

AASA
CONSULTING

Profile & Achievements

2024



ABOUT US

Established in 1995, AASA Consulting is a reputed diversified management consulting firm, with focus on providing Social Policy, Human Resource Management, Strategy & Research and Design & Communication services in Pakistan. The main recipients of our services are international funding agencies, donor and non-government organizations (NGOs), public sector organizations and private and corporate clientele. This client-service provider relationship facilitates the organizations in meeting their organizational goals and objectives.



We bring extensive and rich experience in Social Policy & Human Resource Management including past relationships with many of the leading public & private sector organizations such as the World Bank, USAID, ADB, IFC, IRC, UN agencies, JICA, Aurat Foundation, British Council, PPAF, RSPN, TCF, IBA Sukkur, Charter for Compassion Pakistan, HANDS, Federal and Provincial Governments Departments and many others.

28+ Years of Experience

300+ Projects Successfully Completed

1500+ Executive Search Placements

100+ Clients

1.8 Mil+ Households Surveyed Across Pakistan

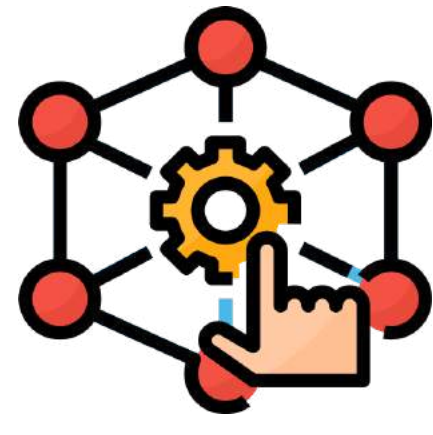
100+ Districts including AJK & Gilgit Baltistan Outreach for Primary Research

OUR AREAS OF EXPERTISE

Services



SOCIAL POLICY



STRATEGY & RESEARCH



HUMAN RESOURCE MANAGEMENT
& ORGANIZATION DEVELOPMENT



DESIGN & COMMUNICATION

Sectors



Education



Social Protection



Health & Population
Welfare



Housing and Urban
Development



Water &
Environment



Energy



Banking & Finance



Microfinance



FMCG's



Telecom



SME



Food & Beverage

EDUCATION



Impact of COVID-19 and Climate Change on Public Sector Primary and Elementary School Education in the Province of Sindh for International Rescue Committee



Gender Study to Gauge the Impacts of Covid-19 on the Health, Safety and Wellbeing of Teachers and Students in Pakistan for Ministry of Federal Education and Professional Training, Government of Pakistan



Independent Expert of over 100 Government schools under Government of Sindh for Education Management Organizations Project - Charter for Compassion, The Citizen Foundation, HANDS, IBA Sukkur and Durbeen



Study on Willingness to Pay & Affordability, The Citizen Foundation



Impact Assessment Study of "Capacity Building of Teachers Training Institutions and Training of Elementary School Teachers in Sind Province"- PMU - Education & Literacy Department, Government of Sindh



Impact Evaluation of the Sindh Education Foundation Pilot Promoting Private Schools (PPRS) in Rural Sindh Program for World Bank



Third Party Validation of Girls' Stipend in Schools in Sindh for World Bank



Third Party Validation of School Management Committees in Schools in Sindh World Bank



The British Council Evaluation of Long-Term Outcomes (ELTO)



Market Sizing of Computer Based Exams and Strategy/Delivery Options to Increase Market Share in Pakistan for British Council



Market Analysis to Enhance Employment and Enrollment of Students to Plastic Technology Centre (PTC)



British Council Survey on English Language Testing Needs



Monitoring and Evaluation of Education Sector Reform Assistance (ESRA) Program - USAID



Development of a Five-Year Comprehensive Business Plan for Teachers Resource Centre (TRC)

EDUCATION



Independent Expert for CFC EMO,
23 Schools under PPP for
Education and Literacy
Department, Government of Sindh



Independent Expert for IBA Sukkur
EMO, 26 Schools under PPP for
Education and Literacy
Department, Government of Sindh



Independent Expert for HANDS
EMO, 31 Schools under PPP for
Education and Literacy
Department, Government of Sindh



Independent Expert for TCF
EMO, 19 Schools under PPP for
Education and Literacy
Department, Government of Sindh



Independent Expert for Durbeen
(operating GECE Hussainabad)
for School Education & Literacy
Department, Govt. of Sindh



Funding Proposal and
Workshop for IBA Center of
Excellence



Voice of IBA – Employee
Climate Survey



Strategic Planning for Pakistan
Coalition for Education (PCE)



Strategic Planning for Zindagi
Trust

SOCIAL PROTECTION



Final Evaluation of Revitalizing Youth Enterprise Program (RYE) for Pakistan Poverty Alleviation Fund



Survey Firm for Independent Validation of COVID-19 Active Response and Expenditure Support (CARES) for Pakistan Under Capacity Building of Disaster Risk Management Institutions for Asian Development Bank



