



Character
Education
Foundation

Community Development Program

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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 Community Development Program 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.

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Dear Patron,

Pakistan's younger generation holds immense promise and is poised to become a powerful force for positive change. With the right leadership, entrepreneurial mindset, and strong community bonds, they can build a brighter, united future. Recognizing this opportunity, Character Education Foundation (CEF) proudly launches its Community Development Program (CDP).

CDP is a transformative initiative designed to nurture responsible, empowered citizens equipped with leadership skills, empathy, and 21st-century competencies. Through strategic community projects, academic support, and values-based mentoring, CDP aims to build strong, self-reliant communities across Pakistan.

Our program includes the Community Development Initiative, which partners with local stakeholders to create impactful, region-specific projects. CLE Education promotes citizenship, leadership, and entrepreneurship among students, while OSP Character Building supports orphaned children through moral and character development. The Educational Advancement Initiative addresses academic gaps, enhances teaching quality, and guides students in making informed career choices.



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We invite you to explore this brochure and discover how CDP is shaping a brighter, more resilient and a brighter future for Pakistan

Warm regards,
Management Team
Character Education Foundation

Community Development Program (CDP)

Empowering Communities, Shaping Futures

Today's education focuses on individual success, neglecting community development and collective growth. Character Education Foundation (CEF) launches its Community Development Program (CDP) to build strong, self-reliant communities in Pakistan. CDP nurtures responsible citizens by equipping them with leadership skills, emotional intelligence, and modern competencies. Through Community Development Initiative, CEF partners with local stakeholders to implement impactful community projects. CEF Education promotes citizenship, leadership, and entrepreneurship among students, while OSP Character Building empowers orphan children through values-based education. The Educational Advancement Initiative strengthens academic skills, improves education quality, and provides career counseling to help students make informed career choices. CDP addresses Pakistan's youth challenges and ensures sustainable social, moral, and economic development—laying the foundation for a stronger, united future.

CDP offers 2 main initiatives including **Community Development Initiative (CDI)** and **Educational Advancement Initiative (EAI)**.

Flip through this brochure to discover the impact of CDP—and learn how you can join hands in creating meaningful change.





Community Development Initiative (CDI):

Empowering Communities Through Education and Sustainable Growth

Character Education Foundation's (CEF) Community Development Initiative (CDI) strengthens communities by promoting accessible education and addressing social, economic, and environmental challenges. Through strategic partnerships with local stakeholders, CDI implements diverse, region-specific development projects that offer sustainable solutions, empower individuals, and foster long-term community resilience. The initiative is designed to build vibrant, self-reliant, and thriving communities across Pakistan.

CDI focuses on two core areas:

- **CLE Education**
- **Orphan Support Program for Character Building.**

CLE Education

(Citizenship, Leadership, and Entrepreneurship)

- **Citizenship Education** develops civic awareness and social responsibility through monthly campaigns and development programs, enabling students to contribute to their communities.
- **Leadership Development** enhances students' ability to lead, communicate, and solve problems through mentorship and experiential learning.
- **Entrepreneurship Training** equips students to build small businesses using local resources, fostering innovation, and economic growth.

Outcomes include responsible citizenship, leadership skills, entrepreneurship, United Nation's SDG alignment, public-private collaboration, and clean, green communities.



Orphan Support Program (OSP)

From Lost to Loved, Building Their Brighter Tomorrow

Character Education Foundation's (CEF) Orphan Support Program (OSP), in partnership with Zakat Foundation of America (Pakistan Chapter), nurtures the character development of over 200 orphan children in Rawalpindi and Attock. The program focuses on 25 essential character traits, including values, habits, skills, rights, and self-grooming — ensuring holistic development and equipping students with the vital 21st-century competencies.

CDI is transforming lives, building strong communities, and shaping Pakistan's future through impactful education and empowerment initiatives.



Educational Advancement Initiative (EAI)

Transforming Education for the 21st Century

Character Education Foundation's (CEF) Educational Advancement Initiative (EAI) is designed to bridge critical gaps in formal education by improving quality, accessibility, and relevance. EAI focuses on modernizing Pakistan's education system through innovative teaching methodologies, digital integration, curriculum reform, and professional development for educators. The goal is to equip students with essential 21st-century skills and foster an inclusive, equitable, and future-ready learning environment.

EAI comprises three key components including **Concept Mastery Initiative (CMI)**, **Enhancing Quality Education (EQE)** and **Career Counseling**.

EAI is transforming education to prepare Pakistan's youth for academic success, personal growth, and national development.



Concept Mastery Initiative (CMI)

Enhancing Academic Excellence for Hifz Students

Character Education Foundation's (CEF) Concept Mastery Initiative (CMI) is an innovative educational model designed to help students, especially Hifz students, deeply understand core academic subjects like Science, English, Urdu, and Mathematics—even with limited study time. CMI bridges the gap between religious and academic education, enabling learners to achieve balanced growth through the modern, outcome-driven learning strategies.

CMI focuses on concept-based learning, replacing traditional rote memorization with critical thinking, 21st-century skills,

and activity-based instruction. The program features a homework-free model, teacher-led learning, interactive lectures, and digital integration—all aligned with Pakistan's Single National Curriculum (SNC).

Initially piloted in a Grade 6 institution, CMI was successfully implemented at Al-Quran Academy Dhirkot, allowing Hifz students to excel academically despite time constraints.

