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AFAQ News 2019
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A Quarterly Newsletter of
Association For Academic Quality

Shaping the
Future...



The delegation poses for a group photo with the principal of Saad Bin Abi Jaafar Secondary School

AFAQ takes school leadership on educational tour of JAPAN

AFAQ took the initiative of arranging the Educational Tour for School Leadership (ETSL). The purpose of the program was to take school principals from across Pakistan to top educational institutes around the world and learn about the latest global trends in education. AFAQ intends to arrange more educational tours of various countries to help improve educational concepts in Pakistan.

AFAQ visit to China explores quality printing

Shahid Warsi CEO AFAQ, and Khawaja Asif Mushtaq Director Operations AFAQ, visited Guangzhou, China. The purpose of the visit was to explore quality printing and new suppliers.

Mr. Warsi said it would go a long way towards improving printing quality AFAQ books.



The AFAQ delegation inspecting printing quality

AFAQ at Frankfurt Book Fair

The Frankfurt fair is the world's most recognized and largest book fair that attracts readers and writers from all over the world.

AFAQ participates in GITEX 2018

GITEX 2018 took place between the 14th and 18th of October 2018.

Capacity Building Workshop

AFAQ conducted Teacher's Training Workshops in Bahawalnagar, Swat, Quetta, Sargodha, Sukkur and many other regions.





JAPAN TOUR with CEO AFAQ



Japan is one of the most developed countries in the world with cutting edge technology, engineering and has one of the best educational systems in the world.

AFAQ arranged an "Educational Tour for School Leadership to Japan" for school principals of Pakistan. Shahid Warsi, (CEO AFAQ), led the visit in November 2018.

Twenty-five school owners and principals accompanied Mr. Warsi during the 7-day educational tour.

The delegation arrived in Japan on November 25, 2018, where Heian International hosted a reception in honour of the delegation.

The objective of this tour was to observe curriculum development and value-based education in Japanese schools.

The delegation met with the management of different educational institutions in Japan and exchange views on the overall

educational environment.

The tour gave visitors an overview of the education system and an opportunity to see how education management and leadership is implemented.

Mr. Warsi met the Mayor of Sano City, Mr. Okabe Masahide. They discussed how Japan's education system could help Pakistan's education system by building new and dynamic partnerships based on respect, friendship and core cultural values.

The delegation visited many well-renowned educational institutions in Japan such as Hankou School in Sano City. They also visited Tatebashi Junior School and Nihon University. Mr. Warsi led a delegation of 25 school principals and owners to Japan and met with various educationists. The tour provided a great opportunity for the delegation to learn new practices. The AFAQ delegation returned to Pakistan on December 3, 2018.



A view of a classroom of Nihon University Campus



A Nihon University representative escorting the delegates and showing them around



Delegates talking to a classroom teacher at Tatebashi school



A Japanese school PT instructor demonstrating Kendo's technique



Officials briefing the delegates about the health care unit at Nihon University Campus



Delegates taking notes during a school visit presentation



The delegation poses with Mayor of Sano City Mr. Okabe Masahide



FRANKFURTER BUCHMESSE



The AFAQ delegation with Frankfurt Book Fair vice president Czeska Kalisz



Mr. Shahid Warsi discussing important matters with Ms. Intra Singhra from DEVAR



R.S Karim exchanging views with Robin Lloyd from Global Blending UK



Douglas Rife from Solution Tree showing new titles to Mr. Shahid Warsi

AFAQ participates in Frankfurt Book Fair

The Frankfurt Book Fair is the world's most recognized and largest book fair that attracts readers and writers from all over the world. The Frankfurt Book Fair is also a place where many people get to meet and rub shoulders with their favourite authors.

AFAQ has been visiting and representing Pakistan at the book fair for many years, displaying a wide range of products.

A delegation led by Shahid Warsi, CEO AFAQ, participated in the Frankfurt Book Fair. Manager (Innovation Learning) Richard Shahzad Karim and Head Research Cell Hamid Ullah Khattak accompanied him.

The AFAQ's stall was visited by numerous traders, mainly from printing backgrounds and publishers with new materials. Visitors took a keen interest in the AFAQ's stall and inquired about its products and services.

Mr. Nadeem Ahmed (Counsel General) from the Consulate of Pakistan (Germany) paid a visit to the AFAQ's stall. He was much interested in Pakistan's contribution to the book fair. Mr. Warsi briefed him on AFAQ's work and contribution to education. Mr. Ahmed was very appreciative of AFAQ's work and looked forward to AFAQ's continued success.

Mr. Warsi met with Mr. Robin Lloyd CEO of Global Blending (UK), and discussed content development with him. Mr. Robin appreciated AFAQ's approach to textbook development and discussed potential partnerships with AFAQ in the future.

Mr. Warsi held many meetings with education experts from around the world that acknowledged and appreciated AFAQ's work and contribution to education.

