ASK Development

20 Years of Building People, Strengthening Organizations and Creating Impact

Integrated Human Capital & Management Consulting

From Strategy to Execution

Pakistan-based.
Internationally positioned.



CORPORATE PROFILE

www.askdevelopment.org



Welcome

ASK Development is a national level enterprise successfully offering innovative and professional market-solutions in the fields of Human Resource Management (HRM) and Human Resource Development (HRD), corporate training, and professional skills development for the last two decades.

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 workforce 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.

/in/askdevelopment

/askdevelop

ASK Development (Pvt.) Ltd.

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Tel: +92 51 235-3011 to 13

Regional Offices

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Tel: +92 42 35291974-76

Karachi

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

Tel: +92 21 34528003

Peshawar

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



Vision

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

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

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 7

2 TRAINING AND DEVELOPMENT CONSULTANCY / PROGRAMS

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

Learn More on Page 9

3 PROJECT MANAGEMENT

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

Learn More on Page 12

4 HUMAN DEVELOPMENT PROJECTS

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

Learn More on Page 14

5 FINANCIAL MANAGEMENT SERVICES

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

Learn More on Page 16

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 17



DAS CERTIFICATION

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 audit 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),
IslamabadPakistan
Tel: +92 334 0567567
Email: info@das.com.pk
Web: www.das.com.pk
Company Number: 0073760

Certificate Number: DAS 46940420/19/Q Rev:

PNAC
CB 008 QMS

Quality Assurance

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:

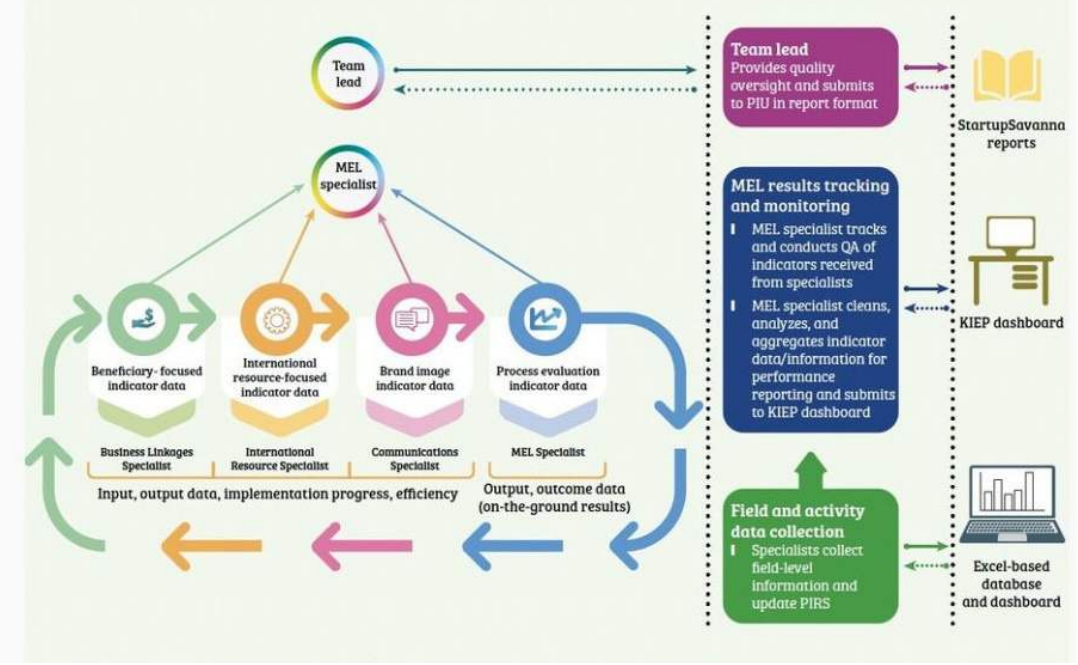
- **Document and Data Control and Privacy Firewall**
- **Internal Quality Auditing**
- **Standardization and Continual Improvements**
- **Quality System Procedures for Resource Management**
- **Financial Scrutiny and Audit of Purchases and Payroll Administration**
- **Monitored and Controlled Procurement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



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

Monitoring & Evaluation (M&E)

