



INAM
INNOVATIVE NATIONAL ADVANCEMENT MISSION

WHITE PAPER

Vision and Action
for a Brighter Nation



EXECUTIVE SUMMARY

Pakistan stands at a critical crossroads. Decades of political instability, economic mismanagement, and institutional decline have eroded public trust and limited progress. In this context, the **Innovative National Advancement Mission (INAM)** emerges not just as a platform but as a national necessity offering an ethically anchored, reform-driven, and innovation-led model to transform Pakistan's governance, economy, and society.

Built on the 11Es of National Advancement, INAM is a Policy and Impact Entrepreneurship (PIE) Platform that designs policies, launches impact ventures, and builds civic capacity across the country. With a mission to drive ethical, inclusive, and sustainable transformation, INAM is a call to action for citizens, policymakers, reformers, and investors alike.



BACKGROUND A NATION IN CRISIS

Pakistan has faced political and economic turmoil for over 75 years. Poor governance, entrenched elites, brain drain, environmental degradation, public distrust, and eroding civic ethics have combined to create chronic instability. Existing reform efforts often focus narrowly on economic or political fixes, overlooking the moral and civic foundations of national development.

This vacuum-inspired **1Es Model**, authored by **Dr. Jibran Bashir** and published in the International Journal of Politics & Social Sciences Review (Vol. 4, Issue 1, 2025), is a comprehensive approach. The Model aims to integrate **Nation Development** (encompassing ethical values and people's education) with **National Development** (encompassing infrastructure and the economy) into a single, holistic blueprint.



WHAT IS INAM?

INAM - Innovative National Advancement Mission is a Policy and Impact Entrepreneurship (PIE) platform, guided by the 11Es Model.

It functions as:

- **A think tank** advancing bold and future-focused public policy innovations.
- **A social impact incubator and executor** that designs, supports, and implements ventures and large-scale transformative projects.
- **A national movement** to awaken civic responsibility and rebuild trust in collective progress.



THE 11Es MODEL

A ROADMAP FOR NATIONAL ADVANCEMENT (PART 1)

1

ETHICS

Ethics is the cornerstone of sustainable national advancement reforms. It promotes transparency, accountability, integrity, and fairness across all other Es of the model. Reforms rooted in ethical values build public trust, ensure good governance, and build a resilient, responsible society essential for long-term national progress.



ESTABLISHMENT

To ensure national stability and long-term development, Pakistan must redefine the roles of its civil and military institutions through a balanced and integrated governance approach. INAM advocates for forward-thinking policies that promote a civil-military balance, rising transparency, institutional harmony, and a practical governance framework for a progressive Pakistan.

2

3

ELECTORAL SYSTEM

Pakistan needs a reimagined electoral system to establish a truly meritocratic democracy. INAM promotes electoral reforms that include digital voting, blockchain-based transparency, and strict eligibility criteria for both candidates and voters, ensuring that responsible citizens elect competent, visionary leaders committed to national progress.



EDUCATION

"INAM envisions a transformed education system in Pakistan, focused on future-ready skills like critical thinking, digital literacy, and problem-solving. Drawing inspiration from Finland's education model, we advocate for AI-driven personalized learning, skill-based curricula, and research-oriented academic excellence essential for building a globally competitive and innovation-led knowledge economy."

4

THE 11Es MODEL

A ROADMAP FOR NATIONAL ADVANCEMENT (PART 2)

5

ECONOMY

Pakistan's economic transformation must be rooted in research and development, value-added exports, and digitalization. Strategic policies should promote technology-driven industrialization, cultivate innovation-led entrepreneurship, and build a knowledge-based economy to ensure sustainable, inclusive, and future-ready growth.



EXPECTANCY (LIFE EXPECTANCY)

Improving life expectancy in Pakistan requires proactive healthcare management and nationwide health awareness. Innovative public health policies must prioritize preventive care, digital health infrastructure, and AI-powered diagnostics, enabling early disease detection, efficient treatment, and a healthier population.

6

7

ENVIRONMENT

To ensure ecological sustainability, Pakistan must adopt innovative strategies for climate resilience and urban cleanliness by benchmarking global models like Singapore and Japan. Key policy priorities should include disaster preparedness, community-driven cleanliness, smart waste management, green energy investment, sustainable urban planning, and AI-powered environmental monitoring.



EQUALITY

Equality reforms are essential to ensuring fairness and justice for all segments of society. True equality before the law means every individual is treated equally, regardless of social or economic status. Advancing this goal requires innovative approaches such as alternative dispute resolution, AI-driven legal case management, restorative justice practices, and digital access to legal services, paving the way for a more inclusive and efficient justice system.

