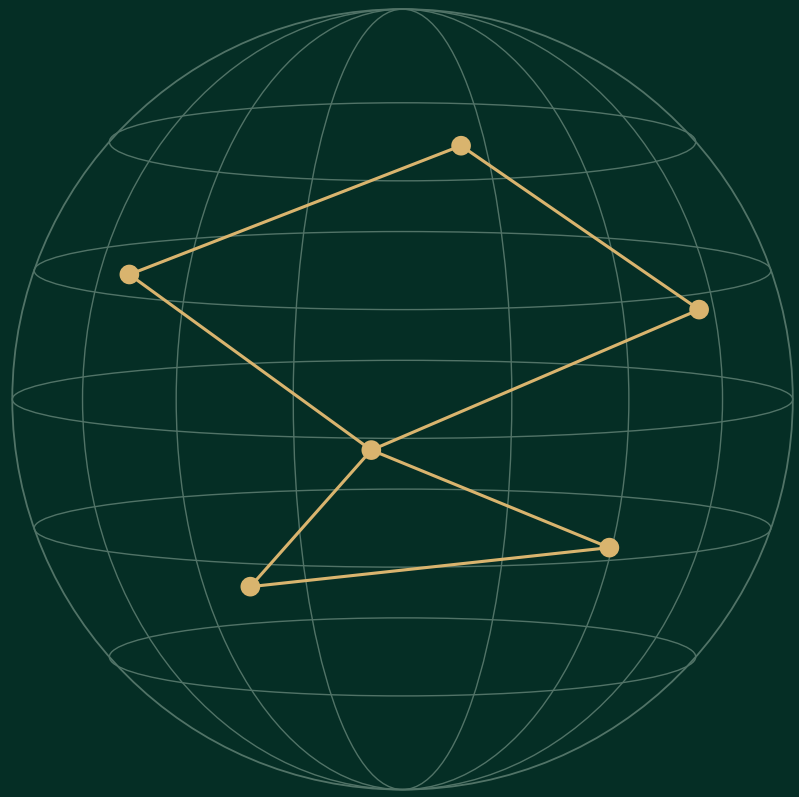
Rise N Shine
Community
CONNECT. EMPOWER. RISE.

CORPORATE PROFILE / 2026

One community. A world of possibility.



Connecting Pakistanis through people, knowledge, opportunity and practical support.

CONNECT. EMPOWER. RISE.

Made in Pakistan. For the rest of the world.

01 / INTRODUCTION

A community, connected by design.

Rise N Shine is a Pakistan-based community initiative being built for Pakistanis worldwide.

People connect.
Support becomes organised.
Opportunity becomes visible.

The vision brings a social network, a service organisation and a structured community into one digital ecosystem. Members can discover people, ask for help, develop skills and contribute to others.

1

MEMBER ID

A continuing identity across the planned ecosystem.

18

SERVICE WINGS

Defined areas of community responsibility.

5

SERVICE DESKS

Support across locations and life situations.

10

HELP ROUTES

A structured path from a concern to the right support.

READER GUIDE

Explore the community.

A complete introduction to the purpose, people, services and operating model.

01 **Purpose & leadership**
The vision, Chairman and wider project network.
04 - 10

02 **The member ecosystem**
Connection, support, opportunity and partners.
11 - 21

03 **The organisation**
Governance, 18 wings, desks and internal tools.
22 - 27

04 **Intelligence & trust**
Rahnuma, community media and safeguards.
28 - 30

05 **Value & delivery**
Sustainability, impact and launch milestones.
31 - 33

06 **Connect with us**
Participation, profile notes and contact details.
34 - 36

PURPOSE / VISION, MISSION AND VALUES

Connect. Empower. Rise.

A shared identity becomes more valuable when it leads to shared progress.

CONNECT

Make belonging practical.

Bring Pakistanis together through trusted profiles, communities and relationships.

EMPOWER

Make help accessible.

Connect people with information, skills, opportunities and accountable support.

RISE

Make contribution matter.

