



Corporate Profile



www.askdevelopment.org



Welcome

ASK Development is country's leading national enterprise successfully offering innovative and professional market-solutions in the fields of Human Resource Management (HRM), Human Resource Development (HRD), corporate training and professional development for the past over two decades.

Employing best international practices and being a master international trainer and examiner, ASK Development further carries the accreditation licenses to grant professional certifications in various disciplines.

As a pre-eminent industry service provider – present nationwide and carrying ISO certified credentials – ASK Development envisions maximizing human potential and professional growth by revolutionizing outlook, transforming thoughts, motivating behaviors and augmenting “Attitude, Skills and Knowledge” of employment-ready youth as well as professionals and businesses – including their work force and target markets in diversified verticals.

Being a conscientious enterprise, fully cognizant of its “Corporate Social Responsibility” (CSR) towards national growth, ASK Development has further been bridging the gaps among job-ready youth, academia and the corporate sector through partnership in organizing state-of-the-art conferences, seminars, webinars, and on-site professional courses.



ASK Development (Pvt.) Ltd.

www.askdevelopment.org

Head Office

Islamabad

4th Floor Plot # 26, Islamabad
International Hospital & RC Building
Service Road N, Northern Strip
FECHS, E 11/2, Islamabad,
Pakistan.

Phone: +92-51-2353011-13

Regional Offices

Lahore

30-A Revenue, Cooperative Housing
Society, (RECHS), Block-A, Shadiwal
Chowk, Johar Town, Lahore, Pakistan.


Karachi

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

Peshawar

House No. 3A, Railway Road University
Town, Peshawar.



 /askdevelop

 /in/askdevelopment

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**/// Maximizing Human Potential
Through Transforming Attitude, Skills
And Knowledge (ASK)**

Vision

Maximizing human potential by cultivating Attitude, Skills and Knowledge (ASK)

Mission

- Socio-economic growth through the 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

- Service excellence in methodologies and solutions at par with international standards
- Ethical and transparent practices winning client trust and total satisfaction
- Updated with industry advancements and modernizing, carrying necessary tools and technologies to offer innovative solutions
- Progressive and participatory approach for turnkey services
- Provision of corporate training for staff
- Personal and professional growth and industry's transformation and restructuring and reformation



Incorporated in 2006 through Securities and Exchange Commission of Pakistan, ASK Development had been ranked, recognized, and awarded as 33rd Fastest-Growing Companies in Pakistan



Our Credentials

- Being a “Business Process Operations” (BPO) and HR consulting organization, ASK Development carries vast experience as an “Outsourced Staff Management” (OSM) vendor.
- As a master international trainer and examiner, ASK Development further carries the accreditation licenses to grant professional certifications in various disciplines:
 - Carrying ISO-9000 Certification, ASK Development is fully aligned with international best practices and equipped with advanced methodologies, processes and equipment
 - ASK is an authorized representative and partner of the “Human Resource Certification Institute” (HRCI) in Pakistan for HR certification facilitations
 - ASK has brought “PSP Metrics” testing services from the USA for “behavioral and skill assessments” and “employees’ performance measurements” to address the growing need for scientific HR tools across the diverse verticals of the corporate and industrial sector
 - ASK Development has further joined hands with the “Management Development Institute of Singapore” (MDIS) for the training and development of human resources
- ASK Development carries the distinction of ranking 33rd among Pakistan’s 100 fastest-growing companies in Pakistan. Moreover, awarded by “All World Network,” ASK ranks among Arabia’s and Asia’s “Fast Growth 500 companies.”

Occupational Safety and Health Policy

In conformity with International Labour Organization (ILO) and Occupational Safety and Health Administration (OSHA) USA, ASK Development ensures providing safe and risk-free work environment to employees, safeguarding against all kinds of workplace hazards, illnesses or injuries



Our Work Environment

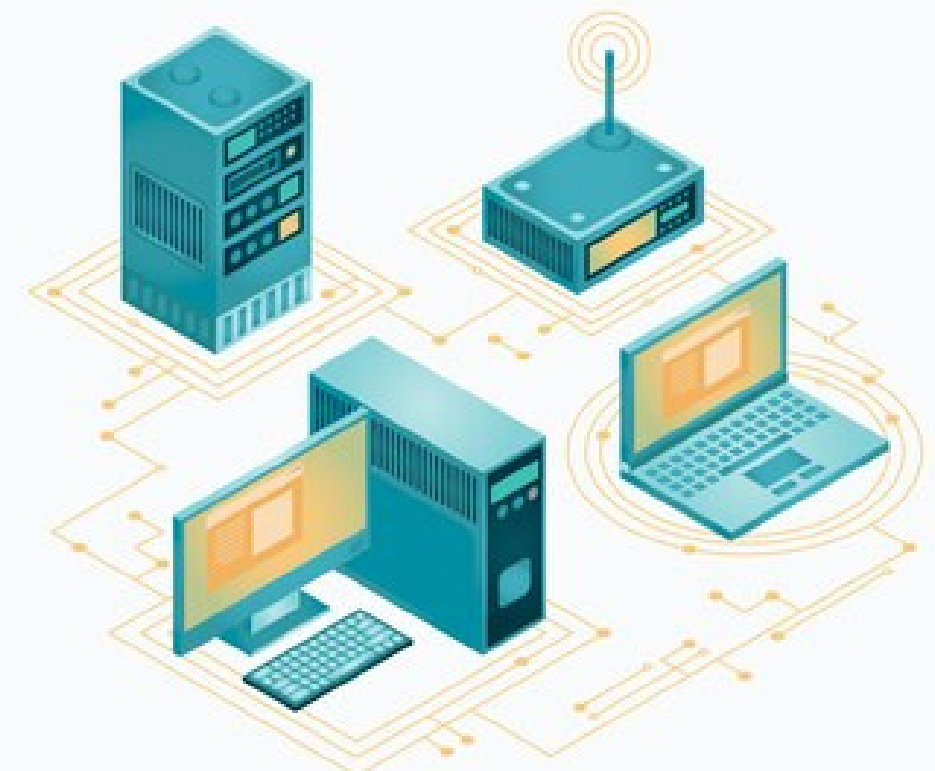
- Strongly believing in the universal principles of Gender Diversity, Equity, and Inclusion, ASK Development not only practices staff balance, but also advocates “equal opportunities” to our clients.
- Our largely “horizontal organizational hierarchical model” helps our employees to not only provide intra-departmental assistance but our provincial branch offices also synchronize and support each other’s business activities.
- Working through the established Human Resource Management Information Systems (HRMIS), our management remains abreast with various simultaneously running projects and operations for timely decision-making and stewardship. HRMIS also provides our clients with real-time input on change management and operational progress.
- Acting as a role-model of Human Resource Management, ASK Development first applies strict HR processes, practices, and protocols on itself.



