



Character  
Education  
Foundation

# Character Building Program



[www.cef.org.pk](http://www.cef.org.pk)



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The first-ever holistic character-building program in Pakistan for our young generation—guided by Quran and Sunnah. It nurtures resilience, instills impeccable values, and shapes future leaders to thrive in a world of endless possibilities.

**Our Vision:** Building a brighter future of Pakistan.

**Our Mission:** Striving for the establishment of a welfare society through character building of our young generation, guided by the principles of Quran and Sunnah.

Our Character Building Program (CBP) is built upon our signature character-building model "Character DNA", which emphasizes the development of 25 key traits in our young generation. This approach embodying Hasanah Tarbiyah philosophy, aims to cultivate these qualities deeply within them just like DNA, fostering the growth of virtuous individuals and responsible citizens, ultimately shaping their character for a brighter future.

[cef.org.pk](http://cef.org.pk)






**Dear Patron,**


Character Education Foundation (CEF) is on a heartfelt mission—to raise a generation rooted in values, purpose, and faith. Our Character Building Program (CBP) is designed to shape hearts and minds with strong morals, clear direction, and deep emotional intelligence.

This is more than just a set of books or digital resources. It is a complete system built with care. It is a powerful combination of structured curriculum, hands-on training, and engaging methodologies that bring real change.

Our character-building curriculum focuses on 5 core areas and 25 key traits. With modern, research-backed techniques like storytelling, role-playing, and real-life applications, children don't just read about good character—they live it.



Every resource you see in this brochure is part of a bigger dream. These books come with teacher guides, video lessons, classroom activities, model papers, and mentoring tools—everything needed to make learning personal, practical, and powerful.



Our program helps  
children grow in kindness, honesty,

gratitude, discipline, and leadership—all inspired by the teachings of Quran and Sunnah, but brought to life in everyday actions.

We are proud to share the nationwide impact of our work:



**99+ Book  
Titles  
Developed**



**42,000+  
Educational  
Institutions  
Engaged**



**7.1 Million+  
Students  
Empowered  
Annually**



**12,000+  
Teacher  
Training  
Workshops  
Conducted**



**100,000+  
Teachers  
Trained**



**21 Million+  
Books  
Delivered**

This isn't just a brochure. It's an invitation to be part of a movement that's changing the future, one child at a time.

Reach out, book a demo or plan a training session. See how our Character Building Program (CBP) is planting seeds of goodness in every classroom and beyond.

Warm regards,  
**Team Character Building Program**  
**Character Education Foundation**



# Character Building Program

## Shaping Values, Purpose, and Leadership

Our Character Building Program (CBP) is a holistic, values-based educational initiative. It is designed to nurture moral strength, emotional intelligence, and purposeful living in our young generation. Rooted in Quran and Sunnah, the program is built around our Character DNA Model, based on Hasanah Tarbiyah philosophy, which focuses on five core areas and 25 essential character traits—including honesty, empathy, gratitude, discipline, and responsibility.

This model serves as the foundation of a structured curriculum enriched with interactive books, engaging activities, and real-life applications that help students internalize these values. Teachers receive specialized training, detailed lesson plans, video tutorials, app and academic support to ensure effective delivery.

The goal is to raise a generation that does not just understand good character—but lives it. It aims to build stronger individuals, families, & communities across Pakistan. It is the education that shapes both the heart and mind.

