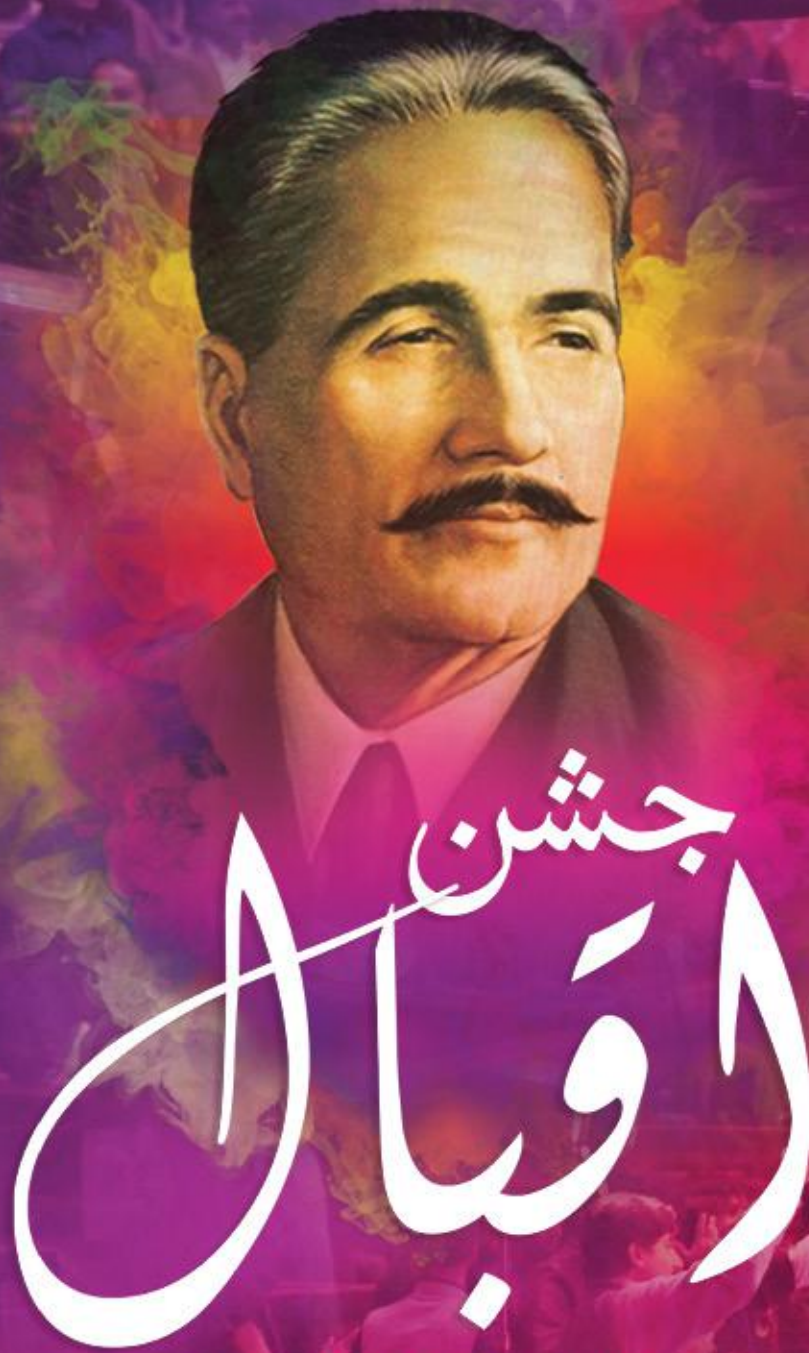


YOUTH EMPOWERMENT SOCIETY  
PRESENTS  
EVENT GALLERY 2019



JASHN-E-IQBAL

گئے دن کہ تنہا تھا میں انجمن میں  
یہاں اب مرے رازداں اور بھی ہیں



# YOUTH EMPOWERMENT SOCIETY (YES)

## Introduction (who we are?)

Youth Empowerment Society (YES) is a forum of young Pakistani professionals from all segments of Society and areas of expertise who are passionate about their personal and professional development aimed at ultimately creating a prominent place for our beloved country on the world Stage.



### MISSION

Guiding and developing Pakistani to achieve personal success leading to a progressive and prosperous nation.

### VISION

By 2050 we envision Pakistan as one of the leading nations driving global socio-economic change with its youth of today sitting at the helm of affairs in prominent global institutions.

### VALUES

1. Virtue
2. Patriotism
3. Unity
4. Integrity
5. Humanity
6. Transparency
7. Innovation

## Table of Contents

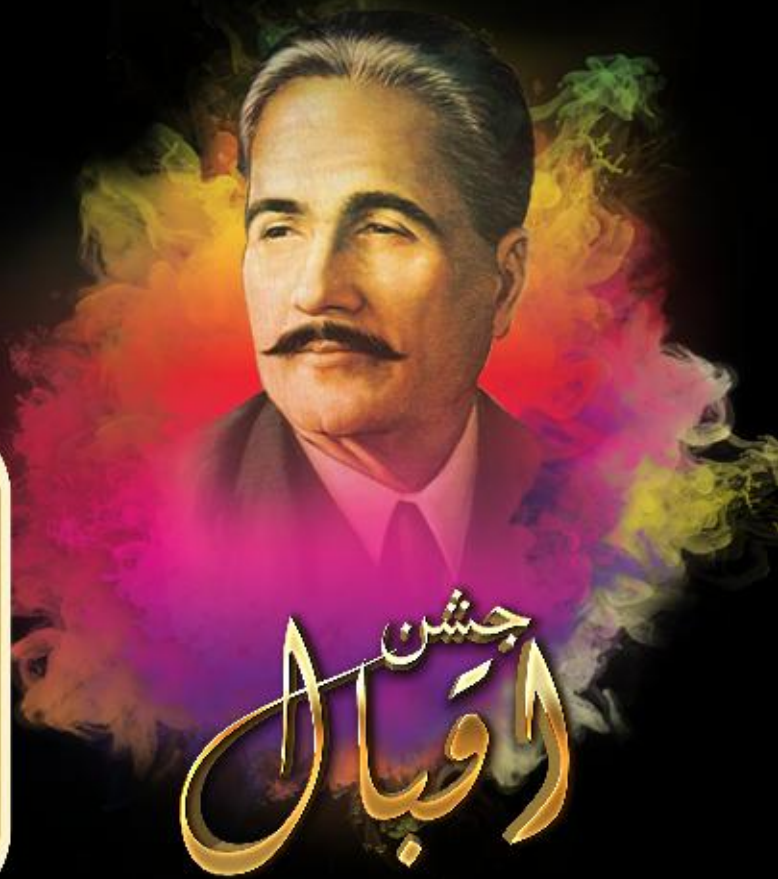
Jashn-e-Iqbal Highlights	05
Prominent Guests	07
Pre-Event Campaign	09
Grand Mushaira	11
Iqbal Idol	13
Narrative of Iqbal	15
Youth Jirga	17
Sufi Night	19
Principal Convention	21
We are Kashmir	22
Youth Awakening	23
Mazah Nigari	24
Women Empowerment	25
Talk with Business Tycon	27
Iqbal Jirga	28
Stand-up Comedy	29
Teacher Convention	30
Justice in 2030	31
Philanthropist session	32
Stage Play	33
School Session	35
Biyad-e-Iqbal	36
Team Appreciation	37
Closing Ceremony	38
We are one Ummah	39
Proud Partners	40