Our Infrastructure

We are equipped with the latest blend of Information Technology (IT) equipment and software that help us in providing efficient and cost-effective services to our clients. The brief detail of our in-house equipment is as follows:

Server	Equipped with cloud based technology stack for demanding server needs
Laptops	Latest and state-of-the-art Laptops are provided to our employees to stay abreast with the emerging technology and innovations
Networking	Our system comprises of giga bit network to accommodate arduous needs of the Organization
Internet	There are two high speed broadband internet facilities for connectivity with our valued clients
Regional Offices	ASK’s provincial Branch Offices grant the organization a nationwide outreach across Pakistan

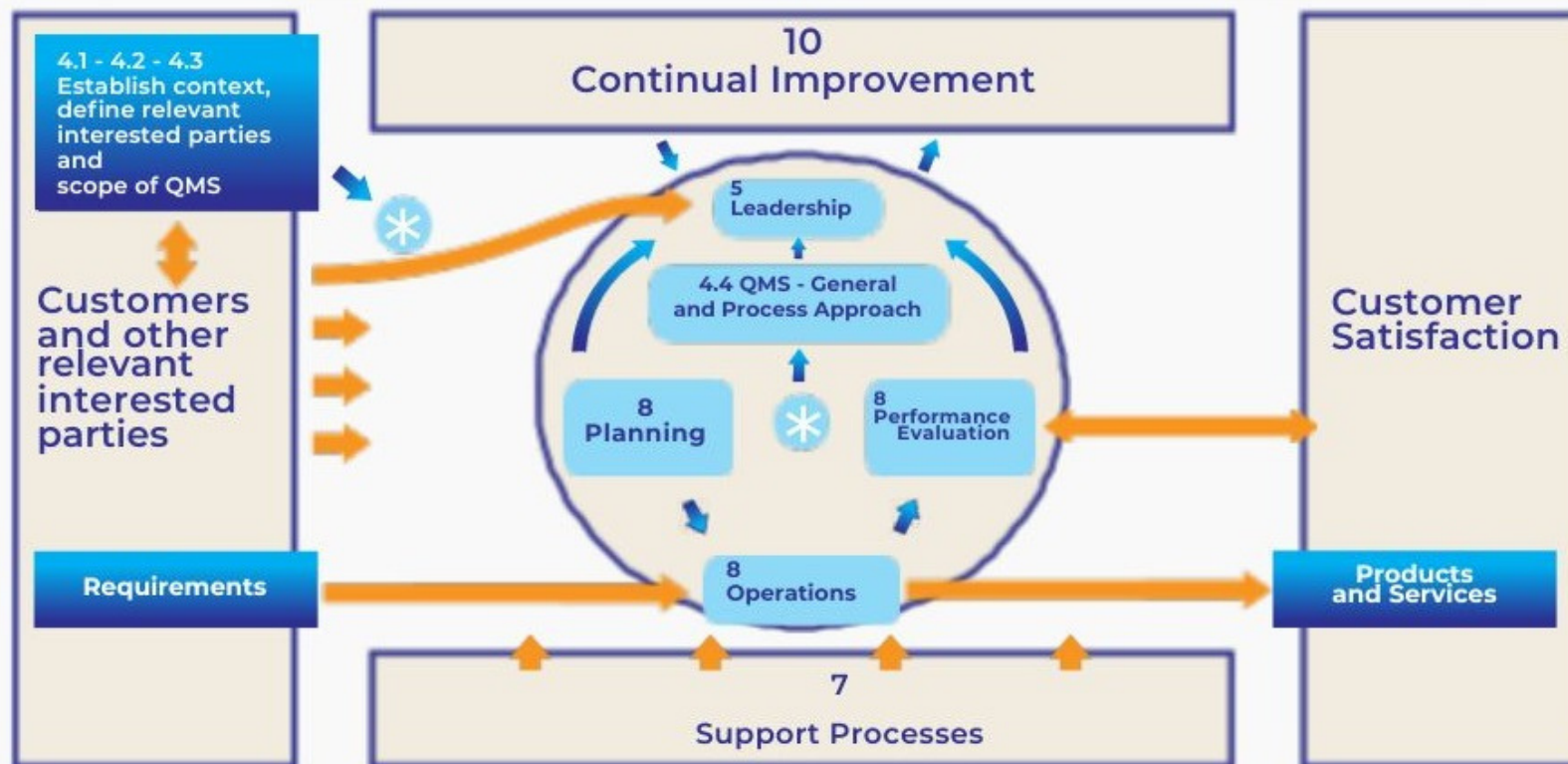


Quality Assurance Systems and Procedures

ASK has ensured the quality of its systems and processes through ISO 9001:2015 Certification. These systems provide a sustainable foundation for customer satisfaction, staff motivation, and continual improvement.

Our Quality Management System's (QMS) standard operating procedures strictly follow:

- Document and Data Control and Privacy Firewall
- Internal Quality Auditing
- Standardization and Continual Improvements
- Quality System Procedures for Resource Management
