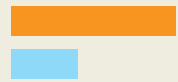


# ASK Development

## Corporate Profile.

[www.askdevelopment.org](http://www.askdevelopment.org) →



# Welcome

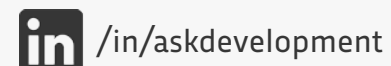
In the highly competitive business environment, accommodating re-engineering and reformations to cataclysmic check ins of 21st century, out of box initiative could lead you tread along the path to success. The baggage of micro-management, often, off-track potential market leading entities to loggerhead with peripheral issue of tiny nature transformed into gigantic conundrums.

ASK Development could dash-in to impart solutions and be a steadfast performance oriented service provider to all-encompassing HR solutions, laurelling upon its two decades long extensive experience.

**ASK Development (Pvt.) Ltd.**  
www.askdevelopment.org

## Head Office

**Islamabad:**  
Office # B-10, Street # 73, Sughra  
Tower, Sector F-11/1, Islamabad.  
Phone: +92-51-2353011-13

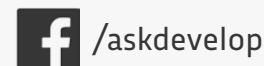


## Regional Offices

**Lahore:**  
Office # 103, 2nd Floor, Block F,  
Channan-din-road, Johar Town

**Karachi:**  
Office # 615, 6th floor, Park Avenue,  
Plot No 24-A, Block 6, P.E.C.H.S, Shahrah-e-Faisal

**Peshawar:**  
FRD office address: House No. 4 (Ishaq Khan house) Hadi lane,  
opposite VIP guest house, Old Bara Road University Town Peshawar



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8327





**/// MAXIMIZING  
HUMAN  
POTENTIAL**



# Who We Are

ASK Development with head office in Islamabad harbors the team of experts and support staff to shoulder the responsibilities spread across the domains of services in human resource, project management, research and development, financial management, psychometric assessments and testing.

We commit to conduct business upholding quality, sustainability, innovation, reliability and normative standards to the apex endorsed with commendations from our clientele of repute may they be public, private sector entities or civil society organizations.



**ASK** incorporated in 2006 through registration with SECP Pakistan and it was ranked 33rd among the 100 fastest growing companies of Pakistan.



## Vision

Maximizing human potential by cultivating Attitude, Skill and Knowledge

## Mission

Socio-economic growth through development of human and institutions to unleash their potential, improving livelihood conditions, providing quality human resource services, building alliances and conducting trainings for professional excellence.



## Core Values



**Excellence in  
Methodology and  
Services**



**Integrity in  
Practices**



**Focus  
on Client  
Preferences**



**Progressive  
Approach**



**Harnessing  
Technological  
Innovation**

## Quality Policy

We at ASK Development are committed to our vision “Maximizing Human Potential by Cultivating Attitude, Skill & Knowledge” through progressive approach, excellence in methodology, integrity in practice, and cost-effectiveness with reliable services & solutions to our stakeholders through continual improvement in QMS for an ultimate value addition.



# Our Infrastructure

We are equipped with latest blend of IT equipment and software's that serve us in providing efficient and effective services to our clients. The brief detail of our in-house equipment is as following:

Server	Equipped with cloud based technology stack for demanding server needs
Laptops	1000+ laptops provided to our project teams
Networking	Our system comprises of gigabit network to accommodate arduous needs of the organization
Internet	There are two high speed broadband internet facilities for connectivity with our valued clients

# Our Work Environment

We have well established departments for Human Resource Management, Program Development, Administration and Finance. Our head office department coordinate with regional offices and project offices to assign tasks and receive progress reports. The overall system works through the established Human Resource Management Information System (HRMIS). The management roles & responsibilities are outlined and our departments work in synchronicity to provide structured HR management support to our in-house and project staff through real time problem solving and decision making.

