



**TRANSFORMATION
BEYOND
IMAGINATION**

**ANNUAL
REPORT
2025**

www.thepef.com



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Our Vision

Empowering Futures Leaders

Founded in 2009, the Professional Education Foundation (PEF) is a non-profit organization dedicated to providing educational opportunities to deserving students from underprivileged backgrounds. With a focus on excellence, equity, and empowerment, PEF has transformed the lives of thousands of students across Pakistan.

PEF is led by a distinguished Board of Governors, comprised of top industry professionals who contribute significantly to the foundation's funding. The foundation offers scholarships to cover tuition fees for professional programs, ensuring that talented students have the opportunity to pursue their academic goals. A rigorous selection process ensures that scholarships are awarded to those who demonstrate exceptional academic potential and financial need.

PEF's impact is far-reaching, as its alumni have gone on to achieve success in various fields, contributing to the development of Pakistan's society. By providing educational opportunities, PEF is investing in the future of the country and creating a more equitable and prosperous nation.



Vision

Poverty Alleviation through Professional Education.



Mission

To offer a bright future to those brilliant students, who have been admitted to a professional institution on their own merit, but are unable to pay their fees.



Values

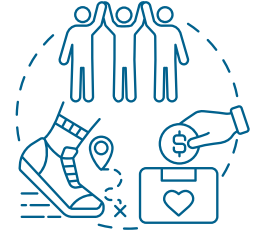
Courage
Equity
Optimism
Transformation



Beliefs

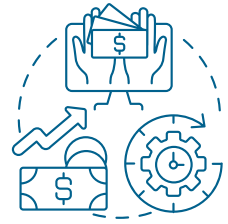
PEF believes that an investment in professional education for these deserving brilliant students will not only provide a respectable living standard for themselves and their families, but also create a positive impact on their communities.

PEF Strategy



Student Selection Process:

- Students are admitted to professional institutions based on their own merit.
- Thorough evaluation against PEF's criteria of need and merit.
- PEF offers financial support to the most deserving cases, covering education costs and in some cases hostel fees support.
- All fees are directly paid to the respective universities, ensuring transparent and efficient transactions.
- There is no discrimination on any basis in our selection process.



Donation Process:

- Each student is thoughtfully allocated to donors who wish to contribute to their education.
- Donors are kept informed about the progress and achievements of the students they support, providing a sense of fulfillment and connection.
- We maintain separate bank accounts for zakat and donations, ensuring the proper allocation of funds.
- Our collection and expenditure processes comply with zakat regulations and have been audited by an independent Shariah advisor.

Our Impact

We have been working to provide quality and equal education to the students who cannot afford professional education, for the past 16 years. The donations to these students' education have, in turn, provided them with better job opportunities, which have enabled them to sustain their families.

16 Years in providing Professional Education



3356

Students
funded in
2024-25



3444

Alumnis
empowered to
pursue their
dreams



3500

Students target
of 2025-2026



41

Universities
on board



10%

Orphan
Students



66%

Male
Student
Ratio



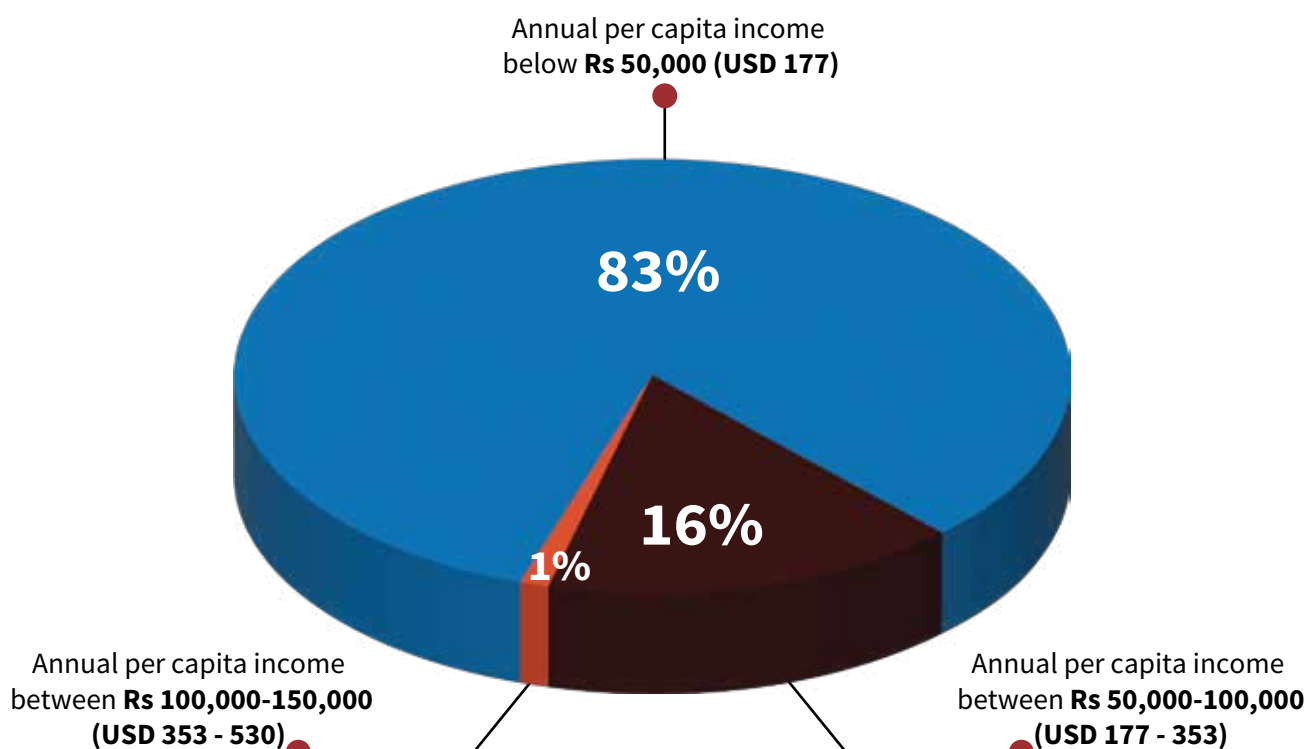
34%

Female
Student
Ratio

Economic Level of PEF students

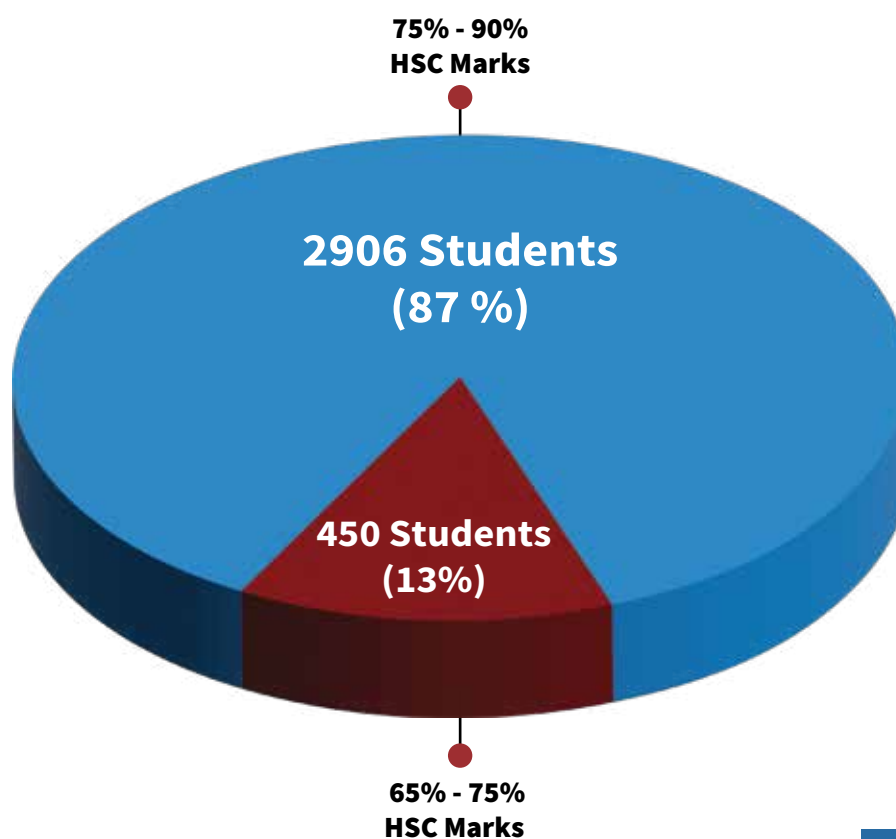
The Per Capita income of Pakistan is Rs 510713 (USD 1800)

