



HISTORICAL PROFILE  
**ASK DEVELOPMENT**

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

# About ASK Development

ASK Development is an ISO Certified, HR sourcing, Research, Management consultancy, project management and capacity building organization with a mission of “maximizing human potential by **cultivating Attitude, Skill and Knowledge**” (ASK). It is one of Pakistan's leading HRD organization of highly qualified, committed and experienced management professionals & trainers, enriched with a blend of national and international exposure in corporate, development/NGOs and public sectors. This has led ASK Development to be recognized as a professional, capable and reliable organization in Pakistan and its neighbouring countries.

Its team under capacity building program has trained more than 20,000 trainees and has served about 100 organizations.

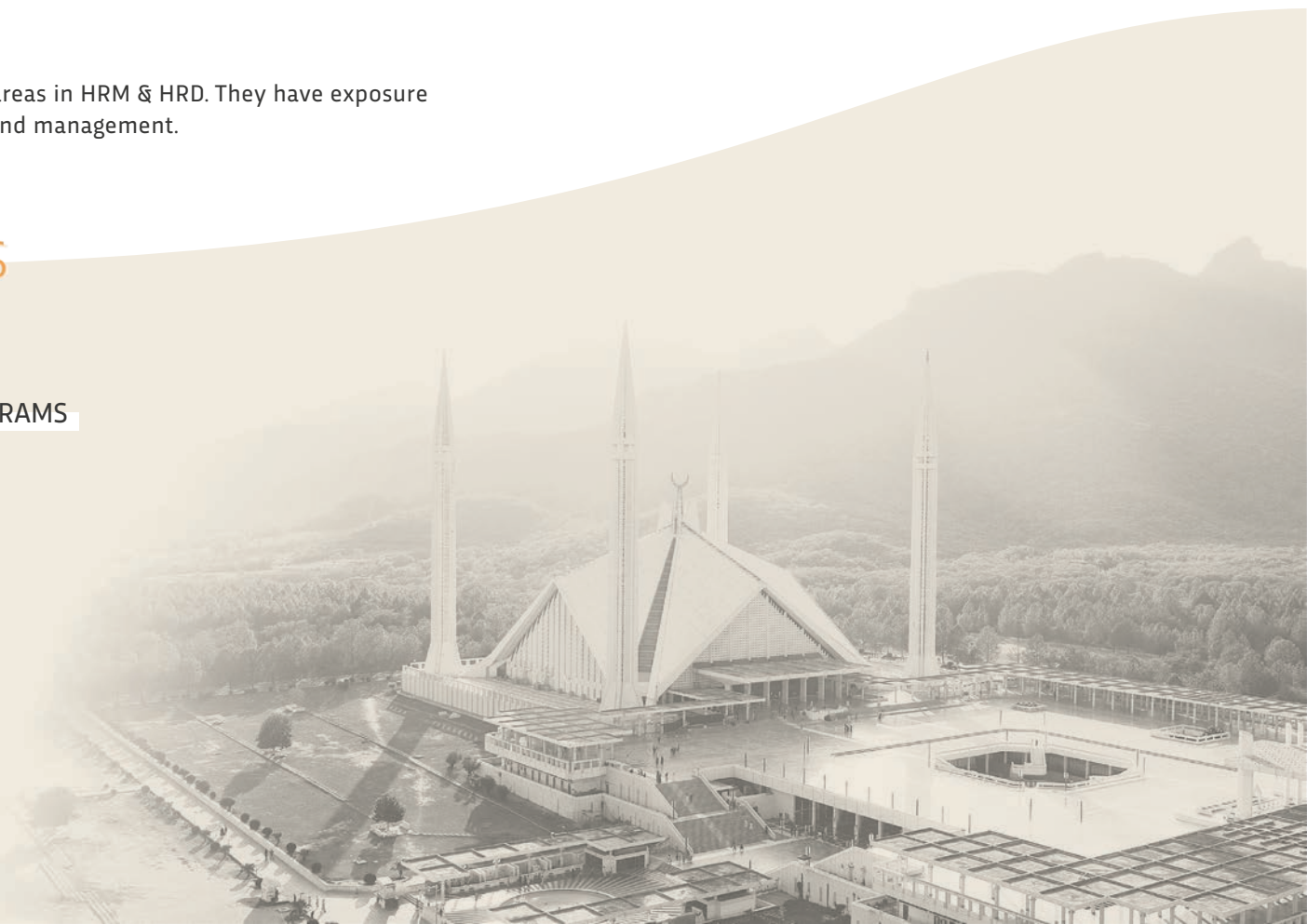
ASK Development has joined hands with three universities for certificate programs and to strengthen industry-academia linkages;

- Management Development Institute, Singapore
- Max Strategy-Riphah International University
- Abasyn University, Peshawar

ASK team has worked on a number of projects in variety of areas in HRM & HRD. They have exposure to local, national and multinational organization's working and management.

