

AT A GLANCE

Bringing Passion to Profession



COMPANY OVERVIEW

Company Details

Legal Name of the firm:	Mera Maan Private Limited
Year of Establishment:	2014
Core Business of the Firm:	Training & Management Consulting
Registration Status:	SECP, 2014 Reg. No. 0087166
National Tax Number:	73247567
General Sales Tax Number:	73247567
Accreditations / Certifications / Active Partnerships:	Lasbela University of Agriculture, Water, & Marine Science (LUAWMS)

Sr. #	Business Description	Percentage of the business
1	Module Design, Training of Trainers, and Large-Scale Rollouts	75%
2	Research and Strategy Development	85%
3	Design and Implementation of Projects	70%
4	Monitoring and Evaluation of Projects and Programs	90%

Sub-Offices Locations in Pakistan

Sr. #	Location	Address	Number of Staff
1	Head Office (Islamabad, ICT)	Mera Maan Head Office 12-13, Raja Iftikhar Sabri Street, Phulgran Road, Shahpur, Barakahu, Islamabad	10 M / 6 F
2	Regional Office (Quetta, Balochistan)	Mera Maan Regional Office Chaman Phatak, Jomezai St, near Ayub Stadium, Faqirabad Quetta, Balochistan	2 M / 1 F
3	Regional Office (Hyderabad, Sindh)	Mera Maan Regional Office D-56 Hyderabad Town Phase 1 Qasimabad Hyderabad	3 M + 1 F
4	Regional Office (Karachi, Sindh)	Mera Maan Regional Office Ahmed Arcade Flat # 7, Amir Khusro Road, Karachi	3 M + 1 F

COMPANY OVERVIEW

Mera Maan Pvt. Ltd. (MMPL) is a highly-regarded Training and Consulting Company with a diverse range of capabilities, including strategy development, capacity development, module development, pilot to scale programming, and documentation and knowledge creation. With an unwavering commitment to excellence and a profound understanding of development contexts, MMPL has earned a reputable position as a trusted partner for numerous stakeholders in the public, private, and development sectors.

OUR PHILOSOPHY

Innovative Approaches and Collaborative Partnerships

MMPL's capabilities extend beyond traditional methodologies, embracing innovative approaches to address complex challenges. The firm actively engages in collaborative partnerships with key stakeholders, fostering multi-dimensional solutions that leverage the expertise of diverse actors. This collaborative spirit has resulted in effective and sustainable solutions that drive positive change in the lives of beneficiaries.

Client-Centric Approach and Impactful Results

MMPL's client-centric approach is underpinned by its dedication to understanding and addressing the specific needs of each client and beneficiary group. Through an inclusive and participatory approach, MMPL ensures that the voices and perspectives of all stakeholders are heard and incorporated into project design and implementation. This focus on inclusivity and impact has led to tangible improvements in the lives of marginalized and vulnerable communities.

Documentation and Knowledge Creation

MMPL places great importance on documentation and knowledge creation as essential components of development work. Through rigorous data collection, analysis, and reporting, MMPL captures valuable insights and experiences, contributing to a robust knowledge base for the sector. The firm's emphasis on knowledge sharing ensures that lessons learned are disseminated widely, enriching the broader development discourse.

Mera Maan Pvt. Ltd. brings a wealth of experience, expertise, and a robust understanding of development contexts to every project it undertakes. With a proven track record in strategy development, capacity development, module development, pilot to scale programming, and documentation and knowledge creation, MMPL stands as a reliable and capable partner for organizations seeking to drive positive change and foster sustainable development.

OUR SERVICES

Module Design, Training of Trainers, and Large-Scale Rollouts

We specialize in creating customized, interactive training modules on diverse topics, equipping stakeholders with the knowledge and skills needed for sustainable change. Our capabilities ensure that training reaches a broad audience, with innovative techniques that engage participants effectively and allow for seamless scaling across regions.

Research and Strategy Development

Mera Maan conducts in-depth research and strategic analysis to support clients in making informed, impactful decisions. We employ innovative methodologies that combine qualitative and quantitative insights, providing a holistic understanding of the landscape and empowering clients to shape their strategic directions effectively.