Average per capita income of a PEF student's family: Rs 59,000 (USD 210)



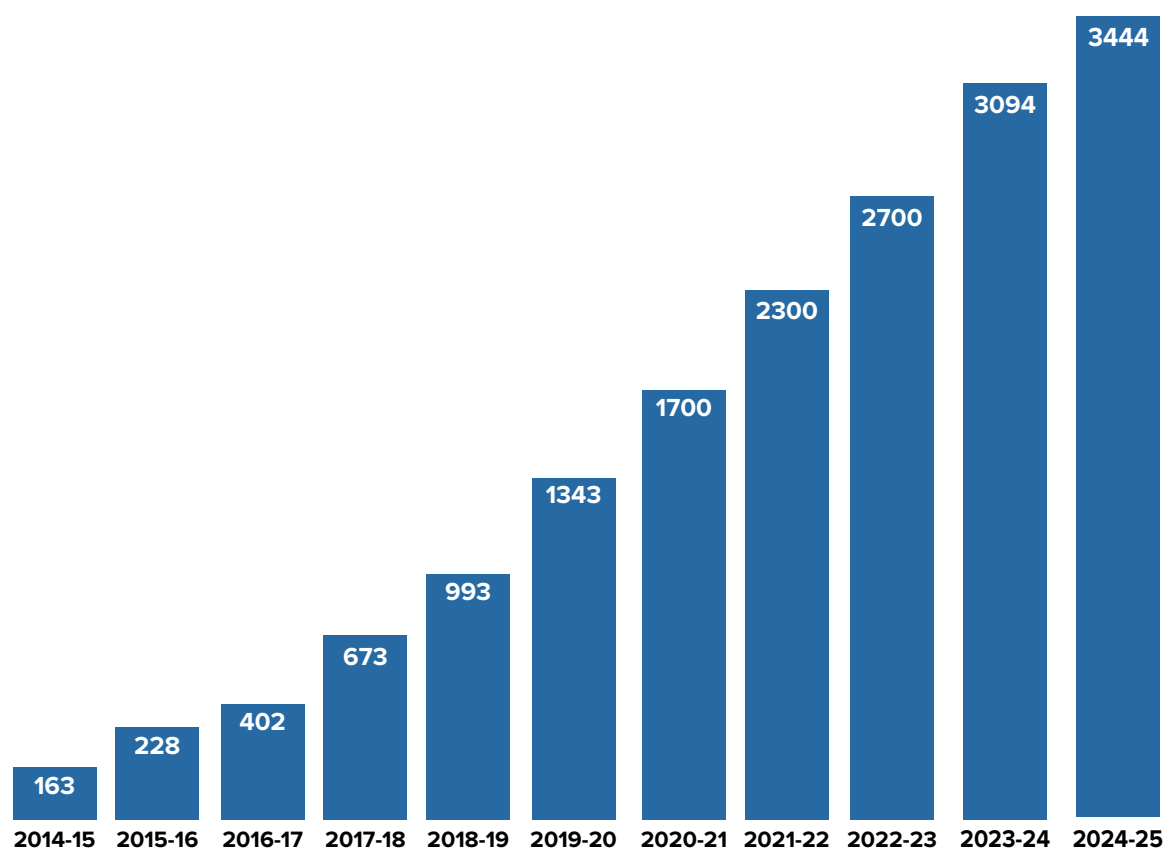
Academic level of PEF Funded students

Average HSC Marks of current 3356 Student's : 85%



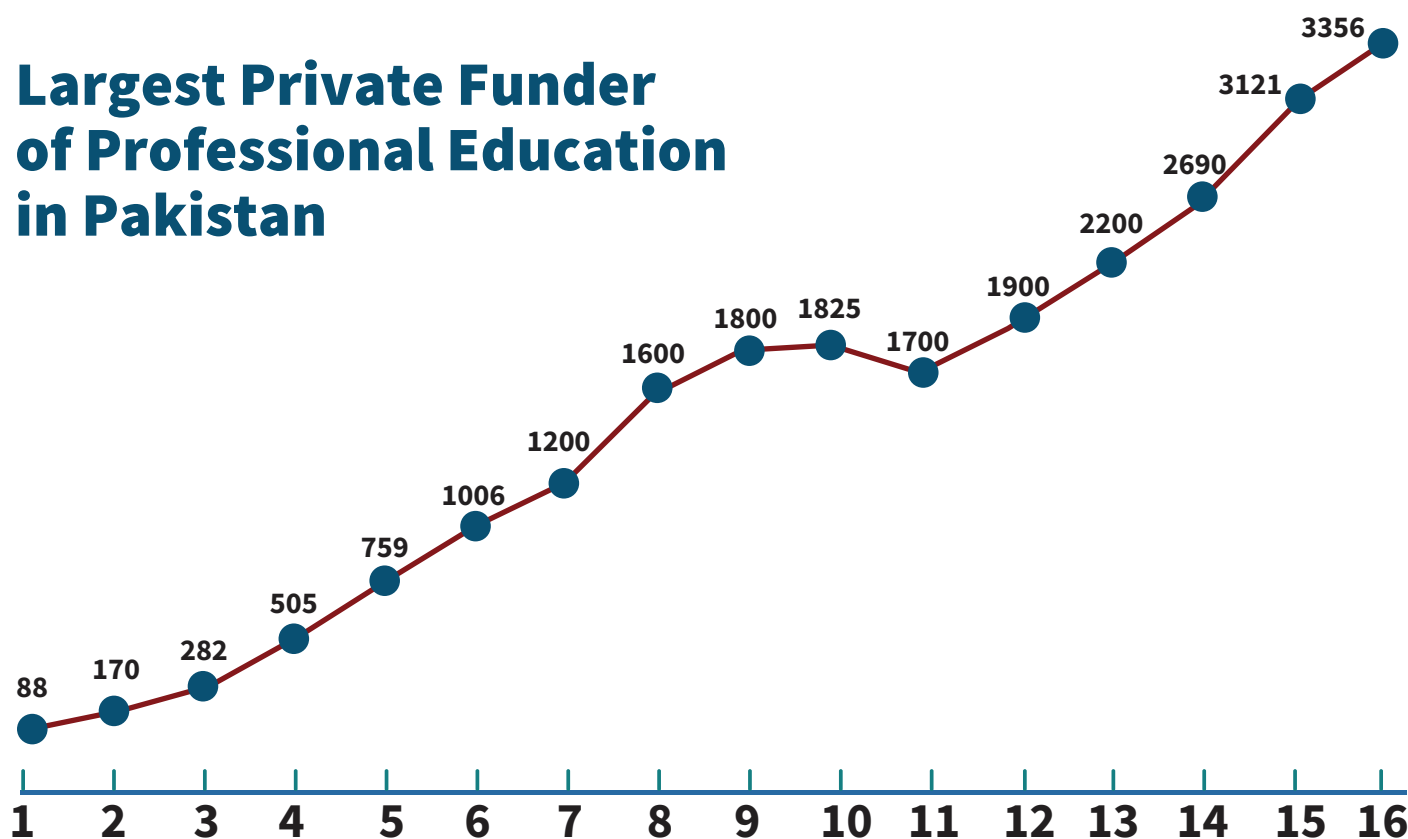
Impact of Your Donations

Alumni Growth from 2015 to 2025



Scholarships awarded from 2009 to 2025

**Largest Private Funder
of Professional Education
in Pakistan**



3444 Alumni in the Professional World

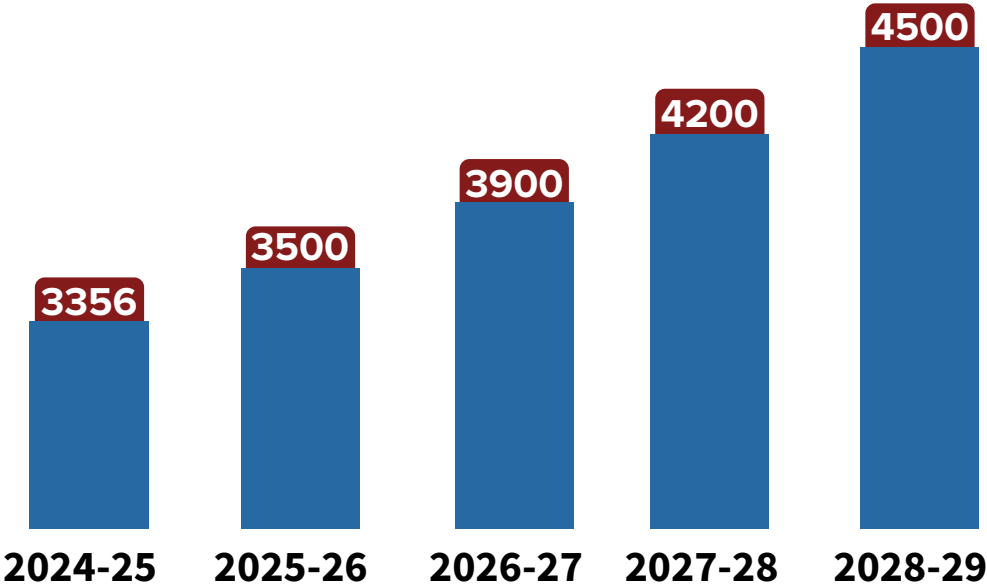


Our 3444 Alumni add

Rs. 1,500,000,000
to the national economy through
their spending power

Our Ambition

From 3356 to 4500 students



Message from the Chairman



Mr. Hafiz Haq
Chairman, PEF

The year **2024–25** was a remarkable one for the Professional Education Foundation (PEF) — a year of resilience, growth, and continued impact despite economic challenges.

