

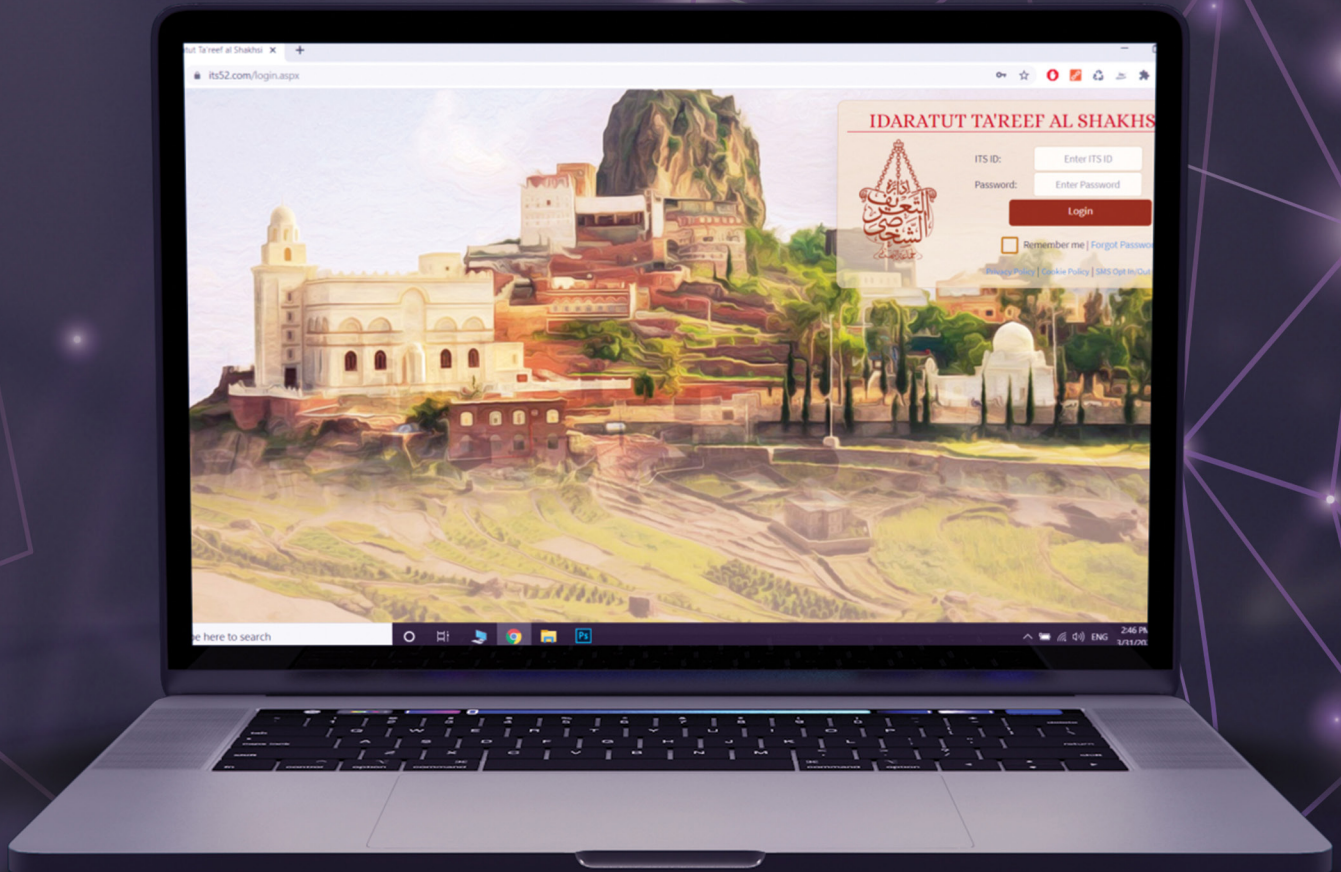
# SILK-E-HAYAAT

## UMOOR DAKHELIYAH

Issue 8 | Safar al-Muzaffar - 1443 | English

Be it Imam Moiz <sup>AS</sup> who commissioned the creation of the first ink-pen, or Syedna Mohammed Burhanuddin <sup>RA</sup> who reached out to thousands of Mumineen through A/V relay, it is no secret that our Awliyaullah <sup>AS</sup> have always embraced innovation in technology. Burhanuddin Maula <sup>RA</sup> used to say that in the jet-age, **work should be completed in jet-speed**, advocating for smoother and more efficient work systems. An example of this was the introduction of **E-Jamaat** or **ITS** in his era, which has facilitated the workings of both Dawat and Mumineen.