Design and Implementation of Projects

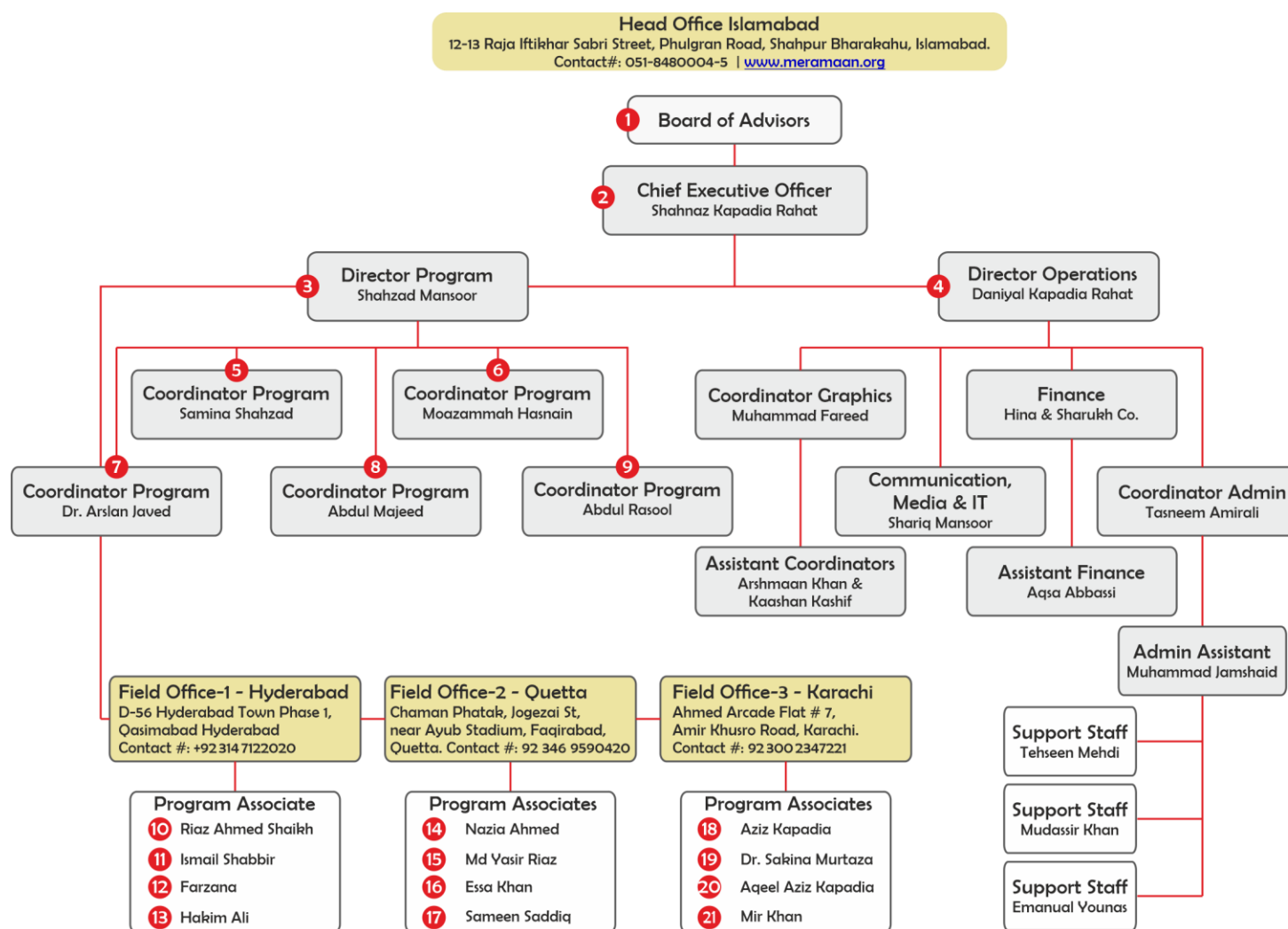
From concept to execution, we design and deliver projects that are meticulously tailored to address the unique needs of the communities we serve. Our approach emphasizes 'building exit into entry', co-creation and adaptability, integrating community insights into every phase and fostering innovative solutions that ensure long-term success.

Monitoring and Evaluation of Projects and Programs

Our comprehensive M&E frameworks incorporate real-time data and participatory techniques to foster accountability, transparency, and continual improvement. We leverage cutting-edge tools to provide clients with clear, actionable insights that enhance project effectiveness and promote sustainable outcomes.

MANAGEMENT STRUCTURE

Mera Maan's core team comprises an array of specialists in diverse domains - including strategy development, module development (with in-house capacity for graphics, artwork, and translation), master training, and documentation and knowledge management. In addition, we understand the irreplaceable value of local insights and networks and therefore, onboard local staff and resources in our project areas as and when required, ensuring that our initiatives are rooted in the understanding of the local socio-cultural fabric and remain cost-effective. Mera Maan benefits from a robust network of associates across the country in over 200 Districts; a talent pool instrumental in executing various aspects of our projects. This amalgamation of in-house resources and nationwide associates guarantees a harmonized blend of expertise and contextual knowledge.



RELEVANT EXPERIENCE

In the span of the last five years, Mera Maan has achieved a remarkable milestone by executing over 200 impactful programs across Pakistan and its neighboring regions. The following showcases only previous experience of similar and relevant assignments, offering a glimpse of our extensive accomplishments encompassing strategy development, capacity enhancement, module creation, seamless program expansion from pilot to scale, and the invaluable endeavor of documentation and knowledge curation:

#	Year	Client Name	Brief Project Description	Contract Value in Equivalent US Dollars	Status (Ongoing / year complete)
1	September 2024 - Ongoing	CCX INCLUSIVE BUSINESS SARL	Qualitative and Quantitative Market Research with 200 Women SMEs Led the qualitative and quantitative market research with women SMEs on topics including financial and non-financial needs and segments/profiles distilling research insights. Key tasks include advising CCX on the criteria for selection, quantitative survey tool, individual interview guide, recruit over 200 WSMEs based on defined criteria, careful to include a range of profiles and segments. Implement the quantitative survey, review survey responses and validate each response for quality and completeness. Facilitate 30-50 interviews (IDIs) with WSMEs and analyze information and insights from IDIs and produce a PowerPoint slide deck with a storyline, consolidated insights, and quotes.	24,175	2024
2	August 2024 – August 2024	CGPA	Transforming Urban Life: Solid Waste Management for a Healthier Tomorrow Led the conceptualization and development of a 2-day workshop aimed at orienting Tehsil Municipal Administration officials on the model Solid Waste Management byelaws for Khyber Pakhtunkhwa. Crafted a detailed program outline and innovated methodologies to ensure engaging, interactive learning. Authored a visually-driven handbook with succinct messaging and a complementary trainer manual to facilitate dynamic delivery. Designed robust assessment tools, including pre- and post-tests, integrating best practices and new concepts tailored for educated professionals, emphasizing participatory modules that inspire actionable insights and policy development.	4,176	2024
3	2023-24	CAB International	Mera Maan Pvt. Ltd., in collaboration with CABI-Pakistan and the Center for Resource Development Studies, Bangladesh, spearheaded a baseline study aimed at contributing to the realization of CABI's vision for an inclusive agricultural landscape. The study was intricately aligned with Goal 3 of CABI's Medium-Term Strategy (2023-25), which focuses on reducing inequality by enhancing opportunities for rural women and youth. This comprehensive baseline study conducted by Mera Maan Pvt. Ltd. plays a pivotal role in laying the groundwork for gender	33,945	2023

