center officials and staff members. His Highness Sheikh Thani bin Hamad Al Khalifa has also honored the program second batch alumni.

The graduation ceremony of 'Sama NAMA' second batch was the culmination of valuable efforts, continuous work, training, lectures and events, and the completion of all requirements that were needed by the program until it reached this stage, which is related to graduation and recognition.

The program was designed to develop youth capacities and invest in their energies through a variety of activities that have been carefully selected to suit the youth and motivate them to compete positively. This program will also serve to expand the youths' choices and enhance their participation in community service. It will build a broad base of social entrepreneurs and future leaders, in a way that meets the needs of society and its future needs towards further development and progress.

The objectives of the program were to increase the social interaction of young people in order to participate in the development of their society, as well as to offer enhanced training activities for youth knowledge and skills needed to analyze the needs of the community and to learn about societal phenomena. Program as well aimed to come up with community projects and initiatives that support community and develop it with guidance of NAMA.

'Sama NAMA' participants praised the positive activities that contributed greatly to providing all of them with many skills, practical and scientific experiences, explaining that the advantages of the program varied, including the internal and external training. The participants got familiar with the program through practical training on many things, which will help him/her in his/her career and be a force factor in the way he/she contributes positively to building the society in which he/she lives.

«**Inspired by His Highness the Amir Sheikh Tamim bin Hamad al-Thani speeches and directives, which enhance our confidence in ourselves and give us hope and determination, we are always looking to invest in the energies of young people and employ them in a manner that fits the aspirations of our wise leadership in terms of community development**»,
Mrs. Maryam Abdullatif Al-Mannai,
Community Services Manager»



30 Nov 2018

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لقطات من حفل تخريج الجيل الثاني من #الرياديين.
الاجتماعيين #سما_نماء بتشريف سعادة الشيخ ثاني بن
حمد بن خليفة ال ثاني لتكريم المنتسبين..



Honouring the second batch of Social Entrepreneurship Development 'Sama NAMA' alumni



Honouring the second batch of Social Entrepreneurship Development 'Sama NAMA' alumni



Honouring the second batch of Social Entrepreneurship Development 'Sama NAMA' alumni



The second batch of Social Entrepreneurship Development 'Sama NAMA' alumni



The second batch of Social Entrepreneurship Development 'Sama NAMA' alumni



“NAMA CAMP” .. distinguished youth initiative from youth to youth



NAMA launched “NAMA Camp” which is a youth initiative aims to invest in young people’s times to promote and instil values and concepts in them, as well as to consolidate their social initiatives and motivate them through the competitive environment to be more interactive and influential in the leadership and community service.

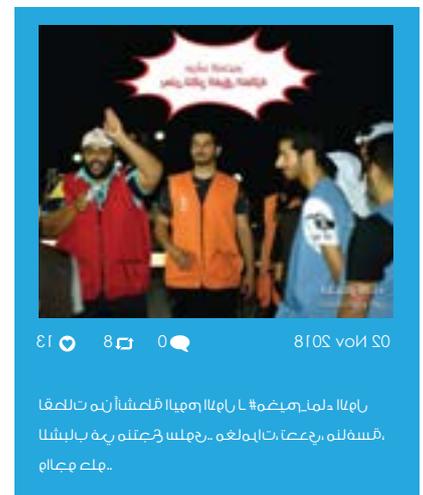
The camp participants got many skills which they have benefited from direct training workshops that have targeted many directions including innovation and positive thinking, concepts and methods of innovation, persuasion skills, conversational skills, effective listening skills, time management skills as well as leadership skills. The camp also included many recreational and developmental activities as well as sports activities.

The camp was organized during the weekends on Thursdays, Fridays and Saturdays. 30 male/female participants, accompanied by 12 male/female guides with 6 for boys and 6 for girls, attended the camp. First camp of boys was 1-3 November, second camp of boys was 8-19 November, and the third camp of girls was 15-17 November 2018. All camps were held at Salwa Resort.



The idea of the camp was to participate in a range of activities that were organized in a competitive atmosphere to develop youth leadership skills.

