



PRAXSYS ASSOCIATES

CAPABILITY STATEMENT

CORPORATE PROFILE

Praxsys Associates is an impact consulting and advisory firm committed to creating positive change in the world. We focus on four key areas: economic development, climate change and sustainability, international trade, and food and nutrition security. Our mission is to provide actionable insights, practical advice, and technical support to our clients to enable them excel in their respective sectors. We offer a full spectrum of services tailored to the private, public, and social sectors, including research, evaluations, and strategic advisory.

OUR PHILOSOPHY

At the core of our approach lies a commitment to integrating systems thinking and complexity science into every facet of our work. This dedication empowers us to adopt a holistic and highly effective methodology. Our philosophy embodies the essence of praxis, where hands-on, practical action intertwines with critical reflection—making while theorizing. We embrace the integration of academic knowledge, evidence, and theory with real-world practice, fostering a dynamic approach that propels impactful solutions to the complex challenges within our domain of work.

SERVICES PORTFOLIO



Economic Development

- Sector Studies
- Market Studies
- Political Economy Analysis
- Sector Growth Strategy
- Market Systems Development
- Impact Assessments
- Economic Evaluations



Climate Change and Sustainability

- Sustainability Strategy
- Sustainability Program Design
- Life Cycle Assessments and Studies
- GHG Assessments
- Science Based Targets (SBTs)
- Sustainability Reporting
- ESG Risk Assessments



Food Security and Nutrition

- Impact Evaluation
- Situational assessment and context analysis
- Political economy
- Baseline Studies
- Consumer Insights Studies
- Marketing Campaigns
- Consumer Engagements



International Trade and Development

- Global Markets Market Research
- Trade Analysis
- Sustainable Sourcing
- Impact Assessments
- Trade Policy Analysis
- Trade Strategy
- Trade Impact Assessments
- Trade Advocacy

OUR TEAM



RESEARCH AND EVALUATION EXPERT

Qualifications: Master of Science, (Sociology / Social Research Methods) - UK
Experience: Twenty-five years of experience in management, design, analysis, and technical assistance in survey research and application of quantitative and qualitative research methods in monitoring and evaluation



NOOR ALAM KHAN

PARTNER, HEAD OF MARKETS, TRADE AND SUSTAINABILITY

Qualifications: MBA, MS Project Management, MS Global Food and Agricultural Trade - Australia
Experience: Over 12 years experience in research, strategy and evaluation with private sector, INGOs, UN Agencies and renowned management consulting firms on economic growth, agri-food systems and sustainable trade



RUBINA ASAD

HEAD OF CONSUMER INSIGHTS AND STRATEGY

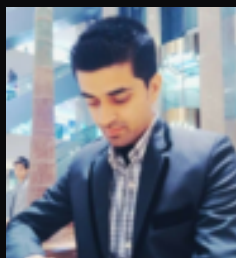
Qualifications: MBA Marketing
Experience: Over 13 years of expertise in consumer market research and marketing strategies. Her extensive experience includes working with national and multinational companies, providing valuable market insights, and formulating strategies for the successful commercialization and scaling of FMCG products



FERNANDO ANTONANZAS, PHD

SUSTAINABILITY EXPERT

Qualifications: PhD in Sustainability & Energy Studies
Member of the EU LCA committee, LCA committee of End of Life of Vehicles, technical editor of LCA of Sustainability journal (Switzerland) and technical advisor in LCA for startups in the MIT, Berkeley and the University of Manchester.
of over 50 international scientific articles in LCA and sustainability.



MUHAMMAD ZEESHAN

SUSTAINABILITY ASSOCIATE

Qualification: Master of Chemical Engineering
Experience: 10 years experience in sustain ESG, EIA, LCA and sustainability program implementation in various sectors in Pakistan including Textile sector.



AMEERA AHTISHAM

RESEARCH SPECIALIST (QUALITATIVE)

Qualification: MSc. Anthropology and Certificate in Program Evaluations
Experience: 12 years experience in research in health, education and water sanitation and hygiene themes. Excellent



PANKHURI JAIN

SUSTAINABILITY/ESG RESEARCH SPECIALIST

Qualification: MA Sustainable Practice
Experience: Over 8 years experience in research and evaluation in sustainability and climate impact on various sectors



HUSSAM RAZA

DIGITAL STRATEGY & PARTNERSHIPS EXPERT

Qualification: MBA Pakistan

Over 15 years experience in partnerships digital strategy in development in development and media sector.



