



AASA  
CONSULTING

# Profile & Achievements

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2025



## 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.

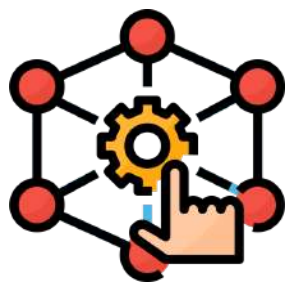
29+	Years of Experience	300+	Projects Successfully Completed
50+	Social Protection Projects	30+	Education Projects
20+	Health Projects	50+	Worked for NGOs, CBOs and VOs
10+	Projects Data Collection on CAPI	100+	Clients
1.8 Mil+	Households Surveyed Across Pakistan	100+	Districts including AJK & Gilgit Baltistan Outreach for Primary Research

# OUR AREAS OF EXPERTISE

## Services



SOCIAL POLICY



STRATEGY & RESEARCH



HUMAN RESOURCE MANAGEMENT  
& ORGANIZATION DEVELOPMENT



DESIGN & COMMUNICATION

## Sectors



Health & Population  
Welfare



Social Protection



Education



Housing and Urban  
Development



Water &  
Environment



Energy



Banking & Finance



Microfinance



FMCG's



Telecom



SME



Food & Beverage



HEALTH

	Data Collection for Impact Evaluation of the Mother and Child Support Program (MCSP) in Sindh for Social Protection Department, Government of Sindh		Health Facility Service Availability & Readiness Assessment for Social Protection Department, Government of Sindh
	Standardized Monitoring and Assessment of Relief and Transitions (SMART) Survey in PINS ER-2 Component Endline Survey for Rural Support Programmes Network		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
	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
	Standardized Monitoring and Assessment of Relief and Transitions (SMART) Survey in PINS ER-2 Component for Rural Support Programmes Network		Data Collection for Protecting Pakistan's Poor against Health Shocks in Disasters for World Bank
	Baseline View Out of Pocket Health Expenditure, District Faisalabad for BISP Health Insurance Programme for World Bank		Third Party Evaluation for Balochistan Nutrition Program for Mothers and Children (BNPMC) for Government of Balochistan
	Benchmark Survey for Issues Related to Reproductive Health Initiatives for Youth in Asia for UNFPA (RHIYA)		Technical Assistance for Capacity Building in Midwifery, Information and Logistics (TACMIL) funded by USAID
	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**



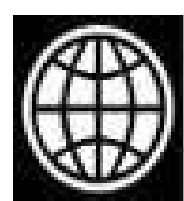
**Third Party Evaluation of Autonomous Hospitals for the Government of Punjab**



**Technical and Operational Restructuring of Orthopedic and Medical Institute Karachi**



**Feasibility for Setting Up a Gynecology Hospital**



**The World Bank**

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



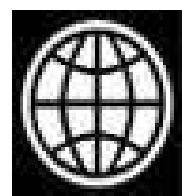
**Survey of General Practitioners on Family Planning Practices for Social Marketing Pakistan**



**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**



**The World Bank**

**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**

**PAKISTAN HEALTHCARE CORPORATION**

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



HEALTH

	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		Health Maintenance Organization System for AsiaCare

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

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

	<b>Poverty Scorecard-Survey in Bannu for Benazir Income Support Program, World Bank and Pakistan Poverty Alleviation Fund</b>		<b>Poverty Scorecard-Survey in Kohistan for Benazir Income Support Program, World Bank and Pakistan Poverty Alleviation Fund</b>
	<b>Poverty Scorecard-Survey in Shangla for Benazir Income Support Program, World Bank and Pakistan Poverty Alleviation Fund</b>		<b>Poverty Scorecard-Survey in Upper Dir for Benazir Income Support Program, World Bank and Pakistan Poverty Alleviation Fund</b>
	<b>Poverty Scorecard-Survey in Ghotki for Benazir Income Support Program, World Bank and Pakistan Poverty Alleviation Fund</b>		<b>Poverty Scorecard-Survey in Sanghar for Benazir Income Support Program, World Bank and Pakistan Poverty Alleviation Fund</b>
	<b>Market Assessment and Prototype Product Design for the Low-Income Housing Finance Market in Pakistan for Acumen Fund</b>		<b>Study on Profiling and Segmenting the Road Transport (Logistics) Sector and Assessment of Informal Financing therein for Karandaaz</b>
	<b>Aman Foundation Brainstorming Session with Social Sector Experts</b>		<b>Developing Competitive Textile Enterprise for 21st Century Pakistan, Pakistan Institute of Trade and Development (PITAD)</b>
	<b>Assistance to the UNDCP in Monitoring and Verification Activities in the Dir District Development Programme (DDDP) Project</b>		<b>Project Monitoring of the Provisions Introduced by ILO for Eradication of Child Labour Usage in the Sports Industry</b>