- Financial Scrutiny and Audit of Purchases and Payroll Administration
- Monitored and Controlled Procurement and Logistical Procedures
- Delineated Managerial Responsibilities with Checks
- Client Care and Service Related Protocols and Processes
- Corporate Social Responsibility (CSR)



DAS CERTIFICATION



Quality Management System

Certificate of Approval

This is to certify that the QMS of
ASK Development Pvt Limited

3rd Floor, Plot # 26, Islamabad International Hospital & RC Building, Service Road N, Northern Strip, FECHS, Sector E-11/2, Islamabad-Pakistan

Has been assessed and found to meet the requirements of

ISO 9001:2015

This certificate is valid for the following scope of operations

"Provision of Services including Recruitment, Payroll, Training & Project Management"

Authorized by: Haider Malik
CEO



Date of Certificate Issue: 07 April 2023
Certificate Valid Until: 06 April 2024

Surveillance before 07 March 2024. Certified since 07 April 2017. This certificate is the property of Das Pakistan Pvt Ltd and remains valid subject to satisfactory annual Surveillance audits.

DAS Pakistan Private Limited
207, I-10/3 Industrial Area
Main Service Road (East),
Islamabad Pakistan
Tel: +92 334 0567567
Email: info@das.com.pk
Web: www.das.com.pk
Company Number: 0073760

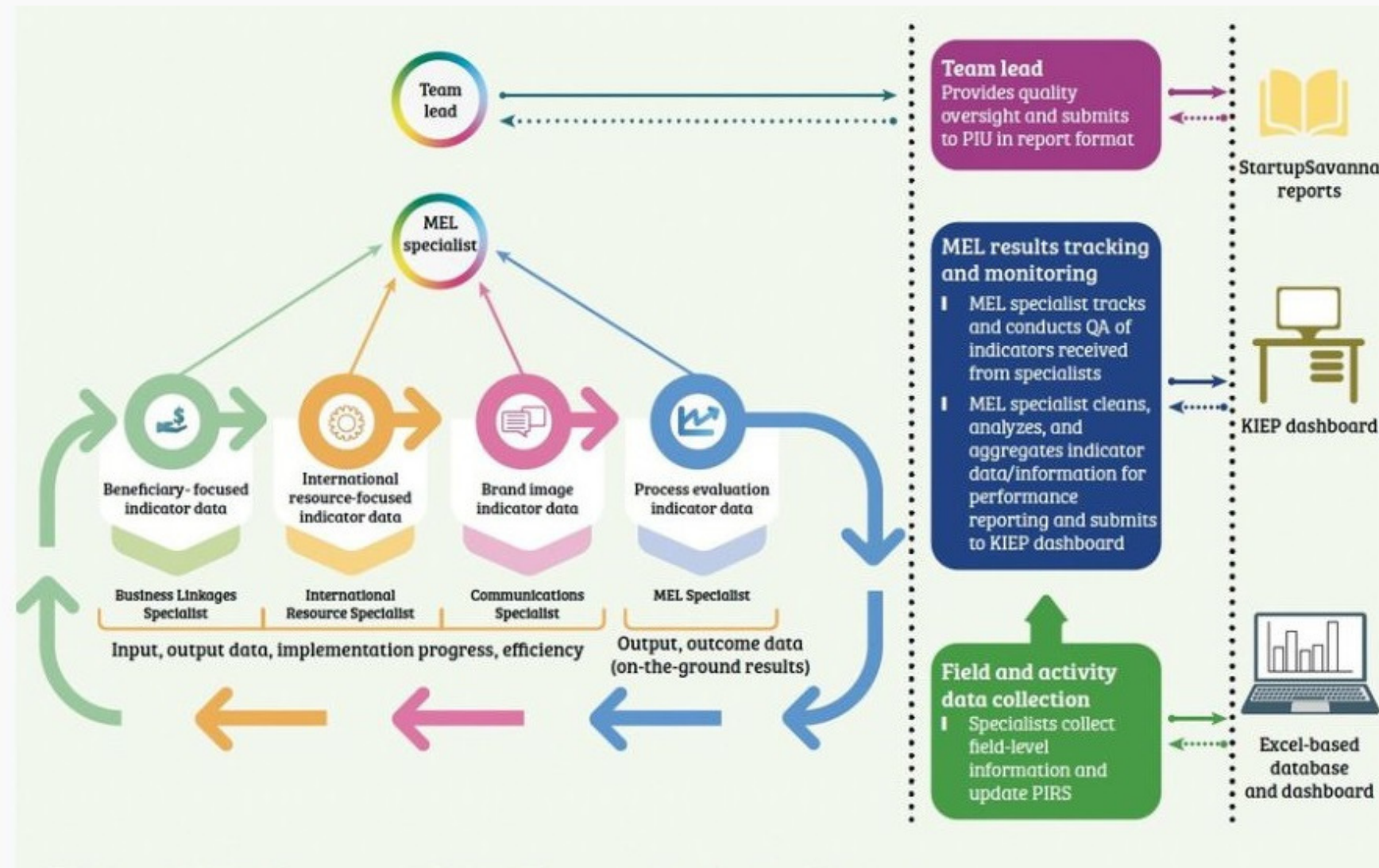
Certificate Number: DAS 46940420/19/Q Rev: 004