Turn individual effort into stronger families, capable members and lasting community value.

THE VALUES THAT GUIDE THE MODEL

Service / Trust / Fairness / Respect / Evidence / Accountability

PURPOSE / THE NEED

From scattered contacts to support.

A member should know where to begin, who is responsible and what happens next.

THE MEMBER EXPERIENCE TODAY		THE EXPERIENCE WE ARE DESIGNING
Finding the right person	→	A verified directory, relevant communities and professional connections.
Asking the same question repeatedly	→	Reviewed guides, learning resources and a shared knowledge base.
A problem with no clear owner	→	A private request, a named officer and visible progress.
Skills that remain unseen	→	Profiles, mentoring, job discovery and business introductions.

LEADERSHIP / CHAIRMAN

Mr Asif Altaf

Chairman, Rise N Shine Community I Chairman, Tudo Num Group



A BACKGROUND IN CONNECTED BUSINESSES

Technology, enterprise and community connection.

Mr Asif Altaf chairs Tudo Num Group, a diversified business ecosystem spanning digital platforms, logistics, construction, real estate, packaging, energy and business connectivity.

For Rise N Shine, that background provides a framework for connecting professional expertise, operational discipline and relationships to community needs.

STRATEGY / PARTNERSHIPS / DIGITAL TRANSFORMATION

LEADERSHIP / THE APPROACH

Turning vision into organised service.

Strategic direction, digital transformation and partnerships provide a framework for community development.

- **Strategic direction**
  Set a clear purpose, priorities and staged delivery plan.
- **Digital transformation**
  Use connected tools to make services easier to access and manage.
- **Partnership building**
  Bring professional expertise and institutions around shared needs.

THE COMMUNITY APPLICATION

A clear responsibility

Every service has an accountable team.

A practical pathway

Every request has a traceable next step.

A measurable result

Progress is assessed through member outcomes.

PROJECT ECOSYSTEM / STRATEGIC CONTEXT

A wider network of useful capabilities.

The Chairman portfolio provides relevant experience across the digital and physical economy.



POTENTIAL CONTRIBUTION

Mentors, expertise, digital delivery and partner introductions can be developed through defined agreements.

PROJECT ECOSYSTEM / POTENTIAL COLLABORATION

Digital projects. Practical connections.

Relevant portfolio projects can contribute distinct capabilities to the community model.



Tudo Num Super App

MULTI-SERVICE PLATFORM EXPERIENCE

Possible contribution: help members and providers understand digital services, merchant tools and service discovery.



Tudo Business Forum

BUSINESS-TO-BUSINESS CONNECTIVITY

Possible contribution: introductions, mentoring, enterprise learning and routes to professional collaboration.



Group technology capability

PRODUCT DESIGN AND DIGITAL OPERATIONS

Possible contribution: platform development, integration, reliability, analytics and skills-based volunteering.

RELATIONSHIP PRINCIPLE

A shared leadership connection creates opportunities for collaboration; each service needs a defined scope and agreement.

PROJECT ECOSYSTEM / PROFESSIONAL CONTRIBUTION

Experience beyond the digital platform.

The wider business portfolio offers sector knowledge that can inform future community collaborations.