Mr. Shahzad Karim met Mr. Pawel Czech of NUADU and explained AFAQ's commitment to digital learning and how AFAQ is blending technology with education throughout Pakistan. Mr. Pawel showed great interest in potential future business development with AFAQ.

The Frankfurt Book Fair has opened up avenues for AFAQ to play a vital role in new technologies, educational products and exposure. AFAQ plans to set up an even bigger stall and fulfill its potential as a leading solution provider in education.

The weekend was open to the general public and many people visited the book fair. They took a keen interest in AFAQ's products and services.



The AFAQ bookstall at Frankfurt Book Fair



Mr. Shahid Warsi and Mr. Hamid Ullah with Mr. Nadeem Ahmed (Counsel General, Germany)



AFAQ

at **GITEX TECHNOLOGY WEEK** | OCTOBER 2018
Dubai World Trade Centre

38TH GITEX TECHNOLOGY WEEK

14 - 18 OCT 2018
DUBAI WORLD TRADE CENTRE



AFAQ participates in GITEX Dubai 2018

GITEX (Gulf Information Technology Exhibition) is an annual consumer computer and electronics trade show, exhibition and conference that takes place at the Dubai World Trade Centre in Dubai, United Arab Emirates. Its exhibitions in the Middle East have attracted numerous participants, most notably in 2009, when Microsoft released Windows 7 with 150,019 people present.

GITEX 2018 was organised between the 14th and 18th of October 2018.

represented AFAQ in the 38th GITEX Technology Week 2018.

GITEX 2018 is a medium where many immensely important goods are exhibited. Computers, Information Technology, Software, Digital Marketing, Technology Management and Mobile Apps were the highlights.

The exhibition was conducted this year with around 146,000 industry leaders and professionals coming together in Dubai, UAE for GITEX 2018.

GITEX 2018.

Mr. Yasin visited various stalls, met with international IT specialists, discussed and shared information about AFAQ and obtained important information regarding the latest innovations in IT. Mr. Yasin gained knowledge regarding **Big Data, Antivirus, Cyber Security, Data Centre, Storage, Cloud Services, Firewalls, Smart City** and other innovations regarding various Educational Technologies.

Mr. Muhammad Yasin, IT Manager AFAQ,

Dubai World Trade Centre is the organiser of



Mr. Yasin with Mr. S. Elgashan Oatining, Founder & CEO of AlIqo Chemer Antivirus



Activities at GITEX



Mr. Yasin discusses with Veera Software representative regarding intelligent data management, Physical and multi-cloud infrastructure



Activities at GITEX

Mr. Shahid Warsi (CEO AFAQ, Member ISO/PC288) represented Pakistan in 2nd Plenary of ISO/PC288 (Beirut, Lebanon) to discuss the Management System Standard for Educational Organizations (EOMS)

Shahid Warsi (CEO AFAQ) represented Pakistan (on behalf of PSQCA) in second Plenary of ISO/PC288 held in Beirut, Lebanon. The plenary was organized by Lebanon's National Standard Body – LIBNOR to discuss the Draft International Standard

(ISO/DIS21001) Management System for Educational Organizations (EOMS). The main objectives of the plenary included analyzing and resolving comments received by ISO/DIS 21001 from member countries. It held discussions about making a recommendation

to the PC for ISO FDIS 21001 Ballot and inform participants about the next meeting of ISO/PC288 and to integrate approved changes into the Draft of International Standards (ISO/DIS 21001).



Mr. Shahid Warsi with ISO officials



2nd Meeting of Management System Standards for educational organizations held at Beirut, Lebanon.

Mr. Shahid Warsi represented Pakistan at ISO/TC176 QMS Standards meeting held in Italy.



Shahid Warsi (CEO AFAQ) participated in the ISO review meeting for the Final Draft International Standard. Mr. Shahid is a Technical Committee Member of ISO from Pakistan.

This meeting was organized by G4 working Group of ISO/TC176 at Milano Italy on June 25-26, 2018.

Mr. Warsi proposed the committee Secretary, Ms. Melanie Pinatton, review and draft the Quality Management System. This committee is working for the betterment of Standards on Quality Management Systems worldwide.

An exhaustive review of the 39 Indicators of Annex A in the new proposal of the document and technical discussions about the content of the guidelines for the standard implementation were made.

Mr. Warsi is also the chairman of TC-8 Pakistan Standard Quality Control Authority on Quality Management System Standards.



A group photo of ISO Technical Committee 176



Quality experts smiling in final government attending the meeting



CEO AFAQ elected as Chairman Technical Management Board International Council for Educational Excellence



(In the front row from right to left) Prof Dr Ibrahim Narong, Thailand, Mr Fadzil Abdullah, Malaysia, Mr. Shahid Warsi, Pakistan, Dr Noor Azlan Ahmad Zanzali, Malaysia, Ustaz Megat Mohamed Amin, Malaysia, Mr Shamsul Ma'arif Ismail, (In the back row from right to left) Mr Damanhuri Abas, Singapore, Dr Khodori Ahmad, Malaysia, Mr Heri Sucirto, Mr. Abdulmaalik Hashmi, Pakistan, Mr Sapto Sugiharto, Indonesia.

