



Character  
Education  
Foundation

Crafting Characters,  
Inspiring Futures

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

# Crafting Characters, Inspiring Futures

CEF offers a holistic character-building program for our young generation that cultivates resilience, nurtures values, and develops tomorrow's leaders for a world of endless possibilities!



**TRANSPARENCY**

**EXCELLENCE**

**INNOVATION**

**SENSE OF  
RESPONSIBILITY**

**COLLABORATION**

# About Character Education Foundation (CEF)

Character Education Foundation (CEF) shapes character, ignites potential, and develops resilient leaders through programs guided by values like collaboration, excellence, and responsibility, all rooted in the teachings of the Quran and Sunnah.



## **VISION**

Building a brighter future of Pakistan



## **MISSION**

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



## **VALUES**

Collaboration, Excellence, Innovation, Transparency and a Sense of Responsibility.



# Turning Vision Into Reality

## Key Milestones In Our Journey

Highlights of our significant milestones showcasing our dedication, and the progress we have made towards fulfilling our mission.

Developed

**99+**

Book  
Titles

Engaged

**42K+**

Educational  
Institutions

Empowering

**7.1M+**

Students annually  
through our courses

Conducted

**12K+**

Training  
workshops

Trained

**100K+**

Teachers

Delivered

**21M+**

books





# Our Executive Chairman



## **Mahmood Ahmed**

Founder & Executive Chairman

Mahmood Ahmed, the esteemed founder of Character Education Foundation (CEF), brings a distinguished record of accomplishments of over 25 years in non-profit management. His visionary leadership is exemplified by the success of READ Foundation, which caters to the educational needs of more than 120,000 students spanning 400 schools. Through Quranic teachings and character education, he positively empowers the lives of over 1.5 million children.

# Our Vice Chairman & CEO

## **Syed Muhammad Mansoor Shakil** Vice Chairman & CEO

Mansoor, volunteer Vice Chairman & CEO of Character Education Foundation (CEF) oversees its strategy and operations. He began his career at the International Institute of Islamic Thought (IIIT) and taught Islamic Jurisprudence at IIUI. With publications at Harvard and co-authorship of an Islamic Finance textbook, he has 18+ years of social impact investing experience, holding senior roles at Fajr Capital, HSBC Amanah, and Al Rayan Investment. He holds LL.M. degrees from Harvard and Cambridge.



## Our Signature Character-Building Model

# Character DNA Model

In a world full of distractions and challenges, children need more than academic knowledge — they need values that guide their choices, shape their character, and prepare them to lead meaningful lives. Character DNA is our way of making character-building engaging, relevant, and impactful.

Character DNA is a unique and young generation-focused character development model designed by Character Education Foundation. It reflects our belief that strong values should be deeply rooted—just like DNA. This model is grounded in the timeless teachings of the Quran and Sunnah, yet speaks in a language today's generation can relate to.

### Character DNA



#### Develop

##### Impeccable Values

We help our young generation to build a solid foundation of honesty, respect, responsibility, and empathy.



#### Nurture

##### Meaningful Life

We guide our young generation to live with meaning, understand their role in society, and stay connected to a higher purpose.



#### Aspire

##### to Lead

We inspire our young generation to rise from mediocrity, make ethical choices, & become confident, values-driven leaders.

### Integration in All Our Programs

Our Character DNA Model is the heart and soul of all our learning programs. Its Power Code shapes self-awareness and moral integrity in our young generation, embodying the Hasanah Tarbiyah philosophy of purposeful and values-based upbringing.

Character DNA Model focuses on 25 key character traits under five core areas. Built on the Hasanah Tarbiyah philosophy, it helps children grow into confident, responsible, and value-driven individuals—rooted in the teachings of Quran and Sunnah.