## Core Areas of Services

1. HRM AND MANAGEMENT CONSULTANCY
2. TRAINING AND DEVELOPMENT CONSULTANCY/PROGRAMS
3. PROJECT MANAGEMENT
4. HUMAN DEVELOPMENT PROJECTS
5. PERSONALITY ASSESSMENT & TESTING SERVICES
6. RESEARCH AND PUBLICATIONS
7. FINANCIAL MANAGEMENT SERVICES



# HRM AND MANAGEMENT CONSULTANCY

- Turn-Key Recruitment
- HR Outsourcing

- Organizational and Employee Surveys
- HR Policy Development



**YEAR:**  
2007 – On going

**SERVICE:**  
Recruitment and HR Services

**Client(s):** Pakistan Telecommunication Corporation Ltd (PTCL)

**Description:** ASK is providing HR Solutions to PTCL since 2007. Presently accomplishing and executing all the activities related to recruitment and HR operations for following set of PTCL employees:

- Sales agents
- Technical staff
- Customer Representative staff
- Quality Supervisors (QS) staff
- Call Centre Agents
- Technical Engineers staff



**YEAR:**  
2015 – ongoing

**SERVICE:**  
HR Administration of Outsourced Staff

**Client(s):** Huawei Technologies Pakistan

**Description:** ASK is providing HR Solutions to HUAWEI since 2015. Presently accomplishing and executing all the activities related to recruitment and HR operations for following set of employees:

- Team leads, Channel heads, Senior Engineers
- Junior Engineers, Optical Engineers, Contract Administrator
- Contract Engineer, Custom Clearance Specialist, Surveyors
- Accountants, Marketing Assistant, IT specialist



**YEAR:**  
2017 – On going

**SERVICE:**  
Recruitment and HR Operations

**Client(s):** KAROT POWER COMPANY (PVT.) LTD.

**Description:** ASK is responsible for the recruitment and HR operations of outsourced employees for Karot Power Co since 2017. ASK is efficiently executing HR Operations for the for following groups

- Administrative staff
- Technical staff
- Front desk staff
- Drivers



**YEAR:**  
2007 – 2015

**SERVICE:**  
Recruitment and HR Operations

**Client(s):** Ufone

**Description:** ASK Development handled all the HR functions of Ufone outsourced employees in all over the Pakistan. We performed all the recruitment for following groups of employees:

- Customer Facilitation Agents (CFA's)
- CDAS Project Employees (Computerize Directory Assistance Service)
- Technical Staff

# HRM AND MANAGEMENT CONSULTANCY



**YEAR:**  
2014 – 2018

**SERVICE:**  
Recruitment and HR Operations

**Client(s):** Wi-tribe

**Description:** ASK provided HR functions to Wi-tribe outsourced employees. We splendidly performed all the recruitment and HR operations for following groups of employees:

- Team Leads/ Supervisors
- Customer Care Representatives



**YEAR:**  
2015 – 2018

**SERVICE:**  
Recruitment and HR Operations

**Client(s):** Hashoo Foundation

**Description:** ASK successfully executed HR functions for outsourced employees of Hashoo Foundation. We have successfully hired and provide them with several numbers of employees.



**YEAR:**  
2007 – 2015

**SERVICE:**  
Recruitment and HR Operations

**Client(s):** Enggsol Singapore

**Description:** ASK provided HR operations mainly related to Recruitment to Enggsol. (Singapore based Recruitment) We also recruited and managed the payroll of consultants (Pakistani) from 2007-2015. Many HR solution were provided to Enggsol in the areas of Personnel Services in IT and Engineering Industries

- Accounting and Finance
- Information Technology
- Sales and Marketing
- HR and Administration
- Engineering
- Hospitality
- Telecommunications
- Logistics



The First MicroFinanceBank Ltd  
Enabling Individuals

**YEAR:**  
2015 – ongoing

**SERVICE:**  
Recruitment and HR Operations

**Client(s):** First Micro Finance Bank Ltd.

**Description:** ASK is recruiting and managing FMFB outsourced employees since 2015. We are efficiently and effectively performing all recruitment and HR Operations for employees in following groups:

- Administrative employees
- Office boys/ Drivers

# HRM AND MANAGEMENT CONSULTANCY



**YEAR:**  
2018 – ongoing

**SERVICE:**  
Recruitment and HR Operation

**Client(s):** Bank of Khyber

**Description:** ASK is recruiting and managing HR Operations for BOK outsourced staff employees since 2015.

We are executing all the HR functions of recruitment in following groups:

