



reshaping areas of conflict

FOUNDING YEAR

2017

MAIN OFFICE

#217, Street 5, Old Taimani,
Kabul, Afghanistan

OTHER LOCATIONS

Bournemouth, England
Delaware, United States
Tallinn, Estonia

INDUSTRIES

Consulting, Agriculture, Mining,
Procurement, Real Estate,
Technology, Trade

VENTURES

The Hub
Choob.af
education.af
Pezwan.com

TELEPHONE

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WEBSITE

asaraglobal.com

Contents

Message of the President

5

Our Vision

6

Our Team

8

Our Capability

9

Our Portfolio

22

Industries

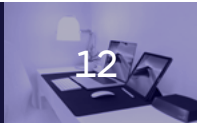
11

Investments

28

Consulting

12



Procurement

18



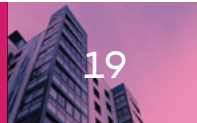
Agriculture

16



Real Estate

19



Mining

17



Technology

20



Trade

21



Clients & Partners

29

Contacts

30

Message — OF THE — President

I am pleased to announce that after two years of hard work by our team, we are launching our global operations to help our clients with delivering the highest quality of service not only in Afghanistan but in other developing countries similar to Afghanistan. Our dedicated team of professionals and experts closely work with each of our clients and make sure we meet their professional expectations.

I hope you will be able to learn more about the amazing work that we are doing around the world by reading this profile. Our values as a company help us in providing quality services to our partners and clients, with delivering each service with the quality to make an impact.

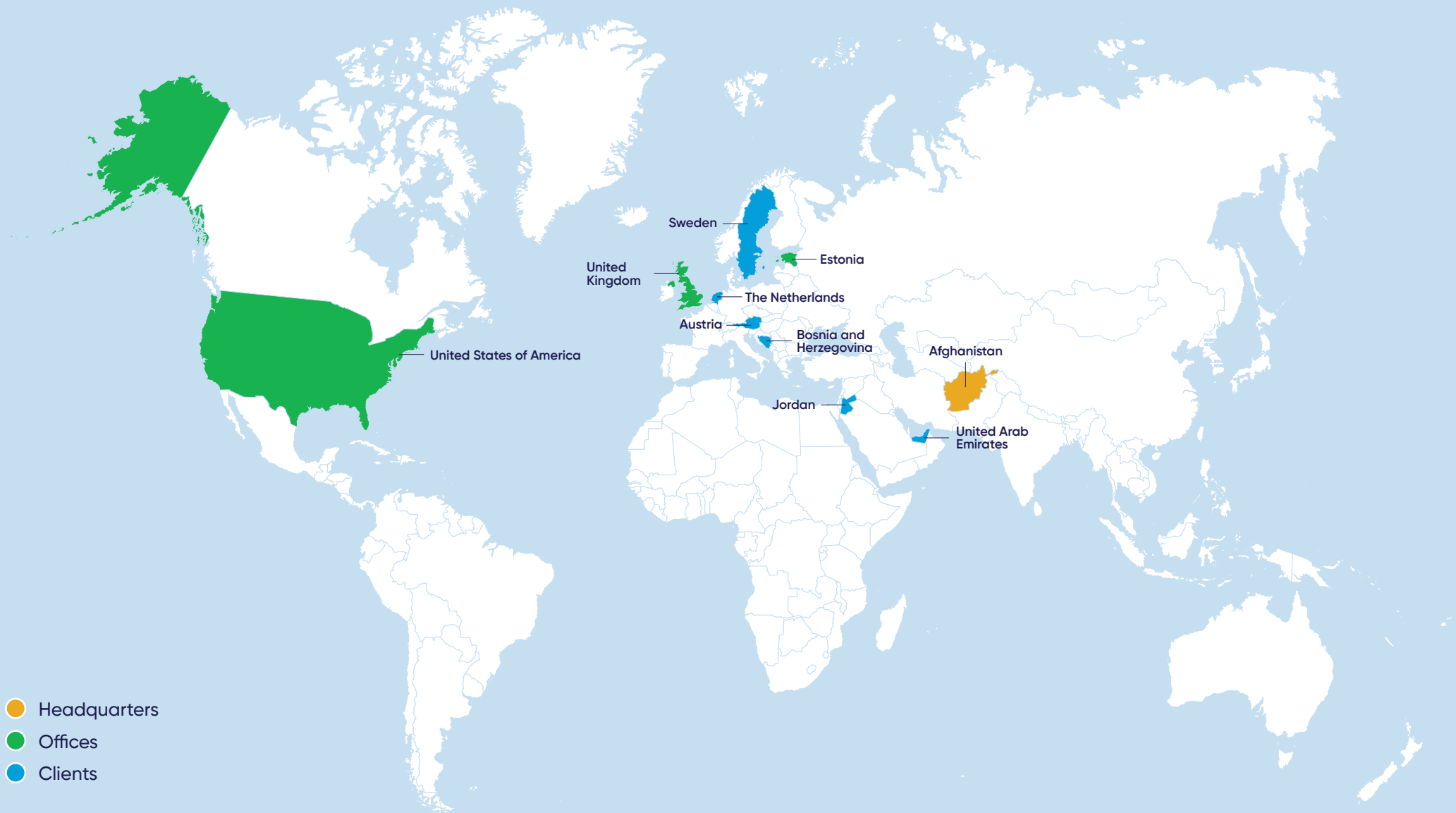
We are looking forward to serving you.



