

AYESHA NOOR

**An MPhil in Sociology Scholar with a Passion for Research,
Teaching, and Social Change**

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Academics

2016 – Ongoing

Institute of social and cultural studies (ISCS)

Punjab university Lahore,
Pakistan

Final Year Thesis: An Assessment of Residential Facilities for
Female Students of Punjab university, Lahore

Assistant Professor Dr. Rahla Rahat

- Standing: Ongoing
- Tasks:
 - Completed coursework in Sociological Theories, Social Research Methods, Community Development, Social Policy, Gender Studies, Social Change, and Human Behavior with strong academic performance.
 - Conducted social research projects analyzing community development, social behavior, and public policy effectiveness.
 - Participated in field studies focusing on social inclusion, education, and poverty alleviation programs in underprivileged communities.
 - Applied qualitative and quantitative research techniques to assess community challenges and propose sustainable solutions.
 - Developed analytical, critical thinking, and communication skills through research presentations, debates, and collaborative projects.
- Activities at Institute: Assisted in organizing seminars, workshops, and student learning sessions. Supported faculty in academic initiatives, collaborated with peers on research and project-based tasks, and participated in knowledge-sharing activities to enhance the learning environment.

28/2023 – 03/2025

Master of Sociology – (Specialization in Social Research, Minor in Community Development & Policy Studies)
Department of Sociology, Faculty of Social Sciences, University of Management and Technology, Lahore, Pakistan

- Final Year Thesis: Social Stigma of divorce among Hostel girls in Lahore
- Advisor: Professor Dr. Abeeha Imran
- Masters Cumulative Grade: B- (CGPA: 3.14/4.00; 75%)
- Tasks:
 - Conducted an in-depth qualitative research study exploring the perceptions, attitudes, and social stigma faced by divorced Girls residing in hostels within Lahore.
 - Designed and implemented semi-structured interviews and focus group discussions to collect primary qualitative data from hostel residents and key informants.
 - Analyzed how cultural norms, family pressure, and societal judgment shape the social identity and self-perception of divorced Girls in Lahore Pakistan.
 - Prepared a detailed thesis report, including research methodology, data analysis, key findings, conclusions, and policy recommendations to promote social inclusion and gender sensitivity.
- Activities at Institute: During my MPhil program, I actively engaged in academic research projects, seminars, and fieldwork related to gender studies, social behavior, and community development. Collaborated with peers on research presentations, participated in qualitative research workshops, and contributed to departmental initiatives promoting social awareness and gender equality.

Certificates and short Courses

03/2023 – 09/2023

International conference:

- University of Management and Technology (UMT), Lahore, Pakistan
- Presented research paper titled “Hostel Issues in Pakistan.”

- Received Certificate of Participation and Presentation for successfully presenting undergraduate research at an international academic conference.
- Highlighted key challenges related to hostel infrastructure, security, management, and student welfare, with policy recommendations for improving residential facilities in Pakistani universities.

Professional Skills

Analytical Skills:

Conducted qualitative and quantitative social research, including survey design, interviews, and focus groups.

Applied thematic, content, and discourse analysis to assess social behavior and community challenges.

Performed statistical analysis using SPSS, including descriptive statistics, correlation, and regression techniques.

Applied critical thinking and problem-solving skills to analyze social patterns and propose interventions.

Language Skills

- **Native Language:** Urdu
- **Academic Language (Pakistan):** English
- **Medium of Instructions in Post graduate studies:** English

Professional Experience

Current Employment

05/2025 – Present

Career Transformation Trainer (Online & Live Sessions)

Self-Designed “Career Transformation Course.

- Conducting career coaching sessions (2-day workshops, 2 hours per day) for fresh graduates, new joiners, and professionals looking to improve their workplace performance.
- Teaching essential skills including analytical thinking, effective reporting, and impactful communication to help participants excel professionally.

