**IFFAT ASLAM**

59/II, Lane 17, Phase 7, D.H.A. Karachi, Tel: 0321-5018247 / (021) 35391843

Email: [iffat\_aslam01@yahoo.com](mailto:iffat_aslam01@yahoo.com)

**EDUCATION**

**Preston University (USA) Islamabad**

Executive MBA (Marketing) 1994-95

**Carnegie-Mellon University (USA) Pittsburg**

Management Training Program (USAID Scholarship) Jan-May ‘87

**University of Missouri (USA) Islamabad**

Post Graduate Diploma in Business Administration 1985-86

**Government College for Women Rawalpindi**

Bachelor of Art (Psychology, Urdu Literature) Dec. 1973

**WORK EXPERINCE**

**Entrepreneurial Venture and Social Responsibility Karachi**

Apr’09-todate

Free-lance consultant with RBM (Result Based Management) approach, to meet local

NGOs’ needs of HR capacity building i.e. development/organization of training workshops,

proposal & report writing and monitoring &evaluation;

Provide designing inputs to women embroidery workers of income-generation initiatives

mapped under of local NGOs - aiming to transfer their skill into marketable products, with

an objective to prepare them, for attaining economic and self empowerment;

Design, produce and market ready-to-wear ladies fashion garments to cater US and

local market by creating an additional value to embroidery skill of artisans

(mostly women) - thus hiring their expertise for my business products.

**Pakistan Safe Drinking Water & Hygiene Promotion Project (USAID funded) Islamabad**

**Academy for Education Development**

***Hygiene Promotion & Technical implementation Coordinator*** Mar’08 Feb’09

Responsible for field/desk monitoring and mentoring aimed at providing capacity building

input and technical support to funded projects to ensure progress as per mandate;

Provide technical advice to AED team and their stakeholder (Abt) to ensure effective and   
 efficient utilization of project funds;

Report on progress of funded projects, identify learning/gaps to advise partners for compliance;

Liaison closely with master trainers to provide technical inputs to the project partners;

Coordinate pro-actively for capacity building trainings/refreshers at AED for the master

trainers and update the project advocacy material accordingly;

Represent AED at national forums and actively network with concerned stakeholders.

**Entrepreneurial Venture: Ladies Fashion Garments Karachi**

Designed, produced & exported ladies’ fashion garments for local & US market with Sep’06-Feb’08

an aim to build a network of women artisans who could become regular suppliers of

value added products for local and export markets.

**Consultant (Free lance) Social Development Projects Karachi**

Provide consultancy services such as report writing, feasibility studies, Nov’06-Dec’07

designing training workshops, report writing and project monitoring & evaluation.

**Empowerment thru Creative Integration (ECI) Islamabad**

***Co-trainer & Consultant for ‘Entrepreneurship & Small Business Development’ Workshop*** Nov’06

(A World Bank funded Project for National Rural Support Program)

Conducted 15-day residential TOT workshop for 38 participants. Key objectives   
included capacity building & developing business competencies among the

participants - thus enabling them to disseminate similar trainings to small scale

entrepreneurs and home based workers across rural/urban areas of Pakistan.

Provided technical inputs for product design, development and quality control.

**Canadian International Development Agency (CIDA) Islamabad**

***Program Monitor – Women Development Project (WDPr)*** Sep’99-Feb’06

***& Program for Advancement of Gender Equality (PAGE)***

Responsible for monitoring and evaluation of CIDA funded projects aimed at   
promoting awareness and capacity building in areas of gender equality, economic   
empowerment, health, education and human rights.

Provided technical advice to CIDA and its partners to ensure effective and   
efficient utilization of funds.

Identified potential projects, evaluated for funding and prepared feasibilities.

Actively networked with other donor agencies, NGOs, CBOs and target   
communities across Pakistan to promote WDPr and PAGE objectives.

Represented CIDA at several national and international forums.

**Australian Agency for International Development (AusAID) Islamabad**

***Program Officer – Social Sector*** Sep’95-Jan’96

Responsible for monitoring performance of AusAID funded projects in Pakistan.

Liaised with GOP, NGOs and other donor agencies for effective planning and   
administration of AusAID funded component of Social Action Program (SAP).

Conducted in-depth need assessment for ‘Women Health Training Program’ for   
Pakistan via extensive field visits and other information gathering initiatives.

**UNICEF – Iodized Salt Support Facility Program (ISSF) Islamabad**

***IEC Training Expert – Health & Nutrition*** Sep’94-Jan’95

Promoted iodized salt in targeted cities of Pakistan by leading development of   
advocacy materials including production of video docudrama and TV ads.

Executed awareness raising campaigns and conducted meetings to enroll and   
motivate target social groups and government representatives.

Designed & conducted Training of Trainers (TOT) to promote cause of iodized salt

and provide technical know-how to the salt processors of NWFP and Sindh.

**Save-the-Children (US) Islamabad**

***Craft Development & Marketing Manager*** Apr-June’94

Marketed Afghan handicrafts and supervised craft shop management.

