



COMPANY PROFILE '25



COMPANY OVERVIEW

Macam Services Private Limited, established in 2020 and headquartered in Gilgit, Gilgit-Baltistan, Pakistan, is a pioneering organization dedicated to delivering innovative solutions in media, advertising, communication, and marketing. Beyond these services, Macam is deeply committed to educational development within the region. A flagship initiative, the Life Skill Enhancement and Development (LEAD) program, exemplifies this commitment. Through LEAD, Macam has successfully trained 5,118 students across 100 schools and colleges—allocating ten institutions per district throughout Gilgit-Baltistan. This program focuses on imparting essential life skills, particularly enhancing students' communication abilities. In addition to LEAD, Macam collaborates with various educational systems across Gilgit-Baltistan, implementing projects aimed at the holistic development of children's education. These endeavors underscore Macam's dedication to nurturing the potential of young learners and fostering a brighter future for the region.

OUR VISION

Our vision is to be a leading force in empowering businesses and individuals through transformative training and innovative solutions. We strive to foster a thriving ecosystem of entrepreneurship, digital excellence, and sustainable development, enabling communities to reach their full potential and drive positive change in the global marketplace.

OUR Mission

Our mission at Macam Services is to empower individuals, entrepreneurs, and businesses by providing world-class training, innovative solutions, and strategic guidance. We are dedicated to fostering growth, enhancing skills, and driving sustainable development in communities, with a special focus on entrepreneurship, digital transformation, and business excellence. Through our services, we aim to create a lasting impact and inspire progress.

ACHIEVEMENTS

35+

Macam has worked with more than 35 organizations

These organizations include Government organizations, NGOs, local organizations, social organizations, and civil organizations

15000+

Number of beneficiaries from various training projects directly and in consultancy with other organizations is more than 15000

70%

70 % of the beneficiaries are women and girls

Analytical Summary of Macam Services' Impact in Gilgit-Baltistan

Focus Area	Programs Implemented	Beneficiaries Impacted	Key Metrics
Skill Development	Digital skills training, vocational training	2000+ youth and women trained	80% employment or freelance work post-training
Entrepreneurship & Enterprise Development	Startup acceleration, business incubation	150+ small businesses supported	60% of companies expanded market reach
Life Skills Development	Leadership, communication, emotional intelligence training	5000+ students and young professionals	75% improved confidence & career readiness
Professional Development	Workforce readiness, career counseling	700+ professionals & students	65% secured better job opportunities
Personal Development	Self-confidence and goal-setting workshops	400+ individuals	70% reported increased motivation and productivity
Business Development	Branding, marketing, financial literacy	100+ businesses trained	50% improved business management
Education & Girls' Education	STEM training, teacher capacity building, scholarships	5,000+ students and teachers	30% increase in student' enrollment in STEM subjects

QUALITATIVE ANALYSIS

(Narrative & Socio-Economic Impact)

Beyond numbers, the real impact of Macam Services is seen in the transformation of lives and communities:



Bridging the Gender Gap

Increased participation of women in entrepreneurship, leading to greater financial independence.



Economic Growth

Small businesses supported by Macam Services have grown, contributing to local economies in Astore, Diamer, and Ghizer.



Educational Uplift

More girls are being educated, improving literacy rates in historically underserved areas



Youth Empowerment

Many young people, previously unemployed, are now working in the digital economy or running small enterprises.



Sustainable Development

Long-term capacity building ensures beneficiaries can sustain their progress beyond the program lifecycle.

Digital Services



Website Development

We create responsive, user-friendly websites that elevate your online presence.



Search Engine Optimization

Improve your search rankings and visibility with targeted SEO strategies.



Social Media Marketing

Engage audience and grow your brand through strategic social media campaigns.



Youtube Optimization

Enhance YouTube SEO and content optimization.



Graphic Designing

We design visuals that communicate your brand message effectively.





Training and Development

Capacity Building



We empower individuals and organizations with skills and tools to enhance their performance and impact.

Training of Micro-Enterprises



We support micro-entrepreneurs with practical training to help them grow and sustain their businesses.

Communication Skills



Sharpen your verbal and non-verbal communication for more effective personal and professional interactions.

Personal Development



Unlock your potential with tailored programs focused on self-awareness, growth, and confidence building.

Business Development



We help you scale smartly with strategies that drive growth, partnerships, and market expansion.

OUR PORTFOLIO



FIVE YEARS OF WORKING EXPERIENCE

250+

Projects Completed

Successfully delivered diverse projects across industries.

100+

Clients Served

Partnering with businesses, NGOs, and global organizations.