Ahmad Shakib Mohsanyar
President, Asara Global Group

Our vision is to be the leading firm in developing countries, offering innovative solutions to socioeconomic challenges, and to provide excellent services to different public and private clients.

We believe the future for post conflict countries lies in job creation, training and capacity development, and working to create a business enabling environment that will attract local and foreign investors as well as partners. We know the future of Afghanistan lies in stimulating the national economy and promoting entrepreneurial thought. Our vision is to be the "go to" company that provides customized business services designed to meet your needs while simultaneously building up the economic growth potential and fostering peace in conflict countries.



- Headquarters
- Offices
- Clients

Our Team

Our team consists of 80+ highly qualified and experienced directors, consultants, advisors, managers, and experts with decades of professional work experience in developing countries. On average, our team has more than 15 years of experience in public, private, and non-profit sectors. Our team members have worked with institutions such as Afghanistan Investment Support Agency, Development Alternatives Inc, German International Cooperation, Afghanistan Ministry of Commerce and Industries, etc.

Asara and its team has experience in managing large scale projects in the areas of business incubation, entrepreneurship, innovation centers, business management and advisory, project management, business planning, business evaluation, job creation, monitoring and evaluation, research design,

policy analysis, value chain development, market services, certifications, compliance, taxation, financial management, market linkage, logistic and supplies, transportation, product development, mining, trade promotion and facilitation, and many other sectors working with Afghan government, international donors and the private sector in Afghanistan. Our experience is combined with a solid educational foundation from leading universities across the world such as United Kingdom, United States, Singapore, Korea, India, Pakistan, and Afghanistan.

Coming from humble origins, we are now a fast-growing firm with a goal to be the leading firm in providing innovative solutions and services to socioeconomic challenges in developing countries.

2017

- Asara Consultancy Services was founded with the vision to offer innovative solutions to socioeconomic challenges in Afghanistan.
- Launched two ventures: The Hub co-working and business incubator, and Choob.af – the first furniture e-commerce in Afghanistan.

2018

- Expanded our operations to two physical offices in Kabul.
- Grown into a team of 35 full-time employees
- Served a total number of 25 clients in Kabul, Jalalabad, and Herat provinces.

2019

- Grown into a team of 80+ full-time experts, mentors, consultants, and managers.
- Served 36 clients and implemented 48 projects.
- Expanded Asara into a global firm with services in numerous different industries.

Our Capability

We have partnered with a range of national and international entities to deliver the best quality of services to our clients and project beneficiaries.

80+

**TEAM OF
EXPERTS**

610

**BENEFICIARIES
SERVED**



40

**PROJECTS
COMPLETED**

26

**HAPPY
CLIENTS**

**BUSINESSES
SUPPORTED**

105

**STARTUPS
SUPPORTED**

118

We provide services in numerous different industries.

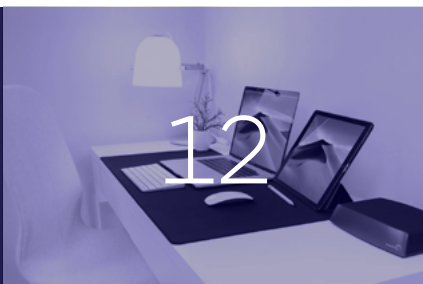
Our primary focus, however, is to deliver quality services to our clients through our expertise and extensive capabilities.

We are offering customized services in the following industries.

Industries

Consulting

12



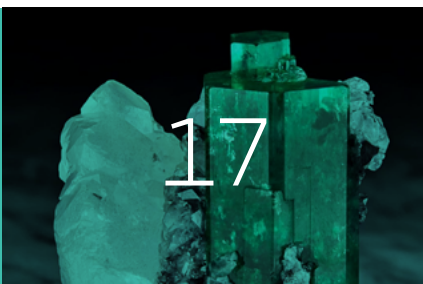
Agriculture

16



Mining

17



18



Procurement

19



Real Estate

20



Technology

21



Trade

Consulting



BACKGROUND

As a key service — and the foundation of Asara — our successful consulting services have enabled us to design and implement projects in a variety of consulting industries. Our team of experts, advisors, and consultants have worked with reputable national and international entities and possess a combined 15+ years of experience creating impact throughout the Afghan market as well as regional markets alike.

OUR FOCUS

Our quality service delivery made us a leading entity in the areas of incubation support, management consulting, media, and communication, as well as, project management in developing countries like Afghanistan. The power of our previous track record helps us to provide niche services in the consulting industry and replicate our successful model to other developing countries.

1. Entrepreneurship Development

Entrepreneurship development is one of our core competencies since our establishment, where we concentrate on helping young entrepreneurs to convert their ideas into a successful business with a full-package of startup support services. Asara aims to positively change the business environment of developing countries like Afghanistan by promoting

entrepreneurship and private sector development. Our goal is to turn logical and feasible business ideas into a sustainable business in Afghanistan. We believe entrepreneurship and helping businesses with their growth is the right solution for reducing the unemployment rate in post-conflict areas.