# JASHN'e'IQBAL

## VISION

We aspire to make Jashn-e-Iqbal festival a permanent fixture in Pakistan's cultural calendar. We believe Jashn-e-Iqbal has the potential to snowball into a National and International celebratory event and thereby aspire millions of Pakistanis across the globe to showcase true ideological basis of Pakistan.



## OVERVIEW

- Iqbal is unanimously recognized as a cultural icon across the board and holds the cohesive force to bind the nation together behind his ideology.
- Our youth is divided into various segments of the fragmented society and is lacking true spirit of the national identity. Thereby, looking forward to ideals and role models in order to satisfy their intellectual quest.
- To anchor youth of Pakistan in their historical tradition, reconnect them with the philosophy of Iqbal and ideology of Pakistan, YES, decided to organize first ever International Iqbal Festival.

## OBJECTIVES

- To present Iqbal as a Cultural Icon and bind the nation together behind the Ideology of Iqbal.
- To transfer our treasured heritage by re-connecting youth to the philosophy of Iqbal.
- To Reinvigorating the spirit of Khudi & Patriotism in Youth of Pakistan and present pragmatic solutions in the light of Iqbal's ideology.
- To publicize and conveniently disseminate Iqbal's message to the masses and proactively counter the conspiracies being made to vanish Iqbal's Ziker o Fiqr from the minds of our Youth.



# OVERVIEWS

**30+** EXCLUSIVE  
SESSIONS

**100+** GUESTS  
COMING FROM ALL  
WALKS OF LIFE

**45+** HOURS OF  
Patriotism, Knowledge, Fun,  
Infotainment and the  
Ideology of Iqbal.

**3** DAYS  
MEGA EVENT

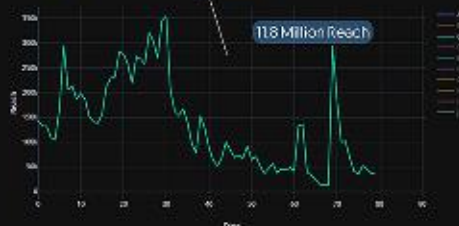
**3** MEGA  
STAGES

**20,000+**  
PARTICIPANTS

## Facebook Analysis

Page: Jashn-e-Iqbal 2018

PAGE



0.5 Million Reach

+

11.8 Million Reach

=

**12.3 MILLION REACH**



# TOTAL OUTREACH

**25,000+**  
Live Attendees

**40+ Million**  
Total Outreach

**3+ Million**  
TV Attendees

Pre-Event Promo  
Ads on Geo TV



## Digital Coverage

**25+ Million** Publishers Websites Integrated Influencers



## Outdoor Brand Exposure

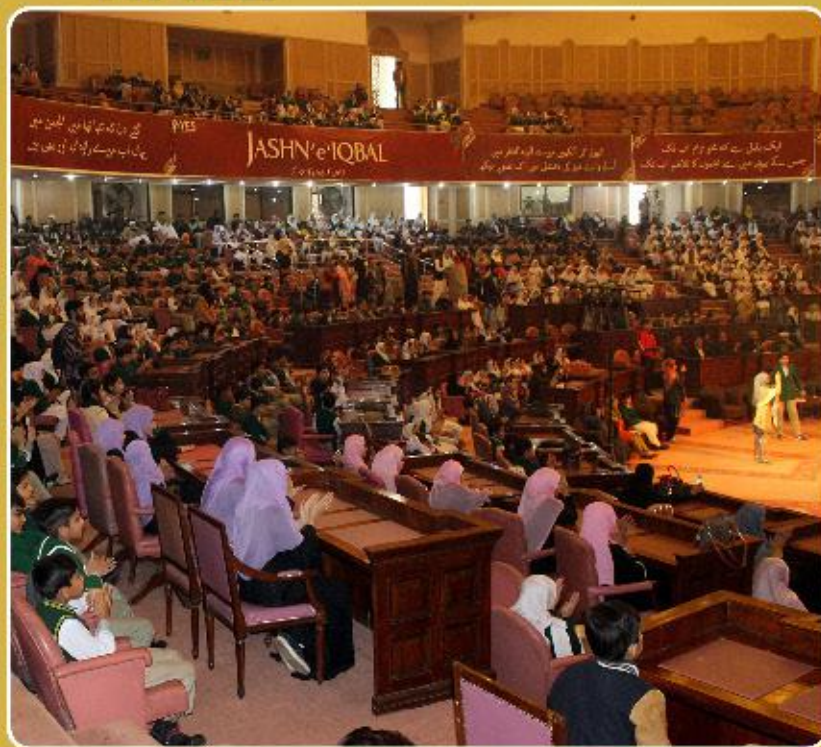
**Steamers, Brochures,  
Invitation Cards  
& Posters**