International Centre for Educational Excellence (ICEE) was established with the aim to facilitate a conducive schooling environment in which all individuals enjoy schooling, search for knowledge and practices high moral values. Its goal is to set up a platform for sharing ideas, experiences and expertise and to establish strong networking amongst stakeholders and interest groups to promote Islamic education. AFAQ organized and the International Conference on Islamic Education (ICIEd) with the collaboration of ICEE in 2014. ICEE also held Focus Group Discussions (FGDs) in 2015, 2016 and 2017. Mr. Shahid Warsi, CEO participated in these meetings.

ICEE held a three-day workshop on Project Quality Standards for Islamic Education on 25-27 December 2018 at Kuala Lumpur, Malaysia. Representatives of member organizations from Malaysia, Pakistan, Indonesia, Thailand and Singapore participated. This project is part of efforts to improve quality education, particularly in Islamic schools throughout the world.

In September 2018, Mr. Warsi, attended a meeting of the General Council of International Centre for Educational Excellence (ICEE) at Kuala Lumpur. In that meeting it was decided to launch a project of Quality Standards for Islamic Education in order to transform schools in the 21st century.

A three-day meeting was held at Hotel Putra KL in Kuala Lumpur, Malaysia. The meeting was attended by Mr. Warsi, as Chairman of the Board of Directors for the project Quality Standards for Education. He was accompanied by Mr. Abdul Malik Hashmi (Manager International Desk AFAQ).

During the meeting, a Technical Management Board (TMB) for Quality Standards was formed with the secretariat based in Lahore, Pakistan.

The following four technical committees were formed:

- TC1: To develop Quality Standards for Islamic Education Organizational Management System (IEOMS) - AFAQ Pakistan**
- TC2: To develop Quality Standards for Educational Assessments of Students - IKRAM MUSLEH, Malaysia**
- TC3: To develop Quality Standards for Holistic Development of Students - JSIT, Indonesia**
- TC4: To develop Quality Standards for English Language Teaching - SIRIM, Singapore**

It was decided that these standards would be developed within 2-3 years. The secretariat will provide guidance and technical support to technical committees.



CEO AFAQ at ICIE 2017, Malaysia



The CEO AFAQ explaining how to develop standards for students' holistic development



The CEO AFAQ gives a presentation on development of quality standards



ICEE members listening to Mr. Shahid Warsi attentively



The CEO AFAQ briefing the participants about development of prospective Quality Standards for educational organizations



The Secretary ICEE General Council presenting the Islamic Education Organizational Management System (IEOMS)



Mr. Asif Mushtaq Director Operations, AFAQ and incharge Management System Standards Division chairing a meeting to approve first national H&S standard for schools and academic environment.



A meeting was held on May 14, 2018 of the Technical Committee TC-05 related to OH&S Standard ISO:45001, Mr. Asif Mushtaq (Chairman TC-05) chaired the meeting, Mr. Ashfaq Ahmed Ujjan (Incharge; Management System Standards Division) from PSQCA was also present. This committee is working for health safety management under the Pakistan Standard Quality and Control Authority. This standard will help academic institutions to take care of students, teachers health and safety in premises. The standard was approved by the committee for adoption in its 4th meeting and will be available after proceedings by PSQCA.



Head of QMS and compliance AFAQ Mr. Tariq Mahmood represents Pakistan in 33rd Plenary of ISO/TC176 held in Bali, Indonesia.

Mr. Tariq Mahmood (HEAD QMS & Compliance, AFAQ) participated in 33rd Plenary of ISO/TC176 held in Bali, Indonesia. The plenary was organized by Indonesia's National Standardization Agency of Indonesia (Badan Standardisasi Nasional).

Mr. Mahmood, being a member of ISO/TC176/WG4 and ISO/TC176/SC2/WG25, participated in the meetings. The comments received from member bodies were discussed and resolved through a mutual consensus on ISO18091 (Quality management systems - Guidelines for the application of ISO 9001:2008 in local government) and ISO/DIS 9004 (Quality management of an organization - Guidance to achieve sustained success). It was also decided to approve ISO/DIS 9004 as the final draft ISO/FDIS9004.



Mr. Tariq Mahmood, Head of QMS & Compliance AFAQ, represents AFAQ in 4th ISO meeting in Bali, Indonesia



Mr. Tariq Mahmood with secretary ISO/TC176 Mr. Andy Kwong (left) and chairperson ISO/TC176 Mrs Katie Altoft (right)

AFAQ's contribution to world standardization with ISO



Mr. Asif Mushtaq briefing ISO Standards for Harmonized Competency Model Development (London, UK)



Mr. Asif Mushtaq participated in CIPD UK (Training Body) Forum



Mr. Khawaja Asif with Chairperson TC 260 Dr Ron McKinley during meeting at British Standard Institute, UK



Mr. Tariq Mahmood briefing the participants about importance and salient features of Anti-bribery Management System ISO 37001



Mr. Amr Zeb (Director Training AFAQ) is conducting Leading With Trust Training

**WANT TO BECOME
a successful
LEADER?**
Join the
**LEADING
WITH TRUST
COURSE**

Thousands of Principals trained AFAQ introduces a new course

Studies have shown that growth in trust predicts a growth in teacher commitment to the school and a greater openness to innovation. The latest work on trust in schools ties the growth of trust to gains in school productivity or increased school achievement.

