

# **DAWAH**

## **Our Purpose**

## **Our Goal**

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# Dedication

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*To the servants of God, who succeeded in gaining the pleasure  
of our loving Creator.*

Mr President

Respected Guests

Brothers & Sisters

Ladies and Gentlemen

My talk today is on an important topic that touches every Muslim, regardless of their age, their background or their gender. The topic of Dawah is not new, as in the past great personalities such as Prophet Nuh, Ibrahim, Dawood, Musa, Isa and Mohammed (May the peace and blessings of ALLAH be upon all of them) have undertaken this responsibility. Their and their followers' commitment to take the Divine Message to guide the people is beyond compare. However, this mountain of responsibility is now on our shoulders, as members of the Ummah and we now need to take the Divine Message to take the people on this earth.

Ladies and Gentlemen, my presentation today is in 3 parts:

In the first part, I will briefly outline what is our message.

The second part will look at what resources we require in order to deliver this message. In doing so, we will look at how these resources can be gained.

The 3<sup>rd</sup> and final part will highlight the methodology we, the UK Islamic Mission, will be or are using to take the message of Islam to the 60 million residents of this country.

This talk is meant to act as a reminder to myself, foremost, and to us all of the responsibilities that we need to carry out. I pray that ALLAH (swt) gives me the wisdom and strength to do justice to the topic at hand.

So, come, let us see what is our message...

ALLAH (swt) says in Surah Al-i-Imran, chapter 3, verse 110:

كُنْتُمْ خَيْرَ أُمَّةٍ أُخْرِجَتْ لِلنَّاسِ تَأْمُرُونَ بِالْمَعْرُوفِ وَتَنْهَوْنَ  
عَنِ الْمُنْكَرِ وَتُؤْمِنُونَ بِاللَّهِ

You are the best of peoples raised for mankind, enjoining Al Ma'ruf (what is right) and forbidding Al Munkar (what is wrong) and you believe in ALLAH.

(The Holy Quran 3:110)

God Almighty is giving the criteria for being the best. Note the fact that ALLAH (swt) is not saying we are best because:

- Come or live in a particular country
- Certain skin colour
- Speak a specific language
- Wear a special dress
- We are rich or poor
- Belong to one gender rather than the other
- Have a fashionable name
- Or even is a particular age.

Indeed, we are best because of the following three elements:

- Invite to Ma'ruf (good things)
- Forbid Munkar (bad things), and
- We believe in ALLAH (swt).

Here, by good, we understand that this means any action that takes us closer to ALLAH (swt). And, by bad, we mean any deed that takes us further away from ALLAH (swt).

In another beautiful passage from the Holy Quran, chapter 65, verses 10 and 11, ALLAH (swt) elaborates on the Message and its purpose:

أَعِدُّوا لِلَّهِ لَهُمْ عَذَابًا شَدِيدًا فَاتَّقُوا اللَّهَ يَا أُولِي الْأَلْبَابِ الَّذِينَ  
ءَامَنُوا قَدْ أَنْزَلَ اللَّهُ إِلَيْكُمْ ذِكْرًا ﴿١٠﴾  
رَسُولًا يَتْلُو عَلَيْكُمْ آيَاتِ اللَّهِ مَبِينَاتٍ لِيُخْرِجَ الَّذِينَ ءَامَنُوا وَعَمِلُوا  
الصَّالِحَاتِ مِنَ الظُّلُمَاتِ إِلَى النُّورِ

ALLAH has sent down to you a Message, a Messenger who recites to you ALLAH's revelation containing clear guidance, so that He may bring those who have believed and done good deeds out of Darkness into Light.

(The Holy Quran 65:10-11)

Darkness here can refer to a number of things including exploitation, transgression, immorality, injustice, jealousy, idol and personality worshipping, and effectively total ignorance.

Whilst Light here refers to the opposite of these negatives, which is only gained through ALLAH's noor, ALLAH's guidance – collectively referred to as Islam.

In fact, we make use of ALLAH's Light everyday. For example:

- Before eating
- During eating
- After eating
- When we wash
- When we sleep

- Whilst walking
- Whilst talking
- Whilst working
- Whilst conversing with people

Indeed, as Muslims, our behaviour, attitude, mannerism, character and personality, and our beliefs and practices are in total compliance with the Light given to us by ALLAH (swt). This is what makes a Muslim.

Our role is to share this Light with all the people. This is our main purpose. In fact, the whole purpose of this light is to lead people out of darkness, otherwise what use is a light that does not show the path out of darkness?

Brothers and sisters, imagine a person having a wash 5 times a day. Would we say that this person is clean? I am sure you would have no doubt in classifying this person as clean and spotless. But if I then said that the water being used for the wash is polluted (unclean) then you would agree that it doesn't matter how often the person washes himself or herself, they would still be tainted.