### Power Code of Character DNA

The Revolutionary 5 Core Areas and 25 Character Traits

#### Values

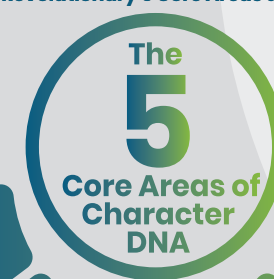
Core moral values that shape identity:

- Truthfulness
- Honesty
- Patience
- Justice
- Modesty

#### Habits

Daily habits that create discipline:

- Cleanliness (Taharat)
- Hard work
- Punctuality
- Reading
- Thinking



#### Khudee (Self-Development)

Personal traits that build self-worth:

- Self-awareness
- Self-confidence
- Self-accountability
- Self-respect
- Self-reliance

#### Life Skills

Skills for success in today's world:

- Communication
- Research
- Decision-making
- Planning
- Organization

#### Rights & Responsibilities

Understanding rights and duties:

- Rights of Allah and the Prophet (PBUH)
- Rights of oneself
- Rights of family
- Rights of relatives
- Rights of society

# Programs

Our comprehensive programs are designed to cultivate the character of our young generation. By focusing on values and ethics, we equip our young generation with the tools they need for personal and social development, fostering a brighter future for individuals and communities alike.



**Character  
Building  
Program**



**Quran &  
Sunnah  
Program**



**Community  
Development  
Program**



**Youth  
Leadership  
Program**



**Mentor  
Development  
Program**



## Programs

# Character Building Program

Character Building Program (CBP) entirely focuses on CBP encompasses:

Character DNA Model and its power codes. The 5 core areas and 25 essential character traits help to shape young minds. This program was developed after extensive consultations with teachers, scholars, parents, educators, and psychologists. It aims to prepare children to become strong, confident, and socially responsible individuals.

- Skills needed for success in the 21st century
- Qualities that foster a deep understanding of Allah (SWT), religion, and Pakistan's ideology
- Tools to transform character, behavior, and conduct
- A vision for building a bright future for the next generation
- Strategies to face unseen challenges of modern times

1



**VALUES:** These 5 values include:

- Truthfulness • Honesty • Patience
- Justice • Modesty

2



**HABITS:** These 5 habits include:

- Cleanliness (Taharat) • Hard-work
- Punctuality • Reading • Thinking

3



**ATTRIBUTES OF KHUDEE (SELF):** These 5 dimensions of khudee include:

- Self-Awareness • Self-Confidence
- Self-Accountability • Self-Respect
- Self-Reliance

4



**SKILLS:** The 5 most essential skills and competencies required in today's world include:

- Communication • Research
- Decision-Making • Planning • Organization

5



**RIGHTS & RESPONSIBILITIES:** This encompasses the recognition of 5 major rights & responsibilities mandatory upon individuals. These include:

- Rights of Allah and the Prophet (PBUH)
- One's own rights • Those of family
- Relatives • Society

## Six key influencers in building the character of our young generation:

Through research, we have concluded that six key influencers that shape children's character include curriculum, teachers, parents, peers, extracurricular activities, and media. Character Education Foundation (CEF) offers comprehensive materials and resources for each area.

### CBP offerings:

- Specially designed curriculum books for primary and secondary students
- Short-story videos addressing family and household issues
- The Iqbal App, showcasing Allama Iqbal's life, poetry, and works
- Clubs for writers, speakers, science, and arts
- Guides and workshops for teachers and parents
- Online courses for broader access

This holistic approach ensures consistent, impactful character-building for our young generation.



## Programs

# Quran and Sunnah Program (QSP)

Quran and Sunnah Program (QSP) offers Quranic education to students across Pakistan, in both government and private schools. Millions of students benefit from our Nazirah and Fahm-ul-Quran courses, designed using Total Physical Interaction's innovative teaching method. It empowers many to connect deeply with the Quran.

Quran & Sunnah Program offerings:

- **Nazirah Quran:**

This unique curriculum, designed for students from kindergarten to grade 5, helps them read the Quran correctly.

- **Fahm-ul-Quran:**

A comprehensive program for grades 6 to 12, enabling students to understand and translate the Quran.

- **University-Level Quranic Studies:**

A curriculum in Tajweed and Fahm-ul-Quran for university students, spanning three credit hours.

- **Hifz with Understanding:**

A three-year program from classes 6 to 8, allowing students to memorize the Quran while understanding its teachings, along with studying core subjects like Urdu, English, Maths, and Science.