RELEVANT EXPERIENCE

#	Year	Client Name	Brief Project Description	Contract Value in Equivalent US Dollars	Status (Ongoing / year complete)
			equality, women's empowerment, and the overall advancement of the agricultural sector, thus serving as a crucial step towards achieving CABI's overarching goals.		
4	2023-24	World Food Programme (WFP)	The Gwadar Lasbela Livelihood Support Program (GLLSP) phases I and II represent a collaborative endeavor aimed at fortifying socio-economic resilience in Pakistan's Balochistan province. The World Food Programme (WFP), with a focus on nutrition-sensitive interventions, endeavors to integrate these initiatives seamlessly into the fabric of community development in Gwadar and Lasbela, thereby bolstering the strength and sustainability of livelihoods. Mera Maan Pvt. Ltd. is presently formulating a strategic roadmap to incorporate nutrition-sensitive elements into the broader framework of GLLSP's livelihood and enterprise activities. This comprehensive approach involves conducting a thorough analysis, formulating strategies, piloting capacity-building interventions, and culminating in the meticulous documentation and dissemination of knowledge.	135,782	2023
5	2023	Agribusiness Support Fund (ASF)	Mera Maan collaborated with the Agribusiness Support Fund (ASF) and Economic Transformation Initiative (ETI) to design and implement capacity-building programs across Gilgit-Baltistan. These initiatives strengthened the skills of over 160 Farmer Cooperative Societies and middle-management staff to develop and execute business plans, particularly through the Public-Private Producer Partnership (4P) approach. Additionally, Mera Maan facilitated gender mainstreaming within the potato and apricot value chains, guiding participants to create a jointly-owned inclusion strategy. This comprehensive effort empowered farmer organizations and stakeholders, enhancing agricultural value chains to increase small farmers' income sustainably.	38521	2023

RELEVANT EXPERIENCE

#	Year	Client Name	Brief Project Description	Contract Value in Equivalent US Dollars	Status (Ongoing / year complete)
6	2023	The World Bank, Washington	The project involved the preparation of a policy note focusing on the performance measurement framework for the Transition and Performance Monitoring (TPM) system in Fragile, Conflict, and Violence (FCV) countries. The assignment covered seven FCV countries, namely Afghanistan, Iraq, Iran, Lebanon, Somalia, Syria, and Yemen. The policy note was developed through extensive consultations with relevant stakeholders to identify best practices and challenges related to financial and physical monitoring, communication, and coordination mechanisms for field monitoring activities and results. The report also emphasized the need for supporting government institutions and implementing agencies in strengthening their monitoring systems and formulating effective exit strategies.	92,920	2023
7	2023	The National Institute for Banking and Finance	Integrating Financial Literacy (FL) into the National Curriculum for Pakistan's primary and secondary education levels, prepared by NIBAF and PAFEC. Covering Grades 1-5 and 6-12 respectively, these initiatives aim to embed essential financial knowledge, skills, and values into subjects across the national curriculum. The project included curriculum mapping, the development of learning objectives, and teacher training modules, all structured around FL themes like budgeting, banking, and financial planning. Extensive media campaigns and stakeholder consultations supported this educational integration, aimed at empowering Pakistani youth with lifelong financial literacy skills.	30,534	2023

RELEVANT EXPERIENCE

#	Year	Client Name	Brief Project Description	Contract Value in Equivalent US Dollars	Status (Ongoing / year complete)
8	2023	The World Bank, Washington	The World Bank finances cash transfer (CT) programs in numerous client countries to address risks, vulnerability, and social exclusion by providing income support to the poor and vulnerable groups. To enhance the quality of these operations, Mera Maan was assigned to technically edit and design three documents related to the Governance Assessment of Multi-Sector Cash Transfer Programs. The assignment included preparing a knowledge product summarizing governance lesson from the cash transfer instrument in terms of service delivery and public-sector management dimensions. Additionally, a Guidance Note for Bank staff, with a focus on financial management lessons learned and good practices in cash transfer operations, was developed through a fiduciary assurance lens.	10,180	2023
9	2023	Ministry of Federal Affairs and General Administration (MoFAGA), Nepal, and The World Bank	Mera Maan was engaged by The World Bank Nepal to develop a comprehensive module on 'Internal Control System Guidelines for Local Governments' under the Integrated Public Financial Management Reform (IPFRM) program. The module aimed to enhance the understanding of managerial and financial internal controls at the local level, empower local government officials to apply the five internal control elements (control environment, risk assessment, control activities, information and communication, and monitoring and evaluation) to their work, and facilitate self-assessment for improvement.	39,820	2023
10	2022	UNDP	This training module was developed for UNDP Pakistan to empower 5,000 Village and Neighborhood Council (VC/NC) members in Khyber Pakhtunkhwa's newly merged districts. Designed to suit participants of all literacy levels, the module focused on project management, resource mobilization, and community-led planning with an emphasis on gender sensitivity and sustainability. Key features included visual handbooks, a trainer's manual, and pre/post assessments to reinforce essential communication and leadership skills. Interactive methods such as role-play and visual aids ensured that members were	32,712	2022- ongoing

RELEVANT EXPERIENCE

#	Year	Client Name	Brief Project Description	Contract Value in Equivalent US Dollars	Status (Ongoing / year complete)
			equipped to apply these skills effectively within their communities, fostering long-term resilience and effective local governance.		
11	2022	SDG Unit and Planning and Development Department, Government of Balochistan	Mera Maan was contracted by the SDG Unit and Planning and Development Department of the Government of Balochistan to develop and facilitate a Validation Workshop on the "Rollout of Sustainable Development Goals Accelerated Implementation Plan." The workshop aimed to gather feedback on the Balochistan Acceleration Implementation Plan for SDG 3 (Good Health & WellBeing), SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), and SDG 9 (Industry, Innovation, and Infrastructure).	2,857	2022
12	2022	Karandaaz and Benazir Income Support Program	Karandaaz Pakistan contracted EY Ford Rhodes (EYFR) and Mera Maan (Pvt.) Limited (MMPL) to develop a highly interactive financial literacy manual for Benazir Income Support Programme (BISP) beneficiaries. The goal was to enhance the digital financial literacy of the beneficiaries, especially those with low levels of literacy, and enable them to access and use digital financial services effectively. By promoting financial inclusion, the project aimed to empower women and support their active contribution to society.	36,570	2023
13	2022	Un Women	The project aimed to promote women's empowerment through socio-economic interventions at the macro, meso, and micro levels. It brought together stakeholders from the public sector, private sector, and community institutions to work collaboratively towards gender equality. The consultancy focused on strengthening the capacities of key project stakeholders to continue effective engagement and institutionalize project learning and benefits for sustainability and replication.	17,751	2022

