

جمعية نهضة المحروسة Nahdet El Mahrousa

By Noha Sallam



[Outline]

- Introduction on NM
- Incubator of Innovative Social Enterprises



[About Nahdet El Mahrousa]

“Nahdet El Mahrousa (NM) is an Egyptian youth-led non-governmental organization (NGO), established in November 2003. NM seeks to make a positive & sustainable impact on Egypt’s cultural, economic and social development through activating and engaging Egyptian youth in the country’s development, public work and decision-making arenas”



[Vision, Mission & Values]

- Vision: **A developed** Egypt with **the active participation** and belonging of its young professionals
- Mission: **Engaging and activating young Egyptian professionals** in the development and public arenas and in shaping Egypt's future
- Values: **Participation**, Tolerance of and accepting the other, embracing **and respecting diversity**



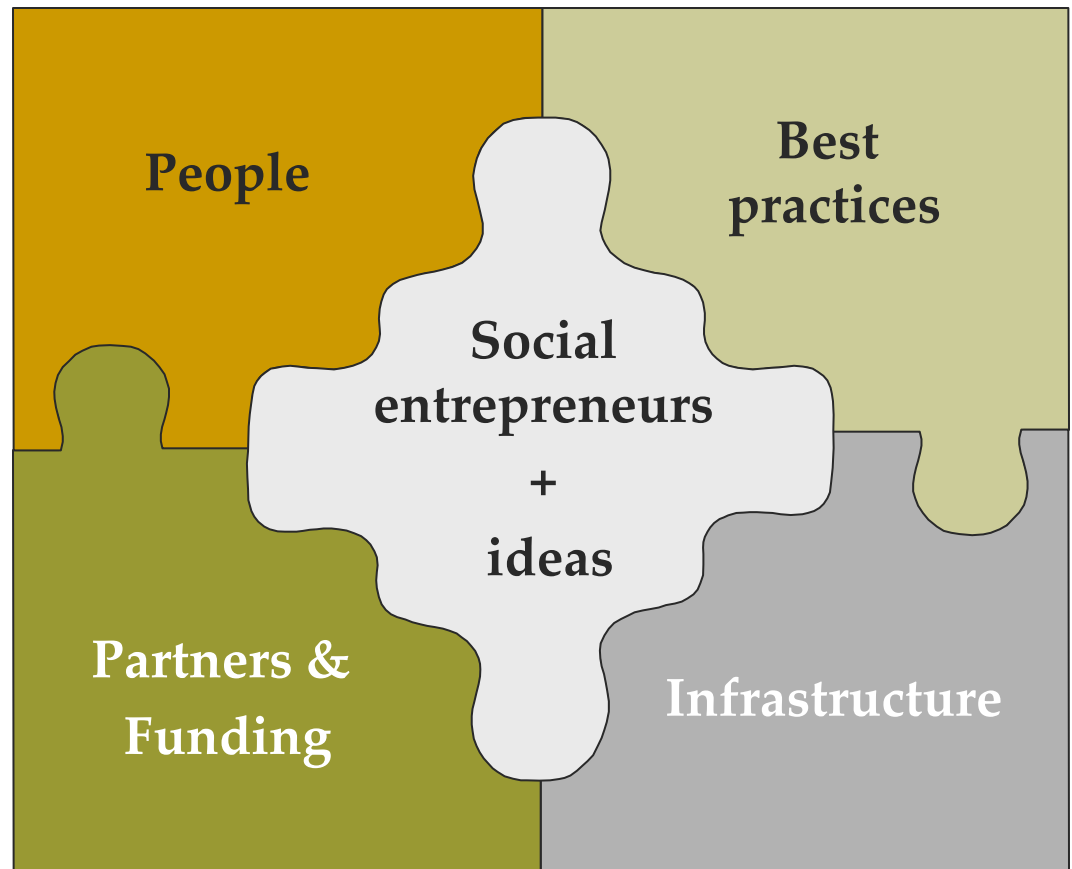
[Incubator of Innovative Social Enterprises]

