

# ATIF SARWAR

## Procurement Officer

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## OBJECTIVE

Highly motivated professional, pursuing a career in a well-reputed organization to achieve high career growth through a continuous learning process and by keeping myself dynamic, visionary, and competitive with the changing scenario of the world.

## PROFESSIONAL SUMMARY

I have been serving as a Procurement Officer (BPS-17) at The Begam Nusrat Bhutto Women University Sukkur (BNBWU) since February 2021. My core responsibilities are Planning and implementing the Procurement Process, Planning Tenders, conducting Tender meetings writing evaluation reports, and implementing SPPRA Rules in day-to-day procurement of goods and Tender management. Before this, I served as a DPO in Sindh Rural Support Organization (SRSO) at District Kandhkot since Feb-2020 to Jan-2021. I led the project team of National Poverty Graduation Program (NPGP), funded by Federal Govt. under umbrella of AHSAS Program. My key responsibilities were planning, organizing and monitoring the NPGP program. I performed responsibility of implementation of procurement process, leading the finance and admin team for administrative and financial matters of NPGP Program. Before switching to Community Development sector, I had been holding Managerial level position in Ace Pvt. Ltd, where I was performing key responsibilities in planning, marketing, business development strategies and Administrative work. I was assigned special projects of exploring and analyzing business opportunities in international markets. For this, I have been to Azerbaijan and Dubai. One of my successful projects is establishing the Hyper Market at Sharjah under my leadership. My core responsibilities were planning and implementing the strategies of supply chain management, marketing and leading the team. Before serving in ACE Pvt. Ltd, Faisalabad, I had been holding Managerial position in Business Development and Marketing Department of Express Media Group where I utilized my education, experience and skills efficiently to increase the revenue and profitability of the organization. I worked on branding the newspaper in Sukkur region and developing business strategies. I led the team of 50 reporters of Sindh for building communication with organizations and individuals. I built a strong business correspondents network for achieving greater market share by fulfilling the sales and marketing functions. Beside the professional corporate experience, I have also taught business subjects to BBA and MBA students as a visiting faculty member of DIHE Sukkur Campus and COMSIT. My major subjects are Business Communication, Marketing Management, Strategic Management, and Personal Management.



## PROFESSIONAL EXPERIENCE

### **Procurement Officer (BPS-17)**

The Begam Nusrat Bhutto Women University  
Sukkur.

[www.bnbwu.edu.pk](http://www.bnbwu.edu.pk)

*Since Feb-2021*

- Reported to DDF.
- Implementing the Procurement Plans of the University.
- Planning and execution of all activities related to the procurement.
- Playing key role in decision making process and strategic management at Department level.
- Responsible for strategic planning for successful Procurement process implementation as per SPPRA rules.
- Performing managerial responsibilities including communicating with Contractors and identifying new suppliers and contractors.
- Responsible for ensuring implementation of Tendering process.
- To build relationships with contractors for efficient procurement.
- Train and supervise subordinates to update the inventory management and record keeping.
- Implementing the whole process of conducting NITs and Bid Evaluation Report writing.

### **District Program Officer (DPO)**

Sindh Rural Support Organization (SRSO)  
District Kashmore@Kandhkot.

(Community Development Programs)

[www.srso.org.pk](http://www.srso.org.pk)

*Feb-2020 to Jan-2021*

- Reported to DM.
- Leading National Poverty Graduation Program (NPGP).
- Planning and execution of all activities of the NPGP Program.
- Developing and implementation of procurement plans of NPGP.
- Developing strong relationship with contractors/suppliers for smooth implementation of procurement plans.
- Playing key role in decision making process and strategic management at district level.
- Responsible for strategic planning for successful program implementation.
- Exploring new livelihood plans for community development and procurement of required materials for the small business setup.
- Performing managerial responsibilities including communicating with suppliers and identifying new suppliers.
- Planning and arranging Distribution points (DPs).
- Leading finance and admin team for administrative and financial matters of NPGP Program.
- Making sure the disbursement of vendors' payments in time.
- Supporting social Mobilization Teams in documentation of NPGP Program.
- Train and supervise subordinates to achieve Program goals.
- Monitoring accounts and transactions of Local Support Organizations (LSOs) formed at UC Level.

## **General Manager**

ACE Pvt. Ltd.

Sargodha road, Faisalabad

(Media, Publication, Education)

<https://acenews.pk>

[https://www.youtube.com/watch?v=Rif\\_7cuaLjs](https://www.youtube.com/watch?v=Rif_7cuaLjs)

<http://aceschool.edu.pk/>

<https://medwelljournals.com>

### ***Oct-2018 to Dec-2019***

- Reported to CEO.
- Head of News Desk.
- Content writing for video packages.
- Reporting for documentary packages.
- Playing key role in decision making process and strategic management.
- Planning and executing marketing strategies and business development.
- Responsible for strategic planning for organizational growth.
- Exploring new business markets internationally and making proposals for business opportunities.
- Performing administrative responsibilities including communicating with vendors and clients.
- Train and develop subordinates to achieve departmental goals.
- Holding additional charge of Payroll.
- Leading Payroll Management system which includes new employment registration, generating employees Ids and deactivating employees.
- Performing responsibilities of preparing Monthly Salaries of all branches through payroll management system and updating salaries records.
- Monitoring accounts of all branches of ACE School System.

## **Assistant Manager Marketing**

Express Publications Pvt. Ltd.

