**Company Name**: IRSA Publications

**Email Address**: [irsa.pk2022@gmail.com](mailto:irsa.pk2022@gmail.com)

**Logo**: Attached

**Theme**: Rainbow

**Tagline**: ***Serving you in raising a strong Muslim Generation.***

**Story:**

Assalam O Alaikum,

My name is Safia Aslam. I am a mother of three beautiful daughters. Irsa has been made with the aim to make learning Islam engaging and colourful. We are here to provide Islamic Educational Resources to the parents that will serve them to raise a strong Muslim Generation.

The idea of establishing my own publication house popped up when I was searching interactive and colorful Islamic resources for my eldest daughter. The fact that surprised me was 99% of the resources are imported mostly from non-Muslim countries. Of course, the authors and creators are Muslims, and they are really working hard to keep their kids on the right track as kids easily get attracted towards the colorful and fun non-Muslims religious festival and traditions while living and studying with them.

But I truly believe that living in an Islamic Country and your kids being born in a Muslim household doesn't translate that you don’t have to make any effort to teach them Islam. Of course, they will follow you, but you must make things interesting for them according to their age. Otherwise, there are lots of entertaining distractions that can influence them here too.

I have started from a personal blog Mamma on The Go and launched my first product i.e., Step by Step Namaz Flashcards in October 2020. After introducing a range of products, I didn't get enough orders to sustain but receive lots of appreciation. So, I decided to continue. And after almost 1.5 years, finally established a dedicated publication house IRSA and launched my first Islamic Activity Book “My Ramadan Treasure”.

ALHAMDULLILAH!

Number of Islamic products for kids are in the pipeline. I see IRSA as a leading Islamic Publication House of Pakistan in future. May Allah help me in making my dream successful.

**Products**:

**STEP BY STEP NAMAZ**

**Price:**

Do you want to teach your child how to offer prayers, step by step?

With these cards, you can teach them in an engaging and in detail way all the steps of Namaz.

This bundle of 30 cards contains 4 categories of cards:

1. Learn and correct your wudu

2. Step by step Namaz for boys OR Step by step Namaz for girls

3. 5 Prayer Timings

4. Dua cards

On each card, there is a picture on the front showing a step which ll make it easy for visual learners and a complete description on the back.

You can also play sequencing game with these cards that ll be a fun and easy way for your kids to learn step by step Namaz.

There are four extra cards for all the supplications and the Quranic verses recite during Namaz.

These cards are hard laminated to ensure long term durability.

These can be a best gift for the kids around you.

**WUDU POSTER:**

**Price: 100 PKR**

These posters show the steps in performing wudu.

The colourful illustrations make it fun and exciting for children as they practise the steps in wudu, while referring to the poster as a reminder.

There are two variants available each for a girl and a boy in a pink and a purple color respectively.

The WUDU POSTER is laminated so it is durable and waterproof as well. It comes with a adhesive tape on the back so you may stick it to the wall easily.

**NAMAZ TRACKER:**

**Price: 150 PKR**

Encourage your child to pray the five daily Namaz regularly through our simple Namaz Tracker.

This tracker is designed for one week. Promise a reward to your child every week when they complete the tracker. It's great for motivating kids to perform their namaz at the teaching stage. A helpful resource for parents, home schoolers and teachers.

Our Namaz tracker is laminated so it is durable, reusable and suitable to use with dry erase markers. It comes with an adhesive tape on the back so you may stick it to the wall easily.

It comes with a complementary dry erase marker.

**MY NAMAZ BOX:**

**Price: 2000 PKR**

Do you want to introduce your child to pray five times daily? Make it interesting for them.

Give them our 'My Namaz Box'.

'My Namaz box' is designed to be fun, engaging and interactive with a scope of learning.

What's in the box?

1. Namaz Flash Cards (set of 15) (Hard laminated) with a pouch

2. Wudu poster (hard laminated, waterproof and can be stick on wall)

3. Namaz Tracker with a dry erase marker (Rewritable and can be stick on wall)

4. Tasbeeh Making kit

5. Jigsaw Puzzle Set (20 pieces)

6. 3D Masjid Template (Make and color your own 3D Masjid Model)

7. Kibla Marker and other coloring sheets

Complementary Islamic stickers and bookmark.

**DUA REMINDERS:**

**Price: 800 PKR**

Do you want your kids to remember Allah before and after the regular things in their life like eating, sleeping and entering home?

You'll need a set of timely reminders at the right place, which will remind them an appropriate duas to say at the right time. That's what our Dua Reminders do.

It is a set of six large cards that you may place at the most common and repeated places you visit in your home.

Cards have narrow portrait design so it can be fit on the any wall of the home.

The size of the Arabic text is big enough to read from the distance.

English translations are also included so that they may know what they are saying.

Beautiful Eye-catching illustration will capture your kid’s attention at the right time and place.

The set of six display cards are designed to be placed at key locations in your:

* Bedroom (Sleeping & Waking Up)
* Kitchen (Before & After Eating)
* Front Door (Entering & Leaving Home)
* Window (Morning & Evening)
* Cupboard (Getting Dressed)
* Toilet (Enter and Exit)

Each card measured 11.7 inches tall and is waterproof, hard laminated comes with the adhesive on the back.

**ISLAMIC ABC FLASHCARDS:**

**Price: 900 PKR**

Teach your toddlers ABC through our Islamic ABC Flashcards in an Islamic way. This will increase their Islamic vocabulary and knowledge about Islamic concepts.

These cards are hard laminated to ensure long term durability.

These can be a best gift for your kids as well as kids around you.

**ISLAMIC JIGSAW PUZZLES:**

**Price: 600 PKR**

Do you know Jigsaw puzzles make your entire brain work?

Proudly introducing our own Made in Pakistan, high quality ISLAMIC JIGSAW PUZZLE SERIES.

3 designs are available:

1. Allah created everything.

2. Pillars of Islam.

3. Pillars of Hajj/Steps of Hajj

* Exquisite box & Islamic educational game set is an ideal gift for Muslim Children.
* This floor puzzle consists of well-made thick and large cardboard pieces that prevents bending, wear & tear and size is good for little hands.
* The small Storage box is easy to carry and to take with you for puzzle time away from home.

Finished puzzle size: 11.7" × 16.5"

No. Of pieces: 20

Box size 5" × 5" × 3".

**MY RAMADAN TREASURE**

**Price: 1500 PKR**

My Ramadan Treasure is a Ramadan journal and activity book, specially designed for our little Muslims to record their Ramadan Journey, in a fun and exciting way along with activities which will enhance their learning about this holy month.

The journal in this book will help your child to track their daily progress and keep their interest alive throughout the month. The activities in this book are infused with Ramadan so they can learn with fun.

This book is designed for the ages 6 to 12. However, every child is different and this just a recommended age range.

Book contains:

* Tons of knowledge
* Interactive Activities
* Ramadan Tracking Journal
* Cut-outs for puzzles, Ramadan banners and Eid cards
* Sticker Sheets
* 7 Posters

And a lot to treasure.

Format: Paperback

Pages: 90