

**Curriculum Vitae of
Zahid Hussein**

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Current Position:

1. President, Sustainable Resource Foundation (SuRF), a Lahore, Pakistan based social development consulting firm and NGO working for equitable and sustainable development in various sectors.

2. President, AIDS Society of Asia and the Pacific (ASAP), Bangkok, Thailand, December 1, 2009 to December 1, 2011. ASAP is the largest regional advocacy network in the Asia Pacific region in more than 45 countries. ASAP is also the custodian of International Congress on AIDS in Asia and the Pacific (ICAAP). President's responsibilities include liaison with UNAIDS, a principal sponsor of ICAAP and ASAP ally, International AIDS Society (IAS), Geneva, and various donors in addition to maintaining active contact with the member organisations and ASAP Executive Committee (EXCO). President's duties also include resource mobilisation, providing directions to the ASAP Executive Director, financial and administrative oversight and quality assurance at ASAP.

3. Individual Consultant for strategic communication for behaviour and social change, security sector reforms, peace building, diversity and conflict resolution communication, communication for social change, interpersonal communication, reforms and governance communication, organisational communication, media for effective development, advocacy management, institutional image building for profit and non-profit organisations, resource mobilisation and fundraising, media analysis, monitoring and evaluation, action planning research, health promotion and communication, reproductive health, HIV and AIDS, health promotion.

Previous Positions

- **Chief of Party/Resident Advisor/Director Social Marketing**, Breastfeeding Promotion Project in Pakistan (BPPP) and Pakistan Child Survival Project, Academy for Educational Development (AED), Islamabad. February - 1992-October 1997
- **Director General, Communications and Publications**, Family Planning Association of Pakistan (FPAP), Lahore: 1991.
- **Communications Consultant**, National Energy Conservation Centre, (ENERCON), Ministry of Planning, GoP (Government of Pakistan), Islamabad: 1990-91
- **Manager Promotion, Information and Outreach**: RCG/Hagler Bailly, Inc. (Prime Consultant for Institutional Strengthening of ENERCON): 1987-90
- **Creative Director, Paragon Advertising (Pvt.) Ltd.** (Associates of McCann-Ericson), Lahore: 1986-87
- **Creative Manager, Adline Advertising, Lahore**: October 1984 to December 1985

- **Head of Languages Department**, Federal Government Girls College, Langtang, Federal Ministry of Education, Lagos, Nigeria: October 1981 to October 1984
- **Assistant Manager**, Overseas Pakistanis Foundation, Islamabad: December 1980 to August 1981
- **Advertising and Marketing Consultant**: August 1978 to November 1980
- **TEFL Instructor and Curriculum Designer**, Ministry of Education, Oman: August 1977 to July 1978
- **Lecturer in English Language and Literature**, Somali National University, Mogadishu, Somalia: April 1975 to April 1977
- **Lecturer in English Language**, Jinnah Islamia College, Sialkot, Pakistan: January 74 to April 1975
- **Freelance Journalist/Stringer**, Communication Consultant, Pakistan: September 1970 to December 1973

Education

Institution	Date	Major	Degree
Stanford University, USA	1988	Film	CERT
Punjab University, Lahore	1972	English	MA
Punjab University, Lahore	1971	Pol. Sc.	MA
Punjab University, Lahore	1970	Mass Comm	MA

Date of Birth: October 6, 1947

Nationality Pakistani

Professional Affiliation

- Member, Executive Committee (Board of Governors), and President, AIDS Society of Asia and the Pacific (ASAP), Bangkok, Thailand. (December 2009 – December 2011)
- Member, International Association for Mass Communication Research (IAMCR), London School of Economics and Political Science, University of London, UK.
- Associate Editor, Journal of Global Communication Research Association (GCRA), and GCRA Member, University Centre for International Communication, Macquarie University, Sydney, Australia, and Department of Communication, University of Arab Emirates, Al Ain, UAE
- Member, International Communication Association (ICA), USA.
- Member, Asian Media Information & Communication Centre (AMIC), Singapore.
- Member, Editorial Board, Journal for Peace and Democracy, South Asia, Department of Political Science, University of Stockholm, Sweden
- Member, Society for International Development (SID), Italy.

- Member, International AIDS Society, Geneva
- Member, American Public Health Association (APHA), USA.
- Member, International Union for Health Promotion and Education (IUHPE), France.
- Member, Asian Study Group, Islamabad (ASG), Pakistan.

