

UMOOR KHAREJIYAH HANDBOOK

الخارجية
أمور
جماعة المؤمنين
PUBLIC RELATIONS



12 Umoor
Overview

Vision

Key Target
Areas

Core
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Selection
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Targets



12 UMOOR

12 Umoor Handbook (English)

For 12 Umoor Committee Members Only

This Handbook has been issued to understand the scope of work of **Umoor Kharejiah**. This Handbook is meant for reference only. Any and all instructions / activities mentioned in this handbook should be carried out by **Umoor Kharejiah khidmatguzars** after obtaining permission / *raza* from the Amil Saheb, and should be according to Idara guidelines.

Published in 1445 H./ 2023.

مؤمنين ني بهبودگي واسطے انے یرسگلانی سعاده زیاده قهائی ، یرواسطے ۱۲ امور معین کیدا
چھے ، اتمام امور نے ، عالم ایمان ما اعیان الجماعه انے مؤمنین مخلصین ذمه داری ناساھے لئی
اُٹھسے - ایم امید کروں چھون انے دعاء کروں چھون خدا تعالی تمام امور لئی اٹھوانی یاری آپے .

من الكلمات النورانية للداعي الاجل سيدنا عالي قدر مفضل سيف الدين طع

The 12 Umoor have been defined for the welfare and betterment of Mumineen. It is my hope that all the *a'yaan* in Jamaats all over the world will take on the responsibility of implementing them. I pray may Allah Ta'ala grant them the strength to undertake the 12 Umoor.

- Syedna Aali Qadr Mufaddal Saifuddin^{TUS}

Introduction

Why: The Vision Behind 12 Umoor

VISION

Al-Dai al-Ajal Syedna Mufaddal Saifuddin ^{TUS} has divided the matters of the Jamaat into 12 functions (Umoor). Just like different departments of an organisation, each Umoor will have its own scope of work and will focus on improving every aspect of a Mumin's life.

The formation of 12 Umoor Teams provides a platform for Mumineen of different skills to come together and contribute to the progress of the Jamaat. Under the banner of the 12 Umoor, any Mumin who aspires to do *khidmat* can find a place for themselves. The 12 Umoor will enable them to participate and attain the *khushi* of Aqa Moula ^{TUS}.

Furthermore, the 12 Umoor will increase the Jamaat's efficiency and transform it into a goal-driven organisation, with each team having their own defined target areas and objectives. It helps the Jamaat monitor its progress in each department and in turn help in the overall progress of the *mauze* while benefiting Mumineen exponentially.

MAIN OBJECTIVES

The structure of the 12 Umoor enhances the functions of the Jamaat in the following ways:

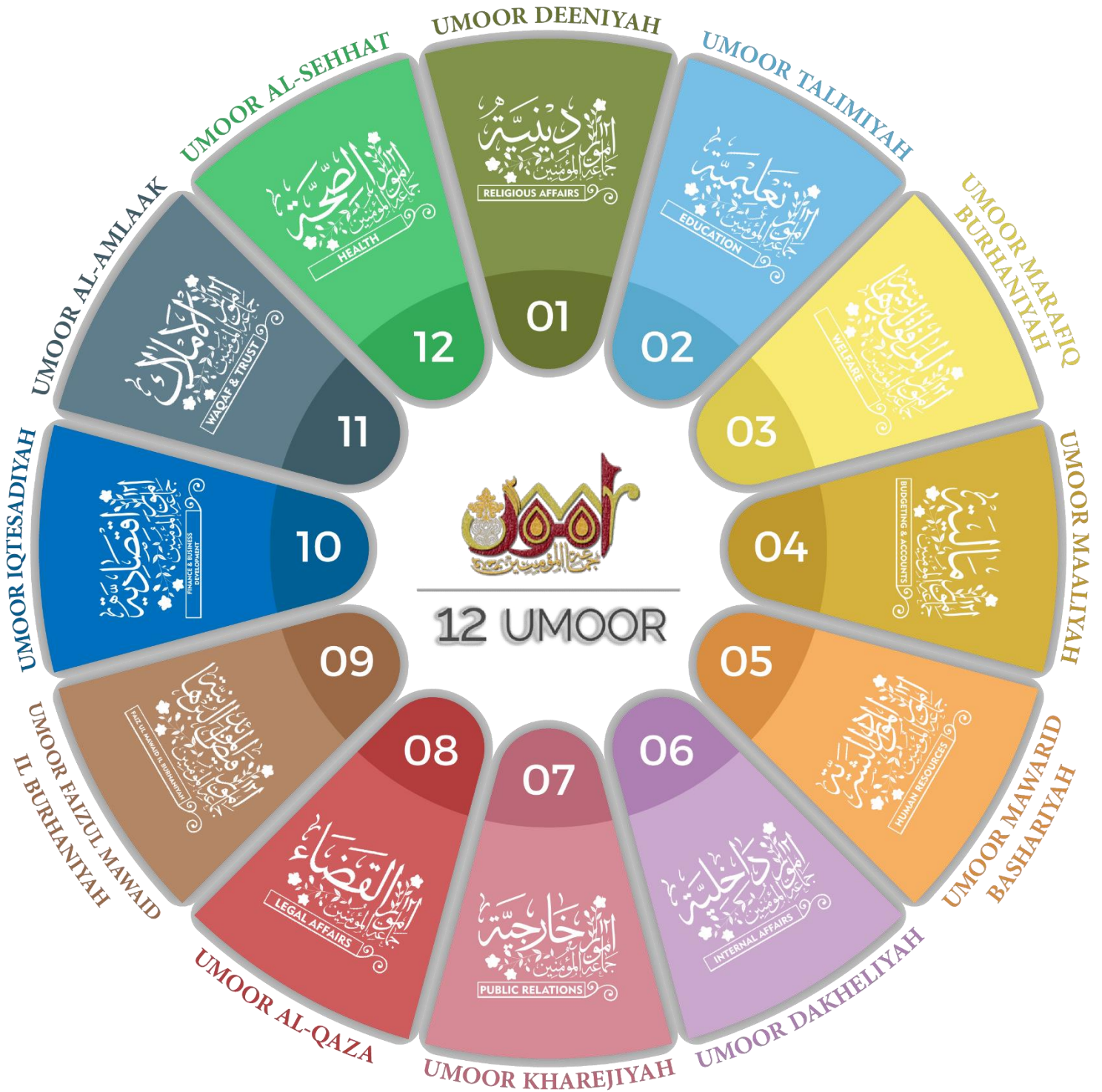
- Provides better management of Human Resources by:
 - Mobilising Mumineen to join *khidmat* in the fields of their interests and competencies.
 - Increasing efficiency by identifying and recruiting suitably qualified individuals for their relevant *khidmat*.