Our curriculum is approved by:



National Curriculum  
Council  
(NCC)



Punjab Curriculum &  
Textbook Board  
(PCTB)



Directorate of Curriculum  
& Teachers Education  
(DCTE), KP



Directorate of Curriculum  
Research & Development  
(DCRD), AJ&K



## Programs

# Community Development Program (CDP)

Pakistan's younger generation faces critical challenges, such as a lack of leadership, entrepreneurship, and community spirit. To address these, Character Education Foundation (CEF) has introduced the Community Development Program (CDP). This initiative enhances the impact of our Quran and Sunnah Program (QSP) and Character Building Program (CBP). The program includes:

### Community Development Initiative (CDI)

CEF collaborates with local stakeholders to launch impactful community projects tailored to regional needs. CDI focuses on empowering individuals and fostering long-term community growth.

- **CLE Education:** The Citizenship, Leadership, and Entrepreneurship (CLE) program builds strong communities by engaging students in leadership and entrepreneurial activities. Initially operating in AJ&K and Murree, this initiative equips localities with tools for social, moral & economic growth through dedicated CEF members.
- **OSP Character Building:** Supporting orphan children, this program focuses on character building and development for students from primary to high school, in collaboration with the Zakat Foundation of America.

### Educational Advancement Initiative (EAI)

EAI bridges academic gaps by equipping students with essential 21st-century skills. The program includes:

- **Concept Mastery Initiative (CMI):** Designed for Hifz students, CMI ensures mastery of Maths, Science, English, and Urdu with no homework and minimal study time.
- **Enhancing Quality Education:** Under this program, currently in Jhelum, a 10-year partnership with the education department focuses on mentoring government school teachers for continuous growth.
- **Career Counselling:** This program helps students identify their strengths for informed career choices. Next year, it aims to reach 10 million students nationwide. CDP is building strong, self-reliant communities and shaping brighter futures.



## Programs

# Youth Leadership Program (YLP)

Youth Leadership Program (YLP) by Character Education Foundation (CEF) engages university students to develop leadership skills for future roles in family and society. Through Quranic education courses, aligned with Higher Education Commission guidelines, and leadership training, YLP aims to shape Pakistan's future leaders.

We plan to establish Character Education Societies in universities to provide platforms for personal growth and character-building activities. Additionally, dynamic outdoor engagement programs offer physical leadership training and immersive sessions for intellectual development.

- **Outdoor Engagement Campaigns**



Our outdoor engagement campaigns are conducted under Youth Impact (YI), a leader in youth leadership development for over a decade that is now part of CEF. These programs help students discover their inner strength, enhance problem-solving abilities, build community, and foster empathy. By combining adventure-based learning and hands-on experiences, YI empowers young leaders to grow personally and contribute positively to their communities.

- **Our flagship programs include:**





## Programs

# Mentor Development Program (MDP)

Character Education Foundation (CEF) is committed to empowering educators through its Mentor Development Program (MDP). This program aims to transform parents and teachers into exceptional mentors by providing specialized training. Each participant is guided through transitioning from a traditional educator (mudarris) to an effective instructor (muallim) and ultimately to an inspiring mentor (murabbi). MDP plays a key role in CEF's mission to foster holistic development in the younger generation.

## Our Specialized Courses:

- **Tajweed-ul-Quran:**  
This course helps master Quranic recitation using Total Physical Interaction (TPI) and phonics methods, enhancing recitation skills.
- **Fahm-ul-Quran:**  
A 52-hour course that covers 85 percent of Quranic vocabulary and grammar, empowering participants to understand and apply Quranic wisdom.
- **Parenting Course:**  
A 20-lesson course designed to nurture children's physical, emotional, and spiritual development.
- **Seerah Course:**  
A 24-lesson course exploring the life of Prophet Muhammad (PBUH) to instill courage, compassion, and leadership in personal and family life.
- **Meaningful Life:**  
A course focused on life visioning, role balancing, and faith to create a purposeful and balanced life.
- **Successful Marital Life:**  
This course covers Islamic principles for building a strong, compassionate, and faith-centered marriage.