RELEVANT EXPERIENCE

#	Year	Client Name	Brief Project Description	Contract Value in Equivalent US Dollars	Status (Ongoing / year complete)
14	2022	World Food Programme (WFP)	The WE-LED Program, initiated by WFP, aims to empower female beneficiaries from vulnerable households in Quetta by transitioning them from social safety nets to self-reliant income-generation activities. Mera Maan organized these beneficiaries into Common Interest Groups (CIGs) and mentored them through community-based 'Champions of Change' (CoCs). The primary focus of this project was on creating economically independent micro-entrepreneurs through marketled skills training, business management lessons, and linkages with key stakeholders. In addition, Mera Maan recognized the challenges faced by Persons with Disabilities (PWDs) in participating fully in society and the economy. To address this, they designed and implemented the PWD-LED program, which adopted a comprehensive, household-centered approach. The program aimed to empower PWDs and their households by facilitating the establishment or expansion of micro-businesses, providing skills training, resources, and nonfinancial incentives (NFIs), as well as promoting social integration and mental wellbeing.	2,857	2023
15	2022	State Bank of Pakistan and National Institute of Banking and Finance	Mera Maan Pvt. Ltd. spearheaded the role of integrating financial literacy education into the National Curriculum Framework for primary and secondary level education in Pakistan. The project aimed to enhance financial literacy among children and youth in Pakistan by incorporating financial education into critical subjects and textbooks at the primary and secondary level. The curriculum was designed to sensitize, train, and guide children on essential financial concepts, benefiting over 110,000 students in its pilot implementation phase across seven locations in Pakistan, including Islamabad, Muzaffarabad, Skardu, Peshawar, Lahore, Quetta, and Karachi.	34,285	2023
16	2022	UNDP Afghanistan	Mera Maan was engaged by UNDP Afghanistan to design and implement two modules, LOT-I and LOT-II, aimed at empowering Afghan women entrepreneurs and strengthening women-led business associations in the western region of Afghanistan. Under LOT-I, an eight-week Microenterprise Training was developed and delivered in Dari for non-	42,000	2023

RELEVANT EXPERIENCE

#	Year	Client Name	Brief Project Description	Contract Value in Equivalent US Dollars	Status (Ongoing / year complete)
			literate/semi-literate Afghan women, training 4,000 individuals on essential business management and entrepreneurship skills. The primary focus was to enhance their business acumen and life skills, transforming them into successful entrepreneurs. In addition to the training, Mera Maan assisted the top 3,100 trainees in preparing business plans and grant proposals to access funding. Under LOT-II, a five-day training program was designed to build the capacity of selected members of existing and new women business associations. The objective was to empower these associations to support and guide women entrepreneurs in Afghanistan, enabling them to mobilize resources and develop viable grant proposals for their growth and success.		
17	2022	World Food Program	Mera Maan Pvt. Ltd. Was commissioned by the World Food Programme (WFP) to empower 200 female cash transfer recipients from vulnerable households in and around Quetta. The project aimed to foster economic self-sufficiency by providing comprehensive training, mentorship, and linkages to these women. It also focused on establishing sustainable social enterprises in the form of production cum training centers (PTCs) to offer tailored services to the community and generate revenue for self-sustainability.	57,714	2023
18	2022	National Institute of Banking & Finance, State Bank of Pakistan	Mera Maan was entrusted with the task of designing and facilitating a capacity building program for the Senior Management of the National Institute of Banking & Finance (NIBAF), State Bank of Pakistan. The program focused on enhancing the understanding of gender sensitivity, unconscious gender bias, and discrimination to improve the organizational performance and culture. Additionally, it aimed to equip the participants with a comprehensive understanding of sexual harassment at the workplace, existing mechanisms, and relevant laws to address such issues within their organizations. Through experiential exercises, the attendees learned to apply the concepts and knowledge gained, empowering them to take concrete steps towards fostering a dignified work environment.	4,571	2022

RELEVANT EXPERIENCE

#	Year	Client Name	Brief Project Description	Contract Value in Equivalent US Dollars	Status (Ongoing / year complete)
19	2022	Rural Support Programmes Network (RSPN)	The SUCCESS Program, implemented by RSPN in 8 districts of Sindh, aimed to reduce poverty through community-driven development based on RSPs' social mobilization approach. The Technical and Vocational Skills Training (TVST) and Enterprise Development (ED) component were crucial in empowering rural households, especially women, by providing vocational training and generating self-employment opportunities. Mera Maan Pvt. Ltd. (MMPL) was engaged to conduct an assessment of the social and economic impact of TVST and ED interventions to determine their relevance, effectiveness, and sustainability.	44,571	2022
20	2022	Khyber Pass Economic Corridor Project, Sustainable Development Unit, Planning & Development Department, Government of Khyber Pakhtunkhwa	Mera Maan Pvt. Ltd. undertook a comprehensive scoping exercise for the Khyber Pass Economic Corridor Project with the objective of promoting economic development and empowerment of women in the Greater Peshawar area and Khyber District, including Special Economic Zones (SEZs). The study aimed to analyze the existing situational landscape of women's employment and entrepreneurship, identify challenges and opportunities, and recommend strategies for enhancing women's economic participation in the region. Through a detailed assessment, the study examined the status of women-owned or women-managed businesses, women-friendly facilities and services, women's employment in various sectors, existing training and skill centers, and provincial laws and policies supporting women entrepreneurs and workers. A comprehensive gap analysis identified barriers hindering women's entry and retention in Small and Medium Enterprises (SMEs) and explored potential interventions at short, medium, and long-term levels to uplift women's economic prospects. The study highlighted gender-specific barriers and proposed education, skills, and training methodologies to empower women in higher value activities within trade-related work. The findings were disseminated through a detailed publication and a consultation workshop engaging national and international stakeholders.	52,000	2023