This is the scenario we find ourselves here. Our homes and lives are surrounded by darkness and we live within environments that are morally polluted. Having constant washes inside the home does not mean that our lives, our families, our relatives and our friends will not be polluted by the darkness outside. Unfortunately, this is the scenario that has touched every Muslim family in Britain. Young sons and daughters who should have taken the Light of ALLAH outside into the darkness have done exactly the opposite by bring the darkness into their homes and the consequences of this is all too visible.

And this is why ALLAH (swt) says in the Glorious Quran:

يَتَأْتِيهَا الَّذِينَ ءَامَنُوا قُورًا أَنفُسَكُمْ وَأَهْلِيكُمْ نَارًا وَقُودُهَا النَّاسُ  
وَالْحِجَارَةُ

O You who believe! Save yourselves and families from a fire whose fuel are men and stones...

(The Holy Quran 65:10-11)

So, the challenge in front of us is quite simply this that we need to take the Light of ALLAH (that is the message given in the Holy Quran and Seerah of the Prophet Mohammed, peace be upon him) to the 60 million residents of Great Britain.

The question is how?

In order to effectively deliver the message of ALLAH (swt), we require resources. Taking the light scenario a little further, the resources are the batteries or fuel that provide the energy for the light to be shown. The stronger the resource base, the more energise the light becomes and this in turn reduces the darkness widespread in the society that we live in. In simple terms, we must have the batteries for the torch to function effectively; otherwise torch without batteries is not able to perform its purpose.

There are many resources that are needed to deliver the message. I am today going to touch on two of these.

The first resource that is required is KNOWLEDGE. People say that knowledge is power and indeed that is exactly what is required to influence and have impact on the darkness out there. It is this knowledge that often promotes people to position of power in society and thus forming policy and direction for not just a few, but for many. We as Muslims need to capture this knowledge so that we are in a position to glow the Light of ALLAH (swt) on many people and not just a few.

We are also well versed with the sayings of our beloved Prophet (may the peace and blessings of ALLAH be upon him) on the need for knowledge:

Abu Hurairah (May Allah be pleased with him) reported: The Messenger of Allah (PBUH) said, "Allah makes the way to Jannah easy for him who treads the path in search of knowledge."  
[Muslim].

Anas (May Allah be pleased with him) reported: The Messenger of Allah (PBUH) said, "He who goes forth in search of knowledge is considered as struggling in the Cause of Allah until he returns."  
[At-Tirmidhi].

Abud-Darda (May Allah be pleased with him) reported: The Messenger of Allah (PBUH) said, "He who follows a path in quest of knowledge, Allah will make the path of Jannah easy to him. The angels lower their wings over the seeker of knowledge, being pleased with what he does. The inhabitants of the heavens and the earth and even the fish in the depth of the oceans seek forgiveness for him. The superiority of the learned man over the devout worshipper is like that of the full moon to the rest of the stars (i.e., in brightness). The learned are the heirs of the Prophets who bequeath (give) neither dinar nor dirham but only that of knowledge; and he who acquires it, has in fact acquired an abundant portion."  
[Abu Dawud and At-Tirmidhi].

With such beautiful teachings, you would have thought that British Muslims would be the most educated. They would be at the top and every else would be following their example. The reality on the ground, however, is totally different. Take just about any county in the UK and the facts speak for themselves. League table after league shows that whilst up to 90% of British – White youngster will have achieved level 4 at Key Stage 2 and level 5 at Key Stage 3, only about 50% of British – Pakistanis reach this level. With such disappointing facts, it makes the task of delivering the Message of ALLAH (swt) that much more difficult. We need the thinkers, the writers, the speakers, and the readers, the designers, and producers to effectively put our case forward. This gained through knowledge and experience.

If we do not have these people in the first place then, in the age of communication, we will not be heard. Our message, our concerns, our beliefs and our issues will remain just ours and nobody else's. In doing so, the message does not reach the society and they continue to live in darkness and

we continue to live in virtual light. The consequence of which is that that the darkness will touch our lives and no doubt, if we do not make the effort to change, then a time will come when we will not have the light and we too will be in total darkness. Our homes, our lives and our families will become dark and the light of ALLAH (subhana-wata'ala) will no longer with us.

Brothers and sisters, we need a radical re-think. We need to move on from the village mentality and the street life of corner shops and taxis. What we need are our youngsters to be educated in specific areas and then to become professionals, pioneers, managing directors, community mentors, and society leaders. By doing so, we will begin to have more influence on our lives and the lives of our community and the society at large. This way, knowledge can give us the power to deliver the message of ALLAH (subhana-wata'ala) more effectively and have a greater impact on the darkness surrounding us. What better way to make dawah than to show that by being a Muslim you can reach the top in a non-Muslim environment?

