



# MOMENTUM

Advisory | Innovation | Outsourcing | Integration



# About Us

Momentum is an independent organization with a goal to create positive social change globally. We work with governments, businesses, investors, and development agencies to develop models. These models focus on achieving real-world change through digitization and systems integration in areas such as social, economic, governance, and physical development.

We specialize in providing simple solutions for the complex challenges facing the global economy, particularly in developing countries. We are known for our effective management systems and successful execution of complex projects around the world, including those for leading development agencies and governments.

As an innovative and forward-thinking company, we are constantly exploring new approaches to market adaptation and building staff capabilities to deliver exceptional results. Our core values of Client focus, Clarification, Creativity, Change, Confirmation, Continuation, and Closure make us a reliable and trusted partner. At Momentum, we have achieved commendable corporate success thanks to our decentralized organizational structure, applied across all disciplines and regions.

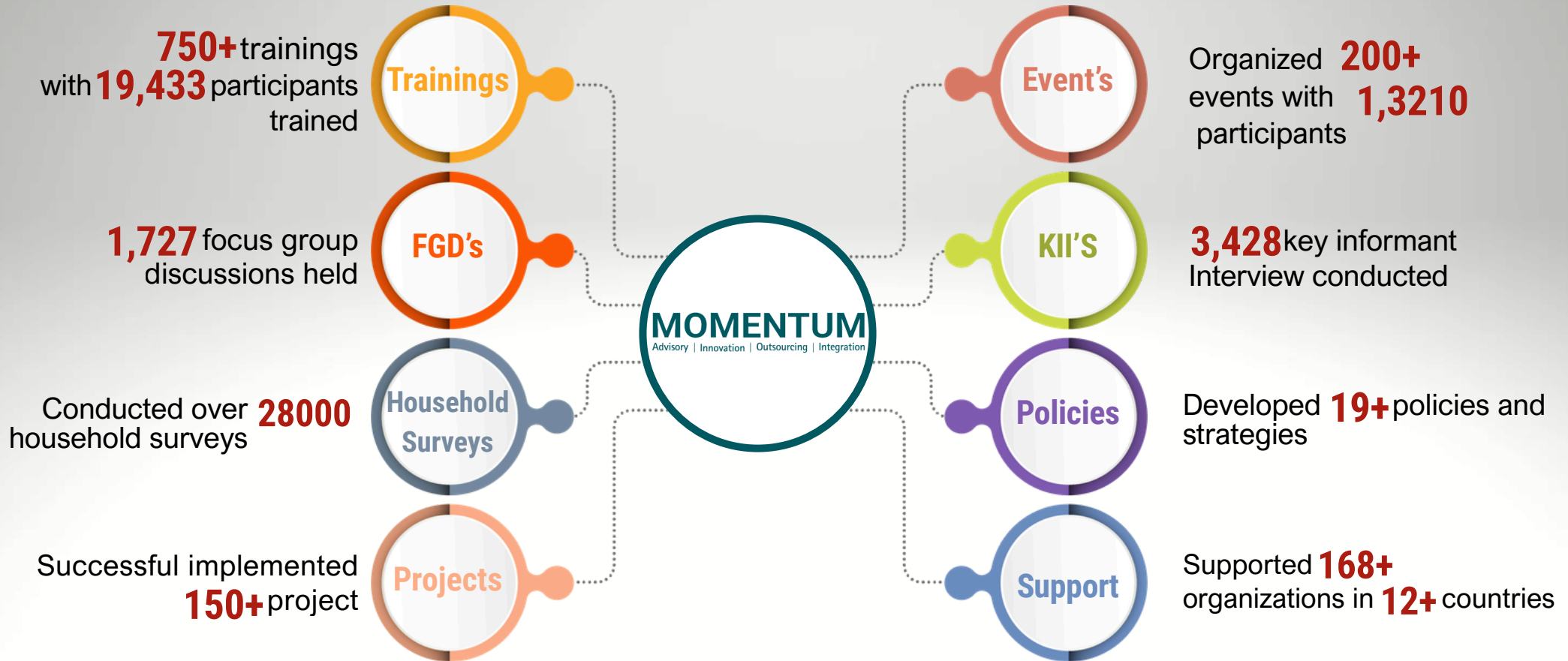
## Vision

**Ensuring a Performance**

## Mission

**Our goal is to offer top-notch services at the best prices, making us the go-to choice for quality and value.**

# What We've Achieved So Far



# Sectoral Pillars

**Health  
&  
Nutrition**

**Education  
& Skill  
Development**

**Agriculture  
& Rural  
Development**

**Social  
&  
Behavior Change**

**Climate  
Change, & WASH**

**Humanitarian  
Assistance**

**Gender Equality and  
Social Inclusion (GESI)**

**Monitoring  
&  
Evaluation**



# HEALTH & NUTRITION

# Our Work in Health & Nutrition

**Public Health  
Management &  
Systems  
Strengthening**

**Disease  
Prevention, Control  
& Health Supply  
Chains**

**Reproductive,  
Maternal,  
Newborn, Child  
Health & SRHR**

**Social & Behavior  
Change  
Communication  
(SBCC) for Health  
& Nutrition**

**Integrated Health  
Service Delivery &  
Program  
Assessment**

**Monitoring  
Evaluation,  
Research &  
Learnings**

## Public Health Management & Systems Strengthening

### **Focuses on strengthening governance and service delivery in health under Public Health Systems:**

- **Long-Term Agreement (LTA) with UNICEF for Enabling Environment (2018 - UNICEF):** Momentum provided long-term technical assistance to UNICEF under LTA, supporting policy development, system strengthening, and logistical coordination in the WASH, health, nutrition, and climate change sectors. This work enhanced institutional capacities, improved service delivery, and promoted resilience across targeted regions in Pakistan.