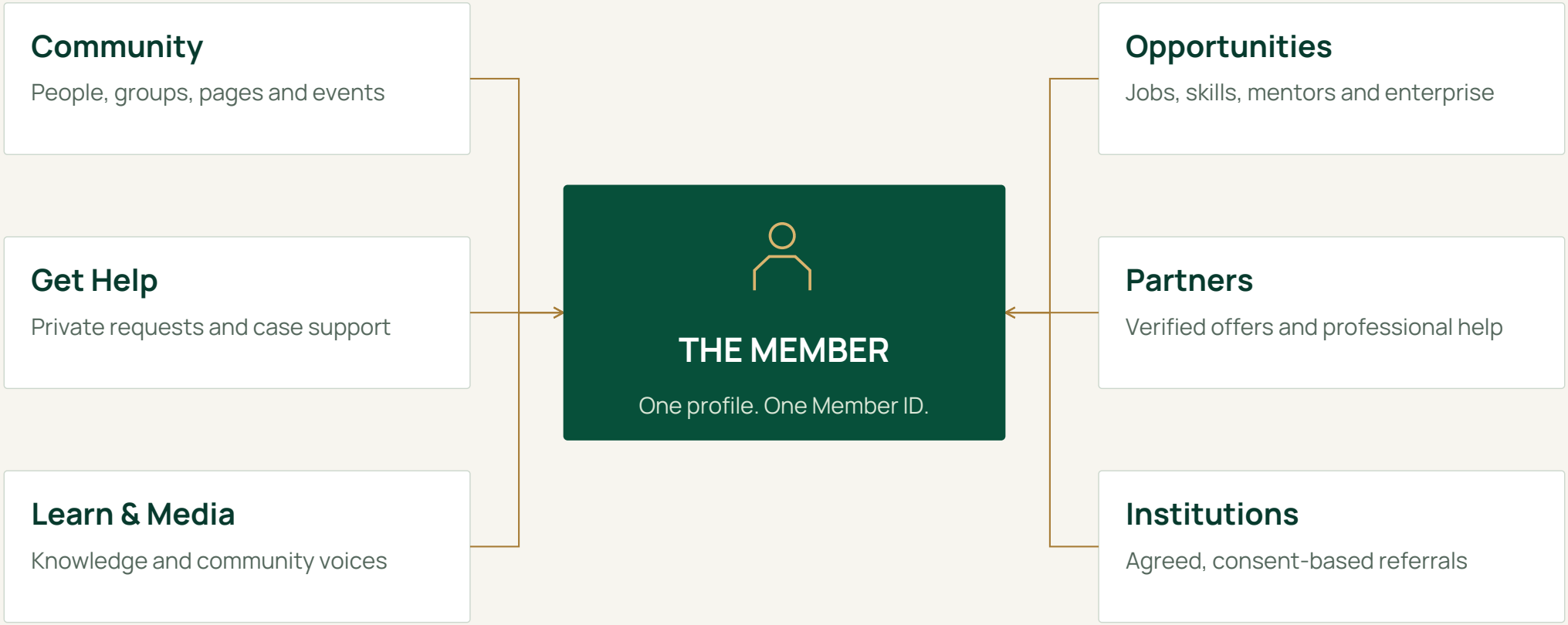
PORTFOLIO BUSINESS	DESCRIBED CAPABILITY	POTENTIAL COMMUNITY VALUE
Abu Wasif & Associates	Architecture, construction and project management.	Technical mentoring and career awareness.
Barq Logistics / Barq Express	Delivery, freight, warehousing and fleet operations.	Logistics learning and operational coordination.
Sumptuosity	Real estate and development.	Built-environment knowledge and professional links.
Tech Energy	Energy and renewable-energy initiatives.	Energy skills and sustainability education.
Ali Pack Packaging	Packaging sector experience.	Manufacturing exposure and business mentoring.

These are possible collaboration routes, not confirmed sponsorships, jobs or member entitlements.

THE PLATFORM / SYSTEM OVERVIEW

One identity. A connected ecosystem.

Members are at the centre; each part of the system supports a different stage of their journey.



THE MEMBER EXPERIENCE / JOURNEY

From joining to contributing.

A simple beginning, followed by more ways to participate as a member builds confidence.