- 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


giz
Bank Alfalah
wi-tribe
askaribank
enggsol
care
The First MicroFinanceBank
khushhali
RSPN
Muslim Aid
Serving Humanity
USAID
ERICSSON
NUTRITION INTERNATIONAL
PEPSI-COLA INTERNATIONAL
FRIEDRICH EBERT STIFTUNG
MCB
Muslim Commercia Bank
HASHOO FOUNDATION
PLAN INTERNATIONAL
KARWAN DEVELOPMEN FOUNDATION
SPC
CHF
nternationa
AWC
ufone
ICRC
DACAAR
INTERNATIONAL FEDERATION
RIPHAH INTERNATIONAL UNIVERSITY
Save the Children
HBL
Roche
KAROT POWER COMPANY (PVT.) LTD
AlliedBank
PSEB
ptcl
hello to th future
HUAWEI
teleno
Department for International Development
UNDP
BRITISH COUNCIL
ACTION AGAINST HUNGER
OXFAM
Swedish Committe for Afghanistan
INTERLOOP
AKDN
ISLAMIC RELIEF PAKISTAN
Cordaid
HRD network
IFRC
The Asia Foundation
British High Commission



1. HRM and Management Consultancy

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 Information Systems (HRMIS) to analyze data; apply research; organize HR reporting; facilitate hiring and selection of new employees; carry 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**
- **Maintain a pool of candidates in our firewall-protected and privacy maintained database**
- **Plan and organize large-scale recruitment at multiple locations**
- **Suitability Tests and Short- listing Interviews for candidates' quick placements**

1.3 MANAGEMENT SURVEYS

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 a comprehensive analysis report with recommended remedial measures**
- **Carry-our 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:**
- **General HR Rules and Regulations**
- **Advising Organizational Restructuring**
- **Payroll, Allowances, Compensation and Benefits Administration**
- **Establishing KPIs and Measuring Employees' Performance**
- **Training Need Assessments**
- **Refining Employer-Employee Relations to Address Grievances and Promoting Employee Retention**



2. Training and Development Consultancy/Programs



- 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.
- 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

2.1 *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.



2.2 *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

2.3 *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**

2.4 *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**

"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**



2.5 ASK's Training Webinars for Practicing Professionals

- As part of its regular training activities, ASK organizes "free webinars" for practicing professionals' to develop their core competencies and a solid understanding of work-life issues
- Inviting acclaimed speakers from the corporate sector and industry, ASK's webinars offer expert advice on contemporary professional challenges as well solidify participants' knowledge base

2.6 Apne Bal Peh's (ABP) Youth Webinars

ASK's corporate social responsibility initiative named "Apne Bal Peh," (ABP) also conducts students and youth related free webinars on monthly basis for:

- Bridging the void among universities, corporate sector and the youth
- Assisting the younger generation in prioritizing life's primacies and to help them in identifying their career goals
- Developing "Life Skills, Job Readiness and Employability" of graduating students' for their smooth transitioning into the job markets

















