



Naeem Ur Rahman
Director Finance & Operations
Tel # +92-514-513211
Cell # +92-321-9876479
Email ID: naeem@educurator.org

INTERNATIONAL TRADE SECRET SEMINAR
ORGANIZED BY PEARL SHINE GROUP INTERNATIONAL AND ALIBABA.COM
EDU-CURATOR FOUNDATION & ITS PROJECTS
Saturday October 5, 2013

For the first time in Pakistan Alibaba.com hosted a training and awareness seminar named “**International Trade Secret 2013**” in collaboration with Pearl Shine Group International. Training Seminar was designed for the overall business community, which was attended by a large number of small and medium entrepreneur entities: Manufacturers, Exporters, Suppliers, Importers, Buyers and traders.

Pearl Shine Group International provided training seminar which revolved around the theme of extracting maximum benefits out of this B2B market place spilled few “trade secrets” to the small business owners who attended the seminar.

Chief Guest Ch. Shafeeq Provincial Minister for Trade, Commerce and Industry and Spokesman for the Chief Minister Punjab for this Seminar highlighted the importance of IT Education, IT Industry in Pakistan and explained that Economic Growth can't be triggered without the promotion of IT in Pakistan, he also appreciated the role of the Pearl Shine Group International and Alibaba.Com and their contribution in the IT Industry and E-Commerce Technology promotion in Pakistan, he also assured of the Government support if any required for this purpose.

Mr. Irfan Haider Awan Group CEO Pearl Shine Group International and Chairman of the Edu-Curator Foundation highlighted the need of IT, E-Commerce and B2B Technology in Pakistan, he delightedly explained the strategic partnership with the Alibaba.com and appraised their support and he also briefly introduced group companies and their planned projects.

Ms. Rachel (Official Representative of the Alibaba.Com) along with **Mr. Asif Iqbal (Trainer)** provided detailed training about the E-Commerce, B2B Technology and Alibaba.com and their benefits.



Mr. Naeem Ur Rahman (Director Finance & Operations Edu-Curator Foundation) thanked Pearl Shine Group International for the support it provided to the Edu-Curator Foundation. In compliance with its corporate social responsibility policy, Pearl Shine Group International (PSGI) is one of the profound donors of Edu-Curator Foundation. Besides donation in cash and in kind, PSGI also provides opportunities to the Edu-Curator Foundation for Mass Awareness and Information about the Edu-Curator Foundation, its vision, mission, goals and objectives in all trainings, seminars and conferences organized by them.

INTRODUCTION TO THE EDU-CURATOR FOUNDATION:

The primary motive of the Members of the Edu-Curator Foundation is to make Edu-Curator Foundation among the Pakistan's leading organizations in the field of formal education by eliminating the discrimination which is prevailing in our society now days. The Edu-Curator Foundation has planned to established purpose-built school and training centers units nationwide. the Edu-Curator Foundation will not only focus on the students grooming but also would put an immense focus on the grooming of teachers and faculties by establishing the educator training centers for the ongoing training of its faculty and continuous grooming in order to serve the nation best beside this the Edu-Curator Foundation will also create jobs in communities in which the Edu-Curator Foundation will operate its projects.

The Edu-Curator Foundation is removing barriers of class and privilege and to trigger a positive change. We believe that access to basic education is the right of each individual and not a privilege apart from following the regular curriculum; we focus on the character building of students to equip them with high moral values and confidence to achieve these goals, the Edu-Curator Foundation is constantly surveying education-deprived locations in Pakistan to extend its network. each new location is appraised through an extensive land survey, assessment of population, income level, number and standard of existing schools in the area, demand for new school units, availability of an accessible site to build a school, qualified teachers in the area and a number of other criteria.

As a result of multiple surveys by the members of the Foundation prior to establishment of Edu-Curator Foundation, some common and alarming problems were highlighted and a commitment was made to eradicate all these problems in which we have relevant expertise in collaboration with local, national and international governmental and non-governmental organizations, for this purpose an organization need to be established.

Finally Edu-Curator Foundation was established in 2012 by a group of professionals, registered under the Societies/NGO Registration Act, XXI of 1860, with an aim about the public welfare through revolutionary change in the traditional educational system, charity schools, preparation of professionals, conversion of graduates into entrepreneurs, SME



sustainability and development, poverty alleviation, economic growth, health and helping disabled people etc., in coordination with National and International, Governmental and Non-Governmental organizations.

So far Edu-Curator foundation has initiated two programs:

- 1) In Education Sector “Entrepreneurship Development Program”
- 2) In Poverty Alleviation & Economic Growth Sector “Edu-Curator Foundation School System”

EDU-CURATOR FOUNDATION SCHOOL SYSTEM (ECFSS)

In Education sector it's a factum that literacy rate is increasing day by day. While the employment ratio is decreasing day by day. Major reforms are needed in this sector. Edu-Curator Foundation took the initial step and started a comprehensive Program for Grass Reforms in the education sector through "Edu-Curator Foundation School System".

In first phase more than 100 schools will be established in the far and flung rural and backward areas of Pakistan in co-ordination with Local, National, International Communities and Organizations.

Our learning programs are very encouraging and we are quite optimistic about brilliant results in the shape of quality education, responsible citizenship, successful learners and job employments for jobless graduates in private/public organizations and abroad as well.

We sincerely hope that people from each and every community round the globe will take advantage of this unique facility to enhance their quality of education, their living standard, their morale cadre and their career aspiration. We will provide awareness about different cultures of the world their ethical values and Inshaa Allah will set an example to show that humanity is superior to all sects, castes and religions.

