



EST. 1990

ILM
GROUP OF
COLLEGES

Investor Kit

ILM Group of Colleges

A PROJECT OF ILM TRUST



Founder's Message

Dr Hasan Sohaib Murad (Shaheed)

At ILM Group of Colleges, we are producing the leaders of tomorrow; we are training future doctors, lawyers, engineers, scientists, economists, media persons, and business tycoons, etc., to put the country on a road to success and bring real change in the country. If you have applied for admission at ILM College and have been accepted as a student, you are the luckiest person because you have chosen the best-ever institution of the city which is more like your second home, yet different in a sense that you will find more learning opportunities. We believe it is the right of every Pakistani to receive world-class quality education, practical experience of gained knowledge, and real life linkage of that education to utilize it for the betterment of the country. Unity, Faith and Discipline - three guiding principles given by Quaid-e-Azam Muhammad Ali Jinnah, the Father of the Nation have been included in the motto of ILM Group of Colleges and we are passing on these golden codes to our students, so that they become productive and responsible citizens.

I'm sure ILM Group of Colleges would continue serving the nation with the same spirit and enthusiasm as they have always demonstrated in the past.



Ibrahim Hasan Murad

President UMT/ILM Trust

In an increasingly competitive world, it is becoming harder for entrepreneurs to find suitable options to invest hard-earned financial resources in. However, we have always been able to garner immense support for our cause through sponsorship and it remains a testament to the faith our supporters have in us and our mission. The ILM Group of Colleges considers sponsors as partners endeavouring to bear the beacon of knowledge and striving each day to share it with others. These alliances are not symbolic: the ILM Group of Colleges ensures that all of its partners receive the support and the help that they need to flourish. The education sector is expanding at a fast pace and investors are reaping rewards in terms of stable and secure dividends. This return on investment is made easier and comes sooner with the experienced and cooperative staff of the ILM Group of Colleges Head Office. Moreover, the ILM Group of Colleges has a tradition and history of academic excellence and is backed by the ILM Trust, a large umbrella company running a number of different projects, which includes the University of Management and Technology (UMT) and The Knowledge School (TKS). The ILM Group of Colleges has established its bona fides over the course of 30 years and is well-renowned as an educational institution. I urge potential investors to participate in my mission to continue the legacy of this institution. I consider this an integral part of my faith, as well as my duty as a citizen of Pakistan to ensure that every student has the opportunity to receive an education. I hope we live to see the day quality education for every citizen of Pakistan is a reality.

Mariam Nur Murad

Director TKS/ILM Group of Colleges



Our unique brand of colleges changes lives and manifests visions into fulfilled dreams. Our focus during our time as the very first premier college in the city of Lahore, our later transition into the academically acclaimed University of Management and Technology and the launch of our franchise network of ILM Colleges across the country has always been to ensure the provision of quality education to our students that would enable them to play a strategic role in the future of our nation. This is only possible through strong bonds matured with like-minded individuals, who can partner with us in this endeavour. Over time, with more than 30 years of experience in buttressing operational, academic and marketing functions, we have nurtured and bolstered these partnerships to a satisfactory state of mutual benefit. This is reflected in the success and expansion of our college campus network. With a staff of experienced professionals dedicated to providing interminable support, ILM Group of Colleges continues to guarantee that our franchise associates are not alone and unaided in any endeavour they undertake. Our staff always ensures that the aspirations of our partners are adequately addressed. At ILM Group of Colleges, we believe that the universality of quality education can only be achieved through meaningful compacts with discerning individuals who strive for the realization of our vision and mission.