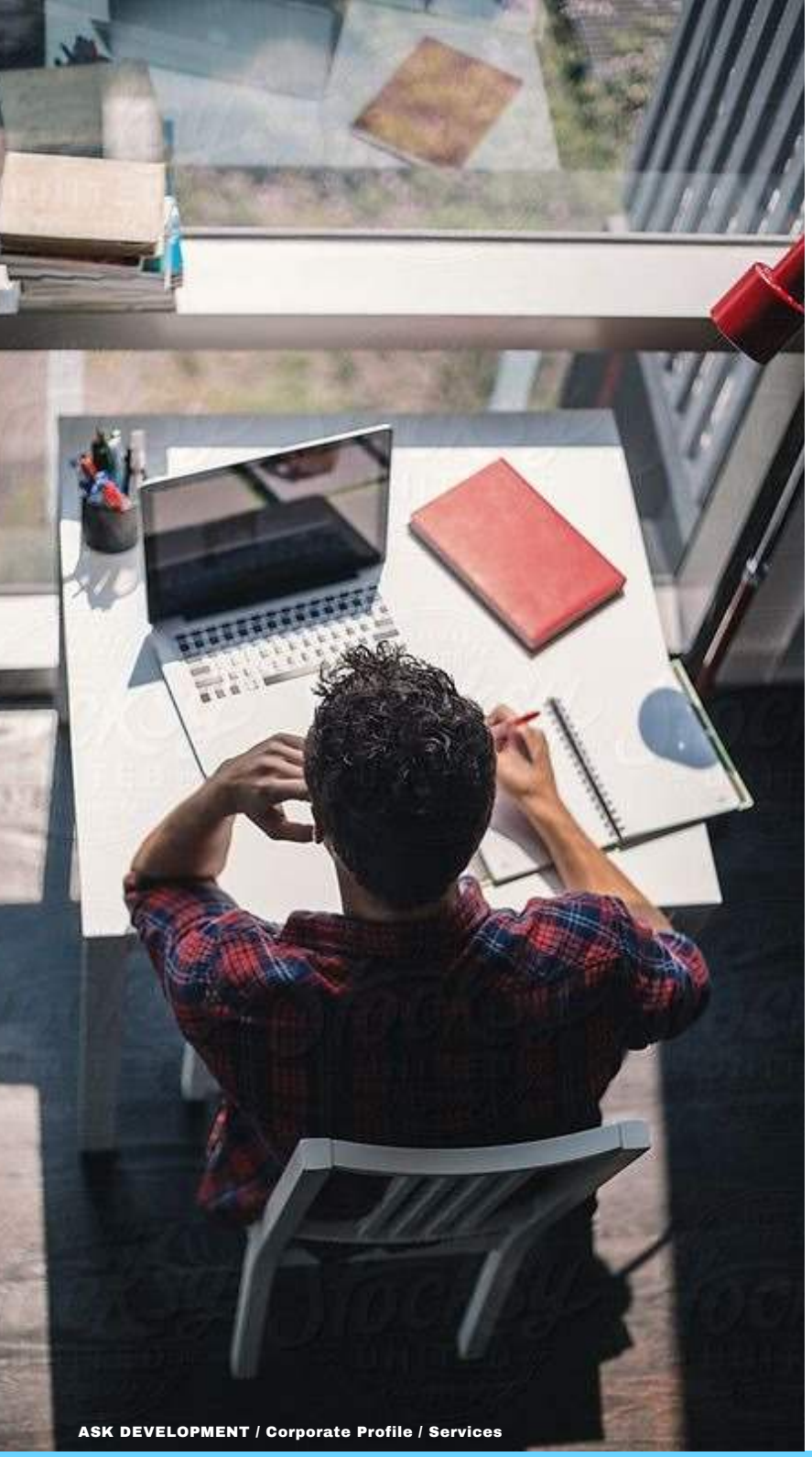
3. Project Management

- ASK Development carries years of experience in social sector development and corporate projects employing Project Management's 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
- 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)



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

- Organizations 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
- 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**
  - **Ensuring livelihood and social wellbeing assurance**
  - **Reduction in poverty and unemployment,**

4.1 YOUTH TRAINING AND CAPACITY BUILDING PROGRAMS

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**
- **Familiarizing them for career transitioning after graduation**
- **Providing internships for "first-step" into the corporate world**
- **Training for Livelihood**



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 unskilledyouth by providingthem vocational trainingand 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