8

THE 11Es MODEL

A ROADMAP FOR NATIONAL ADVANCEMENT (PART 3)

9

E-GOVERNANCE

Pakistan's governance system must evolve by embracing data-driven leadership, artificial intelligence, and resilient cybersecurity. The adoption of digital public services, blockchain-based record-keeping, and AI-powered decision-making will enhance government efficiency, strengthen accountability, and promote greater citizen engagement.



ENTERTAINMENT

A vibrant entertainment sector is key to national well-being and cultural identity. Pakistan must adopt policies that promote sports, tourism, and family-oriented recreation. By encouraging investment in creative industries, e-sports, and public-private partnerships, the country can emerge as a regional hub of cultural, recreational, and entertainment excellence.

10

11

EQUILIBRIUM

Strengthening internal security and international relations demands innovative and balanced policy frameworks. Integrating AI-powered threat detection, strategic diplomacy, and global branding initiatives can enhance national stability while improving Pakistan's global positioning and international image.



THE 11Es MODEL E-BASED REFORMS

11ES	REFORM DOMAIN	STRATEGIC FOCUS & TRANSFORMATION GOALS
ETHICS	Moral and Civic Reforms	Promote national character-building through transparency, accountability, civic ethics, and institutional integrity, ensuring trust, unity, and responsible citizenship.
ESTABLISHMENT	Civil-Military Balance & Governance Reform	Redefine civil-military relations through institutional harmony, transparency, and shared accountability to promote political stability and long-term development.
ELECTORAL SYSTEM	Democratic Reform & Voter Empowerment	Establish a meritocratic democracy via digital voting systems, blockchain transparency, and eligibility criteria for candidates and voters.
EDUCATION	Future-Ready Learning Ecosystem	Reform education by embedding AI-driven learning, critical thinking, and digital skills, inspired by global best practices (e.g., Finland), to create a knowledge-based society.
ECONOMY	Innovation-Led Economic Transformation	Drive inclusive growth through R&D, export diversification, tech-industrialization, and entrepreneurship aligned with a digital, global economy.
EXPECTANCY	Public Health and Life Expectancy	Build proactive healthcare systems using digital health, AI diagnostics, and national awareness campaigns to improve quality of life and life expectancy.
ENVIRONMENT	Climate Resilience & Urban Sustainability	Implement disaster preparedness, smart waste systems, and green energy policies by adopting global models (e.g., Singapore, Japan) for ecological reform.
EQUALITY	Legal Equity & Rule of Law	Ensure justice for all through legal access, AI-powered case management, restorative justice models, and digital legal services to close socio-economic gaps.
E-GOVERNANCE	Digital Transformation of Governance	Build data-driven public systems with blockchain records, AI-led decision-making, and citizen-centric platforms for efficient and transparent governance.
ENTERTAINMENT	Cultural & Recreational Development	Encourage positive social engagement through sports, tourism, creative industries, and public-private partnerships for a thriving cultural identity.
EQUILIBRIUM	National Security & Global Integration	Balance internal stability and international diplomacy through AI-threat detection, peace strategies, and national rebranding on the global stage.

THE 11Es MODEL

A ROADMAP FOR NATIONAL ADVANCEMENT



MISSION



We exist to drive ethical, inclusive, and innovation-led transformation across Pakistan by designing, promoting, and implementing strategic public policies and impact ventures aligned with the 11Es of National Advancement.

VISION 2047



INAM envisions a resilient, developed, and globally respected Pakistan transformed through the holistic and strategic application of the 11Es of National Advancement.

CORE VALUES



ETHICAL INTEGRITY

We uphold uncompromising honesty, transparency, and accountability in every policy, partnership, and practice

INNOVATION FOR IMPACT

We promote creative, data-driven, and sustainable solutions that address national challenges in new and bold ways



STRATEGIC COLLABORATION

We build bridges across sectors, public, private, and civil society, to amplify collective reform and shared responsibility

KNOWLEDGE-DRIVEN LEADERSHIP

We commit to continuous learning, thought leadership, and policy design grounded in research, empathy, and national interest



RESILIENCE AND REFORMS

We accept adversity as an opportunity for transformation and remain steadfast in pursuing long-term systemic reforms over short-term fixes

PHILOSOPHY

To harmonize the Words of God and the Work of God, uniting divine knowledge and worldly evolving knowledge, to build a just, innovative, and future-ready nation. INAM exists to ignite purpose in people and systems, aligning ethics and progress to guide humanity toward a lasting impact.

HOW INAM OPERATES

PUBLIC POLICY & THOUGHT LEADERSHIP

- Arrange Dialogues and Events for reformers, students, and experts to formulate policies.
- Publish Innovative Public Policies and INAM Research Reports on each E.
- Influence policy through public discourse.
- Thoughts and knowledge sharing platforms: INAM YouTube Channel, Books & Blogs, Case Studies, and Research Journal.

