**Research, Surveys, Marketing & Social Mobilization Expert**

**Bilal Ahmad**

**Address:**

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**Pen Picture**:

Having M.Phil degree in Sociology & Master (M.Sc) in Economics, I have **8** years plus experience in research, marketing, Surveys & Project Management in development sector. While by working with corporate sector direct dealing with targeted clients made myself mobilization and marketing expert. Throughout my carrier, I conducted designed and implemented different research studies, surveys and social mobilization projects. I also performed a major role in team building and for making effective planning by developing target plans for team members while working with different organizations. Other than development sector projects I am also expert how to engage private sector service providers for not for profit activities through CSR.

I have great experience to train people at any agenda. I am great confident about my motivational skills that I can train the people according to the requirement and policy of organization.

**Carrier Objective:**

I would dedicate myself towards the achievement of company’s objectives while being a part of it and would carry out my duties responsibility, to the entire satisfactions of my superiors, while maintaining excellent interpersonal relationships with my fellow workers

**Education**:

**M.Phil (Sociology)** from Government Collage University Faisalabad.

**M.sc (Economics**) from Agriculture University Faisalabad.

**Experience:**

**Designation:** District Coordinator

**Department/Organization**: Mojaz Foundation (AWAZ-II Project)

**Duration:** April 2021-30 Dec 2022.

**District:** Faisalabad

Aawaz II was a Foreign, Commonwealth and Development Office FCDO funded Programme in Pakistan, managed by the British Council which works with local communities in Khyber Pakhtunkhwa and Punjab provinces to promote the rights of children, women, youth, and other marginalized and vulnerable groups, to strengthen their control over their own development.

**Responsibilities:**

* Maintain district/AAC office and team
* Develop project/activity reports and submit to PMU
* Coordination with line departments at tehsil and district level
* Establish District Forum through engagement of public and private stakeholders
* Support field staff to establish village forums with targeted and relevant local stakeholders
* Coordination with DF/VF/ACAs to strengthening Awaz structures
* Support field team to develop community engagement plans for behavior change
* Support field staff in planning and implementation of Project activities at the district & tehsil level
* Assure delivery of key activities to achieve targets as per the scope of work
* Physical and virtual monitoring on VF/DF level ongoing and planned activities
* Ensure safeguarding of all staff and beneficiaries of Awaz-II
* Coordination with HO, admin and finance officer and field staff to ensure the utilization of resources

**Designation:** Social Organizer, (SO) at MOJAZ Foundation Pakistan

**Department**: Social Organizer working to Reduce Diarrhea through Hygiene Promotion and Women Empowerment in District Faisalabad.

**Duration:** July 2018 to Sep 2019.

**Responsibilities:**

* Trained community resource persons (CRPs) at local level.
* Formations of School WASH Club in Government Schools.
* Mobilize community for formation of Village WASH Committee at village level.
* Capacity building training of Village WASH Committee at village level to ensure ODF.

**Designation:** Action Consulting Company (Trainer)

**Department**: Training Officer under Action consulting company “Directorate of women Development, Faisalabad District.

**Duration:** 6 Months (2018)

**Responsibilities:**

* Trained women lady counselor at current policies of government about women.
* Detailed session about women business and ensured that Govt. and Akhwat would provide loan facility without markup (50,000 to 200,000)
* Discussion about toll free helpline (1043) about women rights and harassment matter.
* Detailed session to lady counselor about women protection in practical life.
* How they support marginalized and deserving women.

**Designation**: Area Coordinator

**Department**: National Socio Economic Registry (BISP) under second consultancy organization Faisalabad District.

**Duration:** 1 Year (2017)

**Responsibilities:**

* Survey and research work
* Collect information from people through observation, interviews, or surveys.
* Collect information through recommended format.
* Supervise against collecting accurate information about ultra poor, venerable poor or above poverty line.
* Mobilize communities for taking self-help base initiatives for the development of their areas.
* Collecting information regarding existing situation of the areas
* Mobilize communities for taking self-help base initiatives for the development of their areas.

**Designation:** Sale & Research Supervisor Faisalabad Division

**Organization:** TREET Corporation Limited Pakistan

**Duration: 4** Years’ (2010 to 2014)

**Responsibilities:**

* Support, plan, and coordinate operations for single or multiple surveys.
* Plan social sciences research.
* Collaborate with other researchers in the planning, implementation, and evaluation of surveys.
* Collaborate on research activities with scientists or technical specialists.
* Consult with clients to identify survey needs and specific requirements, such as special samples.
* Confer with clients to exchange information.
* Conduct surveys and collect data, using methods such as interviews, questionnaires, focus groups, market analysis surveys, public opinion polls, literature reviews, and file reviews.
* Collect information from people through observation, interviews, or surveys.
* Direct and review the work of staff members, including survey support staff and interviewers who gather survey data.
* Supervise scientific or technical personnel.
* Determine and specify details of survey projects, including sources of information, procedures to be used, and the design of survey instruments and materials.
* Prepare and present summaries and analyses of survey data, including tables, graphs, and fact sheets that describe survey techniques and results.
* Prepare scientific or technical reports or presentations.
* Produce documentation of the questionnaire development process, data collection methods, sampling designs, and decisions related to sample statistical weighting.
* Prepare operational reports.
* Bridging between company & distributers in order to meet sale targets.

**Designation: F**ield officer in Faisalabad Division

**Organization:** Child care Foundation

**Duration: 1** Years’ (2009 to 2010)

**Responsibilities:**

* Support, plan, and coordinate operations for single or multiple surveys.
* Plan social sciences research.
* Collaborate with other researchers in the planning, implementation, and evaluation of surveys.
* Collaborate on research activities with scientists or technical specialists.
* Consult with clients to identify survey needs and specific requirements, such as special samples.
* Confer with clients to exchange information.
* Plan all field activity for timely achievement targets.
* Co-ordination with community for timely achievement task.

**Designation:** Intern

**Department:** Social Welfare & Baitul Maal Faisalabad District.

**Duration:** 1 Year (2008)

**Responsibilities:**

* Survey and research work
* Collect information from people through observation, interviews, or surveys.
* Mobilize communities for taking self-help base initiatives for the development of their areas.
* Collecting information regarding existing situation of the areas
* Mobilize communities for taking self-help base initiatives for the development of their areas.

**Professional Skills:**

* Conduct research studies and surveys.
* Data Analysis and Presentation.
* Effective Communication
* Social Mobilization
* Team management
* Development of Target Plans
* Client Management
* Conflict Management

Computer skills:

Diploma in Computer Application (MS PowerPoint, MS Word, MS Excel) and SPSS (Statistical Packages for Social Sciences).

**References:**

Reference will be provide on demand.