Syed Navid Ur Rehman

GM Business Development
ILM Group of Colleges

From inception, The ILM Group of Colleges has been guided by a spirit of leadership in all facets, driven by a compulsive need for innovation. These are the tenets, devised by our founder, the esteemed Dr Hasan Sohaib Murad (Shaheed), which continue to guide us. For us, one of the key indicators for the quality of our organization is the feedback we receive from our franchise partners. The feedback is regularly noteworthy: our partners continue to place a whole-hearted faith in our ability to support and advise. This proves that our customer-centric strategy is continually on target with regards to facilitating our partners in their businesses. Our preoperational and operational support guides; our academics support mentors and our market-driven outlook towards promotional and advertising support assists in helping our college campuses remain relevant and adapt to changing circumstances. We help our campuses survive financially, we offer a myriad of support activities and we ensure the success of our campuses and the future of our students. All our actions are guided by our motto, "Every Student Matters." The power of this promise and our experience in this field, with the backing of our sister organization, the University of Management and Technology, continues to provide a solid base for resilience and profitable growth.

Thank you for your continuous support – we look forward to the joint path ahead.

Objectives



- To establish institutions for achieving the noble mission of ILM Trust by providing quality education.
- To provide education in different disciplines that lead to clear career pathways for the students in a dynamic atmosphere.
- To cultivate a collaborative environment that provokes intellectual independence and risk-taking through inquiry.
- To take along parents as our partners and co-teachers, so that their dreams may come true.
- To train our teachers to play a dominant role as agents of change in grooming the students to face challenges posed by globalization.
- To prepare students to play a responsible role for the economic, social and cultural welfare and well-being of society as a whole.
- To provide sound ethical and moral foundations to students.
- To facilitate integrated development of knowledge, skills and attitudes.
- To incorporate new information to our curriculum to meet international standards.

Invest.



This investing opportunity is for all entrepreneurs who wish to own and run an educational institution. This opportunity will give them the best returns on their investment. It is also open to non-branded colleges which are looking for a brand name to become a success story in a very competitive environment.

Empower.

Our Vision

To make Pakistan take the lead by providing high quality education blended with innovative activities to mould the youth for leadership and strategic roles in their future endeavors.

Our Values

- Innovation
- Integrity
- Excellence
- Collective Growth
- Teamwork
- Social Responsibility

Our Mission

To make ILM Group of Colleges a leading network of institutions meant for quality education across Pakistan; to hone merit students in affordable programs that transform them into decision-makers who serve this country with passion and the best manifestation of professionalism.

Lead.

3 Decades of Academic Excellence

90,000+ Students



18 ILM
Colleges



Estd. 1990

2 UMT
Campuses

150+ The
Knowledge
Schools



ILM

My First Choice

Web Portal Support

Technological advancement has pervaded all business and no institution can lead without having specialized IT systems to manage their operational functions in a swift manner. We have a hands-on Web Portal system that allows campuses to execute these functions with elegance and efficiency. The web portal system has been designed to facilitate managerial activities and save precious time, allowing individuals to focus on tasks of a more pressing nature. Some features of our web portal systems are:

- Online record of all students.
- Online record of all faculty members.
- Online evaluation and assessment system of the students.
- Systematic record of fees and other financial transactions.
- Online result display.
- Customized teachers' and students' log.
- Online transfer of academic and other material to the campuses.

Media and Marketing Support

Marketing is a window that reflects service delivery and brand image. The better it is, the greater the brand resonance. We have a team of media and marketing specialists who design marketing and admissions campaigns and brochures, which are governed by deep strategic thinking, to promote the brand image of our network colleges. We provide customized marketing ideas and concepts for each and every college keeping in view their local needs. Some key support and facilitation areas are:

- Strategic marketing analysis of the campus.
- Customized strategies and marketing plan for the campus.
- Nationwide admissions and marketing campaigns.
- Extensive brand and admissions ads in print and electronic media.
- Effective and efficient use of social media for brand promotion and admissions campaigns.
- Provision of TV ads.
- Exclusive promotional events and materials.
- Annual network associate conventions.
- The group umbrella with all its advantages.