- Delegating Jamaat functions amongst a larger pool of *khidmatguzars* to achieve greater efficiency in the functioning of Jamaat operations.
 - Training and developing *khidmatguzars* to help them overcome challenges faced during *khidmat*.
 - Enabling the Amil Saheb to focus on his core responsibilities.
- Helps to become a Goal-driven Organisation by:
 - Focusing on proper planning before implementation. “If you fail to plan, you plan to fail”.
 - Ensuring the continuity of routine work during urgent projects and unforeseen challenges.
 - Setting Smart, Measurable, Attainable, Relevant, Time-bound (S.M.A.R.T.) goals for all objectives of the 12 Umoor.
 - Balancing all financial, human, and capital resources effectively.
- Assists in Financial Planning by:
 - Dividing financial plans according to the goals and needs of each Umoor.
 - Developing a balanced budget and financial review system for Jamaat operations.
 - Reducing costs by utilising the Jamaat’s resources more efficiently.
- Offers better Monitoring and Evaluating Progress by:
 - Assigning responsibility and accountability to appropriate *khidmatguzars* of Jamaat and 12 Umoor *khidmatguzars* through monitoring mechanisms like performance management.
 - Conducting value assessments and obtain 360-degree feedback from both the Jamaat and the community.

What: Understanding the 12 Umoor

Classification

The 12 Umoor can be classified as follows:



12 Umoor - HR Structure

The following HR structure is recommended for the 12 Umoor:

12 UMOOR COORDINATORS (LEVEL 1):

Each Umoor will have a Coordinator who will be appointed by the Amil Saheb of the *mauze*. The Coordinators of each Umoor will together form Level 1 of the 12 Umoor. Each Coordinator will:

- **Represent** their Umoor and all of its teams in the Jamaat, by being part of the Jamaat Committee.
- **Carry out** the Amil Saheb's vision and instructions regarding their Umoor in the *mauze*.
- **Provide leadership** and support for their Umoor Teams, so that they may perform *khidmat* to the best of their abilities.
- **Coordinate** between the Amil Saheb of the *mauze*, all Teams of their Umoor, other Umoor Coordinators of the *mauze*, other Umoor teams of the *jamiat*, as well as any respective Idara (upon instruction).
- **Collaborate** with Aqeeq Coordinators for activities / initiatives regarding women and children.

12 UMOOR TEAMS / SUB-COMMITTEES (LEVEL 2):

Each Umoor will have different teams and committees working under its banner. These members can be considered as permanent *khidmatguzars* of that Umoor and will have duties to act upon throughout the year. Members of these teams will together form Level 2 of the 12 Umoor.

- Each Team / Committee will be responsible to carry out their respective *khidmat* according to the scope of work given to them by the Amil Saheb and / or Coordinator.

- Each Team / Committee will have a leader who will:
 - Manage the team
 - Represent the team in Umoor Meetings
 - Liaise with the Coordinator of the Umoor as well as his team
 - Liaise with any respective Idara (upon instruction).

Note: Some Committees will be directly appointed by the Amil Saheb and finalised by their respective Idara (Such as **Qardan Hasana Committee** in **Umoor Iqtesadiyah**). These *manzoor shuda* committees will carry out all *khidmat* according to Idara instructions and guidelines.

12 UMOOR VOLUNTEERS / TASKFORCE (LEVEL 3):

Each Umoor will have a group of volunteers / Mumineen who have promised or expressed their desire to participate in *khidmat* for that Umoor, but may not be able to commit fulltime to become part of an Umoor Team. These members can be considered as a reserve force or HR Pool for *khidmat* and together will form Level 3 of the 12 Umoor. They can be called upon for project-based or *miqaat*-based *khidmat* when needed.

Note: Mumineen who have registered for 12 Umoor *khidmat* can be included in this category.

12 UMOOR AQEEQ COMMITTEE:

Each *mauze* will have an **Aqeeq Committee** who will look after affairs of women and children relevant to 12 Umoor in collaboration with the 12 Umoor Committees. All Aqeeq Committee expenses will be included in the main Jamaat Budget.