RESOURCES

Afghan Entrepreneurs Network

As one of our initiatives, we aim to invite Afghan business officials to a physical and virtual space for making a huge network of entrepreneurs in Afghanistan. This platform will help the new startups and entrepreneurs by providing them mentorship support, access to market, and access to finance. In the long-run, this network will work to positively shape the business law of Afghanistan.



Creative Business Cup

In mid-2017, we partnered with CBC International to organize the first chapter of the CBC in Afghanistan. In the event, 100+ business-related officials participated, where 20 startups competed with each other to win the title of National Winner, who would then compete at the Global Competition in Copenhagen, Denmark in June 2019.

Global Startup Forum

Global startup forum is a platform, where we are paving the way to Afghan entrepreneurs to access international startup networks. The startups will have the chance to pitch their ideas in GSF sessions which will help them in expanding their network of national and international level startups, SMEs and investors.

OUR APPROACH





2. Management Consulting

We have years of experience in improving the performance of private companies, non-profit organizations, and governmental organizations.

Our team has an in-depth knowledge of the local developing markets like Afghanistan and has worked with preeminent entities including the government of Afghanistan, the international community, and leading private sector companies.

Our expert team of specialized consultants, mentors, and coaches with decades of experience are available to help our clients in improving their company and organization's performance. Our consultants analyze the organizational problems and gaps in order to design customized plans along with improvement strategies to increase the organization's performance. We provide mentorship, coaching, and advisory support to make sure that the strategy and improvement plan is well implemented.

Asara provides organizational change management assistance, development of coaching skills, process analysis, technology implementation, strategy development, and operational improvement services. We bring our own proprietary methodologies to guide throughout the identification of problems and to serve as the basis for recommendations for more effective ways of performing organizational tasks.

OUR PROCESS

1

Organizational Assessment

In the beginning, our consultants conduct an assessment of the organization where all the information and data will be gathered, which will help us to identify the intervention points which could enable them to perform better and grow.

2

Strategy and Plan Development

Following the assessment findings, our team develops a strategy or improvement plan for the organization. In the plan, all identified challenges will be analyzed and implementable actions with a specific timeline will be pointed out.

3

Strategy and Plan Implementation

Post developing the plan, the team will start the implementation of activities. The team will solve the organizational challenges to help the business operate smoothly while the end goal will be to increase the performance, growth, and revenue.

4

Capacity Building and Advisory

Besides helping an organization to operate smoothly and increase the performance, Asara provides on-job capacity building and advisory support to beneficiaries of the entity's relevant departments on the developed plans and procedures. This will act as a sustainability model to the activity which helps the organization to carry on the procedures without the consultant's support in the long-term.

5

Monitoring and Reporting

Following the assessment findings, our team develops a strategy or improvement plan for the organization. In the plan, all identified challenges will be analyzed and implementable actions with a specific timeline will be pointed out.

6

Follow-up

Post completion of the assignment, Asara does not stop the supports and commits a minimum of six-months follow-up support to the organization if the beneficiary faces any challenge in implementing the developed plans, systems, and procedures.

CONSULTING



3. Media and Communications

We conceive and produce integrated design, content, and digital strategies to influence key client stakeholders. We

collaborate with our clients across all media and markets to advance their organization's objectives with investors, journalists, employees, partners, and consumers.

From content development, to print design, and social media to digital marketing, video production, campaign management, photography, and graphic design support. We help our clients tell compelling stories about who they are, what they do, and why they matter.



STRATEGY

Strategic communications are the core internal and external part of an organization since it's an umbrella term to describe the activities of disciplines including public relations, management communication, and advertising.

Asara has a team of strategists to provide a clearly defined, thoughtful, and data-driven approach to meet our objective of providing our clients with quality services (below):

- Communication strategy
- Social media strategy
- Campaign management
- Public awareness

DESIGN

Asara provides graphic design support from idea-driven design to abstract designs. The team provides support to different areas of digital media from graphic designs to production services.

- Brand and Visual Identity
- Product Packaging and Labeling
- Environmental Graphic Design
- Photography
- Motion Design
- Editorial and Publication
- Marketing and Advertising
- User Interface Design
- Documentaries
- 3D Design
- Post Production

April 2019 – Kabul
Ministry of Mines
and Petroleum visual
identity developed by
Asara

NOTABLE WORK



2017-2018 • Business DNA is Afghanistan's first executive magazine published every two months. The brand identity, masthead, and layout design of the magazine was developed at Asara.



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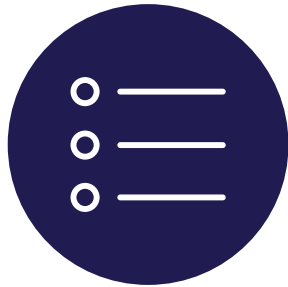


April 2019 • *Mineral Resources in Afghanistan* lists the minerals in Afghanistan by location, potential reserves, value, etc. Designing this book was a challenge only Asara were capable of pulling off, and the result was just what the client hoped for.