Golimar road, Sukkur

(Print Media)

<https://www.express.com.pk>

### ***Sep-2011 to Sept-2018***

- Reported to Associate Director Marketing.
- Deploy successful marketing campaigns for revenue generation and own their implementation from ideation to execution.
- Train and develop subordinates to achieve departmental goals.
- Updates job knowledge by participating in educational opportunities.
- Leads and manage correspondents' team to achieve business goals.
- Assembles consumer rating reports by compiling, consolidating, formatting, and summarizing information, graphs, and presentations.
- Identifying business potential of the prospective customer and developing a professional relationship through personal visits.
- Following up on new customer activity in order to establish customer needs and to respond to any feedback/criticism/potential.
- Compile sales objectives Gap analysis.
- Generate and boost revenue.

- Organize the follow-up of customer commitments during the visits or per phone.
- Scheduling of activity with Customers.
- Evaluating and monitoring Daily Revenue Report (DRR)
- Maintaining Daily visit report (DVR) through software.
- Working on Aging Drive and follow up the Recoveries on daily basis.
- Maintaining Monthly sharing reports.
- Monitoring advertising revenue of other papers.
- Build strategic relationships with Non-Accredited agencies.
- Measure and report performance of Business Correspondents to Top Management.
- Responsible for billing and payments clearance.
- Coordinating traffic and production department for executing the advertisements.

### **Lecturer (Visiting Faculty)**

Dadabhoj Institute of Higher Education (DIHE) Sukkur Campus

#### ***Sep-2014 to 2018***

- Teaching MBA level courses to Executive MBA students; Business English, Business Communication, Marketing Management, Advertising and promotion, Strategic Management & International Business.
- Utilizing corporate level experience to educate EMBA Students by using practical approach.

### **Lecturer (Visiting Faculty)**

College of Management Science and Information Technology (COMSIT) Sukkur

#### ***Sep-2011 to Jan-2014***

- Teaching BBA courses; Business English, Business Communication, Marketing Management, Personal Management.
- Conducting career counseling seminars.
- Giving assistance to Management for planning and running BBA and MBA Classes.

### **DSE (Direct Sales Executive)**

Telenor Pakistan

#### ***June-2011 to Aug-2011***

- Reported to Area Manager directly on daily basis.
- Sell products by establishing contact and developing relationships with prospects; recommending solutions.
- Maintain relationships with clients by providing support, information, and guidance; researching and recommending new opportunities; recommending profit and service improvements.
- Promote Products to boost sales.
- Achieve Sales targets and Prospecting.
- Facilitate and satisfy the Customers.
- Resolve customer' complaints.
- Promote and Build Relationship in the corporate sector.
- Design and implement a strategic business plan that expands company's customer base and ensure its strong presence.
- Worked on more than one sales project at a same time.
- Visited open markets and successfully promoted products.
- Helped in resolving critical issues related to sales, and escalated important matters to upper management.
- Prepared client surveys for sales projects – Evaluated several areas of improvements in current sales techniques.

## **Sr. Teacher**

School Of Excellence

*Dec-2006 to Aug-2011*

- Teaching English to Secondary level.
- Designing syllabus of English Subject for different grades.
- Arranging workshops and programs for development of English language skills.
- Setting and managing School Timetable.
- Conducting examinations as Controller Examination

## **ACHIEVEMENTS & PROJECTS**

- Achieved the targets of NPGP Programs successfully.
- Supported community in procuring the best assets for the livelihood.
- Achieved the record sales revenue in print media by publishing special reports.
- Set trend of Special Supplements on events to generate Business.
- Developed communication with team members to achieve sales revenue.
- Introduced new marketing campaigns for promotions and increase business.
- Organized Essay writing competition for generating business.
- Conducted SWOT analysis of Daily Express Sukkur.
- Achieved 100% increase in revenue of Daily Express Sukkur every year.
- Worked on corporate sector for Telenor.
- Achieved 100% monthly sales targets of Telenor consistently.
- Conducted Research on market share of mobile communication services in Sukkur Market.

## **PROFESSIONAL TRAININGS & SKILLS**

- Completed Training course on “Public Procurement Policies and Rules” from Pakistan Planning and Management Institute Islamabad in June 2022.
- Completed basic course of “Sindh Public Procurement Rules” from Sindh Public Procurement Authority Karachi in February 2022.
- Attended Three days Professional Development Workshop on Procurement Rules of SPPRA conducted by SPPRA in 2021.
- Attended 3 Days workshop on National Poverty Graduation Program (NPGP) organized by SRSO at SRSO Complex Sukkur.
- Completed six levels of English Language program from Pak American Cultural Center (PACC).
- Attended two days Professional Development Workshop for English Language at Aga Khan University Examination Board Karachi (AKUEB).
- SWOT analysis
- Marketing Plan
- Target Market
- Cost Effective Marketing.
- Creating advertisements.

## **EDUCATION**

- |   |                                      |             |
|---|--------------------------------------|-------------|
| ▪ <b>M.Phil (Public Administration)</b> | Shah Abdul Latif University Khairpur | (Continued) |
| ▪ <b>MBA (Marketing)</b>                | University of Sindh Jamshoro         | (2010)      |
| ▪ <b>MA (English)</b>                   | Shah Abdul Latif University Khairpur | (2005)      |

### INTERPERSONAL SKILLS

- Tender Management Skills
- Business development skills
- Strategic planning skills
- Project Management Skills
- Customer relationship management skills.
- Marketing Management and Life style planning
- Effective and Efficient use of business resources
- Personal Management and Leadership skills
- Effective Communication, Influencing and negotiation Skills.
- Strong business sense and industry expertise
- Excellent mentoring, coaching and people management skills
- Confident and dynamic personality.
- Strong creative outlook.

### PERSONAL DATA

- Date of Birth: 1<sup>st</sup> April 1983
- CNIC: 45504-0938293-3
- Marital Status: Married
- Nationality: Pakistani
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### REFERENCE

References will be furnished on request.