

WORLD MEMON ORGANISATION MIDDLE EAST CHAPTER YOUTH WING

DUBAI YOUTH CONFERENCE (DYC)
SHERATON DEIRA CREEK HOTEL
8TH APRIL 2016

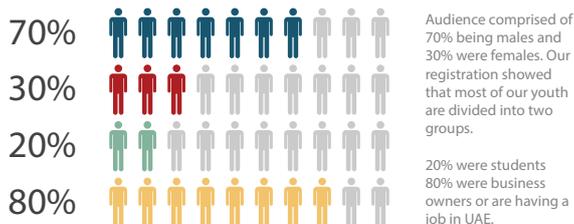
POST EVENT REPORT



The Power of Punch
Empowering mankind through youth

EMPOWERING THE YOUTH OF MIDDLE EAST

Dubai Youth Conference, held for the very first time in Middle East Chapter was a successful event. Attended by a total of 28 individuals young and old, the NYC promises to bring together a change in WMO Middle East Chapter.



The motto: **Power of Punch (Panjh)** - Making an impact in other people's life via team work and dedicated volunteers.



THE EVENT IN A NUT SHELL

"Good habits formed at youth make all the difference" - Aristotle

The **Dubai Youth Conference** featured four topics for the group discussions. **Education, Business 2 Business, Sports & Women Empowerment**. All groups were given support by one mentor (senior member of the BOM Middle East Chapter). All groups then presented their ideas to the panel where the audience (other three groups) were to challenge their ideas and plans to make it competitive and devise practical ideas rather than vague or open ended ideas.

The event also featured **Mr. Dhiresh Kukreti**, HOD Marketing for Al Baker IFFCO group who spoke about the growing market trends in the MENA region.

The panel had a Q&A session with the groups and pointed out their reservations and advised the groups to come back within 3 months with concrete action plan.

The most **impressive** presentation was made by the team of **Women Empowerment** where they discussed the reasons for supporting women equally and giving them a chance to express themselves.

THE IDEAS

EDUCATION TEAM

MENTOR: MR HAROON KARIM

The education team lead by Abdul Basit proposed an idea of having memon run schools with a much more reasonable rate as compared to the industry standard in Dubai. They also emphasized on upgrading the mindset of the parents who cut down on education of the children as a result of being in recession.

BUSINESS 2 BUSINESS TEAM

MENTOR: MR YUSUF KAMDAR

Lead by Omer Khanani, the team proposed an idea of having memon directory in the UAE. The panel agreed to the team of B2B to work closely with the Ladies Wing of Middle East Chapter as a similar idea has already been initiated by the women. However, the team suggested marketing the directory to the Youth where they can promote a business idea to a group of buyer who would be interested in investing on the idea. Hence, empowering youth.

WOMEN EMPOWERMENT TEAM

MENTOR: MRS FAZILA YUSUF KAMDAR

Lead by Afifa Ali, the team proposed several ideas as they would run parallel to each other. However, the key point emphasized by the group was the need of bringing in equality and stop gender discrimination from major aspects of cultural values. The group proposed to have an Women Entrepreneurship (WE) to motivate the ladies and girls living in UAE to portray their talent and skills to a wider range of audience.



SPORTS TEAM

MENTORS: MR FAROOK KASSIM & SALMAAN HUSSAIN

After two mega events in Srilanka in a space of 3 years, the sports division is surely an active part of WMO in general. The sports team lead by Saddiq Mohd proposed an idea of building a commercialised centre that could feature Sports arenas, banquet halls, meeting rooms, etc. The idea was well received because Dubai is an expensive market and having our own memon run and owned community centre would not only gather the youth and the old, it would also generate revenue for World Memon Organisation as we could lease it out to general audience as well.

Mr Haroon Karim supported the idea and acknowledged the need for a community centre. He also mentioned MAUK community centre in UK and informed the success story of the establishment since 2001.





MR. DHIRESH KUKRETI - SHARING TRENDS & KNOWLEDGE

TOPIC: GROWING MARKET TRENDS
SPEAKER: MR DHIRESH KUKRETI
ORGANISATION: IFFCO GROUP

Mr Dhiresk Kukreti spoke to the youth in regards to the current market trends and how the technology advancement has made a solid impact not only in business but also on human behaviors. His presentation also focused on how the youth in MENA region reacts to certain changes brought upon them by various brands. Example which he gave was of Smartphone which is seen as a family member in the life of a common man.

His insight on MENA region and the current trends were surely helpful to a lot of young entrepreneurs present at the Dubai Youth Conference



FROM LEFT: MR FAROOK KASSIM, MR IQBAL DAWOOD, MR HAROON KARIM, MR YUSUF KAMDAR & MRS YUSUF KAMDAR

Report by:
 Salmaan Hussain

CONCLUSION:

The target for the Dubai Youth Conference apart from the knowledge exchange and networking was to inform the youth what World Memon Organisation stands for. The real face of WMO being an organisation serving mankind was put out for the youth to see and understand that beyond the entertaining events, the organisation does everything they can to serve anyone, anywhere and anytime.

The NYC resulted in Middle East Youth Wing recruiting 5 new members and the Chairman of the Middle East Youth Wing celebrated the 3rd Year Anniversary of the Youth Wing and also announced restarting the long lost Middle East Youth Newsletter which was discontinued in 2014 after 4 editions.

The purpose behind The Power of Punch was to promote team work rather than individual sparks. NYC recruiting 5 members coincidentally packed a punch for Women Empowerment.

Also announced within the new team was the future events lined up for the Middle East Chapter, they are:

1. Men's Bowling Championship - Season 4
2. Women's Bowling Championship - Season 2
3. Squash Open Tournament - Season 2
4. Md Ghazi Vahedna Sports Festival - Season 4
5. Women Entrepreneurship 2016



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DYC '16

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 DUBAI, UNITED ARAB EMIRATES