Mr President. The Prophet (peace be upon him) always encouraged excellence and this excellence was reflected in his life and the life of those who were with him. His family, his relatives, his companions and even his enemies agreed that he was the best amongst them. We need to take this example and implement it in our homes, in our madrassahs, in our lives, at school, at colleges and universities, as well as at work. In short, we as the Muslim community of Britain need to raise our educational threshold so that we can better meet our Islamic needs and be in a position to help fellow Muslims and the society at large.

Knowledge is therefore our first resource to shine the light of ALLAH (subhana-wata'ala). The second resource is funds – wealth, money. We have traditionally looked towards the east for funds. The oil rich Muslim countries. However, for a number of reasons, we need to become self-sufficient in this area and indeed there is immense wealth that British Muslims possess. What we need is a process in which we can share this amongst us so to help each other out.

ALLAH (subhana-wata'ala) says in the magnificent Holy Quran in surah As Saff, chapter 61, verses 10 and 11:

يَتَأْتِيهَا الَّذِينَ ءَامَنُوا هَلْ أَذِلُّكُمْ عَلَىٰ تِجَارَةٍ تُنْجِيكُمْ

مِّنْ عَذَابٍ أَلِيمٍ ﴿١٠﴾

تُؤْمِنُونَ بِاللَّهِ وَرَسُولِهِ ۖ وَتُجَاهِدُونَ فِي سَبِيلِ اللَّهِ بِأَمْوَالِكُمْ وَأَنفُسِكُمْ

ذَٰلِكُمْ خَيْرٌ لَّكُمْ إِن كُنتُمْ تَعْلَمُونَ ﴿١١﴾

O You who believe! Shall I lead you to a bargain that will save you from a grievous penalty?

That you believe in ALLAH and His Messenger, and that you strive (your utmost) in the cause of ALLAH, with your wealth and with your lives. That will be best for you, if you but knew!

(The Holy Quran 61: 10-11)

We note here that as part of the bargain for salvation, we need to spend in the way of ALLAH. Indeed, ALLAH (subhana-wata'ala) has given us a lot and if only we were able to share a small portion of this, we would be in a position to reach every street and home in Britain with the message of Islam.

Let us look at some figures. I am using rounded numbers to make the calculations easy to read and to comprehend. Approximately, there are about 2 million Muslims resident in the UK. Let us assume that 1 million of these (Muslims) are working and earning an annual salary of £10,000. The average salary in the UK is around £30,000, so we are making a further assumption that Muslims typically earn a lot less than their counterparts.

With 1 million earning £10,000 = 10 000 million pounds are earned by Muslims every year. If every one of us, that is every one of 1 million working Muslim, contributed 10 % of his or her salary in the way of ALLAH, do we know how much funds we can generate every year? Yes, that is, right. 1000 million pounds. In fact, 10% sounds a lot but it amounts to everyone contributing only £2.75 a day. Effectively, if we decided to have one less meal or even only a portion of a meal a day, we as a community could generate over 1000 million pounds to spend in the way of ALLAH every year.

I guess, some of you are thinking that 10% is too much. Let us say that we gave only give 1% our salary in the way of ALLAH. This will raise in the order of 100 million pounds in a year. You know that 1% amounts to about 27.5 pence per day. This is less than subscribing to a satellite TV channel. Even a youngster can afford to give 27.5 pence as it less than price for a chocolate bar.

Imagine what we could do with 100 million pounds a year. We could do a lot more construction, more buildings – masaajids, youth centres, day centres, crèches, foster homes, and day play schemes. In addition, with only 27.5 pence a day, we can advertise on national television during prime time. This will ensure that the light of ALLAH (subhana-wata’ala) reaches most homes. Imagine, the impact that this will have. Of course, with only 27.5 pence we can also advertise in national newspapers, radio stations, billboards and the list goes on. Imagine how many homes and lives will be illuminated with the Noor (Light) of ALLAH (subhana-wata’ala) if only were to donate a few pence a day.

Furthermore, 27.5 pence can also facilitate businesses run by Muslims, producing and selling halal material. Imagine, a series of supermarkets owned by Muslims for the betterment of everyone, irrespective of background or faith. We could choose which products to sell and more importantly we can choose products to import from desired countries, including Muslim countries. Imagine, what impact this will have on British homes and the positive affect it will have on Muslim families resident in other parts of the world. With this scenario, every Muslim is a winner – whether resident in the UK or not.

For just 27.5 pence we can also build our own educational institutions of excellence. Starting from nursery to primary schools, and then to secondary schools to colleges. By doing so, we will not just attract Muslim children to these institutions, but also non-Muslims who share our vision of creating a God loving society and who seek quality academic delivery for their children. In addition, 27.5 pence will also allow for providing scholarships and assistance to Muslim students wishing to pursue University studies to better themselves and their community.