Note: The Aqeeq Committee will also be divided into 3 levels as per **Daeratul Aqeeq (Mumbai Office)** instructions.

How: The Process for Implementing the 12 Umoor



PLANNING

- Understand the needs of the *mauze*.
- Identify existing gaps in each of the 12 Umoor.
- Create S.M.A.R.T goals for each Umoor:
 - **Specific:** WHO? WHAT? WHERE? WHEN? WHY? WHICH?
Define the goal as clearly as possible, without ambiguous language. WHO is involved? WHAT do I want to accomplish? WHY are we doing this? WHAT are the requirements? WHICH challenges are we likely to face?
 - **Measurable:** Track the progress and measure the outcome
How much? How many?
 - **Attainable:** Assess if the goal is reasonable enough to be accomplished. Ensure that the goal is not out of reach, or substandard.
 - **Relevant:** Ensure that each goal is consistent with other goals that have been established and that it fits the long-term plan.
 - **Timely:** Set a time limit for completion of each goal. This will establish a sense of urgency and prompt better time-management.
- Finalise KPIs for each Umoor to understand where we want to reach by the end of the year.

ORGANIZING / DELEGATING

RESOURCE MANAGEMENT

- Prioritise goals and tasks.
- List the resources needed for achieving those goals, such as:
 - ❖ **Human Resources:**
 - Number of individuals needed
 - Skills / expertise required for the job

- Recruitment, selection and placement
- Training and development
- Remuneration, if any

❖ **Land:**

- Real estate
- Office space

❖ **Time:**

- To achieve goals
- To gather resources

❖ **Finances:**

- From the Jamaat (operational income)
- Donations from Mumineen (cash / kind)
- Qardan Hasana
- Other sources

FUND-RAISING

Fundraising is an essential activity for any Jamaat project, as it generally involves asking people for contributions. Jamaat leaders need to engage Mumineen in Jamaat work. Building and maintaining relationships during a fundraising campaign can be challenging, but with the right strategies, a lasting bond can be created. Under the 12 Umoor, each Umoor Committee will work with the Amil Saheb as well as the **Umoor Maliyah Team** to plan the financing of their projects.

Note: All fundraising should be done in consultation with the Amil Saheb and the **Umoor Maliyah Team**. Records of any funds raised, or utilised, should be maintained, and shared with the **Umoor Maliyah Committee**.

TIPS FOR EFFECTIVE FUNDRAISING:

- **Keep it simple:** The best piece of fundraising advice is “Keep it simple.” Maintain a strong bond with the community and encourage them to contribute by clearly stating the purpose.
- **Align fundraising with a concrete, quantifiable purpose:** Always link what you want to achieve with a specific goal that can be quantified and shared. It’s not just about fundraising; it’s about having specific goals, knowing what they cost, and raising that amount.
- **Be transparent and accessible:** Transparency and accessibility go a long way in gaining new supporters, as well as keeping faithful contributors. Invite people to tour your facilities to see exactly how their donations are being used. Include your cell phone number inside handwritten thank you notes. Most people won’t take you up on the offer, but your willingness to be open and reachable is essential in building trust.
- **Focus on strengthening key relationships and building new ones:** Focus on high-level, high-impact contributors. Communicate with them more regularly. Understand what they are interested in. Send them articles according to their interests and write personal notes to them. Also, try to look for new sources of contributions. Widen your network of influence and target specific people for specific projects based on their areas of interest. For example, a person with young children might be interested in contributing towards a new schooling project.
- **Continue to show gratitude after the contribution has been made:** Don’t just thank contributors at the time of giving. Find opportunities to thank them often. If you want a contributor to stay engaged with the Jamaat in the future, thank them with a story of how their gift has been

beneficial. A story leaves a lasting impression, and contributors want to know how their donations are impacting others. A contributor is likely to share a story with other potential contributors.

- **Ask for contributors' feedback:** What better way to learn what works well with your fundraising pitch than to ask prior contributors? They chose to support you for a reason, and assuming you have an amicable relationship with them, just reach out and ask: "What was it about our pitch that drew you to us? How can we improve?" Their feedback will surely fuel your fundraising efforts.
- **Do what works best for you:** Keep doing what's working. Everyone in every Jamaat, and every project is going to need a different strategy. Don't let the success of a certain strategy in a different Jamaat or for a different project send you down roads that lead nowhere, when you already have a road that is leading somewhere. Double down on what's working for you.

DIRECTING

- Make sure that the team understands the goals, tasks, and activities of the Umoor in detail.
- Help, support, and motivate the team when needed through individual counselling and joint motivational sessions or request the Amil Saheb to conduct *asbaaq* for the cause.
- Train and develop human resources as needed through online courses, or functional training.
- Educate Mumineen on the WHY aspect of the 12 Umoor.
- Promote the 12 Umoor to get support for projects, from Mumineen.

- Conduct regular meetings. Meetings are essential for *khidmatguzar* coordination, communication across the Jamaat, team motivation, and participation.