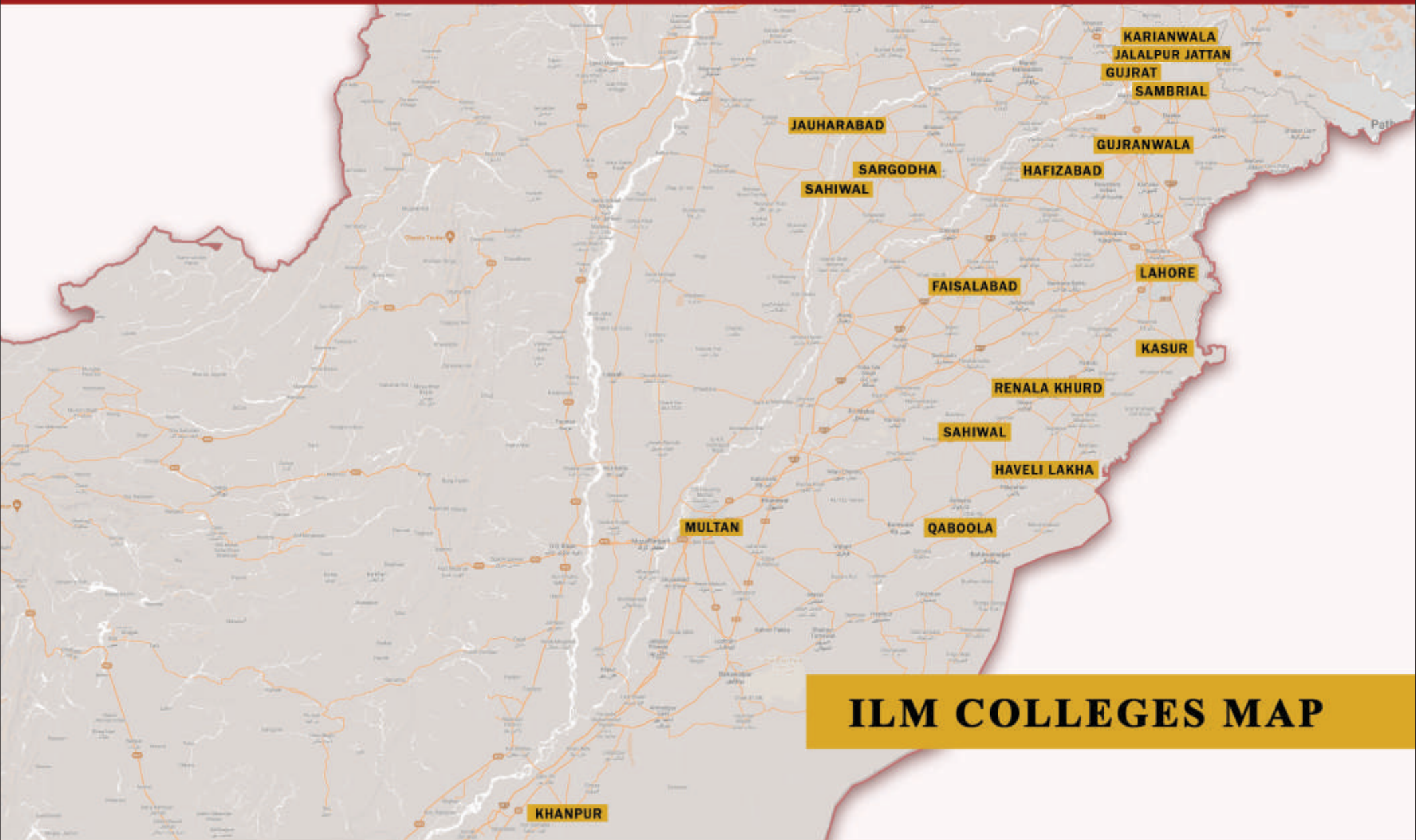
Operational and Administrative Support

We are under obligation to stand by your side in whatever manifestation you may require. This is our commitment with our franchisees to protect, preserve and promote their business interests. We have 3 decades of academic excellence and carry with us unparalleled expertise, experience and exposure in all matters necessary to make any campus a success story. We are the custodians of your interests and investments. We endeavor to channel all resources to elevate the standards and reputation of our colleges. We provide the following support to our campuses:

- Academic Manuals
- Quality Assurance Manuals
- Operational Manuals
- Human Resource Management Manual
- Media and Marketing Manuals
- Training sessions on management and leadership effectiveness.
- Academic Calenders and Scheme of Studies.



