



INTRODUCTION

PRIDE is a premier research institute dedicated to producing and promoting evidence-based research to inform social and economic policy formulation.

Established in 2016 as a sole proprietorship, PRIDE has recently been registered as a private limited company – PRIDE Consulting Private Ltd, with the Securities and Exchange Commission of Pakistan. Headed by Dr. Lubna Shahnaz Umer, PRIDE has its main office in Islamabad,

PRIDE provides research and advisory services in a range of areas, to a broad range of stakeholders including all tiers of government, development partners, civil society and academia.

PRIDE specializes in conducting high quality quantitative and qualitative primary research, in conformity with international ethical standards. It strives to engage and mentor emerging young researchers in promoting culture of research.

OUR SERVICES



Research



Policy Advocacy



Field Surveys



Data Analytics



Training & Capacity Building

AREAS OF EXPERTISE

- · Labour and Employment
- · Decent Work
- Informality
- Future of Work
- · Private Sector Development
- · Poverty and Inequality
- Social Protection
- · Gender mainstreaming
- · Migration and Immigration
- · Education and Skill Development

EXPLORING COLLABORATION

PRIDE welcomes proposals for collaboration with other research organizations. We are open to exploring ideas for partnerships in areas of mutual interest with interested organizations.

OUR TEAM

Dr. Lubna ShahnazChief Executive Officer

Dr. Shahid NaeemDirector Policy

Dr. Umer KhalidDirector Research

Raja Faiz ul Hasan Faiz Legal Expert

Dr. Zobia BhatiSenior Research Fellow

Ms. Asma Ejaz Senior Trainer

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OUR CLIENTS

PRIDE team has successfully completed assignments for a number of clients, including:

- The World Bank
- International Labour Organization (Geneva, Pakistan, Thailand, Bangladesh and Somalia Offices)
- UNWOMEN
- GIZ, Islamabad Office
- EU, Islamabad Office
- Govts of Punjab, Sindh, Balochistan and KP (Labour Departments)
- Sindh TEVTA

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- Bureau of Statistics, Govt. of Punjab
- Lead Pakistan
- MSI/USAID
- AID / UNDP
- PITCO/ KFW Development Bank
- Oxfam,
- FES,
- AKRSP
- Australian National University