- **Development of Food Fortification Act & Business Rules (2020 – NI Canada):** Momentum supported the development of national food fortification laws, standards, and business rules, enabling widespread access to essential micronutrients. This initiative helps protect children from preventable diseases, supports healthier pregnancies, and reduces long-term economic losses.
- **Support to Sindh Education and Literacy Department on Menstrual Hygiene Management (2021 – UNICEF):** Delivered MHM training to 229 Female Teachers and CSOs, impacting 4,200+ girls by strengthening school-based WASH systems and improving girls' health, attendance, and dignity.
- **Developed MNCH Strategy, Costing and Budget Analysis (2016 - Mercy Corps):** Momentum supported the Government of Balochistan's Health Department by developing the 5-year MNCH Strategy and conducting detailed costing and budget analysis. This work guided effective resource allocation, ensuring sustainability and impact in reducing maternal and child mortality.

## Disease Prevention, Control & Health Supply Chains

**Includes projects that focus on improving governance, institutional capacity, and public service delivery systems in health:**

- **Research project for EPI Vaccination Demand through mHealth in Quetta (2019 – WHO):** Developed an SMS-based platform notifying caregivers about due vaccinations, improving immunization and strengthening disease prevention and health supply chains for child and adolescent health.
- **Research project Novel Mobilization Strategies to push COVID-19 Vaccine Demand (2021 - Microbiology Literacy Initiative- USA):** Through Microbe Literacy Workshops and household-level WASH training, this initiative-built trust and increased vaccine uptake in underserved communities.
- **Cascade Training on IFA & Maternal Nutrition (2024 – NI Canada):** Conducted 148 cascade trainings nationwide for health workers on IFA supplementation, improving compliance and supporting disease prevention for women and adolescents.
- **MMS Service Delivery Capacity Building (2025 – NI Canada):** Trained healthcare providers in five districts to integrate MMS into antenatal care, enhancing maternal and child health and strengthening health supply chains for disease prevention.

