

RESUME

ASRAR AYYUB

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Summary of Profile

A noted disaster management and knowledge management practitioner, teacher, trainer and consultant. Author of seven books including “Taming Disasters: A Key to Effective Disaster Management” published by the National Book Foundation for instruction purposes.

More than twenty five years of working experience as a specialist as well as a manager in public and private sector, national and international organizations.

A well-known and complimented writer and scholar; as well as a columnist and a TV anchor.

Areas of Expertise

Disaster Management, Knowledge Management, Climate Change, Office Management & Administration, Public Relations, Political Science, Media & Communications

Consultancies

- a. Training & CBDRM Specialist Asian Development Bank since January 2018 to date
- b. School Safety Consultant (SRSP / UNICEF) on formulation of FATA Education Department DRR Strategy – September to October 2017
- c. Training Module Development & Facilitation Specialist at Asian Development Bank’s “Flood Emergency Reconstruction & Resilience Project” (PIU – PDMA – Punjab) since July 2017 to July 2018
- d. Emergency Standards Operations Advisor (Adam Smith International/ DFID) on formulation of ESOP & Operational Manual for Elementary & Secondary Education Department Khyber Pakhtunkhawa – May to July 2017
- e. “Continuous Professional Development” Resource Speaker (Pakistan Engineering Council) for one credit hour training course on Asian Productivity Organisation’s “APO Framework for Public Sector Organizations” at WAPDA Engineering Academy, Faisalabad – March 2017
- f. TOT on CBDRM for Conciliation Resources UK at Rawalakot – Oct 2016
- g. TOT on Organizational Safety for AJK University. May 2016 at Muzaffarabad
- h. Training on “Knowledge Management for Public Sector Organizations” for all HOD’s of AJK University under “Modern HEC University Governance Program”- Feb 2016 at Muzaffarabad.
- i. Training on Earthquake Preparedness for USAID Deliver Project -Dec 2015
- j. TOT on “Disaster Management & Organizational Safety” – October 2015 for Weatherford Drilling International at Islamabad
- k. TOT on CBDRM -June 2015 for CAMP (Community Appraisal and Motivation Program) at Sargodha
- l. TOT on CBDRM -January 2015 for CAMP at Peshawar
- m. Training Manual Development for Disaster Management Groups (DMGs) -November 2014 for Community Appraisal & Motivation Programme (Pakistan)
- n. Disaster Risk Management: Lessons Learnt Workshop - September 2014 for Community Appraisal & Motivation Programme (Pakistan) at Nathia Gali

- o. CBDRM Best Practices & SOP Advisor – May to July 2014 for ACF International at Peshawar
- p. Frontline Workers First Aid Training– May 2014 for Action Against Hunger (USA) - ACF International at Lower/ Upper Dhir, Mardan and Nowshera
- q. TOT on School Safety Program– February 2014 for ACF International at Peshawar

Documents Developed

- a. CBDRM (Community Based Disaster Risk Management) training toolkits for agriculture, and forest departments of Govt. of AJK
- b. DRM Curriculum and training toolkit for Govt. Engineering Academy Punjab, Lahore
- c. DRM training toolkit for PDMA Punjab
- d. School Safety training toolkit for education department of govt. of AJK
- e. DRM and Climate Change training tool kits for PIU – PDMA Punjab
- f. FATA Education Department School Safety DRR Strategy for SRSP/ UNICEF
- g. KPK Education Department Emergency SOP & Operational Manual for ASI/ DFID
- h. CBDRM Best Practices and SOP document for Action Against Hunger (USA) – ACF International
- i. First Aid Manual & training toolkit for Action Against Hunger (USA) – ACF International
- j. School Safety Manual & training toolkit for Action Against Hunger (USA) – ACF International
- k. CBDRM Training Manual for Community Appraisal & Motivation Program
- l. Two Annual Reviews and a Ten Year Progress Report for Earthquake Reconstruction & Rehabilitation Authority (ERRA)

Landmarks

- a. Devised curriculum for diploma in Disaster Risk Management for SZABIST.
- b. Applied APO Knowledge Management Framework at ERRA and presented it before APO (Asian Productivity Organization) member countries; it was recommended to be declared as a model.
- c. Conceived and implemented “School Safety Program” with multi-hazard proactive approach in two regions of Army Public Schools and Colleges.
- d. Devised and led ERRA’s country wide awareness campaign on disaster preparedness.
- e. Devised and executed ERRA’s Linkages Program for commencement of diploma and certificate courses in Disaster Risk Management at various universities.