- Guiding attendees on enhancing task delivery, building an impressive work profile, and gaining senior management trust.
- Facilitating confidence-building exercises to empower participants in salary negotiations and career advancement.
- Sessions conducted live Zoom, reaching national and international participants.
- Mentoring and supporting younger colleagues in real-world professional challenges, enabling them to overcome obstacles and succeed.

03/2025– Present

Project Coordinator

(Community Awareness Campaign on Nutrition & Immunization)
Attia Welfare Society (AWS) – Rajanpur, Punjab.

- Supervising and monitoring all project activities to ensure smooth, timely, and effective implementation.
- Preparing detailed implementation plans (DIPs) to support structured execution, tracking, and reporting of project deliverables.
- Implementing and overseeing project operations, ensuring all interventions align with targets, timelines, and quality standards.
- Liaising with district health departments and relevant line agencies to strengthen coordination and broaden project impact.
- Building networks and developing linkages with stakeholders, ensuring continuous flow of information and engagement throughout the project cycle.
- Conducting community-level trainings on immunization, nutrition, and malnutrition to reduce preventable diseases and improve health outcomes.

- Sharing monthly progress insights and learnings to enhance project quality, effectiveness, and data-driven decision-making.
- Leading activities such as Mother and Child Week, ensuring effective awareness and outreach for reducing malnutrition and stunting.

Previous Employments

03/2024 – 01/2025

Senior Sales Executive (Fundraising & Welfare Activities)

Sundus foundation, Lahore, Pakistan.

- Successfully engaged with individual donors and corporate partners to support the organization's fundraising initiatives.
- Organized and participated in meetings with international collaborators, building long-term relationships for welfare projects.
- Conducted field visits to Faisalabad Teaching Hospital and other health centers to monitor free medicine distribution to underprivileged patients.
- Assisted in fundraising campaigns to ensure that patients in need received essential medicines and healthcare support.
- Collaborated with local welfare societies to coordinate community outreach and healthcare assistance programs.
- Demonstrated strong communication, organizational, and relationship-building skills, contributing significantly to PAHCHAAN's mission and goals.

03/2021 – 04/2022

Project Coordinator (Community awareness campaign on Nutrition & Immunization)

Attia Welfare Society (AWS) – Rajanpur, Punjab.

- Preparation of DIP for smooth and timely delivery of the project activities
- To implement and monitor overall project activities and to ensure that all the interventions are according to the detailed implementation plan
- Liaison with line departments specifically with district health department to widened the impact of the project

- Networking and linkages development with relevant stakeholders and dissemination of information to keep all the stakeholders onboard
- To conduct trainings on health issues (immunization and malnutrition) at community level to reduce the risk of preventable diseases, malnutrition and stunting
- Improving the program quality by sharing the project learnings on monthly basis
- Celebration of mother and child week and to disseminate information to reduce malnutrition and stunting.
- Supervision and monitoring of all the project activities.

Awards, honors, distinctions

- Attended a lecture conducted by Dr. Chris Moffat on “The Role of Social Science in Public Life and Improving Society”, held at the Institute of Social and Cultural Studies, University of the Punjab.
- During the degree, I was also honored with a government award in the form of a laptop, in recognition of my academic achievements.
- Earned a Diploma Certificate from Jami Computer Institute, further enhancing my computer and technical skills.
- Awarded a Certificate of Participation in an International Conference, acknowledging my active engagement in academic and research activities.

Key merits in academics and Research

- Successfully completed a degree in Sociology, developing a strong foundation in social theory, qualitative and quantitative research methods, and social policy analysis.
- Conducted research on social behavior, inequality, and community development, emphasizing evidence-based solutions to social challenges.

- Applied qualitative research methods (interviews, focus groups, and case studies) to explore social attitudes and cultural influences on organizational behavior.
- Participated in international webinars and workshops on qualitative research methods, social research design, and ethical research practices.
- Attended academic sessions on gender equality, anti-harassment awareness, and climate resilience, integrating social perspectives into research and policy analysis.
- Participated in the National Youth Dialogue 2025 focused on nature-based solutions and environmental sustainability, representing youth perspectives on social change.
- Volunteered in community initiatives such as blood donation drives and climate change awareness campaigns, promoting civic responsibility and youth engagement.
- Gained practical exposure in data collection, report writing, and analysis through internships and collaborative research projects.
- Actively participated in seminars, workshops, and academic conferences, strengthening research presentation and critical analysis skills.