01
Discover
Learn about the purpose and the community.

→

02
Join
Create an account in a preferred language.

→

03
Verify
Complete the checks for the services needed.

→

04
Connect
Find people, groups and relevant resources.

05
Participate
Join conversations, learning and events.

→

06
Get help
Raise a request and follow its progress.

→

07
Give help
Volunteer, mentor or share useful knowledge.

→

08
Lead responsibly
Apply for a role, train and serve within a mandate.

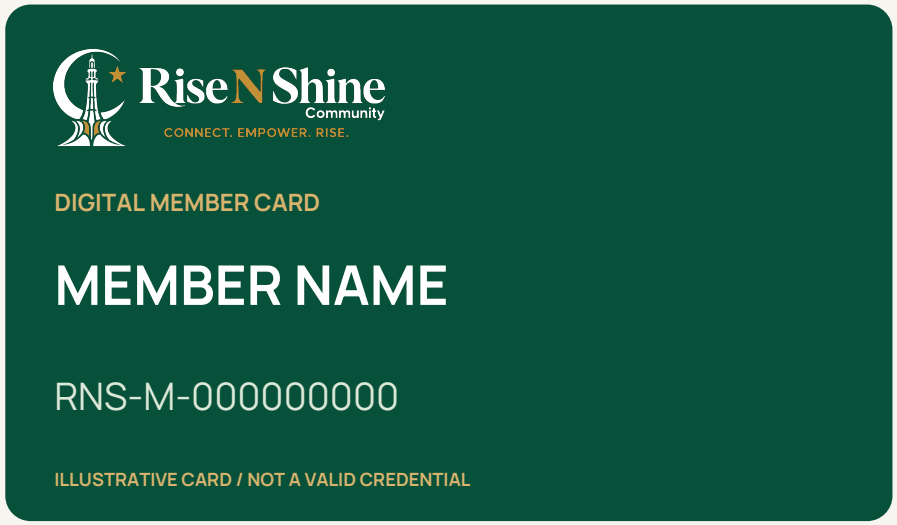
DESIGNED FOR ACCESS

App and web access are complemented in the blueprint by WhatsApp, voice, SMS and assisted service channels.

THE MEMBER EXPERIENCE / IDENTITY AND MEMBERSHIP

A profile that opens useful doors.

Verification builds trust. Membership connects services. Privacy remains in the member's control.



- **Verified membership**
  A Pakistani identity or origin check supports trusted community participation.
- **Professional recognition**
  Qualifications and experience can be checked separately.
- **Officer badge**
  A role badge points to a current, time-limited appointment.