Following this tradition, Syedna Mufaddal Saifuddin <sup>TUS</sup> has tasked Members of Umoor Dakheliyah to enhance Jamaat operations by incorporating modern systems, to ensure that his benedictions reach every Mumin. As a proverb states, *“When the winds of change blow, some people build walls and others build windmills”*.





# The Road We Took

Article by: M Abdeali Shk Hatim bhai Mogul, Daeratul Aqeeq Office, Mumbai

“OK Google, take me home”

“In 300 meters take a right and head east on to Mulberry Road.”

Our exposure to modern technology has numbed us to its excellence. Travel back in time to the 1990's with a low-tier smart phone, and it would dazzle even the top scientists of the time. In a way this little device powered by microchips and Artificial Intelligence (AI) represents centuries of research, development, and technological advancement.

Today, our technologically superior – ‘modern’ world has been spurred into further advancement through one thing in particular: Data. It has been defined as the new oil by some and a 21st century goldmine by others. Overtaking oil companies in terms of revenue, popularity as well as political influence, companies like Apple, Microsoft, Amazon, Google, and Facebook have become household names. Their success has made the notion of utilizing big data and information a mainstream practice.

The idea of taking informed decisions on the basis of available data and information is not necessarily a new one. In-fact, over the course of history, the ability to analyze situations and adapt accordingly has dictated the survival or demise of civilizations – especially under harsh conditions. “Uneasy lies the head that wears a crown”, and so kings, monarchs and leaders of all scope and manner took great steps to ensure that they understood their circumstances and acted accordingly, because they had to live with the enormous responsibility of ensuring the wellbeing of their people.

In the arid deserts of Arabia for example, a *basheer* would be appointed by caravans to scout the lay of the land. They would ride into the wilderness in search for water and would

then signal the location of any oases or springs nearby by flashing their swords. They would also look for signs of enemies, treacherous terrain, or dangerous animals and report back to camp. It would then fall upon the leader of the caravan to take into account all of the available information, ascertain existing risks and opportunities and then lead his people down the best route he could find. Rasulullah <sup>SAW</sup> himself was known to send scouts to gather information regarding enemy movements. As the legendary general Sun Tzu said, “those who do not know the lay of the land cannot maneuver their forces.”

While looking up a route on our phones today, we are essentially following the same navigation principles set by the wayfarers of the past, albeit, made easy by modern technology. When we enter a new location in Google Maps, the AI calculates the distance between the two points, studies the current traffic data, considers the time of day and subsequent route congestion, analyses the average time to complete the route in the past, accounts for the quality of roads, road closures, toll prices as well as speed limits and then suggests the best route it can find – all within a couple of seconds. Its estimation for reaching the intended destination is so eerily accurate, that it can feel like looking into the future. In a nutshell, the power of data is such that it can help us prophesize about what's to come, as well as choose a course to follow accordingly.

The practical use of data today tells us that while some forms of fortune-telling may be dicey at best, there are other scientific measures one may take to accurately predict what will happen. Aqa Maula <sup>TUS</sup> has explained this concept to us in one of his *mawaiz*. Knowing that the sun rose yesterday, as well as today teaches us that it will once again rise tomorrow. That studying what

## Knowing that the sun rose yesterday, as well as today teaches us that it will once again rise tomorrow.

has occurred in the past can surely help us get a better understanding of what is happening today and enable us to predict what will happen in the future. This is the reason we study history. It can give context to present events as well as help us navigate to a better tomorrow.

Utilizing this very concept, astronomers can analyze the orbit patterns of the cosmos and can give approximations for the sunrise and sunset time for days ahead. Meteorologists spend their lives trying to estimate how the weather will be the next day. Mathematicians study existing patterns and trends to decide the probability of one event occurring over the other. Today, AI-run algorithms can accurately group people into profiles based on their internet activity and can predict the type of media content they would be interested in as well as the ideologies they would agree or disagree with.

This is the potential that information holds. While the power of data cannot be contested, hoarding it without using it properly does not achieve anything. As the DIKW pyramid dictates, data is a gold mine, but it only earns its value if it is properly converted into understandable information and then converted into practical knowledge and wisdom. Knowledge then, is the key to real power.

For centuries, our Awliyaullah <sup>AS</sup> have used their lofty wisdom to navigate the '*safina*' of Dawat through the treacherous waters of '*hayula*' and guide us towards the shores of '*najaat*'. They have utilized their *ilm* on countless occasions, to

understand the present, gaze into the future, and guide us accordingly.