Keeping in view the study, AFAQ's training R&D designed a fully activity-based program for school owners and principals called "Leading with Trust". The program helps school management to assess their own trust level with their staff. Solutions presented to overcome trust barriers.

This was a two-day principal activity-based workshop. This was the first time that AFAQ's Training Division took the initiative to develop a workbook for its participants.

More than 202 workshops were conducted by 30 regional offices all over Pakistan in which more than 6122 principals participated from 4953 different schools.



AFAQ's Trainer conducting an activity with principals



Dadyal AJK



Faisalabad



Quetta



Karachi



Ghotki



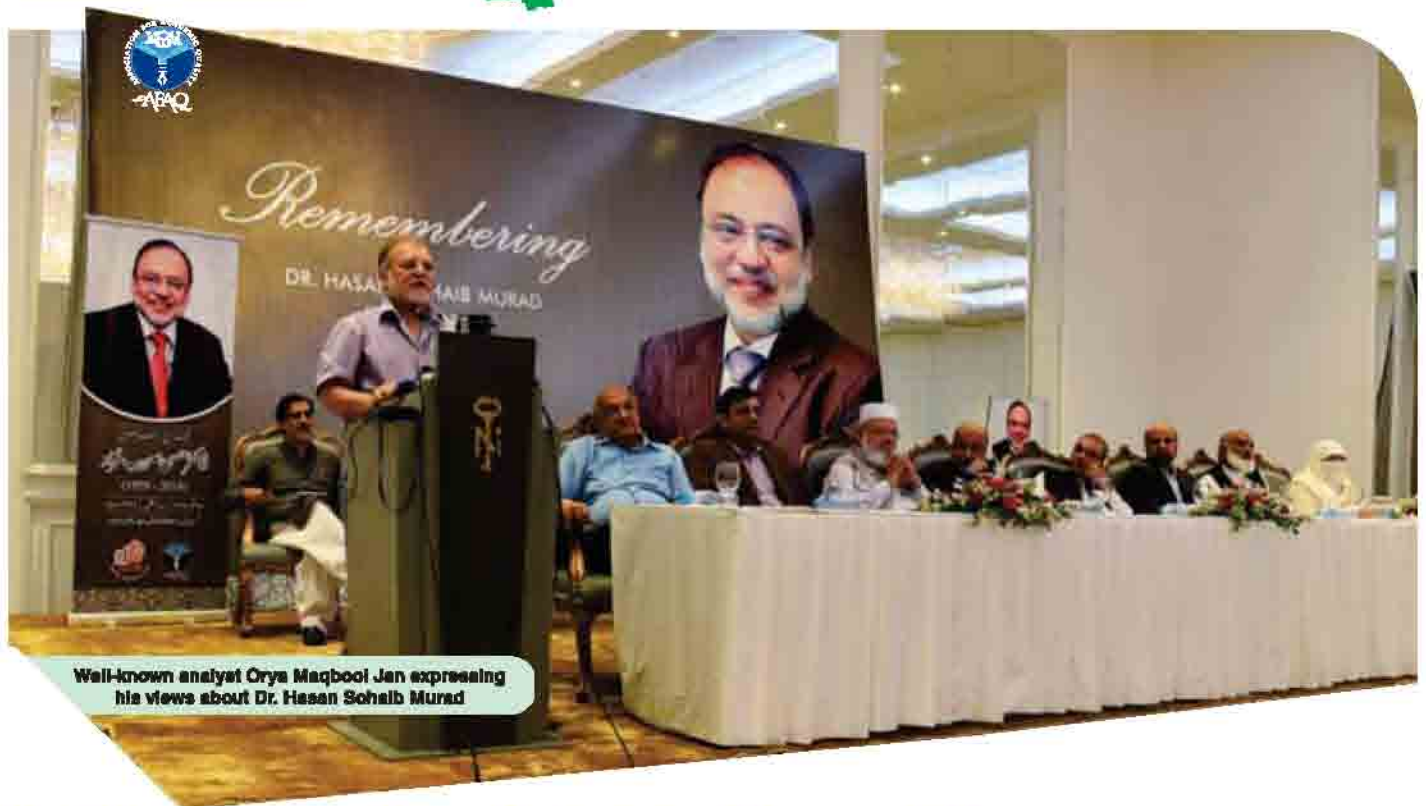
Dera Ismail Khan



Haripur



Khairpur



Well-known analyst Orya Maqbool Jan expressing his views about Dr. Hasan Sohaib Murad

In Memory of an Extraordinary Life: Dr. Hasan Sohaib Murad Chairman AFAQ (1959-2018)

A ceremony was organized to remember Dr. Hasan Sohaib Murad and his contributions to education in Pakistan.