Rising inflation and financial instability have pushed more families into poverty, increasing the demand for scholarships among deserving students. At the same time, reduced business activity has affected charitable giving across Pakistan.

Yet, through the unwavering support of our donors and the dedication of our team, PEF successfully expanded its scholarships from **3,121** in **2023–24** to **3,356** in **2024–25** — enabling thousand of talented students to continue their professional education.



This year, we also conducted **9** nationwide training sessions, equipping over **644** alumni and final-year scholars with essential soft skills, resume writing, and interview preparation. The positive feedback and improved employability of our students reaffirm our belief that education is the most powerful tool for transformation.



PEF's commitment to excellence was once again recognized nationally. We were placed among the **Top 5 Best-Governed Nonprofits** in Pakistan by the Pakistan Centre for Philanthropy (PCP) and selected by the Management Association of Pakistan (MAP) as one of only two education-sector charities in its **40th Corporate Excellence Awards**.



Our Board feels that we should expedite our growth rates, which means an additional effort in fund raising activities in the coming years.

I extend my heartfelt gratitude to our donors, board members, overseas partners, and PEF team for their trust, dedication, and shared vision — transforming lives through education. Together, we are not just funding degrees — we are shaping Pakistan's future.

I look forward to your continued support.

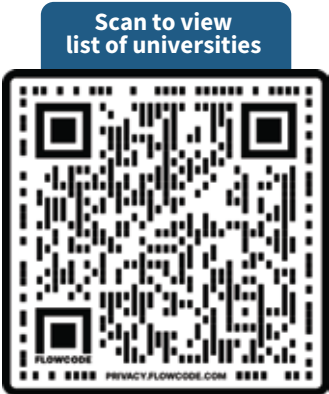
Mr. Hafiz Haq
Chairman, PEF

PEF Across Pakistan

We are represented on an all-Pakistan basis. The PEF has agreements with **41 universities** across Pakistan, which are approved by the HEC. It does not discriminate among students based on gender, religion, creed, or cast. Students are thoroughly screened based solely on merit and need.

PEF has signed memoranda with the following Government Institutions:

*MBBS: Bachelor of Medicine, Bachelor of Surgery; BDS: Bachelor of Dental Surgery; BBA: Bachelors of Business Administration; IT: Information Technology; CS: Computer Science;
All Major Engineering Disciplines (Civil, Software, Electrical, Mechanical, Chemical, etc.);
Agri: Agriculture;





In Total

41 Universities

3,356 Students



Punjab

17 Universities

1441 Students



Sindh

11 Universities

834 Students



KPK

06 Universities

525 Students



Balochistan

03 Universities

345 Students



Azad Jammu and Kashmir

02 Universities

73 Students



Gilgit-Baltistan

02 Universities

138 Students

Board of Governors



Mr. Hafiz Haq - Chairman, PEF

Former Senior Executive at Philips Electronics International

While 33 of my 50 years working career has been abroad, I felt strongly that my success was due to the fact that I was “Made in Pakistan”. The thought that thousands of poor but brilliant students are at the risk of losing their dreams due to lack of financial resources kept bothering me. This led to the idea of PEF and its mission: Poverty Alleviation through Professional Education.



Mr. Abdul Aleem - Vice Chairman, PEF

Secretary-General, Overseas Investors’ Chamber of Commerce and Industry (OICCI)

Former CEO of Pakistan State Oil

Realizing the need to transform society and bring economic stability depends largely on the quality of education and human resource development, I have always supported professional education and skill development. This has benefitted me in my life and, therefore, I want to promote it in the country. And so PEF is the right forum for all those who have a passion and the will to make a difference in this national cause.



Mr. Asad Jamal - Member, BOG

Chairman Good Planet Foundation and ePlanet Capital

Education is the key catalyst for human development and societal change. Pakistan has a vast reservoir of talented youth who deserve the best education possible. I fully endorse and support PEF’s mission to provide scholarships to our deserving next generation.



Dr. Saad Khalid Niaz - Member, BOG

Specialist, Gastro-enterology and Liver diseases

The cause of social work and education runs in the family. My father Mr. Khalid Niaz was a well-known educationist and social figure. Helping humanity and sharing their pain has deep roots in my upbringing.



Dr. Amir Jafri- Member, BOG

Chairman Health tech International & Southend Education

I believe talent in Pakistan is abundant, but opportunities are limited. I support PEF’s mission to bridge this gap and strengthen alumni engagement, turning today’s beneficiaries into tomorrow’s enablers for a sustainable impact for PEF.



Mr. Raheel Qamar Ahmad- Member, BOG

Chairman of the NFBI and Modaraba Association of Pakistan

Much like impact investing, the work done at PEF impacts not only the individual students that we support for their education but also their families that rise from poverty. I feel that it is incumbent on all of us to not only give back to the community but also to play whatever part we can in helping our country become educated and resultantly decrease poverty.



Ms. Dilnaz X. Avari - Member, BOG

Director Avari Group of Hotels

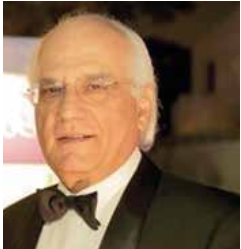
I cannot put into words how satisfied I feel after helping the less privileged. I believe everyone has the right to get an education. Unfortunately, the majority of people in Pakistan are deprived of this right.



Ms. Farnaz Ahmad - Member, BOG

Director Image Pakistan Limited

Like sun to a plant, like wings to a bird, higher education is a pillar of society – one that every individual must have undisputed access to. The euphoria of skills development, qualification building, and portfolio strengthening must be equalized in every nook and cranny of Pakistan; whatever your socio-economic status, the right to higher education must prevail. It brings me great joy to be joining hands with PEF for a future of professional education that sees no constraints.



Mr. Tariq Kirmani - Member, BOG

Former Chairman & CEO, Pakistan State Oil and PIA

My passion for helping humanity and the underprivileged sections of society brought me to PEF. I believe Professional Education is one of the best methods to alleviate poverty in the long run.



Syed Jawaaid Iqbal - Member, BOG

President, Corporate and Marketing Communications

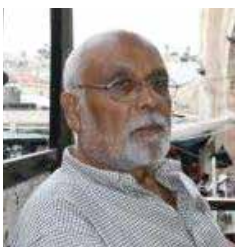
What has motivated me to accept the position is the fact that the Foundation is dedicated to the promotion of professional education in Pakistan a need that does not have many backers in this country.



Dr. Anum Jawed Akhai - Member, BOG

Group Director Business Growth & Strategy, Martin Dow

If you must identify the single most important investment a country should, make for its future, it's Education without any doubt. More specifically its higher education that changes lives, contributes to social stability, and drives long-term economic growth. Over the past 16 years, PEF has delivered on dreams for the Pakistani youth and seeing their success makes me proud to be a part of this team.



Mr. Mashkoor Hussain - Member, BOG

Former Senior Executive of PTCL

Professional discipline is the most important education in the country's economic growth. Pakistan needs more and more professionals for national economic development. We at PEF ensure that no student is deprived of the professional education they deserve.

Lahore Chapter

Professional Education Foundation-Lahore Chapter was established in **2012** and has contributed to substantial funding for the cause of PEF. It is managed by top reputed professionals and supported by a regional office in Lahore.