Amir al-Mumineen <sup>AS</sup> did not draw his sword to claim his rightful place after Rasulullah <sup>SAW</sup> because he knew that it would cause a rift in Islam. Imam Hasan <sup>AS</sup> chose to have truce with Muawiyah <sup>LA</sup> because he knew that those who were with him were no longer willing to fight. Syedna Qutbuddin al-Shaheed <sup>RA</sup> accepted martyrdom instead of being coerced into saying that he was a '*rafdi*', because he knew that if he said what the enemies wanted him to say, they would have eradicated all Mumineen. Similarly, Syedna Muhammed Burhanuddin <sup>RA</sup> conducted the Multaqa al-Fatemi al-Ilmi at the dawn of the 15th century (*hijri*) and barred Mumineen from the evils of interest because he knew that it would lead to their downfall. This consistency in understanding the past, reading the circumstances at hand, and taking the best course of action for the future has led to our prosperity as a community! All undoubtedly due to the farsighted vision of our Awliyaullah <sup>AS</sup>.

Today, Syedna Mufaddal Saifuddin <sup>TUS</sup> has tasked members of Umoor Dakheliyah and *khidmatguzars* of ITS to properly maintain crucial data of all Mumineen. It is his wish that this data be used by the various organizations of Dawat for the welfare of Mumineen in all aspects. Without the slightest doubt, we have entrusted our future into his hands as he leads our caravan down a luminous path.

Wouldn't the reminiscence be delightful for us, years from now when we think back to a crossroads in our lives? "Two roads diverged in a wood, and we couldn't have travelled them both." Faithfully believing in Aqa Maula's <sup>TUS</sup> farsightedness, we lay our options to him. He might even ask us to "take the one less travelled by," and our future-self might smile and say: "And that has made all the difference."

# GLIMPSES FROM AROUND THE WORLD

## Modernising Jamaat Transactions in

### Lunawada

The Mumineen of Lunavada are now experiencing the ease of One Window Systems. The new software has both - facilitated *khidmatguzars* with essential information, as well as provided them a smoother path in serving the community. The new JMS (Jamaat Management System) has revamped the old managing system and has eased processes like the collection of FMB *raqam* and Sabeel, importing data from the ITS server and generating receipts according to Alvazara tus Saifiyah guidelines. This technology has saved time for *khidmatguzars* and Mumineen alike and prevented unnecessary hassles.

## High Efforts for Data Uptade Drive in

### Bangalore

With high efforts and relentless dedications, the Bangalore Jamaat has succeeded in updating 96% of Mumineen's data and are close to achieving 100% completion. To achieve this mark, a three-way approach was put into effect. They started an education campaign to inform Mumineen of the Data Drive. They also sent regular intimations to motivate Mumineen to update their data through the Jamaat messaging system. Most importantly however, they properly divided their sectors amongst the Masooleen and Musaadeen. Every Musaid was responsible for around 18-20 houses and their support and help reduced the workload drastically. By regular reassessments, they were able to effectively reach their targets through the *dua mubarak* of Maulana <sup>TUS</sup>.

## Why Data is NOT the New Oil And How Purposeful Intent Can Unlock True Value

M. Shabbir bhai M. Fakhruddin bhai Danish, Co-founder & CFO - Exeest



As the top three media companies in the world are now worth more than the entire oil and gas sector combined, it's easy to assume that, like oil, the more data we gather, the more value we will produce; all we must do is refine it and the value will present itself.

Contrary to popular belief, data science is in fact, more like water, not oil. We can collect it, purify it, and enrich it but ultimately, we must first determine the purpose for which we wish to use it. Water used for transportation, bathing, or consumption are all valuable but require different treatment. In the same way, data science requires purpose to unlock its true potential.

While conventional wisdom will always rest at the heart of every good decision, data when used purposefully, allows us to quickly understand the impact of our decisions on a global scale.

In business, this can create the ability to predict the future impact of the key decisions we make today and

uncover new opportunities to increase future profits. Imagine predicting instantly the future growth of coffee bean consumption halfway across the world and then targeting wholesalers six months in advance to maximize your distribution.

In *khidmat*, a focus on data can similarly uncover previously hidden insights about patterns in human behavior that can help to advance the services provided to Mumineen around the world. Imagine Artificial Intelligence driven software that learns an individual's *hifz* pattern to increase the speed and accuracy of *Hifz ul Quran*. Imagine next a mobile app that instantly connects Mumineen from around the world with similar interests to achieve a common goal.

With a well-defined purpose and the right intent, data can ultimately place a world of opportunities at each of our fingertips. So how will you use data to drive your next big decision?