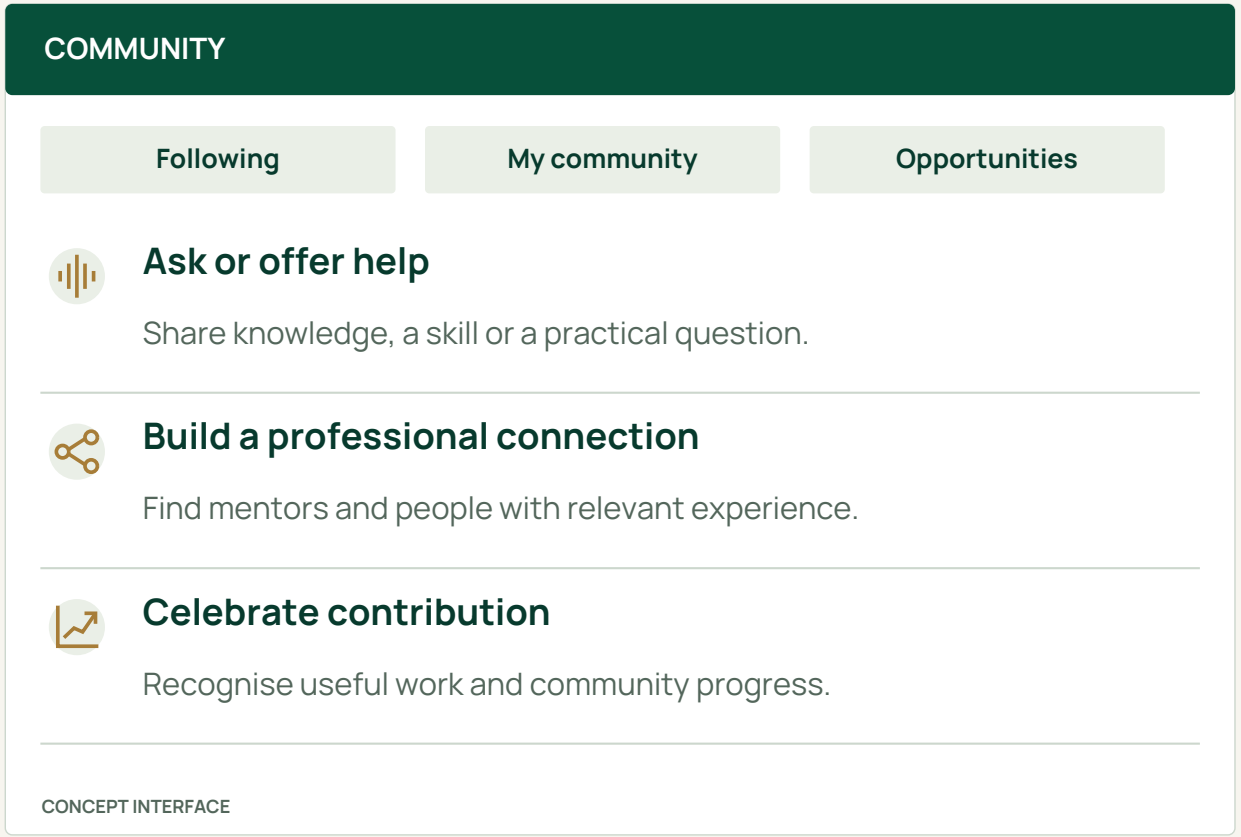
FAIR ACCESS

Core help is designed to stay free. Optional paid plans add tools or recognition, not priority in handling a case.

THE MEMBER EXPERIENCE / SOCIAL COMMUNITY

Connection with a useful purpose.

Members can follow people, form groups, publish updates and build professional relationships.



- **Groups & pages**
  Organised by interests, skills, education and community needs.
- **Member controls**
  Choose audiences, manage messages, block and report.
- **Help stays private**
  A support request can become a case without exposing personal evidence.

MEMBER SUPPORT / GET HELP

Every request needs a clear next step.

The service model connects an issue to an accountable person and a traceable response.

01

Request

Describe the problem privately, in text or voice.

02

Triage

Check urgency, category and the right team.

03

Assign

Name the responsible officer and issue a reference.

04

Act

Follow the playbook, gather facts and update the member.

05

Refer

Share agreed details with a suitable partner or institution.

06

Confirm

Record the outcome and ask the member to confirm.

ACCOUNTABILITY THROUGHOUT

Reference number / Named officer / Progress updates / Escalation / Recorded outcome

MEMBER SUPPORT / ILLUSTRATIVE EXAMPLE

What a support journey could look like.

Example: a member needs guidance about an unresolved workplace payment. This is a fictional scenario.

THE MEMBER NEED

I need to understand my options and reach the right help.

The member chooses what to share and receives a private case reference.

1 **Listen and organise**

The officer gathers dates, documents and the member's preferred outcome.

2 **Connect to expertise**

The Labour wing coordinates with qualified support when required.

3 **Follow up visibly**

The member sees actions, outstanding information and referral progress.

4 **Record the actual outcome**

The result may be resolved, partly resolved or referred onward, with reasons.

Professional advice is provided by qualified practitioners. Official decisions remain with the relevant authority.

OPPORTUNITY / JOBS, SKILLS AND ENTERPRISE

Make talent easier to find.

The platform is designed to help members discover pathways, build capability and connect to suitable people.

01

Careers & jobs

Employer and recruiter checks, relevant vacancies, job referrals and application support.

02

Mentoring

Matches based on skills, language, interests and availability.

03

Skills exchange

Members offer expertise, complete tasks and record useful contributions.

04

Professional directory

Discover verified professionals and understand their experience.

05

Business connections

Introductions, expert forums and links between enterprises and talent.

06

Return & reintegration

Career, skills and business guidance for members returning to Pakistan.

COMMUNITY CARE / FAMILIES, WELLBEING AND INCLUSION

Support across real life.