Prof. Mahmood Shaukat

President Lahore Chapter

Former VC UHS, Lahore

Former- Principal Allama Iqbal Medical College, Lahore

I work for over half a dozen charities, out of them the most outstanding in terms of alleviating poverty is PEF, which believes in empowerment through professional education. Professional education is the most underrepresented investment in most developing countries and it is the most powerful tool in the economic game changers for a community. I pray that PEF can sustain and build upon this great innovative initiative with the help of the commitment of the donors.



Mr. Javed Iqbal

Senior Banking Executive

Mr. Javed Iqbal has a diversified experience of over 30 years of working with multinational and large local banks. Mr. Iqbal worked in various senior positions in and outside Pakistan in the financial sector, and the mainstay of his professional banking career was with Deutsche Bank. Currently, he is engaged in freelance consultancy business, advising businesses and the financial sector.



Mr. Farhat Ali

Former President Overseas Investors Chambers of Commerce, and Industry

Chairman of the Board of Directors and Executive Managing Director of Polygal AG Pakistan

Farhat Ali is currently the chairman of the Board of Directors and Executive Managing Director of Polygal AG Pakistan, a fully-owned subsidiary of Polygal AG Switzerland. He served as the founding president of Swiss Business Council and is currently serving as the director and the chairperson dealing with Swiss Global Enterprise Zurich and Swiss Asian Chamber of Commerce Zurich. He is serving on the Board of Professional Education Foundation Lahore Chapter. He served as the President of the Overseas Investors Chamber of Commerce and Industry and the President of ABB PAKISTAN. He contribute a weekly column in the daily Business Recorder as its lead columnist.

Islamabad Chapter

Professional Education Foundation-Islamabad chapter was established in 2018 by a group of dedicated professionals from the industry. Its objective was to introduce PEF in Islamabad and raise funds for its cause. The Chapter has made substantial progress especially over the last 7 years and continues to grow.



Dr. Attiq Ahmad

President Islamabad Chapter
Senior Academician
Member Governing Body, PEC

Attiq Ahmad is an Associate Professor at Military College of Signals (NUST), where he teaches several engineering courses and actively involved in teaching and research. He serves as an elected member of the Governing Body of Pakistan Engineering Council, who is responsible for taking steps towards the regulation of the engineering profession in Pakistan by ensuring standards in education, accreditation, and professional practices. He has contributed to +30 publications in international reputed journals & conferences and actively supervises several PhD, graduate and undergraduate students. Attiq Ahmad has also served nearly 29 years in the Pakistan Army (in Corps of Signals) and retired as a Colonel. He is also involved in his family healthcare business.



Ms. Qurat-ul-ain Ahmed

Founder of Quintessential Design

With over two decades of professional work experience in the field of advertising and design, Ms. Quratulain has worked at prestigious organizations such as JWT, Orient McCann and GlaxoSmithKline Pakistan to name a few.

“PEF gave me a platform to contribute to a social cause close to my heart. It’s an honour volunteering alongside such an esteemed group of people committed to higher education in Pakistan”.



Mr. Luqman Ali Afzal

Chief Executive Officer, The Monal Group of Companies

Mr. Luqman Ali Afzal is a graduate of Lahore University of Management Sciences (LUMS). He has vast years of experience in the field of hospitality and restaurants. He is the CEO of The Monal Group of Companies and has expanded the chain of Monal to Lahore and Rawalpindi, etc. Mr. Luqman is a volunteer in PEF as he is very passionate about education and believes that education is the right of every student.



Mr. Saif ul Islam

Former President & CEO of the Bank of Khyber
Former EVP at Allied Bank

I was impressed by the high impact of PEF's mission and its transparent business model. I have been associated with it for the last 7 years and it has been a very satisfying experience.



PEF in the USA has been raising funds for deserving students of Pakistan for 11 years. Last year, PEF raised funding for approximately **1140** professional scholarships. The donations in the US are tax exempted, and we are approved as a 501 (c) nonprofit organization by the US Internal Revenue Service.



Fahad Ansari

President PEF-US

Entrepreneur/Technology Sales Leader

Fahad is passionate about helping his fellow Pakistanis and is involved with multiple nonprofit organizations supporting low-income families in Pakistan.

“I believe that education is the surest way for poverty alleviation and found PEF’s mission fully aligned with my thinking”. It gives me profound satisfaction when I hear about the life changing stories of PEF’s alumni.”



Maryam Haq Rahman

Founder, PEF – Silicon Valley Chapter

Independent Non-profit Consultant

Events and Development Director

Maryam has spent 15+ years supporting, growing, and founding education-focused nonprofits. She served 10 years on the board of Development in Literacy (DIL) San Francisco, expanding access to quality education for children, and 3 years on the board of the Asian University for Women (AUW) Japan, advancing higher education for women across Asia. She founded the Silicon Valley Chapter of the Professional Education Foundation (PEF), enabling underprivileged students to pursue higher-education. Her lifelong commitment reflects the belief that education is the most powerful driver of opportunity, empowerment, and national transformation, shaped by global citizenship and her enduring connection to Pakistan.

PEF–Asad Jamal Scholarship Program



Mr. Asad Jamal, Chairman of Good Planet Foundation and ePlanet Capital, is among the most successful investors in Silicon Valley - USA and is widely recognized for his philanthropic contributions.

In **FY 2024–25**, he became the largest donor of PEF, providing funds that enabled PEF to award more than **530 scholarships**. This support has empowered hundreds of deserving students to pursue professional careers and build better futures for their families.

Professional Education Foundation-UK was registered with the UK's charity commission under the registration number 1168078 and became operational in August **2018**. It is also approved for the UK government's Gift Aid program, whereby the government remits an additional **25 %** of donations made by the UK Taxpayers. This year PEF-UK funded **813** students.

The PEF-UK Board of Trustees comprises the following high-profile personalities from the UK:



Mr. Hafiz Haq - Chairman

"I attribute my success to acquiring my engineering degree, which opened attractive job and growth opportunities for me". The thought that thousands of poor but brilliant professional students may not complete their education because of the lack of financial resources kept bothering me. This led to the idea of PEF and its mission: Poverty Alleviation through Professional Education."



Naseem Amin MD MBA

Executive Chairman of Arix Bioscience plc & Former Venture Partner at Advent Life Science and Former CTO of Smith & Nephew

"I believe in the fundamental value proposition of PEF. It is providing thousands of brilliant students from the lowest socio-economic strata scholarships to receive a university education, thereby giving them the opportunity to become successful professionals, uplifting themselves and their families out of poverty"



Amir Mashkoor

CEO, Egnaro Group

We all understand that primary and secondary education is the basis of national development, but I believe that investment in Professional Education offers the fastest route to poverty alleviation. I decided to join PEF's journey as it will lift thousands of people from abject poverty to respectability.



Suniya Qureshi

**Senior Campaign Manager UK Government
Former Senior Strategy advisor to the UK government**

Inspired by the insight of the founding fathers of PEF, I realised there are many educational foundations serving those in need in Pakistan still, none of them plug the gaping hole of 'job ready', educated young adults. These young persons of post matriculate ages will be consigned to a lifetime of blue-collar work when, in fact, they are capable of being tomorrow's leaders. We cannot afford to ignore them.



Junaid Alam Peracha

Chairman and Director, Genpro Group

The thing that attracted me to PEF was the possibility to be impactful in some small way to help people achieve their dreams. I am not aware of any others that take them through a university level education, thus empowering them to build more meaningful lives for themselves and their families and hopefully reverse the poverty cycle. Education is one potential gateway towards financial freedom, in my humble opinion.



PEF-Canada Chapter comprises a group of selfless volunteers with senior executive level experience in large International corporations. They believe in PEF's mission of Eradicating poverty through Professional Education.

PEF-CA Chapter started in **2018** and has since been growing every year reaching funding of **120** students this year. Currently the Chapter in Canada is represented by **5** formidable personalities passionate about spreading the message of PEF throughout Canada.



Mr. Shaukat Rizvi

President PEF-Canada Chapter

Former Senior Executive at Philips Electronics, Panasonic, the founder of "Seniors forum Canada," and Vice Chairman of Ontario Society of Senior's Citizens Organizations (OSSCO)

After retirement, I became a seniors' enthusiast/advocate dedicated to giving back initiatives. I firmly believe in the mission of PEF and its support to more than 6000 students over the last 16 years has had a major impact on alleviating poverty in Pakistan. I also believe that it offers the best return on investment to society on a donor's investment.