Targeting Survey – National Socio-Economic Registry Update – Phase-I, Cluster C (Sindh & Balochistan) for Benazir Income Support Programme



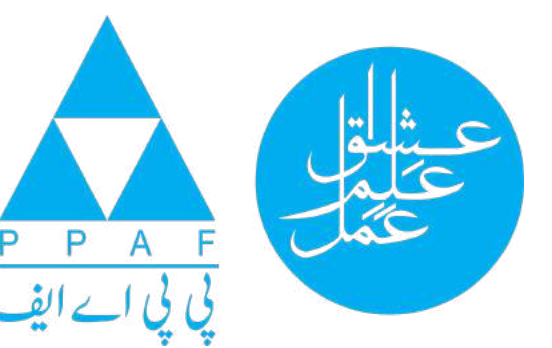
Baseline Study Balochistan under Multi Donor Trust Fund for Khyber Pakhtunkhwa, FATA and Balochistan for World Bank



Impact Assessment of Communities and Skills Training Programs Delivered to CSOs/NGOs for Pakistan Poverty Alleviation Fund



Situation Analysis and Baseline Surveys for Poverty Reduction through Rural Development in KPK, FATA and Balochistan for Pakistan Poverty Alleviation Fund



Poverty Scorecard-Survey in Shangla, Bannu, Kohistan, Dir, Ghotki and Sanghar for Benazir Income Support Program, World Bank and Pakistan Poverty Alleviation Fund



Poverty Focused Investment Strategy in Punjab (Component 1) for Asian Development Bank



Devolution Support Study for the National Reconstruction Bureau – UNDP



Pakistan Off-Grid Lighting Consumer Perception Study for IFC/World Bank



Social Inclusion and Gender Platform - The Quetta Urban Survey for World Bank



Enhancing Access and Rural Electrification – Cost, Benefits and Willingness to Pay, World Bank

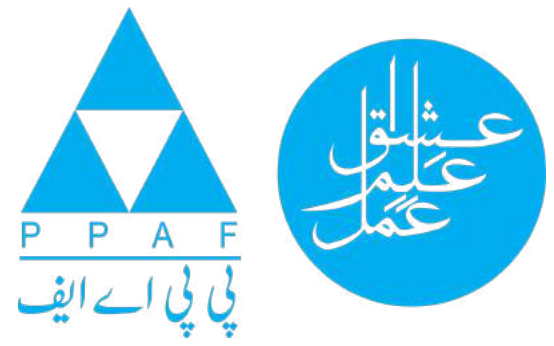


USAID Grants Self Help Program



Capacity Building of Civil Society Organizations (CSOs) for Malakand Rural Development Project (MRDP) funded by Asian Development Bank

SOCIAL PROTECTION



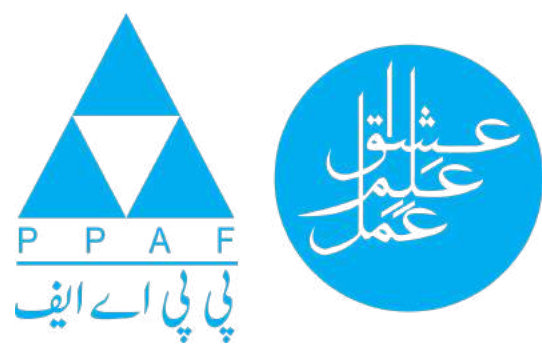
Poverty Scorecard-Survey in Bannu for Benazir Income Support Program, World Bank and Pakistan Poverty Alleviation Fund



Poverty Scorecard-Survey in Kohistan for Benazir Income Support Program, World Bank and Pakistan Poverty Alleviation Fund



Poverty Scorecard-Survey in Shangla for Benazir Income Support Program, World Bank and Pakistan Poverty Alleviation Fund



Poverty Scorecard-Survey in Upper Dir for Benazir Income Support Program, World Bank and Pakistan Poverty Alleviation Fund



Poverty Scorecard-Survey in Ghotki for Benazir Income Support Program, World Bank and Pakistan Poverty Alleviation Fund



Poverty Scorecard-Survey in Sanghar for Benazir Income Support Program, World Bank and Pakistan Poverty Alleviation Fund



Market Assessment and Prototype Product Design for the Low-Income Housing Finance Market in Pakistan for Acumen Fund



Study on Profiling and Segmenting the Road Transport (Logistics) Sector and Assessment of Informal Financing therein for KarandaaZ



Aman Foundation Brainstorming Session with Social Sector Experts



Developing Competitive Textile Enterprise for 21st Century Pakistan, Pakistan Institute of Trade and Development (PITAD)



Assistance to the UNDCP in Monitoring and Verification Activities in the Dir District Development Programme (DDDP) Project



Project Monitoring of the Provisions Introduced by ILO for Eradication of Child Labour Usage in the Sports Industry

HEALTH



End line Survey of Implementation of the Nutrition-Sensitive Component (ER-3) of the Programme for Improved Nutrition in Sindh (PINS) for Rural Support Programmes Network



Standardized Monitoring and Assessment of Relief and Transitions (SMART) Survey in PINS ER-2 Component Endline Survey for Rural Support Programmes Network