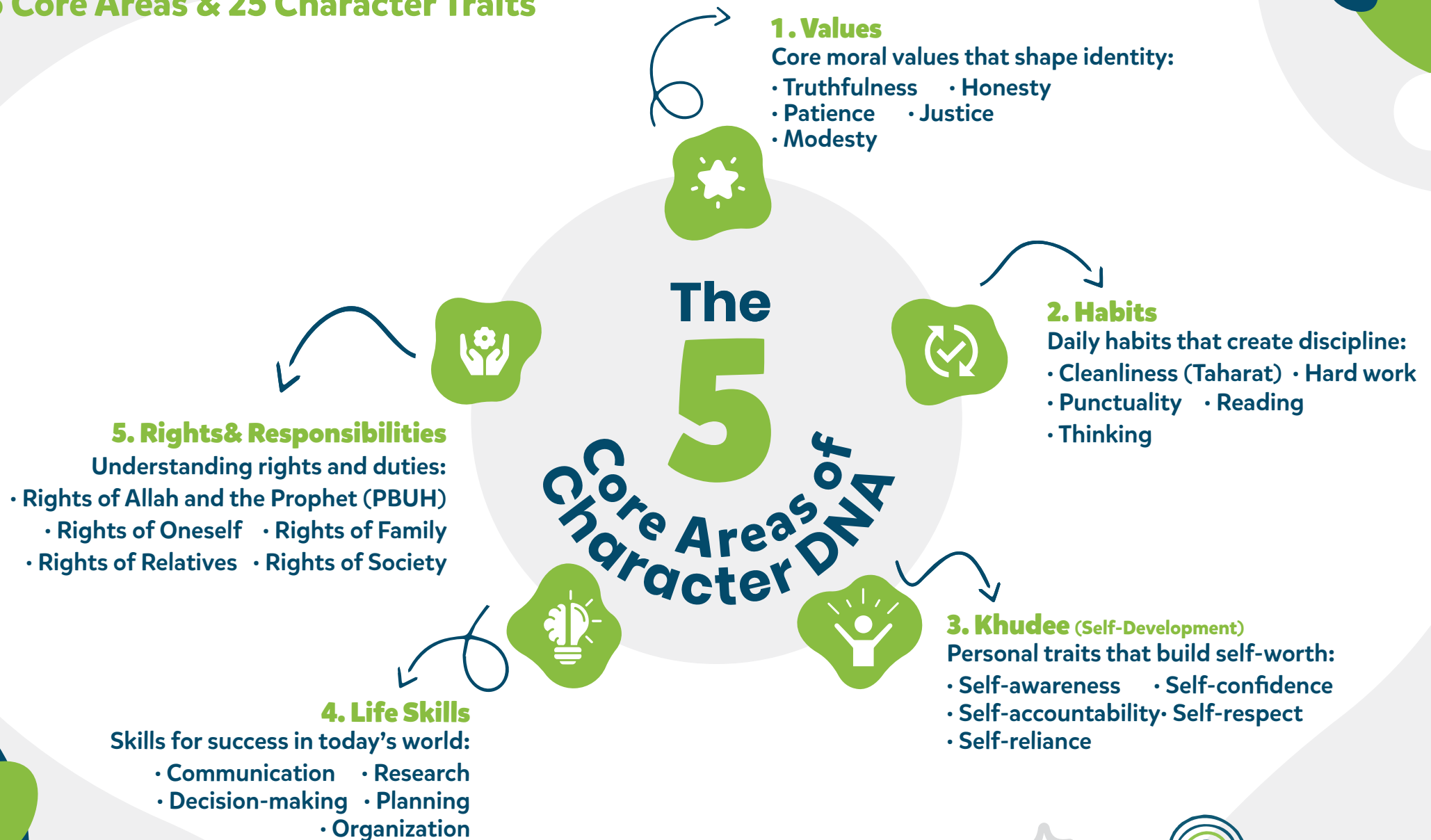
Flip through this brochure to explore how CBP is making a difference—and how you can be part of it!





# Character DNA Model

## 5 Core Areas & 25 Character Traits



# Our Publications



## Hasanah Tarbiyah Series

**Hasanah Tarbiyah Series (Level 1-5)** is a vibrant, value-based curriculum for primary school children. It features stories, poems, activities, and PowerPoint presentations designed to build core values, creativity, and life skills. With teacher-parent guides and interactive tools, it nurtures imagination, responsibility, and purposeful learning in young minds.



## Story Books

**Sub Se Sachchey Qissey (Prophetic stories)** is a book for middle school children. It shares stories and events from the lives of the Prophets. The stories are simple, engaging, and easy to understand. An activity book helps children apply what they learn for character-building and practice.

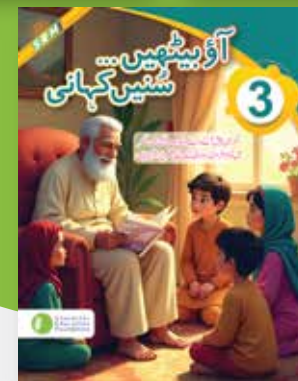


## Story Books

**Seerat Kahani (Seerah of Muhammad SAW)** is a book on the Seerah of Prophet Muhammad (peace be upon him). It shares engaging stories from birth to passing. Beautiful illustrations keep children interested. Stories highlight 25 character traits. A separate activity book helps apply lessons to life.



**Aao Baithein Sunein Kahani** is a series of books with engaging stories for children about family issues. Solutions are based on the Seerah of Prophet Muhammad (peace be upon him). One story is shared daily after dinner. It builds character and strengthens family bonding and communication.