Mr. Riaz Ghani

Vice-President, PEF Canada Trust

Ontario Real Estate Professional and former Executive of Philips Electronics International

After hearing the life stories of PEF Alumni, I felt compelled to join PEF Canada as an obligation and a privilege ALLAH (SWT) has given me. I was excited by the opportunity to participate in a project that transformed the lives of these aspiring young men and women who have done whatever was in their hands, but needed just a little help to complete their professional education. This is what I call "charity at its best". It has given me a purpose and a true feeling of fulfillment.



Mr. Junaid Alam

Senior commercial banker

Currently working with Tandia Financial Credit Union in Ontario Canada.

Former Corporate Banking Head-South at Allied Bank Ltd., Pakistan.

Former Team Leader - Corporate Banking at Banque Saudi Fransi, Saudi Arabia.

I had been supporting education and vocational based non-profits in Pakistan for last many years, but recently, I was introduced to Professional Education Foundation (PEF) and its outstanding achievements for the last 16 years. As I learned more about PEF, I was impressed with its reliable and flawless selection procedure of deserving students. I decided to join the PEF-CA Chapter to promote to contribute to its growth & success.



Mr. Umair Suria

Senior Financial Executive, CPA (Canada & USA)

Former Senior Auditor at Ernst & Young LLP

Give a person a fish and you feed them for a day, teach a person how to fish and you feed them for a lifetime. That is what excited me to join the mission of PEF in transforming lives and generations with rewards that continue forever. Together we can make an immense difference through the power of Education and alleviate poverty in Pakistan one student at a time.

Journeys of Excellence: Alumni Success Stories

They
Dream

You help
Educate
Them

Family
Prosperity



Syeda Rehab Ali

Software Engineering

NUST - Islamabad

**Grade-17
Government Officer**

From Uncertainty to Achievement

Syeda Rehaab Ali, a bright young woman from Taxila, faced immense challenges after the passing of her father, a government officer. Her mother, a schoolteacher, worked tirelessly to support three children, but financial hardships made it nearly impossible for Rehaab to continue her studies.

Despite these struggles, Rehaab earned admission to the National University of Sciences and Technology (NUST) in Software Engineering — a dream come true, yet one overshadowed by financial uncertainty. The situation worsened during the COVID-19 pandemic, as her family's income diminished and university dues piled up.

At her most difficult moment, one afternoon, she heard about PEF's scholarship program — an initiative that supports deserving students based purely on merit and need. She applied, hoping for a miracle. And it came. With PEF's support, Rehaab focused on her studies, graduating with distinction and developing her leadership skills through university programs and activities.

Soon after graduation, Rehaab achieved a remarkable milestone — selection as a Grade-17 Government Officer in Pakistan. Her journey from financial struggle to national service stands as a testament to perseverance, education, and the life-changing impact of PEF.

Inspired by the help she received, Rehaab dreams of sponsoring deserving students in the future, just as PEF once stood by her. Her story is not just one of personal success — it is a story of hope, gratitude, and the promise of giving back.



Dr. Ali Asghar Khan

MBBS

Khyber Medical college

**Medical Officer
Bahria International
Hospital - Islamabad**

From Shepherd to Healer

Growing up in the remote mountains of Dir, young Ali Asghar spent his childhood grazing sheep and helping his father, a humble primary school teacher, make ends meet. Education seemed like a distant fantasy. Even buying books seemed like a burden to the family. He worked in the fields, mostly cash crops like onions and other vegetables, to pay for bare necessities.

But destiny had bigger plans. When Ali earned admission to Khyber Medical College, financial hardship once again stood in his way — until the Professional Education Foundation (PEF) stepped in. Through its scholarship, Ali was able to continue his studies with dignity and focus entirely on becoming a doctor.

Today, Dr. Ali Asghar Khan serves as a Medical Officer at Bahria International Hospital, providing care to countless patients every day. His journey from the mountains of Dir to the corridors of modern medicine stands as a living example of PEF's mission — empowering Pakistan's most deserving and talented students to transform their lives through education.

"PEF didn't just fund my education," says Dr. Ali. "They gave me hope, dignity, and the strength to dream bigger. I want to pay it forward by helping others rise, just as PEF helped me."

"PEF didn't just fund my education," says Dr. Ali. "They gave me hope, dignity, and the strength to dream bigger. I want to keep serving my country and my people for as long as I live."



Ayesha Naeem
Chemical Engineering
UET Lahore
Production Engineer
Fuji Fertilizer Company
(FFC)

Turning Struggles into Strength

Ayesha Naeem's story is one of faith, sacrifice, and transformation. The eldest of five siblings, she grew up in a modest household in Sialkot where her father, a 63-year-old welder, worked tirelessly to make ends meet. When he fell ill with tuberculosis, her brother abandoned his own education to support the family — a sacrifice that became Ayesha's motivation to succeed.

There were days when her father returned home with just 20 rupees in his pocket, handing it to her with the words: "Beta, Allah's rehmat will come because of a daughter." That night, Ayesha made a silent promise — to prove that daughters are blessings who can lift entire families.

Through relentless hard work, Ayesha topped her district in matriculation and later secured 1100/1100 marks in FSc, becoming the top student of the Gujranwala Board. Her dream came true when she was admitted to UET Lahore for Chemical Engineering — but her family could not afford the university fees.

At her lowest point, sitting in her hostel lawn with a fee voucher in hand and tears in her eyes, Ayesha prayed for a miracle — and the Professional Education Foundation (PEF) became that miracle. PEF's scholarship didn't just pay her fees; it restored her confidence and dignity. With their support, she excelled, achieving a CGPA of 3.95 in her second year and 3.86 overall, graduating with distinction.

Today, Ayesha proudly serves as a Production Engineer in the Ammonia Unit at Fauji Fertilizer Company (FFC) — one of Pakistan's top organizations. Now supports her entire family, funding her siblings' education so they can continue the journey she once dreamed of.



Ihsan Ullah
Civil Engineer
UET Peshawar
Grade 17
PAEC

From selling on the streets to serving at PAEC

Born in Bajaur to a laborer's family, Ihsan Ullah's journey was marked by struggle and perseverance. With no stable income at home, he often walked 10 kilometers to school, determined to create a better future.

After matriculation, unable to afford college fees, Ihsan traveled to Islamabad and sold goods on the streets to pay for his education. Despite hardship, he excelled — ranking among the top three students in Bajaur District and earning admission to UET Peshawar for Electrical Engineering.

When the dream seemed out of reach again due to financial constraints, Ihsan found hope through a Professional Education Foundation (PEF) scholarship. With PEF's support, he completed his degree and later began helping other students, just as he was once helped.

Today, Ihsan works as an Engineer at Pakistan Atomic Energy Commission (PAEC) — a symbol of what determination and the right opportunity can achieve.



Zain Ul Abedien
BSCS
NUST
Co Founder - Vyro.ai
CGO - Imagine.art

Story that Keep Us Going! Intergenerational Impact

Zain ul Abideen's journey is a story of hope, resilience, and transformation. His father, a taxi driver earning just PKR 25,000 a month, worked tirelessly to support a family of five, while his elder brother took up daily-wage work to help make ends meet.

In 2019, Zain's dream came true — he earned admission to NUST for Engineering. But the happiness was short-lived when financial constraints threatened his studies. Refusing to give up, he began tutoring students on campus to afford his fees — until PEF's scholarship changed his life forever.

With PEF's support, Zain was able to focus on his studies and channel his talent into innovation. He went on to co-found Vyro.ai, an AI startup incubated at National Science and Technology Park, which now employs 130 people, serves 10 million users worldwide, and is valued at over \$200 million.



Saira Fatima

Software Engineering

NUST Islamabad

Senior Frontend Developer
FHK - UAE

A Girl from Burewala Became a Software Engineer

Saira grew up in a modest home in Burewala, where dreams were big but money was scarce. Her father had lost his job, and every month became a question of survival. Yet even when the lights flickered and hope dimmed, Saira's dream of becoming an engineer never wavered.

When she earned admission to NUST, one of Pakistan's top universities, joy filled the house but it lasted only a moment. The fee challan arrived, and reality hit hard. Her family simply couldn't afford it.

That was the day she almost gave up. Then came a call that changed her life — PEF had selected her for a scholarship. "It felt like Allah had answered every prayer at once," she recalls.

With PEF's support, Saira not only continued her education — she excelled. Long nights of doubt turned into days of confidence. And when she finally graduated as a Software Engineer, she carried more than a degree — she carried the hope of an entire family.

Today, Saira works as a Senior Frontend Developer in Islamabad, supporting her parents and inspiring young girls who dare to dream.