## Pre-Event Drive

**30+**  
**Educational  
Institutes**



# HALL



## MAIN STAGE

# GUEST WALL



# STALLS







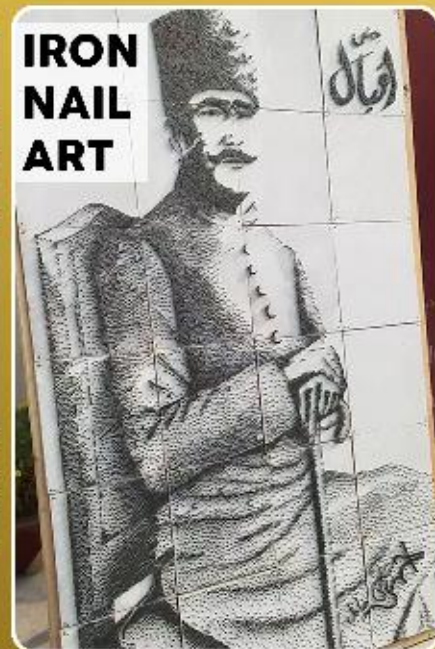
## OUTSIDE



## MEDIA WALL



## RECEPTION





# Prominent GUESTS

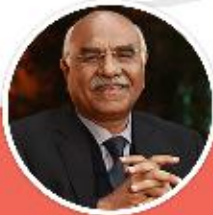
## 100+ Guests

*From the following walks of Life*

- Politics
- Industry
- Educationists
- Entrepreneur
- Armed Forces
- Law Enforcement
- Showbiz
- Women Activists
- Social Activists
- Influencers
- Sports
- Media



Ali Muhammad



Amjad Saqib



Anwar Masood



Asif Ali Santoo



Atta Ullah Qasmi



Arbaaz Khan



Ch Muhammad Sarwar



Fayyaz ul Hassan Chohan



Iftikhar Thakur



Jawad Ahmed



Kamran Rizvi



Khalid Butt



Mian Aslam Iqbal



Molana Tariq Jameel



Mansoor Ali Khan



Masarrat Misbah



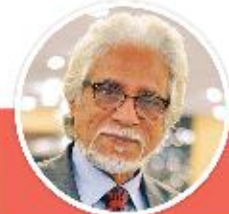
Mujeeb-ur-Rehman Shami



Nasira Javed



Qasim Ali Shah



Rashid Mehmood



Shafqat Mehmood



Shehryar Khan



Shujja ud din Sheikh



Waleed Iqbal



Zulfiqar Cheema



## 30+ SEGMENTS



Dramas



Talk Shows



Inaam Ghar



Daroos



Youth Jirga



Best Woman Award



Political Sessions



School Sessions



University Sessions



Iblees ki Majlis-e-Shura



Ambassadors of Iqbal



Women Empowerment



Iblees ki Majlis-e-Shura



Shikwa Jawab-e-Shikwa



Best Student Award



Ghazal Night



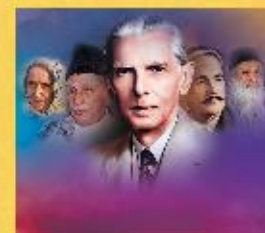
Mushaira



Motivational Talks



Social Activist Women



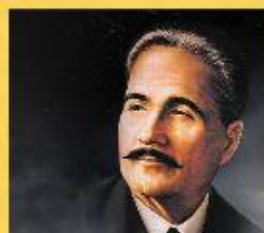
Hero Sessions



"Parwaz"  
Drama on Kashmir



Chamakty Sitare



Beyad-e-Iqbal



Unfolding Iqbal-ism after  
Postmodernism



Awam ki Adalat

## 08+ COMPETITIONS



Painting



Calligraphy



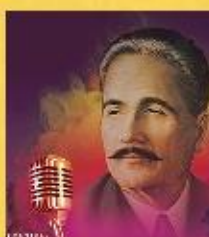
Debate



Essay Writing



Tehful Lafz

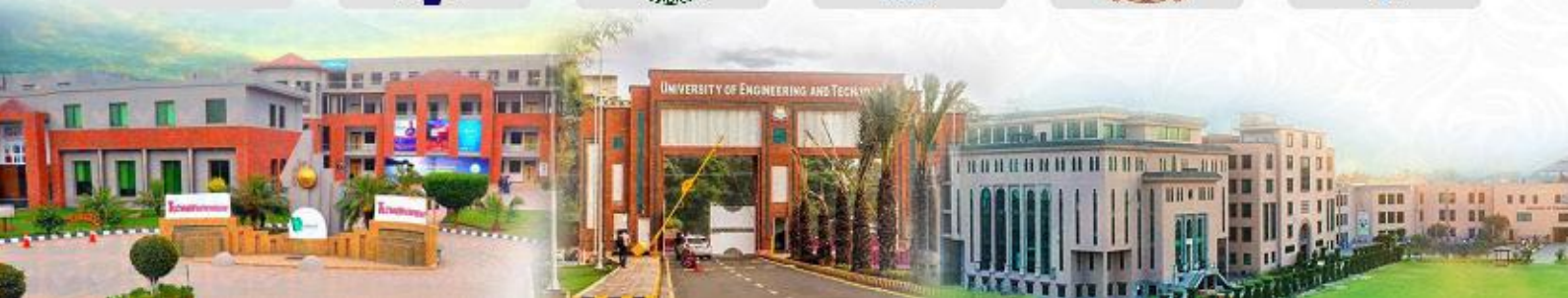


Iqbal Idol



# Pre-Event CAMPAIGN 30+ Universities

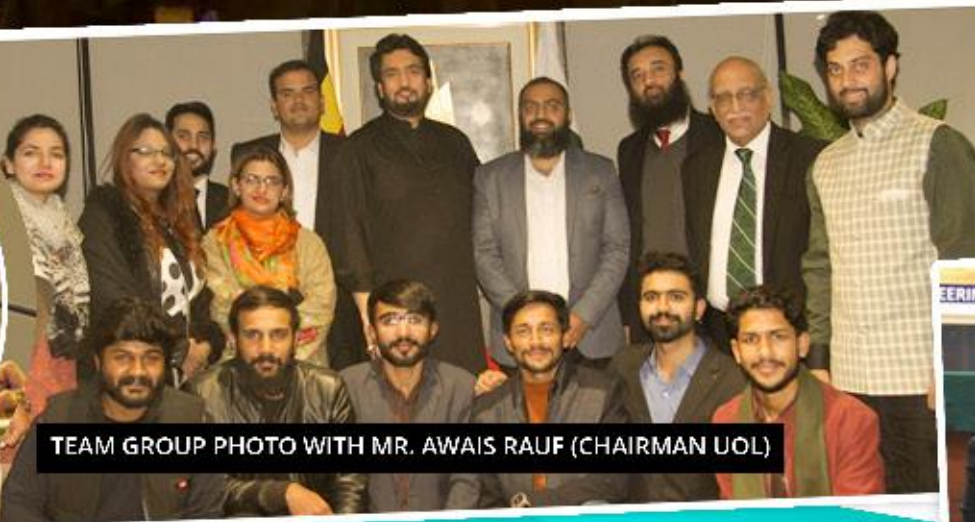
## Program Of Entrepreneurship & Leadership