AFAQ and Ghazali Education Trust paid tribute to Dr. Hasan Sohaib Murad on 25th September 2018 at Nishaat Hotel, Emporium Mall, Lahore.

Renowned journalists, politicians, educationists, columnists and many noted personalities attended the ceremony and paid their respects to the departed soul.

Dr. Hasan Sohaib Murad, a man of letters, was one of the most distinguished educationists of Pakistan. He was a pioneering intellectual who also held several business and management innovations to his credit. As an erudite teacher, his scholarship and affection has left an indelible mark on thousands of his students worldwide. He was an icon of humility and his piety led him to excel in philanthropic initiatives.

On September 10, 2018, Dr. Hasan Sohaib Murad was travelling back to Lahore from Sust, Gilgit when an unfortunate accident occurred that took his life. His sudden passing has left many of us saddened. A great loss for UMT, GET and AFAQ.

His brother Ahmad Murad stated that Dr. Murad was devoted to Islam and Pakistan. His strength, courage and love for Islam and Pakistan and humanity as a whole has been, and will continue to be, an inspiration to the young generation, university students and people belonging to all spheres of life.

Syed Waqas ur Rehman Jafri, acting chairman AFAQ, chaired the remembrance ceremony and admired the services of Dr. Hasan Sohaib Murad for AFAQ.

Mujeeb Ur Rehman Shami, Amjad Islam Amjad, Orya Maqbool Jan, Samia Raheel Qazi, Ahmad Murad, Mushtaq Mangat, Rouf e Azam, Mian Maqsood, Shahid Warsi (CEO AFAQ), Dr Mubashir Hanif and Liaqat Baloch expressed their views in honour of the late Dr. Hasan Sohaib Murad. At the end of the program, all participants made 'Dua e Maghfirat' for Dr. Hassan Sohaib Murad.



Mr. Syed Waqas ur Rehman Jafri acting chairman AFAQ expressing his views regarding Dr. Hasan Sohaib Murad



Mr. Ahmad Murad describing the life of Dr. Hasan Sohaib Murad



Many people participated from different fields



AFAQ trains faculty members from top institutions of the world

AFAQ's management has taken the initiative for capacity building of trainers from all over Pakistan. AFAQ has signed contracts with Solution Tree (USA) and Polar partners (Finland).

Six sessions were conducted on different topics related to educational pedagogy. More training sessions will be delivered for AFAQ's trainers,

researchers and subject specialists in 2019.

All regional trainers and researchers participated in the training sessions online. Discussions and a question-and-answer session also took place.



AFAQ Educational Services (ES) nationwide activities

AFAQ Educational Services (ES) formally, Model School Development Programme (MSDP) is working to set new educational standards by utilizing the invaluable experience of AFAQ in the fields of curriculum and training. ES provides consultancy in the light of latest educational and management research and helps schools to develop modern management systems. Incorporating character building and community service programs.

- AFAQ conducted more than 1,200 pre-audits nationwide and abroad.
- More than 60,000 students have benefitted from Character Building activities nationwide.
- More than 7,000 students have taken Career Counselling and Guidance Services (CCG) nationwide.
- More than 8,000 teachers nationwide have benefitted from Teaching Observation.



Character Building activities at Al-Huda School, Rawalpindi



Career Counselling and Guidance Test at Overseas Pakistan Higher Secondary School, Karachi



HITEC Taxila has requested AFAQ to audit their schools

Effective School Management Training Program for Principals, Vice Principals organized in Kashmir for different regions

A six day training program was organized by AFAQ in different cities of Kashmir. This program is conducted every year in summer where school principals, directors and coordinators improve their skills for the development of their institutions.

This training program will enhance school's management skills, teaching skills & capabilities to meet the requirements of the 21st century and equip them with new ideas and latest techniques essential for effective school administration.

Certificates are awarded at the end of the Training Workshop.



Students pay rich tributes to their teachers during a walk on World Teachers' Day organized by AFAQ and Ghazali Education Trust in Islamabad

AFAQ in collaboration with Ghazali Education Trust and other organizations arranged a walk in Islamabad on World Teachers' Day to pay tribute to teachers all over the world.

AFAQ's officials led the walk, where many social workers, students of colleges and schools attended carrying banners and placards. They highlighted the status of teachers as nation builders.



Students, teachers and civil society participate in AFAQ teachers' walk



Mr. Amir Shahzad awarding a shield to an honorable guest



Students pay tributes to teachers all over the world



THE GENIUS

we are the Future



THE GENIUS National Quiz Competition 2018

Categorical Participation

Primary	Science	964
	Mathematics	889
	General Knowledge	1010
Elementary	Science	1651
	Mathematics	1035
	General Knowledge	1848
Secondary	Science	1050
	Mathematics	471
	General Knowledge	1018

AFAQ successfully conducts Mega Student Competition Event "The Genius" nationwide

After successfully conducting various events for teachers and principals, this time around, it was school students' turn! Alhamdulillah, AFAQ successfully organized "The Genius" quiz competition in Mathematics, Science and General Knowledge in various cities all over the country.