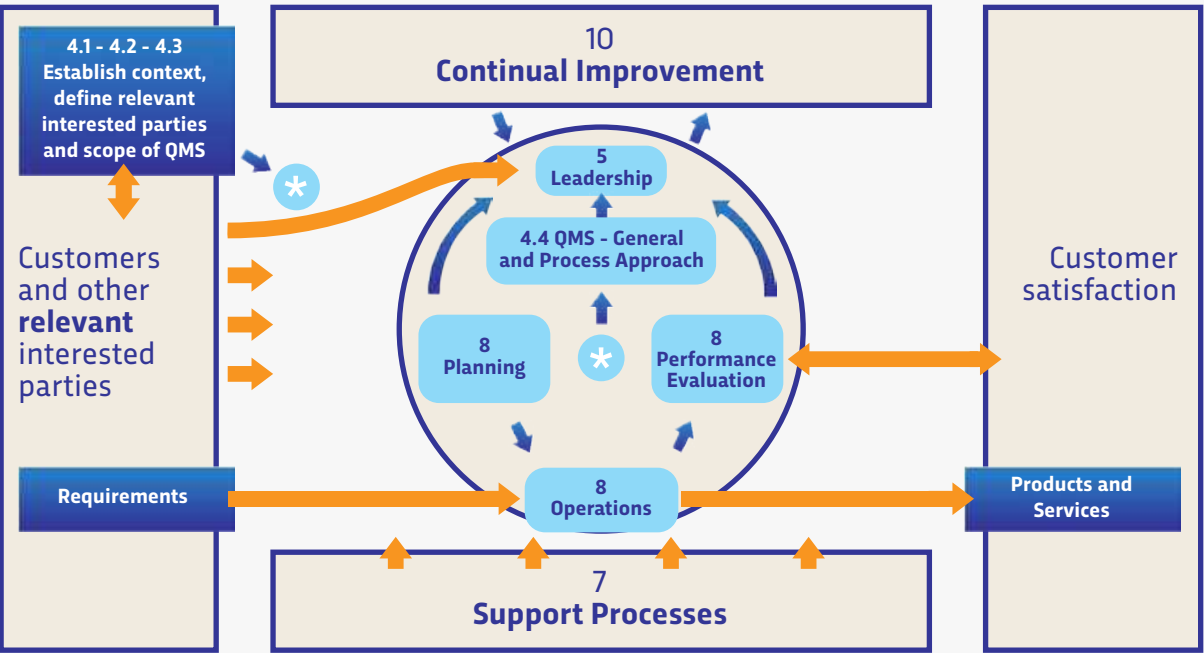
## “Occupational Safety & Health Policy”

As per OSHA USA /ILO / OHSAS Standards aiming to provide a risk-free environment by preventing the hazards at the workplace.

# Quality Assurance and M&E Practices

ASK has ensured quality of its systems and processes through ISO 9001:2008 Certification. These systems provide the sustainable foundation to customer satisfaction, staff motivation and continual improvement. Our quality management system owns standard procedures for the followings:

- Document and Data Control
- Internal Quality Auditing
- Continual Improvements
- Quality System Procedure for Resource Management
- Financial Management/Purchase
- Management Responsibilities
- Customer Related Process



M & E (Monitoring & Evaluation) of our internal systems and operational projects is an ongoing activity for our management. ASK staff performance management has a rigorous process of maintaining integrity, proficiency, ethical practices and client confidentiality. Under our established systems we seek client response towards our services and continuously work to improve the customer satisfaction.

## Our Clients

We are proud and grateful for the trust, our clients put in us. Our clients decide to work with us for a variety of reasons but the common is that we keep clients well informed, We do what we say and are easy to work with.