TIPS FOR EFFECTIVE MEETINGS

- **Define the Meeting Objective:** Set defined objectives for the meeting to encourage people to attend.
- **Invite Attendees:** Carefully select who you want at the meeting, in addition to the Umoor team.
- **Set an Agenda:** Create a list of key items that need to be discussed/reviewed in order to achieve your objective and circulate it to the team (and other attendees, if needed) before the meeting.
- **Regulate the Meeting:** Once the meeting starts, it is necessary to keep it focused and keep it moving. This can be done by:
 - Starting on time
 - Stating exactly what the meeting is about
 - Following the agenda
 - Avoiding lengthy discussions and making quick decisions
 - Scheduling unresolved matters for the next meeting
 - Ensuring that attendees are focused on the meeting
 - Scheduling the next meeting at the end of the current meeting
 - Discussing “Who will do what by when”
 - Maintaining minutes of the meeting
- **Follow-up afterwards:** Your work does not end at the end of the meeting. Make sure to hand out action plans and collect regular reports.

- **Take Minutes of the Meeting:** Minutes for every Committee meeting should be recorded and reviewed at the start of the next meeting along with the action plan.

MONITORING

The following questions should be answered and documented at various times during the project lifecycle, or at least once each year:

- Assessment of goals: Have the targets been achieved?
- Performance management: Have we worked to our full potential?
- What was the end result? Did it benefit the key recipients?
- What was the process for achieving the end-result? Was the process effective?
- Did the leadership deliver its goals? Were there any issues with the leadership? How can any issues be solved?
- How did the team perform? Do they require additional training? Does the team need to be changed for the coming term?

BUDGETARY CONTROLS:

- Did the project meet its set budget objectives?
- Should any corrective action be taken such as cost cutting?
- What are the expenses foreseen in the next half of the year? (H1 likely)

When: Timeline for Implementing the 12 Umooor

The formation of the 12 Umooor is a continuous process that has already been set into motion.

- The 12 Umooor Committee members should meet under the leadership of their respective Umooor Coordinator as, and when needed.
- The 12 Umooor Committees should meet with the Amil Saheb at least once a month for review and reporting.
- All 12 Umooor Committees should conduct a combined quarterly meeting headed by the Amil Saheb for the discussion of the following points:

❖ **Safar-al-Muzaffar**

- Comprehensive review and details of expenses during Asharah Mubarakah
- Comprehensive, item-wise review of the Jamaat budget
- Progress review of goals for the current quarter
- Preparations for the upliftment drive
- Preparation for Ayyaam-al-Ta'abbudaat
- Initial planning for *muwasaat*
- Review of Jamaat dues to be collected from Mumineen

❖ **Jumad-il-ula**

- Quarterly review of Jamaat budget and goals
- Preparation of micro-budgets for the 12 Umooor Committees
- Preparation of the budget for the next financial year
- Preparation of actuals of the Jamaat book of accounts

- Complete the Jamaat budget for submission before 28th February
- Preparation for final submission of *muwasaat*
- Review of Jamaat dues to be collected from Mumineen

❖ **Shabaan-al-Kareem**

- Preparation for Shehrullah il Moazzam
- Discussion on all matters relating to *namaz* and *rozah*
- Preparation for *niyaaz*, *wajebaat*, FMB and *muwasaat*
- Discussion on budget
- Review of Jamaat dues to be collected from Mumineen

❖ **Zilqadatil-Haraam**

- *Ohbat* / preparations for Asharah Mubarakah and “*Izhar-un-Noha-wal-Aweel*” (after getting approval from Sadaat Kiraam ^{DM})
- Review of budget and goals for the current quarter
- Review of budget and expenses for the next 3 months
- Review of income/expense during Shehrullah al-Moazzam
- Discussion and review for *ohbat* and *majalis* in Mumineen houses
- Preparations for *zabihat* on Eid-al-Adha
- Preparation and division of work for Asharah Mubarakah
- Review of Jamaat dues to be collected from Mumineen

Note 1: All members of the Jamaat, and all members of the 12 Umooor Committees will attend the meetings and submit their reports / reviews.

Note 2: Accounts and finance review should be done at the end of each quarter of the fiscal year i.e. July, October, January and April.

Umoor Kharejyah



ساتمو-امور خارجية ، هر شهر ما مسلمين انے تمام عباد الله ساتھ هلي ملي نے
رھے ، انے بهتر علاقات راکھے ،

Umoor Kharejyah: Live harmoniously with everyone in every city and maintain cordial relations with them.

(من الكلمات التوليفية للداعي الاجل سيدنا عالي قدر مفضل سيف الدين طع - ٨ محرم الحرام ١٤٤١ هـ)

VISION

Translation of al-Dai al-Ajal Syedna Aali Qadr Mufaddal Saifuddin's ^{TUS} address for the *khidmatguzaro* of Umoor Kharejiyah - on the 28th of Shawwal al-Mukarram, 1442H, in

Khandala:

Mumineen undertaking *khidmat* for Umoor Kharejiyah are present today. Allah Ta'ala stat

وَتَعَاوَنُوا عَلَى الْبِرِّ وَالتَّقْوَىٰ

“And help one another in acts of al-bir (righteousness) and al-taqwa (piety)”.

Rasul Allah ^{SAW} states, “*Hubb al-watan min al-imaan*”, loyalty towards one's nation is a part of faith. Similarly, Maulana Ali ^{SA} teaches us, “Interact with people in such a way that if death were to come upon you, they would mourn your loss, and while you live, they flock towards you.”

