

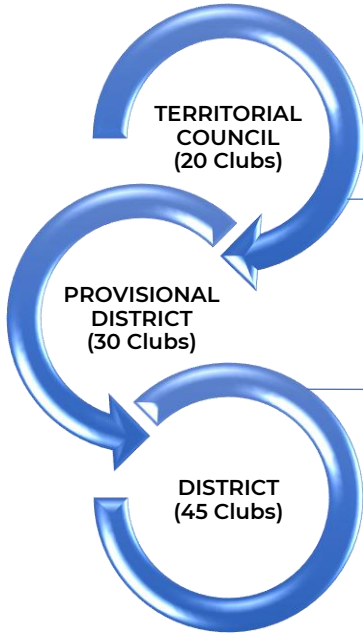


# PAKISTAN TOASTMASTERS CLUBS

5 YEARS STRATEGIC PLAN OF FORMING A DISTRICT IN PAKISTAN

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**By 2019, a Territorial Council (TC) shall be formed.**

A conference shall be announced where council elections will take place for following positions: TC Chair, Program Quality Director, Club Growth Director, Public Relations Manager, Finance Manager & Admin Manager

**2019 - 2021, a Provisional District shall be formed.**

Create 10 new clubs in 10 Universities across Islamabad, Lahore & Karachi. Approach Education Ministry and Higher Education to show value Toastmasters can provide to students.

**By 2024, a District shall be formed.**

Create 10 corporate clubs in major organizations and 5 more in universities in major cities of Pakistan including northern areas. Effective planning to approach organizations and show value PATHWAYS Learning System can provide to their teams. District status by 2025.

**GROWTH RATE REQUIRED: 5 CLUBS PER YEAR**

**INTRODUCTORY SESSIONS:**

March & September every year.

**OFFICERS TRAINING:**

June & December every year.

**VIDEO SERIES:**

Launch video campaigns to promote Toastmasters.

**DIGITAL MARKETING:**

SEO, emails & other tools.

**UNIVERSITIES:**

**ISLAMABAD:**

Nust University, Fast University, Bahria University, Air University.

**LAHORE:**

NCA, King Edward Medical University, University of Punjab, Institute of Management Sciences.

**KARACHI:**

NED University, University of Sindh, IBA, Pak Naval Academy, Fast University.

**ORGANIZATIONS:**

**ISLAMABAD:**

Telenor Pakistan, MIA Corporation, Mobilink, MAKKAYS, Bestway Cements.

**LAHORE:**

Descon, Unilever, Pepsi, Philips, Allied Bank, Agility, Bank Alfalah, Ghani Glass.

**KARACHI:**

Indus Motors, Suzuki, Siemens, TCS, 3M, Novartis, Hino Pak Motors.

<p><b>1</b> CLUB PER <b>1.9M</b> Of literate population (Derived from India Stats, see right) Literate Population: <b>116M</b> Population, Literacy Rate <b>200M, 58%</b></p>	<p><b>PAKISTAN   INDIA</b> Approx 500 Clubs in India</p> <p>Pakistan has the potential of minimum <b>61</b> CLUBS Derived from 1 Club per 1.9M pop. out of 116M literate pop. in Pakistan.</p>	<p><b>1</b> CLUB PER <b>1.9M</b> Of literate population (Derived from 500 clubs per 962M literate pop.) Literate Population: <b>962M</b> Population, Literacy Rate: <b>1,300M, 74%</b></p>
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Districts 41, 82, 92 & 98  
Total 902 Clubs Including Sri Lanka, Nepal & Bangladesh