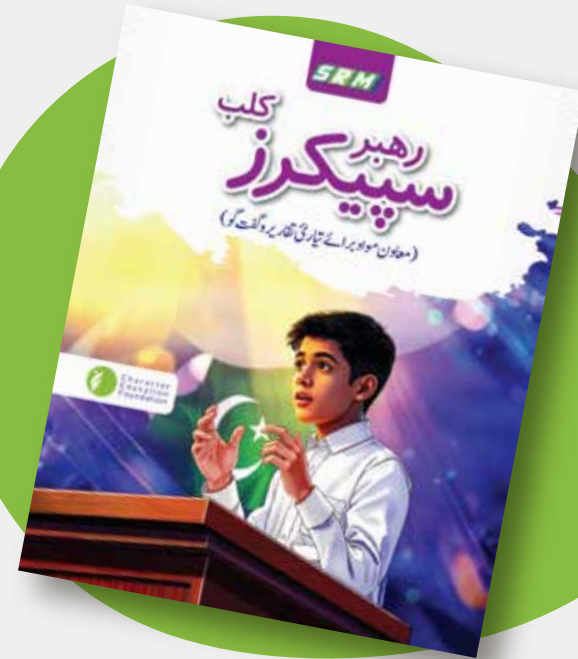


## Clubs

**Rahbar Writers Club** is a book that provides comprehensive instructions for establishing and guiding how to run a Writers Club. It offers golden principles, structured guidance, and practice sheets for free writing. Children are encouraged to write creatively beyond traditional formats through storytelling, dialogue, character building, and letter writing.



**Rahbar Speakers Club** is a book that offers complete instructions for forming a Speakers Club. It guides at each stage clearly to help children become effective speakers. Moreover, it provides speech guidance on 25 character traits, offering a valuable opportunity to build confident, impactful speakers.



## Self Accountability Diaries

**Tazkiyah Diary** is an exceptional practice for personal purity, featuring eight key promises and goals related to personal conduct. These promises are reviewed daily for 40 days, reinforcing Tazkiyah (self-purification) and reminding individuals of their commitments. The Tazkiyah Diary offers a simple and complete solution for personal development.



**Hasanah Diary** is a series that includes self-assessment of children's actions and review activities conducted once a week. It covers all the days of the week with just 10 key achievements addressing the objectives for each week. It offers an effective method for evaluating children's behaviors and actions providing motivation for future progress. This continuous approach to achieving goals ensures significant changes in their lives.



## Guides for Parents and Teachers



**Qabil-e-Rashk Asatiza Ki Khubiyan** is a book that aligns teachers with 25 key traits for character building. It helps teachers become admirable role models, understand their essential rights and responsibilities, and define their identity. It also builds self-awareness and essential 21st-century teaching skills.



**Taleem aur Us ke Mabahis** is a book for lifelong learners who want to gain useful knowledge and truly care about educating others. It aims to guide those who have made learning important in their lives and focus on doing good deeds in everything they do.



**Hasilat-e-Ta'allum** is our curriculum book based on Specific Learning Outcomes (SLOs) and serves as the guiding document for all character-building content and curriculum.



Start your child's character building journey with confidence and ease. Explore our book catalogue or visit our bookshop for direct purchases by clicking the below-mentioned links.

<https://cef.org.pk/wp-content/uploads/2025/02/CEF-Books-Catalogue-2024.pdf>

<https://cef.org.pk/shop/>



# Our Maps



**Seerah Maps:** To help better understand Seerah – the life of the Prophet Muhammad (SAW) CEF has developed and published the following educational maps. These visual aids are designed to help understand the key events and geography of the Prophet's life through detailed, accurate representations:

**1. Makkah Valley Map:** A detailed topographical map of Makkah and its surrounding areas to visualize the landscape during the Prophet's (ﷺ) time.

**2. Madinah Map:** A geographical depiction of Madinah as it existed during the time of the Prophet Muhammad (ﷺ), highlighting key locations and tribal settlements.

**3. Hijrah Route Map:** A step-by-step visualization of the migration journey from Makkah to Madinah, showing major stops and events along the route.

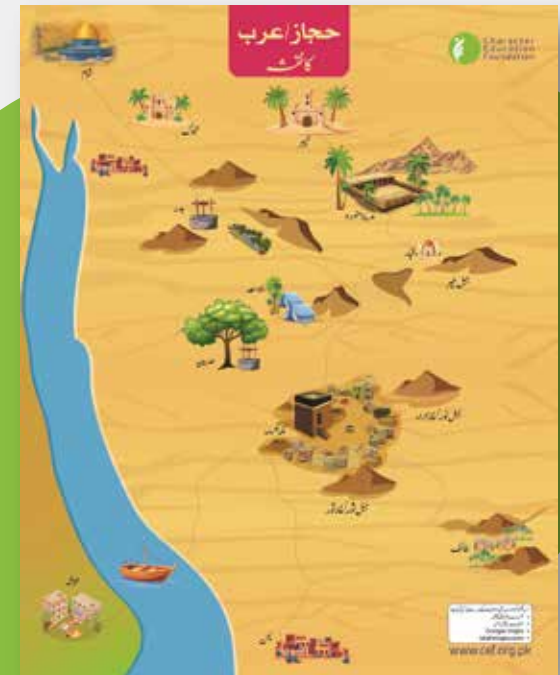
**4. Battle of Badr Map:** A strategic map showing the troop positions, geography, and key moments of the first major battle in Islamic history.

