INSIDE PFAS ISSUE 01

IDEAS TO IMPACT

A Note to Start

The past few months have been a period of building and defining PFAS – turning early momentum into clearer direction. From shaping our identity to expanding our presence and strengthening internal culture, this phase has focused on laying the foundation for sustained growth.

This issue brings together key moments that have shaped our journey so far.

A New Space A New Energy

PFAS transitioned from its initial temporary setup into a new workspace at *Dafarkhuwan*. While this move marks an important step in strengthening collaboration and team engagement, work on PFAS's dedicated office space is already in full swing. The current space reflects a phase of growth – supporting the team today while preparations continue for a more permanent home.

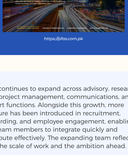
Defining Our Identity

As PFAS continues to grow, significant effort has gone into strengthening its institutional identity. The brand mandate and tagline – *Ideas to Impact* – were finalised followed by a dedicated brand-building workshop that brought the team together to align how PFAS communicates its purpose and approach. These efforts mark an important step in building a cohesive and recognizable presence.

Expanding Our Digital Presence

PFAS launched its website and social media platforms to improve visibility and outreach. These channels now serve as central touchpoints for sharing insights, updates, highlighting engagements, and connecting with stakeholders, professionals, and students interested in public sector advisory and institutional development.

https://www.instagram.com/pfas_official/



https://pfas.com.pk

A Growing Team

PFAS continues to expand across advisory, research, legal, project management, communications, and support functions. Alongside this growth, more structure has been introduced in recruitment, onboarding, and employee engagement, enabling new team members to integrate quickly and contribute effectively. The expanding team reflects both the scale of work and the ambition ahead.

Engaging with Industry & Institutions

PFAS engaged with a range of industry and institutional stakeholders, including International Finance Corporation, the Aquaculture & Fisheries Department, Abacus, and wildlife-sector counterparts. These conversations are helping deepen sector understanding, strengthen partnerships, and shape PFAS's advisory approach.

Connecting with Future Talent

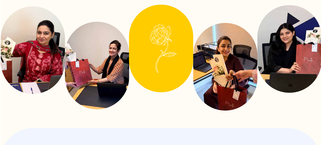
PFAS participated in career fairs at *NUST, LSE, and LUMS* engaging with students interested in policy, finance, and public sector impact. The strong interest from students highlighted the growing relevance of PFAS's work and the opportunity to build a pipeline of young talent.

Taking Time to Reconnect

Beyond project work, the team gathered for a Rooftop Recharge – an informal opportunity to step back, connect, and strengthen relationships across teams. The session offered a refreshing pause and created a space for conversation, connection, and reinforced the collaborative spirit within PFAS.

Celebrating Women at PFAS

PFAS marked International Women's Day by recognizing the contributions and leadership of women across the organization. The occasion served as a reminder of the diverse perspectives shaping PFAS's culture and impact.



Recognizing Contributions

The PFAS blog got strong contributions during this period. The following individuals stood out as top contributors.

Their articles reflects the importance of insight and perspective in building a stronger institution.

Mr. Aneel Iqbal,
General Manager Corporate Finance & Risk Management

Mr. Sikandar Usmani
Chief Internal Auditor

Ms. Tehreem Fazal
Assistant Manager BD & Communications

Looking ahead

As PFAS moves forward, refreshed after the Eid break, the focus remains on strengthening institutional identity, expanding advisory impact, and building internal capacity. Alongside this momentum, important groundwork has also taken shape behind the scenes – from procuring laptops to equipping teams with essential software and systems; setting up network access and official communication channels. These efforts have enabled teams to operate seamlessly and support the organization's continued growth. With a growing team, stronger presence, and clearer direction, the months ahead promise continued momentum.

PFAS
PUNJAB FINANCIAL ADVISORY SERVICES