### **Focuses on maternal and adolescent health, antenatal care, and reproductive health practices:**

- **Scoping Study on ANC & Delivery Practices (2023 – NI Canada):** Reviewed global and national evidence on adolescent maternal care, providing recommendations to enhance service delivery for adolescent girls and improve maternal health.
- **Cascade Training – IFA & Maternal Nutrition (2023 – NI Canada):** Delivered training to field service providers on integrating nutrition into reproductive health services, strengthening maternal and child health services and improving health outcomes for women and adolescents.
- **Formative Research – ANC Practices for Adolescent Girls (2024 – NI Canada):** Investigated barriers to antenatal care access among pregnant adolescent girls, informing the design of adolescent-responsive health programs to improve maternal health outcomes.
- **Capacity Assessment of Punjab Food Authority (2021 – GAIN):** Identified capacity gaps in the Punjab Food Authority's Technical Section, recommending reforms to enhance food safety and nutrition governance, improving public health through better regulatory systems.

## Social & Behavior Change Communication (SBCC) for Health & Nutrition

**Social and Behavior Change Communication projects aimed at shifting community and provider behaviors:**

- **WASH Needs Assessment & Capacity Building Planning (2023, UNOPS):** We assessed WASH service gaps, built provider capacities, and promoted hygiene behaviors in KP and Sindh. Using SBCC, the project reduced waterborne illnesses and improved health outcomes for women, children, and adolescents through better access to clean water and sanitation.
- **SBC Capacity Assessment (2023, UNICEF):** Momentum assessed the SBC capacity of UNICEF, its partners, and government stakeholders, identifying gaps and recommending actions to strengthen behaviour change systems and practices.
- **Development of WASH in Schools Strategy and Implementation Plan (2015 - UNICEF):** Momentum developed the WASH in Schools strategy, implementation plan, and SBC-linked tools including a booklet, manuals, and training package that enhanced menstrual hygiene awareness and practices among schoolgirls
- **Formative Research to develop SBC strategy for SOPRAN Project (2025 - NI Canada):** Explored social and behavioral barriers to Weekly iron and folic acid supplementation (WIFAS) and food fortification uptake among adolescent girls, informing the design of adolescent- responsive SBC strategies to reduce anemia and improve nutritional outcome.

# Integrated Health Service Delivery & Program Assessment

**Combines health programming with implementation research, service integration, and quality assessment:**

- **Developed Integrated Service Delivery (ISD) Monitoring Framework for UNICEF Pakistan (2021 – UNICEF):** Developed and implemented a monitoring framework for ISD services to pilot in 40 SHRUCs, improving service delivery and child health outcomes while capacity building of stakeholder to reduce polio transmission.
- **Baseline Coverage Surveys through SMART Method (2021, NI Canada):** Applied SMART methodology to assess maternal and child health service coverage in three provinces, identifying gaps in service delivery and improving program reach and integration for women and children.
- **Endline Survey through (SQUEAC) of Access and Coverage for CMAM (2015 - Concern Worldwide):** Momentum, conducted a SQUEAC survey to evaluate the access and coverage of the CMAM program in Umerkot, Sindh. to enhance nutrition services and build local capacity in drought-affected communities.
- **Baseline Survey through SMART Methodology (2015 - Concern Worldwide):** Momentum, conducted a SMART survey to assess malnutrition among children and PLWs. Using ENA and EPI Info tools, the survey informed targeted nutrition interventions in drought-affected areas.

## Health & Nutrition Monitoring Evaluation, Research & Learnings

### Projects focused on formative/summative research, third-party evaluations, and data systems:

- **Impact Assessment of NourishMaa Campaign (2024 – NI Canada):** Evaluated healthcare providers' knowledge and practices around maternal nutrition, enhancing service delivery and improving health outcomes for women and children.
- **Research and End-line Studies on ANC & Maternal Nutrition (2023 – NI Canada):** Provided evidence-based insights through end-line studies, contributing to maternal health policy development and strengthening programming frameworks for improved maternal and child nutrition.
- **Endline Assessment – MNHN Program using NIMS Toolkit (2022, NI Canada):** Performed a comprehensive endline evaluation of integrated maternal, newborn, and nutrition services, helping refine national health delivery systems to achieve better health outcomes for mothers and children.
- **Exploration of Locally Available Proteins (2023 – GAIN):** Identified sustainable and culturally appropriate protein sources to enhance local nutrition interventions, contributing to evidence-based food system development and improved public health outcomes.