- Administrative employees
- Office boys/ Drivers



**YEAR:**  
2013

**SERVICE:**  
Recruitment

**Client(s):** Petroleum Exploration and Production Companies Association (PPEPCA).

**Description:** ASK successfully conducted HR functions and recruitment for outsourced employees of PPEPCA.



**YEAR:**  
2015 – ongoing

**SERVICE:**  
Recruitment and HR Operations

**Client(s):** Allied Bank Ltd.

**Description:** ASK is rendering services of recruiting and managing ABL outsourced employees since 2015. ASK is efficiently handling all recruitment and HR operations. Three major departments for which hiring is performed are:

- Administrative employees
- Call Center Agents
- Office boys/ Drivers



**YEAR:**  
2016 – ongoing

**SERVICE:**  
Recruitment and HR Operations

**Client(s):** UNICEF

**Description:** ASK is recruiting and managing HR functions of UNICEF outsourced employees since 2016. We are successfully performing all the recruitment & HR administration for employees in following groups:

- Program Managers
- Immunization Supply Chain Officers
- Senior and Junior Psychologists
- Social Organizer/ Field Monitors
- Trainers
- District Coordinators
- Administrative employees
- Office boys/ Drivers



## Partnerships and Affiliations

## Signing of MOU with Abasyn University



# TRAINING & DEVELOPMENT CONSULTANCY PROGRAMS

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



**YEAR:**  
2006 – 2010

**SERVICE:**  
HRD Consultation and Soft Skills  
Training Spanning

**Client(s):** Habib Bank Limited (HBL)

**Description:** ASK provided 1 to 3-days course series that focused on various topics including Selling Skills, Corporate Etiquettes, Customer Service, Written Communication, Personal Development, Problem Solving and Decision Making, HRM for managers, the contemporary concepts and practice of managing human resources designed to help HBL managers in competitive and dynamic market place to work their way through the HRM process.



**YEAR:**  
2006 – 2008

**SERVICE:**  
Trainings in the areas of Customer  
Service

**Client(s):** Khushhali Bank

**Description:** ASK had provided focused and practical workshops to help Khushhali bank's Field Credit Officers become aware about the importance of customer service and the role it plays in the organizational health. The objective of this project was to help participants understand how to define information needs and select an appropriate approach to meet information needs, develop questionnaires, interviews and other thinking tools, Compile information for effective analysis and productive usage. ASK worked closely with the bank in developing the course contents to ensure alignment of the trainings with the objectives of the bank.



**YEAR:**  
2006

**SERVICE:**  
Material Development & Training  
Intervention

**Client(s):** Tech Access

**Description:** A three day workshop on Excellence in Customer Service was conducted for the staff of Tech access. Based on the training needs of the organization, ASK developed a customized training handout and other training material for this training consultancy. The objective of the course was to inculcate a service excellence mind set and adding value through human touch to customer service for Tech access customers.



**YEAR:**  
2007

**SERVICE:**  
Training Consultancy, Material  
Development & Training

**Client(s):** Roche Pakistan (Pvt.) Ltd (Diagnostic Division)

**Description:** ASK assisted Roche on inculcating the importance of Business Etiquettes & Confidence Building besides having a good product or service and a well thought-out plan to market it. The objective of this consultancy was to remind the participants that Business Etiquette is very important factor in determining the success or failure of a business or a person.

# TRAINING & DEVELOPMENT CONSULTANCY PROGRAMS



**YEAR:**  
2007

**SERVICE:**  
Training Need Assessment & Team  
Building Training

**Client(s):** Pepsi Cola International

**Description:** ASK did a training needs assessment of the floor staff and its management team to determine their understanding of the need for working as team for the effectiveness of the organization. The results of the TNA were used to design and conduct Team Building training intervention to inculcate team spirit in PEPSI professionals. The purpose of this process oriented training intervention was to ensure that shop floor staff become conversant with the concepts, techniques of working within teams, and get them to understand that Pepsi appreciates and values team players. Topics covered: Teams and its dynamics, Team norms -getting everyone involved, Resolving inter-group conflict, Building trust and respect, and Problem solving.



**YEAR:**  
2013

**SERVICE:**  
Call Center Training

**Client(s):** Askari Bank Limited

**Description:** ASK Development delivered 3 days session on "Call Center Training", under this training program the agents of call center and customer services agents had been trained to develop the skills, knowledge and competency to interact more efficiently with customers, troubleshoot problems, propose solutions and resolve issues promptly. Effective call center training helps improve morale and reduce employee turnover.