Monitoring & Evaluation Practices

- M&E of our Internal Systems and Operational Processes remains an ongoing activity of ASK Development.
- ASK's "Staff Performance Management" has a rigorous process of maintaining integrity, proficiency, ethical practices, and client confidentiality.
- Under our Robust and Time-tested Systems and Firewalled Information Technology Mainframe, we assure our Clients:
 - Service Deliverability as per Agreed Contractual Timelines
 - Continuous Improvement
 - Baseline Reviews and Control Mechanisms
 - Scrutiny, Surveillance, and control Management of Ongoing Operations and Projects
 - Back-up Support, Ensuring Complete Customer Satisfaction



OUR CLIENTS

- We remain privileged, proud, and grateful to our distinguished clients and patrons, for having reposed their confidence and trust in us over the years.
- It has been ASK Development's credibility, market standing and industry repute that has been acknowledged, and duly recognized, in different verticals of the corporate sector, making us their trusted partner.
- Standing firm on our performance pledges, we honor our words and commitments and remain client-friendly, easily accessible, open to suggestions, and flexible to midstream changes.
- Following is a partial list of our Client organizations, who satisfactorily received our service expertise and product deliverability, forging a strong and ever-lasting relationship bond:



OUR CLIENTS (cont'd)



AGA KHAN DEVELOPMENT NETWORK



ASK Development's Services



1 HRM AND MANAGEMENT CONSULTANCY

- Outsourced HR Management
- Turn-Key Recruitment
- Management Surveys
- HR Policy Management for Organizational Development

[Learn More on Page 10](#)



2 TRAINING AND DEVELOPMENT CONSULTANCY / PROGRAMS

- Capacity Building Training Interventions
- Open Enrolment Trainings
- Customized Corporate Training and Professional Development
- Training Need Assessments (TNA) and Impact Studies
- Conferences and Seminars
- Training Webinars

[Learn More on Page 13](#)



3 PROJECT MANAGEMENT

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

[Learn More on Page 17](#)



4 HUMAN DEVELOPMENT PROJECTS

- Youth Training and Capacity Building Programs
- Women Empowerment Projects
- Youth Employment Projects
- Employment Readiness Programs for Livelihood Support, Social Protection and Sustainability

[Learn More on Page 19](#)



5 FINANCIAL MANAGEMENT SERVICES

- Internal Auditing and Reviews
- Budgetary and Cost-Reduction Plans
- Accounting Books' Management
- Payroll Administration through HRMIS (Human Resource Management Information System)

[Learn More on Page 21](#)



6 RESEARCH AND PUBLICATIONS

- Qualitative and Quantitative Surveys
- Primary and Secondary Data Collection
- Descriptive and Experimental Measurements
- Impact and Effect Studies
- Organizational and Management Appraisals

[Learn More on Page 23](#)

1. HRM Management Consultancy

As its core competency, ASK Development provides complete Human Resource Management (HRM) services to our valued Clients in all the provinces of Pakistan, including Gilgit-Baltistan and Azad Kashmir. Such HRM outsourcing:

- Relieves our clients from the preoccupation of employee management and their payroll, tax, and benefits administration
- Saves them from unnecessary and frivolous employee litigation, which often arises from “employer-employee conflict”
- Allows the companies to focus on business promotion, revenue generation, and product/service deliverability improvement, and
- Makes ASK Development an “integral part” of their corporate organizations as reliable and trusted partner



1.1 Outsourced HR Management

ASK Development assumes contractual obligations of Clients' HRM as “Third-Party HR Service Provider.” As Focal Points of Contact (FPCs) our trained Consultants remain embedded with Clients' Management, during which they:

- Construct vital HR related corporate strategies and policies
- Solve complex problems and streamline processes
- Improve the operational effectiveness of the enterprise through timely feedback and comprehensive reporting
- Using Human Resource Management's Information Systems (HIRMS) analyze data; apply research; organize HR reporting; facilitate hiring and selection of new employees; carryout HR control management by effective monitoring and evaluation; and manage all payroll, income tax, and benefits related administration

1.2 Turn-Key Recruitment

For the last over two decades, ASK has been providing “Turnkey Recruitment Services” to our clients. Our HRM professionals “source and supply” our Clients’ staffing needs by:

- Matching the core competencies of potential candidates with job requirements
- Carryout thorough background personal and professional checks and police verifications (if needed)
- Maintain a pool of candidates in our firewall-protected and privacy maintained Database
- Plan and organize large-scale recruitment at multiple locations
- Meet urgent and priority-based staffing need under tight timelines; or to resource specific technical skill
- Carryout Psychometric Assessments, Suitability Tests and Short-listing Interviews for candidates’ quick placements



1.3 Management Surveys

As its “featured service,” ASK Development carries out customized surveys of our clients’ organization for data collection and its analyses to improve and make their existing HR policies effective in line with international best practices.