# OUR EXPERTS



**Mohammad Azhar Khan**

*Managing Director*  
**Core Areas:** M&E System  
Development, Economic Governance



**Dr. Muhammad Saleem**

*Lead-Public Policy*  
**Core Areas:** Public Policy, Governance  
& Institutional Development



**Muhammad Tanveer Ul Hassan**

*COO*  
**Core Areas:** Project Management  
Operational & Financial Leader



**Dr. Ejaz Ahmad Khan**

*Senior Advisor*  
**Core Areas:** Public Health Nutrition,  
Maternal, Infant & Child Nutrition



**Dr. Tahira Gul**

**Health & Nutrition Consultant**  
*Health & Nutrition Expert*  
**Core Areas:** Community-Based Health  
& Nutrition Interventions, Public Health  
& Nutrition Program Development



**Sara Vaca**

*Monitoring and Evaluation  
Consultant*



**Nahida Raza**

**Health & Nutrition Associate**  
*Core Area:* Nutritional Assessment  
and Counseling, Collaboration  
with Healthcare Providers



**Laiba Asim**

**Business Development and  
Operation Executive**  
**Core Areas:** Proposal  
Development & Donor Engagement

# OUR EXPERTS



**Waqar Sherazi**

*Technical Advisor*



**Dr. Ayesha Babar**

*Health & Nutrition Consultant*



**Dr. Jawaria Rasheed**

*Health & Nutrition Consultant*



**Dr. Musarrat Rani**

*Health & Nutrition Consultant*



**Hayat Askar**

*Evaluation, Research and public  
Policy Expert*



**Dr. Sabira Ali**

*Health & Nutrition Consultant*



**Uzma Ahmad**

*Provincial Lead Punjab*



**Eman Khan**

*Associate Graphic Designer*

# OUR EXPERTS



**Tasawar Kasuri**

*National Coordinator*  
**Core Areas:** Field and  
Virtual Survey Management



**Salaar Haider**

*Environment and Climate Research*  
**Core Areas:** Carbon Accounting,  
Proposal Development



**Atif Khan**

*Lead Supply Chain*  
**Core Area:** Supply Chain Planning and  
Optimization, Procurement and  
Supplier Management



**Muhammad Ali**

*Lead ICT*  
**Core Areas:** Website Development,  
Server management, Networking, &  
Communication Expert



**Tahir Saleem Khan**

*Finance Executive*  
**Core Area:** Financial Planning and  
Analysis, Cash Flow Management



**Sarmad Khan**

*Programme Design & Development*  
**Core Areas:** Prog Development, WASH,  
Disaster, Humanitarian



**Nizar Ahmed**

*Program Associate*  
**Core Areas:** Capacity Building &  
Team Development, Resource  
Optimization,



**Waqas Ashfaque**

*Data Analyst*  
**Core Areas:** Data Collection &  
Cleaning, Data Analysis and  
Interpretation

# Our Clients & Partner



**USA Office:**

4344 NW 65th Terrace Coral  
Springs Florida 33067 USA  
Ph: +1 786 550 3186  
E-mail:  
info@momentumgroupinc.com

**Pakistan Office:**

AT-3, 3rd Floor, Block A,  
Mid City Apartments, Service  
Road, West of Islamabad  
Expressway,  
Rawalpindi, Pakistan.  
Ph: +92 51 457 83 69

**Vietnam Office:**

21 Floor, Capital Tower, 109 Tran  
Hung Dao Street, Hoan Kiem  
District, Hanoi, Vietnam  
Ph: +84 24 39412990

**Malawi Office:**

Off Bingu National Stadium  
1899 Lilongwe, Malawi  
Ph: +265 999 110 316

**Europe Office:**

Ur Stradon 41, 6994  
Aranno, Switzerland  
+41 79 670 1800



For more Details Check Out our Website