Primary objective of the Edu-Curator Foundation School System is to develop the formal education system and to provide a school for needy, poor, homeless, deserving and talented children round the globe.

Edu-Curator Foundation School System is an education system to design your future generation's life.

Vision of the Edu-Curator Foundation School System

Edu-Curator Foundation School System aims to be a system of excellence, dedicated to produce successful learners, confident individuals, responsible citizens and leaders of the

future by evaluating the potential in the safe, positive, respectful, inclusive and welcoming learning environment, provide them the best start in their life and to make them physically and emotionally healthy.

Mission of the Edu-Curator Foundation School System

Edu-Curator Foundation School System (Charity School - A project of Edu-Curator Foundation) provides an environment in which every student discovers and realizes his full potential.

The school should attract the best talent - students, teachers and facilitators - from all parts of the World, without distinction of race, religion, caste, or social status. As a world class finishing school, it must maintain a sharp focus on the pursuit of knowledge, skill and ethical standards. In particular, it must attain the highest academic standards along with the best quality of manners.

In addition, Edu-Curator Foundation School drawing on its traditions and its rich history, the school should aim at the broader development of the complete personality of its students by creating:

- 1) A sense of integrity, ethics, and uncompromising honesty
- 2) Leadership, with a sense of team work and fair play
- 3) An awareness of the environment
- 4) An understanding and appreciation of the cultures of the World
- 5) A concern for the less fortunate
- 6) A concern for human rights and democratic values
- 7) A questioning mind and a spirit of adventure

Program Highlights

ECFSS Phase:	One
Number of Schools:	100 Schools
Number of Training Centers:	10 Centers
Starting Date:	March 1, 2014
Estimated Budget:	Year 2014-2015: US\$ 10m (PKR 1,050m)
Curriculum/syllabus:	Designed according to Federal Education Policy, Oxford, Cambridge and International Finishing School Systems
Geographical Location:	Overall Pakistan
Special Focus Area:	Rural Areas of the country
Targeted Community:	Poor, homeless and Talented students

ENTREPRENEURSHIP DEVELOPMENT PROGRAM

EDP is a global initiative that will increase the number of under-served entrepreneurs receiving business and management education. There are two phases of this program. In first phase of the EDP Program Training workshops will be conducted in Lahore, Gujranwala, Sialkot, and Rawalpindi & Islamabad Cities and in second phase of the EDP Program Training workshops will be conducted in Peshawar, Mardan, Nowshera, Faisalabad and Rahim Yar Khan. The belief of the initiative is that partnerships between education, development and business experts can help bring about significant change through improved business education for entrepreneurs. Through this program, Foundation will be able to provide world class education that help entrepreneurs to think big and grow their businesses.

World-class expert faculty will ensure that the curriculum is based on relevant and research-based knowledge required to be successful in an increasingly complex business environment.

Foundation is planning to promote competition and entrepreneurship in developing countries and would like to encourage cross country investments by virtue of meeting business leaders and decision makers from different countries. Foundation would like to achieve this vision by becoming a major player in the development and promotion of SMEs as a vehicle for economic and social growth and prosperity in member countries.

Entrepreneurs Development Program is a special program designed by the Foundation for promotion of entrepreneurship. This certificated program has been developed with special focus on development of analytical and management skills of the entrepreneurs. Training will be done under the supervision of the Foundation, with a rigorous schedule for accomplishment of the goals.

Mission:

- To encourage the diagnosis, understanding and informed search for solutions to local, regional and global problems, taking account of their inter-relationship and mutual consequences, involving both current and future leaders.
- To develop, organize and support programmes for the training of able, capable and promising business graduates and SME'S with leadership potential so as to expose them to the demands, duties and obligations of leadership positions to prepare them.
- To reduce unemployment through preparation of entrepreneurs out of the business graduates, qualified every year from different universities across the globe.
- Teach and train at least 2000 present & future entrepreneurs.

Budget:

- Total Budget of the Project is US \$ 261,587 (PKR 27,466,600)

Duration:

- Each Phase will be completed in six months.
- Trainings will be conducted in 2nd & 4th weeks of the Month.
- Phase One: May 1, 2014 to October 30, 2014
- Phase Two: May 1, 2015 to October 30, 2015

Training Workshop:

- 20 Workshops (One Workshop will be of 18 Hours spread over 3 days)
- Training Program about Start up a new business, e-commerce & e-business, SME access to finance and other corporate practices.
- Participants will be awarded with training certificates.

Eligibility Criteria:

- Phase One: District Lahore, Gujranwala, Sialkot & Rawalpindi and Capital Territory Islamabad.
- Phase Two: District Peshawar, Mardan, Nowshera, Faisalabad and Rahim Yar Khan.
- Business Graduates
- Owners, Directors & Officers of SME's

INSPIRATION:

In 1987, a 74-year old rickshaw puller by the name of Bai Fangli came back to his hometown planning to retire from his backbreaking job. There, he saw children working in the fields, because they were too poor to afford school fees. He went back and restarted his job, saved all his money and donated for Education of deserving Students. In 2001, when he was early 90 years old, he told the students that he couldn't work anymore. All of the students and teachers were moved to tears. In total he had donated 350,000 Yuan (PKR 5,600,000) for more than 300 students.

If a rickshaw-puller who wore used clothes and had no education can support 300 children to go to school, imagine what you and I can do with the resources we have to bring about positive change in our world!

Join Hands to Spread the Light of Education

EDU-CURATOR FOUNDATION

First Floor, Shahzaib Plaza, Lala Rukh, Wah Cantt, Rawalpindi, Pakistan
Tel # +92-514-532433, Email: info@educurator.org, www.educurator.org