50+

Expert Training Programs

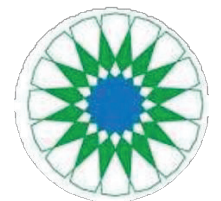
A skilled workforce across design, development, and strategy.

30+

Job Opportunities

Creating 30+ job opportunities to empower individuals and drive economic growth

OUR CLIENTS



Meet Our Talented Team

Innovators at heart, our highly skilled technical team combines expertise and cutting-edge technology to solve the most complex challenges and push boundaries beyond limits.

AmjadAli

CEO

Amjad Ali is leading the company with a vision for innovation, entrepreneurship, and digital transformation. With a strong commitment to skill development and business growth, he has played a key role in empowering individuals and businesses through strategic training programs and innovative solutions.



Nadeem Shedai

CTO

Nadeem Shedai is driving technological innovation and digital transformation. With his expertise in cutting-edge solutions and strategic development, he plays a vital role in enhancing the company's technical capabilities.

- **Amir Khan**
Graphics Expert
- **Arifa Nisar**
Content writer
- **Saima**
Content writer
- **IsrarAli**
SMM Expert
- **SahzadAkber**
Lead Trainer
- **Mehboob Alam Khan**
Graphic designer
- **SumbulSheikh**
Lead Trainer



Project

Consultation workshop on water policy in Islamabad with WWF

Macam Services designed and conducted a one-day consultative workshop on integrating Nature-based Solutions (NbS) into the National Water Policy. This initiative was part of the Water Resource Accountability Project (WRAP) in Pakistan. The workshop involved developing the agenda, preparing training materials, and facilitating consultative sessions. Additionally, the project included the submission of recommendations, gathering stakeholder feedback, and compiling a completion report.

Project

Orientation training on Nature based Solutions with WWF

Macam Services collaborated with WWF on a six-month project under the Water Resource Accountability Project (WRAP) in Pakistan. The initiative focused on conducting orientation training for government officials and stakeholders in Gilgit-Baltistan and Khyber Pakhtunkhwa. It involved research and assessment in both regions, development of training materials, and delivery of sessions. The project concluded with the submission of a completion report.



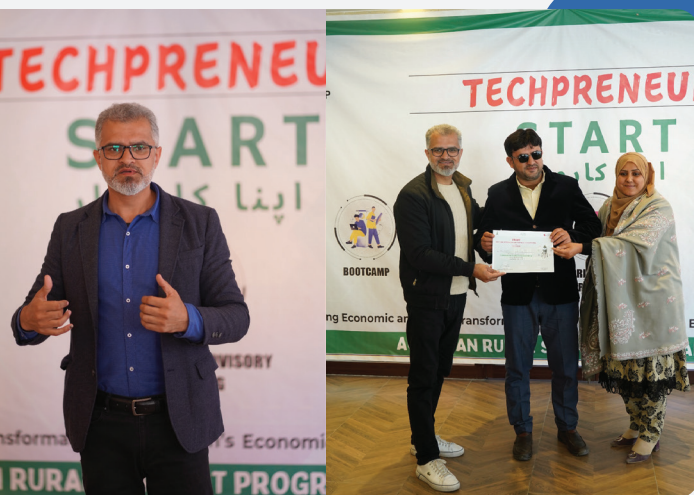
Project Enterprise Acceleration program with RF, Kabul

Rupani Foundation in Kabul selected eligible women-led MSMEs for an acceleration program through field visits and business assessments. A customized seven-day training was conducted, along with a branding and marketing framework. The project concluded with a final report.



Project Mentorship at the Women Techpreneur Program

Women Techpreneur, a project by AKRSP, supports women in tech and tech-related businesses. Macam organized a one-day interactive mentorship workshop for aspiring female entrepreneurs, focusing on business models, real challenges, and leadership skill development.



Project Design thinking and Entrepreneurship training to Afghan Girls

Rupani Foundation, Afghanistan is working on the enterprise development of women and girls. CEO Macam had the opportunity to work with RF as a consultant on a training workshop for the girls in Kabul. The workshop aimed to help young girls come up with innovative and market fit business ideas.



Project

Training of women Organizations on Leadership

Consultation to develop training manual, design and conduct training to women organizations (Wos) and Civil Society Organizations (CSOs) on Leadership, Organizational development, and financial management



Project

Training of women MSMEs in Hunza

Training of women enterprises from Hunza. The training focused on entrepreneurship and enterprise development. The training was organized by GIZ in collaboration with the Gilgit Baltistan Women Chamber of Commerce and Industries.



Project

Training of women MSMEs in Skardu

Training of women enterprises from Skardu. The training focused on entrepreneurship and enterprise development. The training was organized by GIZ in collaboration with the Gilgit Baltistan Women Chamber of Commerce and Industries.