# GLIMPSES FROM AROUND THE WORLD

## Handling the *Amanat* of Mumineen Data in ITS

M. Saifuddin bhai Slatewala, Idaratut Tareef al-Shakhsi



Over the past 20 years, companies have quickly realized the value of data and have made tremendous efforts in order to collect it. To ensure that the data are not misused or exploited, companies are now required to follow a privacy policy.

A privacy policy is a document contained on a website that explains how a website or organization will collect, store, protect, and utilize personal information provided by its users. We at ITS also strictly follow a privacy policy which can be found on the ITS homepage.

Not only is the privacy policy legally required, but it's also a great way to show Mumineen that their website upholds all international norms regarding the collection and utilization of data, and that procedures are in place to handle their personal information with great care.

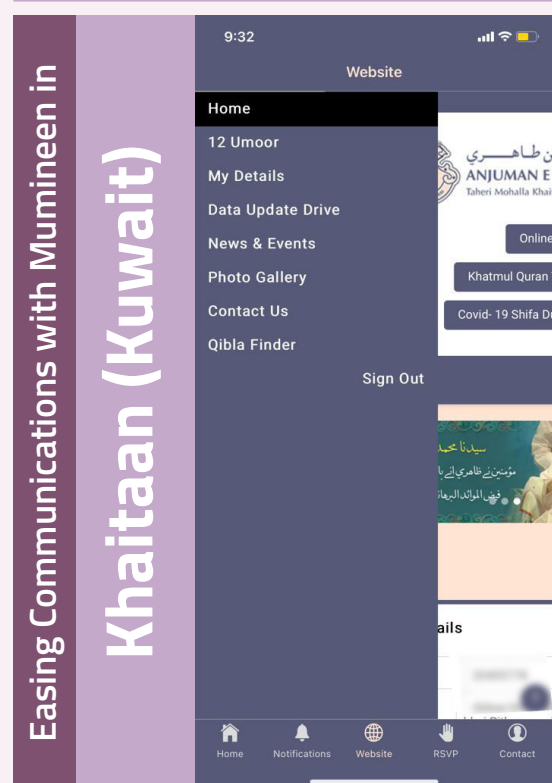
All ITS data-fields are collected with the consent of the individual. It has already been registered in more than 16 countries and all information is stored on

secured systems.

At ITS, our strict belief is that Mumineen data should remain private and secured, so all precautions should be taken to ensure that it is not misused. We are committed to keeping data safe and have several checks and balances to ensure that the data is only accessible to authorized personnel who have *raza*.

Aqa Maula <sup>TUS</sup> has granted Umooor Dakheliyah the lofty goal of ensuring that the data of Mumineen should be accurate and it should be used to stabilize their affairs. ITS uses its data to identify and solve Mumineen problems and uplift their stature. This makes the platform unique as its data is used not for the gain of the platform, but the gain of the user.

We understand and appreciate the level of trust confided in us by Mumineen, and we pledge to uphold the responsibilities which come along with it. We are also always open for feedback and are continuously looking for ways to complete our vision – bringing Mumineen closer to Aqa Maula <sup>TUS</sup>.



The Khaitaan Jamaat recently developed an all-around application to easily communicate with Mumineen. The app is linked with every individual's ITS ID. Currently, it works with four main functions: Home Page, Notifications, The Jamaat Website and RSVP. The Notifications tab has come in handy for sending messages, images, and videos directly to the 4000 Mumineen there. Messages can be sent to individuals, in groups, or all at once. This ensures that every Mumin is informed regarding relevant information to them. Some features of the app are still in development, where other Idaras will be linked to it. A tech team is always online for attending to complaints and reverting to feedbacks.

# Mumineen Demographics Overview

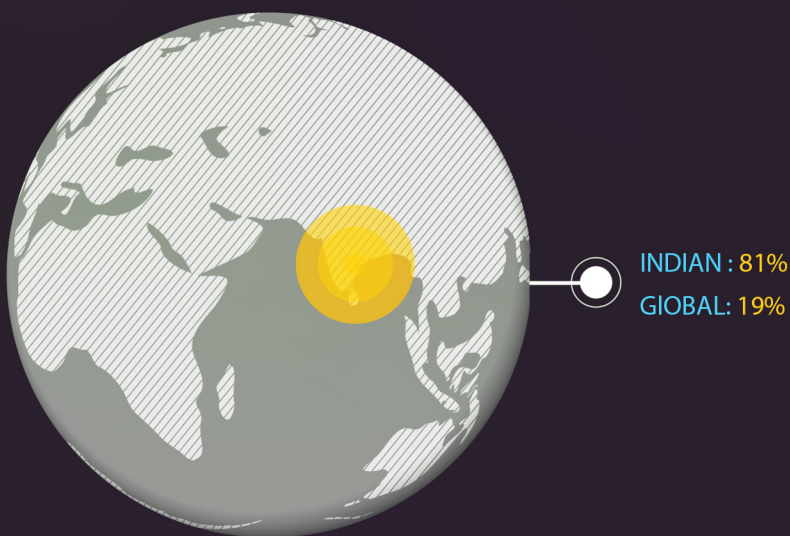
Demographical Data is essential for determining the current as well as future needs of the community in particular avenues. For example, a boom in childbirth can denote a larger need for educational infrastructure in the future. Similarly, an aging population might require more health and care facilities, just as a younger population may need more employment opportunities. Such data can even be useful for business owners hoping to assess the demand of their products based on the strength of their target audience. We have compiled and presented some data points in the following graphs which we thought might be useful or at least interesting for our readers!