GENDER

	<p>A Landscape Analysis and Market Research Initiative: Creating Family-Friendly Workplaces in Pakistan</p>		<p>Gender Assessment for USAID's Office of Economic Growth and Agriculture (EGA) for USAID</p>
	<p>Nationwide Gender Analysis for Office of Stabilization and Governance (OSG) for USAID</p>		<p>Gender Differences Understanding Perceptions, National Baseline Study Funded by USAID for Aurat Foundation funded by USAID</p>
	<p>Social Inclusion and Gender Platform - The Quetta Urban Survey for World Bank</p>		<p>Consultation on Women's Employment Concerns, Pakistan (WEC-PK) Project for Employer Federation of Pakistan</p>
	<p>End-line Survey of Promotion of Women Rights and Capacity Development Project (PWRCDP) in Punjab for Community Support Concern (CSC)</p>		<p>Baseline Survey of Promotion of Women Rights and Capacity Development Project (PWRCDP) in Punjab for Community Support Concern (CSC)</p>
	<p>UNICEF Analysis of Madadgar Data on Human Right Violations</p>		

## 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**

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

	<b>Rationalizing Job Families &amp; Development of Competency Profiles and Interview Guidelines</b>		<b>Supporting Cultural Change for Accelerated Growth Project (Phase 1 )</b>
	<b>Implementation of Organizational Restructuring in Multan Electric Power Company (MEPCO), Pakistan, USAID funded Power Distribution Program</b>		<b>Organizational Assessment and Restructuring for Multan Electric Power Company, USAID funded Power Distribution Program</b>
	<b>HR Due Diligence of Pakistan Refinery Ltd for Pakistan State Oil</b>		<b>Revitalization of HRM System &amp; Manpower Planning for SSGC</b>
	<b>Buy Side Privatization - Technical Audit of Human Resource Management System for Pakistan Telecommunication Corporation Ltd</b>		<b>Buy Side Due Diligence of Human Resource Management of Pakistan Telecommunications Limited (PTCL) For Saudi Oger</b>
	<b>Review and Assessment of Human Resource Management and Organizational Development Functions for Pakistan State Oil</b>		<b>Buy Side Due Diligence of Human Resource Management of Allied Bank Limited for Askari Bank</b>
	<b>Due Diligence of RBS HR Functions for EFG Hermes</b>		<b>Buy Side Due Diligence of Human Resources Management of Selected Fats and Oil Business (Unilever) for Oil and Food Industries Limited (OFIL)</b>
	<b>Study on Market Trends of Increments &amp; Bonus in 2018, Pakistan Microfinance Investment Company</b>		<b>CEO Salary Survey, U Microfinance Bank</b>



## 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**



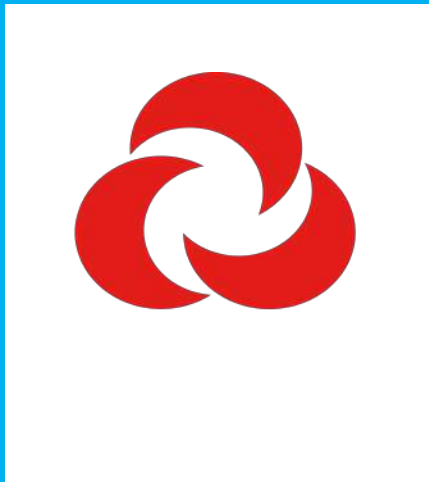
**Management Audit of Zarai Taraqati Bank Limited (ZTBL)**



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



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)		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

	<p>Business Model Research Project Pakistan ‘Examining Consumers’ Views on ‘Upcycled’ Food Products for Global Alliance for Improved Nutrition</p>		<p>Pakistan Wood Product Market Research for British Columbia Based, Forestry Innovation Investment (FII) Ltd.</p>
	<p>Transformation Strategy for Bay View Academy</p>		<p>Nationwide Comparative Research of the Outreach Clinical Laboratory Market in Pakistan for Aga Khan University Hospital</p>
	<p>Pakistan Wood Product Market Research for British Columbia Based, Forestry Innovation Investment (FII) Ltd.</p>		<p>Fact-Finding Study on the Regulatory Requirements for Import and Export Cargoes for Japan International Cooperation Agency (JICA)</p>
	<p>PTCL- Monitoring of Services/Mystery Shopping Survey for PTCL Helpline and Customer Service</p>		<p>Market Sizing for the Launch of Lending Products for Small and Medium Enterprises (SMEs) for UBL</p>
	<p>Pakistan - Manufacturing Establishments Survey “Towards Vision 2030 Direction of Industrial Development in Pakistan” for Japan International Cooperation Agency</p>		<p>Market Research on Home Textiles and Garments for Dawood Group</p>
	<p>Brand Audit of Lawrencepur Brand for Dawood Group</p>		<p>Generic Pharmaceutical Industry Survey for ABS Swiss Pharmaceutical</p>
	<p>Consumer Profile Study for Lakson Tobacco Company, Pakistan</p>		<p>Consumer Survey for Lawrencepur Textiles</p>