NM achieves its goals through its core program **“Incubator of Innovative Social Enterprises”** strengthened by several partnerships and fuelled by a lively intellectual forum, both virtual on-line and through a lecture series”



How We Go About It

- The NM Incubator integrates all the key pieces to support successful development projects
- It seeks to transform young Egyptian professionals into active “social entrepreneurs”
- Program ideas are based on real community needs and developed through community discussions
- It offers the infrastructure to support rapid initiation of new programs
- It offers a platform for learning from current projects to develop a knowledge base and best practices



[Our Members]

- A network of over 400 young professional members from diverse walks of life; academia, business and government
- Members constitutes the core competency of NM
- They initiate the programs, provide the experience, knowledge and expand the scope of its reach.



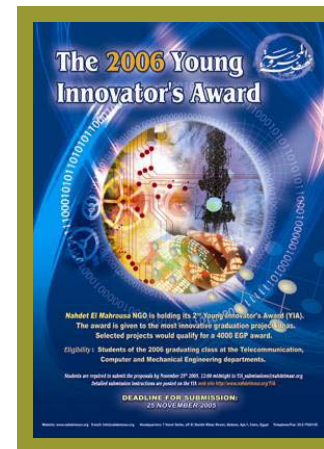
Career Development & Entrepreneurship Office (CEDO)

- An idea by two NM members in 2006
- Currently a career development office benefiting thousands of students in the Faculty of Engineering, Cairo University, and extended in 2008 to other faculties of Cairo University
- The office offers a multitude of unique employment services including career counseling and soft skills training
- It offers employment and internship opportunities.
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[Young Innovators Awards]

- An idea by an NM member in 2004
- Today a full fledged program benefiting thousands of engineering, and agriculture students in the 22 public universities
- The program raises the awareness on the importance of R&D through a series of awareness lectures
- The program grants students the opportunity to submit their scientific proposals to compete for grant eligibility..



[Misriyati]

- An idea by two NM members in 2004
- The program is an active attempt to address the diminishing value of citizenship within the Egyptian society, and the growing intolerance between different social classes and cultural groups.
- The program is addressed to children aged 12-15 members of different institutions such as schools, clubs, informal education centers, community centers, art and culture clubs etc.
- The program provides an interactive curriculum for children to understand and appreciate the diverse people, societies, religions, culture and natural heritage of Egypt.



[Namaa]

- A group of NM members attend a crash course on development organized by GTZ, get inspired and seek to replicate the experience in an Egyptian context
- And hence Namma; a summer crash course combining both theoretical series of lectures on development and citizenship as well as field visits to a selected number of Egyptian graduates
- In 2008, Namaa added a graduation project component to the program where participants execute a small development project in which they apply the theories they learn at the summer school
- Target group ranges between students and graduates who seek to acquire knowledge on development theories



[And many ideas in the pipeline]

- We haven't had a guide for so long now. A guide that is relevant to our present situation and that deals directly with our own problems without going into philosophical or ideological debates. Who is more qualified to talking to young Egyptians about their problems than other young Egyptians who know exactly what they are going through? And so my idea was a book/guide to be compiled and written by a group of young Egyptians. (Ahmed)
- What Egypt needs in order to move ahead is not to increase the income of 1% of those under the poverty level (who are 95% of the population) by a pound here or there. We need the 100 people who each can create jobs/opportunities for other 10000 others...so you can have a good influence. And so my vision was an annual ongoing program that creates ~50-100 leaders per year...with an alumni circle that helps each other. (Ayman)
- I have two ideas that I've been dreaming about for such a long time, never knowing how to start alone. I've always wanted to do as the Grimm Brothers who collected German fairytales 200 hundred years ago by traveling by foot from one village to another collecting tales and stories from the old men and women. (Hadil)



www.nahdetmasr.org



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