Dear brothers! You render *khidmat* in light of these teachings. You work day and night to ensure that cordial relations with all members of society are formed, and that the seeds of *mohabbat* are sowed in their hearts. Undertake initiatives to ensure the well-being of your fellow citizens, protect the environment and distribute food, all under the banner of Project Rise. Your efforts have ensured that wherever Mumineen reside they are honored and respected, both collectively and individually, amongst government officials, business people, social workers and all others. Furthermore, you ensure that Mumineen participate in programs for the betterment of society.

Allah Ta'ala states:

وَلِلَّهِ الْعِزَّةُ وَلِرَسُولِهِ وَلِلْمُؤْمِنِينَ

“All *izzat* (respect and honor) is for Allah Ta’ala, His Rasul, and Mumineen”.

Thus, the honor and respect of Mumineen is tied to that of Allah and Rasul Allah. May Allah Ta’ala protect the honor and respect of Dawat and Mumineen, and may He increase it day by day. May you all be blessed with the resolve and *tawfeeq* to perform various types of *khidmat* to further Mumineen’s comprehension of key issues and strengthen relations with all our fellow brethren, especially during these difficult and trying times.

Rasul Allah ^{SAW} states, “All Creation is a family dependent on Allah Ta’ala. The most beloved of all Creation to Him is the one who benefits His family the most”. I ask of you to help Mumineen understand the importance of building and maintaining amicable relations with all our fellow beings, and to interact with them in a friendly and respectful manner. Through doing so we will become, as Imam ^{AS} has stated, - ‘*doat saameteen*’ – silent preachers. Undoubtedly, observing our conduct will lead them to exclaim, “If these people are so exemplary, what must their Maula be like?”

May Allah Ta’ala bless you with *barakat*; may He always keep you in good health. May Allah Ta’ala always keep you prosperous and happy, and may He not show you any grief and sorrow except that of Imam Husain ^{AS}.

Amir al Mumineen Moulana Ali ^{AS} states: “Interact with people in such a way that if death were to come upon you, they would mourn your loss, and while you live, they flock towards you.” The **Umoor Kharejyah Committee** will encourage and educate Mumineen to live by this principle.

Having cordial relations with all of society is key to living a peaceful and harmonious life. **Members of Umoor Kharejyah** will work towards establishing and maintaining these relations.

ORGANIZATIONAL STRUCTURE

Organizational structures have been created to improve the functioning of **Umoor Kharejiyah**.

The structures include the following aspects:

- ✓ Scope of work
- ✓ Roles and responsibilities of *khidmatguzars*

Also:

- ✓ These structures have been designed according to the number of houses in *mawazes* in three tiers.
- ✓ *Khidmatguzars* will perform *khidmat* according to the tier applicable in their *mawazes*.

Tier 1	300+ Houses
Tier 2	100 to 299 Houses
Tier 3	Less than 100 Houses

Note: In tier two and tier three structures, some positions and teams have been merged. The details of who will perform what *khidmat* has been outlined in the structures.

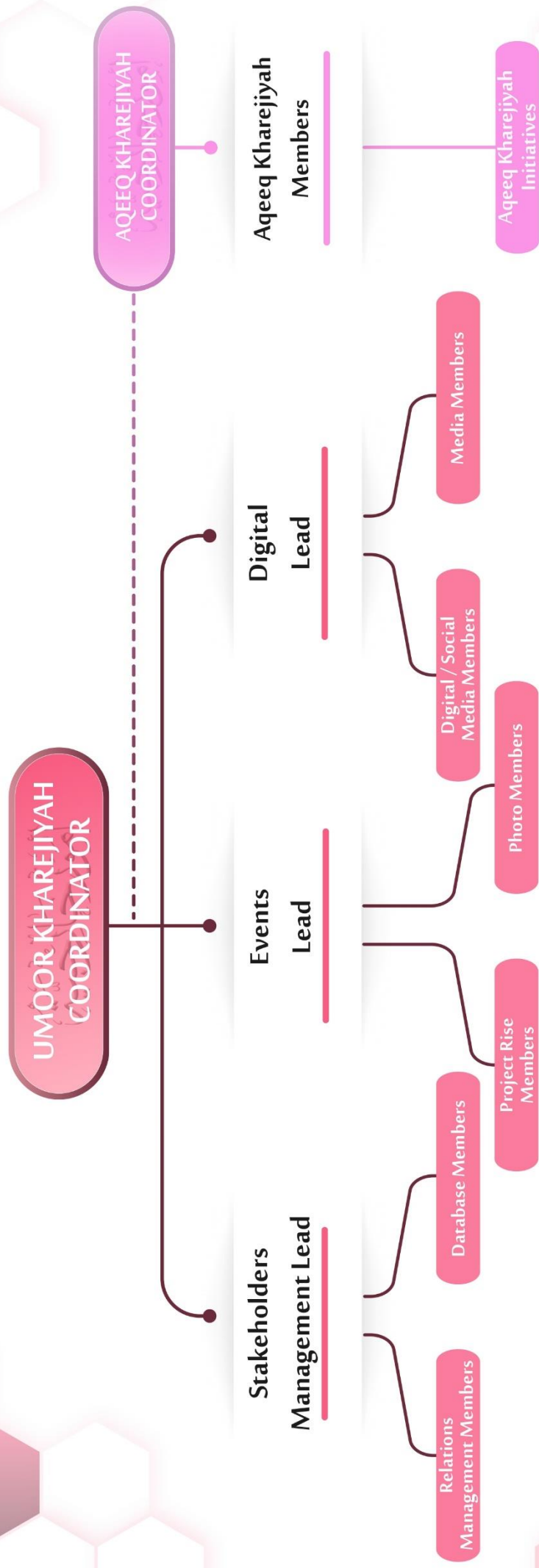
The following are the structures of **Umoor Kharejiyah**:

UMOOR KHAREJIYAH STRUCTURE

TIER 1 MAWAZE (300+ HOUSES)



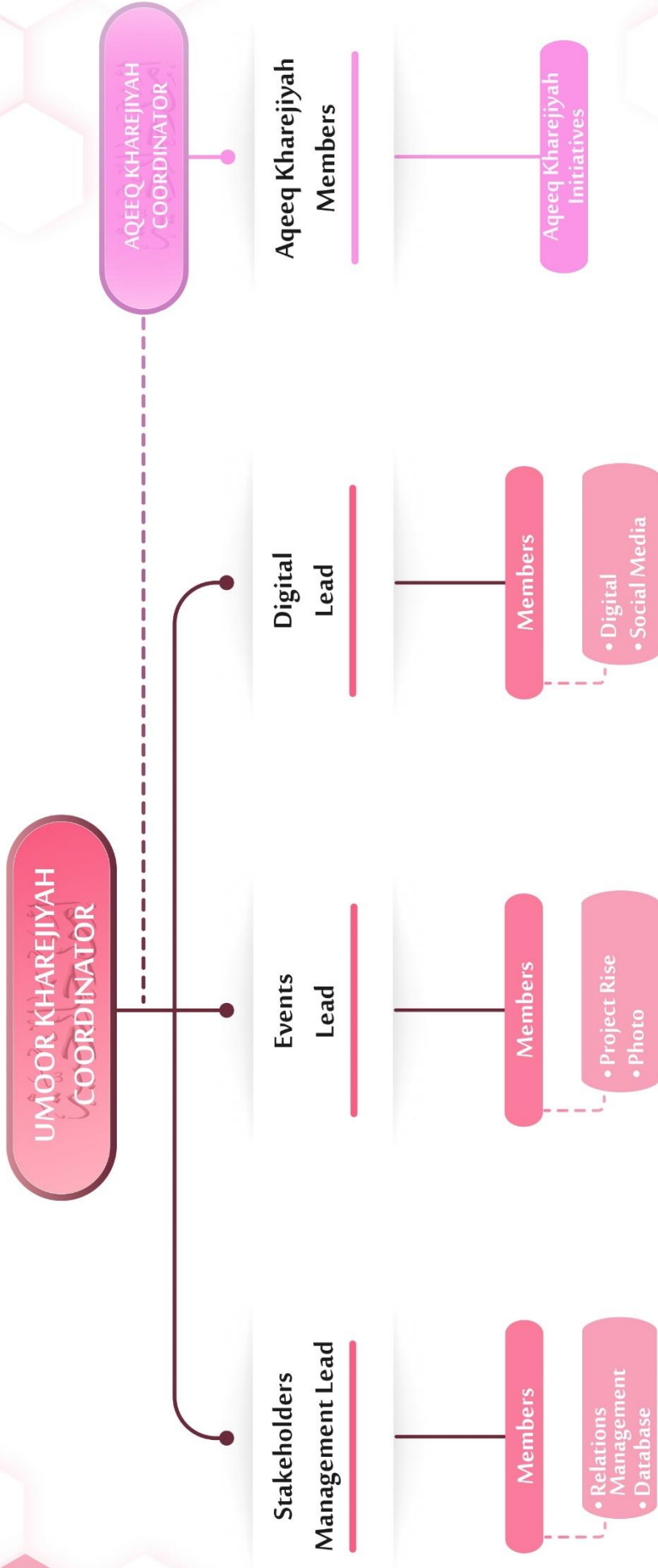
12 UMOOR



UMOOR KHAREJIYAH STRUCTURE

(TIER 2 MAWAZE | 100 - 300 HOUSES)