ISLAMIC REPUBLIC OF AFGHANISTAN

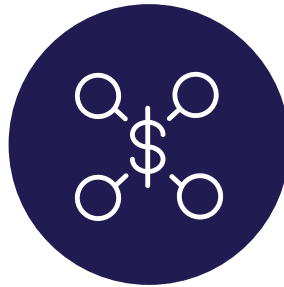
**Ministry of
Mines and Petroleum**



4. Project Management

Project management is the key to the success of a project. There were and are more than a hundred thousands of projects in Afghanistan and developing countries with a feasible expected outcome, but the results are vaguely comparable to the resources spent due to non-efficient project management. Asara provides professional project management services for national and international clients assisting them in designing and implementing medium and large scale projects.

Asara provides support to its clients through designing and developing hard and soft customized static and dynamic management approaches. The team of certified PMPs are experts in projects initiating, planning, execution, controlling, and completing in different sectors and areas locally and globally; construction, education, consulting, mining, technology, trade, etc.



5. Financial and Taxation

We provide premier taxation and accounting services in Afghanistan. Taxation services include monthly, quarterly, and annual filings, as well as, tax enforcement representation. Accounting services include payroll administration, financial management systems installation, and maintenance. We help companies with their daily administrative and secretarial needs to streamline their accounting and bookkeeping procedures, so they can get on with running their business while knowing that all the accounting and statutory needs are taken care of by our expert team.



6. Compliance

In an increasingly demanding and complex regulatory environment for international companies to operate in Afghanistan, it is important for companies to work with an experienced firm that understands the business environment and local regulations. We offer a complete range of compliance services for national and international clients with the interest to operate in Afghanistan.

Our compliance services include new business registration, work permits facilitation for foreign citizens, business and work visa processing, sector-specific license, and official permits in Afghanistan. Our compliance specialists take a commercial and pragmatic approach that is built on a foundation of knowledge and experience to effectively steer compliance matters in Afghanistan that will allow our clients to focus on their core business missions in Afghanistan.

Agriculture

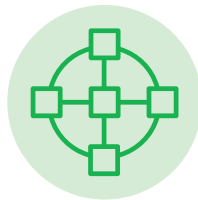


BACKGROUND

Agriculture is a key source for local development and we believe that most developing countries have a huge potential for the agriculture industry which will help the local economies to grow and sustain. We closely work with farmers and the value chain players in the agriculture industry to maximize the production, quality of farms, and their products by bringing innovation in product and process of the agriculture industry, as well as, promoting their product to national and international markets.

OUR FOCUS

From value chain development to access to the market, we work with farmers to optimize innovation in the farms and increase their production level while considering the sustainability of farms with the help of technology, innovative machinery, and innovative approaches. We also connect farmers to markets in order to sustain their production and sales.



Value-chain Development

Our aim with value chain development is to work with industry players

and foster the agriculture industry in Afghanistan by monitoring the relationship of stakeholders to strengthen the overall agriculture industry.



Standardization & Certification

We will be closely working with agriculture firms to enable

them with standardization of their products and obtain the required certifications for their products.



Innovation in Agriculture

Most developing countries are lacking the technical knowledge

to apply different types of innovations in process, product or design. We will make sure that developing countries would be able to apply innovation into their agriculture sector.



Market Services

is a critical need for agriculture firms in order to diversify their geographical

coverage, supply to new markets, and ensure long-term survivability.



Mining



BACKGROUND

Mining plays a key role in the sustainable development of Afghanistan, which is bound with semi- and precious stones. However, these mines are being extracted unprofessionally that harms their quality and value. We provide support to the government, national and international companies in designing and implementing mining projects. We provide advisory support to the mining industry extractors and exporters on standard extraction and value chains.

OUR FOCUS

We provide support to the standard extraction, process, and sales of quality mining products that compete with regional and international products. We also export a variety of minerals and provide technical support services to help the local producers reach global markets. Our online services help you source the quality rough and polished minerals from Afghanistan more efficiently.



Mining Advisory

Asara provides demand-based technical assistance to local mining firms by

providing them quality proposals, developing bidding documents, developing a financial portfolio and financial model, conducting financial analysis, and providing legal support services.

Asara encourages and trains the firms in an environmentally and socially responsible mining manner and would advise them in the activities that are in compliance with the local/global standards and Extractive Industries Transparency Initiative (EITI).

We also offer customized training packages in the mining sector.



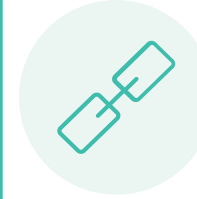
Mining Compliance

We facilitate mining licensing, government mining compliance, mining taxation, government relations for mining extraction, and relevant compliance and procurement services to organizations.



Facilitate Mining Certification

Asara works to facilitate mobilization of large mining companies and is seeking support from international investors and donors to establish a mining certification center in the country. The certification center will provide demand-based technical assistance to mining firms by certifying their stones based on global standards. Certification of the mineral's under the Afghanistan brand is critically important. This helps in reintroducing Afghanistan's minerals to international markets under other country's brand.



Market Linkage

Asara provides trusted sales advisory and market linkage to interested clients in the mining industry. We are providing access to market service for your products in the regional and global markets.

Finding trusted sellers is also an obstacle for international buyers where we have the privilege to ease the linkage process. We are the right contact to connect right sellers to right buyers through the right channels in Afghanistan and outside Afghanistan.