Standardized Monitoring and Assessment of Relief and Transitions (SMART) Survey in PINS ER-2 Component for Rural Support Programmes Network



Midline Survey of Implementation of the Nutrition-Sensitive Component (ER-3) of the Programme for Improved Nutrition in Sindh (PINS) for Rural Support Programmes Network



Baseline Survey of Implementation of the Nutrition-Sensitive Component (ER-3) of the Programme for Improved Nutrition in Sindh (PINS) for Rural Support Programmes Network



Third Party Evaluation for Balochistan Nutrition Program for Mothers and Children (BNPMC) for Government of Balochistan



Baseline View Out of Pocket Health Expenditure, District Faisalabad for BISP Health Insurance Programme for World Bank



Data Collection for Protecting Pakistan's Poor against Health Shocks in Disasters for World Bank



Technical Assistance for Capacity Building in Midwifery, Information and Logistics (TACMIL) funded by USAID



Health Facility Service Availability & Readiness Assessment



Benchmark Survey for Issues Related to Reproductive Health Initiatives for Youth in Asia for UNFPA (RHIYA)



Health Maintenance Organization System for AsiaCare



Reproductive Health Profile Study of Takhtbhai, Kohat and Bannu for Pakistan Voluntary Health and Nutrition Authority (PAVHNA)



Mid-Term Assessment of the Pakistan Initiative for Mothers and Newborns (PAIMAN) Project for Pakistan Voluntary Health and Nutrition Association (PAVHNA)

HEALTH



Focus Group for Aga Khan University Hospital



Evaluating the Demand for Health Services for Aga Khan Health Service Pakistan



Report on Long Term Operational Assistance for Children's Hospital, Quetta



Policy Options for Financing Health Services in Pakistan, Health Financing & Sustainability (HFS) Project for USAID/Abt Associates



Third Party Evaluation of Autonomous Hospitals for the Government of Punjab



Technical and Operational Restructuring of Orthopedic and Medical Institute Karachi



Feasibility for Setting Up a Gynecology Hospital



Review of the Personnel Management System for the Government of Sindh's Social Action Program Project, The World Bank



Survey of General Practitioners on Family Planning Practices for Social Marketing Pakistan



Situation Analysis and Marketing Survey of Intrauterine Devices in Karachi for Population Services International, Pakistan



Community Health Financing Sustainability Study for the Aga Khan Health Services, Pakistan



Healthcare Development Project/Northern Health Project funded by the World Bank



Health Financing and Sustainability (HFS) Project - Feasibility for Development of Private Health Insurance in Papua New Guinea



Feasibility Report on Network Based Health Care System for Pakistan Healthcare Corporation

HEALTH

A HOSPITAL GROUP

Development of Financial Monitoring Systems for A Hospital Group



Development of a Strategic Plan for a 100 Bed Murshid Hospital and Health Care Centre, Karachi



Review of Al Razi Healthcare (ARH) Operations and Strategy

WATER, ENVIROMENT AND SANITATION (WES/WASH)



Third Party Validation of Water Environment and Sanitation (WES) Facilities provided in Government School in Sindh for UNICEF



Decentralization Support Program, Improving Solid Waste Management (SWM) Services at TMA Level



WES Baseline Survey in Sindh, UNICEF



KAP Study on Rural Water Supply and Sanitation for Government of AJK

GENDER



A Landscape Analysis and Market Research Initiative: Creating Family-Friendly Workplaces in Pakistan



Gender Assessment for USAID's Office of Economic Growth and Agriculture (EGA) for USAID



Nationwide Gender Analysis for Office of Stabilization and Governance (OSG) for USAID



Gender Differences Understanding Perceptions, National Baseline Study Funded by USAID for Aurat Foundation funded by USAID



Social Inclusion and Gender Platform - The Quetta Urban Survey for World Bank



Consultation on Women's Employment Concerns, Pakistan (WEC-PK) Project for Employer Federation of Pakistan



End-line Survey of Promotion of Women Rights and Capacity Development Project (PWRCDP) in Punjab for Community Support Concern (CSC)



Baseline Survey of Promotion of Women Rights and Capacity Development Project (PWRCDP) in Punjab for Community Support Concern (CSC)



UNICEF Analysis of Madadgar Data on Human Right Violations

MICROFINANCE



Development of a Strategic Direction for Sindh Agricultural and Forestry Workers Coordinating Organization (SAFWCO)



Strategic Planning for Transformation for KASHF Foundation



Technical Assistance on the Micro - Financing Program for NGOs/MFIs, Rural Community Development Society (RCDS)



Technical Assistance on the Micro-Financing Programme of NGOs/MFIs, NRSP



Technical Assistance on the Micro - Financing Program for NGOs/MFIs, HANDS

OUR HR AND OD EXPERIENCE



USAID Career Transition
Support Service - Ongoing

ASYAD



Buy Side Due Diligence on HR and
Communications for Asyad Holding
for Acquisition of Shell Pakistan
Limited