Fieldwork, Internships, and Community Engagement

- Worked as a Core Team Member in the Akhuwat Internship and Leadership Program, managing community service projects and internship activities aimed at promoting social inclusion, poverty alleviation, and youth empowerment.
- Collaborated with the Asia Foundation as a Team Member, participating in initiatives related to social development, civic engagement, and leadership training for young changemakers.
- Completed an internship at INMOL Hospital, gaining hands-on experience in community health research, patient interaction, Patient counselling and data collection for public health studies.
- Participated in a Public Health and Food Safety Workshop conducted by the Food Authority in collaboration with the University of the Punjab, studying food policy, hygiene practices, and their impact on public welfare.

- Served as a Field Researcher and Trainer under the World Health Organization (WHO) Polio Eradication Program, conducting household surveys, awareness sessions, and a four-day training program on community health and vaccination awareness.
- Contributed to the Accountability Lab as a Volunteer Research Associate, supporting individuals in developing and implementing integrity-driven community initiatives to promote transparency and ethical social practices.
- Conducted fieldwork and community-based research on various sociological issues, including public health, education accessibility, and social awareness campaigns, integrating theory with practical application in real-world settings.

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Conferences, Seminars, Workshops

- Participated in the Global Pathways in Qualitative Research Methods and Challenges, and Publishing Across Contexts webinar held at the University of Management and Technology (UMT), conducted by Assistant Professor Dr. Abeeha.
- Participated in a Workshop on Using APA Style organized at the University of Management and Technology (UMT).
- Attended the Seminar on “Breaking the Silence on Anti-Harassment Awareness” organized at UMT.
- Attended a Webinar on Social Research Methods conducted by Jasper Muis, Assistant Professor, Department of Sociology, Vrije Universiteit Amsterdam.
- Attended the Seminar on “Resilient Pakistan: Combating Climate Change, Population, and Water Security” organized at UMT.
- Participated in the National Youth Dialogue 2025: Young Changemakers on Nature-Based Solutions held in Islamabad, Pakistan.
- Participated in a Free Blood Donation Camp for Combating Thalassemia held at Mall Road, Lahore.
- Attended the Second International Conference on Critical Peace Studies: Making Critical Mainstream organized at UMT.

- Attended a three days training on “Communication, Advocacy and M&E (CAME)” organized by Plan International, Pakistan.
- Attended a five days training on “Malnutrition and Child Health” organized by CHIP.
- Attended a five days training on “Health and immunization” organized by CHIP.
- Attended a two days training on “Participatory Proposal Writing” organized by Professional Development Program.
- Attended a one-day training workshop on “Disaster Risk Reduction” conducted by UNICEF, Islamabad.
- Served as a Volunteer in the CEO Climate Fellowship 2025, a youth-led climate movement promoting environmental sustainability
- Attended a three days training on “Livestock Management for Rural Areas for Income Generation” at Akhter Hameed Khan National Center for Rural Development (AHKNCRD), Islamabad.
- Attended training on Complaint Response Mechanism (CRM) at Attia Welfare Society (AWS) Office.
- Attended 16th The Dawn Food & Agri Expo held in Expo Center, Johar Town, Lahore
- Attended 12th Annual “Population Research Conference on Pakistani Youth”.
- Attended conference on Career Counseling held in Institute of Social & Cultural Studies, University of the Punjab, Lahore.
- Attended 2nd Annual Charity-based Awareness Program for the eradication of Thalassemia in Pakistan.
- Attended Madadgaar Youth Conference on Gender based Violence.
- Attended a conference on the “Importance of Local Government Elections”.
- Actively participated in Debate & Dramatic Society in University of the Punjab, Lahore.