## Specialized Supporting Institutions:

To support MDP, specialized institutions have been established across Pakistan for equipping teachers and parents to become effective mentors.



# CEF Institutions

Our dedicated institutions empower parents and teachers to transition from traditional educators to impactful mentors for young generations. By fostering mentorship, we enhance the developmental journey of our young generation, guiding them towards becoming well-rounded individuals.



# CEF Institutions

## • Character Education Academies (CEA):

Ten academies are operational at the district level, providing training for teachers in Nazirah Quran, Fahm-ul-Quran, and the character-building of our young generation. Specially designed short courses are also offered to transform teachers into mentors, equipping them with the skills to guide and inspire students.

## • Character Education Homes (CEH):

Established in rural areas, 25 homes are already providing support to mothers and women. These centers offer courses on Tajweed-ul-Quran, Fahm-ul-Quran, parenting for character building of our young generation, purposeful living, seerah, and successful marital life. Women continue their personal growth through life-long learning circles. CEF plans to establish 45,246 homes across rural Pakistan.

## • Character Education Institutes (CEI):

Tailored for urban women, eight institutes have been established in cities like Karachi, Lahore, and Islamabad. Courses focus on Tajweed-ul-Quran, Fahm-ul-Quran, parenting for character building of our young generation, purposeful living, and successful marital life. CEF plans to expand this initiative by establishing 1,800 institutes nationwide.



# Digital Platforms

Our digital platforms facilitate seamless connections with parents, teachers, and students, fostering character-building. These resources enhance collaboration and support in nurturing the values essential for the personal and social growth of our young generation.





# Digital Platforms

## •CEF Online:

CEF Online, an initiative by the Character Education Foundation (CEF), is an innovative online platform dedicated to enhancing Quranic education through live tutoring for Nazirah and Fahm-ul-Quran. This user-friendly portal caters to students of all ages, providing personalized learning experiences that facilitate a deeper understanding of the Quran. With a team of expert tutors, CEF Online offers interactive sessions that engage students in meaningful discussions and activities, helping them strengthen their spiritual foundation.

In addition to Quranic studies, the platform features a range of short courses designed to cultivate the character of young individuals. These courses focus on essential aspects of personal development, ethics, and moral values, equipping students with the skills necessary to navigate life's challenges. By emphasizing both spiritual and personal growth, CEF Online empowers students to become responsible, confident individuals who embody the values of their faith. Through this comprehensive approach, the platform aims to foster a new generation of learners committed to lifelong growth and ethical living.



## •CEF Bookshop:

Character Education Foundation's online bookshop is a dedicated space that makes it easy and convenient for buyers to access a wide range of CEF books focused on character development and Quranic education. With an intuitive online interface, customers can browse through our diverse selection of books, educational materials, and resources tailored for students, teachers, and parents alike.

Shopping at our bookshop is designed to be a seamless experience. Users can quickly find what they need using search filters, read detailed descriptions, and access reviews to help make informed choices. With secure payment options and efficient delivery services, customers can enjoy the convenience of having their purchases delivered right to their doorstep.

Whether you are looking for our Quranic curriculum, Character Building books, or Community Development books, our bookshop provides an accessible and user-friendly platform that supports your educational journey. Committed to fostering knowledge and personal growth, Character Education Foundation's bookshop is your go-to resource for enriching materials that inspire and empower.

Visit Us at: <https://cef.org.pk/shop/>

# Be A Vital Force In Shaping A Brighter Future.

Join us in the vital mission of building character in our young generation.

We thank our donors for their generosity, which has profoundly impacted countless young lives. Their support enables us to implement character-building programs, shaping future leaders and creating lasting positive change. Together, we are nurturing a generation ready to face tomorrow's challenges. We deeply appreciate the partnership and commitment to this mission.

If you are still not a part of CEF, then we invite you to join us in the vital mission of building character in our young generation and shaping a brighter future. Your contribution helps expand our programs, reaching more young people and fostering values like integrity, compassion, and leadership. Together, we can make a lasting impact.

## 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/)

## Contact Us

Head office: 0300-0444734  
Islamabad: 0300-6549010  
Karachi: 0300-8594277  
Lahore: 0321-9979978

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





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

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