SHAHYAR KHAN AFRIDI



TEAM GROUP PHOTO WITH MR. AWAIS RAUF (CHAIRMAN UOL)



KHURRAM ILLAHI





# Grand MUSHAIRA

A family oriented session full of fun. It was especially organized for poetry fanatics who paid their respect of devotion and love through poetic way. The poetry circle presided by YES. This session was an effort to get families closer and inculcate love for Urdu poetry amongst today's youth.

Audience experienced the magic in the air which our renowned poets cast with their charming poetic verses.



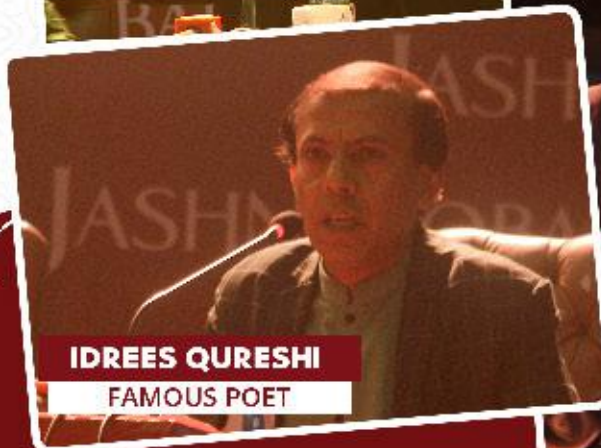
**MURLI CHOHAN**  
COMIC POET



**ZAHID FAKHRI**  
FAMILY POET



**DR TAHIR SHAHEER**  
COMIC POET



**IDREES QURESHI**  
FAMOUS POET



**AGHAR NADEEM SAHAR**  
POET



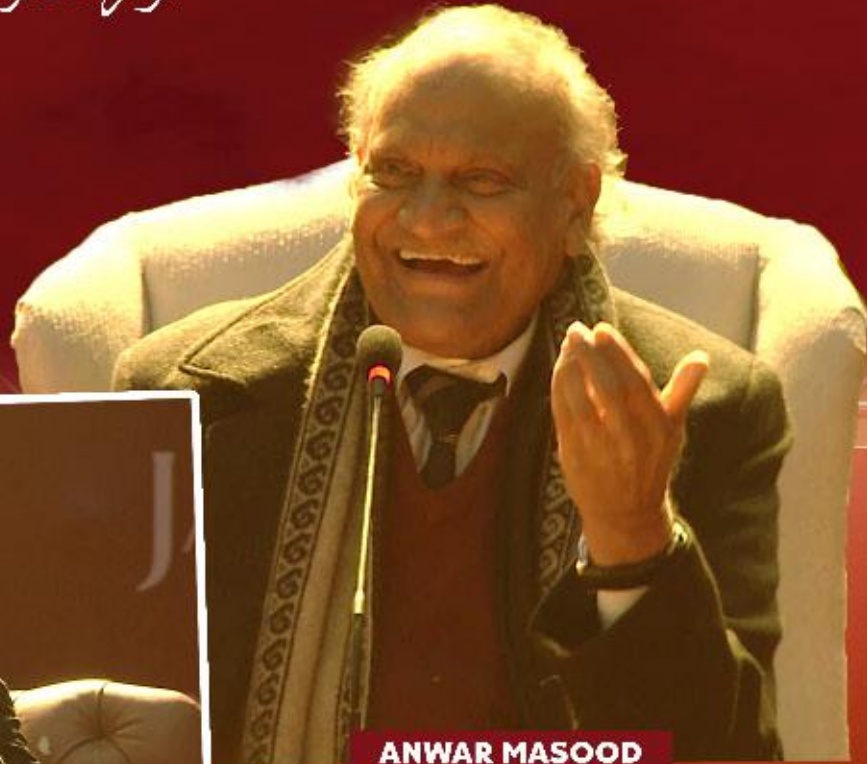
**DR FAKHAR ABBASS**  
FAMOUS POET



**1200+** ATTENDEES | **3 HOURS** LIVE PERFORMANCE

یہ میری زندگی کا سب سے بہترین مشاعرہ ہے۔  
میں نوجوانوں کو داد دیتا ہوں کہ جنہوں نے  
اقبال کے نام پر ایسا زبردست مشاعرہ منعقد کیا

انور مسعود



**ANWAR MASOOD**  
CULTURAL POET



**WALEED IQBAL**  
SENATOR





# IQBAL IDOL

*The Spirit Revived*

In Collaboration with  
**Aiwan-e-Iqbal**



# 2500

**STUDENT REGISTRATIONS**

**03 DAYS COMPETITION WITH  
3 ROUNDS TO SING IQBAL'S POEMS**



**SHAFQAT MEHMOOD  
FEDERAL MINISTER**

Iqbal Idol is an innovation introduced by Youth Empowerment Society. In this session, children paid tribute to Iqbal's poetry in a melodious way through recitation of Kalam-e-Iqbal and incorporated the poetry of Iqbal in the youth. It was a modern way to reconnect the Youth with the Ideology of Iqbal and convey the message of Iqbal on mass level. Moreover, to present Iqbal as a cultural icon and bind the nation together behind the ideology of Iqbal.