OUR INITIATIVES

Afghanistan Gemstones Hub aims to offer a structured market for Afghanistan's gemstones and to build trust among local and international buyers. Asara aims to be the one-stop-shop for purchasing elegant gemstones of the country. Our gemstones production center introduces Asara's branded products with guaranteed quality.

Pezwan.com is Afghanistan's unique online gemstones market that connects local gemstone miners/sellers with international buyers. We showcase all kinds of rough and polished gemstones of the country through Pezwan.com

Procurement



BACKGROUND

Our mission is to enhance the commercial performance of our clients by offering exceptional procurement and logistic services through our expert team. We are offering logistics and procurement services for private companies, international organizations, and the local government. We are making sure to supply your procurement needs with quality, efficiency and immediately. We personalize our services based on your procurement needs.

OUR FOCUS

The fact that Afghanistan imports more than 85% of its goods and equipment, Asara established a local and global network of partners in order to facilitate the procurement needs of our clients. According to our values, we prioritize integrity at all times and therefore only work with genuine suppliers worldwide. Our procurement and supply process includes planning, negotiation, and supply of the goods.



Logistics Supply

We provide and fulfill your logistical needs in different sectors from construction

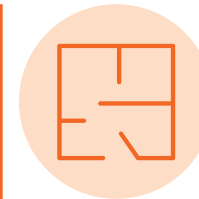
to technology, and mining to agriculture. As a reliable supplier, we ensure you receive your needed materials and supplements by the required time. We help you sustain your business by reducing your logistical costs and making your logistics network more efficient. We take care of supplying your products and services on a pre-scheduled basis to ensure your satisfaction with qualified, flexible and multilingual personnel, multilingual back office, smooth data processing, paperless communication, and traceability.



Transport

We provide wide transport facility that best fits your national, regional,

and international stops through the long distance-chartered, combined, relay, and special products transport. We submit the deliveries on a pre-agreed schedule and are ready to serve large heavy goods, high-volume orders, and small-lot deliveries. We are shipping the logistics by adopting the Modal Shifts model which leads to environmental protection through energy savings and less traffic.



Exhibition Management

We provide a total management solution for valuable, time-

bound, and high profile exhibitions in national, regional, and international levels. We facilitate the exhibition organization by managing the event from location selection to its landscaping. Preparing logistical needs, setting-up booths, creating a visual identity, preparing invitation and inviting guests, reception, etc are the activities Asara's team of procurement takes care of based on each exhibition's needs.

Real Estate



BACKGROUND

Our real estate is targeting commercial markets. We are keen to provide all the needed services and facilities for our clients to help them find their dream property. Our team of real estate professionals is keen to help you with hunting the right property based on your needs. Wherever you want to buy, sell or rent a house, we will work passionately to provide truly remarkable service for your property needs.

OUR FOCUS

The current real estate system in Afghanistan needs more innovation and transparency in its procedures. We are the only real estate company that provides international standard real estate services to our clients by offering different packages based on their demands.



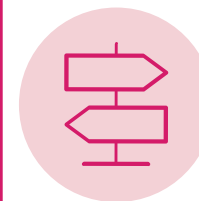
Property Development

Our property development encompasses the building and renovation activities from purchasing land to handing it over to clients and from construction management to internal decoration. Our expert team will assist in surveying, buying, financing, designing, and building of the property.



Property Sale

Our real estate agents have access to a variety of available properties in the market based on your needs and financial capabilities. You can find our property list here and can subscribe to the newsletter for receiving updates about available property deals. Our professional agents are specialized in re-selling and assisting you with finding available property in the market.

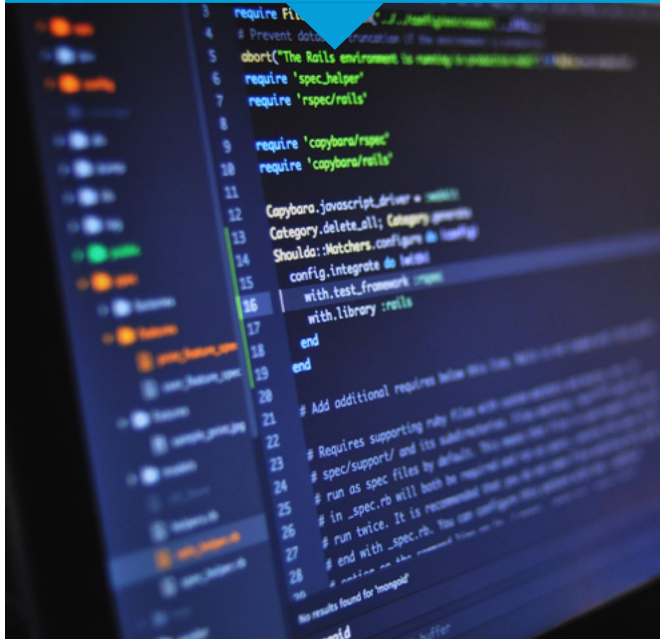


Property Rent and Lease

We are the right source for finding quality houses and apartments for rent. This helps you to avoid searching the traditional property dealers and visiting every property to find the right one for your home and office.



Technology



BACKGROUND

Through our experts from across the world, Asara works to enable technology as a tool for improving livelihoods, increasing economic opportunities, and bring positive social changes mainly targeting the developing countries. Our global partnerships enable us to close the gaps in technological development between developing and developed countries. We provide support for expanding the usage of technology from urban to rural areas, where access to technology is limited due to lack of infrastructure.