M. FAKHAR IMAM

SUSTAINABLE AGRICULTURE SPECIALIST

Qualification: MSc Agriculture Extension
Experience: Over 15 years experience agricultural sector with particular focus on climate smart and regenerative agriculture.



MUHAMMAD FARHAN AKHTAR

POLICY ANALYSIS AND IMPACT MEASUREMENT EXPERT

Qualifications: Maser of Public Policy, Crawford Policy Institute
Experience: Over 12 years experience with INGOs and Management Consulting firms on different roles including policy analysis, advisory and monitoring and evaluations.

KEY EXPERTS AND ASSOCIATES

HAFEEZULLAH

STARTUPS AND SME GROWTH SPECIALIST

SOHAIL AZIZ

FINANCE SPECIALIST

ISRAR SABOOR

VALUE CHAIN AND MARKET DEVELOPMENT EXPERT

EMENOGU AUGUSTUS CHINEDU

PROGRAM EVALUATION EXPERT, AFRICA

AISHA SIDDIQUE

WOMEN ECONOMIC EMPOWERMENT AND SPECIALIST

DR. ADEEL SAJID

AGRICULTURE AND LIVESTOCK TECHNOLOGY AND TRAINING EXPERT

MUHAMMAD NAYAB

ENTERPRISE DEVELOPMENT TRAINER

ARSALAN PIRZADA

ENIOR SYSTEMS DESIGN SPECIALIST

M. FAKHAR IMAM

SUSTAINABLE AGRICULTURE SPECIALIST

SNAKHWAN HUSSAIN

ASSOCIATE CONSULTANT - FINANCE AND INVESTMENT

JAMILYABONY YUSUPOVA

ASSOCIATE CONSULTANT - MARKET SYSTEM DEVELOPMENT

ZAHRA MIR

MARKET SYSTEMS DEVELOPMENT SPECIALIST

WHY CHOSE US?

1. Praxis-Driven Solutions: We transcend theory and practice, embracing the power of praxis. Our approach blends deep theoretical insights with real-world experience, ensuring solutions that create lasting impact. We collaborate closely with you to implement strategies that drive meaningful change, amplifying impact without shifting burdens.

2. Systemic Solutions for Complex Challenges: We perceive interconnected realities, not isolated problems. Through systems thinking and complexity science, we unravel the complexity inherent in every challenge. Our focus extends beyond treating symptoms to addressing root causes, transforming entire systems for profound and sustainable change.

3. Adaptive Flexibility: Recognizing the unpredictable nature of development, we prioritize flexibility. We embrace emergence and adapt to unforeseen changes and opportunities, ensuring our solutions remain relevant and impactful in a dynamic environment. Experience progress that evolves, not stagnates, with our adaptive approach.

CLIENTS AND PROJECTS



UN World Food Programme & SUN Business Network Myanmar

- Strategic Review of SUN Business Network Myanmar
- Development of SUN Business Network Strategy 2023-25
- Business Match Mapping Activity in agriculture and food sector for UN World Food Programme - Myanmar
- SMEs Food Safety Assessment and Toolkit for SMEs.
- Need Assessment Survey for SMEs



National Food Limited

- Market demand analysis of specialized nutritious food in Pakistan and Afghanistan for NFL Pakistan



Aga Khan Foundation

- Situation analysis and Baseline Study for F4HE Project
- Conducted training on Business Growth for SMEs