Capacity Building Workshops

Invited as a Guest Speaker for training and awareness sessions on Disaster Management by renowned academic institutions such as:

- a. NIM (National Institute of Management) Lahore
- b. COMSATS Abbotabad & Islamabad
- c. Fatima Jinnah Women’s University (FJWU) Rawalpindi
- d. Armed Forces Post Graduate Medical Institute (AFPGMI)
- e. National Defence University (NDU) Islamabad
- f. National University of Modern Languages (NUML) Islamabad
- g. RIPHA International University Rawalpindi
- h. KIM (Kashmir Institute of Management) Muzaffarabad
- i. AJK University Muzaffarabad
- j. Muzaffarabad Medical College
- k. Allama Iqbal Open University (Common Wealth Youth Program) Islamabad
- l. Army Public Schools & Colleges Secretariat Rawalpindi
- m. National Centre for Rural Development Islamabad
- n. Saint Mary’s Children Academy Rawalpindi
- o. Presentation Convent, Rawalpindi
- p. Roots College International flagship Millennium Campus Islamabad
- q. Beacon House School System Islamabad

Visiting Faculty (Disaster Management)

- WAPDA Staff College Islamabad since April 2012
- WAPDA Engineering Academy Faisalabad since December 2013
- Govt. Engineering Academy Punjab, Lahore since April 2018

Published Works/Books

- Taming Disasters (Disaster Management), 2016
- Qaos-e-Qaza (Social & Political Affairs), 2010
- Sard Dhoop (Urdu Poetry), 2007
- Quran Ka Dukh (Research & Reflection), 2003
- Sharda (Urdu Poetry), 1998
- Burf Se Hurf (Urdu Poetry), 1995
- Sarsoon Barsoon Ki (Urdu Poetry), 1993

Newspaper Columns

- Daily Khabrain/ (Qaos-e-Qaza)/ from 7-01-2012 to date
- Daily Jinnah/ (Qaos-e-Qaza)/ from 22-06-08 to 14-12-2011
- Daily Khabrain/ (Qaos-e-Qaza)/ from 13-06-06 to 10-06-2008

TV Programs

A number of regular TV programs as anchor & analyst on PTV News, PTV Home, ATV, Such TV, Rohi TV and KAY 2 TV (for details log on to <http://asrarayub.com/tv-shows/>)

Specialized Trainings

- International Course on “Knowledge Management” from Asian Productivity Organization Japan (2013)
- National Workshop on “Implementation of Building Code of Pakistan to Reduce Risk” at NUST Islamabad (2013)
- National Workshop on “Rain Water Harvesting” at NUST Islamabad (2011)
- Course in “Development and Accountability” from National Centre for Rural Development and Municipal Administration, Islamabad (2005)
- 1st Media Management Course from National Accountability Bureau (NAB), Islamabad (2004)
- 1st Administrative Course from NAB Islamabad (2004)
- Full-Time course in Office Management & Administration from Secretariat Training Institute Islamabad, Government of Pakistan (1993)

Education

- Masters in Political Science from University of AJ&K
- Post-graduation in Disaster Risk Management from Preston University, Islamabad
- Graduation in Math and Physics from University of Peshawar

Federal Public Service Commission

CSS-1992 with Journalism, Islamic History and Indo-Pak history as optional subjects

Regular Jobs

	<u>Department</u>	<u>Designation</u>	<u>Period</u>
a.	Earthquake Reconstruction & Rehabilitation Authority (ERRA) Islamabad (GOP)	Director Knowledge Management Cell / Linkages	Jun, 2011 to July 2017
b.	Prime Minister Secretariat (Government of AJ&K)	Director Monitoring & Implementation / Media Consultant to the Prime Minister	Apr, 2010 to Aug, 2010
c.	TV Time Private Limited Islamabad(Media Production)	Chief Executive Officer	Aug, 2007 to Apr, 2010
d.	Accountability Bureau (Government of Azad Jammu and Kashmir)	Director Public Relations, Training, Research and Evaluation	Jun, 2004 to Aug, 2007
e.	Accountability Bureau (Government of Azad Jammu and Kashmir)	Director Coordination, Principal Staff Officer to the Chairman, Spokesman	Aug, 2003 to Mar, 2004
f.	President Secretariat	Press Liaison Officer to the President of AJ&K	Oct, 1997 to Nov, 2002
g.	Planning & Development Department (Govt. of AJK)	Section Officer (Foreign Training)	Mar, 1997 to Oct, 1997
h.	Board of Revenue (Government of AJK)	Assistant Secretary (Rehabilitation)	Nov, 1996 to Mar, 1997
i.	Press & Information Department (Govt. of AJK)	Section Officer (General)	Dec, 1994 to Nov, 1996
j.	Planning & Development Department (Govt. of AJK)	Section Officer (General)	Mar, 1992 to Dec, 1994

