

ALLEEM SUSTAINABLE DEVELOPMENT GOALS



Dr. Rashid Alleem





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PRAISES FOR *Alleem Sustainable Development Goals*

"Alleem Sustainable Development Goals, is an insightful book with well-thought-out ideas. It provides practical advice on sustainable developments in technology related to effective management of resources in a manner that encourages an innovative approach to deploying such solutions."

Eddy Cheah, CEO,
Malaysia Status Company, Malaysia

"The 18th-century Irish statesman Edmund Burke once said, "Education is the cheap defense of nations." But how to make the culture of education sustainable is well understood by Dr. Rashid Alleem, who dexterously delves into the need for creative education in his book. That his instincts are innovative is aptly proved by the flawless objectivity of his writing. The book is like a bible for those practicing and seeking to innovate education to meet the needs of the changing human values of the modern society."

Rajen Kumar, Chief Editor,
SME World, New Delhi, India

"Dr. Rashid Alleem understands the urgent need for development that is sustainable and cost-effective yet workable. His ideas reflect a deep understanding of the issues at hand, and he draws examples from his rich personal experiences and from many sources around the globe. His analysis is based on a practical, real-world understanding of the unique and often competing challenges that lie ahead. He foresees a world that is pleasantly livable and sustainable and an environment that raises the quality of life for all. His eye is always on the present, while also keeping future generations in mind. A very lucid, easy-to-read, and perceptive book on sustainable development indeed."

Stephen Lee Head, Business Continuity Management,
Risk Management Singapore Exchange, Singapore

"In his new book, *Alleem Sustainable Development Goals*, Dr. Rashid Alleem displays once more his sharp insights into today's societal challenges. In his previous book, *Sustainability: The Fourth Wave of Economy*, he pleads that the gloomy prospects of climate change and environmental degradation, especially in the water sector, could be turned into an economic and cultural renaissance by embracing education and innovation.

In his latest book, Dr. Rashid takes his ideas even one step further. In his characteristic optimistic approach, he states that everyone is gifted and can be creative. He confronts lateral and critical thinking, and where other famous thinkers tend to keep them separated, Dr. Rashid shows how the two can be happily married, if only one takes the courage to dream big."

Dr. Walter J. R. Buydens, CEO,
VITO Middle East LLC, Doha, Qatar

"In Dr. Rashid Alleem's books, *Sustainability: The Fourth Wave of Economy* and *Alleem Sustainable Development Goals*, he reflects his deep interest and passion for a sustainable globe. The books are a direct correlation

of how sustainability affects our lives and shapes our future. Dr. Alleem is a pioneer in sustainability for the region. The world needs exceptional leaders like him to further the sustainability agenda in the Middle East and beyond."

Satyapal Singh, Director and Vice President,
GE3S Environmental Consultants, Abu Dhabi, UAE

"This book is a must read for educators, administrators of schools, colleges, and universities, and discusses case studies of education turnaround in Shanghai, China, and Singapore; the Swiss model of education; and the contributions of Dubai Cares. The Alleem Knowledge Center and Qatar Foundation are worth reading."

Jawad Ahmad Siddiqui, Chancellor,
Al-Falah University, Faridabad, India

"As I read through Dr. Alleem's outstanding book, *Alleem Sustainable Development Goals*, I was struck by the wide-ranging and in-depth discourse on education, especially the concept of quality education. It is, in fact, the way we have modeled our own system in Singapore. Dr. Alleem has been able to capture numerous examples from multifaceted dimensions in making a very strong and committed case for how we can look at development in a sustainable way. I strongly recommend this highly readable book to students and professionals alike."

Sung Pei Yew, Assistant Chief Executive,
International Enterprise Singapore

"Dr. Rashid Alleem's book, *Alleem Sustainable Development Goals*, contains 21 global goals. Two of these goals are quality education and creativity and innovation. Dr. Alleem stresses that creativity and innovation form the cornerstone of progress. He provides an in-depth analysis of how

the two are differentially defined and then explains why it is imperative that modern-day organizations encourage creativity and innovation. They should work toward what he terms as the “landscape view” (big-picture thinking), and he outlines how this can be done. He then goes on to give a plethora of inspiring examples, both historical and contemporary.”

Dr. Refaat Hassan Abdel Razek, Prof of EngG Management
College of Engineering, University of Sharjah, UAE

"HE Dr. Rashid Alleem has a very special talent to mix his own business experience and the golden rules/recipes of world-renowned business leaders and institutions into a workable process to achieve sustainability and excellence. The book is very insightful and written in a way that touches every reader’s heart and mind. Let us all be “jugaadus.”

The humble way of expressing his leadership style certainly makes me want to be part of the team!"