The service design recognises that a member's needs extend beyond a professional profile.



Families & wellbeing

Family support pathways, peer circles, bereavement guidance and consent-based assistance.



Safety & dignity

Private reporting, trained handling of sensitive concerns and referrals to suitable professionals.



Inclusive access

Support for women, older people, people with disabilities and members who need help using digital tools.

WHEN URGENT HELP IS NEEDED

Local emergency channels come first. Rise N Shine is designed to guide and coordinate community support.

COMMUNITY LIFE / EDUCATION, YOUTH AND CULTURE

Learn together. Belong together.

Learning and shared activity give members reasons to contribute before they ever need support.

Learn centre

Courses, practical guides, quizzes and certificates.

Students & scholarships

Study guidance, scholarship discovery and mentoring.

Youth & roots

Identity, language, career support and intergenerational connections.

Culture & sport

Events, creative activity and community sports programmes.

Volunteering

Clear roles, training, shifts and recognition of contribution.

Open community forums

Questions, discussion and useful actions recorded for follow-up.

KNOWLEDGE THAT STAYS USEFUL

Each guide should have an accountable owner, a review date and a clear route for corrections.

THE PARTNER NETWORK / ORGANISATIONS AND SERVICES

Partners turn connection into benefit.

Schools, healthcare providers, employers, professionals and community organisations can take part.

Schools & learning providers

Courses, scholarships, workshops and education guidance.

Healthcare & wellbeing providers

Service navigation, member offers and qualified referrals.

Employers & businesses

Verified opportunities, mentoring and enterprise support.

Retail & service brands

Clear member offers with eligibility and fulfilment terms.

Clubs & community organisations

Events, activities, venues and shared community programmes.

Professional & welfare partners

Qualified advice, translation and specialist support pathways.

Verify the organisation → **Agree the offer** → **Deliver the service** → **Review the experience**

INSTITUTIONAL RELATIONSHIPS / CONSENT AND COORDINATION

A bridge to the right institution.

The proposed model connects members to Pakistan's embassies, consulates and relevant institutions through agreed referral arrangements.



Member choice

The member chooses the referral and the information to be shared.



Community coordination

An officer prepares the agreed information, tracks the referral and updates the member.



Institutional response

The receiving institution handles its own official process and provides its own reference or response.

A CLEAR BOUNDARY

Institutional access is limited to agreed referrals and suitable aggregate reports. Participation requires agreement.

THE ORGANISATION / PROPOSED GOVERNANCE

A structure built for accountability.

Community direction, operational delivery and independent review have distinct responsibilities.

INDEPENDENT REVIEW

Audit & Ethics
Appeals Panel
Member Ombudsperson



URGENT COORDINATION

The Core Committee handles urgent decisions within its defined authority.

Service wings

Specialist service ownership

Community units

Geographic coordination

Platform operations

Systems, standards and support

SERVICE WINGS / PEOPLE AND LIFE PATHWAYS

Care, opportunity and inclusion.

Eighteen defined wings organise the proposed service model. Teams activate as people and capacity are ready.

W03
Welfare
Hardship, bereavement and assistance programmes.

W04
Labour & Employment
Workplace concerns, contracts and recruitment issues.

W05
Women & Family
Safety, family matters and supportive spaces.

W06
Youth & Mentoring
Mentoring, youth development and cultural roots.

W07
Students & Scholarships
Study guidance, student networks and scholarships.

W08
Education & Skills
Learning programmes, skills and practical knowledge.

W09
Health
Navigation, awareness and qualified service partners.

W10
Disability & Senior Citizens
Accessibility, carers and support for older members.

W11
Legal Affairs
Qualified referrals, legal guides and review.

SERVICE WINGS / COMMUNITY AND OPERATIONS

Connection, delivery and progress.

Eighteen defined wings organise the proposed service model. Teams activate as people and capacity are ready.

W01
Organisation & Membership
Membership, verification, units and role records.

W02
Overseas Affairs & Consular Liaison
Community coordination and consular referrals.