RELEVANT EXPERIENCE

#	Year	Client Name	Brief Project Description	Contract Value in Equivalent US Dollars	Status (Ongoing / year complete)
21	2021	BRSP	Mera Maan was contracted to conduct a training needs assessment and focused group discussions with various stakeholders to evaluate the effectiveness of the marketing and management training provided to asset beneficiaries in the past by BRSP's BRACE project. Based on the findings, a revised and highly participative module was developed, incorporating case examples of successful asset beneficiaries from Balochistan. Two interactive training of trainer's workshops were conducted, training 55 in-house trainers from the project districts to effectively deliver the module. Additionally, the Income Generating Plan (IGP) form was reviewed and revised to suit different categories of businesses that asset beneficiaries may engage in, such as livestock, agriculture, and enterprises.	5,732	2022
22	2021	Universalis (on behalf of WFP Pakistan Country Office)	Mera Maan Pvt Ltd, led by CEO Shahnaz Kapadia Rahat, conducted a comprehensive evaluation of six WFP-supported Humanitarian Response Facilities (HRFs) in critical regions of Pakistan. The study aimed to assess WFP's performance and impact as a capacity development partner in disaster management at national, provincial, district, and community levels. Special emphasis was placed on understanding 'last mile connectivity' and evaluating the utilization and future need of HRFs. The evaluation also addressed gender-specific challenges during disasters, advocating for the inclusion of gender-responsive strategies in future interventions.	20,662	2021
23	2021	Mobilink Microfinance Bank (MMBL)	Mera Maan Pvt. Ltd., for Mobilink Microfinance Bank (MMBL) provided a unique Learning Management System (LMS) for disseminating digital training to women across Pakistan. The LMS offered tailored learning materials, virtual training, mentoring sessions, and access to a supportive entrepreneurial community, fostering digital financial inclusion and skill development.	2,547	2022
24	2021	National Rural Support Programme	This market study was conducted as part of the larger three-year 'HerWASH' project by Water Aid, which aimed to address menstrual hygiene management (MHM) issues for women and adolescent girls in district Thatta, Sindh. The project followed a rights-based	6,369	2021

RELEVANT EXPERIENCE

#	Year	Client Name	Brief Project Description	Contract Value in Equivalent US Dollars	Status (Ongoing / year complete)
		(NRSP) & WaterAid	approach, empowering women and girls to understand and articulate their needs for safe menstrual hygiene practices, while also engaging institutions and stakeholders to provide girls and women-friendly awareness training, hygienic facilities, and menstrual hygiene products in schools, healthcare centers, and communities. The market study specifically focused on Taluka Mirpur Sakro to determine community access to MHM products and identify the sources supplying these materials.		
25	2021	Pehli Kiran Schools (PKS)	Pehli Kiran Schools (PKS) is an organization dedicated to providing quality education and transforming the lives of underprivileged children in Pakistan through its 'mobile school' model. Recognizing the impact of malnutrition on students' learning abilities, PKS commissioned Mera Maan to implement a nutrition program aimed at addressing this challenge. Over the years, the program has provided fruit and milk to students, and recently, a new initiative was launched to offer a substantial breakfast to 600 students.	17,197	2021
26	2021	Care International & Mastercard Centre for Inclusive Growth	As part of CARE's global Ignite Program, the Ignite Financial Inclusion Project was implemented in Pakistan to enhance formal financial access for unserved micro and small enterprises. Mera Maan Pvt. Ltd., in collaboration with Care International, delivered a comprehensive program that included wrap-around services, capacity-building, and the establishment of Micro and Small Enterprise District Forums and Sector Forums. These forums facilitated entrepreneurs by providing information, opportunities, and guidance for business expansion, linking members with relevant government and non-government support programs.	158,598	2022
27	2021	WaterAid Pakistan	Mera Maan conducted a baseline assessment for WaterAid's HerWASH project; a 3-year initiative aimed to address menstrual hygiene management (MHM) issues for women and adolescent girls in Thatta district, Sindh, Pakistan. The assessment focused on establishing reference values for project indicators, identifying knowledge and attitude gaps, understanding the demand and use of menstrual hygiene products, and assessing the acceptability of facilities and products among women and female students in target areas.	15,923	2021