«NAMA Camp» targeted the age groups of 17 to 24 years old, and the age groups of 25 to 35 years of both males and females who were alumni of SAMA NAMA – Tamyoz NAMA - Youth Capacity Building ‘Lifestyle Enhancement’





Snapshots of NAMA Camp Youth Program

Launch of “My Decision” Campaign to help youth decide

NAMA launched «My Decision» campaign, which was released by the Center in support of the youth to pave the way forward for them to be able to contribute positively to the progress of the society in which they live. The launching ceremony was held at the events area of Qatar National Library (QNB); supporting partner of campaign. The Center’s officials and prominent figures attended the launch ceremony. Agenda included several activities including the discussion dialogue that brought together the youth involved in the campaign to make use of their aspirations and visions, as well as the importance of this fruitful youth gathering, which is reflected positively on the participants in the campaign and enhances their future goals. The launch ceremony also included a video shortening the objectives of the campaign, which is to qualify young people to make the right decision that gives them the opportunity to study and the appropriate professions. Also, “My Decision” application was launched to direct young people and helps them achieve the objectives of the campaign and meet their wishes in this direction.



02 Oct 2018

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أعضاء فريق #قراري الذين انطلق بهم الإبداع وانطلقت منهم الأفكار لتدشين تطبيق قراري لمساعدة الطلاب على اختيار تخصصاتهم



Nasser Al-Emadi, a member of «My Decision» team, said that the campaign provided a number of mechanisms which contribute to help the students make their choices clearly, including: Arranging visits to different employers so that the student himself test the appropriateness of the place and nature of work for his/her personality. In addition to that, campaign provides visits to banks for students involved in management majors in a way that fits all majors. Campaign supported students with some skills that contribute to raising their abilities by organizing and attracting training courses and workshops to raise the skills of students in their scientific fields. Campaign helps secondary school students by connecting them to the existing universities, which can be joined in the specialization he/she wants.

Graduation of 20 trainers in Youth Capacity Building 'Tamayoz NAMA'



Social Development Center- NAMA celebrated the graduation of a new batch of Professional Competencies Building Program "Tamayoz NAMA" Train the Trainer. Program aimed to activate the collaboration agreement between NAMA and Qatar University Students Leadership Center (QU-SLC) to provide youth with training skills that would help develop themselves and their abilities and to be able to influence their community.

The 3-week program that started on 9 September enabled young people to invest and improve their training levels and expand their options through various training programs that helped them earn many of training skills that supported them to pass program. Such skills would benefit them in the future, both on a personal level and in their quest to support community through qualifying and empowering other young members.

Around 20 male/female delegates benefited from 36-hour Professional Competencies Building Program "Tamayoz NAMA". Alumni of the first batch managed the training of third year university students, to develop capacities of trainers and enhance their individual skills to be socially productive and able to continue progress and development society.



«We are proud to be one of the key players in supporting youth, empowering and qualifying them to lead the future and to strengthen the status of our beloved country Qatar under the patronage of His Highness Sheikh Tamim Bin Hamad Al Thani, Emir of the State of Qatar and his continuous support for youth and his vision for youth empowerment and investment in human beings».

Mrs Maryam Abdullatif Al-Mannai, Community Services Manager





Development Platform “Mulhemeen” to Gather Entrepreneurs and Investors

Social Development Center- NAMA has launched yesterday “Mulhemeen” platform that represents one of the most important and innovative ideas offered by the Center to serve the business sector in Qatar, aimed at entrepreneurs of small and micro enterprises, in order to promote the culture of innovation and the spirit of competition in the sector. Programs focused on the «Mulhemeen» platform focused on very important aspects in order to provide a full opportunity to pave the way for young entrepreneurs. The project presentation aspect is one of the most important aspects of any project's success.

“Mulhemeen” platform included a unique set of programs that will contribute to strengthening the entrepreneurial ecosystem in Qatar and fostering a culture of innovation and entrepreneurial spirit among Qatari entrepreneurs.

Mr Saoud Essa S A Al-Mohannadi, Entrepreneurship Manager



NAMA Concludes the «Business and Coffee» Project

Social Development Center- NAMA concluded the «Business and Coffee» project which was launched to empower, rehabilitate young people, and provide different aspects of technical, financial, promotional and incubation services to entrepreneurs and micro and small business owners, in order to enable them to execute and manage their projects in a way that ensures their growth and sustainability.

