

JASHN-E-URDU COLLABORATION NOTE

Youth Empowerment Society is a non-political & non-sectarian youth organization. It works on capacity building & promotes patriotic Culture by developing youth leaders to make Pakistan a beacon of hope. YES, since 2015 (10 Years) has organized 350 Activities including camps, projects, campaigns & mega events e.g. Jashn-e-Iqbal & Jashn-e-Urdu.

Urdu: Liaquat Ali Khan (Late 1st PM) said Urdu is the only language that can unite Pakistan. It is something upon which every Pakistani of all age groups and backgrounds can unite regardless of their ideological or socio-political affiliation. Under the Supervision of Quaid-e-Azam, the Constituent Assembly Declared on 25th February 1948 that Urdu is our National Language so we're organizing Jashn-e-Urdu to celebrate urdu as National Language.

Jashn-e-Urdu: In the contemporary era of identity crisis, it is pressing necessity to reconnect youth with its National Identity & Culture. YES has taken an initiative to conduct "Jashn-e-Urdu" 2025. Celebrating urdu is the Revival of our culture which is the need of the hour for Takmeel-e-Pakistan. This national ideology would give patriotism, hope, mission and direction to Youth.

Activities: It will be a Complete Package of **03 days** mega event with different exclusive sessions and **100+ guests** coming from **all walks of life**. Total 40 hours of Patriotism, Knowledge, Fun, Infotainment & Cultural heritage.

40 hours	40,000+ Live Attendees	Digital Coverage 25+ Million
T.V reach 10 + Million	5,000 Streamers, 10,000 Brochures	60+ Educational Institutions
Brand Recognition & Promotion	Positive perception of Institution	
Association with Culture Heritage	Promoter of national identity patriotic culture	

Collaboration for the prestigious celebration of Urdu language. Enhance brand visibility, and awareness among the target audience by developing association with National identity & patriotic culture, fostering a deeper connection with the community by providing access to a diverse audience.

Invitation to Join as "Partner"

We are actively seeking like-minded individuals, organizations, and institutions who share our passion for preserving heritage and inspiring future generations through the richness of Urdu. We warmly invite you to join hands with **Jashn-e-Urdu** in celebrating our national language and culture. Your presence as a collaborator will be a great source of inspiration for the target audience of Pakistan. Therefore, we warmly **invite** you to join us on this journey of **celebration, connection** and **cultural revival**.

Market Soft Image: We believe that your collaboration in Jashn-e-Urdu presents a unique opportunity for your brand. So be the torchbearer for the solution of identity crises & nation-building along with positive image of your brand.

We are committed to Promote Urdu language and literature, and support the preservation of cultural heritage. In this regard, we need your **Collaboration** to reinvigorate the spirit in **Youth**. Your **cooperation** will strengthen the pillars of this cause. We need your **support** to reinvigorate the Patriotic spirit in **Youth** by reconnecting them with our **lost Culture**.

Collaborate with us to ignite the flame of this nation's Love in the hearts of Youth.

Thanks in anticipation



Irfan Butt

President YES

Youth Empowerment Society