OUR STRATEGY AND RESEARCH EXPERIENCE

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



**Marketing Survey for Compost  
Fertilizer Plant**



# 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



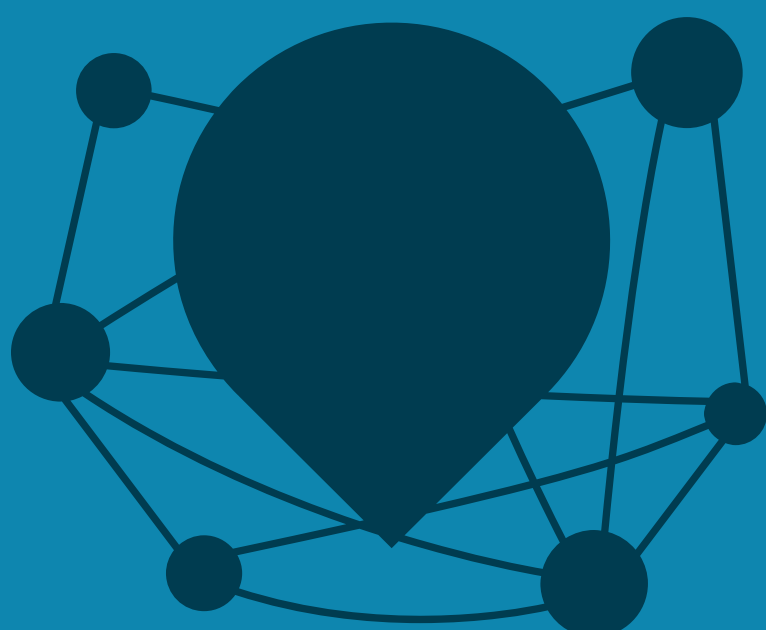
### GLOBAL REACH : LOCAL TOUCH

- 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

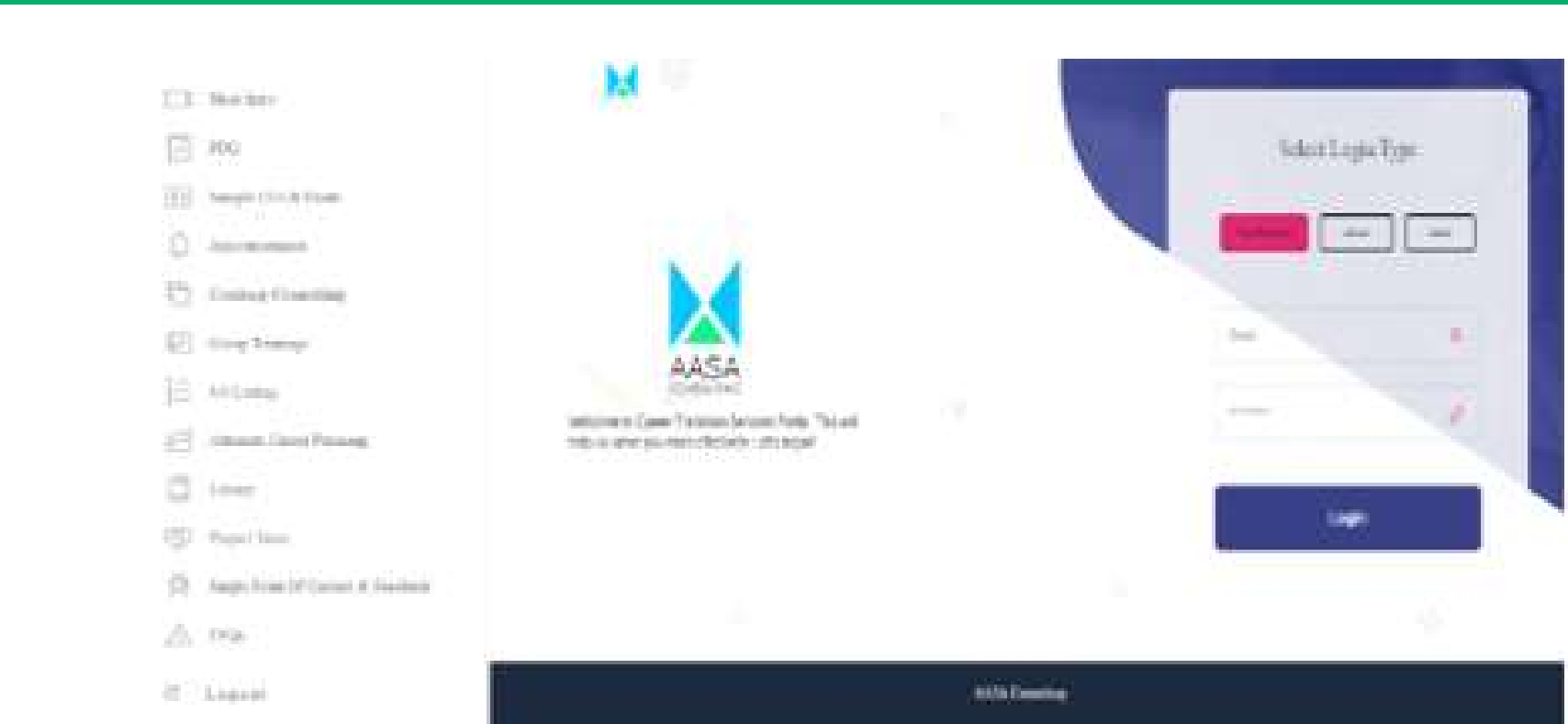
We deploy robust and proven technology tools to increase project efficiency and delivery