The Business and Coffee project targeted 18-45 year-old young entrepreneurs and sought to run a group of meetings at different cafes with NAMA officials, entrepreneurs as well as ideas and projects owners. Meetings were run weekly for five months. They started in August and continued until end of the year.



«Business and Coffee» project contributed to overcoming the obstacles faced by young entrepreneurs, small and micro entrepreneurs, building their knowledge capacities and enabling them to implement and manage their projects and ideas in an optimal manner. It also gave them the opportunity to cooperate, exchange experience, and identify the reasons of success, as well as challenges they face and ways to confront them «

2nd Edition of Youth Capacity Building 'Tamayoz NAMA' PMP



Social Development Center- NAMA concluded the second edition of the Youth Capacity Building 'Tamayoz NAMA', which was launched to activate its role to empower and rehabilitate youth to contribute to the achievement of Qatar National Vision 2030. Program developed skills and experience of the participants in the field of project management professional (PMP), in order to help trainee get the high competence that qualifies him/her to become a professional project manager.

Youth Capacity Building 'Tamayoz NAMA' 2 is based on the investment in young people energies and driving them in the right path to serve the community through a group of carefully selected programs for the project categories in a way that fits youth age and capacities. Program aimed as well to graduate a batch of capable youth provided with abilities of initiation, innovation, and interaction with community and its needs as well as leadership spirit.

The program also aimed to develop the capabilities of 'Tamayoz NAMA' young people, develop human capital and provide the labor market with professionals in all vital fields according to internationally recognized certificates, to ensure that the labor market is equipped with highly qualified youth in various fields including 37 qualified graduates in project management field «Professional Project Manager».

“Youth Capacity Building 'Tamayoz NAMA' “Tamyoz NAMA” Train the Trainer has achieved the its objective, which has been carefully developed and designed to expand options for young people and enhance the capacities and skills of trainers involved”

Mrs. Maryam Abdullatif Al-Mannai,
Community Services Manager





Entrepreneurship “Workshops

The Center presented a series of courses and workshops aimed at achievement of Qatar National Vision 2030 and enabling young people to be capable of development to serve the country in all aspects of life. The most important of these courses are: self-skills course for entrepreneurs, intellectual property rights, effective sales cycle for small and micro enterprises, select and start your project, as well as the personnel management cycle and productivity improvement.

The Center also announced free courses for professionals, including professional photography for entrepreneurs, which benefited many young men and women and was welcomed by students. This in turn led to the launch of this course for several months to benefit the largest number of Qatari youth.

“ The Center offered a number of courses that contributed to raising the level of the participants and helped them gain many skills that raised their abilities and enhanced their skills. These courses were chosen carefully to suit the abilities of our youth and in line with the objectives of the Center in general. The objectives support community by empowering Qatari youth and helping them launch their own businesses. ”



Community participations and agreements

1. 185 exhibitors join “Made at Home” Exhibition
 2. Participation in national day activities
 3. NAMA Annual Ceremony
 4. LIKE Award for Internal Communication
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185 exhibitors join “Made at Home” Exhibition

HE the Minister of Administrative Development, Labour and Social Affairs Dr Issa bin Saad al-Jafali al-Nuaimi inaugurated the second edition of “Made at Home” Exhibition which is being held under the patronage of Qatar Museums chairperson HE Sheikha al-Mayassa bint Hamad bin Khalifa al-Thani. Exhibition was run in collaboration with Qatar development Bank, Ministry of Administrative Development, Labour and Social Affairs, Qatar Chamber, NAMA Centre, at Doha Exhibition and Convention Center.

HE the Minister of Administrative Development, Labour and Social Affairs Dr Issa bin Saad al-Jafali al-Nuaimi stressed that the event “marks a remarkable development in all sectors and products.” He also praised the “development of the work culture pf male and female young people.

He added that the companies that support the home projects are working to improve household products and add a touch of innovative packaging. “During our tour, we found Qatari youth who set up coffee shops and accessories and stand by themselves to display their products. This make us proud of our youth who make use of their times whether they are employees or university student”.



“Through our made at home exhibition, we look forward to creating an ideal platform to help further grow youth projects as well as empowering home entrepreneurs to achieve economic and social stability».