Generated record revenue through new initiatives such as outdoor exhibitions.

Coordinated development of new products and their production.

**Free-Lance Consultant for Women Economic Empowerment Islamabad**

***Selected Highlights:*** **1993-99**

**Sungi (NGO)** Dec’98

Designed and conducted marketing workshop for skilled women workers (Haripur)

to develop them as entrepreneurs and link to the marketing outlets in Islamabad.

**First Women Bank - Credit for Urban Women Project (UNDP Funded) Islamabad**

Assessed women retailers’ credit & marketing needs by surveying weekly markets. Jul-Oct’98

Guided 15 entrepreneurs on how to manage funds, market products & improve shop display.

**SACH (NGO)** **Islamabad**

Designed and conducted a series of courses on ‘Accounting & Book-Keeping’ 1998-1999

re micro-enterprise development’ to train various groups of women entrepreneurs.

**Association of Business, Professional & Agricultural Women (ABP&AW) Rawalpindi**

***Project Director (Training Wing)*** 1997-1998

Setup ‘Training Wing’ to build capacity of women entrepreneurs and enable them   
to professionally manage their own businesses.

Secured funding from AusAID to implement training program (five workshops),   
post training counseling and follow up sessions.

Designed and executed training program to enable participants identify micro-business  
opportunities, develop feasibilities, develop marketing channels, conduct costing &   
pricing, implement quality control, and improve personal competencies.

***Results:*** Trained 118 low-income women of Rawalpindi/Islamabad area. 42 entrepreneurs

immediately initiated their own businesses. The rest got involved in a variety of income-generation

activities. 20 small loans were also awarded to the deserving women entrepreneurs.

**Chamber of Commerce & Industry (RCCI) Rawalpindi**

Designed and implemented a 3-day workshop on ‘How to set up small scale projects’. Dec’93

**Entrepreneurship and Career Institute (ECI) Islamabad**

Conducted ‘Workshop for Women Retailers’ from Islamabad slums for imparting the April 1993

selling & shop-management skills.

**America Express Travel Related Services Rawalpindi**

***Travel Counselor*** 1984-1987

Managed corporate accounts and led sales team to deliver business targets.

Supervised Ticketing & Tariff Operations including dealings with various airlines.

Earned many awards and merit distinctions.

***Sales Counselor*** 1980-1984

Responsible for managing International Ticketing & Tariff Operations.

Consistently achieved sale targets and earned many performance awards/recognitions.

***Travel Operator*** 1976-1980

Handled Domestic Ticketing Operations and provided quality service to customers.

President Staff Union 1978-79; successfully negotiated bi-annual contract with management.

**PROFESSIONAL TRAININGS**

**CIDA Result Based Management (RBM) Training Lahore**

Application of Performance Management Tools including Measurement Feb’06

Framework, Logical Framework Analysis (LFA), Assessment of quantitative

& qualitative indicators against targets.

**CIDA Result Based Management (RBM) Training Islamabad**

Application of CIDA’s RBM policy in Pakistan May’04

**Integrating Gender into Project Monitoring and Evaluation (World Bank) Islamabad**

8-modules course held for Pakistan & South East Asia Oct’02

**South Asian Regional Meeting (SARM) for CIDA Gender Advisors Dhaka**

Represented Women Development Project from Pakistan, exchanged experiences Feb’02

and shared success stories with other SARM teams.

**CIDA Result Based Management (RBM) Workshop Islamabad**

Implementation of RBM approach and principles in Logical Framework. Feb’00

Developed Logical Framework Analysis for Women Development Project.

**Entrepreneurship and Career Institute (ECI) Islamabad**

Workshop on Project Monitoring & Evaluation and Proposal & Report Writing. Apr’93

**Training of Trainers (TOT) on Micro-Enterprise (ECI) Islamabad**

Theory and Management of Micro-Enterprise. Jan-Mar’93

Co-chaired practical training sessions and secured Superior Performance Award.

Compiled Financial & Technical Directory for Micro-Enterprises (RWP/ISB).

**IATA-UFTA Diploma for Travel Agents (Geneva) Karachi**

Principles and Practices of Air Travel & Tariff Dec’ 85

**PAN American International Tariff & Product Selling Course** May’ 83

**Xerox Learning Systems Karachi**

Principles and Practices for Professional Selling Skills – II Mar’ 82

**British Airways London**

Application & practices of Advance Tariff, Ticketing and Sales Promotion. Nov’ 79

**OTHER INTERESTS**

Personal commitment to social development and gender equality cause through active

involvement in charity work.

Volunteer efforts for welfare of poor patients in some of the government hospitals, through

taking initiatives for fund raising & management work in collaboration with a local Trust.

Networking with NGOs & development stakeholders thru attending seminars/discussions

for addressing social economic issues with recognition of ground realities.

Traveling, socializing, reading and listening to music - to enjoy light side of life.