Due Diligence of Human Resources
Management of Pakistan
Telecommunication Corporation
Limited for Etisalat, UAE



Supporting Cultural Change for
Accelerated Growth Project (Phase 2)



Training Needs Assessment of
Punjab Revenue Authority



Outsourcing of Selective Human
Resource Management Function for
British Oxygen Company Limited



Designing Human Resource
Management Strategy



Capacity Building Transformation
Strategy under World Bank's Technical
Assistance for Banking Sector project
(TABS)



HR Audit to Assess HRM Policies and
Procedure for Pakistan State Oil



Developing Job Descriptions &
Conducting Job Evaluations



Employee Engagement Survey
2014-15 for State Bank of Pakistan
Banking Services Corporation



Consulting Services for Establishment
of the Competition Commission of
Pakistan - Organizational
Development



Developing HRM Policy, Procedure
Manual, Workload Analysis, Develop
Job Description and Conduct Job
Evaluation



Designing & Administering
Development Centers

OUR HR AND OD EXPERIENCE



Rationalizing Job Families & Development of Competency Profiles and Interview Guidelines



Supporting Cultural Change for Accelerated Growth Project (Phase 1)



Implementation of Organizational Restructuring in Multan Electric Power Company (MEPCO), Pakistan, USAID funded Power Distribution Program



Organizational Assessment and Restructuring for Multan Electric Power Company, USAID funded Power Distribution Program



HR Due Diligence of Pakistan Refinery Ltd for Pakistan State Oil



SSGC
Sui Southern Gas Company Limited

Revitalization of HRM System & Manpower Planning for SSGC



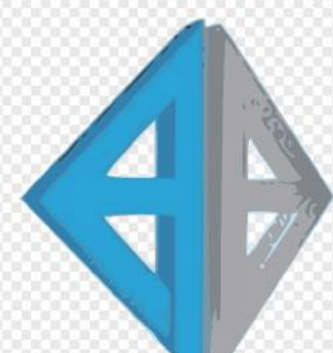
Buy Side Privatization - Technical Audit of Human Resource Management System for Pakistan Telecommunication Corporation Ltd



Buy Side Due Diligence of Human Resource Management of Pakistan Telecommunications Limited (PTCL) For Saudi Oger



Review and Assessment of Human Resource Management and Organizational Development Functions for Pakistan State Oil



askari bank

Buy Side Due Diligence of Human Resource Management of Allied Bank Limited for Askari Bank



Due Diligence of RBS HR Functions for EFG Hermes

OFIL

Buy Side Due Diligence of Human Resources Management of Selected Fats and Oil Business (Unilever) for Oil and Food Industries Limited (OFIL)



Study on Market Trends of Increments & Bonus in 2018, Pakistan Microfinance Investment Company



CEO Salary Survey, U Microfinance Bank

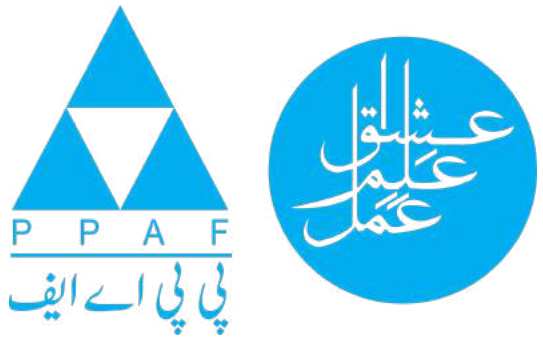
OUR HR AND OD EXPERIENCE



Study on Market Trends of Increments & Bonus in 2017, Pakistan Microfinance Investment Company



Expert Level Facilitation Services for Development of 5 Year Strategic Plan for Marie Stopes Society



Consultant Hiring Policy for Pakistan Poverty Alleviation Fund (PPAF)



TRANSPARENCY INTERNATIONAL - PAKISTAN

Transparency International, Pakistan Strategic Planning 2014-2016 for Transparency International Pakistan



Development of Governance and Human Resource Management System and Manual of NRSP Microfinance Bank for Shore Bank



Salary Survey of UNHCR Implementing Partners



Compensation and Benefits Study for Pak Kuwait (Pvt) Limited



Salary Survey for Pak Oman



Strategic Planning 2010-2015 Study for State Bank of Pakistan



Strategic Thinking Workshop - Planning Today for Tomorrow for Muller and Phipps



HR Consultancy Services for Job Profiling and Organization Structure for Asia Petroleum



Developing Job Profiles and Conducting Job Evaluations for the Pakistan Stock Exchange



HR Consultancy Services for Job Profiling and Job Evaluation for Pakistan State Oil



Review of Pak Brunei HR Policies against Competitor Organization

OUR HR AND OD EXPERIENCE



Salary Survey for Pak-Libya Holding Company



Compensation and Benefits Study for Tethyan Copper Company



Development of Human Resource Management Systems for Tethyan Copper Company (TCC)



Salary Survey for Department for International Development-DFID



Salary Survey for Dewan Petroleum



Human Resource Audit for National Insurance Corporation Limited (NICL)



