

Profile



www.hassanbukhari.me



www.oajekamal.com

Vision

"To be the first choice for our client organisations for Value Addition to their businesses."

Mission

"To create Principle Centred Growth through Value Addition for people and their businesses."

Core Values

- *Client interests always stand ahead of the organisation's own.*
- *Only active partners handle the affairs of business.*
- *Assignments undertaken only when value to client exceeds our fee.*
- *No compromise on integrity, honesty, hard work, commitment, quality and competence.*

Achievements

1,400+ TRAINING SESSIONS	100,000+ PEOPLE TRAINED	90%+ AVG. FEEDBACK	78% REPEAT BUSINESS
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- Over 30 successful consulting and training projects leading to measurable organisation uplifts.
- Trained people from Directors, Board Members, MDs and CEOs to management trainees and fresh graduates.
- 53+ unique training topics developed through research, experience and genuine innovation matching global standards.
- Overall average feedback of 90%+ sustained throughout all training work.

RECENT WORK HIGHLIGHTS

- Performance Improvement through Human Behavioral Layers -Nayatel Pvt. Ltd
- Leadership Development with C Square- ICMAP.
- AI & Modern Business Transformation - Century Paper & Board Mills Ltd
- Interviewing Strategies for Employee Retention- KRL, Kahuta Research Labs

Our Scope of Work

Our consulting work can be summed up in two words: Value Addition. Every engagement we undertake is designed to help your business grow — by increasing revenue, reducing costs, improving productivity, and developing your people.

What We Do

Revenue & Growth

- Increase Sales and Revenue
- Increase Client Reach
- Increase Market Visibility
- Business Development

Operations & Efficiency

- Reduce Cost of Operations
- Increase Productivity Per Unit
- Reduce Process Time
- Lean Management

People & Performance

- Improve Employee Skill and Will
- Increase Performance Per Person
- Leadership Development
- Coaching Leaders and their People

Organisation Development

- Organisation Design and Development
- Policy and Procedure Manuals
- HR Design and Management
- Change Management

How We Do It

We follow a structured, principle-centred approach to every assignment. Our process begins with understanding the client's specific situation, defining the scope, and then executing with a mix of the following:

- Strategic Planning and Analysis (SWOT, PEST, STEER, EPISTEL)
- Business Plan Formulation and Execution
- Performance Improvement (TQM, 5S, Lean, Kaizen, TPM)
- Financial and Cost Consulting
- HR Consulting and OD Planning
- Change Management Initiatives
- Business Process Re-engineering
- Root Cause Analysis
- Transformational Consulting: Trust, Execution, Leadership
- Monitoring, Evaluation and Reporting

Strategic Planning

- Formulation and Execution of Strategy
- SWOT, PEST, STEER and EPISTEL Analysis
- Vision Development — direction setting for organisations
- Financial Modelling, Customer and Environmental Analysis

Productivity & Performance Improvement

- TQM Tools Implementation
- 5S, Lean and Kaizen
- Performance Improvement Analysis
- TPM and 7QC Tools
- Time and Motion Studies
- Root Cause Analysis
- C and E Square Matrix
- Process Re-engineering

Cost & Financial Consulting

- Financial, Internal and Cost Audits
- Internal Control Systems
- Management of Non-Financial Resources
- Accountancy and Bookkeeping
- Corporate Social Responsibility
- Regulatory Compliance
- Taxation — Income, Corporate, Indirect
- Budgeting and Planning

People Consulting (HR & OD)

- Developing OD Plans
- Developing HR Manuals
- Designing Organograms
- HR Policy and Procedures
- Salary Surveys
- Strategic HR Formulation
- Job Analysis and Evaluations
- Performance Management Systems
- HR Diagnostics
- Training Need Analysis

Transformational Consulting

- Creating Trust in Organisations
- Execution and Implementation
- Leadership Development
- Workplace Wellness and Happiness

Academic & Development Sector Work

Oaj e Kamal has extensive experience working with academic institutions, universities, schools, and development sector organisations across Pakistan. This work is a core part of our Value Addition mandate.

Educational Leadership & Development

- Training of Teachers / Trainers (TOT) — multiple universities and schools
 - Let Teachers SEA Program — 900+ teachers trained across 120 schools nationally
 - Student Development Programs — ICMAP, FUUAST, IQRA, IMS Peshawar
 - Brain Train Sessions — Boosting Exam Success
 - Belief Cycles for Career Success and Eliminating Limited Beliefs
 - Career Goal Path Setting and Entrepreneurship for Youth
 - School Vision Development and Implementation
 - Evaluation of Syllabi and School Assessment
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Notable Academic Assignments

Program	Organisation	Highlight
Training of Teachers	Relief Pakistan / USAID	260+ teachers trained, Matta Swat in 13 sessions
Training of Tutors Program	Abasyn University Peshawar	21 faculty members, feedback 8.9/10
Let Teachers SEA	Developments in Literacy	900+ teachers, 120 schools, 95% documented improvement
Training of Tutors	FUUAST	29 faculty members, feedback 4.5/5
Training of Tutors	IQRA University	19 faculty members, feedback 8.5/10
Student Development Program	ICMAP	Multiple sessions, various modules
Brain Train for Exams	ICMAP / IBL	60-70+ students, 35%+ improvement
Entrepreneurship Essentials	Bahria University	CEL / BSF / Ministry of Finance partner
M&E / MEAL Training	Save the Children, TCF, IMC	Open house sessions, multi-org participants
Academic Leadership	Ministry of Education / AEPAM	Educational HR, leadership and motivation