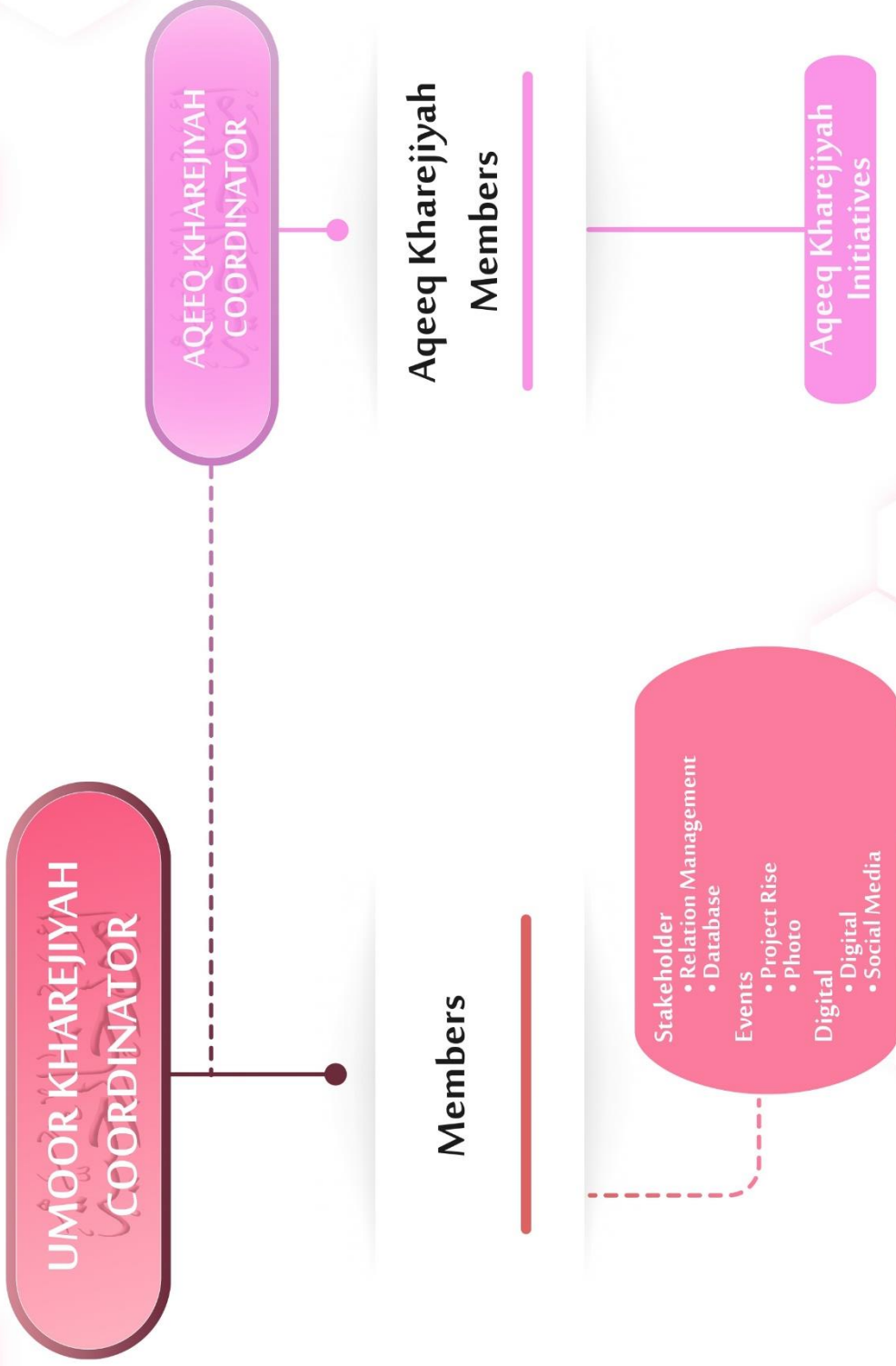
12 UMOOR



UMOOR KHAREJIYAH STRUCTURE

(TIER 3 MAWAZE | LESS THAN 100 HOUSES)

12 UMOOR



CORE RESPONSIBILITIES

The following are some of the core responsibilities of the *khidmatguzars* of **Umoor Kharejiyah**:

- **Stakeholders:**

- Establish and maintain good relations with local authorities, as well as officers of various departments, local leaders, press, etc.
- Be vigilant for tensions brewing in the *mauze* and respond as necessary after seeking advice from the **PR Department**.
- Encourage Mumineen to live harmoniously with everyone.
- Stay in touch with *mutawatteneen* of the *mauze* residing elsewhere.

- **Events:**

- Organize and participate in programs/drives for the benefit of society (such as **Project Rise**).
- Organize joint programs with other **Umoor Kharejiyah teams** of the *jamiat*.
- Create and follow a promotion strategy for *mauze* related welfare programs after acquiring permission from the **PR Department**.

- **Digital:**

- Be mindful of the submission guidelines provided by the **PR Department**.
- Regularly and actively prepare, generate and gather content (news, events, photos) and submit it for review and uploading.
- Ensure content is shared promptly amongst community members and stakeholders through various social media platforms and encourage them to engage with these handles.

SCOPE OF WORK

The Coordinator will be responsible to liaise between the different **Committees / Teams of Umooor Kharejyah** to ensure that all activities are implemented as per the khushi and farmaan of Aqa Moula TUS. The **Committees / Teams of Umooor Kharejyah** are tasked with the following khidmat:

STAKEHOLDERS

RELATIONS MANAGEMENT AND DATABASE

- **Identify** relevant stakeholders designated by the **PR Department**, including:
 - Political leaders
 - Government officials/ bureaucrats
 - Leaders of other communities
 - NGOs and charities
 - Influencers
 - Media personnel
 - Institutions and societies
 - Neighbors
 - Diplomats and consular staff
 - Prominent businessmen and professionals
 - Workers in the financial and legal sectors
- **Build relations** with stakeholders by promoting the community through various social initiatives.
- **Maintain** relations through:

- Regular correspondence
 - Social gatherings
 - Meeting and greeting, felicitation on relevant festivals and occasions
- **Stay alert** about political and social developments that may affect the dynamics of the community's various relationships.
- **Distribute** charitable items on Milaad of Aqa Moula ^{TUS} and other such occasions.
- **Encourage** Mumineen to live harmoniously with everyone. Create awareness inside the community for philosophies such as "*kunu lana duaatan sameteen*" and, 'every Mumin is a PR Officer'.
- **Maintain** relations with *mutawatteneen* (Mumineen native to the mauze) residing in other cities (with the help of **Umoor Dakheliyah**).
 - Keep an updated list of contacts
 - Keep them informed about developments in the *mauze*
- **Liaise** with the central *mauze* of your *jamiat* and other zonal *mawaze* and form a joint PR strategy.
- **Keep** a contact list of all-important personnel and stakeholders of the *mauze*.