Alexander Stramrood, Senior Manager,
SHEQ, Sustainability Group, Johannesburg

"I do believe that it is a stroke of genius that weaves together the delicate yet strong threads of innovation, education, knowledge, creativity, experience, and passion, producing a fabric of wisdom that is brightly colored with hope. This final product brings out the best of not only the writer but the reader as well. The work is a collector’s item that should be in every person’s library."

Ken Aim, CEO,
SOWO, Kenya

"In reviewing Dr. Rashid Alleem’s book, I am in high praise of his numerous commitments to the improvement of the conditions and wellness that

positively affect not only his people but also humanity as a whole. His steadfast involvement in “Education” at all levels is not only admirable but also a true benchmark of a visionary leader.

One event may not change the world, but the actions and conviction of one visionary can."

Mario Caggiano, President-CEO,
CAEST, Canada

"I had the chance to meet Dr. Alleem at the Power and Energy Expo in South Africa, where I was amazed by his leadership skills and his principles on sustainability. This book provides an extremely effective approach to how sustainable development goals can have a big impact on our society in the near future. The long-term goals set by the United Nations are a milestone in the global era that can contribute and have an impact on reducing inequalities across the globe.

This book is a must read!"

Nelson Muchine, Operations Manager,
Ridge Tech Global Trading, South Africa

"In this a must-read book, Dr. Rashid Alleem shares his extensive experience with a number of leading international educational institutions and their inspiring methods that encourage understanding rather than indoctrination.

What is impressive though is seeing that Dr. Alleem personally went further to implement what he noted by establishing the SEWA Academy, an institution to be proud of, where you refine, develop, and stimulate creativity and innovation.

I invite everyone to read the book and try to embrace the same message in his or her own way."

Talal Shawwa, Regional Director,
MENA, Oracle Utilities Global Business Unit, Dubai, UAE

"Truly inspirational and attainable goals. Dr. Alleem is really a man with a vision, and I wholeheartedly enjoyed the two chapters I have read. I am looking forward to obtaining a copy of the book as soon as it is available. I also like the fact that Dr. Alleem focuses on education in the workplace, thereby empowering employees to better themselves. This book will truly inspire everyone."

Rizah Allie, Senior Sales and Marketing Executive
SZZT South Africa

"Dr. Rashid Alleem is a cosmopolitan, committed participant, and charismatic preacher of the fourth industrial revolution. His new book consolidates the wisdom of proven political and social paradigms with quality education, creativity, and innovation, among others. From Singapore to Switzerland and from Sheikh Mohammed Al Maktoum to Malala, Dr. Alleem is drifting among different cultures, eras, and systems in a fascinating manner. A visionary realist who proves that day-to-day management and critical performance of a vital utility like SEWA can combine with the social impact of the Alleem Knowledge Center, which he both inspires, primarily through his example and philosophy."

Stelios Antellis, Head of Suntech Power Trading FZE
Dubai, UAE

"This book is a great opportunity to draw upon Dr. Rashid's personal learnings and experiences. His personal travels and global interactions offer an inclusive view on how education and innovation can uplift societies, trans-

form cultures, and accelerate the speed of economic progress. One of the key ways to embrace change in this volatile world is to ensure that we are continuously receptive to new learnings and open to implementing them in our surroundings."

Dr. Dalya Al Muthanna, President and CEO,
GE Gulf region, Dubai, UAE

"Continuous learning and knowledge sharing are the main wealth and investment in the human race and add value to the efficiency and productivity of human capital resources. HE Dr. Rashid Alleem has presented the importance of learning and knowledge and emphasizes the role of inspiration and innovation of the human race, which will be reflected in the satisfaction and happiness of our community. The book presents excellent international and regional case studies, as well lessons learned from previous experiences."

Maged Farouck Hanna, Managing Director,
SELEM DMCC, Dubai, UAE

"Dr. Rashid Alleem's book is a roadmap to happiness and success in the corporate world. He takes us through a plethora of ideas, where the reader can easily pick the approach that suits him best. In addition, Dr. Alleem's review of education and innovation is an eye-opener to a lot of us who are faced daily with real-life challenges. He gives solutions to our problems in a very subtle way by giving examples, whether it be the education system in Singapore or the Think Week of Bill Gates or the Jugaad Innovation in India."

Berj Tossounian, Branch Manager,
Bank of Sharjah, UAE

"A platform for the future based on practical solutions addressing the world's most pressing concerns: energy, education, healthcare, and sustain-

ability. While natural resources are limited, the opportunity for creativity and innovation is infinite. This book provides cutting-edge ideas on how individuals and companies can deliver new innovations that will help society achieve its goals."

Michel Madi, CEO,
Networked Energy Services Corporation, Middle East, Africa, & India

"Sustainable Development Goals usually sound complex. The initiative by Dr. Rashid Alleem to spread them with simplicity is a great effort. It is different and, more importantly, has both dimensions (i.e., conceptual grasps and practical implementations). Truly, Dr. Rashid is a modern-day visionary leader and an asset to my proud country. I am confident that the message has now a wider audience with a better direction for its implementation."