**5. Battle of Uhud Map:** This map illustrates troop placements, significant events, and the mountainous terrain involved in the Battle of Uhud.

**6. Battle of Ahzab Map:** Highlights the defensive trench strategy and layout used during the Battle of the Confederates (Ahzab).

**7. Hijaz Region Map:** A historical and geographical map of the broader Hijaz region, providing context to the locations of major events in Seerah.

**8. Islamic World Map:** Displays the major cities, tribes, and areas of expansion during the Prophet's (ﷺ) lifetime, offering insight into the early growth of Islam.



These maps serve as powerful tools to visualize and connect with the historical journey of the Prophet (ﷺ), making the Seerah more engaging and easier to understand for all ages.





# Our Digital Resource Material

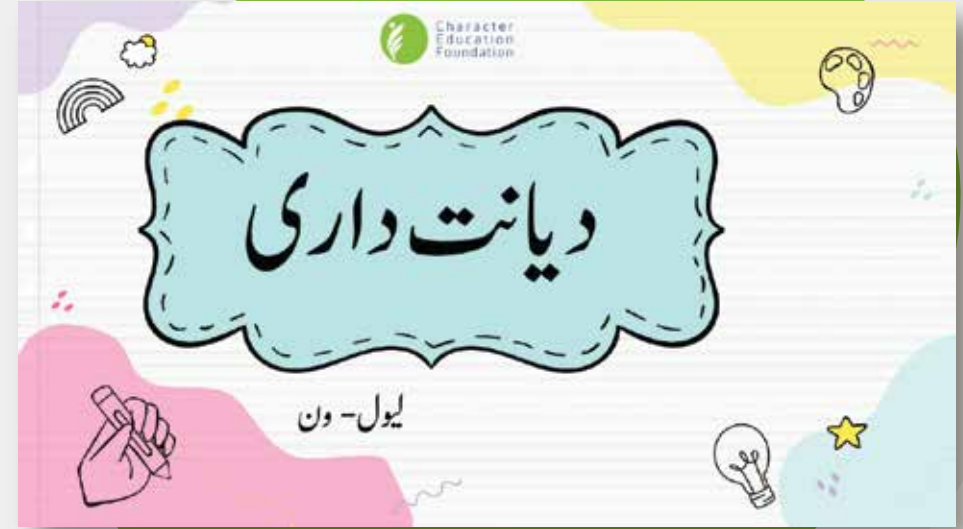


**Workshops:** A total of 250 workshops promote character building, with 25 workshops for each of the 25 attributes at every grade level. Tailored to children's interests, these workshops use audio-visual aids and interactive tools. They include behavior-changing exercises and real-life examples, focusing on personal growth while minimizing extra coursework.

Start your child's character building journey with confidence and ease. Enroll through our online portal for a seamless learning experience by clicking the below-mentioned link.

<https://cefonlineacademy.com/>

**Iqbal App** offers insights into Allama Iqbal's life, poetry, and writings. Each poem includes explanations, meanings, and audio-visual content. It features a children's section with translations, quizzes, and PDF resources, along with an alphabet-based poetry recitation feature.





# Join the Mission- Empower the Future!



We invite you to join us in our transformative mission at Character Education Foundation (CEF) to build a generation with impeccable values, strong character, and unwavering moral integrity. Your support will help us reach thousands more students, schools, and communities, driving transformative change across Pakistan.

You can join us by contributing through donations that directly fund our Character Building Program (CBP) for book, app and animated series development, teacher training, and other character-building initiatives. Every contribution will empower the future of our young generation.

You can also volunteer your time, skills, or resources to support our efforts on the ground. It will accelerate our efforts of building our young generation's character in such a way that integrity, values, and strong morals become as deeply embedded in their DNA as their genetic traits, shaping a brighter future of Pakistan.

## Donate Now

[www.cef.org.pk/donate/](http://www.cef.org.pk/donate/)

## Become a Volunteer

[www.cef.org.pk/join-us/](http://www.cef.org.pk/join-us/)

You can also make direct contributions using the payment details provided below:

### Faysal Bank Limited

#### For General Donation:

**Account Title:** CEF-Character Education Foundation  
**IBAN#:** PK43 FAYS 3420 3010 0000 2080

#### For Zakat Donation:

**Account Title:** CEF-Character Education Foundation Zakat  
**IBAN#:** PK89 FAYS 3420 4360 0000 6847

## Get in Touch With Us:

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CEF is a company set up under section 42 of the Companies Act, 2017.

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Islamabad – 44000

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