EVENTS

- **Organize** programs / drives for the benefit of society under the banner of **Project Rise**, including:
 - Charity work such as providing food, clothing, and other necessities to the needy
 - Environment initiatives such as Tree Plantation, Beach Cleanup, etc.
 - Activities related to education and culture such as donating to public schools etc.
- **Participate** in welfare activities organized by other institutions such as NGOs, Government welfare programs, etc. (Participating in welfare programs hosted by other institutions is as important as hosting them.)
- **Organize / participate** in patriotic programs such as flag hoisting on Independence and Republic Day.
- **Arrange** state-level protocol for Huzure Aala ^{TUS} during *asfaar mubarakah*, and meetings with dignitaries.
- **Produce** and gather high-quality, high-resolution digital photos and videos of all events.

Note 1: All relationships should be built on behalf of the Jamaat/ Dawat, and not on a personal or individual level.

Note 2: All activities should be carried out after consulting the **PR Department**.

DIGITAL

DIGITAL/SOCIAL AND MEDIA

- **Promote** the various welfare activities carried out by the Jamaat to present a positive identity of the community.
- **Maintain** cordial and positive relations with the media.
- **Preserve** a record of all published media clippings, videos, audios, photos, etc. related to Dawat.
- **Obtain** approval from the **PR Department** before publishing any articles or statements on behalf of the Jamaat.
- **Follow** official Dawat social media handles and websites to stay updated about any welfare / social initiatives organized by Dawat (eg. <https://www.thedawoodibohras.com>).
- **Be vigilant** about any possible social or political tensions which could occur in the *mauze*. Liaise with the **PR Department** and respond as instructed.

Note: Statements should only be given by personnel approved by the Amil Saheb.

AQEEQ COMMITTEE

The **Aqeeq Committee** in the *mauze* is tasked with the following:

- **Maintain** relations with wives of dignitaries and female stakeholders (after consulting the **PR Department**).
- **Liaise** with **Umoor Kharejyah Teams** to complete all **Umoor Kharejyah** objectives of the *mauze* for Muminaat and children.

SELECTION CRITERIA

- The **Umoor Kharijiyah Coordinator** should:
 - Be aware of the political, social, and economic landscape of the *mauze*
 - Have the welfare of Dawat and the community in mind in all activities
 - Maintain transparency in every aspect of the Umoor
 - Be influential, well connected, well-educated, and successful in his field of work or profession
 - Be a person who remains up-to date with news of Huzure Aala ^{TUS}
 - Be flexible in his approach in dealing with different circumstances and various type of people
 - Be fluent in English and the local language (written and oral)
- The **Umoor Kharijiyah Members** should preferably be individuals who wield good influence:
 - In government departments
 - With members of various political parties
 - With successful businessmen/professionals
 - With various institutions and organizations
 - With local NGOs
 - Social and cultural societies
 - Educational institutes
 - Media houses and the Press

- Important Skills and Key Attributes for **Umoor Kharejyah Committee**

Members:

SKILLS

- Communication
- Diplomacy
- Strategic thinking
- Presentation / Oration
- Media savvy / Tech savvy

ATTRIBUTES

- Total commitment to *deeni umoor* and *khidmat*
- Honesty
- Integrity
- Reliability
- Analytical thinking
- Proactiveness

ANNUAL TARGETS

Identify key target areas as per the instructions issued by the **PR Department** and make SMART Goals accordingly.

SAMPLE SMART GOALS:

- We will organize a tree plantation drive on next Sunday, in which we will plant 50 trees in the *Qabrastaan* area.
- We will establish relations with the heads of all 3 Police Stations in the *mauze* to ease communications.
- We will distribute 200 food packets to the needy on World Food Day.

IDARA/DEPARTMENT CONTACT LIST

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ANNUAL PLANNER

GOALS	SCHEDULE FOR TASKS	COMPLETE	NOTES
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

SMART GOALS PLANNER

1. GOAL

SPECIFIC: Who? What? When?
Where? Why? Which?

MEASURABLE: Metrics and
milestones. How much? What
percentage?

ACHIEVABLE: Do you have skills
and tools to accomplish this
objective?

RELEVANT: Does it fit with overall
organizational objectives?

TIME-BOUND: Intermediate and
final deadline

2. GOAL

SPECIFIC: Who? What? When?
Where? Why? Which?

MEASURABLE: Metrics and
milestones. How much? What
percentage?

ACHIEVABLE: Do you have skills
and tools to accomplish this
objective?

RELEVANT: Does it fit with overall
organizational objectives?

TIME-BOUND: Intermediate and
final deadline

3. GOAL

SPECIFIC: Who? What? When?
Where? Why? Which?

MEASURABLE: Metrics and
milestones. How much? What
percentage?

ACHIEVABLE: Do you have skills
and tools to accomplish this
objective?

RELEVANT: Does it fit with overall
organizational objectives?

TIME-BOUND: Intermediate and
final deadline

MEETING MINUTES

Meeting:			
Date of Meeting:		Start time:	
Location:		End time:	
Chairman		Minute taker:	
1. Meeting Objective(s)			
2. Attendance			
Present		Apologies	
3. Decisions, Issues			
Topic/Discussion Notes		Outcome	
4. Directives/Instructions Given			
Action		Responsible Person	Deadline



مَكْتَبَةُ أُمُورِ الدِّينِ

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