W12
Business & Professional
Enterprise connections and professional networks.

W13
Digital Affairs
Platform development, access and digital skills.

W14
Information & Media
Communications, publishing and fact-checking.

W15
Culture, Sports & Community
Events, culture, sport and community activities.

W16
Volunteers & Disaster Relief
Volunteer capacity and coordinated relief support.

W17
Environment & Local Services
Community improvement and environmental activity.

W18
Research & Consultation
Member needs, surveys and recurring issue analysis.

THE ORGANISATION / CONNECTED SERVICE DESKS

Five desks. Fewer gaps in support.

Cross-cutting desks connect local needs, specialist teams and support from Pakistan.

01	**Global Service Desk**	A central contact for members where a local team is not active.
02	**Pakistan Home Desk**	Coordinates the Pakistan side of a case and family support at home.
03	**Return & Reintegration Desk**	Helps members explore work, skills and settling back.
04	**Property & Documentation Desk**	Guides members toward appropriate documentation and professional help.
05	**Equal Access Desk**	Supports members who face literacy, disability or digital access barriers.

THE ORGANISATION / APPOINTMENTS AND AUTHORITY

A role is a responsibility.

Every appointment should explain the scope, reporting line, required training and period of service.



The seat

A defined office with a mandate, service scope and accountable reporting line.



The appointment

A named person is vetted, trained and authorised for a defined period.



The badge

The profile shows a role that can be checked against the current appointment.

THE APPOINTMENT LIFECYCLE

Open role → **Assess** → **Appoint** → **Train** → **Serve** → **Review**

Appointments are reviewed, renewed or handed over. Access follows the active mandate and ends when that authority ends.

THE ORGANISATION / INTERNAL SYSTEMS

One connected operating engine.

Cases, work, meetings, approvals and resources are linked so that teams can coordinate and remain accountable.

CRM

Cases, responsible officers, actions, referrals and member updates.

Workspace

Team spaces, tasks, documents, shared playbooks and handovers.

Meet

Appointments, team reviews, forums, agendas and recorded actions.

Approvals

Requests checked against delegated authority and live appointments.

ERP

Budgets, subscriptions, resources, people and financial records.

Dashboards

Service quality, workload, progress and suitable aggregate reporting.

THE CONNECTING THREAD

One Member ID / Shared references / Scoped permissions / Consent records / Activity history

INTELLIGENCE / THE SHARED AI ASSISTANT

Rahnuma. A guide within reach.

Planned assistance in Urdu, English and additional languages, with voice access and human handover.



Explain it.
Translate it.
Help me begin.

VOICE / TEXT / HUMAN HANDOVER

For members

Explain guides, simplify forms, translate information and suggest useful next steps.

For officers

Summarise cases, prepare draft responses and help route work.

For learning & opportunity

Support CV preparation, mentoring discovery and skills development.

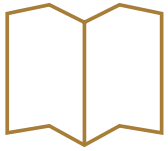
People remain responsible for decisions about cases, eligibility, money and publication.

MEDIA & LEARNING / COMMUNITY VOICE

Knowledge that travels with people.

The media model combines useful information, member stories and accessible formats.

01



e-Newspaper

COMMUNITY INFORMATION

News, practical guides, opportunities and verified notices.

02

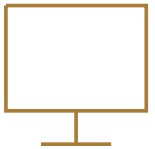


Podcasts & radio

VOICES AND CONVERSATION

Interviews, explainers and community perspectives in accessible audio.

03



Knowledge library

HELP THAT CAN BE REUSED

Reviewed guides, playbooks and learning resources with named owners.

PRIVACY, FAIRNESS & QUALITY

Trust is part of the service.

Members need confidence in how their information, concerns and contributions are handled.

Choice over sharing

Private case details reach partners or institutions through defined permissions and consent.

Access with a purpose

Staff and officers see information needed for their assigned responsibilities.

Fair service

Payment, profile popularity or title should not decide case priority.