Employee Opinion Survey for MCB



Advisory for Strategic Business Planning and Commercialization for Novartis



Establishing a Group HR Practice at Ghulam Faruque Group (GFG)



Assessment of Senior Management Team for GlaxoSmithKline (GSK)



Development of Service Rules for Civilian Employees for Frontier Works Organization (FWO)



Assessment of Senior Management Team for GlaxoSmithKline (GSK)



Review of HR Practices at Multinet



Management Audit of Zarai Taraqati Bank Limited (ZTBL)

OUR HR AND OD EXPERIENCE



Salary and Compensation Survey for Dialog



Salary and Compensation Survey for Aga Khan University Hospital



UNDP Funded Evaluation Test of Election Officers for Election Commission of Pakistan



Diagnostic Study of the Human Resource Management System and Development Assessment of Key Personnel for the Pakistan Industrial Credit and Investment Corporation Ltd. (PICIC)



Employee Climate Survey for BHP Billiton Petroleum



Development of a Comprehensive HRM System and Change Management Strategy for Mashreq Bank



Organizational Development Audit of Pak Libya Holding Company (Pvt.) limited



Comprehensive HR Review for Pakistan Electronic Media Regulatory Authority (PEMRA)



Review of Pakistan Telecommunication Authority (PTA) Rules and Regulations



Development of Performance Appraisals and Compensation Systems For Fauji Kabirwala Power Company Limited

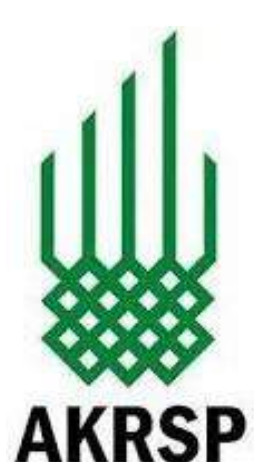


Training Needs Assessment for Shell Pakistan Limited



Save the Children.

Development of Job Analysis for Save the Children Fund



Review of Aga Khan Rural Support Program Job Evaluation Process



Development of Recruitment Manual for UNDP Project Staff, Pakistan

OUR HR AND OD EXPERIENCE



Assessment of UBL Personnel for Career Planning and Integration



Development of HR Policies and Procedures for GEO TV



Implementation of Change Management for Pakistan Auditors Department (PAD)

FAUJISOFT

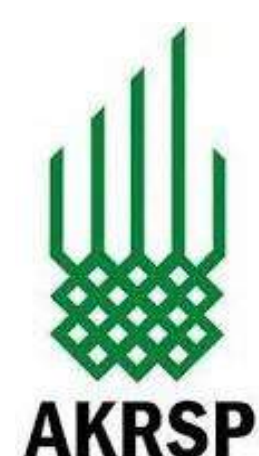
Development of Human Resources Management Policies and Procedures for FAUJISOFT



Review and Training of Personnel and Performance Management for the Project Cycle Operations Manual for UNDP



Restructuring of United Bank Limited, "HR Turnaround" Strategy



Review of Aga Khan Rural Support Program (AKRSP) Human Resource Management Process

OUR TRAINING EXPERIENCE



Career Transition & Support Service for Foreign National Staff (FSN) delivered the 9 soft skills training program for the USAID Staff



Technical Assistance for Banking Sector project (TABS) funded by World Bank's delivered the 13 soft skill training program to SBP employees



Workshop on Supporting Cultural Change and Transformation for Accelerated Growth Project for UBL Senior Management Staff



Workshop on 'Career Planning' for United Bank Project Staff



Designing Human Resource Management Strategy



Training on Updated Governance, HRM System and Manual for NRSP Microfinance Bank



Training on Updated HRM System and Manual at Ghulam Faruque Group (GFG)



Workshop On 'Project Management' for Sustainable Development Policy Institute (SDPI), Islamabad



Workshop on Good Governance for Children's Hospital, Government of Baluchistan



Review and Training of Personnel and Performance Management for the Project Cycle Operations Manual for UNDP



Workshop On 'Managing Critical Hospital Resources - People & Finances for Children's Hospital' for the Government of Baluchistan



Training Workshops for Health Financing and Sustainability Project (HFS) for USAID and Federal Ministry of Health, Pakistan

OUR STRATEGY AND RESEARCH EXPERIENCE



Transformation Strategy for Bay View Academy



Pakistan Wood Product Market Research for British Columbia Based, Forestry Innovation Investment (FII) Ltd.



Assessing Consumer Demand for New Products - Jubilee General Insurance (JGI)



Nationwide Comparative Research of the Outreach Clinical Laboratory Market in Pakistan for Aga Khan University Hospital



Pakistan Wood Product Market Research for British Columbia Based, Forestry Innovation Investment (FII) Ltd.