Mr. Saleh Al Khulaifi, Executive Director of Qatarization at Qatar Development Bank





Participation in national day activities

NAMA Center participated in the activities of National Day of the State of Qatar, in the context of renewing loyalty to homeland, and in memory for the legacy of the founding fathers and its noble meanings and values through a series of activities aimed at supporting small and micro enterprises within the activities of Dar Al Sai. Through its participation in Darb Al Sai celebrations, the Center aims to consolidate the concept of corporate social responsibility in various business sectors. It also aims to promote projects hosted by the Center and benefiting from entrepreneurship services and enable them to conduct their business activities in a systematic and thoughtful manner.

Commenting on the participation of the Center in the national celebrations for this year, Mrs Maryam Abdullatif Al-Mannai, Community Services Manager said: «In light of this year's national day slogan "Our deeds made our image" taken from the words of the founder father Sheikh Jassim Bin Mohammed Bin Thani (may Allah rest his soul in peace), in addition to slogan «Qatar will remain free», taken from the national anthem, we all pledge to be the owners of deeds, not words, and to sacrifice our souls to land, to promote our actions to peak".

She continued: «I feel proud to belong to this country which is generous to its people. Whatever I spoke about Qatar's bids for its citizens or residents on its good soil, I will not find what I can from the words and phrases that summarize what this country gives to all of us".

“ The general view of this great day of solidarity and cohesion in the love of the homeland and the great role played by our youth at Darb Al Sai and throughout the country reflect the interest in youth as an essential tool to achieve human development and reach the aspirations of our beloved country Qatar.

Mrs. Maryam Abdullatif Al-Mannai, Community Services Manager



NAMA Staff Annual Ceremony



NAMA organizes its annual ceremony in which it celebrates its employees and staff members, in recognition of the achievements they have made during this year, which contributed greatly to the prominence of name of the Center. NAMA name has appeared this year at different activities aimed to empower young people and enable them to contribute positively to the achievement of the Qatar National Vision 2030. Several of NAMA's initiatives and activities have received great acclaim at the social level, and were supported by Center's staff who has played a major role in their success. Some of these activities was the workshop that was organized by the Center in cooperation with The United Nations Population Fund (UNFPA) on «Qatari Youth and their role in the comprehensive development», as well as» My decision campaign». Campaign aimed to educate young people on the importance of selecting disciplines to suit their ambitions and skills, by qualifying them to make the right decision that gives them the opportunity for study and professions, and in return benefit them and their country.

There are other activities that each of the Center's employees contributed to its success and achieving its objectives.

“On this day, the Center celebrates its employees who have contributed by their efforts to completing the role played by the Center in rehabilitating our youth and enabling them to contribute positively to the renaissance of society. Mrs. Maryam Abdullatif Al-Mannai honoured all employees at the Center's annual ceremony this year”.



LIKE Award for Internal Communication

The LIKE Award for Internal Communication is an internal competition aimed at increasing the level of interaction on the Centers communication sites and accounts. The competition was expanded after its success at NAMA to include all the centers and entities affiliated with the Qatar Social Work Foundation. Winners were honored and competition included visits to several centers that won the prize. Some motivational videos were presented in all centers and entities of Qatar Social Work Foundation, including videos of the winners as a kind of honor to them, as well as to encourage other employees in different centers.



“LIKE competition was widely praised by NAMA or the centers under the umbrella of Qatar Social Work Foundation. With the spread of the idea of the competition and its dissemination to all the centers found a great interaction and achieved its objectives of raising the level of interaction by employees with everything that is published through different communication challenges for all centers and entities of the institution. “



Important topics

Qatar encourages national companies to boost productivity



Speech of HE the Minister of Administrative Development, Labour and Social Affairs at the inauguration of the second edition of “Made at Home” Exhibition

“Ministry of Administrative Development, Labour and Social Affairs in collaboration with Qatar Development Bank, and NAMA Center support youth projects and help them promote their projects from local level to the international level”.