**YEAR:**  
2007

**SERVICE:**  
Training & Material Development

**Client(s):** Telenor Pakistan

**Description:** A two day's training intervention on Time Management was conducted to inculcate the importance of time management as a means to achieve personal and professional excellence. Based on the training needs and objectives ASK developed a training module along with other support material to enhance participant's learning.



**YEAR:**  
2013

**SERVICE:**  
Training on Marketing and Selling  
Skills

**Client(s):** Petroleum Exploration and Production Companies Association (PPEPCA).

**Description:** ASK successfully provided wide range of formal trainings related to marketing and skills enrichment in the department of sales to the employees of PPEPCA.



# TRAINING & DEVELOPMENT CONSULTANCY PROGRAMS



**YEAR:**  
2006 – 2007

**SERVICE:**  
Training & Assessment, Material  
Development & Training

**Client(s):** Ericsson Pakistan

**Description:** ASK conducted Training Needs Assessments of Ericsson's staff working on diverse projects throughout Pakistan, developed training material and conducted training interventions to meet the ever vibrant Telecommunication Industry. The objective of these consultations was to keep Ericsson management informed about the training requirements to ensure that organizational goals are achieved with minimum of interruptions. Under this consultation, ASK conducted multitudes of trainings such as: Project Management, Finance for Non Finance Managers, Business Communication, and Technical Report Writing.



**YEAR:**  
2008 – 2009

**SERVICE:**  
Continuing Training Consultancy

**Client(s):** Inter Loop

**Description:** ASK has conducted a number of training interventions both customized and open courses for Inter Loop staff to enhance their soft skills. Some of the trainings conducted included; Leadership Skills, Effective Negotiation Skills, Written Communication skills and Team Building. These programs had been conducted in both Lahore and Islamabad.



**YEAR:**  
2016 – 2018

**SERVICE:**  
Soft Skills Training

**Client(s):** Bank Alfalah

**Description:** Ask delivered trainings to the employees of Bank Alfalah Limited on Business Ethics, Building Ethical Teams, Service Excellence, Sales and Negotiation Skills and selling, Communication Skills and Customer Handling Skills.



**YEAR:**  
2018

**SERVICE:**  
Training on Decision Making &  
Communication Skills

**Client(s):** Summit Bank

**Description:** ASK delivered training to the employees of Summit Bank Limited on decision making process and on communications skills. ASK developed a training module along with other support material to enhance participant's learning.

# TRAINING & DEVELOPMENT CONSULTANCY PROGRAMS



ICRC

**YEAR:**  
2012

**SERVICE:**  
Career Building and Business  
Management Skills

**Client(s):** International Committee of Red Cross

**Description:** The training was organized for International Committee of Red Cross to facilitate their employees who were leaving the organization. The main aim of the training was to incorporate Career Building, Business Management Skills and techniques in the trainees regarding job and entrepreneurship

INTERNATIONAL



FEDERATION

**YEAR:**  
2013

**SERVICE:**  
Training on facing Change, CV Writing,  
Interview Skills and Team Work

**Client(s):** International Federation of Red Cross

**Description:** A training program on "Facing Change, CV writing, Interview Skill and Team Work" was organized for International Federation of Red Cross (IFRC) staff. The main motive of the training was to incorporate various skills and techniques in the trainees to overcome the potential challenges and problems faced after leaving the job. A total of 80 participants were trained in this training program.



Department  
for International  
Development

**YEAR:**  
2013

**SERVICE:**  
Training on "Stress Management at  
Workplace"

**Client(s):** DIFD (Department for International Development)

**Description:** ASK conducted three days training session with all the bands of DIFD. The purpose of training was to create awareness among DFID teams regarding stress management skills to overcome and cope up with different levels and phases of stress to enrich their professional and personal career and motivate them towards the challenging roles with susceptibility to stress exposure.



**YEAR:**  
2012- 2013

**SERVICE:**  
Staff Training on Soft Skills

**Client(s):** International Relief Pakistan

**Description:** ASK provided Soft Skills training to the employees of International Relief Pakistan. Overall 09 trainings were divided into 03 clusters. The training delivered were; Planning & Scheduling, Time Management, Communication Skills, Team Management, Personal Management, Conflict Management, Stress Management, Leadership, Motivation & Performance Excellence.