Following is a partial list of client organizations who received services from ASK Development Ltd under our different service capacities and formed the strong client-consultant linkages:







AGA KHAN DEVELOPMENT NETWORK





# ASK Services



## HRM AND MANAGEMENT CONSULTANCY

- Turn-Key Recruitment
- HR Outsourcing
- Organizational and Employee Surveys
- HR Policy Development

LEARN MORE ON PAGE 8



## TRAINING AND DEVELOPMENT CONSULTANCY/PROGRAMS

- Open Enrollment Trainings
- In-House Customized Interventions
- Training Need Assessments and Impact Studies
- Conferences and Seminars

LEARN MORE ON PAGE 10



## PROJECT MANAGEMENT

- Human Resources, Financial and Logistics Management Outsourcing Services
- Project Evaluation and Impact Studies
- Procurement Related Services

LEARN MORE ON PAGE 13



## HUMAN DEVELOPMENT PROJECTS

- Youth Training and Development Programs
- Women Empowerment Projects
- Employment Projects
- Capacity Building
- Livelihood Support

LEARN MORE ON PAGE 14



## PERSONALITY ASSESSMENT & TESTING SERVICES

- Sales Position Test (SPT)
- Management Position Test (MPT)
- Personality and Aptitude Test (PAT)
- Student Admission Test (SAT)
- Career Aptitude Test (CAT)
- Customized Tests

LEARN MORE ON PAGE 15



## RESEARCH AND PUBLICATIONS

- Customized Management Research
  - Data Collection and Analysis
  - Baseline and Impact Studies
  - Management Surveys
  - Research Journal
  - Organizational and HR Research

LEARN MORE ON PAGE 16



## FINANCIAL MANAGEMENT SERVICES

- Maintaining Clients Books of Accounts
- Cost Reduction Plans
- Internal Audit and Review
- Payroll and HRMIS (Human Resource Management Information Service)

LEARN MORE ON PAGE 17

# 1. HRM and Management Consultancy

ASK development has expert management consultants who are trained to solve complex problems, construct vital strategies and improve the operational health of client's organization. For every organization, a dedicated consultant is provided who remains the point of contact until the end of the assignment either through call, email or personal visits. Management consultant applies research, analyze internal data, interview people and prepare and present reports.

Presently ASK has a full operational team engaged in providing recruitment services to all the major regional hubs like Karachi, Lahore, Islamabad, Peshawar and Muzaffarabad.

## 1.1 Turn-Key Recruitment

Since last 13 years, ASK has been providing turn-key recruitment services. Our Human Resource Management professionals match the core competencies of potential candidates with job requirements. Our comprehensive recruitment service includes:

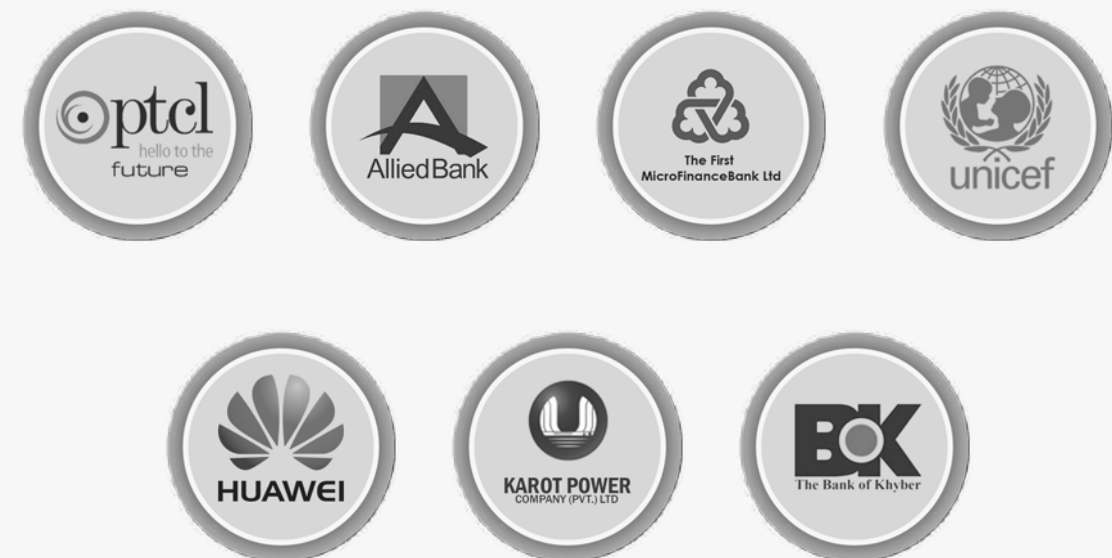
- Maintaining Candidate's Database
- Large-scale recruitment at multiple locations
- Provide 'ready-to-work' staffing on need based
- Recruitment Suitability Tests