In short, the two resources of knowledge and funds are the vehicles necessary for us to the get the message of Islam to our families, to our relatives, to our friends, to our community and of course to the society as a whole. We need

these batteries to shed the Light of ALLAH (subhana-wata'ala) on the darkness that is rampant in the society we live in.

We need to develop a methodology for getting the message across to the 60 million residents of our country. Naturally, the methodology will have a number of strands. One approach could be based on using personal contact. If we divide the number of people resident in the country by the number of Muslims (that is, 60 million divided by 2 million), we find that the ratio is 30:1. What this means is that if every Muslim became a torchbearer and contacted 30 different non-Muslims, than the message will reach every person resident on the British Isles and Northern Ireland. Now, where are we going to find 30 people (I'm hearing)? Well, we can start with our neighbourhood, next move to schools and colleges, and how about work places, or hospitals? We can even shed some light whilst at the bus stop or what about an airport? Not 30 but thousands are available here. And if all else fails, try people sitting in a plane. It always works. In fact, there are many opportunities to spread the light of ALLAH to the people of Britain. However, we need to take this light with us when we leave home so that we can share it with others. Otherwise, we ourselves will be covered in darkness. A torch that is not used has no purpose.

Brothers and sisters. What we need is for individuals to become dais, and for our centres to become dawah centres. To this end, we have introduced two things which we intend to focus on for the foreseeable future. One is the open invitation to be come a Friend of Mission and the second is the opening of our centres for no-Muslims.

The concept of being a Friend is a common theme found in the Holy Quran. For example, ALLAH (subhana-wata'ala) says in surah Al-Hasher, chapter 59, verse 20:

لَا يَسْتَوِي أَصْحَابُ النَّارِ وَأَصْحَابُ الْجَنَّةِ أَصْحَابُ الْجَنَّةِ هُمْ الْفَائِزُونَ

Not equal are the companions of the Fire and the companions of the Paradise. It is the companions of the Paradise that will be successful.

(The Holy Quran 59:20)

With the Friend of Mission, we are asking every one who makes use of our centres and our services to become our Friend. By doing so, we are formalising the relationship that currently exists. Moreover, we are facilitating for Friends to know about our activities and through this to participate in any relevant UK Islamic Mission programme, whether held locally, regionally or nationally. Currently, with 30 centres, we estimate that about 20,000 Muslims make use of our centres every week, either by means of prayer or attending madrassahs or other activities hosted locally. In addition to these 20,000 direct contacts, approximately another 60,000 to 80,000 have indirect contacts – typically through families and friends. Our initial aim is to translate these individuals into our Friends, Friends of Mission. Insha-ALLAH, ideally, this would result in 100,000 becoming Friends of Mission.

Imagine, 100,000 torchbearers who are carrying the light of ALLAH (subhana-wata'ala) wherever they go and in whatever they do. Imagine the impact of this light on their families, friends, relatives, neighbours and the society at large. What we need to do is to make this a reality rather than dream because as Muslims we do need to become the real ambassadors of our Deen.

Although 100,000 sounds a lot, it only represents 5% of Muslims resident in Britain and clearly we will need to make effort to get more people on board so that the message of ALLAH can spread faster across the British Isles.

Alhamdulillah, a lot of dawah activities are already taking place in our centres. What we intend to do is to co-ordinate some of this effort centrally. The main reason for doing it this way is to share resources across centres and more importantly to have national impact by utilising national radio, national newspaper and national television mediums to get our message across. Through this, it is anticipated that more homes will be shed with the light of ALLAH (subhana-wata'ala). To this end, I have a date for your diaries. The first weekend of October 2003 (that is, 4<sup>th</sup> and 5<sup>th</sup>), Insha-ALLAH, will see the launch of National Mosque Open Day. The doors of our centres will remain open throughout the day and non-Muslims will be invited and encouraged to come and absorb the Islamic atmosphere. It will provide an ideal opportunity to build bridges of understanding and to reflect and share common issues affecting Muslims and everyone else. It will also provide us with the opportunity of sharing the Light of ALLAH (subhana-wata'ala) with our fellow residents. More details on this will soon be available on the UK Islamic Mission website at [www.ukim.org/dawah](http://www.ukim.org/dawah).

Let me conclude my talk with the following hadith:

The Holy Prophet (pbuh) has said:

“O Muslims! ALLAH has commanded you to introduce people to good deeds and prevent them from sins; Otherwise a time will come when you will pray to Him, but He will not listen to you; you will ask your needs of Him, but He will not grant them; and you will demand His help against your enemies, but He will not help you”.

Ladies and Gentlemen: Our role and purpose therefore is to provide:

Light	where there is	Darkness
Haq		Batil
Hope		Gloom
Truth		Falsehood
Justice		Oppression
Love		Hatred
Islam		Kufr

I pray that ALLAH (subhana-wata'ala) forgives my many shortcomings.

And I pray that He guides all of us on His righteous path. Ameen.