**TOP 10 STUDENTS  
FROM SCHOOLS AND UNIVERSITIES  
AWARDED PRIZES EACH**



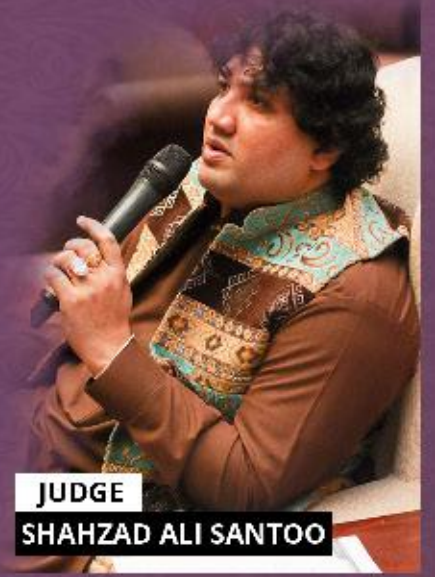


# GRAND FINALE

## UNIVERSITY STUDENTS



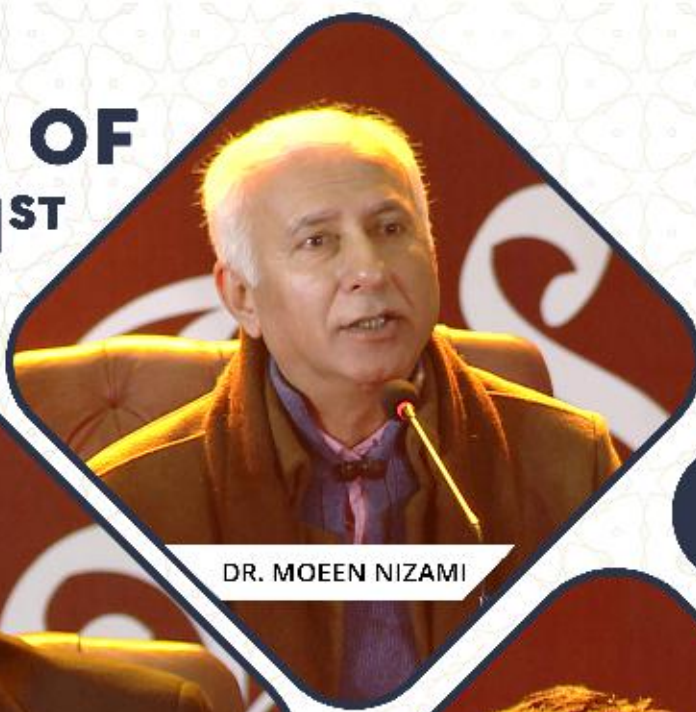
**JUDGE**  
**KARIM KHAN**



**JUDGE**  
**SHAHZAD ALI SANTOO**



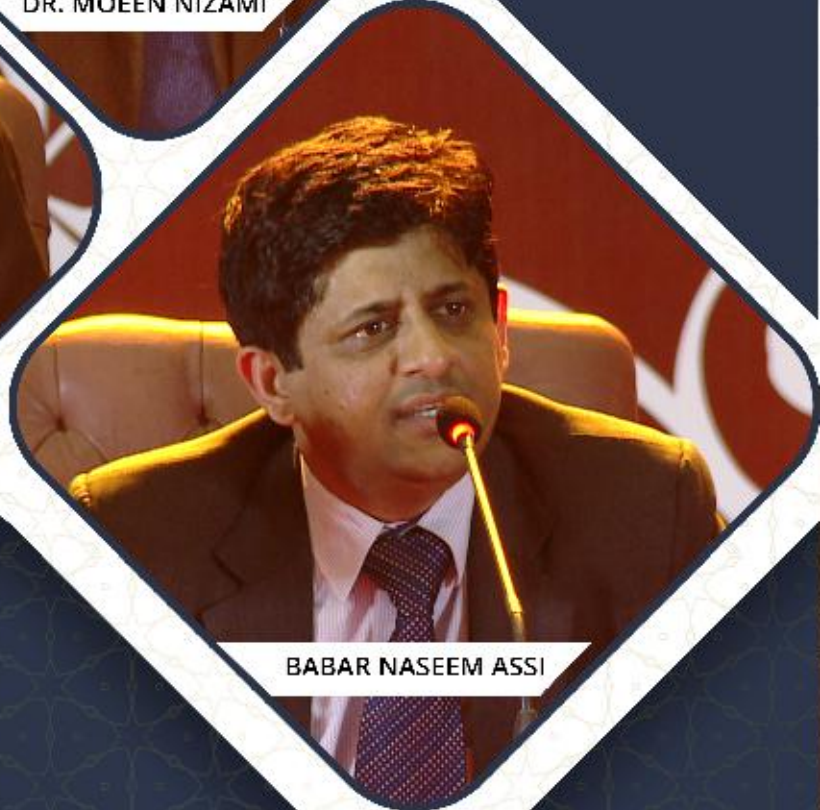
# NARRATIVE OF IQBAL IN 21<sup>ST</sup> CENTURY



DR. MOEEN NIZAMI



BRG. DR. WAHEED UZ ZAMAN TARIQ



BABAR NASEEM ASSI

## آنے والے دور کی دھندلی سی اک تصویر دیکھ

A panel discussion organized and people working on spreading the ideology of Iqbal will be invited to discuss the solution of the modern world problems in the light of Ideology of Iqbal.

He is called the "Spiritual Father of Pakistan." Dr. Allama Iqbal was a great visionary and his ideology is everlasting. The moral and ethical diseases that have engulfed our youth can only be eradicated through Iqbal's message for the youth.

It can be said that the only way that the humans can prosper in this current era is by submitting to the ideology of Iqbal because Iqbal's Ideology is actually our Holy Prophet's PBUH teachings. In this regard, "Future discourse of Iqbal in 21<sup>st</sup> Century" is what our Youth needs now.





# UNFOLDING IQBAL-ISM AFTER POSTMODERNISM

جہانِ نو

عشق کی تقویم میں عصرِ رواں کے سوا  
اور زمانے بھی ہیں جن کا نہیں کوئی نام

”مجھے جشنِ اقبال میں شریک ہو کر بڑی خوشی ہوئی۔ میرے اندر ایک اداسی سی چھائی ہوئی تھی جس میں کافی کمی آگئی ہے الحمد للہ۔ اس پروگرام میں آکر یوں لگا کہ اقبال آج بھی نوجوانوں کے لیے بڑی موثر اور پرکشش قوت ہیں۔

اللہ آپ لوگوں کو اس طرح کے پروگرام کرنے اور عملی شکل دینے میں کامیاب فرمائے۔ آمین۔“