HE the Minister of Administrative Development, Labour and Social Affairs at the inauguration of the second edition of “Made at Home” Exhibition

TV Interviews

Fourth Quarter 2018



Qatar TV

Hamad Ali Al-Marri – My Decision Campaign
Launching Ceremony
Qatar TV – Fi Adoha Program

01 Oct 2018

👁 602



Qatar TV

Khalid Hassan Al-Sheeb – My Decision Campaign
Qatar TV – Fi Adoha Program

02 Oct 2018

👁 556



Qatar TV

Hamad Ali Al-Marri – “Made at Home” Exhibition
Qatar TV – Fi Adoha Program

14 Oct 2018

👁 451



Al Rayyan TV

Hamad Ali Al-Marri – My Decision Campaign
Al Rayyan TV – Taraheeb Program

03 Oct 2018

👁 436



Al Rayyan TV

Mr Saoud Essa Al-Mohannadi, Mulhemeen Campaign
Al Rayyan TV – Taraheeb Program

21 Oct 2018

👁 132



Al Rayyan TV

Radi Al Enazi, Mulhemeen Campaign
Al Rayyan TV – Taraheeb Program

21 Oct 2018

👁 425

TV Interviews

Fourth Quarter 2018



Qatar TV

NAMA Camp - Meaid Al-Qahtani
Qatar TV – Fi Adoha Program

29 Nov 2018

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Qatar TV

SAMA NAMA 3rd batch Graduation Ceremony
Meaid Al-Qahtani
Qatar TV – Fi Adoha Program

14 Nov 2018

641



Al Rayyan TV

SAMA NAMA 3rd batch Graduation Ceremony
Hamad Ali Al-Marri
Al Rayyan TV – Taraheeb Program

27 Nov 2018

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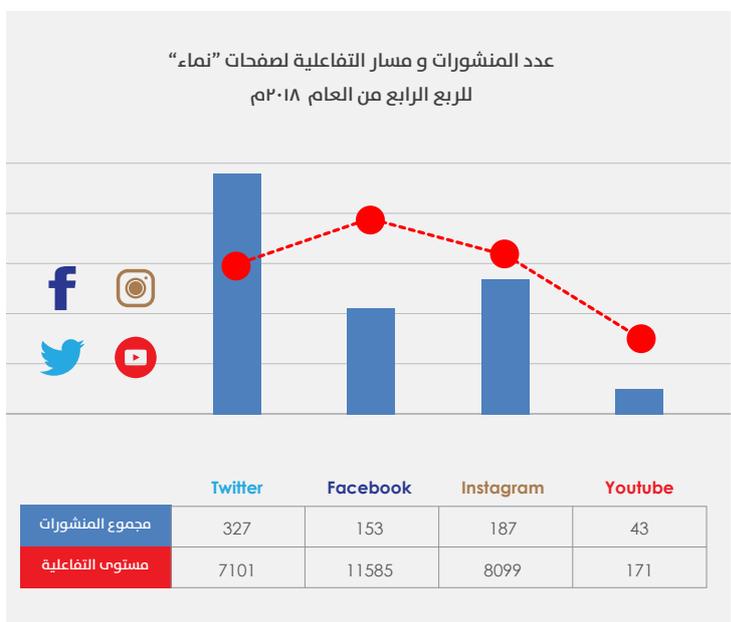
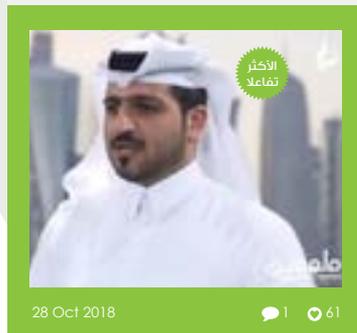
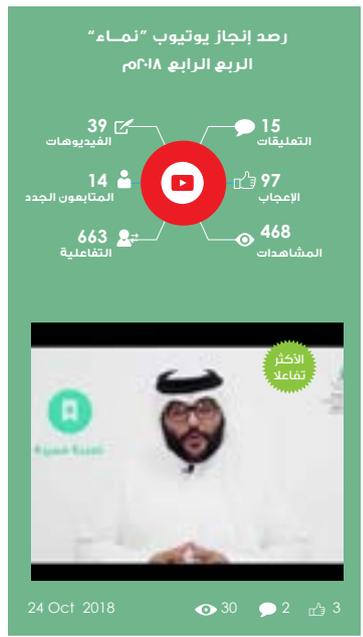
Qatar TV

SAMA NAMA Program
Abdulrahman Al-Sayed
Qatar TV – Hayatuna Program

26 Nov 2018

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Media Monitoring Fourth Quarter 2018



NAMA Achievements Trip 2018