## 1.2 HR Outsourcing

At ASK we understand that every business is unique. We provide the required human resources to our client organizations under our third-party contractual obligations. The essential requirement for HRM outsourcing includes our qualified staff, HRMS, multiple offices, Standard Operating Procedures (SOPs) for day to day HR management tasks. We believe in client-focused solutions and offer the following services:

- Selective / Full HRM functions outsourcing
- Offshore HR outsourcing
- Recruitment and Outsourcing Services
- Pay-Roll Management of outsourced staff

We have long lasting work association with our clients as we are providing these services to





## 1.3 Management Surveys

We facilitate our client organizations by providing insight into their corporate culture and human resources growth through customized surveys for data collection and analysis. Our services provide a comprehensive view of staff health, safety and performance management feedback. We have operational capabilities to provide below featured services:

- Surveys about organizational health, employee satisfaction, employee opinions, Training Need Analysis (TNA) and training impact for strategy formulation
- Performance appraisals/360degree feedback surveys for impartial analysis.

## 1.4 HR Policies and Organizational Development

We specialize in providing services to our client organizations with respect to rules and regulations by developing manuals and reports for HR policies and procedures including but not limited to:

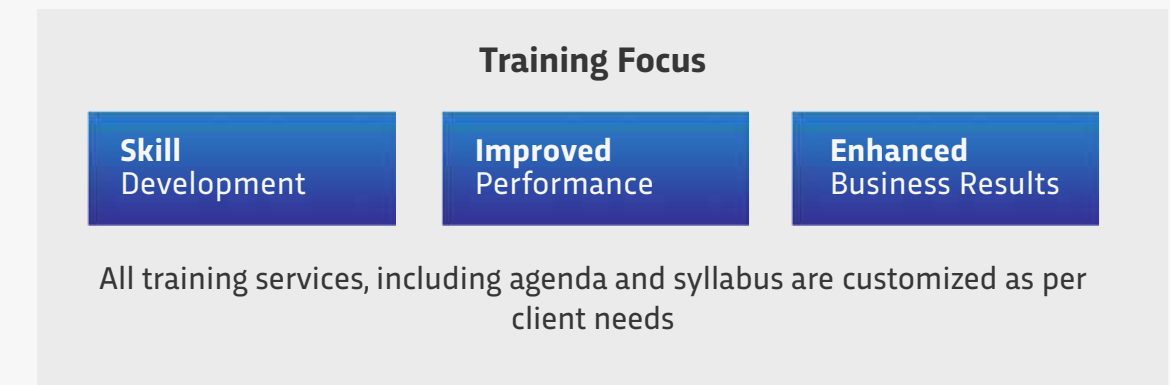
- General HR rules
- Organizational Structure
- Recruitment and Selection
- Payroll Processing
- Compensation and Benefits
- Leave Management
- Performance Management
- Training and Development
- Employee Relations
- Employee Separation
- HR Record Management



## 2. Training and Development Consultancy/Programs

Training is not only our expertise but is also our passion. ASK has been delivering trainings to national and international organizations in public, private, and development sectors. ASK has in-house training facilitators who have imparted training to more than 10,000 professionals from more than 100 clients. We have a pool of result-oriented professionals who believe in shared learning and growth through in-house and external customized training courses.

Coaching service sessions are designed to help the human resource of our clients to improve their career through goal setting, professional development and relationship building.



### 2.1 Open Enrollment Trainings

The courses are designed with open enrollment for all participants and are announced on half-yearly and quarterly basis.

### 2.2 In-House Customized Interventions

The course length, content, and format are tailored as per specific requirements. Case studies, code of conduct and scenarios related to the specific organization are incorporated to reflect practical and real issues.