Project Training of skilled youth in Baltistan

Training of men and women who have done training with NVTTC. The training focused on entrepreneurship and enterprise development. Participants were trained in plumbing, electrician, fashion design, e-commerce, and digital marketing. The training was organized by GIZ.



Project Enterprise Development Training (GIZ)

Training to the Small and Medium Sized Enterprises SMEs, the members of the Women Chamber of Commerce and Industries, Gilgit. 32 women enterprises participated in the three days training program designed by GIZ Pakistan (Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH)

Project The Greenpreneurship Program

Macam Services, in partnership with Eco Click Private Limited, launched the Greenpreneurship program to address climate change and environmental challenges. The program helps young women develop green business ideas through a two-month pre-incubation training, guiding them into the viability phase.



Project

Women Entrepreneurs Training with NAVTTC and GIZ

Training to the beneficiaries of National Vocational and Technical Training Commission (NAVTTC) and the Gilgit Baltistan Vocational and Technical Training Center. The beneficiaries are 25 women who received a three months extensive training of fashion designing. CEO, Macam Services conducted the training for entrepreneurship as a facilitator for the GIZ Pakistan (Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH)



Project

Hospitality Management Training

Macam Services takes immense pride in offering top-class training as part of the 2024 Hospitality Management Training initiative, a project launched by KADO with support from Mountaineering for Change and The i-Care Foundation.



Project

The Young Leaders Capacity Building Summer Camp

The Young Leaders Capacity Building Summer Camp 2024 at Lincoln Corner, KIU Gilgit, was a fantastic two-day event! Our young leaders engaged in activities focused on personal growth and leadership development.



Project

Tech competition in GB

She Loves Tech is one of the leading women-led and women-empowerment organizations that work on the enterprise development of women across Pakistan. Macam Services is an official partner in Gilgit-Baltistan (GB). As joint ventures, there have been various programs for enhancing the entrepreneurial and enterprise acumen of women in GB.



Project

Training of Small and Medium size Enterprises in GB

We collaborate closely with the Karakoram Area Development Organization (KADO) to provide training focused on business development, e-commerce, and digital marketing for SMEs in Gilgit-Baltistan. In the capacity of a Master Trainer, we have meticulously created a comprehensive training manual for KADO's training program.

Project

First ever public speaking seminar in Skardu, Baltistan

Macam Services has a team of amazing trainers in all the districts of GB. Taking advantage of this, Macam Services held the first ever event on public speaking in Skardu, Baltistan. It is a challenge for any organization to hold such activities which are purely commercial and has no funding from any other source, and secondly introducing a new niche in the market.



Boot Camps for Accelerate Prosperity

Macam Services has taken the lead in designing and conducting the training program for seven entrepreneurship boot camps. Our expertise extends across Gilgit-Baltistan and Chitral, contributing significantly to the advancement of entrepreneurship in the region. Around 500 young men and women are trained under this program in Gilgit Baltistan and Chitral.



Project

Youth Internship Program with AKRSP

Macam Services provides career development and career guidance training with customized curriculums and training materials. AKRSP awarded Macam a five-day training program for 70 youth selected from all over Gilgit-Baltistan. The project is funded by the Canadian Government.

Project

The Young Leaders Capacity Building Summer Camp

The Young Leaders Capacity Building Summer Camp 2024 at Lincoln Corner, KIU Gilgit, was a dynamic two-day event focused on leadership and personal growth. Participants engaged in vision board creation, reflective journaling, public speaking, and time management. CEO of Macam Services facilitated the program, empowering young leaders on their journey of development.



Training Programs for Tech Companies in GB

Macam Services has been successfully designing exclusive training products, including modules and presentations, catering to leading tech companies in GB. Our focus is on honing excellent communication skills and enhancing proposal writing to drive improved employee performance. We have provided training on capacity building, communication skills, sales and marketing, team work, emotional intelligence, and many others to the top companies in GB.



Project

Training for Micro- Enterprises on Digital Marketing Strategies

Recognizing the pivotal impact of information technology on contemporary business trends, Macam Services is dedicated to imparting essential knowledge to enterprises of all scales. We take pride in our collaboration with the Aga Khan Rural Support Program (AKRSP) to provide comprehensive training to micro-enterprises in the Gilgit region, specifically focusing on the utilization of digital marketing strategies.

Project

Training program for IT teachers and Principals

Macam Services is playing a significant role in the start-up and entrepreneurial developments in Gilgit Baltistan and other part of the region. Being a part of the STEAM project, we trained the IT teachers and Principals of the GB government higher secondary and Higher Secondary Model Schools. This two days long session covered the significant topics about understanding entrepreneurship and the pedagogies of teaching entrepreneurship.






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