Khalid Ali Moosa Al Naqbi, Executive Vice President,
Emirates Islamic Bank, Dubai, UAE

"Reading this book on sustainability was wonderful, given that education was emphasized as playing a pivotal role. One can derive from this book that education serves as the springboard to changing one's life, collectively improving society as numerous minds now work hard to advance mankind in various fields, from science to medicine, and help break down barriers that want to hinder free thinking for those considered not worthy of education, as in the case of Malala."

Samer Tamimi, CEO,
United Arab bank, Sharjah, UAE

"In times of rapid change and a delicate environment for the world climate and economy, Dr. Rashid Alleem outlines in his unique way how adoption of the sustainable goals as a business and as a person creates an opportunity

to strive for excellence, building a better tomorrow not only for oneself but for humanity."

Christopher Benedikt Pilscheur, Regional Director,
Green Business Norway, Gulf region, Dubai, UAE

"Dr. Rashid Alleem could not have chosen a better topic than the Alleem sustainable development goals. Like a modern-day Ibn Battuta, Dr. Alleem traveled the corners of the world to bring us the best practices in education and innovation and further elevates them with his own contributions.

He has truly mastered the art of harvesting mankind's best experiences and presents them in a clear and concise manner. In his ability to surge above any particular function or discipline, he provides us with universal truths, which are a joy to read, which promote progress, and they are therefore a valuable investment of your time."

Karel De Winter, General Manager,
Alsa Solar Systems LLC, Dubai, UAE

"As individuals and as a society, we must take a proactive approach toward sustainability and cannot depend on others to save our planet. The initiative of researching and writing the book exemplifies this proactive and intellectual approach. There is no doubt that education is the very foundation of the progress of any society that, with the correct environment and leadership, would lead to creativity and innovation. The book provides a focused approach and presentation of the fundamental issues that lead to sustainability."

Shams Dabbagh, General Manager,
Lootah BCGas, Dubai, UAE

"There is no better way to get to know the unique and extraordinary personality of my friend HE Dr. Rashid Alleem than to read this inspirational and very much-needed book. A synthesis of the author's profound sense of humanity and in-depth understanding of the true underlying needs of today's world, it not only reflects Dr. Alleem's personal beliefs and efforts in his knowledge ambassadorship but also lays out the path that every organization and business should set toward building a more ethical and prosperous world of tomorrow."

Jovan Vujasinovic, Cofounder, President, and CEO,
Meter&Control, Serbia

"What an inspiring book that HE Dr. Rashid Alleem offers us again. Education is indeed the cleanest energy in the universe! It is able to enlighten any dark mind. It has the seeds of wisdom to grow healthy generations for a peaceful and better global world."

Dr. Nabih Cherradi, Chief Technology Officer,
Desert Technologies, Kingdom of Saudi Arabia

"Dr. Alleem, a social and economic thinker in his own right, has touched upon three very important areas of socioeconomic growth and development in this book—education, creativity, and innovation—that will create a difference among communities, societies, and nations. While education is a basic human right of everyone on earth, it is the quality of education that will also make or break a nation. Quality of education then leads to creativity and innovation—which will differentiate between winners and losers."

Saifur Rahman, Senior Journalist and Former Associate Editor,
Gulf News, UAE

"An extensively researched page turner providing a rather unique yet welcoming global perspective to innovation across borders. A wealth of information is packed and presented in the simplest manner for a reader of any age to be able to relate and implement outlined findings at ease."

Abdelaziz Fikri, Senior Manager,
Al-Sajaa, Sharjah, UAE

"A vision is the first step to understanding a mission. A clear objective with enabling objective(s) helps reach the required and measured standard(s), as an objective addressing energy and providing the "peak hour energy saving" measure that has resulted in 40 MW of saved energy, as reported by Dr. Alleem. Clear engagements with the community of WHY will help to HOW subsequently to WHAT. Highlighting best practices will help in this sustainable approach."

Zack H. Abdi, Managing Director,
Provectus, Toronto

"A thought-provoking read! Dr. Alleem has a unique ability to match theory with practicality because he has taken action in his life with respect to the issues he passionately cares about. Reading this book makes one appreciate the importance of the sustainable development goals Dr. Alleem has set out and motivates an individual to take action. Congratulations, Dr. Alleem, on yet another enlightening book!"

Farhad Bayati, CEO,
mBELLAb Power Solutions LLC, Dubai, UAE

"I have known Dr. Alleem for two years or so. He is a thinker and a doer. He is also a visionary. Dr. Alleem's "Sustainable Development Goals" book brings into focus the key priorities that leaders must consider to achieve success with a positive social impact.

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