Our survey studies remain focused and targeted at:

- Investigating organizational health and the effectiveness/suitability of its HR related corporate strategies
- Examine employer-employee relations, employee satisfaction/grievance/feedback, and policy compliance; and provide comprehensive analysis report with recommended remedial measures
- Conduct 360-degree performance management appraisal against Key Performance Indicators (KPIs)
- Carry-out Training Need Assessment (TNA) of staff and provide soft/technical skills training

1.4 HR Policy Management for Organizational Development

- We specialize in providing client services to streamline organizational policies, procedures, processes, rules and regulations by analyzing, advising, and developing organizational framework for effective HR management:
- Counselling General HR Rules and Regulations under Best Corporate Practices
- Advising Organizational Restructuring for Agile HR Management
- Improving Recruitment, Hiring and Employee Selection Methods
- Bettering Payroll, Allowances, Compensation and Benefits Administration
- Creating Staffs' Leave Management Protocols
- Establishing KPIs and Measuring Employees' Performance
- Analyzing Training Need and Organizing Staffs' Skills Development and Professional Courses
- Refining Employer-Employee Relations to Address Grievances and Promoting Employee Retention
- Making Effective Use of Human Resource Management Information Systems (HRMIS) for Information Access, Monitoring and Control, and Recordkeeping and Data Management
- Defining and Incorporating Disciplinary Protocols and Systems, and
- Instituting Recognition and Reward Protocols



2. Training & Development Consultancy / Programs

- Carrying our motto of “Maximizing Attitude, Skills and Knowledge,” ASK Development remains passionate about offering customized trainings
- Being a leading-edge training organization in the country, we remain actively involved in delivering training programs and courses to the universities and national and international organizations in the public, private, and development sectors

2.1 Capacity Building Training Interventions

- While we carry in-house capability to facilitate “capacity building soft skills” training, ASK Development imparts trainings in “technical spheres” through its subject matter expert partners and associates
- Our pool of result-oriented training professionals remain updated with the technological advancements and modernizations taking place in all the industry verticals.
- Strongly believing in shared learning and growth, both our in-house training deliveries as well as externally resourced interventions remain focused, customized, and result-oriented against measurable metrics
- Our carefully designed coaching service through “in-person courses and seminars” (in physical domain), and “webinars” (in virtual domain) aim at:
 - Facilitating human capital’s learning and capacity building, professional growth and relationship building
 - Improve upon their existing knowledge and skillsets
 - Update with innovations taking place in the industry
 - Develop life skills to set future goals and build stronger interpersonal relationships, and
 - Grow in their career paths in their respective professional fields



2.2 Open Enrolment Trainings

The courses that are designed with open enrolment are directed towards participants from general public, and are announced on a quarterly or half-yearly basis.



2.3 Customized Corporate Training and Professional Development

- The course length, content, and formats are tailored as per specific corporate requirements
- Case studies, codes of conduct, and scenarios related to the specific organization are incorporated to reflect contemporary opportunities as well as practical challenges and real-life issues

Goals of corporate training programs



2.4 Training Need Assessments (TNA) and Impact Studies

- We conduct “Training Need Assessments” (TNA) to help our clients’ management identify skill gaps and professional shortcomings among their Executive Staff and Employees
- Our thorough appraisals and analyses lead to recommending necessary “performance improving measures” for more agile practices, smooth operations, and employment of innovative technological tools
- Similarly, our “Impact Studies” are conducted to measure change results or analyze organizational behaviors that occur after “restructuring, or realignment of corporate goals and objectives”



2.5 Conferences and Seminars

- Playing its part in national growth, ASK Development’s training interventions involve organizing conferences and seminars on subjects of national importance
- Carrying a voice that not only resonates in the academic institutions of higher excellence, but also given weight in the industrial and corporate sector, ASK Development acts as a liaison among the government, academia, and the market
- Working in close tandem with public and private universities, small-and-medium enterprises (SMEs), and multinationals (MNCs), we feel the pulse of the nation and initiate a dialogue as our Corporate Social Responsibility (CSR)

“Leading Millennials Conferences”

- The millennial generation reaching adulthood in the early 21st century has experienced intense and accelerated changes happening around them owing to fast-paced digitalization of their lives
- Having personality traits distinct from their predecessor Generation-X, ASK Development found it vital to:
 - Voice their social issues
 - Harness their vibrancies and energy, and
 - Steer their aptitude and skillset toward nation building



CONFERENCE FOCUS

Every generation has different set of qualities so as Millennials Conference will focus on understanding generational issues and strategies to lead millennials for organizational productivity

CONFERENCE ORGANIZERS



2.6 ASK & ABP Training Webinars

ASK Development and its socio-economic initiative under Corporate Social Responsibility (CSR) called “Apne Bal Peh,” (ABP) conduct Webinars on monthly basis for:

- Capacity building of professionals in the corporate and industrial sector, and
- Developing the “Life Skills, Job Readiness and Employability” of the youth and graduating students’ smooth transitioning into the job markets under “Apne Bal Peh”

Our “Free to Attend” Webinars:

- Develop core competencies and a solid understanding of real-work-life issues
- Help in identifying and improving career goals
- Assist in prioritizing life’s primacies; and help in achieving a perfect life-work balance
- Bridge the void among universities, corporate sector and the youth, and
- Provides scholarships and internships preparedness

USING AI TO ENRICH STUDIES AND LEARNING
WEBINAR # 26 | YOUTH WEBINAR SERIES

SPEAKER FROM ACADEMIA
DR. UMAIR RAFIQUE
ASSISTANT PROFESSOR,
CUST, ISLAMABAD

SPEAKER FROM INDUSTRY
DR. SHIMAL DAUD
ENTREPRENEUR, SENIOR
HEALTHCARE MANAGEMENT
PROFESSIONAL, CEO,
MARYAM MEMORIAL
HOSPITAL

REGISTER NOW

02:00 PM - 03:00 PM
NOVEMBER 23, 2023

CONTACT US: www.apnebalpeh.com | media@apnebalpeh.com | +92 51 2353011 | +92 315 5301410

SEARCHING FOR PROFESSIONAL OPPORTUNITIES
WEBINAR # 27 | PROFESSIONAL WEBINAR SERIES

MR. KHALID UMAR KHATTAK
Director General HR at
Private Power &
Infrastructure Board

MR. MIAN ATHAR JAMEEL
Director Riphah Institute
of Hospitality & Culinary
Arts

REGISTER NOW

29 NOVEMBER, 2023
6:00-7:00 PM

+92 51 2353011 | +92 315 5301410 | project@askdevelopment.org | www.askdevelopment.org

INTERVIEWING SKILLS FOR TALENT HIRING
Webinar # 26 | Professional Webinar Series

05:00 PM - 06:00 PM
18TH OCTOBER, 2023

MR. MUHAMMAD AHSANULLAH
Human Resource Professional

MS. KANWAL MALIK
Head of Talent Acquisition, People
Success & Culture Excellence,
Datics AI

REGISTER NOW

+92 51 2353011 | +92 315 5301410
project@askdevelopment.org
www.askdevelopment.org

RESUME BUILDING: STRATEGY AND TECHNIQUES
WEBINAR # 25 | YOUTH WEBINAR SERIES

MR. TAIMUR AZIZ BHATTI
Vice President HR &
Admin, Nayatel

MR. NOUMAN ALI
SHRM Certified, HR
Professional

REGISTER NOW

04:30 PM - 05:30 PM
OCTOBER 26, 2023

CONTACT US: www.apnebalpeh.com | media@apnebalpeh.com | +92 51 2353011 | +92 315 5301410

FUTURE OF WORK
Virtual Consulting

Transforming Skills for
Organizational
Success

11th March 2021
04:00 PM
(PAK Time)

Mohsin Nishat
Head of HR & OD
Sapphire Textiles Mills Limited

Arshad Mahmood Akif
Chief Executive
ASK Development Pvt.Ltd.

Syed Farhan Mahmood
Director Consulting Division
ASK Development Pvt.Ltd.

“In order to get employees moving towards the success direction, organizations need to skill, reskill and up skill their employees.”

Complimentary Webinar

“Pakistan’s 1st Online Live Management Consulting”

<https://www.askdevelopment.org/>

CONTACT US: www.apnebalpeh.com | media@apnebalpeh.com | +92 51 2353011 | +92 315 5301410

WORK ETHICS AND SUCCESS
WEBINAR # 24 | PROFESSIONAL WEBINAR SERIES

Professional work ethics and success go hand in hand. Strong work ethics often pave the way for achieving individual and organizational goals.

In this session, we will explore how to cultivate a strong work ethics that can mount the way to a fulfilling and prosperous career.

DISCUSSION AGENDA:

- Core Elements of Work Ethics
- The Impact of Work Ethics on Personal and Professional Growth
- Work Ethics in Team Collaboration and Leadership
- How We Can Improve Work Ethics

OUR SPEAKERS

Muhammad Usman Abid
Group GM HR
Sefam Private Limited

Samiha Ali Zahid
Chief Human Resources Officer
Advans Pakistan Microfinance Bank Limited

REGISTER NOW

THURSDAY
17 AUGUST, 2023
TIME
5:00 - 6:00 PM

CONTACT US

+92 51 2353011 | +92 315 5301410 | project@askdevelopment.org | www.askdevelopment.org

3. Project Management

- ASK Development carries years of experience in social sector development and corporate projects employing Project Management Institute's (USA) best practices and industry innovations
- Our project management expertise helps organizations achieve their desired goals and objectives per their scope of work, budget, and timelines
- Using technological tools and advanced software, our professional Project Managers scrupulously design the projects within the given parameters and accomplish the task most resourcefully, and cost effectively
- Delivering “desired end-results,” at each stage of project execution our experts carryout:
 - Project Control Management
 - Risk Management
 - Quality Assurance through Quality Management Systems (QMS)
 - Monitoring & Evaluation (M&E), and
 - Comprehensive Report Writing on Impact Analysis/Study