OUR FOCUS

Our main focus is on changing the living conditions of people in developing countries. From applying artificial intelligence to product development and technology utilization across different industries. We will make sure that the positive impact of technology is focused on the center of bringing positive changes for different communities.



Artificial Intelligence

We apply AI to address specific local challenges in a community

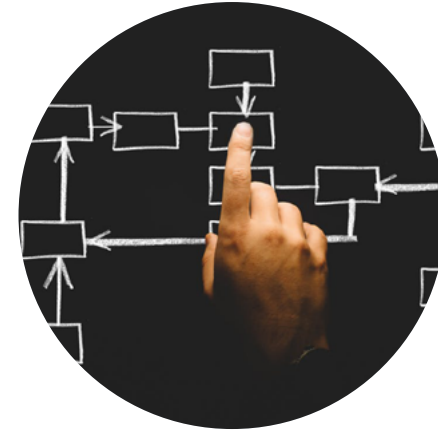
through working with different stakeholders such as businesses, the local government, and local institutions. We also enable private companies to foster their revenue and growth with the support of AI.



Product Development

We develop innovative products based on the needs of

developing markets by using latest technology advancement in the world. Our products are mainly for commercial markets, however, we also provide software solutions such as mobile apps, desktop and web products as well.



Enterprise Solutions

We work with organizations to address their software needs

with innovative solutions and help them to increase revenue and make an impact.



Technology Utilization

We work to increase the usage of technology in

developing nations by bringing the latest technologies across several industries.

Trade



BACKGROUND

We open the doors of trade between developing and developed countries. We take special marketable commodities from each country and make it available to the international markets. Our focus is much on export from Afghanistan to the international market. Our export products from Afghanistan are Afghan carpet, saffron, stones, dry fruits, fresh fruits, and vegetables that are high quality and unique in the international markets.

OUR FOCUS

Our services are aligned with the National Export Strategy of Afghanistan. Our main focus is in exporting a variety of products and providing support services in this area to help other local export companies foster their entities and properly export Afghan products to global markets. From trade facilitation to quality manage, promotion, and professional services, as well as, access to finance, we work to increase the value of export to different markets while making sure the export companies are producing and supplying desirable products. Get in touch with us if you require our expert team to prepare your products for the international markets.

EXPORT PRODUCTS



Rugs and Carpets



Saffron



Gemstones



Nuts and Dried Fruits



Fresh Fruits



Vegetables



Trade Promotion & Facilitation

We promote the products of Afghanistan and provide technical and

professional support services to facilitate trade activities for exporters, the Afghan government, and the international donors working to promote and facilitate Afghan exports.



Capacity Building

We provide capacity building and training services for local export

companies in order to help them with business services, quality control, revenue growth, access to market, and other required professional services.



Quality Management

Quality and consistency of products, certification of exportable

items from Afghanistan are the main challenges for the Afghan government and exporters. We closely work to make sure the quality and consistent products are exported to global markets.



Mentorship & Advisory

We closely work with the export entities, specifically the export

companies to provide them with business mentorship and advisory.

Over the past two years, we have been able to design and implement small to large projects across multiple industries.

Our Portfolio

As a fast-growing company, we have proudly worked with more than 30 national and international clients based in Afghanistan, United Arab Emirates, Jordan, the Netherlands, Austria, Estonia, and the United States.

SELECTED PROJECTS

pp. 23–27

To see all projects, please visit
asaraglobal.com/portfolio



OUR PORTFOLIO



Business Incubation Services

CLIENT

good^{up}

CATEGORY

Entrepreneurship & Innovation Support

DURATION

Sep 2017 – Dec 2021

STATUS

In progress

WEBSITE

www.brightfuture.af

PROJECT DESCRIPTION

The project aims to help Afghan youth growing their existing businesses or turning their viable ideas to sustainable businesses in the market. In this incubation program, 450 young Afghan entrepreneurs will be incubated on the foundation of starting a business to turn their ideas into successful businesses. The incubation program is not just training, it is a complete 360° support to start-ups and businesses which include business training, mentoring and coaching, providing co-working space, access to capital through a special model of seed-funding or crowdfunding, and access to a network through different events and conferences. Bright Future is a five-year program that has five pathways and the incubation pathway will be implemented in nine different tracks. Asara is responsible to manage the pathway two of BFP in partnership with 1%Club.



Kabul (Sep 2017): Bright Future Incubation early-stage entrepreneurs during the programme.

PROJECT ACTIVITIES

Three tracks of Business Incubation have been implemented successfully where Asara has provided incubation services to 118 entrepreneurs in Kabul. More than 70 of these entrepreneurs are actively operating and are offering a variety of services/products in the business market of Afghanistan. These startups have created 430 job opportunities.

As the industry leader, we count ourselves responsible for supporting the Business Incubators in Afghanistan by building other incubators' capacity. During the project life, Asara subcontracts each of the tracks to an implementing partner and supports the sub-contractor technically and financially to implement the six months track. Asara has subcontracted four tracks to market key players so far and is directly providing them incubation management assistance.