IMPACT VENTURES AND TRANSFORMATIVE PROJECTS

- Plan and launch mission-aligned startups and transformative projects under each E.
- Mobilize impact investors, CSR partners, and donors.
- Track KPIs and social return on investment (SROI).

NATIONAL AWARENESS & CIVIC ENGAGEMENT

- Nationwide campaigns: INAM 11Es awareness through Digital Platforms, Seminars, and Townhalls.
- Develop peaceful student bodies, civic forums, and regional think circles.



INAM'S FOUNDER & EXECUTIVE CHAIRPERSON DR. JIBRAN BASHIR

Dr. Jibrán Bashir, Doctor of Philosophy in Leadership (Ph.D.) Honoris Causa, is the Founder and Executive Chairperson of INAM (Innovative National Advancement Mission), driven by a mission rooted in passion, purpose, and patriotism. A renowned Pakistani Business Consultant, Corporate Trainer, Leadership Coach, Speaker, and Author, with over 20 years of professional experience, he has dedicated his career to empowering individuals and institutions to grow, lead, and thrive with integrity.

INAM is his life's mission and national calling. Inspired by an unshakable love for Pakistan, he founded INAM as a nationwide movement to catalyze ethical, inclusive, and innovation-driven transformation.

His vision is bold and unwavering: to see Pakistan emerge as a great nation by 2047, its centennial year. With conviction, clarity, and relentless energy, Dr. Jibrán Bashir is uniting changemakers across the country to build a stronger, more dignified, and future-ready nation for generations to come.



INAM'S DIRECTOR OPERATIONS MR. ARSLAN TAHIR BUTT

Mr. Arslan Tahir Butt is a purpose-driven Management Consultant and Organizational Development professional whose career reflects disciplined thinking, analytical depth, and a steadfast commitment to building stronger, more capable institutions. With over 15 years of professional experience delivering broad-spectrum consulting across Saudi Arabia, he has shaped organizational structures, systems, insights, and leadership decision frameworks, earning a reputation for clarity, integrity, and data-driven excellence.

A patriotic Pakistani guided by an unwavering belief in Pakistan's potential, he chose to return home at a time when many are leaving, aligning his expertise with a mission far greater than personal comfort. Today, as Director Operations at INAM, he is dedicated to advancing ethical governance, structured transformation, and innovation-focused national reform—contributing to the foundation of a stronger, more resilient Pakistan.



INAM ENABLERS

INAM ACADEMY: DEVELOP PEOPLE FOR THE 11Es ERA

The INAM Academy is the capacity-building arm of INAM. It offers:

- Arrange Dialogues and Events for reformers, students, and experts to formulate policies.
- Publish Innovative Public Policies and INAM Research Reports on each E.
- Influence policy through public discourse.
- Thoughts and knowledge sharing platforms: INAM YouTube Channel, Books & Blogs, Case Studies, and Research Journal.

JIBRAN BASHIR LEADERSHIP INSTITUTE (JBLI)

Jibran Bashir Leadership Institute (JBLI) is another core enabler of the Innovative National Advancement Mission (INAM), dedicated to shaping the human and institutional leadership Pakistan requires for sustainable national transformation.

JBLI exists to serve a dual purpose: to develop individuals into principled, future-ready leaders and to transform organizations into leading, high-performance institutions capable of competing, innovating, and creating enduring national and global impact in an increasingly complex, technology-driven world.

Through research-driven leadership frameworks, executive certifications, strategic consulting, and capability-building programs, JBLI strengthens individual leadership competencies and builds organizational performance leadership systems across the public, private, and social sectors.

As an enabler of INAM, JBLI drives mindset transformation, leadership depth, and organizational maturity, ensuring that national advancement is powered not only by visionary ideas and policies but by competent leaders and high-performing organizations that can convert vision into reality and impact into legacy.



INAM'S IMPACT ON PAKISTAN

INAM isn't just about ideas — it's about measurable, lasting change.
INAM is:

- Driving people-centric and data-driven public policies
- Empowering youth through innovation and entrepreneurship
- Promoting transparency, institutional reform, and good governance
- Advancing environmental sustainability, education, and economic resilience
- Building a globally competitive national identity rooted in ethics and excellence

INAM's impact lies not only in solving problems but in reshaping mindsets, replacing cynicism with hope, dependency with agency, and fragmentation with unity. This is not just reform. This is a national movement.