Distinctions

- Sanad-e-Imtiaz (Certificate of Distinction) from Government of AJK
- Letter of appreciation from the President of Pakistan
- Certificate of Merit from the President of AJK (Ghazi-e-Millat, Sardar Muhammad Ibrahim Khan)
- Certificate of Merit from the Prime Minister of AJK (Raja Muhammad Farooq Haider Khan)
- Literary Award from Kashmir Cultural Academy, Government of AJK
- Letter of appreciation and invitation to address the Annual Convention of Islamic Society of North America, Canada
- Letter of appreciation from the Chairman Council of Islamic Ideology of Pakistan
- Letter of appreciation from the Chairperson Pakistan National Commission on the Status of Women
- Best Cadet Award from Cadet College Razmak

Recognitions

Disaster Management

- "I have utilized this book in my Research Paper during National Management Course at National Management College Lahore and I can write it with full confidence that 'Taming Disasters' is a real key to effective Disaster Management." (Shahzad Khan Bangash, Additional Chief Secretary Development KP, Ex DG PDMA, KP)
- His grip over the subject (Disaster Management) is absolute and his literary/witty reinforcing explanations make his lectures extremely interesting". (Major General

Syed Usman Shah, Head of Department, Governance & Public Policy, National University of Modern Languages, Islamabad)

- “We have found Asrar Ayyub to be a thorough professional with DRM knowledge that is rare in Pakistan”. (Rangaiya Kanaganathan, WASH & DRM Coordinator, Action Against Hunger, Pakistan Mission)
- “Asrar Ayyub is respected by the faculty and cherished overwhelmingly by the students for his profound understanding of the subject and articulate way of sharing it”. (Muhammad Yusuf Aziz, DG WAPDA Staff College Islamabad).

a) Journalism

- “Asrar’s impartiality, honesty and competence (as a columnist) are beyond doubt.” (Imran Khan, Chairman Tehrik-e-Insaf, Pakistan)
- “Asrar (among his contemporaries) is the only columnist to possess the lethal combination of heartfelt intentions, right orientation and virtuous motives.” (Hasan Nisar, Columnist)
- “Asrar’s book ‘Qaos-e-Qaza’ (collection of his columns) is a precious addition to the world of Urdu Journalism.” (Altaf Hasan Qureshi, Editor Urdu Digest)

b) Poetry

- “Asrar is a poet of love whose poetry touches the heart directly.”(Ahmed Nadeem Qasmi (Late) Legendary Urdu Poet)
- “It will not be exaggerating to call Asrar the Wordsworth of Urdu Poetry.” (Syed Zameer Jaffary (Late) Legendary Urdu Poet)
- “He is respected and applauded not only by the literary and academic elite of Pakistan but loved and appreciated by the people of Pakistan, in general.” (Iftikhar Arif, Chairman Pakistan Academy of Letters)

c) Progressive Religious Thought

- “Asrar’s book ‘Quran ka Dukh’ is an outstanding scholarly work on understanding the message of Quran and developing a dynamic personality eager to serve humanity at large.” (Islamic Society of North America)
- “With special reference to Asrar’s interpretation of Islam’s viewpoint on women’s status, I would say that it should not only be widely publicized but should also be referred to in debates to elaborate a progressive point of view.” (Justice (Retired) Majida Rizvi, Chairperson National Commission on the Status of Women, Government of Pakistan)
- “Quran ka Dukh’ is a refreshing approach to the study of Quran.” (Dr. Muhammad Khalid Masood, Chairman Council of Islamic Ideology of Pakistan).

d) Civil Service

- “Asrar is an outstanding professional.” (Ghazi-e-Millat, Sardar Muhammad Ibrahim Khan, the founding President of AJ&K)
- “I have always found him terrific in his professional conduct.” (Raja Mohammad Farooq Haider Khan, Prime Minister of AJ&K)

References (Disaster Risk Management)

- **Mian Shaukat Shafi**
Head Urban Unit, Asian Development Bank, Pakistan Resident Mission, Islamabad.
- **Dr. Shahzad Khan Bangash**
Additional Chief Secretary Development KP, Peshawar.