Safe participation

Reporting, moderation and sensitive-case handling support respectful community spaces.

A route to challenge

Members can raise concerns about decisions, services or officer conduct.

Evidence of progress

Records, reviews and member confirmation support meaningful accountability.

SUSTAINABILITY / RESOURCES AND FUNDING

A model for lasting community value.

The blueprint combines free core support with optional services and clearly governed funding.

PROPOSED SOURCES

Member support

Optional supporting plans and contributions to approved programmes.

Professional & business tools

Paid tools for professional profiles, business pages and enterprise use.

Partners & programmes

Sponsorships, grants, permitted donations and approved events.

Media services

Clearly labelled advertising, classifieds and sponsorship.

WHAT RESOURCES ENABLE

- Member support and trained teams
- Technology and dependable operations
- Learning and community programmes
- Review, reporting and service improvement

Plan prices, programme budgets and formal funding arrangements are to be established before the relevant services open.

IMPACT / WHAT SUCCESS SHOULD MEAN

Value measured through people helped.

The central measure is members helped each month, with the outcome confirmed by the member.

THE NORTH STAR

A useful outcome. Confirmed by the person it serves.

SERVICE

Quality, timeliness, confirmed outcomes and reopened cases.

OPPORTUNITY

Mentoring, learning, useful connections and participation.

COMMUNITY

Contribution, volunteering and member engagement.

ORGANISATION

Trained people, accountable roles and manageable workloads.

SUSTAINABILITY

Cost per member, cost per resolved case and responsible resource use.

TRUST

Member feedback, reviewed complaints and privacy performance.

DELIVERY / PUBLISHED LAUNCH MILESTONES

A staged path to launch.

Each stage should match the people, systems and services ready to support members.

26

NOVEMBER 2026

PRE-LAUNCH

Introduce the vision, explain the platform and invite expressions of interest.

30

JANUARY 2027

SOFT LAUNCH

Open an initial service scope, onboard early participants and learn from real use.

30

MARCH 2027

GRAND LAUNCH

Expand the public platform and community experience as services become ready.

ROLLOUT PRINCIPLE

Features open in stages. Availability follows service readiness, staffing and the permissions relevant to delivery.

PARTICIPATION / MEMBERS, PROFESSIONALS AND ORGANISATIONS

There is a place to contribute.

The strength of the community grows when people bring a clear contribution and a shared standard of service.

As a member

Connect, learn, raise a concern, give feedback and help others.

As a professional

Offer mentoring, practical knowledge or qualified support.

As a volunteer

Take a defined role, complete training and contribute time.

As an organisation

Propose a useful benefit, programme, service or opportunity.

As an institution

Explore a defined referral process or agreed community insights.

As a supporter

Help sustain approved programmes through transparent arrangements.

START A CONVERSATION

Visit www.risenshinepk.com or follow @risenshinepk for launch information and participation updates.

REFERENCE NOTES / EDITION 01, OCTOBER 2026

About this profile.

A clear basis for understanding the vision, leadership and proposed ecosystem.

PROJECT BASIS	Rise N Shine Community Master Blueprint, Edition 1, October 2026: organisation, 18 wings, five desks, platform modules, service model, safeguards and phased delivery.
LEADERSHIP BASIS	Asif Altaf Chairman Executive Profile, 2026 edition: Chairman role, portfolio sectors and named business projects. Business descriptions are based on the supplied profile.
DELIVERY STATUS	Rise N Shine is presented as a community initiative in its pre-launch stage. Systems, services and interfaces shown here describe the planned model, including illustrative examples.
RELATIONSHIP BASIS	Portfolio connections show potential capability contributions. They do not establish ownership, funding commitments, guaranteed benefits or confirmed institutional participation.

Launch milestones follow the project owner's confirmed schedule. Financial valuation, member counts and service achievements are not asserted in this profile.

Rise N Shine Community

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Connect with purpose. Contribute with confidence.

Made in Pakistan. For the rest of the world.

COMMUNITY & PLATFORM

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EXPLORE THE VISION