

MLink: its purpose and offerings

Written by Nazeer Syed

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What is MLink?

MLink is a powerful web 2.0 portal to enable Muslim professionals, businesses, organizations to transact and exchange information, ideas and resources for economic benefit, advancement and growth.

How will MLink work?

It is structured to provide the following services: networking component, jobs posting, knowledge sharing and networking event information.

This broad coverage of offerings is designed to fulfill our **vision**: To serve as the leading catalyst and platform for Professional, Business, and Organizational networking for all Muslims.

Why MLink?

MLink founders believed that creating such a forum for intellectual and responsible exchange could be one way of harnessing our individual energies into joint concerted thought and action. This in turn would enable us to learn from each other, network, and 'think hard' jointly about our common problems, and help each other to cope with the future challenges as we pursue our own professional careers, businesses and promote our organizations.

This virtual marketplace will subsequently create a space for new markets and opportunities for Muslim businesses and enterprises to reach their target audience. Muslim professionals can chart the advancement of their careers by linking with other professionals and opportunities to collaborate in partnership, ventures and new ideas will take place.

Why not just use an established portal like LinkedIn or Doostang? What is the need for a

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separate Muslim portal?

Professional and social networking sites are phenomena which have proven their success, popularity, and sustainability. Unfortunately, the impact of this has not yet been realized by the global Muslim community.

The founding vision of MLink was to try and connect a few like-minded Muslim professionals using the powerful connectivity of the Internet to enable them to share knowledge across disciplinary boundaries but remain motivated by a common objective: economically empowering the community. theMLink.com offers a unique opportunity to network with like-minded Muslims from a wide variety of disciplines and areas from around the world and help each other grow into a potent force.

Also you are creating your own value and the data is owned by you. Using a platform like LinkedIn or Doostang gives you access to the features but you do not own the data.

Also why not have an internet platform which is owned, operated and used by Muslims. There are very few internet companies started by Muslim entrepreneurs who have been successful.

How can a budding or experienced Professional benefit?

We view every member as a brand ambassador and with every contact and event you will be representing MLink and have the opportunity to strengthen the brand. We are counting on every member to continue with spreading this awareness as we seek to keep our promise of building the leading platform for Professional, Business, and Organizational networking for all Muslims.

As a member you will be able to: directly connect with an experienced and successful mentor to guide you in your development; Garner tailored advice and support from a committed member; Gain the impetus you need to launch your career or expedite your growth

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How can an organization benefit?

Many Muslim professional/social/civic organizations provide a valuable service to the community. However, they are constrained in being able to expand and market their services as there is no mechanism in place whereby they can reach a large but selective pool of people to promote their services and enroll new members. Secondly, organizations find it difficult to manage their membership base as listings are maintained either in email groups or by email addresses. This limits an organizations ability to effectively understand who their members are and pull information for data mining purposes.

Having MLink server as a networking portal for an organization to effectively manage members profiles as well as attract new members. Finally by being actively listed on a Muslim networking portal the organization can reach a targeted audience and rapidly grow membership.