# TRAINING & DEVELOPMENT CONSULTANCY PROGRAMS



**YEAR:**  
2007

**SERVICE:**  
Training on Supervisory Skill,  
Communication Skills, Management  
Skills and Performance Appraisal

**Client(s):** Danish Committee for Aid to Afghan Refugees (DACCAR) Afghanistan

**Description:** This capacity building program spanned 13 working days and assisted DACAAR in developing a Capacity Development Program to bring their team of professionals up to date on day to day management practice and effectiveness at workplace. The training was preceded by a TNA to determine the training needs which then formed the basis for developing the training material. The objective of this program was to enhance and polish the report writing, proposal writing, financial management and budgeting skills of the participants as per the requirement of organizations working in the development sector.



**YEAR:**  
2007

**SERVICE:**  
Communication Skills Training

**Client(s):** Karwan Community Development Organization (KCDO)

**Description:** Training consultation to familiarize participants with the importance of good communication skills related to the types of positions they held. The Objectives of training intervention were to ensure that after training the participants understand what communication process is, use proper listening skills and questioning techniques, identify and minimize influencing factors, devise strategy for communication in project-based organization, understand communication patterns for community-based organization.



**YEAR:**  
2007-2008

**SERVICE:**  
TNA & Material Development and  
Training Intervention

**Client(s):** Air Weapon Complex

**Description:** A comprehensive TNA was conducted on Time Management and its importance in AWC Team's professional and personal life prior to the training intervention. Training topics spanned importance and value of time, planning and goal setting, prioritization of tasks, time management tools and techniques. The objective of the training was to assist participants in understanding their current time utilization patterns and effectiveness, scientific time management techniques to organize life's most precious commodity and best practice behaviors of effectiveness.



AGA KHAN DEVELOPMENT NETWORK

**YEAR:**  
2005-2006

**SERVICE:**  
TNA, Training Development &  
Delivery

**Client(s):** Aga Khan Development Network (AKDN)

**Description:** Over period of 2 years, ASK trained more than 100 AKDN professionals from various disciplines and various size batches. ASK team conducted three courses on HRM, Management Skills, Supervisory Skills and Training of Trainers for AKDN professionals managing throughout the training cycle from TNA to training impact study.

# TRAINING & DEVELOPMENT CONSULTANCY PROGRAMS



**YEAR:**  
2013

**SERVICE:**  
Marketing and Selling Skills

**Client(s):** Tourist Development Corporation of Punjab

**Description:** Training program was organized for top management of TDCP on "Marketing and Selling Skills". The main aim of the training was to incorporate participants with the marketing and selling skills to compete with the competitors, enhance their creativity level to initiate the new launch and to move in the run of technological advancement and reporting, etc.



**Save the Children**

**YEAR:**  
2007

**SERVICE:**  
Training to Group of Teachers

**Client(s):** Save the Children UK

**Description:** A three Day's Training Workshop on Understanding Learning Dynamics and Assessment was conducted for the "Mitigation of Child Labor through Education in Pakistan (MCLEP)" Project Team both from NWFP and Baluchistan. The purpose of this training was to assess participant's current level of understanding about Learning and Teaching, Monitoring and Applying New Testing Formats. ASK developed the training material for this training intervention as per their training requirement which was then followed by a three days training workshop.



**Swedish Committee  
for Afghanistan**

**YEAR:**  
2006

**SERVICE:**  
Training on Material Development

**Client(s):** Swedish Committee for Afghanistan (SCA)

**Description:** ASK conducted a training, determining the needs and developing a strategy and outline for a four days training workshop. The objective of this project was to conduct a TNA and to provide an introduction to logical framework analysis for project planning and monitoring processes. Also managed a training course on main functions in HRM, the importance of the job analysis and JD's, manage the training and development functions, enhance the employee's motivation and performance through HR tools



**British  
High Commission  
Islamabad**

**YEAR:**  
2006 – 2010

**SERVICE:**  
Continuing Training Consultancy

**Client(s):** British High Commission (BHC)

**Description:** ASK has conducted a large number of training interventions for BHC staff to meet the training and developmental needs of the individual employees and the organization. Programs conducted included: Personal Development, Creative Thinking, Writing Skills, Customer Service, Leadership and Team Building, Supervisory Skills, Interviewing Skills, Interpersonal Skills, Communication Skills, Powerful Presentations, Time Management, Career Counseling and Effective Speaking.

# TRAINING & DEVELOPMENT CONSULTANCY PROGRAMS



**YEAR:**  
2007-2010

**SERVICE:**  
School Leadership Development  
Project Punjab (SLDP)

**Client(s):** Punjab Education Foundation (PEF)

**Description:** The objective of training was to sensitize the Heads of schools in the private sector on educational management aspects with particular focus on education theories, interactive teaching methods, effective school management and the use of pedagogical skills. Based on the needs assessment by the PEF, ASK developed all the relevant training material for the SLDP program. Pre and post training assessment was done and training modules were designed. It also included the selection of trainers as well as training of trainers.