RELEVANT EXPERIENCE

#	Year	Client Name	Brief Project Description	Contract Value in Equivalent US Dollars	Status (Ongoing / year complete)
28	2020	UN Women Pakistan	UN Women Pakistan commissioned a comprehensive report on the status of women and girls in the merged districts of Khyber Pakhtunkhwa (KP), specifically focusing on Khyber, Kurram, Orakzai, North Waziristan, and South Waziristan districts. The primary and secondary data collection aimed to provide insights into the challenges and opportunities faced by vulnerable groups, particularly women and girls, in the region. The study aligns with the Sustainable Development Goals, Human Development Index, and Gender Equality Ranking indicators, aiming to inform the development of gender-responsive policies and programs in the merged districts.	49,019	2020
29	2020	Government of Khyber Pakhtunkhwa (GoKP), Pakistan	The project aims to strengthen the development, rationalization, implementation, and measurement of sectoral programming in Khyber Pakhtunkhwa's Merged Areas (MAs) through the use of Programming Approaches/Analytics and Measures (PAMframes). The initiative is part of the Tribal Decade Strategy (TDS 2020-30) to uplift the socio-economic conditions of the people in the MAs.	15,686	2021
30	2020	UN Women and Global Impact	The "Mind The Gap" workshop was developed and delivered by Mera Maan on behalf of UN Women and Global Impact. The workshop aimed to encourage private sector companies to mainstream gender equality by applying the Women Empowerment Principles (WEP) to their HR systems, including recruitment, selection, performance management, rewards, and learning and development. The workshop focused on inspiring and guiding organizations to review and revise their policies and procedures to be more gender-responsive in recruitment, retention, and growth.	20,261	2020
31	2020	UN Women	The study conducted by Mera Maan, in collaboration with ENCLUDE and Reenergia, is part of the Women Economic Empowerment (WEE) Program under Flagship Programming Initiatives (FPI) by UN Women. The primary objective is to promote equal opportunities for women entrepreneurs through affirmative procurement, investment, and supply chain policies in Pakistan. The study focuses on the potential of public and	5,228	2020

RELEVANT EXPERIENCE

#	Year	Client Name	Brief Project Description	Contract Value in Equivalent US Dollars	Status (Ongoing / year complete)
			private sector procurement as a means to empower women, alleviate poverty, and foster inclusive economic growth.		
32	2019	Economic Transformation Initiative (ETI), IFAD, and Agribusiness Support Fund	The project aims to improve the livelihoods and well-being of smallholder farmers in the Gilgit-Baltistan region through a value chain development approach. It seeks to increase agriculture incomes and employment for 100,000 rural households in 7 districts, with a focus on leaving no one behind. The Gender and Poverty (G&P) Section of the project contracted Mera Maan to develop a comprehensive model and strategy to ensure the inclusion of poor and vulnerable households. The strategy aims to empower these households, amplify their voices, and equip them with the necessary skills to actively participate as "agents of change" in their journey to graduate out of poverty.	42,537	2019
33	2019	UN Women Pakistan	The "Economic Empowerment of Women Home-Based Workers and Excluded Groups in Pakistan" project, implemented by UN Women, aimed to empower women economically, with a particular focus on Women Home-Based Workers (WHBW) from marginalized groups, including those with HIV/AIDS, from religious minorities, ethnic groups, persons with disabilities, and transgender individuals. The project was an extension of previous initiatives and expanded its reach to more conservative provinces. Mera Maan Pvt. Ltd. was engaged to conduct the Mid-Term Review (MTR) to assess the project's progress, impact, relevance, and effectiveness. The review included recommendations to enhance the project's quality and provide guidance for future interventions.	21,641	2019
34	2019	ILO Country Office for Pakistan	This pilot project focused on raising awareness among 10,000 perspective migrants on safe and informed labor migration in four hot spot districts and aimed to train and support 32 community-based migrant changemakers (CBMCs). The program involved the development of experiential and participatory information materials for Migrant Information Sessions (MIS). A rigorous selection process was used to identify the CBMCs, and orientation sessions were held to encourage youth groups and community members to opt for safe and informed migration.	31,343	2020

RELEVANT EXPERIENCE

#	Year	Client Name	Brief Project Description	Contract Value in Equivalent US Dollars	Status (Ongoing / year complete)
35	2019	UN WOMEN Pakistan	Mera Maan enabled 32 teachers to build their students' capacity for entrepreneurship and work readiness through the project "Training of Teachers for 'Sparking Economic Empowerment through Information, Communication & Technology (ICT)'. The initiative focused on mainstreaming digital tools and financial literacy for employment and the business cycle stages.	6,716	2019
36	2018	State Bank of Pakistan (SBP) and National Institute of Banking and Finance (NIBAF)	Mera Maan Pvt. Ltd. played a pivotal role in the National Financial Literacy Programme for Youth (NFLP-Y) program directed by the National Institute of Banking and Finance (NIBAF). A comprehensive 5-day training was designed that aimed to equip NFLP-Y Trainers with the necessary knowledge, skills, and techniques to effectively engage and train youth between the ages of 18-29 in financial literacy. The NFLP-Y program, targeting three age groups, 9-12, 13-17, and 18-29, reached one million children and youth through face-to-face training in 45 districts across Pakistan, and an additional 0.6 million were trained through the innovative "POMPAK" financial literacy app. The program also included initiatives by the State Bank of Pakistan to empower girls in Balochistan and create Pakistan's first virtual deaf-video tutorial for youth.	4,587	2019
37	2018	WaterAid Pakistan	Mera Maan Pvt Ltd was contracted by WaterAid Pakistan (WAP) to develop comprehensive training modules for Menstrual Hygiene Management (MHM) and the Clean Green School Programme (CGSP). These modules aimed to educate female students in government schools on safe MHM practices, and promote environmentally-friendly initiatives within schools respectively. In 2018, the MHM module was successfully rolled out to all secondary girls' schools in Islamabad through the Federal Directorate of Education (FDE). In 2019, Mera Maan launched the CGSP module, with FDE's support, in 430 schools in Islamabad, encompassing four core components of the Clean Green Pakistan Movement. To further scale up the MHM and CGSP campaigns, additional Training of Trainer (TOT) programs were delivered in 2021 wherein six 3-day TOT workshops for 60 Focal Teachers from 30 schools on MHM and seven 2-day TOT	66,055	2019