Fact-Finding Study on the Regulatory Requirements for Import and Export Cargoes for Japan International Cooperation Agency (JICA)



PTCL- Monitoring of Services/Mystery Shopping Survey for PTCL Helpline and Customer Service



Market Sizing for the Launch of Lending Products for Small and Medium Enterprises (SMEs) for UBL



Pakistan - Manufacturing Establishments Survey "Towards Vision 2030 Direction of Industrial Development in Pakistan" for Japan International Cooperation Agency



Market Research on Home Textiles and Garments for Dawood Group



Brand Audit of Lawrencepur Brand for Dawood Group

ABS Swiss Pharmaceutical

Generic Pharmaceutical Industry Survey for ABS Swiss Pharmaceutical



Consumer Profile Study for Lakson Tobacco Company, Pakistan



Consumer Survey for Lawrencepur Textiles

OUR STRATEGY AND RESEARCH EXPERIENCE

**Compost
Fertilizer
Plant**

**Marketing Survey for Compost
Fertilizer Plant**

**Investstructure-
Belgium**

**Chinese Impact on the Pakistan
Pesticides Market for Investstructure-
Belgium**



**Consumer Profile Study for Lakson
Tobacco Company, Pakistan**



**Market Sizing of Cable Industry for
Saif Telecom**



**Focus Group Discussions and
Quantitative Analysis to Determine
User Perception, Cybernet Internet
Services**



**Service Demand Assessment for Eva
Air**



**Service Demand Assessment for
Olympic Airways**



**Customer Satisfaction Survey for Shell
Pakistan Limited**



**Standard Chartered Bank Mystery
Shoppers Survey**



**Consumer Profile Study for Lakson
Tobacco Company, Pakistan**



**Consumer Banking Study - Research
Study for American Express Bank**



**Consumer Profile Study for Lakson
Tobacco Company, Pakistan**

**Pak
Globalstar**

**Market Sizing Study for Pak
Globalstar (Pvt) Limited**



**Consumer Profile Study for Lakson
Tobacco Company, Pakistan**

OUR STRATEGY AND RESEARCH EXPERIENCE



Surf Detergent Baseline Survey for
Lever Brothers, Pakistan Ltd



Emerging Markets "Discovery"
Research-Pakistan for Citibank



Customer Satisfaction Survey -
Market Research Study of Standard
Chartered Bank's Customers in
Major Cities of Pakistan



Consumer Profile Study for Lakson
Tobacco Company, Pakistan



Market Sizing Survey for Greaves
Pakistan

OUR MENA EXPERIENCE



Market research and strategy study for mortgage market in the UAE



Business plan, assistance in setting up a Mortgage Finance Company in UAE, and develop operations and credit manuals



Entry strategy, Feasibility Study, business plan, risk management and Shariah Compliant Framework



Diagnostic Assessment & Strategic Business plan for repositioning the SME portfolio of the bank



Repositioning the existing SME business of National Bank of Fujairah (NBF) which included development of a strategic plan



Recruitment of Managing Director



Large Scale Recruitment Services for ABN Amro Bank Dubai



Recruitment Services for Mashreq Bank Dubai



Buy Side Due Diligence on HR and Communications for Asyad Holding for Acquisition of Shell Pakistan Limited