CMI offers:

- Comprehensive teacher manuals for

Grade 6 and 7 in Science, English, and Urdu aligned with SNC.

- A textbook-free model focused on achieving Student Learning Outcomes (SLOs) through conceptual clarity.

- Improved student engagement, teacher effectiveness, and critical thinking skills.

CMI empowers Hifz students to pursue academic success alongside Quran memorization, offering a transformative solution for integrated, future-ready education in Pakistan.



Enhancing the Quality of Government Schools

Teachers' Capacity-Building Initiative

Character Education Foundation's (CEF) "Enhancing the Quality of Government Schools through Teachers' Capacity-Building" is a long-term education reform initiative, launched through a 10-year MoU with the Jhelum Education Department. The program is currently being implemented at Government Primary School Bhatia, aiming to raise educational standards through continuous teacher training and professional development.

The core of this initiative is Continuous Professional Development (CPD), designed to equip government school teachers with advanced pedagogical skills, updated subject knowledge, and proficiency in educational technology. Teachers receive weekly training sessions conducted by expert educationists and participate in exposure visits to model institutions to learn best practices and innovative teaching methods.

Last year, multiple structured CPD sessions were conducted, benefiting a significant number of teachers with enhanced teaching methodologies and effective classroom strategies.

Impact Highlights:

- Improved student learning outcomes through skillful teaching.
- Strengthened classroom engagement and teaching quality.
- Significant increase in student enrollment, reflecting community trust.



Career Counseling:

Guiding Students Toward a Purposeful Future

Character Education Foundation's Career Counseling Program is a strategic initiative designed to help students in Pakistan make informed, confident, and goal-oriented career choices. In today's competitive world, selecting the right career path is one of the most crucial decisions in a student's life. Unfortunately, many students in Pakistan lack proper guidance during these critical phases, often leading to confusion and missed opportunities.

This program addresses the growing need for career guidance in Pakistan, enabling students to discover their true potential, align their career paths with personal interests, and make decisions that reflect their strengths, values, skills, aptitudes, and personalities. Through expert counseling, students receive structured support and reliable information to pursue careers that promise personal satisfaction and future success.

Key Objectives of Career Counseling:

- Help students explore career paths aligned with their interests and goals.
- Identify individual strengths, weaknesses, and skillsets.
- Provide access to educational and career planning resources.
- Set clear, achievable career goals for long-term success.

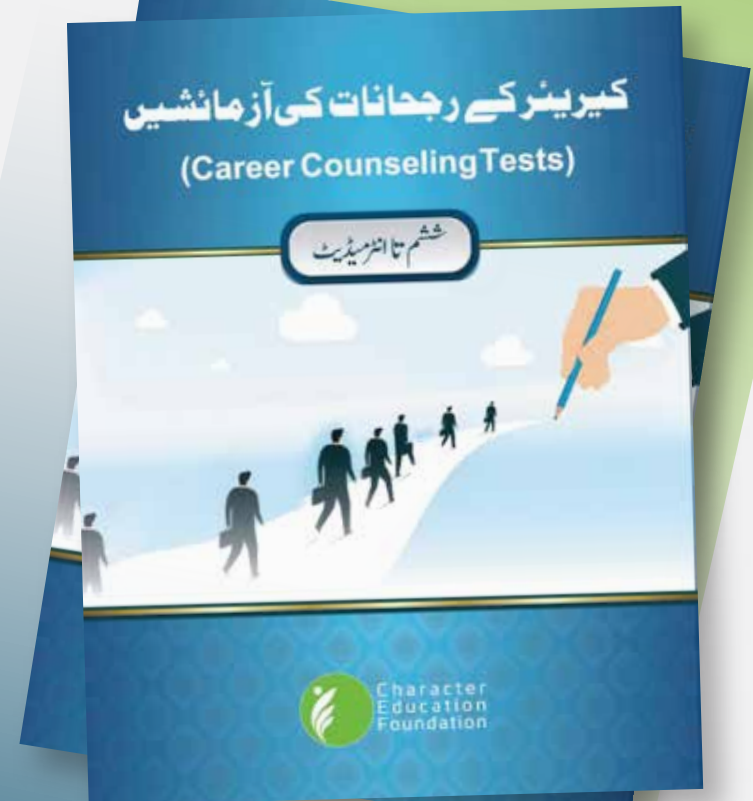
Explore the Career Counselling Test from our book catalogue, visit our bookshop for direct purchases, or enroll through our online portal for a seamless learning experience by clicking the below-mentioned links.

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

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CEF aims to empower 10 million students across Pakistan this year, transforming their futures through informed career decisions and holistic personal development.





Join the Mission

Make a Lasting Impact

Pakistan's future depends on empowered youth and strong communities. CEF is committed to transforming lives through leadership, character building, and quality education. Our mission addresses critical challenges—lack of direction, skills, and community engagement—by nurturing responsible citizens and future leaders. We invite you to become a part of our mission— a mission to shape a generation rooted in Quranic values, moral integrity, and strong character. Together, we can create a brighter, more self-reliant Pakistan.

Your support can help us shape a generation that uplifts not only themselves but the nation. You can also volunteer your time, skills, or resources to support our efforts on the ground.

Donate Now

www.cef.org.pk/donate/

Become a Volunteer

www.cef.org.pk/join-us/

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

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

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