احمد جاوید



جوانو



KHURRAM ILLAHI

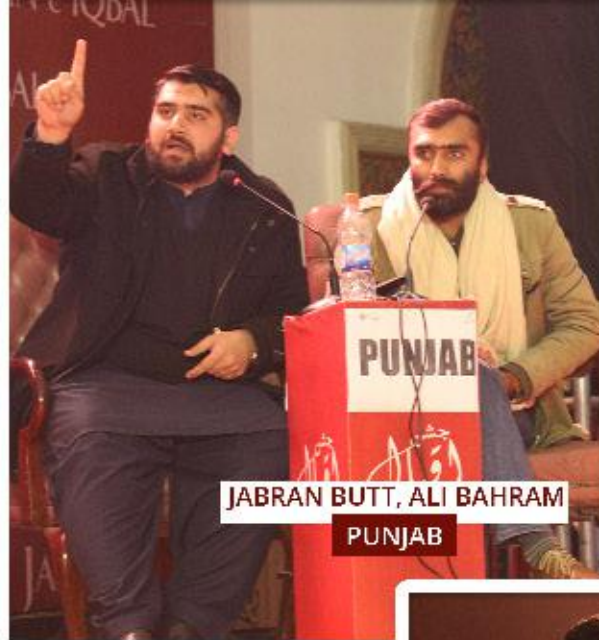
AHMED JAVAID

A renowned Islamic scholar "Ahmed Javaid" with Khurram Ellahi (PHD scholar & Trainer) addressed this session. Major topic was to transforming the future of youth through the philosophy of Iqbal. The postmodernism theory had a minor spike of Iqbal's philosophy of "Khudi", the way Iqbal told his youth to find its own reality can never explained by the mere postmodernism. Today's generation needs a new ideology that will be Islamism. The most important message that was delivered was how to unfold the richness of iqbalism by Muslims after postmodernism by west.





**AWAIS IQBAL**  
**HOST**



**JABRAN BUTT, ALI BAHRAM**  
**PUNJAB**



**GOHAR KHAN**  
**KPK**



**NADEEM SHIGRI**  
**GILGIT BALTISTAN**



**IRFAN BUTT**  
**PRESIDENT, YES**







ASIF SOMROO  
SINDH



Our youth makes up to 59% of the total population. In Youth Jirga, youth representatives gather on a single platform to discussed concerns of youth on policy matters to the political national leadership of Pakistan. These were the main topics covered in this session, Road map to Corruption free Pakistan, Higher Education, National and International scenario, Unemployment ,Role of Youth in National Politics and Strategies, Opportunities and Challenges.



ALI MUHAMMAD  
FEDERAL MINISTER







# SUFI NIGHT

Sufi Night was a beautiful session where professionals gathered and add beauty to the night by their melodious voice and heartwarming gazal. As they say "Music is nutrition for the Soul". The purpose of holding such evening was to provide public a platform where they can enjoy through gazal performances. It can also be called, a fine night of entertainment, culture, and exquisite confectionary and socializing.





Shahzad Santoo





# PRINCIPAL CONVENTION WITH AFAQ



Mega Principal convention that took place in which Massive number of school's Directors and Principals from several leading educational institutions of the city and surrounding areas participated in this session. Mr. Shahid Warsi (CEO) AFAQ invited as guest of honor and delivered impressive lecture. In this session, importance of teaching and leading from a framework of core values and discover ways to act upon these values to improve the climate and culture of your classroom, school, or district were discussed.



FAISAL KHURID



ABDUL SAMAD SHAMSI



USMAN AYUB



SHAHID WARSI  
CEO AFAQ



# جوانوں کو پیروں کا استاد کر



MEHTAB (MODERATOR)



RAFIQUE DAR



ABDULLAH GILANI

## WE ARE KASHMIR

Kashmir is the jugular vein of Pakistan. We are Kashmir" is an exclusive session dedicated to the people of Kashmir, To show solidarity with our Kashmiri Brothers & Sisters and to express our deep love and sympathy for them. The session was aimed to bring intellectuals to put emphasis on the brutalities encountered by Indian Occupied Kashmiris and to identify and explore the entailing policy options that Pakistan should adapt to address the situation.





عقابی رُوح جب بیدار ہوتی ہے جوانوں میں  
نظر آتی ہے اس کو اپنی منزل آسمانوں میں





A EVENING WITH FULL OF FUN WITH RENOWNED COMEDY POETS TO AMUSE AND ENTERTAIN THE AUDIENCE. IN THIS SESSION POETS PORTRAYS SOCIAL INSTITUTIONS AND PERSONS AS CORRUPT, AND RIDICULES THEM THROUGH SATIRIZING, PARODYING, AND POKING FUN AT THEIR VICES.



GUL-E-NAUKHAIZ



YASIR PIRZADA



DR. AYESHA AZEEM



IMTIAZ KOKAB



AAGHAR NADEEM SAHAR



# MAZAH NIGARI





## WOMEN EMPOWERMENT

Empowerment is the process that creates power in individuals over their own lives, society, and in their communities. People are empowered when they are able to access the opportunities available to them without limitations and restrictions such as in education, profession and lifestyle. Feeling entitled to make your own decisions creates a sense of empowerment. Empowerment includes the action of raising the status of women through education, raising awareness, literacy, and training. Women's empowerment is all about equipping and allowing women to make life-determining decisions through the different problems in society.

Youth Empowerment Society is proud to show the successful women of Pakistan giving a vision and example to the young girls. So they can follow in their footsteps and take on the world with the thinking of a true Iqbal Ka Shaheen.





## HER WORLD

Women are an integral part of the society. In "Women Hero Session", we invited and acknowledged those incredible women of Pakistan who are working for the betterment of our homeland and celebrating their achievements in social, economic, cultural and political sphere. Basic purpose was to present them as a role model for young girls so that they can be motivated from them. This session is dedicated to paying tribute to the Women of Pakistan who work hard to empower their fellow women.



FARZANA RAOOF



DR. SAMIA



SEMABIA TAHIR



ZARA AHMAD



DR. RASHIDA



NOREEN SIYAL

# JASHN'e'IQBAL

جوانوں کو پیروں کا استاد کر





**TALK  
WITH**

**B  
U  
S  
I  
N  
E  
S  
S  
T  
Y  
C  
O  
N**



**MIAN ASLAM IQBAL**



**FAHEEM-UR-REHMAN SEHGAL**



**ABRAR MAGGU**

IN THIS SESSION SUCCESSFUL BUSINESSMEN JOINED US AND SHARED THEIR SUCCESS STORIES AND DISCUSSED THE CORE ISSUES IN STARTING A BUSINESS. IT WAS AN IMPORTANT, INFORMATIVE & INTERACTIVE SESSION FOR THE YOUTH OF PAKISTAN. AFTER KNOWING THE STRUGGLES FACED BY THE SUCCESSFUL PERSON OF TODAY BOOSTED THEIR CONFIDENCE AND MOTIVATED THEM TO STRIVE HARDER FOR SUCCESS.