Cash and other prizes were distributed among the winners.

The event was organized by AFAQ Leaders' Club.

More than 10,000 students participated in the mega event from 57 districts of Pakistan. The quiz competition was organized for primary, elementary and secondary students.

Pictorial Highlights of the Event.



Sukkur



Shangla



Mardan



Bahawalnagar



Taxila



Muzaffarabad AJK

**AFAQ building exemplary students
Leaders' Club organizes summer camps all over Pakistan.**

Youth Leadership Camps for talented students of Pakistan are organized in May/ June of every year in Islamabad, Ziarat or any other feasible place in which the youth practice and participate in different mental and physical activities in an outdoor environment.

Organized by AFAQ Leaders' Club summer camps develop, polish and boost students' physical and mental abilities. The 5-day Summer Camp teaches students the technique of self-development and character building.

Students participate from different regions of Pakistan. Since they belong to different regions, it is a great chance for them to communicate and share their academic and co-curriculum activities with each other in a better way. They have to live together for a specified time in very challenging camp sites. They also practise how to live on their own and work with one's own hands in any of the challenging environments faced in life.

Camp-Action is a customized program for the youth groups joining AFAQ Leaders' Club (ALC) during the summer which includes: Innovative modules and passionate facilitators.

Learning of students through greater understanding of short and long-term impacts of their words, choices and actions.

Discover their individual learning styles, develop skills to enhance their academic performance and learn how to be effective in society.





What is 'Schooling and Future Challenges'?

AFAQ organizes principals' convention in Mardan

A Mega Principal Convention was held on January 3, 2019 in Mardan on the topic 'Schooling and Future Challenges'. 750 principals participated from different schools in the Mardan region.

Education experts expressed their views and delivered lectures on current school scenarios, issues and how to cover future challenges. Prof. Dr. Fazal Ur Rehman Chairman BISE Peshawar, Syed Zafar Ali Shah Secretary Higher Education and Managing Director PRSA, Dr. Tahir Javed Secretary BISE Mardan, Mr. Shahid Warsi CEO AFAQ, Mr. Ahmad Yar Zonal Head AFAQ delivered lectures on different schooling issues.



Syed Zafar Ali Shah, Secretary HEC, Mr. Shahid Warsi CEO AFAQ, Dr. Fazal ur Rehman Chairman BISE Peshawar, addressing the principals.

Principal Convention held at Swat

AFAQ Swat region organized a Principals' Convention on December 5, 2018. More than 320 principals participated at this event.

Mr. Kaman Rafi Senior Manager QA AFAQ was the resource person. He delivered lectures on the Secrets of High Performing Schools in the Current Era.



Mr. Kaman Rafi Senior Manager QA AFAQ delivering lecture



Participants group photo with trainer

Principals' Convention on "Effective School Leadership" organized by AFAQ Kashmir Region at Khatra AJK

AFAQ conducted a principals' convention on the topics of 'Effective School Leadership' in AJK. Dr. Najam Abbas a well-known motivational speaker and Mr. Arshad Mahmood Arshad regional head briefed principals on how to develop skills of leadership for the betterment of their schools success.



Dr. Najam Abbas and Mr. Arshad Mahmood Arshad addressing participants



Mr. Usman Ayub (Head of Marketing and Sales AFAQ) presenting a shield to honourable guest Dr. Tahir Javed, Secretary BISE Mardan

Dr. Najam Abbas, Senior Fellow, East West Institute, London delivers lecture

A Principals' Convention was organized by the AFAQ Islamabad region. Dr. Najam Abbas, a famous motivational speaker, delivered a lecture on how teachers work as supervisors and how to face the challenges of new world trends in education.



Dr. Najam Abbas delivering a lecture on how to face challenges of education

AFAQ Rawalpindi Region organizes Principals' Convention in Talagang Chakwal

Mujeeb ur Rehman Tareen, an Educationist from AFAQ delivered lectures to school principals on how they can gain more achievements.



Mujeeb ur Rehman Tareen, Senior Manager Research & Development AFAQ, delivering a lecture to principals



AFAQ Participation in National Book Fairs

AFAQ participates in national book fairs on a regular basis. AFAQ conducted competitions for students at NBF, LIBF and KIBF. A number of school heads, teachers and students visited AFAQ stalls, participated in competitions and won many prizes.

AFAQ showcased a wide range of new products.

AFAQ children's encyclopedia was the center of attractions in all book fairs. The following were the key features of AFAQ stalls.

- AFAQ Textbook Series stalls
- Product orientation to valuable customers
- Augmented Reality Orientation
- Quiz Competitions
- Prizes for winners
- AFAQ new products

AFAQ stalls were a huge success at book fair.

