

## Inspiring the Next Generation of Independent Media in Pakistan



Journalism is not just about sensationalism or one-sided narratives. It's about presenting the truth fairly and unbiasedly, even if the circumstances are challenging.

Mehrab Afraid  
Peshawar, 2023



## List of Services in Communication

**Strategic Communication Planning:** Mapping out purposeful campaigns aligned with organizational goals. Whether you're an expansive organization or a focused project, we design comprehensive communication blueprints tailored to your objectives, audience, and vision, ensuring consistency and effectiveness across all platforms.

**Media Relations:** Crafting and distributing compelling press content for maximum reach.

**Digital Strategy:** Leveraging online platforms for impactful brand presence.

**Training & Workshops:** Empowering teams with cutting-edge communication techniques.

**Branding & Identity:** Sculpting recognizable and trusted brand images.

**Monitoring & Analytics:** Gauging campaign success and recalibrating for results.

**Stories of Change:** Capturing and articulating transformative journeys of individuals, communities, or projects. These narratives not only inspire but also showcase the tangible impacts and successes achieved through various initiatives.



## Testimonials

"The success stories developed were well-written and designed. The social media posts created to promote the stories on social media were also of high quality. Throughout our collaboration, Mr. Amer Ejaz demonstrated his drive for excellence." Ms. Anaïs Thizy, Regional Program Officer, Asia, Search for Common Ground.

For communication that truly resonates, let's talk.



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# MAHER CONSULTING

## Strategically Communicating for Impact

We don't just communicate; we ensure our narratives drive action and achieve tangible outcomes.



# M A H E R Consulting

Management, Analysis and  
Human Empowerment for Results

# MAHER: Management, Analysis and Human Empowerment for Results

## MAHER is a Concept

Welcome to MAHER Consulting — where tradition meets reinvention. We're not your typical consulting firm; we are a groundbreaking concept. Rooted deeply in the ethos of actionable impact, our approach transcends the standard. For us, it's not about the mere execution of tasks, whether it's management, advocacy, monitoring, or communication. It's about envisioning and ensuring tangible results. Every social action we advocate for or engage in isn't just about the activity – it's about the ripple of change it catalyzes. At MAHER, we don't just do; we achieve.

## Our Commitment

Catalyzed by our dedication to outcomes, at MAHER Consulting, we believe in sculpting communication strategies that aren't just eloquent but are anchored firmly in achieving tangible goals. Our commitment is unwavering: to channel every message, campaign, and consultation towards a definitive, result-oriented horizon.



Our sample work. For more, visit our website

## Showcasing Impact

### Helvetas – M4E Project

Our collaboration with Helvetas shed light on the tangible impacts of the M4E project, presenting a collection of success tales that continue to inspire.

### Search for Common Grounds

Youth for Humanity Project: Crafting the Stories of Unity, Resilience, and Social Change, we narrated the tales of young champions striving for harmony in their communities.

Inspiring Independent Media Project: Our storytelling prowess was channeled to bring forth the fervor of young journalists in Pakistan and their relentless pursuit of truth and unbiased reporting.

### Water Aid

Delving into the heart-wrenching realities of impoverished citizens, we captured their daily battles amidst unsafe water conditions. Our narrative aimed to bring their struggles to the forefront, urging stakeholders to take action.

### Social Media Campaign

For organizations like Search for Common Grounds, we've curated impactful social media campaigns. Our digital strategies amplify voices, reaching broader audiences, and maximizing engagement.

### Oxfam: Women Leadership in Public Life

In collaboration with Oxfam, we showcased the influential roles of women in leadership positions through meticulously crafted stories and case studies, highlighting their contributions and challenges in public domains.

## Why Partner with MAHER

Navigating the intricacies of communication in today's dynamic landscape requires more than just expertise – it demands passion, foresight, and a relentless pursuit of excellence. Here's why MAHER Consulting stands out as your trusted partner:

### Goal-Driven Approach

Our track record speaks volumes. From crafting stories of change for Helvetas to spearheading social media campaigns for Search for Common Grounds, our portfolio is a testament to our capability and versatility.

### Proven Track Record

At MAHER, every strategy is grounded in clear objectives. We don't just communicate; we ensure our narratives drive action and achieve tangible outcomes.

### Customised Solutions

We understand that each organization is unique. Thus, our services are tailored to resonate with your specific audience and align with your distinct mission and vision.

### Innovative Mindset

In a rapidly evolving world, we stay ahead of the curve. Leveraging the latest tools, trends, and technologies, we ensure your message is not only heard but also remembered.

### Crisis Communication Mastery

In the face of adversity, we've assisted organizations in navigating challenging terrains with sensitivity and precision, safeguarding their reputation and stakeholder trust.

For more information visit our website [www.maher.consulting](http://www.maher.consulting)