ILM
GROUP OF
COLLEGES



ILM COLLEGES MAP

Reshape the Nation

Open an **ILM College Campus**

Near You



Our Distinctions:

- Character Building is our Hallmark
- 90%+ Overall Network Result
- Personal Coaching and Counseling
- Seasoned and Result Oriented Faculty
- Cutting-Edge Management System
- Value-added Education

We Provide:

- Preoperational Consultancy
- Complete Feasibility
- Nation-Wide Reputed Brand
- Recruitment & Selection Support
- Marketing Support
- Training & Development of Staff
- Monitoring of Academic Activities
- College Management Software



ILM Model Campuses



ILM College Sargodha

One of our larger colleges, the campus in Sargodha is ideally situated in a community that houses both agriculture and industry, thus enabling it to excel in terms of experienced faculty and facilities. The 20-kanal college has immaculate facilities and state-of-the-art laboratories, which is reflected in the fact that students of the college tend to regularly achieve high positions in board exams, while also demonstrate outstanding performance otherwise. Their contribution to the surrounding community as alumni and career professionals is immense and is a hallmark of ILM College Sargodha.

ILM College Sahiwal

A mainstream city, Sahiwal is known for its heritage in the culture of Pakistan. The economy and commerce of the city is on the fast track to a highly competitive arena. The playground of the private sector, Sahiwal is heavily focused by private educational institutions and ILM College Sahiwal is one of the best amongst them. Known for its quality education disseminated at all levels to cater to the academic needs of students, those pupils go on to achieve top positions in board exams. ILM College Sahiwal is a wonderful reflection of modern thought and design in its architecture and the building is second to none in the whole area, with the facilities known as being the best around.





ILM College Gujrat

Gujrat is a fast-growing suburban city and business hub for areas adjacent to it, thus making it a prime hotbed for academic and educational innovation and activities. The growing number of corporate activities have prompted the growth of healthy academic collaboration. ILM College Gujrat operates in a thriving community, is focused on disseminating education and is at its peak in this regard. ILM College Gujrat is leading educational activities in the city and the campus is the best manifestation of quality education and elegant infrastructure, backed up by a dedicated team of professionals.

ILM College Kasur

ILM College Kasur is rapidly carving out a niche for itself in education due to its unique approach to pedagogy. Offering a wide array of diverse courses, the college focuses not only on the academic development of its cohort, but also on their moral, ethical and behavioural development according to our most deeply cherished values and beliefs. This trait, shared by all ILM Colleges, enables them to ensure that all students who pass through their gates emerge as individuals with holistically developed capabilities that allow them to not only succeed in any walk of life, but to do it with grace and poise.



Process of Association



ILM Group of Colleges

Pre-MoU Assessment Form



Personal Information

Name: _____

PostalAddress: _____

Email: _____ CNIC: _____

Mobile: _____ Office Tel: _____ Residential Tel: _____

Nationality other than Pakistan (*if any*): _____

Qualification: _____

Experience

	Brief Description
As Educationist	
Professional	

Proposed Locations

(Please mention in order of preference)

S.#	City	Location	Area (Kanals)

Competitors

S.#	Name of College

Nearby Secondary Schools

S.#	Name of School

Category of ILM CollegeBoys Girls Commerce

Expected Launching Year	
Status of Building	Owned <input type="checkbox"/> Rented <input type="checkbox"/> Any Other: _____
	Residential <input type="checkbox"/> Commercial <input type="checkbox"/>
	Purpose Built <input type="checkbox"/> To be Constructed <input type="checkbox"/>
	Renovated <input type="checkbox"/> To be Renovated <input type="checkbox"/>

Investment

Max. Monthly Income	Rs. _____
Max. Investment	Rs. _____
Financing Mode	Self-Finance <input type="checkbox"/> Partnership <input type="checkbox"/> Loan: Institution <input type="checkbox"/> Individual <input type="checkbox"/>

Partnership Deed (if any)

Names of Partners	Status	CNIC #	Contact No.	Sharing%

Focal Person

Name	Signature
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Signatures


Name	Signature	Date



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