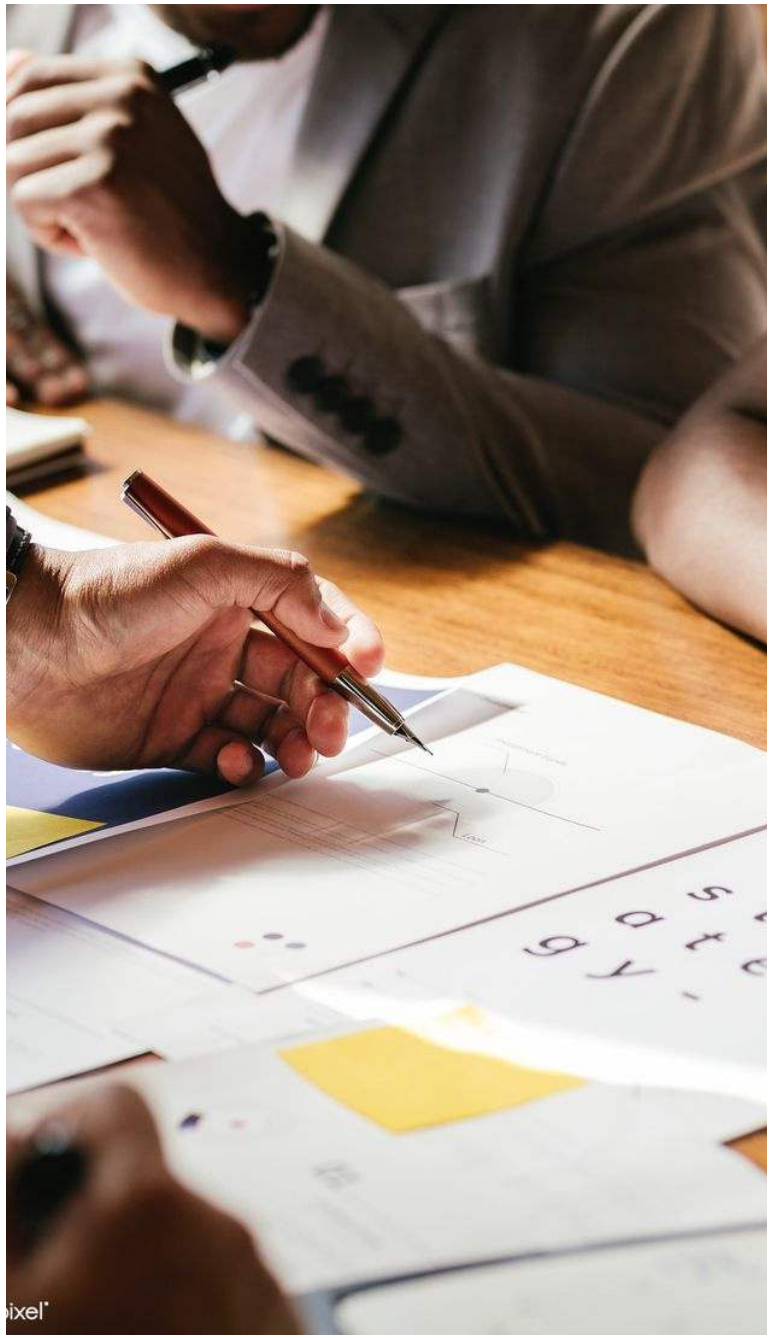
5. Financial Management

ASK Development further "simplifies and strengthens" accounting procedures for speedy decision making process and company's fiscal management and organization.

- **We provide assorted commercial accounting packages**
- **Our service delivery includes accurate, secure, and confidential financial solutions and chartered accountancy services**

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.



6. Research and Publications (R&D)

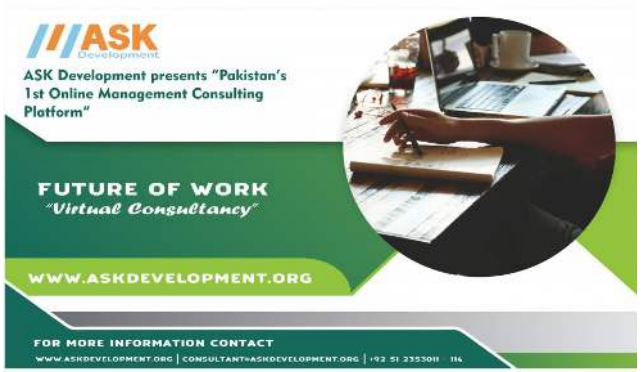


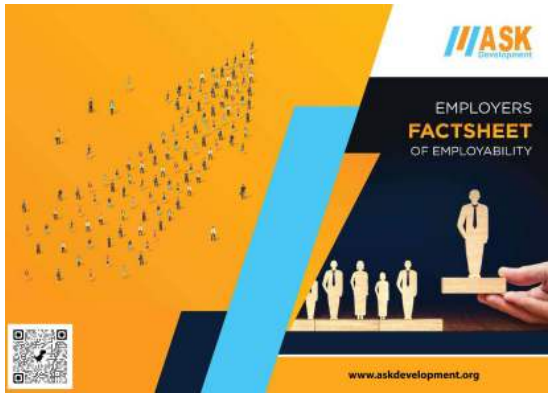
ASK Development carries well established and demonstrated expertise in conducting Field Studies, Research, Analysis and Development projects:

- **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**

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)

WWW.APNEBALPEH.COM

- **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
































Let's Connect!

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Peshawar

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