M. Zeeshan

Civil Engineering

UET Peshawar

Planning Engineer
Bidding Enterprise LLC

From Brick Kiln to Building Dreams

In a small village of D.I. Khan, where most families worked as shepherds or at brick kilns, Muhammad Zeeshan grew up surrounded by hardship — no electricity, no clean water, and no real access to education. Yet, even as a child helping his father at the brick kiln, he dreamed of becoming an engineer.

His journey took a turn when he secured 3rd position in the KPK Government Scholarship exam, earning a full scholarship up to F.Sc. at Akram Khan Durrani College, Bannu. But when it came time for university, the reality of high tuition fees once again threatened to end his dream.

Just when things seemed impossible, Zeeshan learned about the Professional Education Foundation (PEF) — and that changed everything. With PEF's scholarship, he completed his Civil Engineering degree at UET Peshawar with a CGPA of 3.6.

Soon after graduation, Zeeshan was hired as a Planning Engineer at Bidding Enterprise LLC, an American firm — becoming the first civil engineer from his village.

**Scan to view
more Alumni stories**



PEF Alumni Academy - PEFAA



Since its inception in 2009, Professional Education Foundation (PEF), has enabled **3444** Alumni to become successful professionals earning decent salaries, thereby uplifting their whole family and very often impacting their communities.



While classroom education and qualifications are provided by the universities, the skills, and grooming required for employability are not available at most public universities. There is a definite need to fill this gap and offer opportunity to the final year students and the PEF alumni to acquire specific skills that help improve their employment prospects.



To achieve the above stated objective, PEF has established Professional Education Foundation Alumni Academy (PEFAA). We encourage the current Alumni to register and become members of PEFAA. PEF intends to partner with training organizations, industry, and HR firms to achieve stated objectives.

MILESTONE ACHIEVED

1000

STUDENTS TRAINED NATIONWIDE

Over the last 3 years PEFAA has successfully conducted 19 nationwide training sessions

A TESTAMENT
TO PEF'S COMMITMENT TO
EMPOWERMENT

Over the last three years (**2023-24 to 2025-26**), PEFAA has successfully conducted **19** nationwide training sessions, empowering more than **1,000** participants — including 831 final-year PEF scholars and **280** alumni.

These sessions, held across Pakistan's top universities — including **IBA Karachi, UET Peshawar, NUST Islamabad, UET Lahore, Cedar College, BUIITEMS Quetta, University of Agriculture Faisalabad, Mehran University Jamshoro, Dawood University Karachi, University of Baltistan, Karakoram International University Gilgit, and Bolan Medical College Quetta** — focused on CV and interview preparation, confidence building, communication, leadership, and career development.

Among the participants, **788** were male and **323** were female, highlighting PEF's commitment to inclusive growth and gender empowerment.

Focus Areas of Alumni Development

- #1 CV & Interview Preparation**
- #2 Business English Proficiency**
- #3 Presentation & Confidence Skills**
- #4 Job & Internship Assistance**
- #5 Education Scholarships**

PEFAA Training Sessions

Training Session NUST Islamabad



PEF continues its mission to empower students and alumni through skill-based learning. On December 5th, 2024, a one-day career development session was held at NUST Islamabad, covering resume writing, interview skills, personality development, and self-awareness. Conducted by expert trainer Sohail Siddiqui and graced by PEF Chairman Mr. Hafiz Ul Haq, the session benefited 84 participants, inspiring them to pursue excellence in their professional journeys.

Training Session UET Taxila



PEFAA conducted a one-day professional development training at the University of Engineering & Technology (UET) Taxila on February 14th, 2025. The session brought together 60 final-year PEF scholars for an engaging workshop on resume writing, interview skills, leadership, and confidence building. Led by expert trainer Mr. Sohail Siddiqui and attended by PEF COO Mr. Jawaid Faruqi, the training inspired students to enter their professional careers with clarity, confidence, and purpose.

Training Session MUET Jamshoro



A two-day professional development workshop was organized at Mehran University of Engineering & Technology (MUET), bringing together 65 final-year PEF scholars and alumni. The sessions, led by Mr. Riaz Ahmed, focused on enhancing resume writing, interview readiness, leadership, and confidence-building skills. The event concluded with a certificate distribution ceremony graced by the Vice Chancellor MUET and COO PEF, Mr. Jawaid Faruqi, highlighting PEF's continued efforts to prepare students for real-world success.

Training Session DUET Karachi



A one-day professional development training was held at Dawood University of Engineering & Technology (DUET) Karachi on April 24th, 2025, led by Dr. Riaz Ahmed. The session brought together 66 participants, including PEF scholars and final-year students, focusing on resume writing, interview techniques, and leadership development. The workshop provided valuable insights to help students confidently transition from academic life to professional success.

Training Session University of Baltistan Skardu



PEFAA expanded its reach to the northern region with a transformative session at the University of Baltistan, Skardu, on June 19th, 2025. A total of 49 final-year PEF scholars participated, gaining valuable insights into resume writing, interview skills, leadership, and confidence building. The workshop, conducted by Mr. Sohail Siddiqui, fostered interactive learning and inspired participants to pursue their professional ambitions with clarity and confidence. The event was attended by Mr. Jawaid Faruqi (COO PEF) along with university leadership including Vice Chancellor Prof. Dr. Naeem Tariq Narejo.

Training Session KIU Gilgit-Baltistan



PEFAA, in collaboration with Karakoram International University (KIU), conducted a highly engaging workshop on Resume Writing and Interview Skills for students preparing to enter the professional world. The session was inaugurated by Prof. Dr. Attaullah Shah (Vice Chancellor, KIU) and Mr. Jawaid Faruqi (COO, PEF), who emphasized the importance of soft skills, communication, and confidence in today's competitive job market. Led by trainer Mr. Sohail Siddiqui, the workshop provided students with practical techniques to craft impactful resumes and perform confidently in interviews.

PEF's Event Highlights



An Evening of Purpose at NUST

On **February 11th, 2025**, the Professional Education Foundation (PEF) partnered with NUST Islamabad to host an inspiring event, **“Rahbar-e-Taraqqi-o-Kamal.”**

The evening brought together philanthropists, corporate leaders, and donor organizations to support deserving students through scholarships. The event featured remarks by Mr. Hafiz-ul-Haq, Chairman PEF, and Dr. Rizwan Riaz, Pro-Rector (RIC) NUST, followed by a captivating Qawwali performance and networking dinner.

Through this partnership, PEF has funded 551 need-based students at NUST, reinforcing its mission of empowering Pakistan's youth through professional education.



Mega Event 2025

PEF successfully hosted its annual mega event **"Sham e Bushra Muskurahaten, Sangeet aur Kahaniyan"** on **11 November 2025** in Karachi, bringing together donors, corporate partners, alumni, scholars, and supporters committed to advancing professional education in Pakistan.

The event was made possible through the generous support of Martin Dow Limited as Event Partner and Real Jewellers Diamonds/Watches and Siddiqsons as Platinum Partners. The evening was further enriched by a special performance by Ms. Bushra Ansari and Mr. Behroze Sabzwari, while Beach Luxury Hotel Karachi provided exceptional hospitality.

The event reinforced strong stakeholder engagement and contributed significantly toward sustaining scholarships for deserving students across the country.



PEF and PSL Team Quetta Gladiators Meet & Greet

PEF hosted an exclusive Meet & Greet Session with Quetta Gladiators at PC Lahore.

The event was attended by PEF leadership — Mr. Hafiz ul Haq (Chairman), Prof. Mehmood Shaukat (President, PEF Lahore Chapter), Mr. Jawaid Iqbal (Lahore Chapter Member) — and Quetta Gladiators' CEO Mr. Hasan Omar, alongside PSL 10 players Rilee Rossouw, Mark Chapman, Mohammad Wasim Jr., and Abrar Ahmed.

PEF alumni and final-year scholars from Allama Iqbal Medical College, Khyber Medical College, and UET Lahore shared moving testimonies about how PEF scholarships transformed their lives. The session showcased the shared commitment of PEF and Quetta Gladiators to uplift deserving youth through education and opportunity.