ISLAMABAD



Principals, parents and teachers appreciate AFAQ's innovative Learning products



Little learners take interest in AFAQ books



Honourable Ex. President of Pakistan Mawjood Hussain visits the AFAQ stall at NBF, Islamabad.

KARACHI



An honourable guest awarding a prize shield to 1st position holder student.



Public throngs the AFAQ stall at Karachi International Book Fair



Zia Ul Hassan Qadri awarding a prize shield to winners



An overview of different activities organised by AFAQ at NBF, LIBF, KIBF

AFAQ Quiz Competition

Numerous students from leading schools of Islamabad and Karachi participated in the quiz competition organized by AFAQ. It was a productive activity where the kids exhibited their knowledge and were awarded prizes.

Colouring Competition

Another healthy activity that kept the kids busy at the AFAQ stall was the ongoing colouring activity where the children were provided with colouring pencils, papers and a place to draw their version of things. Children took special interest in this activity and kept coming in to display their colouring skills.

Young Writers' Conference

Another brilliant step taken by AFAQ at the NBF was the young writer's conference which was one of its kind conference for young children with brilliant writing skills. AFAQ takes pride in providing a platform for young children to enhance their writing skills.

LAHORE



Mr. Usman Ayub presenting a shield to famous poet and writer Amjad Islam Amjad



Young learners participate in competitions and win prizes



Teachers and school principals visiting the AFAQ stall

ACTIVITIES



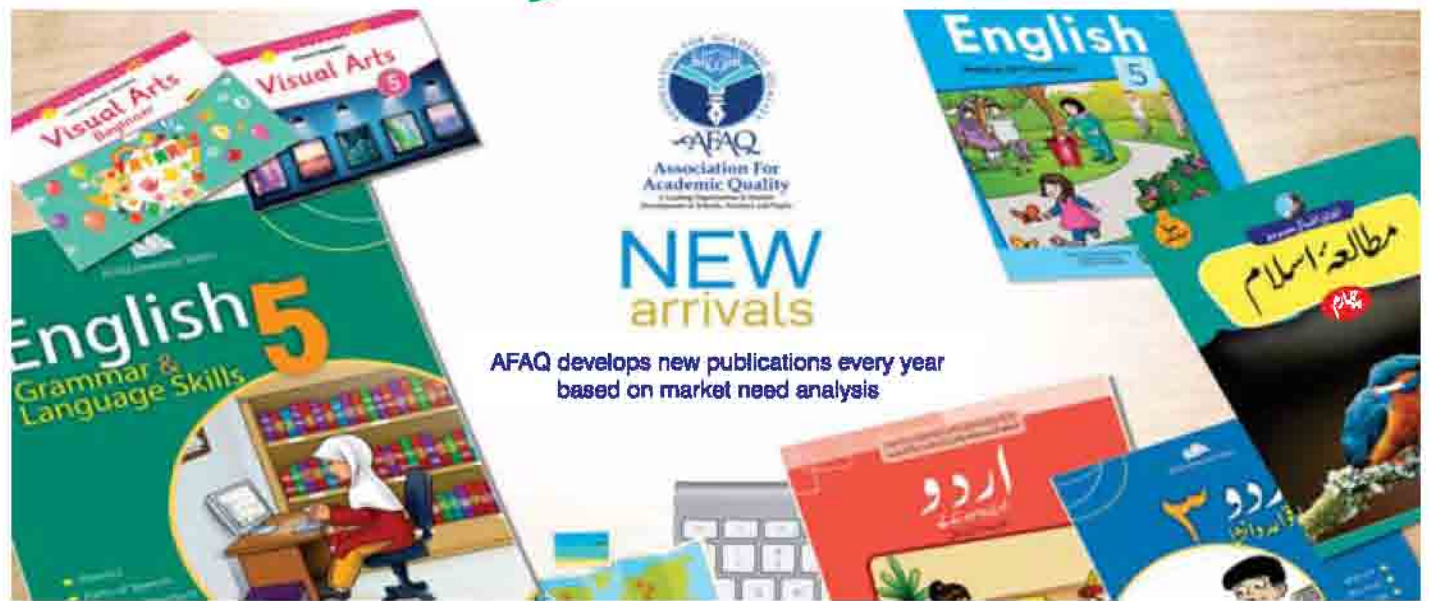
Well-known TV anchor Naveed Sattar visits the AFAQ stall



"Ik Sawmi Ik Insaan" and drawing activities at NBF organized by AFAQ



AFAQ awards prizes and certificates to students at the NBF stall



AFAQ develops new publications every year based on market need analysis

Grammar:

AFAQ Grammar Series (English and Urdu) fulfills all the grammatical requirements lacking in different books based on the National Curriculum.

This series helps students to apply principles of grammar, punctuation, syntax and learn lexical aspects of language for developing accuracy in their spoken and written communication. Special focus has been given to phonics and pronunciation to develop confidence for public speaking.