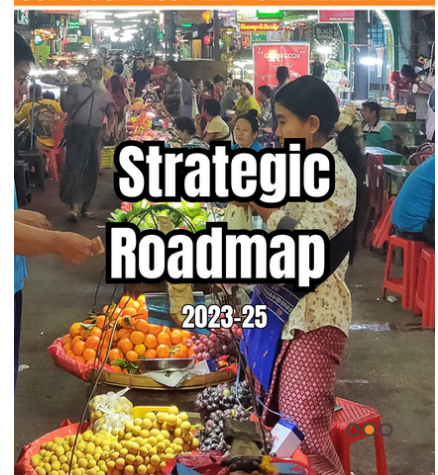


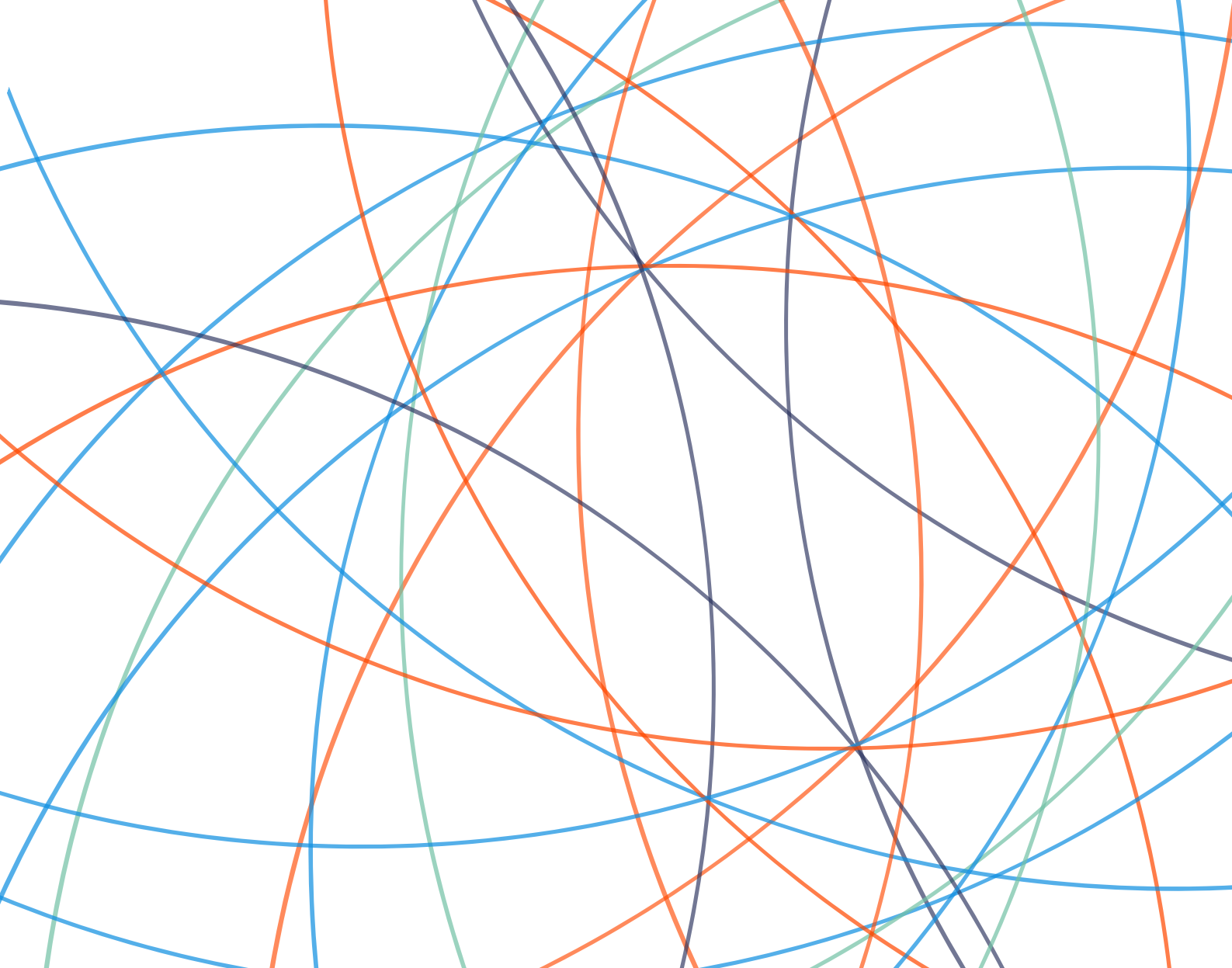
World Wide Fund for Nature (WWF) Pakistan:

- Conducted study on returnee migrants' livelihoods in Punjab for WWF Pakistan (2022).
- Capacity building for Women Farm Enterprise Groups in Sindh
- Designed fashion designing training for women in South Punjab for WWF Pakistan.



SUN BUSINESS NETWORK MYANMAR





CONTACT

Head Office:

Office #H 08, Street 16, Sector N, Bahria Enclave, Islamabad Pakistan
Contact: +92) 332 435 5763 and (+92) 300 064 0202

Australia: 5/1 Norman Street, Findon, Adelaide 5023, SA
Contact: ((+61) 450 623559

Branch Office

Chitral: Office # 09, Ground Floor, Mir Plaza, Governor Cottage Road, Chitral 17200

Email:

info@praxsysassociates.com
praxsys.co@gmail.com

Social:

<https://www.linkedin.com/company/praxsys-associates>

Website:

www.praxsysassociates.com