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**  
Chief Executive  
Management & Social Policy



**RIAZ HUSSAIN**  
Director  
Research Economist



**BIRJIS JALEEL**  
Chief Operating Officer  
HR, Social Policy &  
Operations



**ALI ANSARI**  
Senior Advisor  
Corporate Strategist



**AYESHA MENAI**  
Senior Advisor  
HR & OD Expert



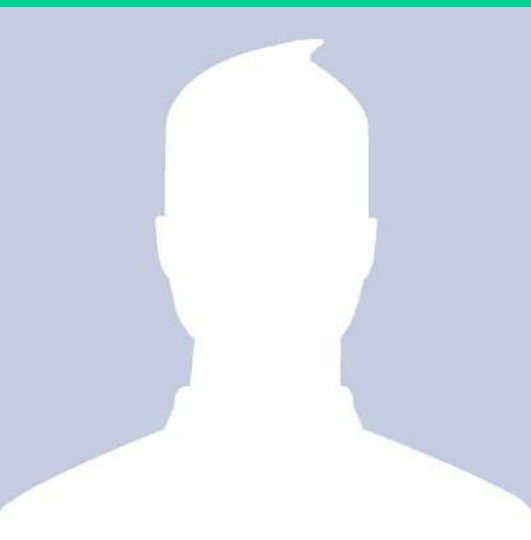
**QURAISHA KARIM**  
Manager  
Education Management



**IRFAN ALI HYDER**  
Senior Advisor  
HR & OD EXPERT



**MEHER NOSHIRWANI**  
Advisor  
Gender & Environment



**HAROON JAMAL**  
Advisor  
Econometrist



**DR. MINHAJUDDIN SIDDIQUI**  
Advisor  
Data Analytics



**SAJJAD ABRO**  
Qualitative Research  
Specialist



**MARIA NAZ**  
Manager  
Human Resource



**MOHAMMAD ZAIN**  
Manager  
Design & Communication



**ZAHRA HUSSAIN**  
Lead, Business  
Development



**SYED JUNAID SHAHID**  
Manager, IT and Business  
Development



**OWAIS SHAIKH**  
Finance Manager



**MUHAMMAD SAFDAR**  
Assistant Manager  
Field Research



**SABEEN RIZVI**  
Assistant Manager  
Social Policy

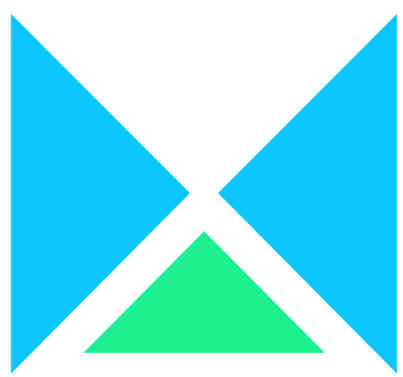


**ALI AHSAN**  
Assistant Manager  
Education Management



**HUNAIN AHMED**  
Research Associate  
Social Policy





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