PROJECT RESULTS

ENROLLED STARTUPS

165

GRADUATED

118

ACTIVE BUSINESS

70+

REGISTERED WITH ACBRIP*

36+

CREATED JOB OPPORTUNITIES

425+

* Afghanistan Central Business Registry and Intellectual Property



BART LACROIX

CEO GoodUp B.V.

The Netherlands

The Bright Future Programme is split into 5 'Pathways' that all complement each other. Pathway 2 is a business incubation program which consists of an entrepreneurial curriculum implementation and ends with a crowdfunding campaign.

For the first ever incubation track, GoodUp B.V. based out of The Netherlands chose implementing partner 'The Hub', a venture of Asara active in Kabul, Afghanistan to implement the first track of Bright Future Incubation.

...

In total, the first track kicked off with 33 incubates, lasted 6 months and was successfully closed at the end of February 2018 with a crowdfunding campaign in which 18 campaigns were successfully finished, registered their business and received 50% Match Funding from the BFP. These results exceeded each expectation and target that was set from the beginning.

OUR PORTFOLIO



Business Mentorship and Advisory

CLIENT



Promote: Women in the Economy
Program

VCATEGORY

Management Consulting

DURATION

Sep 2018 – Sep 2019

STATUS

Completed

PROJECT DESCRIPTION

The MBA Corps was designed to assist private sector businesses in Kabul, Herat, and Balkh provinces of Afghanistan through offering business mentorship and advisory; it was expected that the MBA Corps project helps the businesses based on their needs to grow better by establishing a standardized system including sales, revenue growth, financial, inventory, stock, administration, and HR systems. Moreover, to develop standardized recording systems, generate policies and strategies/plans, conduct staff training for sustainability, help the firms with market connectivity, resource mobilization, donor relations, and other activities that support the business to reduce the unnecessary expenses and increase the overall revenue of the firm.

PROJECT ACTIVITIES

Under an agreement with DAI (USAID Promote: Women in Economy) Asara has provided management consulting services to 50 women-owned businesses in Afghanistan's three of four main areas of central, western and northern regions. The aim of the activity was to support the businesses in increasing their revenue and creating more employment opportunities by providing technical support excluding financial support interventions through a course of six months. The team conducted an assessment at the start of the program and developed a business action plan where all the necessary technical activity needed to be done for the growth of the business was scheduled. Asara used the hands-on training and mentorship approach for sustainability as we prefer the "Support and Enabling" approach for the beneficiaries.



Mazar-e Sharif
(April 2019):
Asara consultants
visiting businesses
to observe the
improvements
firsthand
and provide
mentorship for the
beneficiaries.

PROJECT RESULTS

AVERAGE GROWTH
RATE PER BUSINESS

470%

BUSINESSES
GROWING FROM
SMALL TO MEDIUM

60%

AVERAGE
CUSTOMER
GROWTH
PER BUSINESS

300%

NEW JOBS
CREATED

320

OUR PORTFOLIO



Mentorship and Training

for participant businesses at the Regional Trade Fair in Kabul and Nangarhar

CLIENT



Promote: Women in the Economy Program

CATEGORY

Management Consulting

DURATION

Dec 2017 – Jan 2018

STATUS

Completed

PROJECT DESCRIPTION

DAI-WIE selected 30 women-owned businesses to participate as exhibitors at the Regional Trade Fair in Kabul. We conducted an orientation session, a preliminary assessment, and provided in-person mentorship for the selected businesses. The businesses had never experienced participating in a trade fair, we helped them create new relations in order to increase their sales.

PROJECT ACTIVITIES

Asara conducted an assessment on each of the beneficiary businesses at the start of the program where the needs of each business were identified. Asara provided mentorship support and boot-camp facility for preparing 30 women-owned SMEs to participate in a domestic exhibition. The businesses were mentored on organizational and operational development while another team of consultants was preparing the business to be ready for participating in the regional exhibitions.

PROJECT RESULTS

The businesses got surprising agreements with new customers while they had great sales during the exhibition too. Below is a summary of the results achieved after the program:

- Product/Service development
- Administration and operation development
- Expanding the network of clients and suppliers
- Growth in sales

Regional Trade Fair – Nangarhar (Sep 2017): Asara CEO, Mr Ebadullah Ghafari briefing the beneficiaries on the project's activities and expectations.



RESHAD SADOZAI

**Sr. Private Sector Development Director,
USAID Promote: Women in Economy
Afghanistan**

Asara successfully implemented the Mentorship and Training of Participant Businesses for 'Regional Trade Fair in Kabul and Nangarhar' project with DAI under 'Promote: Women in Economy' program.

Between December 2017 — May 2018, Asara assessed 55 women-owned businesses in both provinces and offered mentorship support for the businesses.

We would like to thank Asara for the valued contribution to the success of this project.

OUR PORTFOLIO



Management & Research Training

CLIENT



CATEGORY

Management Consulting

DURATION

Sep 2018 – Sep 2019

STATUS

Completed

WEBSITE

idlo.int

PROJECT DESCRIPTION

International Development Law Organization (IDLO) enhances the knowledge of Afghanistan Legal Aid and Advocates Network (ALAAN) lawyers to provide improved services to clients and managers of ALAAN member organizations on effective management skills. Through this component, Asara conducted management capacity building training to IDLO's member organizations.