WHO INAM SPEAKS TO

Citizens of Pakistan

Overseas Pakistanis

Impact Investors

Philanthropists

Government

Academia & Media

ACTION-ORIENTED ENGAGEMENT FRAMEWORK FOR NATION BUILDERS & IMPACT INVESTORS

INAM invites citizens of Pakistan, nation builders, institutions, diaspora leaders, philanthropists, and impact investors to move beyond passive support and actively participate in shaping Pakistan's future through a structured, transparent, and measurable engagement model.

**This framework offers two
concrete pathways**

1

Monthly
Subscription
to Innovative
Public Policies

2

Investment in
Policies-Based
Impact Projects
& Ventures

1. MONTHLY SUBSCRIPTION TO INNOVATIVE PUBLIC POLICIES (POLICY-AS-A-SERVICE)

INAM introduces a first-of-its-kind Policy Subscription Model designed to transform policy innovation from episodic and reactive interventions into a continuous, accessible, and action-oriented national capability.

WHAT SUBSCRIBERS RECEIVE

Subscribers gain structured access to INAM's ongoing policy intelligence and reform design, including:

- Monthly Innovative Policy Briefs aligned with the 11Es framework (Ethics, Education, Economy, Environment, E-Governance, Expectancy (Health), Entertainment, and related national priorities)
- Quarterly National Risk & Reform Outlook reports identifying emerging governance, economic, environmental, and social risks
- Action-oriented reform pathways outlining practical roles for government, institutions, corporates, and citizens

WHO SHOULD SUBSCRIBE

- Citizens committed to responsible nation-building
- Universities, think tanks, social media influencers, and media institutions shaping public discourse
- Industry-based associations and chambers representing key economic sectors
- Corporate leaders and boards seeking long-term national stability
- High Net Worth Individuals (HNWIs) interested in structured impact
- Diaspora professionals and civic leaders
- Development partners and CSR decision-makers

WHO SHOULD SUBSCRIBE

- Creates predictable and sustainable funding for independent policy research
- Institutionalizes ethical and future-oriented policymaking
- Shifts policy influence from ad-hoc lobbying to structured national reform thinking
- Enables citizens, institutions, and industries to become co-owners of reform intelligence

Policy subscriptions directly fund INAM's research, policy development initiatives, and social impact projects, aligned with Pakistan's long-term development trajectory.

2. INVESTMENT IN POLICIES-BASED IMPACT PROJECTS & VENTURES

INAM transforms approved public policies into investable impact projects and mission-aligned ventures, ensuring that policy ideas translate into measurable, real-world outcomes.

INAM'S POLICY-TO-VENTURE PIPELINE

- Policy Identification – High-impact reform areas identified under the 11Es
- Policy Design & Validation – Research-backed, context-specific innovative policies
- Projects – Timeline-based projects with defined KPIs and Social ROI metrics
- Venture Formation – Creation of standalone impact ventures
- Scaling & Replication – Expansion across cities, provinces, or sectors

PRIORITY INVESTMENT THEMES

Impact investors can participate in ventures such as:

- Education: Life learning schools to prepare humans for real life, not just exams, teacher upskilling centers, skill academies
- Economy: Innovation and R&D hubs, impact startups, export-enablement ventures
- Expectancy (Health): Preventive health hospitals to stop people from getting sick in the first place, wellness clubs
- Environment: Smart waste management, climate-resilient agriculture, aesthetic development of roads & streets
- Entertainment: Sports ecosystems, creative ethical entertainment businesses, tourism ventures

INVESTMENT STRUCTURES

- Equity in impact ventures
- Blended finance (philanthropy + commercial capital)
- CSR-backed pilots with scale-up options
- Outcome-based funding linked to social impact KPIs

Each venture is governed by clear impact metrics, audited reporting, and ethical safeguards to ensure mission alignment and transparency.

GOVERNANCE, TRANSPARENCY & IMPACT ASSURANCE

To protect both national interest and investor confidence, INAM ensures:

- Regular Impact & Audited Financial Reports
- Social Return on Investment (SROI) measurement
- Ethical oversight aligned with the Ethics pillar of the 11Es



THE CALL TO ACTION

INAM calls upon those who believe in Pakistan's future to move from concern to contribution, and from ideas to implementation.

SUBSCRIBE

if you want to continuously shape the direction of national reforms

INVEST

if you want your capital to build institutions, systems, and futures

PARTNER

if you seek credible execution with ethical grounding

Nation-building is not a one-time activity. It is a sustained commitment.

INAM offers the platform, credibility, and pipeline. The nation builders bring conviction, capital, and continuity. Together, we convert policy into progress and vision into impact.



WHY NOW?

Because **Pakistan can't wait.**

As inequality rises, governance erodes, and youth grow disillusioned, INAM is the bridge between crisis and reform, ideas and action, people and policy. It's not an option. It's a necessity.





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