Briefs Description of Some Consulting/Other Assignments

- Team Leader, British Government (Foreign and Commonwealth Office) media consumption study, mid term assessment and final evaluation of twinning radio programmes between a Bradford radio station and a Mirpur, AJK, Pakistan FM station. The media consumption study, which has been completed, acts as a baseline. Overtime, two evaluation exercises will look into the impact of radio programmes on target audiences' standpoint on various social issues including militancy, illegal migration, and forced marriages between Kashmiris settled in Britain and Pakistan. (Ongoing.....)
- National Communications Advisor with Oxford Policy Management for a DFID funded administrative and financial reforms project in the North West Province of Pakistan. (ongoing....)
- Communications consultant with Crown Agents, an international consulting firm providing technical to provincial Government of Punjab (GoPb), Lahore, Pakistan on administrative and financial reforms within the government. The assignment involves providing comprehensive communications support to Punjab Reforms Management Project (PRMP), and writing a research and consensus based comprehensive pro-poor communication strategy for the GoPb. (September 8-October 18, 2008)
- Consultant with Trust for Voluntary Organisations (TVO), Pakistan for researching, writing and producing a booklet "Bridging the Gap", a colourful repertoire of success stories of pro-poor development projects. (March 20-June 16, 2008)
- International consultant with UNICEF, Mongolia, for designing national communication strategy for Government of Mongolia, on Avian Influenza and Human Pandemic Influenza (AI/HPI). with special emphasis on hygiene promotion. (January-February 2008)
- Team leader for managing an "Influencer Tracker Survey" a public diplomacy impact gauging exercise for United Kingdom Foreign and Commonwealth Office through British High Commission in Pakistan; with democratic development as the central theme of the survey. This aimed at eliciting information, through individual in-depth interviews (IIs), from the top 100 "influencers" of Pakistani political parties, bureaucracy, civil society organisations, NGOs, corporate sector, international donors, among others. (September 2007 - ongoing).
- Team leader for conducting health-seeking behaviour audience research for Primary Health Care Revitalisation and Integration for the Earthquake-affected (PRIDE) project. (May to August 2007).
- Consultant with UNICEF, Iran, for designing an integrated, comprehensive communications strategy to promote community-based rural girls education in less-developed ethnic and religious minority provinces. (January 7-February 25, 2007).

- Consultant with DFID funded Technical Assistance Management Agency (TAMA) for developing health education and promotion strategy and action plan for Health Department, Government of Punjab (Sept 8-Oct 11, 2006)
- Consultant to Ministry of Social Welfare and Special Education for developing a national communication strategy for child protection for Pakistan (July-August, 2005)
- Team Leader of a group of independent consultants conducting third party evaluation of ADB-funded US\$350 million Access to Justice Programme (AJP) (December 12, 2003 to January 17, 2004).
- Consultant/contributor/editor for outreach and communications for SEESAC – South Eastern and Eastern Europe Clearinghouse for the Control of Small Arms and Light Weapons (SALW) (December 2004)
- Consultant/resource person for communications, demobilisation and reintegration of former combatants and conflict resolution with German think tank, Bonn International Centre for Conversion. (March 2004)
- Team Leader, external evaluation of WHO Basic Development Needs (BDN) programme in Pakistan (Sept-December 2002)
- Team Leader of consultants conducting research on conflict-mapping, Control of Small Arms and Light Weapons (SALW) and identifying areas for training (December 2003)
- Consultant to SEBCON and UNHCR, Islamabad for data analysis and report writing of large Afghan refugee repatriation survey (February 2003).
- SuRF Team Leader, an ILO sponsored and UNAIDS funded HIV/AIDS, STDs, and Reproductive Health knowledge, attitude, behaviour, and practices (KABP) study of organised industrial workers and truckers regarding. (November 2000).
- Team Leader of the SuRF group conducting final evaluation of UNFPA/AusAID funded project "Strengthening Information, Education, and Communication (IEC) Capacity of Ministry of Population Welfare, Government of Pakistan. (May-Jul 2000).
- Consultant to AusAID, Islamabad for facilitating ICPD compliance review and for a follow-up with an IEC project of the Ministry of Population Welfare, Islamabad
- Team leader, as President SuRF, for a UNFPA funded Mid-term Evaluation of the UNFPA/UNICEF/MoH/Medicins du Monde joint Project "Institutionalisation of Reproductive Health Care in the Primary Health Care System, Khanpur, Rahimyar han." (May/June 1998).
- Member, joint MoH/UNICEF Focussed Programme Review (FPR) of Health Education programme, management, administrative and operational structure of in Pakistan. (September 1993).
- Consultant, Action Planning workshop for ENERCON on introduction of Compact Fluorescent Lamps (CFLs) in place of incandescent lamps in major energy consumption sectors in Pakistan. (February 1992)
- Consultant to Japanese Broadcasting Corporation (NHK) on producing a documentary on population and family planning issues in Pakistan (July 1991)