Development Sector Work

- Monitoring and Evaluation Outsourcing
- Project Analysis and Evaluation
- Data Analysis and Reporting
- Developing LFA Matrices
- Capacity Building of Project Teams
- Gender Communication Strategies
- Leadership and Organisation Transformation
- Team Building and Conflict Resolution



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Our Coaching Work is delivered by our Strategic Partner:

Hassan Bukhari — Transformation Together

Hassan Bukhari brings deep expertise in transformational coaching, leadership development, and peak performance programs. All coaching engagements under Oaj e Kamal are handled through this strategic partnership.

Coaching Programs

Executive Leadership & Management

- Executive Development Program
- Leadership Development Program [C & E SQUARE]
- Management Trainees Development Program
- Vision Motion Scoring®

Coaching Categories

- Function-wise: Finance, HR, Marketing, Sales
- Group-wise: Executive Management, Trainees
- Need-wise: Personal or Professional — based on TNA
- Sector-wise: Development, Education, Corporate

Performance & Strategic Coaching

- Performance Initiatives through Behavioral Layers
- Performance Coaching for Sports Teams through Behavioral Layers
- Strategic Coaching for Entrepreneurs

Our Classic Programs

- Behr e Irfaan
- Junoon e Oaj
- Idraak- Self Awareness
- Meer e Karwaan -Leadership
- Sukoon e Qulb
- Oaj e Kamal -Excellence

Over the years we have served 300+ client organisations across Pakistan. Below is a selection of our consulting assignments and our coaching clientele.

Consulting & Organisation Development

Sector	Client & Scope
Media & Broadcasting	Media Unlimited (Pvt) Ltd — Lead Consultant, complete TV channel development (PKR 1.5 Bn project)
Real Estate	Shelter and Shelter (Pvt) Ltd — Full Sales Cycle and Marketing Consultancy
Real Estate	Multiplierz Group — Real Estate Investment Portfolio and Digital Presence
Real Estate	Imperial Towers, HIRTRC (Pvt) Ltd — HRM, Sales Team and Project Book
Development / USAID	Relief Pakistan (Peshawar) — Library Resources Training for 250+ Teachers, Matta Swat
Industrial	Popular Pipes (PVC) Lahore — Complete HR Solution, JDs, PMS, Compensation Design
Industrial	Century Papers Ltd (Lakhani Group) — Behavioural Competencies, ISO 9001, Performance Improvement
NGO / Social	Batool Welfare Trust — Accounting System, Strategic Plan, SOPs for UN Reporting
Corporate	Fanatix Corporate Solutions — SOPs, 5S, Accounting System
Education / USAID	Developments in Literacy — Self Assessment Tool, 1000 Faculty trained across Pakistan

Our Clients — Coaching & Training

Sector	Organisations
Financial Sector	ICMAP · Faysal Bank Limited · United Bank Limited · Askari Commercial Bank · National Bank of Pakistan · Meezan Bank Limited · Khushhali Bank · NIB Bank Limited · Allied Bank Limited · First Women Microfinance Bank · PICIC Asset Management · ICAP · Bank Al Habib · Bank of Khyber
Education Sector	Quaid-e-Azam University · IQRA University Islamabad · Abasyn University Peshawar · Bahria University · Ministry of Education / AEPAM · IMS Peshawar · SWEDISH Institute of Technical Education · Federal Urdu University (FUUAST) · Riphah International University · Wah Cantt College for Women
Industrial Sector	HIT Taxila · Century Paper & Board Mills · Pak Suzuki Motors · Ghani Group · Stylo Shoes · Roshan Packages · Volta Batteries · Kohinoor Textiles · Qarshi Industries · National Foods · Ghulam Faruque Group · Sharif Group
Public Sector	KRL (Kahuta Research Labs) · Pakistan Atomic Energy Commission · PNRA · OGTI · PITAC · Civil Aviation Authority · OGRA · Pakistan Postal Staff College · Securities & Exchange Commission · Islamabad Capital Police · Army Welfare Trust (AWT)
Development Sector	European Union Program · Save The Children International · International Medical Corps · Aga Khan Foundation · Pakistan Red Crescent · Concern Worldwide Pakistan · WHO · Citizen Foundation · Hunar Foundation · Developments in Literacy
Energy Sector	Attock Petroleum Limited · OGTI · WAPDA Administrative Staff College · Government Holdings (Pvt) Ltd
Cement Sector	Lucky Cement Limited · Lafarge Cement Pakistan · Askari Cement Limited
Telecom Sector	Ericsson Pakistan · PTCL · Telenor Pakistan
Services & Consulting	HR Connect · People Logic (Pvt) Ltd · Tariq Mustafa Ramzan & Co. · H. Karim Buksh Enterprises

Contact Us — Let's Grow Together

We would love to understand your business challenges and explore how Oaj e Kamal can add value to your organisation. Reach out to us today.

Oaj e Kamal — Consulting & Coaching

 +92 321 53 55 055 | +92 333 57 97 247

 contact@oajekamal.com

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