### 2.3 Training Need Assessments and Impact Studies

We conduct Training Need Assessments (TNA) to help the client in identifying the skill gaps and measure requirements for performance improvement. Similarly, impact studies are conducted to measure change or achievement of goals.





## Some of Our Training Programs

- Leadership Training
- Building Result Oriented Teams
- Organizational Success Planning
- Effective Project Management
- Project Design and Implementation
- Project Monitoring and Evaluation
- Financial Planning and Analytical Skills
- Problem Solving and Decision Making
- Effective Negotiation Skills
- Effective Communication Skills
- Effective Selling Skills
- Stress Management
- Time Management and Organizing Skills



Winner of "Global Entrepreneurship Summit" 2012, Arabia's fastest growing company





## 2.5 Conferences and Seminars

We regularly conduct and support the conferences and seminars in the larger interest of nation building process to whom we owe our part to play with. This part solidly built upon interactions with our clients, market forces, academia and our research ventures and collaborations.

“Leading Millennials” series of conferences are the latest to our checkered credit.

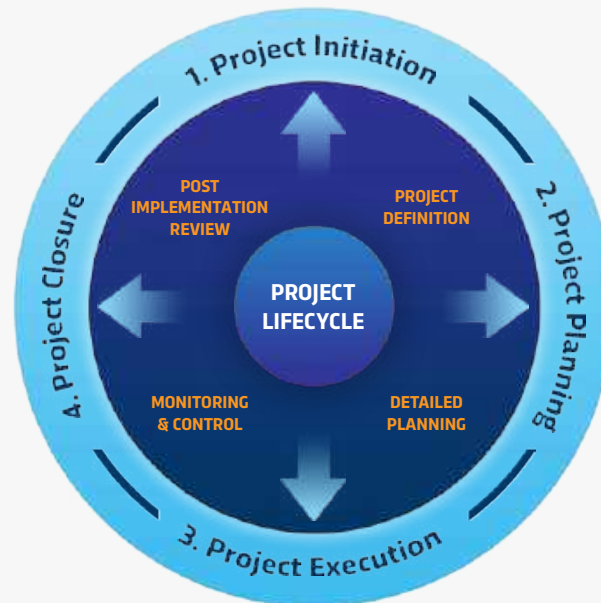
Millennials is the generation reaching adulthood in the early 21st century and they have seen the accelerated changes happening with expanding networks of information technology. Their personal traits sharply differ from their predecessors known as Generation-X. This is why it is important for the top leadership of every organization to know the skill-set, attitude, aptitude and work style of this generation.





## 3. Project Management

ASK project management service helps organizations achieve project goals and objectives within scope and time constraints. Project managers help defining the tasks, describe how goals will be achieved and quantify the resources that are needed. ASK stands for quality management services through HR improvisations. ASK has experience of managing projects in social development and corporate sectors for over a decade.



### 3.1 Human Resources, Financial and Logistics Management Outsourcing Services

We provide our clients with the right mix of people, policies and procedures to achieve sustainable growth within the organization.

It is our understanding that the integration of HR applications improves the organizational capability to consistently deliver high-quality services with reduced response time. Therefore, our designed HR outsourcing operations accelerate every departmental function within the organization. The outsourcing process leads to quality assurance in planning, coordinating, budgeting, accounting, financial management, sales, marketing, customer relations, administration, productivity, risk mitigation, and process monitoring.

### 3.2 Procurement Related Services

ASK manages procurement of equipment and other project related goods to facilitate its project clients.

### 3.3 Project Evaluation and Impact Studies

The organizations need the results of projects in terms of qualitative and quantitative impact generated as well as the direct and indirect beneficiaries' critical analysis. We, therefore conduct project evaluation and impact studies for our client organizations. In the assignments, we establish the objectives and scope of work with the client before initiating the fieldwork. Our senior consultants have served many organizations in producing project evaluation and impact studies for their on-ground projects.