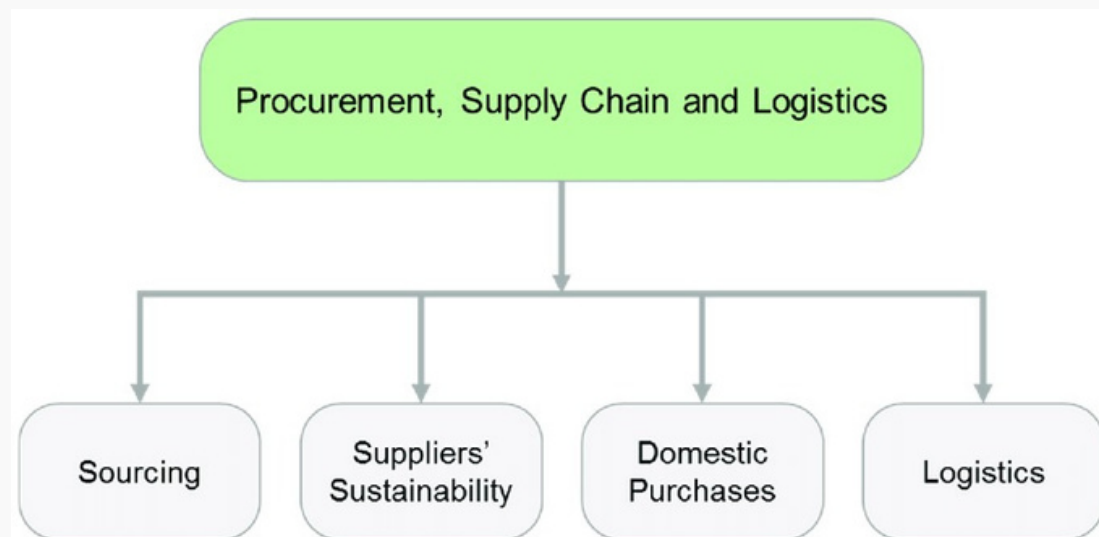


3.1 Human Resources and Financial Management Outsourcing Services

- Integrating various HR applications, ASK Development “sources and supplies” core competencies and administers human resources’ financial affairs in our Human Resource and Financial Management projects
- Providing the right mix of people carrying necessary soft and technical skills and proficiency to our clients, we ensure policies’ sustainability and compliance
- Becoming an integral part of our clients’ management, we “comprehend and pursue” their core objectives, ensuring reduced financial strain and corporate losses due to HR attrition (staff retention issue)
- Carrying reserve pool of prospective candidates, our deliverables arrive with:
 - Reduced response time
 - Cost/Benefit effectiveness, and
 - Uninterrupted and high quality flow of human capital

3.2 Procurement and Logistics

- Having our outreach across the lengths and breadths of the corporate sector, our trade-partnerships, market accessibility, industry relations, and commercial resourcefulness grant us a competitive edge to procure desired products at budgeted price
- ASK Development's presence across Pakistan through its provincial branch offices, further allows us to address all kinds of administrative, financial, and logistical business needs of our valued patrons and clients



3.3 Project Evaluation and Impact Studies

- Businesses always require a critical analysis or assessment of their projects' outcomes, usefulness, and impact on direct and indirect beneficiaries to see if they align with the initial goals and objectives of the undertaking
- Today's complex market architecture, having limited resources, further necessitate the organizational need to conduct "result-based" projects that are:
 - Economically viable
 - Qualitatively and quantitatively payoff
 - Consequential and impactful
- ASK development's "evaluation studies" therefore, provide the necessary insight into "lessons learned" and "impact analyses" in a wide variety of areas and industrial verticals, including development sector

4. Human Development Projects

- Progressive and sustainable human development remains ASK Development's strategic goal for bringing meaningful fulfilment in people's lives
- The objective is to create an enabling environment for people to enjoy a balanced, healthy, productive, and creative professional and personal life
- Our human development projects, thus, remain aimed at:
 - Developing human capital's knowledge, skills development and growth
 - Granting choices to people, bringing work-life balance in the workforce
 - Promoting socio-economic justice and supporting fundamental rights
 - Ensuring livelihood and social wellbeing assurance
 - Reduction in poverty and unemployment, and
 - Ringing positive changes in people's lives by improving their overall wellbeing



4.1 Youth Training and Capacity Building Programs

- Youth skills and development remain ASK Development's core thematic area of interest
- Thus, we have designed, and delivered, several in-house courses and projects for promoting youth entrepreneurship and leadership qualities
- Our youth-focused initiatives aim at:
 - Empowering youth to define their life's goals
 - Capacity building for job readiness and employability
 - Educating to take confident but calculated steps
 - Familiarizing them for career transitioning after graduation
 - Financial security and economic self-sufficiency
 - Providing internships for "first-step" into the corporate world

4.2 Women Empowerment Projects

- As one of the leading campaigners for women rights and advocacy, ASK Development's "Women Leadership Initiative" program for Pakistani women's societal participation and empowerment remains our key achievement
- We keep undertaking different "capacity-building" programs for the women in various districts
- Bringing financial security and stability to the women besides overall improving their state, our women training projects resulted in developing "women entrepreneurship" in cottage industry

4.3 Youth Employment Projects

- ASK Development's "youth employment projects" have resulted into job placements for youth from less-privileged backgrounds
- Working as partners of international donor agencies, our projects were funded by US Aid, Common Humanitarian Fund (CHF), International Red Cross (IRC), and Care International
- Having strong linkages with the corporate world, we further provide internships to graduating students