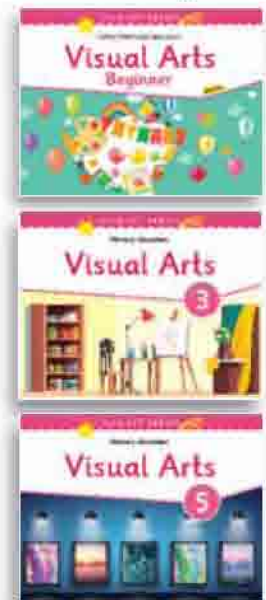
New Sun Visual Arts

This series is presented in a detailed and elaborate way with adequate practice of each concept.

Conceptual gaps have been filled by incorporating additional concepts and re-arrangement of SLOs as compared to local competitors. Appropriate integration of Islamic and character building education has been made within the content in all the books.

Visual Arts are the art forms that can be enjoyed using eyes, such as drawing, sculpture, painting, printmaking, design, photography, crafts and architecture.

It can be two dimensional and three dimensional. Two dimensional Art has only the dimensions of height and width such as the one found in paintings and drawings. A object that has height, width and depth like any object in the real world such as found in carving and weaving (sculptures and reliefs).



New Iqbal Primary Series

AFAQ Iqbal Series is based on the National Curriculum of Pakistan.

AFAQ Iqbal Series has been written using a direct style of writing. This method will help students to understand the concepts with ease. The content has been developed using an easy-to-difficult approach with a simple introduction of concepts explained with examples. Islamic integration has been done in an easy and simple way.

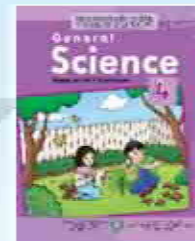
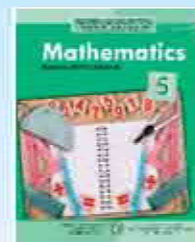
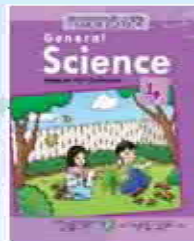




AFAQ MAKES HISTORY

by developing textbooks for the Federal Board

This series has been developed according to the National Curriculum 2017. The content is written in detail using an inductive approach with examples and activities which will help both students and teachers. The concepts and student learning outcomes are horizontally and vertically aligned in all grades. To meet the demand of oral and written communication, a special focus has been given to creative writing and public speaking with the help of presentations. Project-based activities have also been included.

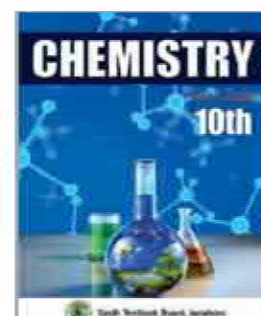
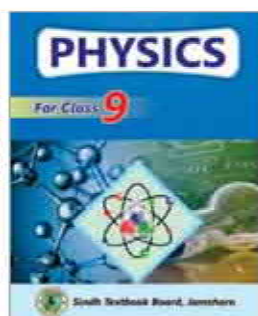
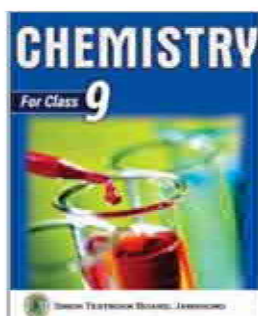


After Technical Examination and assessment process AFAQ qualified for the project of STBB (Sindh Textbook Board) development of Textbooks for the Session 2019-20

AFAQ's Research Department is currently working on textbook content development for Social Studies (VIII, IXth) Biology (IX, X) Physics (IX, X) Chemistry (IX, X) and Maths (IX, X) under guidance of Mr. Asif Mushtaq Director Operations AFAQ, and under supervision of Mr. Rafi Mustafa, AZH Hyderabad AFAQ.

After completing this project, AFAQ will also translate all its books in Sindhi and Urdu languages and also develop practical journals for all science subjects.

This is a great achievement of AFAQ Pakistan and Hyderabad region that will lead to spreading the Islamic vision and AFAQ's mission among young learners.





Islamabad



Karachi

AFAQ organizes 'Dealers Conference' in various cities

AFAQ organized Dealers Conferences in Lahore, Karachi, Islamabad, Quetta, Mardan, Sialkot, Faisalabad, Multan, Sukkur and other cities. These Conferences were attended by AFAQ's valuable dealers from all over Pakistan. The purpose was to listen to the challenges faced by AFAQ Dealers and to discuss the need for new AFAQ products to be launched in the market. AFAQ also wanted to bring harmony among the dealers by providing them with a "Get Together" opportunity.

During the conferences, awards were given to best dealers.

Shahid Warsi, CEO AFAQ, briefed the dealers regarding the Innovation In the development of textbooks.

The dealers appreciated the services of AFAQ and also identified new trends in the market as they shared their experiences.

Gift hampers along with certificates were given to the respected dealers at the end of the event.



Peshawar



Faisalabad



Mialkund



Quetta



Sialkot



Lahore



Mardan



Sukkur



Multan



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