Achievement Awards

Corporate Excellence Award 2025:

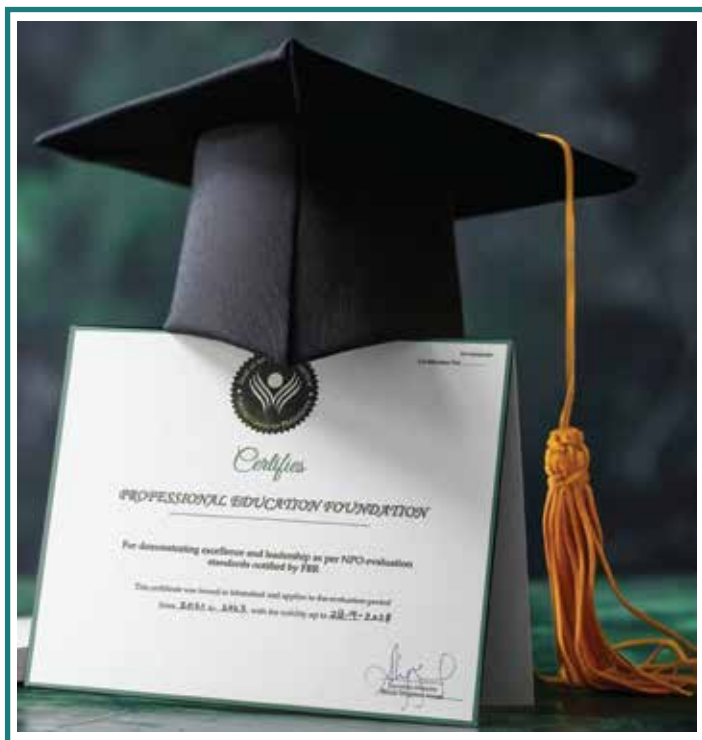


Our Chairman, **Mr. Hafiz ul Haq**, proudly accepted the **Runner-Up Corporate Excellence Award in the Education Sector** on behalf of the **Professional Education Foundation** at the **40th Management Association of Pakistan (MAP) Awards**.

This recognition highlights PEF's continued dedication to empowering deserving students through professional education and reflects our steadfast commitment to excellence in the non-profit sector.

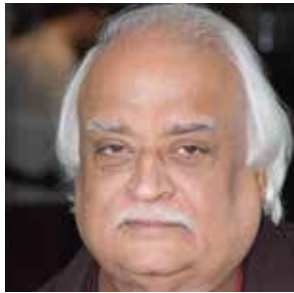
We extend our sincere gratitude to our team, donors, and partners, whose unwavering support makes these achievements possible.

Top 5 Best-Governed Non-Profit Organization:



We were audited by Pakistan Centre for Philanthropy (PCP), where we scored **93%** marks on governance and compliance.

This puts PEF amongst the top **5** best governed nonprofit organizations out of the **450** organizations audited by PCP.



Anwar Maqsood - PEF'S Brand Ambassador

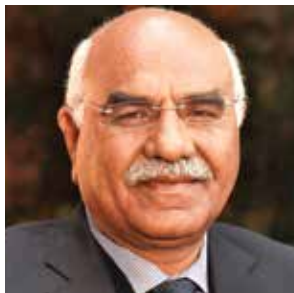
Anwar Maqsood is a Pakistani playwright, television host, and actor. He has received the Hilal-e-Imtiaz and Lifetime Achievement award.

His message for PEF is:

For the last 16 years, all the directors of this organization have been trying to bring a change in Pakistan, and this change can only happen because of education.

I have never asked anyone for money, but for this organization I am saying that **"you do whatever you can because all these children belong to this country."**

These are all your children. These are my children. Pakistan Zindabad.



Dr. Amjad Saqib - PEF's Friend

Dr. Amjad Saqib, Akhuwat's Founder/CEO, World's Largest interest-free micro finance program.

His message for PEF is:

"Who is not aware of the importance of education? If there is one problem in Pakistan, it is the lack of education and its quality. All around the country in run down streets, cities, and villages, thousands of children are waiting for someone to come to them and hand them a pen, paper, and a book so they can head to school and change their future so they can go from being illiterate to competent.

Unfortunately, due to lack of facilities and many more reasons, this cannot be achieved. However there are still a few sympathetic people out there who are working towards this cause and striving to bring the people of our nation out of illiteracy and expose them to the light of knowledge. Professional Education Foundation is one such institution. It is full of compassionate people committed to bringing the light of education and hope to the people of Pakistan.

I am a huge ally of this organization and the work they do all around Pakistan in addition to their pledge to bring kids out of the darkness and into the light. With the purest of intentions, I pray that God increases their strength and His blessings towards them, I hope one day we can all work together and create a society where every child has the opportunity to go to school, making us capable of reaching a level of education where the people of our society can compete with the most developed countries.

May God protect all those who are working for this organization, from the donors and the employees to the facilitators, I hope the dreams that this organization has for the citizens of this country may come to fruition."



Mr. Javed Jabbar - PEF's Friend

Mr. Javed Jabbar is a Pakistani writer, politician, intellectual, scholar, artist and former federal minister.

His message for PEF is:

Professional Education Foundation's appeal for zakat donations has a special significance. PEF's services prove how zakat can be validly used to go far beyond immediate relief to enable vitally important transformation. It shows, how capable young individuals with proven merit but who do not have funds can be given crucial, timely support in order to achieve life-changing higher education. For the benefit of Pakistan, humanity, and of your own lives, PEF deserves your invaluable support.

A Note of Thanks to all Donors

We are greatly honored and thankful to our sincere corporate donors who have always stood with us and contribute to our cause. We truly value this friendship and hope that it is going to continue forever.



A Special Partnership: Government of Sindh



Government of Sindh A Partner in Transforming Futures

The Professional Education Foundation (PEF) extends heartfelt gratitude to the Government of Sindh for its unwavering support in transforming lives through education. Since 2018, this partnership has played a pivotal role in enabling hundreds of deserving students from underprivileged backgrounds to pursue higher education across Sindh. Through the government's continued generosity, PEF has been able to sustain and expand its mission of providing opportunities to those who need them the most.

Collaboration began in **2018**, supporting the education of **300** deserving students in Sindh.

The Government of Sindh provides an annual grant of **PKR 30 million** to PEF.

In **2024-25**, they fund **400+ students** studying in universities across the province.

Together, we are ensuring that no talented student is left behind due to financial barriers.

This collaboration stands as a shining example of how public-private partnerships can drive educational transformation and shape Pakistan's future.

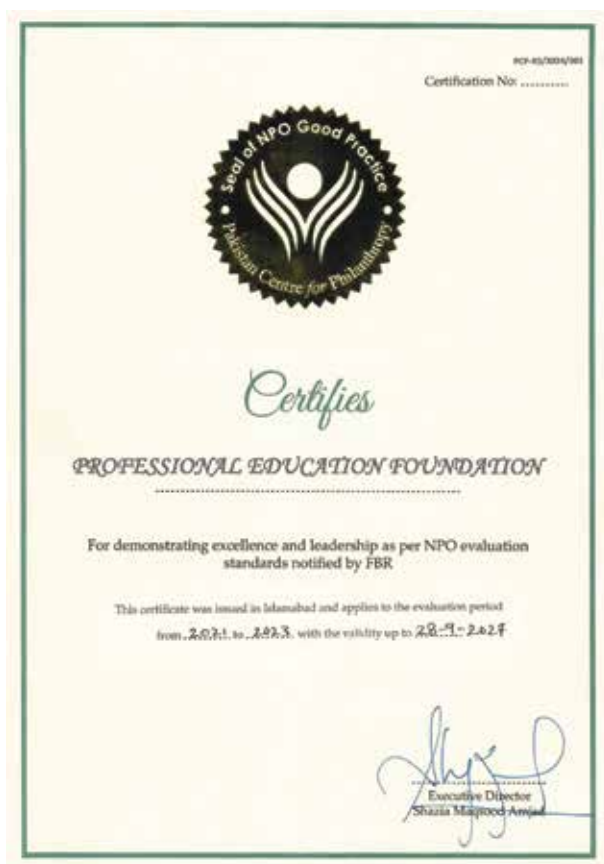
Fastest and Surest Return on Investment to Society



- Professional education is perhaps the quickest way of uplifting entire households above minimum poverty thresholds.
- Return on investment in professional education is excellent because the average academic annual cost of a student ranges around **PKR 100,000/year**, The total investment until an engineer graduates is **PKR 400,000**, and for a doctor, it is **PKR 500,000**.
- Upon employment the first year salary ranges between **PKR 600,000** to **PKR 900,000**, meaning that they will earn back the entire investment on their education in 9 months.