**YEAR:**  
2007

**SERVICE:**  
Training on Communication Skills,  
Office Administration & Time  
Management Skills

**Client(s):** Strengthening Participatory Organization (SPO)

**Description:** This program assisted SPO in building capacity of their front end staff in inculcating the importance of time management, Office Administration, and Communication Skills to bring their employees up to date on and help them achieve efficiency and effectiveness at workplace. The objective of this capacity building program was to help their employees become aware of the importance of effective Time Management, understand what is involved in the proper functioning of Office Administration and learn to appreciate the role effective communication plays in the work environment.



**YEAR:**  
2008 – 2010

**SERVICE:**  
Continuing Consultancy & Training

**Client(s):** British Council (BC)

**Description:** ASK conducted a number of training interventions for British Council staff to enhance their soft skills to carry out their day to day operations efficiently and effectively. The objective of the training intervention was to understand what effective writing is and what role it plays in enhancing the professional image of the person and their organization



**YEAR:**  
2011

**SERVICE:**  
Providing Capacity Building Training  
to the District Education Authority

**Client(s):** Cordaid Pakistan

**Description:** ASK developed the entire training cycle: starting from training need analysis and based upon the results of training need analysis development of the training modules and training content to facilitate the participants at maximum. Post training evaluation was also done to monitor the impact of training upon the participants.

# TRAINING & DEVELOPMENT CONSULTANCY PROGRAMS

## Human Resource Certification Training

ASK is authorized representative and partner of Human Resource Certification Institute (HRCI) in Pakistan for HR certification facilitation. We have team in major cities to facilitate and coach individuals and organizations.

The preparatory program for HRCI Certification, offered by ASK in alliance with HRCI, USA, is designed primarily for individuals seeking a greater knowledge of global HR Skills.

Following are the approved courses:

1. Building Employee Engagement
2. Fundamentals of HRM
3. Designing Strategic Compensation System
4. Fundamentals of Labor Laws
5. Strategic Human Resource Management

**DATED:**  
17th December 2015

**LOCATION:**  
Oasis, Lahore

**Training Title:** Building Employee Engagement

**Description:** One day course has been conduct in Lahore, attended by the 16 professional from all over the Pakistan. The content of the course was duly approved by HRCI for this training.









## Partnerships and Affiliations

## Signing of MOU with Max Strategy- Riphah University



# PROJECT MANAGEMENT

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



**YEAR:**  
2012- 2013

**SERVICE:**  
Tharparkar Telemedicine Network

**Client(s):** USAID

(Health & Well-being)

**Description:** ASK Development has completed a project with USAID under Small Grants and Ambassador's Fund Program (NRSP-SGAFP), titled as "Tharparkar Telemedicine Network". To provide health services to 48,750 patients from districts of Tharparkar and Mirpurkhas in 12 months by establishing a Telemedicine Network comprising of 01 Hub in Karachi and 15 Spokes/Kiosk Centers in Districts Tharparkar and Mirpurkhas. E-health project is based on Hub and kiosk model, Patients were being examined through the digital equipment. ASK Development facilitated the E-health project with the resources like project team, finance, hiring of required staff, facilities to the technical staff, capacity building, quality assurance, and donor relations.



**YEAR:**  
2006 -2007

**SERVICE:**  
Materials Development Project

**Client(s):** Friedrich Ebert Stiftung (FES)

(Youth Empowerment)

**Description:** This one year project included the development of 6 modules on topics: Vision, Networking, Creativity and innovation, Event management, Conflict management, Self-discipline and confidence. ASK also developed necessary documentation for participants learning log and keeping track of their conceptual development and actual contribution to the society as a result of this training cycle.



**YEAR:**  
2016 - ongoing

**SERVICE:**  
Training Programs and  
Management of Logistics

**Client(s):** UNICEF

(Project Management)

**Description:** ASK is assisting UNICEF in project implementation all over Pakistan. It also include trainings, conferences, program activities and management of logistics. ASK are successfully performing logistics support operations for employees of UNICEF.



**YEAR:**  
Jan 2015 - June 2016

**SERVICE:**  
Supporting Female Graduates Access  
into IT Sector through Internship  
Program

**Client(s):** Aurat Foundation    **Sponsors:** USAID    (Youth & Women Empowerment)

**Description:** ASK developed the entire training cycle: starting from training need analysis and based upon the results of training need analysis development of the training modules and training content to facilitate the participants at maximum. Post training evaluation was also done to monitor the impact of training upon the participants.