BENEFITS OF WORKING WITH AASA CONSULTING



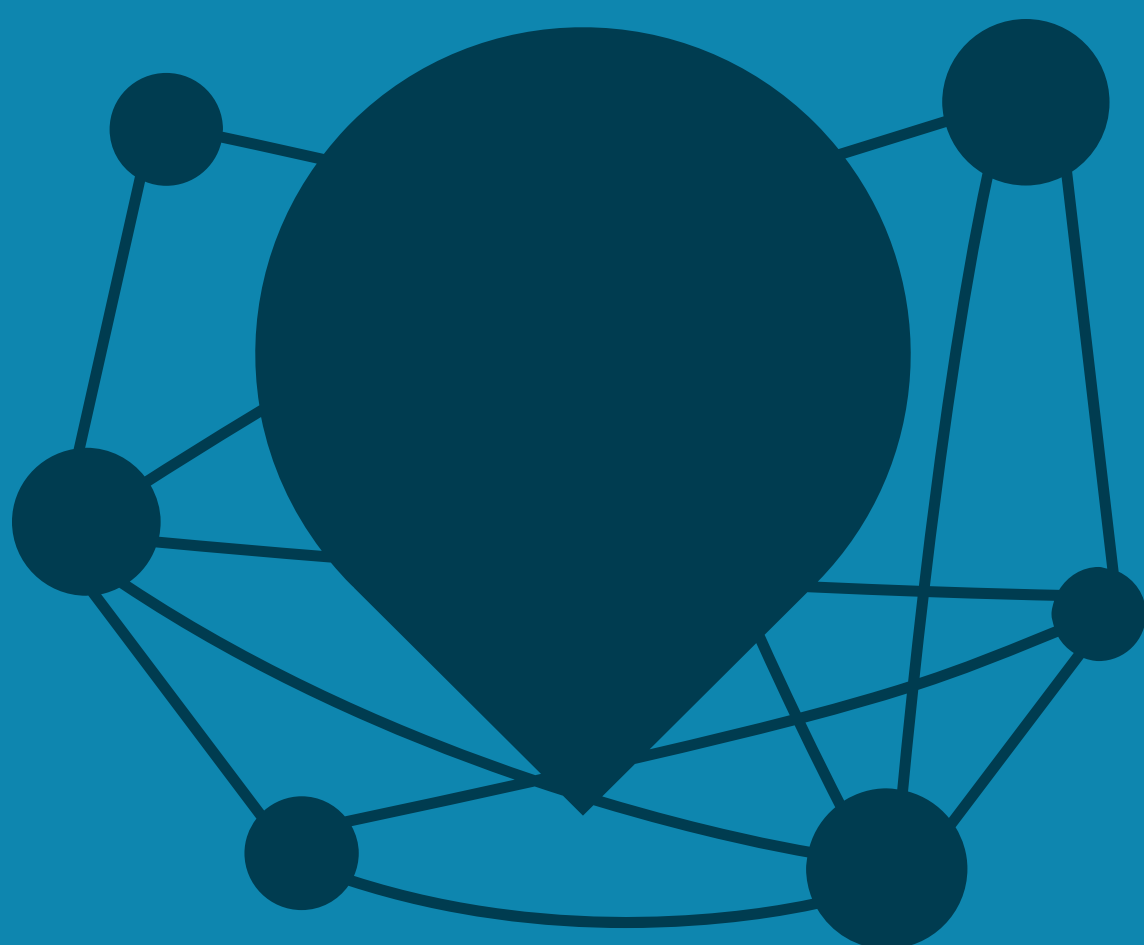
GLOBAL REACH : LOCAL TOUCH

- Comprehensive global coverage to identify overseas and Pakistan based talent
- We work together with the client to ensure access to seamless international talent
- Local knowledge combined with global know-how and resources



CLIENT SERVICE EXCELLENCE

- Top level experts assigned on each projects
- High rate of successful project completion and closure
- Client centric project execution



INTEGRATED APPROACH

- Aim to provide solutions rather than services
- Teams work closely together to deliver the quality service you require
- Innovative approach tailored to client needs

OUR WORK PLAN TOOLS AND APPROACH

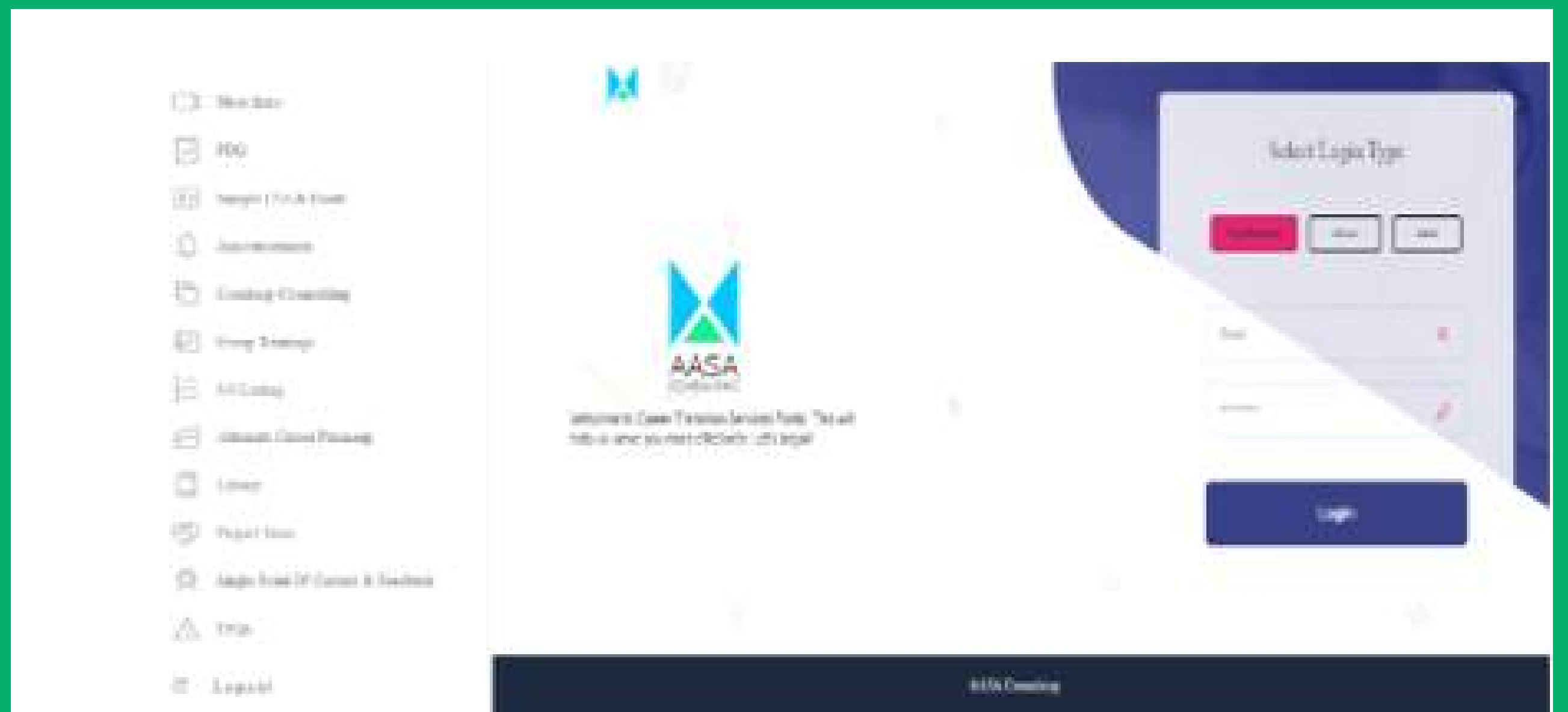
We deploy robust and proven technology tools to increase project efficiency and delivery