#### Social and Development Sector Projects



## 4. Human Development Projects

Sustainable human development is the strategic goal for lasting change. The objective is to create an enabling environment for people to enjoy long, healthy, productive and creative lives. ASK human development projects are aimed at supporting human rights, promoting social justice to improve the well being of people.

### 4.1 Youth Training and Development Programs

Youth skills & development is our core thematic interest. We have designed and delivered in-house courses and on-ground projects for youth entrepreneurship and leadership initiatives. There are a number of partnership initiatives that we took for expanding our network for outreach to youth economic empowerment.

Youth with the right attitude, skills, and knowledge makes a difference for socio-economic growth. ASK managed a number of projects across Pakistan for youth development and job placement.

### 4.2 Women Empowerment Projects

Effective participation of Pakistani women in decision making process under Leadership Initiative program is our key contribution to the society. We took programs in number of districts and designed capacity building programs for women. The training programs had significant impact in developing women entrepreneurs. We worked for women empowerment through entrepreneurship projects and advocacy campaigns.

### 4.3 Employment Projects

The employment projects enabled thousands of youth to increase their family income. These projects were funded by USAID, CHF, IRC and Care International.

### 4.4 Capacity Building

We are associated with team of development professionals over a decade and have trained thousands of participants. Our objective of human development is to create an enabling environment for people to enjoy long, healthy, productive and creative lives. The purpose is to enlarge people's choices for socio-cultural development, livelihood, social well-being and positive change in individual's life.

### 4.5 Livelihood Programs

Through livelihood support services initiative we have provided vital job skills training and employability to the underprivileged youth ( males and females ) in various districts of Pakistan.

The objectives of our projects included preparing the unskilled youth, men and women to meet the needs of the industry by providing them entry level job skills as well as helping the successful graduates of the program in finding suitable jobs with special emphasis on women.





## 5. Personality Assessment & Testing Service

ASK has scientifically designed psychometric tests and analysis set up for professionals and individuals based upon on research in Pakistan.

These tests can objectively assess 'hidden' human traits to help individuals and organizations for better planning for employee career & training and productivity at work place. Testing is the process to determine the level of strength of a value or skill for decision making such as employee selection, corrective measures, training, and development. Since these tests have been designed in Pakistan considering local culture, education system and socio-economic values can narrate personality traits of individuals rationally.

### 5.1 Sales Position Test (SPT)



It fulfils the needs for recruitment and identification of best fit sales persons in the sales business field with all the necessary attributes identified through extensive research. It covers attributes and traits such as Adaptability, Commitment, Communication, Compatibility, Critical Thinking, Extroversion, Go Getter, Working under Stress

### 5.2 Management Position Test (MPT)



The test unfolds the personality traits aptitude and skills that are deemed necessary for management positions based upon research. It covers attributes and traits such as:

Adaptability, Creative Thinking, Decision Making, Developing others, Integrity, Leadership and Inspiring, Planning and Organization, Relationship maintenance, Result Oriented, Strategic Awareness, Team Work, Time Management

### 5.3 Personality & Aptitude Test (PAT)



PAT is a general aptitude test designed to determine a person's ability, capacity for learning, skill or knowledge and intelligence regardless of any specific position in a certain subject or field of knowledge. It gives 10 point picture about a person's personality and thinking pattern. The scope covers aspects like:

Adaptability, Commitment, Communication Ability, Critical Reasoning, Extroversion, Integrity, Logical Reasoning, Numerical Analysis, Spatial Ability, Working Under Stress

### 5.4 Student Admission Test (SAT)



Student Admission test (SAT) is sometimes referred to as the entry test or entrance examination. Different levels of tests are generated by experts of the relevant fields to meet the criteria and specification of the institutions for a particular entry level.

### 5.5 Career Aptitude Test (CAT)



These assessment tools are designed to help individuals, especially students in choosing among careers out there which fall in corresponding to their aptitude and personality.