# PROJECT MANAGEMENT



**YEAR:**  
2007 – 2008

**SERVICE:**  
Job Placement of the Youth after training

**Client(s):** RSPN      **Sponsors:** USAID, IYF, EEA      (Human Development Projects)

**Description:** This project aimed at providing vital job skills training and employability to the underprivileged youths (males and females) in the various districts of Pakistan. The objectives of the project included preparing the youth 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. ASK was actively involved in envisioning the whole project along with also responsible for the overall project management, monitoring and evaluation, reporting, financial management, preparation of training modules, conducting trainings, and developing linkages with the industry.



**YEAR:**  
2010

**SERVICE:**  
Youth Development and Placement Project

**Client(s):** Care International and USAID      (Human Development Projects)

**Description:** ASK Development with the partnership of Care International trained & placed 750 unemployed youth on jobs which also included technical training in domestic plumbing and wiring. This project was implemented in Islamabad, Karachi, Lahore & Peshawar. The Pakistan Jobs project was a USAID funded project designed to improve the competitiveness of the Pakistani economy by strengthening systems for workforce development, encourage Pakistani companies to invest in human capital, and improving access to training, jobs and business opportunities for youth (male and female).



**YEAR:**  
2010

**SERVICE:**  
Youth Development in FATA

**Client(s):** FDP-LD / IRC / CHF      (Human Development Projects)

**Description:** ASK in collaboration with FATA Development Program- Livelihood Development (FDP-LD) implemented the project “Youth Development in FATA” aimed at raising young people quality of life in Federally Administered Tribal Areas (FATA) by developing skills and creating jobs. The project had two components i.e. Apprenticeship Scheme and Skills Training Initiative for Youth in Lower FATA. It had significant impact on skills development of youth through the project activities. ASK Development handled the project very gracefully according to the needs and requirements.



**YEAR:**  
2009- 2010

**SERVICE:**  
Empowering Youth on Peace and Development (EYPAD)

**Client(s):** PLAN Pakistan and Japan Government      (Human Development Projects)

**Description:** ASK worked on pilot project named “Empowering Youth on Peace and Development (EYPAD)” in collaboration with PLAN Pakistan on 09 different modules. The size of group to whom training/sessions were imparted was 25 to 30 falling under the ages 18-25 years with varied educational backgrounds such as middle, matriculate, intermediate and few studying graduates, belonging to slum-areas in Islamabad. This program helped in designing trainings for youths as well as their mentoring for jobs.

# PROJECT MANAGEMENT



**YEAR:**  
2012- 2013

**SERVICE:**  
Women Economic Leadership  
Initiative

**Client(s):** Oxfam GB

(Human Development Projects)

**Description:** Oxfam-GB implemented a five year project on "Women's effective participation in decision making process" in Pakistan under "Women Economic Leadership Initiative" program in 30 districts of Pakistan in partnership with Aurat Foundation. Under this project, ASK Development executed a capacity building program for 30 women from Rawalpindi district. The training program had a significant impact on the women leaders. The participants have felt positive change in themselves after this training. Their confidence, communication skills, business skills, leadership skills, awareness and knowledge were increased significantly.



**YEAR:**  
2014

**SERVICE:**  
Community Leadership &  
Accountability

**Client(s):** Aurat Foundation

(Human Development Projects)

**Description:** ASK worked together with Aurat Foundation for the project. Its aim was promoting active citizenship among 1200 women and youth in 30 political constituencies of targeted districts by building their capacities to strengthen women voices through dialogue and engagement with the elected provincial and national assembly representatives till 2017. KAP survey has been conducted before the training sessions. The project helped in promoting the social awareness of these beneficiaries by becoming active public voices.







## Partnerships and Affiliations

## Signing of MOU with USAID Pakistan Jobs Project



# FINANCIAL MANAGEMENT

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

ASK provides a broad range of customized financial solutions to client. Our service offering to each client is structured to meet the needs of the customer and to fit their strategic role and purpose. ASK enhances the efficacy by delivering tremendous Payroll Management services, Budget preparation & supervision, Financial Reporting and etc.



## Partnerships and Affiliations

Signing of MOU under Gender Equity Program of Aurat Foundation supported by USAID.



# RESEARCH AND PUBLICATIONS

## Customized Management Research

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



**YEAR:**  
2011

**SERVICE:**  
KAP Study of Water & Sanitation Practices

**Client(s):** Muslim Aid

**Description:** ASK assisted Muslim Aid in the project named “KAP Study of Water and Sanitation Practices” by providing services like Data entry, Data cleaning, Data tabulation Analysis & Report Writing.