The tools and templates will be adapted from AASA Consulting licensed project management toolbox



Project Charter Template

Custom Made Portal for Speedy Recruitment



Project plan and activity list



Project Status Report



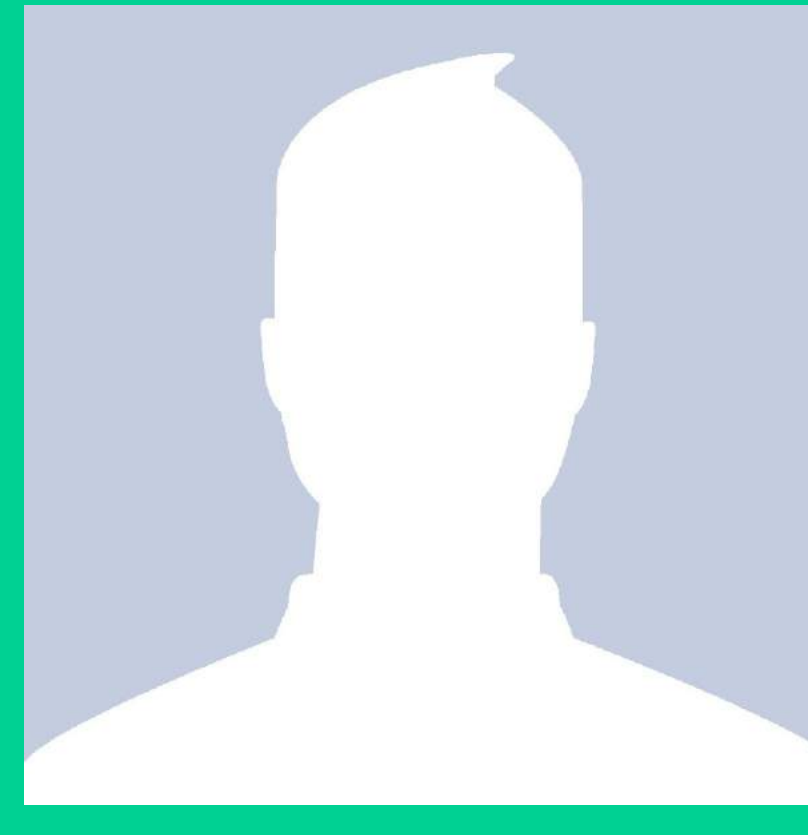
OUR TEAM



ZOHAIR ASHIR
Governance &
Strategy Specialist



RIAZ HUSSAIN
Research
Economist



HAROON JAMAL
Econometrist



SIMI SADAF KAMAL
Geographer &
Water Specialist



BIRJIS JALEEL
Education & Project
Management
Specialist



MEHER NOSHIRWANI
Gender Specialist



AYESHA MENAI
HR Specialist



MINHAJUDDIN SIDDIQUI
Data Management
Specialist



QURAI SHA KARIM
Education Specialist



MARIA NAZ
HR & OD Specialist



SYED JUNAID SHAHID
Business Development



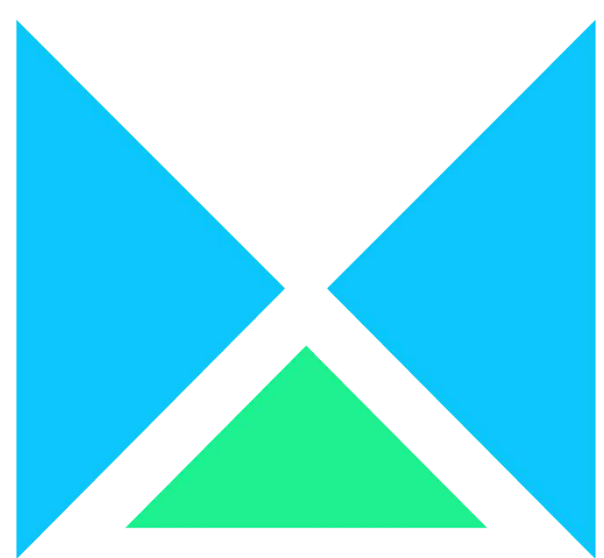
MUHAMMAD SAFDAR
Field Operations



SABEEN RIZVI
Research Analyst



ALI AHSAN
Education Analyst



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