RELEVANT EXPERIENCE

#	Year	Client Name	Brief Project Description	Contract Value in Equivalent US Dollars	Status (Ongoing / year complete)
			workshops for 150 teachers on the CGSP module were arranged. Each TOT concluded with the development of a training cascade plan for the respective schools.		
38	2018	FINCA Microfinance Bank	Mera Maan assisted FINCA Micro-Finance Bank to conduct a pilot project aimed at increasing female financial inclusion through the use of SimSim, a digital application and platform for day-to-day financial transactions. The project engaged 8 women community leaders, serving as SimSim Agents (RSAs), to facilitate the adoption of digital technology among economically active women in Haripur, Khyber Pakhtunkhwa (KP).	30,275	2018
39	2018	Khyber Pakhtunkhwa Planning and Development Department, Pakistan, and the World Bank	The 'Southern Area Development Project' initiated by the Khyber Pakhtunkhwa (KPK) Government aims to foster peace, tolerance, and poverty alleviation in the vulnerable districts of DI Khan, Lakki Marwat, and Tank. Mera Maan was tasked with conducting a comprehensive livelihood assessment in 25 Union Councils (approximately 140 villages) and formulating a livelihood framework with specific interventions for all districts. The objective was to create a livelihood implementation plan for the next two years, with a special emphasis on presenting the proposed framework to senior stakeholders at both the Government and World Bank levels.	43,119	2018
40	2018	Ernst and Young	Mera Maan was contracted by Ernst and Young Pakistan to support The World Bank in Afghanistan with the development of a competency-based framework for financial management training. The aim was to ensure proper utilization of funds and enhance the capacity of project financial management staff working on development projects. The project involved developing a highly experiential and visualized training curriculum and modules on project financial management. These modules were designed to be delivered to the finance officials from The World Bank-assisted projects in Afghanistan, Tajikistan, and Uzbekistan.	9,174	2018
41	2018	Glucose Trail (Boston, USA)	Mera Maan, in partnership with Glucose Trail and Savings 9, spearheaded a diabetes management telemedicine project empowering 400 diabetic patients. The program	9,239	2019

RELEVANT EXPERIENCE

#	Year	Client Name	Brief Project Description	Contract Value in Equivalent US Dollars	Status (Ongoing / year complete)
			adopted a medicine PLUS approach, providing cost-effective and smart solutions for early detection and treatment. Through a mobile app and a network of community-based health care companions (HCCs), the initiative aimed to improve patient adherence, nutrition management, and overall well-being, ultimately scaling to benefit 4000 patients.		
42	2018	Enclude & RSPN	Mera Maan was commissioned by RSPN to conduct a comprehensive study on the social and economic empowerment of rural women through the SUCCESS Programme. The study aimed to analyze the impact of the SUCCESS interventions at the household, community, and local levels on women's empowerment and changes in poverty status. It also assessed the effectiveness of community institutions fostered by the SUCCESS programme in promoting collective self-help initiatives and empowering rural women to demand their basic rights and drive	4,587	2018
43			change in their communities. The research involved an impact evaluation, gap assessment, and policy recommendations, based on extensive secondary literature review and first-hand primary data collection. The study's findings provided valuable insights to inform policy-making processes for enhancing women's social and economic empowerment in Sindh. The project encompassed two distinctive research phases, Round-1 in 2018 and Round-2 in 2021, and served as a baseline impact evaluation reference study for the programs' second phase.		
44	2017	Peace Education and Development Foundation (PEAD)	Mera Maan Pvt Limited was commissioned by PEAD to design and implement two interactive capacity development courses for 1400 adolescent girls aged 13-19 in Peshawar. The "Work Readiness & Life Skills" course focused on building confidence, professional development, financial skills, and life skills. The "Entrepreneurship Development Training" course targeted 300 female youth graduates from TVET institutions, providing them with skills in business development, marketing, and financial management.	24,038	2017

RELEVANT EXPERIENCE

#	Year	Client Name	Brief Project Description	Contract Value in Equivalent US Dollars	Status (Ongoing / year complete)
45	2016	State Bank of Pakistan (SBP) and National Institute of Banking and Finance (NIBAF)	Mera Maan Pvt. Ltd. was contracted by NIBAF, the training arm of the State Bank of Pakistan, to revamp the National Financial Literacy Programme (NFLP). The initiative aimed to enhance financial literacy, particularly among women, enabling them to budget, save, invest, and access various banking services. The project involved training 30 Master Trainers and supervising their subsequent training of 90 field trainers. The 2-day curriculum, rolled out in all provinces, used highly visual and participatory techniques to cover essential topics such as budgeting, saving, investment, debt management, financial services, and customer rights and responsibilities. The goal was to reach 1 million participants nationwide, with a specific emphasis on engaging 50% women.	19,230	2017
46	2015	IMAGO Global Grassroots	IMAGOGG was contracted by the World Bank to develop a comprehensive training module for senior government policy makers to understand the role of social entrepreneurs in addressing service delivery challenges and last mile connectivity issues. Shahnaz Kapadia Rahat, CEO Mera Maan Pvt Ltd led the project which involved international research, conducting a training needs assessment, and creating training materials to build the capacity of policymakers and Bank staff in supporting social enterprises. The module was piloted with policy makers in Nairobi, Kenya, and then adapted to form the base content for a 14-hour Elearning module. The project also developed capacity-building modules for grassroots social entrepreneurs. The focus was on promoting the Business Development Service Provider approach to address last mile connectivity challenges. The aim was to empower social entrepreneurs through training and equip them with the necessary skills and knowledge to operate successful social enterprises, fostering positive social impact within their communities.	N/A	2016
47	2012	Department of Global Strategies and Alliances,	The project "Addressing Poverty Reduction through Gender Action Learning System (GALS)" focused on implementing the Gender Action Learning System (GALS) methodology in Uganda and Pakistan. Led by seasoned Master Trainers, Shahnaz Kapadia Rahat and Shazreh Hussain, the initiative aimed to tackle gender inequality, empower	N/A	2012