# JASHN'e'IQBAL

جوانوں کو پیروں کا استاد کر



## IQBAL JIRGA

IQBAL JIRGA WERE MAINLY ORGANISED TO GATHER PEOPLE WHO ARE WORKING ON IQBAL TO APPRECIATE THEM AND SUPPORT THEM THEM TO WORK TOGETHER TO BUILD A NARRATIVE, PROMOTE IQBAL IN BETTER WAY AND SPREAD HIS WORDS TO ENCOURAGE THE MUSLIM UMMAH TO FIGHT FOR THEIR RIGHTS AND TAKE A STEP FORWARD FOR FREEDOM.





# STAND-UP COMEDY





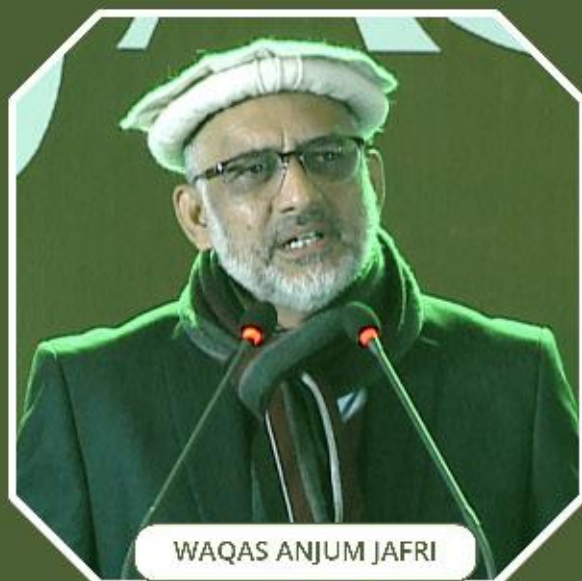


# TEACHER CONVENTION

Teaching is the most influential job in this world .Teacher plays an important role in our life to become successful. In this session, teachers from different school were invited and paid them tribute and make them feel important for educating the people as they are the Nation builders of tomorrow.



SAMIA RAHEEL QAZI SALJUKI



WAQAS ANJUM JAFRI



YABSEEN KHAN



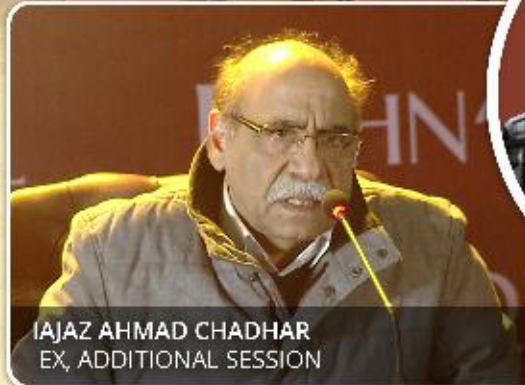
DR ISHTIAQ GONDAL



# JUSTICE IN 2030

## JASHN-e-IQBAL

جوانوں کو پیروں کا استاد کر



IAJAZ AHMAD CHADHAR  
EX. ADDITIONAL SESSION



ADVOCATE  
HAFIZ ANSAR SHOAIB



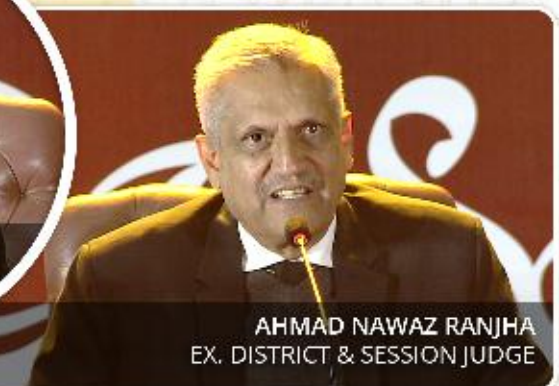
JUSTICE MAZHAR IQBAL  
FORMER JUDGE LAHORE HIGH COURT LAHORE



ASAD MANZOOR BUTT  
ADV. SUPREME COURT, EX. SECRETARY SUPREME COURT BAR ASSOCIATION



FAIZ ULLAH BAIG  
MODERATOR



AHMAD NAWAZ RANJHA  
EX. DISTRICT & SESSION JUDGE

In this mega event a panel discussion named, Justice in 2030, organized, which dedicated to our renowned lawyers and judges. The main point under discussion was the future of Justice in 2030. The panel conversed on how lawyers have always been the torch bearer for the nation as Quaid and Allama Iqbal were themselves distinguished lawyers and were the fathers of this very nation. We are breathing this air freely due to their efforts and successful endeavor. The panel also conversed on the negligence of this field and it's potential.





MUHAMMAD KHALEEQ

RABIA ASIF

MISHAL ATHER SHAH

ALEENA QADRI,

## PHILANTHROPIST SESSION WITH **AKHUWAT FOUNDATION**

Philanthropist session is dedicated to paying tribute to the hardworking philanthropists & social workers of Pakistan who have a deep love for humanity and an undying spirit to seek the pleasure of Allah Almighty. These people working in different fields of life and devoting themselves to the welfare of humanity deserve recognition and respect.

In this session, we intend to gather all of the humanitarians working selflessly for the welfare of our country and pay homage to them for their work. Specially Akhuwat Foundation is Remarkable in his extra-ordinary.



SYED HUSSAIN HAIDER



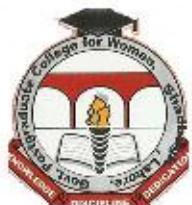
AKHTAR ABBAS



# JASHN-e-IQBAL



ابلیس  
کی مجلس شوری



In Collaboration with



## DEVILS PARLIAMENT

Devils Parliament is a drama prepared by Students . Great effort has been put in it to give you an idea of Iqbal's mesmerizing poetry.