PROJECT ACTIVITIES

Under this agreement, we delivered four training sessions:

- Mgmt. & Leadership Skills
- Management Essentials
- Proposal Writing & Fundraising
- Research Methodologies, Data Collection & Analysis

PROJECT RESULTS

120+ employees of the ALAAN network were trained on management skills. The competencies of the participants were developed and had professional management skills by the end of the courses.



Mr Abdul Baqi Saboori, Asara's master trainer delivering a presentation to participants of the training session.

Management Mentorship

CLIENT



CATEGORY

Management Consulting

DURATION

Sep 2018 – Sep 2019

STATUS

Completed

WEBSITE

idlo.int

PROJECT DESCRIPTION

The International Development Law Organization (IDLO) enhances the knowledge of Afghanistan Legal Aid and Advocates Network (ALAAN) lawyers to provide improved services to clients and managers of ALAAN member organizations on effective management skills. Through this component, we conducted management mentorship activities to IDLO's member organizations.

PROJECT ACTIVITIES

We delivered 10 mentorship sessions to ALAAN member organizations:

- Theory of Change
- Fundraising
- Monitoring and Evaluation
- Project Management
- Report Writing
- Proposal Writing
- Time Management
- Strategic Planning
- Financial Management

PROJECT RESULTS

80+ employees of the ALAAN network were mentored on management skills.

OUR PORTFOLIO

New Identity for Afghan Ministry of Mines

CLIENT



CATEGORY

Communications

DURATION

Mar–Jun 2019

STATUS

Completed

WEBSITE

momp.gov.af

PROJECT DESCRIPTION

Structural reform at the Ministry and a comprehensive mining roadmap for Afghanistan's extractives sector required the Ministry to seek for a visual identity refresh that would reciprocate those positive changes to its partners, stakeholders, and to wider public audiences. We helped the Ministry to find its voice as the authority in the extractives sector in Afghanistan.

PROJECT ACTIVITIES

The main component of the project was to create a refreshed look that would accommodate the Ministry's growing online presence, as well as its huge volume of stationery items, print collateral, editorial and technical publications.

PROJECT RESULTS

A clean and refreshed visual identity system that helps the Ministry to represent itself consistently on print and digital environments.

We also developed a unified layout system for its editorial and technical publications that would allow the Ministry to publish its content in a coherent and consistent manner.



A student practicing reading in public as part of the Afghan Children Read (ACR) reading campaign in Afghanistan.

Content Development Advisory

CLIENT



CATEGORY

Communications

DURATION

Sep 2018 – Sep 2019

STATUS

Completed

WEBSITE

magentaconsulting.org

PROJECT DESCRIPTION

Iqraa Afghanistan is a movement to spread the joy of reading and books to children across Afghanistan. Supporting children's reading is the best way to ensure girls and boys have a bright future. Improving their literacy and access to reading is our collective responsibility.

PROJECT ACTIVITIES

Delivering content advisory and aligning the campaign messages with the local context in Afghanistan. Our activities included:

- Content development advisory
- Social media work plan
- Campaign management
- Graphic design support



Sarah-Jean Cunningham

Managing Director, Magenta Consulting

Jordan

Asara's support for our operations in Afghanistan has been a tremendous help to our staff in-country. We appreciate very much the efforts you and your colleagues have invested in our partnership.

Investments

**THE
HUB**

*Co-working space
in Kabul*

**EXPAND +
COLLABORATE**



education.af

*Education
opportunities
portal for Afghan
students*

C CHOOB.AF

*Premium furniture
made by finest
Afghan wood*



Pezwan

*Bringing
Afghanistan's
finest gemstones
to the world*

Clients



See more at
asaraglobal.com

Partners

 <p>GoodUp is the European leader in providing do-good platforms for companies to boost employee engagement. They match visionaries to achievers.</p> <p>goodup.com</p>	 <p>AIESEC is an international, a not for profit, non-political, independent, elected, educational, and the largest student-run organization in the world, comprised of 50,000 university students and recent graduates of 110 countries.</p> <p>aiesec.org</p>	 <p>The Bayat Foundation public charity, based in the USA, was founded in 2006 by Ehsan and Fatema Bayat and is in large part supported by individual donors throughout the world.</p> <p>bayatfoundation.com</p>	 <p>Creative Business Cup National Competitions are organized in more than 70 countries, sending winners annually to the Global Finals in Copenhagen, Denmark.</p> <p>cbnet.com</p>
 <p>Civic is a project to re-imagine and re-make the world. One neighborhood at a time.</p> <p>civic.co</p>	 <p>Cordaid is the Catholic Organization for Relief and Development Aid. It is one of the biggest international development organizations, with a network of hundreds of partner organizations in 31 countries located in Africa, Asia, and Latin America.</p> <p>cordaid.org</p>	 <p>Hamida Barmaki Organization for the Rule of Law</p> <p>Hamida Barmaki Organization for the Rule of Law, founded in 2003, is a non-governmental and non-profit organization established under the provisions of Afghan laws.</p> <p>hborl.org</p>	 <p>Mercy Corps is a global non-governmental humanitarian aid organization operating in transitional contexts that have undergone or have been undergoing, various forms of economic, environmental, and social and political instabilities.</p> <p>mercycorp.org</p>

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