RELEVANT EXPERIENCE

#	Year	Client Name	Brief Project Description	Contract Value in Equivalent US Dollars	Status (Ongoing / year complete)
		Oxfam NOVIB	women within value chains, and promote strategic individual planning in impoverished rural and agricultural households.		
48	2011	Universal Management Group Ltd	In July 2011, Universal Management Group Ltd engaged Shahnaz Kapadia Rahat, CEO Mera Maan Pvt Ltd, to conduct an evaluation of UNICEF's Education and Child Protection Programs in Bangladesh. The evaluation aimed to assess the performance of these programs between 2006 and 2011 at the outcome level and provide forward-looking recommendations and lessons learned for future programming. The evaluation served multiple purposes; leveraging evidence for policy advocacy and resource mobilization, informing program management and decision-making for the upcoming program cycle starting in 2012.	N/A	2011
49	2010	The GTZ Coastal Area Rehabilitation Project, GTZ, Dhaka, Bangladesh	As part of the GTZ Coastal Area Rehabilitation Project (CARP), Shahnaz Kapadia Rahat, CEO Mera Maan Pvt Ltd conducted an area assessment to explore livelihood opportunities in the cyclone-prone regions of Barguna and Patuakhali, Bangladesh. The assessment aimed to support the most vulnerable community members, particularly women who had been severely affected by disasters like cyclone Sidr. Through a detailed household survey, focus group discussions, and market surveys, the study delved into the socio-economic realities, resource availability, constraints, and potential business opportunities for the target communities.	N/A	2010
50	1998	The GTZ Coastal Area Rehabilitation Project	In 1998, a pioneering initiative was launched in Bangladesh to develop an enterprise development manual specifically designed for non-literate entrepreneurs, with a primary focus on farmers. The project was part of the "Promotion of Private Sector" (PPS) Project - Component B, a part of the broader GTZ project aiming at the "Promotion of Micro and Cottage Industries." The initiative was a collaborative effort led by Mr. Torsten Striepke and Shahnaz Kapadia Rahat, the CEO of Mera Maan, aimed at empowering non-literate individuals to actively participate in economic growth and enterprise development.	N/A	1998

RELEVANT EXPERIENCE

#	Year	Client Name	Brief Project Description	Contract Value in Equivalent US Dollars	Status (Ongoing / year complete)
51	1995	UN RNAM (Regional Network for Agriculture Machinery) ESCAP, Bangkok	The project involved a comprehensive six-month regional survey focusing on postharvest and food processing technologies for women in agriculture across various countries in the Asia-Pacific region. The study aimed to assess the challenges faced by women in accessing and utilizing farm tools and machinery and develop strategies for gender-sensitive agricultural practices.	N/A	1995

CLIENT TESTIMONIALS

Our journey has been defined by the strong bonds of trust we've established with our clients. The testimonials presented here serve as a testament to the faith our clients have placed in us, reaffirming our commitment to delivering remarkable outcomes together and the transformative partnerships we've forged, where collaboration and dedication have led to achievements that go beyond expectations. Each testimonial is a chapter in our narrative of excellence, reflecting the synergy that drives us forward and the unwavering confidence our clients have in our capabilities.

Sr. #	Client Name	Project Details (Related to Consultancy Services)	Contact Person Details (Email, Cell Number and Company Website)	Remarks
1	Ernst & Young Global Limited (EY) for Karandaz	Nationwide Digital Financial Literacy Training for Benazir Income Support Programme (BISP) Beneficiaries	Abbas Ali-Partner EY Ford Rhodes Chartered Accountants Contact#: 051-2344160-62 E-mail: ey.isb@pk.ey.com Web: ey.com/pk	Mera Maan Pvt Ltd consistently showcased their dedication to precision, timely execution, and an unwavering pursuit of excellence. Their inventive strategies and a proclivity to surpass contractual expectations were truly noteworthy. Given their remarkable performance, we wholeheartedly support Mera Maan Pvt Ltd as a reliable collaborator.
2	Pakistan Alliance for Early Child Hood (PAFEC) for NIBAF	Integration of Financial Literacy Education in Pakistan's National Curriculum Framework	Khadija Khan, Chief Executive Officer Contact#: 0346-5332111 E-mail: khadija.khan@pafec.org Web: www.pafec.org	In the course of our project partnership, Mera Maan Pvt Ltd maintained a high level of professionalism, adherence to schedules, and an enduring commitment to delivering superior quality. Their capacity for creative problem-solving and their eagerness to go the extra mile set them apart. We confidently recommend Mera Maan Pvt Ltd as a trustworthy associate.
4	UNDP-Afghanistan / JV with iConsult	Module Design and Training of Trainers to train 4000 women to set up microenterprise and receive grant; train 20 women Chambers of Commerce or Women Business Associations (Heart, Badakhshan)	Kashif Maqbool Sehgal Regional Director Contact #: 0321 9042525 E-mail: ksehgal@iconsult.com.pk Web: www.iconsult.com.pk	Throughout our collaborative project, Mera Maan Pvt Ltd consistently upheld standards of professionalism, adherence to timelines, and an unyielding focus on delivering top-tier quality. Their ability to devise innovative solutions and exceed agreed-upon terms was truly remarkable. In recognition of their exceptional performance, we enthusiastically endorse Mera Maan Pvt Ltd as a dependable partner.
7	CARE International Pakistan	Ignite Financial Inclusion Project: Digital Content Design and Development, and Implementation of Wrap Around Services for Male & Female Entrepreneurs (Strivers) in 7 Districts of Pakistan.	Khurram Shahzad Entrepreneurship Development Officer Contact #: 0321-5055055 E-mail: Khurram.shahzad@care.org Web: www.care.org	During our project's lifecycle, Mera Maan Pvt. Ltd. demonstrated a commitment to excellence through their professionalism, punctuality, and a steadfast pursuit of top-quality results. Their creative approach and readiness to go beyond contractual boundaries were highly impressive. In light of their outstanding performance, we strongly recommend Mera Maan Pvt. Ltd. as a valued partner.



Facilitating Sustainable Transformation

12-13, Raja Iftikhar Sabri Street, Phulgran Road, Shahpur, Bhara Kahu, Islamabad – Pakistan 45400

 +92-51-8400004-5  info@meramaan.org  [/meramaanorg](https://www.facebook.com/meramaanorg)  www.meramaan.org