The beauty of the Drama lies in the fact that it is the visual presentation of Iqbal's Philosophy. The drama is based on a poem written by Dr. Allama Iqbal.

The team has put a lot of effort in creating the characters and the image to do justice with the prestigious poetic verses of Iqbal.





# STAGE PLAY

A stage play Parwaz was performed which demonstrated the power of self belief and fearlessness of going far beyond the sky by putting all the possible efforts without having a way to turn back.

The vision that Allama Iqbal had for the youth to rise and shine higher than the mountains was presented beautifully. Allama Iqbal indeed wanted the youth to contribute their due role in the character building of our communities. It was his passion to help youth to get rid of the curse of procrastination and lust for materialism. This is the exact need of the time, a strong and ambitious youth. We as Pakistanis cannot sit dormant and wait for miracles to happen, we need to rise and prove to our forefathers.



پرواز

In Collaboration with







## SCHOOL SESSION

In this exclusive session; schools invited to gather to help the student explore his/her skill set, which would, in turn, facilitate the student to focus on his/her goals in life future of the field of Education and the challenges being faced by it. This Session provided a platform to schools to come and ponder over what is the greatest need of the society today, and that is Education.

DRAMAS

QUIZ

COMPETITIONS

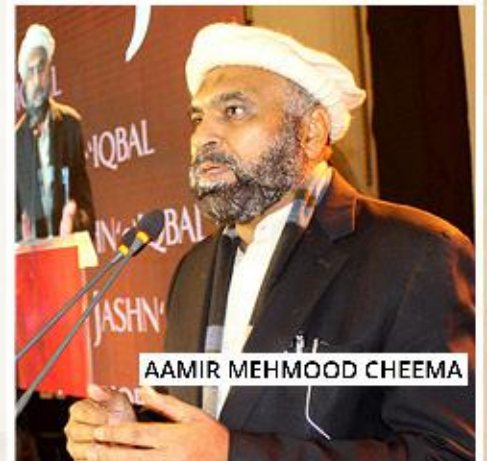
MOTIVATIONAL

SPEECHES

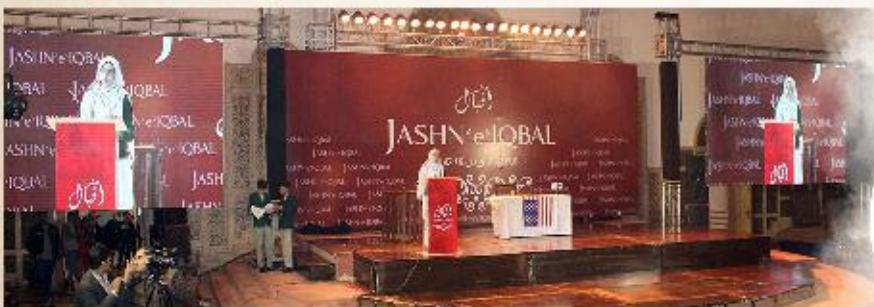
LECTURE



IMRAN MIRZA



AMIR MEHMOOD CHEEMA







DR. AMJAD SAQIB



SHAHID WARSI



NAUMAN MEHBOOB



KARIM KHAN



ABDULLAH SAMEEM

## بیاد اقبال

In Collaboration With  
International School of CORDOBA



- Iqbal's Philosophy on love of humanity (Dr. Amjad Saqib, Founder & CEO of Akhuwat Foundation)
- Iqbal and youth of 21<sup>st</sup> century (Abdullah Sameem, Young Motivational Speaker)
- Youth Empowerment (Khawaja Nouman Mehboob, Director Marketing ISC)
- Competitions
- Award Ceremony (Shahid Warsi, Chairman ISC)





# TEAM APPRECIATION CEREMONY @ AFOHS CLUB

Appreciation ceremony of Jashn-e-Iqbal at AFOSH Club with the participation of honourable guests Sohail Cheema (Chairman TDCP), Malik Salman (CEO PFC), Shakeeb Lashari (CEO Oxcalax) and Bilal shaheen ( Director EMG) for general team, who have contributed significantly and worked hard to make this event successful and benchmark.





## JUDGES OF COMPETITIONS



# CLOSING CEREMONY

## 04 COMPETITIONS WINNING AWARD



Chief Guests

Muhammad Farooq Bhatti  
& Agha Muhammad Saleh



## BEST AMBASSADOR AWARD



Mubashar Sohail  
Minhaj University



Sadia Saeed  
University of Education



Zulkifli Ikram  
UCP



Qaseen  
Minhaj University



Ifra Ghayoor  
UCP



Nabla Sajib  
Minhaj University

## BEST VOLUNTEER AWARD



MINHAJ UNIVERSITY



UNIVERSITY OF EDUCATION



LAHORE GARRISON UNIVERSITY



# WE ARE ONE UMMAH

In Collaboration  
With  
Jamia Naeemia



ALLAMA ZIA  
UL HASSAN NAQVI



ALLAMA IMTEYAAZ HUSSAIN KAZMI

Special live address by  
**Molana Tariq Jameel**



“We are one Ummah” organized to shed the light on numerous problems of muslims which they are facing and the basic reasons for their plight are i.e. sectarian hatred, creed prejudices, lust for power, intolerance and many other materialistic interests were discussed by renowned Ummahas. They said that “it is all okay as long as we are united on the foundation and the principles of Islam based on the teachings of the Holy Quran and our beloved Prophet (pbuh)”. It was mainly organized to overcome misconceptions in the true message of Islam and promoting the Islamic.

”

ALLAMA ASIF TAHIR QADRI



SHUJA UDDIN SHEIKH

DR. TARIQ SHARIF ZADA





# PROUD PARTNERS

## ADMINISTRATIVE PARTNER



## EVENT PARTNER



AIWAN-E-IQBAL

## PROMOTIONAL PARTNER

کریم  
Careem

## SEGMENTS PARTNER



## DIGITAL MEDIA PARTNER



TEHZEEB PRODUCTIONS

EM GROUP  
Turning Ideas into Success

## MEDIA PARTNER



## EDUCATIONAL PARTNER



THE UNIVERSITY OF  
LAHORE





# جوانوں کو پیروں کا استاد کر

## CONTACT US



+92 300 040 3099



info@yesmovementpak.org



www.yesmovementpak.org



yesmovementpak



45 - Ravi Block, Allama Iqbal  
Town, Lahore.



کریم  
Careem