4.4 Employment Readiness Programs for Livelihood Support, Social Protection and Sustainability

- Through our "livelihood support service initiatives," ASK Development has been providing vital job skills training and employability coaching to the underprivileged youth (from both genders) in various districts of Pakistan
- With special emphasis on women, our projects aimed at transforming the lives of unskilled youth by providing them vocational training and preparing them for employment in various industrial verticals
- Likewise, our "life skills development, job readiness and employability" programs help graduating students from different universities to seamlessly transition into their careers in the corporate sector

5. Financial Management

- Apart from our expertise in “payroll, income tax and benefits’ administration,” using state-of-the-art financial tools, ASK Development further “simplifies and strengthens” accounting procedures for speedy decision making process and company’s fiscal management and organization
- By remaining committed to our clients’ accelerated growth, swift and smooth operations, and financial effectiveness, we provide assorted commercial accounting packages
- Our service delivery includes accurate, secure, and confidential financial solutions and chartered accountancy services in compliance with governmental laws and industry regulations:
 - Revenues and Equity Handling
 - Expenses, Debt and Liabilities Control
 - Capital Asset Management



5.1 Internal Auditing and Reviews

- Through the provision of ASK Development’s “audit solutions,” our client organizations have a partner who understands their business and makes sincere effort to minimize financial discrepancies and corporate losses
- Thus, helping our clients to achieve financial stability, operational effectiveness, and profitable growth, our audit systems remain fiercely independent and uncompromising, critically honest, and remarkably upright

5.2 Budgetary and Cost-Reduction Plans

- Employing latest best international practices in chartered accountancy and corporate governance, we offer tailor-made financial budgeting and cost cutting plans for deep-rooting and growth
- Assessing and forecasting financial inflows and expenditures our expert financial counselling helps the organization to “trim, tread, and thrive” profitably in the competitive corporate market

5.3 Accounting Books' Management

Our financial accounting services provide fully confidential, updated, and real-time assessable financial management data:

- Cash Flow, Debit/Credit and Ledgers Maintenance
- Balance Sheet and Profit/Loss Statements Preparation
- Banking Service Reconciliation Management
- Payroll, Income Tax, Benefits and Allowances Administration
- Corporate Tax Management
- Internal & External Financial Reporting
- Accounts Payable & Receivables
- Orders and Invoicing to Vendors and Customers/Clients
- Shareholders' Equity/Dividend Statement
- Capital Assets and Inventory Records Management



5.4 Payroll Administration through HRMIS (Human Resource Management Information System)

- Servicing as Outsourced Staff Management (OSM) vendor for the past over two decades, ASK Development assumes complete control of clients' Human Resource Management (HRM), including payroll, taxation, benefits and allowances administration
- Carrying high repute, industry acclaim and market standing, our practices remain business ethical, highly qualitative, and full of integrity and confidentiality
- Using state-of-the-art Human Resource Information System (HRMIS) our "cloud-computing" technology and our "firewall protected database and application web-portals" provide:
 - Instant access to information to the users (employer and employees)
 - Real-time update of record: payroll, income tax, EOBI, life insurance
 - Staff recruitment/hiring and termination record management for financial reconciliation and settlement

6. Research and Publications (R&D)

- ASK Development carries well established and demonstrated expertise in conducting Field Studies, Research, Analysis and Development projects:
 - Qualitative and Quantitative Surveys
 - Primary and Secondary Data Collection
 - Descriptive and Experimental Measurements
 - Impact and Effect Studies
 - Organizational and Management Appraisals
 - Human Resources' Training Need Assessments
 - Questionnaires and Opinion Polls
 - Behavioral Valuations
 - Testing Hypotheses and Models
 - Inferential Statistics Reviews
- Our substantive R&D's service delivery to academic universities, industrial verticals, and social development sector comprises of:
 - First-hand data collection
 - Data-entry
 - Analyses and corroborative findings, and
 - Comprehensive report writing



Apne Bal Peh (ABP)



ASK Development's Corporate Social Responsibility

- Apne Bal Peh (ABP), a Corporate Social Responsibility (CSR) related socio-economic initiative of ASK Development works towards establishing channels of communication and linkages among the universities, corporate sector, industrial verticals, and the youth to promote mutual understanding, enhance employability and reduce country's unemployment ratio.
- ABP aims at:
 - Developing graduating students' life skills and carrying out capacity building for employability
 - Promoting internship placements for corporate training and indoctrination
 - Facilitating youths' mentorship for transfer of practical knowledge and applications
- We achieve our goals by:
 - Signing MoUs with national universities
 - Designing and delivering training interventions for graduating students' soft skills development, job readiness and employability
 - Organizing conferences, seminars and webinars, and
 - Recognizing and rewarding talented youth



Apne Bal Peh's International Youth Conference

- ASK Development's "International Youth Day Conference" (IYD) was held in Islamabad under the auspices of Apne Bal Peh in collaboration with the International Islamic University on September 12, 2023.
- The Conference reiterated its goal of bridging the understanding gap and establishing strong bonds among the universities, multi-national corporations (MNCs), Small and Medium Enterprises (SMEs) and the national youth of Pakistan.
- Celebrating the achievements of the graduating students, the event evoked insightful discussions on youth related life skills challenges, employment readiness, job market entry issues, and students' transitioning into their career-related professional fields and industry verticals.



Photo Gallery





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