Data derived from ITS in April 2021

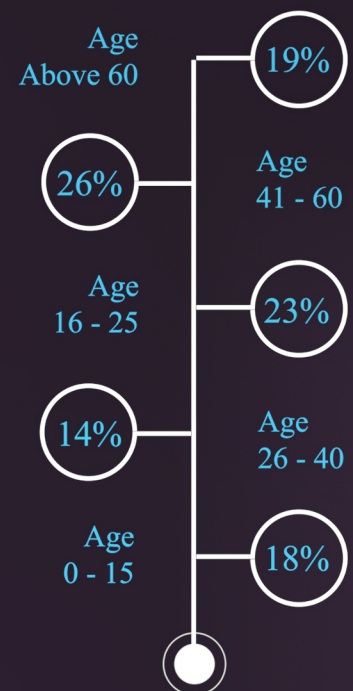
## Occupation



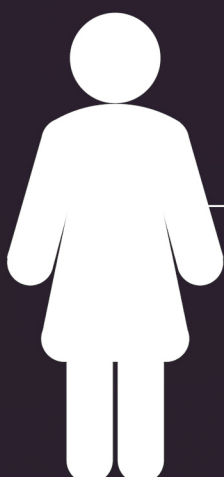
## Nationalities



## Age



## Top 10 Most Common Names

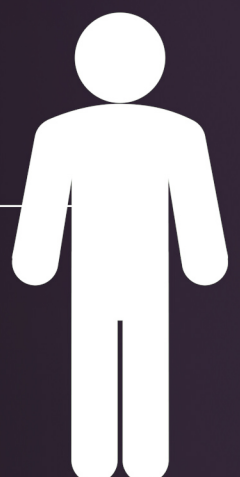


### Female

01. Fatema
02. Sakina
03. Tasneem
04. Zainab
05. Rashida
06. Nafisa
07. Batul
08. Zahra
09. Farida
10. Munira

### Male

01. Husain
02. Burhanuddin
03. Murtaza
04. Mustafa
05. Shabbir
06. Mohammed
07. Aliasgar
08. Abbas
09. Huzaifa
10. Saifuddin



## DATA UPDATE DRIVE TOP PERFORMERS

This year's Data Update Drive was a resounding success achieving over 70% completion! This would not have been possible without the enthusiastic participation of Mumineen and tireless efforts of khidmatguzars of ITS and Umooor Dakheliyah. Today we celebrate their efforts and announce the top ranked Jamaats to commend them for their endeavors.

## MUMINEEN AKHBAR ON YOUR FINGERTIPS



@mishkat\_info is the official social media platform for Mumineen Akhbar and 12 Umooor activities from all over the world. Follow @mishkat\_info on Instagram to stay updated with what's going on in Alame Iman.

Follow on Instagram:

@misbah\_info for Huzur<sup>TUS</sup> Akhbar

@mishkat\_info for Mumineen Akhbar

- |              |                |
|--------------|----------------|
| 1 Alirajpur  | 6 Rajnandgaon  |
| 2 Chandarpur | 7 Seoni        |
| 3 Dahi       | 8 Lunawada     |
| 4 Barwaha    | 9 Sunel        |
| 5 Wardha     | 10 Shehorecamp |

## AN IMPORTANT ANNOUNCEMENT! NEWSLETTER COMPETITION!

Over the past 6 months, the Silk-e-Hayaat Newsletter has received tremendous support from its readers estimating to an average readership of 30,000 each month. We are greatly humbled by the extraordinary response that we have received and would love to express our gratitude for our followers! In this light, we are announcing a competition open to all



Note: Final Date for Registrations: 12/10/2021

**CLICK HERE TO REGISTER**