Certifications

● PCP Certification:



● Tax Exemption Certification:

FBR Federal Board of Revenue
Revenue Division - Government of Pakistan

IRIS Inland Revenue Service

2063(i) (Order to grant / refuse / maintain / withdraw approval to Non-Profit Organizations)

Name: PROFESSIONAL EDUCATION FOUNDATION
Address: 3RD FLOOR, 20-C, 26TH STREET TAUHEED COMMERCIAL AREA PHASE-V DHA

Registration No.: 3368579
Tax Year: 2026
Period: 01-Jul-2025 - 30-Jun-2026
Medium: Online
Due Date: 13-Aug-2025
Valid Upto: 30-Jun-2029
Document Date: 13-Aug-2025
Registration Status: Company

Barcode: 30000347711001

In exercise of the powers vested in me under sub-clause (c) of clause (36) of section 2 of the Income Tax Ordinance, 2001 read with Rules 212 and 230 of the Income Tax Rules, 2002, the application of the taxpayer for grant of status of non-profit organization is, hereby approved subject to fulfillment of the following conditions:

(i) This approval does not make the applicant organization eligible for grant of exemption per se with respect to any income generated from any business activity carried on by the said organization.

(ii) This approval is NOT VALID for claiming exemption from withholding tax u/s 148 of the ITO, 2001 on import of goods and services.

This approval is valid upto 30-06-2026 unless cancelled or revoked earlier because of non-fulfillment of any of the prescribed conditions including the above.

Rizwan Memon
Commissioner
Inland Revenue, ZONE-II
CTO KARACHI, TAX HOUSE SHARAH E KAMAL ATA TURK KARACHI

Page 1 of 1 Printed on Date: Wed, 13 Aug 2025 19:22
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Copyright © 2014 All rights reserved Federal Board of Revenue - Government of Pakistan.

● Shariah Certification:



Financial Transparency

Audited Accounts

Highlights of Annual / Audited Accounts:

Statement of Income and Expenditure

Year	2024-25	2023-24	2022-23	2021-22	2020-21	2019 - 20
Income						
Receipts during the year	327,660,848	307,241,423	231,151,794	187,742,073	99,449,651	83,802,761
Total Income	327,660,848	307,241,423	231,151,794	187,742,073	99,449,651	83,802,761

Expenditures

Operational	(279,209,880)	(242,978,668)	(200,604,652)	(145,511,346)	(97,380,094)	(90,335,570)
Administrative	(40,560,640)	(30,859,857)	(25,692,480)	(19,336,649)	(13,139,929)	(10,551,464)
Total Expenditures	(319,770,520)	(273,838,525)	(226,297,132)	164,847,995	(110,520,023)	(100,887,034)
Deficit/ Surplus for year	7,890,328	33,402,898	4,854,662	22,894,078	(11,070,372)	(17,084,273)
Number of Students year wise	3,356	3,121	2,690	2,200	1,900	1,700

*** Audited by: A.F. Ferguson & Co**

Sponsor Dreams Empower a Student

**Create Lasting Change Sponsor a Student
(Help us secure their future)**

Rs. 500,000/-

**Donate to educate
a Doctor**



Rs. 100,000/-

**can help complete 1 year of
Professional Education**



Rs. 400,000/-

**can create an Engineer,
Agriculturist, or
a CS Professional**



Make a Difference

How to Donate



Donate By Cheque:

You can send us your donation cheque in favor of (**Professional Education Foundation**) at 3rd Floor, 48-C, 1st Commercial Lane, Bukhari Commercial, Phase 6, DHA, Karachi, Pakistan.



Doorstep Collection:

Call +92-336-3338290-2 for the collection of your cheque and or/donation card right from your doorstep.



Direct Deposit:

Deposit or transfer your Zakat or donations directly into our bank accounts. Details at www.thepef.com



Give Online:

Make a one-time or recurring donation online at: <https://thepef.com/online-donation/>

Scan to Donate



Donate from Pakistan:

Meezan Bank Ltd.

Account No.: 0100007474, Branch Code: 0127 (Zakat)
Account No.: 0100007471, Branch Code: 0127 (Donation)
Swift Code: **MEZNPKKAGR**
IBAN: PK39MEZN0001270100007474 – (Zakat)
IBAN: PK23MEZN0001270100007471 – (Donation)

Habib Metropolitan Bank Ltd.

Account No.: 29311-714-155878, Branch Code: 9964 (Zakat)
Account No.: 29311-714-155885, Branch Code: 9964 (Donation)
Swift Code: **MPBLPKKA064**
IBAN: PK09MPBL9964267140155878 – (Zakat)
IBAN: PK14MPBL9964267140155885 – (Donation)



Donate to PEF-US:

1. Pay by cheque: Write a check in the name of PEF-US.
2. Write zakat or donation in the memo line & mail it to: PEF-US P.O Box #841 Katy, TX 77492 USA.
3. To make an electronic donation, please contact : shaguftadahar@thepef.com or Fahad Ansari, Tel : +1-734 956-0571, Email: fahad@pef-us.org
PEF-US will issue to you a Tax Exemption Certificate which you can use for tax claims.

PEF USA: www.pef-us.org

Disclaimer: Tax relief on donations is only available to donors who are tax residents in USA.



Donate in the UK:

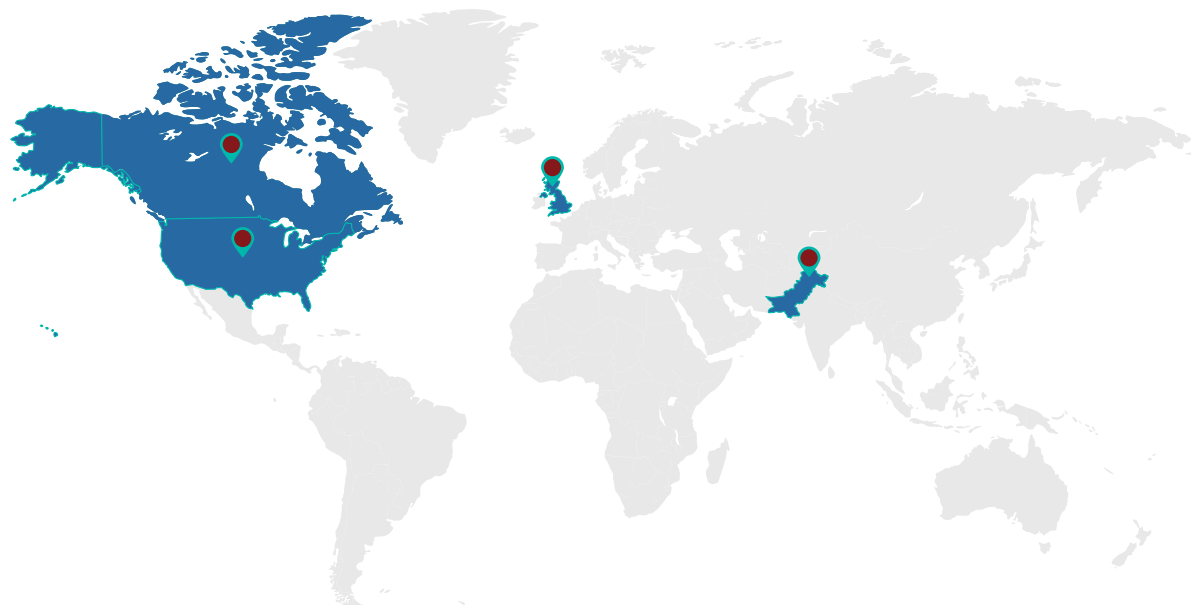
Donate online : (<https://thepef.enthuse.com/donate#!/>)
Beneficiary: **Professional Education Foundation-UK**
LLOYDS BANK - Sort Code: 30-99-08
Account Number: 23355260
PEF UK: www.pef-uk.org



Donate in CANADA:

Donate online : (<https://idrf.ca/PEF>)
Contact : Syed Shaukat Islam Rizvi (President PEF Canada Chapter)
Tel : +16479225925 - Email : Pef-ca@thepef.com

Get in Touch: Contact Us



Address	Contact number	Email Address
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Shaukat.rizvi@gmail.com
Pef-ca@thepef.com

Our Volunteer Program



“The best way to find yourself is to lose yourself in the services of others.”

PEF is committed to providing each volunteer with a rewarding and productive experience. The objective is to offer meaningful volunteer experience to individuals who want to make a real difference in the lives of the less-privileged students of Pakistan.

Do you want to make a positive impact on the future of Pakistan? You can help transform the lives of Pakistani students and alleviate poverty through professional education.

Careers - Explore The Possibilities.

We are keen to encourage talented, passionate people to explore the possibilities of a career at the Professional Education Foundation. If you have the right mix of experience, discipline, and humility needed to help us accomplish our goals, we strongly encourage you to apply.

To apply, send us your resume at : info@thepef.com



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