### 5.6 Customized Tests



This feature is adopted to build or alter the test and its specification in scope according to the preferences and requirements of an organization/client. The standards are set to suit the business/work requirement and specifically address the need of the client.

#### Conducting Tests

These tests are available online and can be attempted anytime and anywhere

MAXIMIZING  
HUMAN  
POTENTIAL

## 6. Research and Publications

ASK has substantive capability to conduct Research & Development projects for our client organizations. We have established Research and Development (R&D) unit within our organization to facilitate first hand data collection, analysis and reporting to clients. The senior organizational management and advisors oversee the R&D unit. ASK has entered into collaborations with academic institutions of repute, extending research and development services to our development and corporate sector clients.

- Data Collection and Analysis
- Baseline and Impact Studies
- Management Surveys
- Research Journal
- Organizational and HR Research

### 6.1 Customized Management Research

In association with Peace and Development Foundation we have an accredited research publication by the title 'Journal of Peace, Development and Communication'.

"Employer Fact Sheet of Employability" is the most recent of the series research publication based on nationwide data of 9916 graduates employees by 34 public/private sector organization during 2016-18. It presents the details of employers expected skills sets deemed peculiar to employability.

This report also highlights the prospective role of higher education institutions chiseling out employability tentacles of their graduates to win over the employers goodwill.

[www.pdfpk.net](http://www.pdfpk.net)



#### RESEARCH TOOLS



Case Studies



Surveys



Research Design



Dissertations



Focus Groups



Interviews



Literature Review



Statistics



# 7. Financial Management

ASK focuses on simplifying the accounting tasks and strengthening the financial decision making within the client's organization. For more than one decade our financial team is providing customized financial accounting packages to our clients. We aim to deliver accurate, secure and standard financial accounting solutions using best accounting packages with compliance to statutory and financial reporting requirements of the industry.

## 7.1 Maintaining Clients Books of Accounts

Our financial accounting services help our clients to receive ready to use financial reports for management information.

- Customized accounting packages
  - Maintenance of General Ledger
  - Closing Accounts and Generated Trial Balance
  - Preparing Budget Plans and Financial Control Mechanism
  - Updating Charts of Accounts
  - Preparing Bank Reconciliations
  - Preparing Accounts Reconciliations
  - Preparing Credit Card Reconciliations
  - Maintenance and Reconciliation of Inventory Records
- Accounts Receivables
    - Generating Sales Order
    - Generating Customer Invoices
    - Recording Receipts of Payments
    - Generating Accounts Receivable Reports
  - Accounts Payable
    - Generating Purchase Order
    - Recording Bills from Vendors
    - Recording Payments to Vendors

## 7.2 Cost Reduction Plans

Cost Reduction Plan is a blend of short-term and long-term cost reduction initiatives. Each initiative is based on an analysis of the company's operations, best practices and assessment of the forecasted benefits. It is imperative for an organization to have this cost-cutting solution for maintainable growth.

## 7.3 Internal Audit and Review


With ASK Internal Audit Solutions, client organizations have a partner who thinks about risk in the context of their business. We help organizations achieve their operational and financial objectives.

## 7.4 Payroll and HRMIS (Human Resource Management Information Service)

We provide complete third party payroll management service to our clients. ASK has been working as Outsourced Staff Management (OSM) vendor since August 2007 and is well aware of industry requirements, culture and consciousness about quality and ethical practices.

To cater the need of contemporary HR Challenges, ASK Development has developed online HRMS which is a Web Based System that provides direct access to Human Resource (HR) information in support of operational activities. This Application facilitates both Employee and Employer; a platform where they connect and get information regarding (employee recruitment record, payroll, HR administration etc.).

**Important features of Human Resource Management Information System (HRMS)**



Attendance & Scheduling	HR Structure/ HRMS Alerts	Online Applicant Tracking and Recruiting	Electronic Reporting and Attendance
Employee Performance Management	Company / Admin Structure Module	Payroll Management	Online Helpline



## Photo Gallery








**ASK Development (Pvt.) Ltd.**  
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 /askdevelop

