

Concept Note JASHN-E-IQBAL

Youth Empowerment Society is a non-political & non-sectarian youth organization. It works on capacity building & promotes patriotic Culture by developing youth leaders to make Pakistan a beacon of hope. YES, since 2015(10 Years) has organized 450 Activities including camps, projects, campaigns & mega events e.g. Jashn-e-Iqbal & Jashn-e-Urdu.

Allama Iqbal is unanimously recognized as a cultural icon and holds the cohesive force to bind the nation & Muslim world together. In this era of identity crises and polarization, Iqbal is amongst one of the few personalities which are dear to every single Pakistani regardless of their ideological or socio-political affiliation.

Movement of Iqbal to strengthen our roots: It is the need of the hour to rejuvenate the youth with the roots of Pakistan that are found in the deep-rooted philosophy of Iqbal. Hence, we are organizing Jashn e Iqbal with patriotic zeal and zest.

Objectives:

1. To present Iqbal as a Cultural Icon and bind the nation together behind the Ideology of Iqbal(r.a)
2. To transfer treasured heritage by reconnecting youth to the philosophy of Iqbal(r.a)
3. To reinvigorate the spirit of Khudi and Patriotism in the Youth of Pakistan, and presents pragmatic solutions in the light of Iqbal's(r.a) Ideology.

Jashn-e-Iqbal: The variety of gatherings & activities that we are offering is unparalleled. We aim to bring the best Speakers around the globe. It will be a 03 days mega event with +80 exclusive sessions and 200+ guests from all walks of life. This will be full of Patriotism, Knowledge, Fun, Edu-Infotainment, & Ideology of Iqbal. yespak.org/Jashn-e-Iqbal

Sessions The variety of gatherings and activities that we are offering is unparalleled. We aim to bring the best speakers from around the globe. It will be a 03 days mega event with +70 exclusive sessions and 200+ guests from all walks of life.

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This event will comprise the following segments:

Educational Seminars	Motivational Sessions	Heroes Session	Talk Shows
Philosophical Sessions	Historical Sessions	Principle Conventions	Competitions
Ambassadors Session	Entrepreneur Session	Business Tycoon Session	Showbiz Session
Food Festival & Stalls Exhibition	Women Empowerment	Tribute to Pak Army & Police Force	Ghazal Night & Mushaira

A glimpse at the advertisement campaign for the event:

07 Stages	40,000+ Live Attendees	Digital Coverage 25+ Million
T.V reach 05 + Million	5,000 Streamers, 10,000 Brochures	60+ Educational Institutions

There is also a Pre-Event campaign for the students of the school, college & University level by engaging more than 10,000 Students in 60+ Academic Institutions, to connect them with the philosophy and Ideology of Iqbal.

This would be a mega event that would break all previous records and set the bar even higher.

Thanks in anticipation.

With the highest regards,



Irfan Butt
President YES
 Youth Empowerment Society