

##### NOSHABA SHEHZAD MASUD

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#### Objective

I always aim to utilize my knowledge, skills, abilities and education in best possible way in the field of agriculture, handicrafts & culture in which I am working. Along with this, I also aim to discover the new horizon for existence and betterment of human communities vulnerable to extinction especially in my country with utmost enthusiasm and dedication. I am always confidant to take up new challenges without any hesitation in any circumstances.

#### Personal Profile

A Self-motivated, polite, mature professional with around 14 years of diversified experience in development, strong conceptual and analytical skills and demonstrated ability to work effectively in a multilingual, multicultural environment. Travel extensively in different part of the world, having experience to deal different nations and different culture. Able to deal with people confidently at all levels. I have very good communication skills and can express myself clearly and concisely, both verbally and in writing. I am also able to work on own initiative and as a part of a team. I am an enthusiastic person who is highly adaptable and have a positive attitude towards my work. I give 100% of effort and I am always keen to gain further knowledge. I am always happy to share my experiences with other people.

I have worked extensively as an entrepreneur through Community development with a focus on poverty alleviation through different interventions aiming at improved lively hood of people. For achieving objectives, I worked in addition to capacity building programs at different levels.

My long association with corporate and social development sector in Pakistan and in other countries has provided me ample opportunities to understand the dynamics of human development and issues hampering its effective development with hands on experience in developing Capacity building programs.

#### AREAS OF EXPERTISE

* Social Development and Social Mobilization
* Community Based Disaster Risk Management
* Poverty Reduction Approaches
* Project cycle management & Program development
* Training of trainers
* **Agri Business**
* Leadership and Communication
* Gender & Development
* **Import, Export and its Legal requirements**
* **Product based Export (Fresh fruits, Vegetables & Herbals)**
* International Marketing
* **Branding, Value Chain in Fruit & Vegetables**
* Entrepreneur ship
* Enterprise development
* Human Resource Management
* Conflict Management
* Inter personal Skills
* Self-grooming & Table manners & Protocols
* Professional Grooming & Presentation Skills

#### Work Experience

**SAPNA (SMC-Pvt) Ltd** (Solutions for agribusiness, poverty elevation) Islamabad

**Consultant & Trainer** Jan 2010 Continue

**Main Achievements:**

* Conducted Training Needs Assessment (TNA) of participating QADP & HSP Staff Chitral
* Assisted in compilation and development of training material Chitral
* Conducted training workshops Chitral
* Consultancy for Pine nuts value chain for HSP Chitral
* Conducted training workshops in Global Entrepreneur Week in Iqra University Islamabad
* Conducted TOT as a co-facilitator (Strengthening of Association OF marginalized Business) SMEDA & UNDP Peshawar, Multan & Sukkur
* Consultancy for NARI (A brand of a women product line) Islamabad
* Working on the lively hood of KALASH people for HSP Chitral

**Shehzad Asia International Islamabad**, Lahore

**Director & Consultant** 2003 Continue

* Overall project management from grass-root level till end consumer
* Marketing Internationally for Agri Produce
* Exploring new markets for fresh fruits and vegetables
* Coordination with customers
* Coordination with shipping companies
* Brand Management
* New Product Development
* Seeking latest ways to maintain and improve quality meeting international standards for Agro Produce specially
* Finding new ways to improve the working conditions and livelihood of the working class.

**Asian Channels (Pvt) Ltd** Bangladesh & Russia

**Project Coordinator & Trainer** March 2003 to July 2005

**GMF LLC (Global Marketing Force)** Dubai

**Trainer** March 2001 to March 2003

**Spectrum** (Non-Government Organization)

**Chairperson** May 2000 till continue

**VERSATILE** (For choice),

Exporter of Garments and Bed linen, Islamabad

August 1998 to Dec 2002

#### Trainings conducted & Consultancies

* Import Export and its Legal requirements
* Product based Export (Fresh fruits & Vegetables)
* International Marketing
* Branding
* Value Chain in Fruit & Vegetables
* Project Management
* Entrepreneurship
* Enterprise development
* Human Resource Management
* Effective Communication
* Workshop on Conflict Management
* Enter personal Skills
* Self Grooming & Table manners & Protocols
* Professional Grooming & Presentation Skills
* Intellectual Property rights
* Company Registration Process and documentation handling)
* TOT (Strengthening of Association OF marginalized Business)
* Proposal Writing

Social Mobilization

#### Education

**MBA (Marketing)**

IQRA University, Islamabad

#### Professional course s attended

* Diploma in computer sciences
* Self Grooming Course (PAF Finishing school, Islamabad)
* Young Professional Leadership Program (IRM & NRSP, Islamabad)
* Planning and Financial Resource Management (IRM & NRSP, Islamabad)
* Leadership and Management (IRM & NRSP, Islamabad)
* Governance, Gender & Development (IRM & NRSP, Islamabad)
* Professional Photography (Lok Virsa, Islamabad)
* Participation in Brain Tracy’ Maximum Achievements Seminar in Dubai
* Participation in Tom McCarthy True Leadership Training in Dubai
* Japanese healing knowledge (Reiki) training (Mind Power Institute by Prof. Moiz)
* Participation in workshop on Intellectual Property Rights (Iqra University, Islamabad)
* Participant in workshop on Project Management & its life cycle ( Iqra University, Islamabad)
* Participated in international workshop on Global G.A.P. (train the public trainer program). (USAID Agribusiness Projects, organized by ASF).
* Participated in the IFS (International Featured Standards) Good Auditing Practice from the IFS Perspective & Legal Requirements.

#### Membership

* Member of Chamber of Commerce and Industry, Islamabad
* Member of Association of Fruits & Vegetable organization, Pakistan
* Member of HRDN
* Executive member of NAF (National Agribusiness Forum)
* Chairperson Spectrum
* Member Pakistan Russia CIS friendship & Business Club

#### Achievements

* Award received on Conducting workshop on women entrepreneur in Global Entrepreneurship Week
* Award received from Pakistan Russia CIS friendship & Business Club on 8th March International Women Day.
* Participated in WFM (World food Moscow) .Top success story by ASF (successfully signed several contracts)

#### Personal Information

Gender: Female

Languages: English, Urdu, Punjabi, Hindko and can write & understand Russian as well.

Marital Status: Married

Date of Birth: 10th January 1974