**YEAR:**  
Dec 2014 - April 2015

**SERVICE:**  
Baseline Study of Listen Project

**Client(s):** Oxfam GB

**Description:** ASK conducted baseline study in the provinces of Pakistan. Oxfam GB has launched the project to promote active citizenship among 1200 women and youth in 30 political constituencies of targeted districts by building their capacities to strengthen women voices through dialogue and engagement with, and oversight of the elected provincial and national assembly representatives till 2017.



**YEAR:**  
Dec 2015 - April 2016

**SERVICE:**  
Mid Evaluation of Listen Project

**Client(s):** Oxfam GB

**Description:** ASK conducted Mid Evaluation of the project in different provinces of Pakistan. GB has launched the project to promote active citizenship among 1200 women and youth in 30 political constituencies of targeted districts by building their capacities to strengthen women voices through dialogue and engagement with, and oversight of the elected provincial and national assembly representatives till 2017.

## Peace and Development Foundation (PDF) & ASK Development



**Research Collaboration:** ASK as being the ardent supporter of research-based development process it supports Peace and Development Foundation (PDF) in its effort to contribute to the research ventures in the broader national perspective. The research and publication wing of PDF since 2017 is housed at ASK premise. PDF has meritoriously published the Journal of Peace, Development and Communication Bi-annually. At this time five volumes of the journals are successfully published.

The renowned academicians, researchers and development experts are dedicatedly providing their input at the levels of advisory board, editorial board and as scholastic contributor to its research publications. It's a multi-disciplinary compendium of research in social sciences which not only provides a platform to research and development efforts but also opens up the avenues for scholastic and policy level get together through holding seminars, workshops, conferences and consultation sessions at national and regional levels.

# RESEARCH AND PUBLICATIONS

## Employability Research

### TITLE: EMPLOYERS FACTSHEET OF EMPLOYABILITY

Dated: 26th November 2019 Islamabad  
27th November 2019 Lahore

ASK often shoulders responsibilities to deliver with substantial contributions for the uplift of the country without profiteering considerations. This study "**Employers Factsheet of Employability**" is one among the other such tasks accomplished at multiple occasions and levels. This study in the environment of growing needs of youth employability, organizational restructuring, catching the Sustainable Development Goals (SDGs) with a focus on SDG 8 'promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all' to solace the HR quality needs of the employers.

This study on employability and the role of HEIs includes the provincial and federal employers who in response to their specific needs of human resource set the credentials for recruitment that focus primarily on their academic credentials duly supported with soft skills like communication, negotiation, problem solving, decision making to name a few. Almost more than 9,000 employees recruited by thirty-four public and private sector organizations during the period of 2016 to 2018 enriched the study with their feedback on criteria they hold on while taking their human resource on board.

## Employability Research

### TITLE: LEADING MILLENNIALS

Dated: 3rd August 2019 Lahore  
28th August 2019 Peshawar  
23rd September 2019 Islamabad

Millennial conferences at Islamabad, Peshawar and Lahore had been the privilege of ASK development to fulfill its corporate social responsibility among other allied services in the year 2019. The millennials "Y" generation is the most robust and spread across the canvass of middle and upper middle strata of management in the country. This effort of ASK is to facilitate the employer, the Y generation employee and the related human resource X and Z generations encompassing the social, political, economic and technological aspects.

The prime objective of this get together of employers, policy makers, academicians and entrepreneurs is to highlight the problems faced by the millennials and high spot the areas of concern may they be work environment, capacity building, formulation of policies or adapting to the changing environment of workplace & life.





### Partnerships and Affiliations

Signing of MOU with all Chamber of Commerce and Industry in Rawalpindi, Lahore, Peshawar and Karachi.





# PERSONALITY ASSESSMENT AND TESTING SERVICES (PATS)

## ASK PSYCHOMETRIC TESTING

Spanned over five years of experience in the field of Psychometric testing ASK Development has conducted multiple such tests for organizations and individuals to their entire satisfaction. We conducted customized tests for:

- Brain Institute
- Peace and Development Foundation (PDF)
- Human Appeal
- Bank Alfalah

The individual tests are being carried out many a times to have their assessment on multiple dimensions suitable for the recruitment perspective as well as for their personality development process.

[www.patstesting.com](http://www.patstesting.com)

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



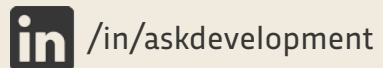
**Ask Development (Pvt.) Ltd.**  
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Phone: +92-51-2353011-13



### Regional Offices

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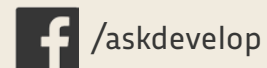
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