

Trans|netrix

— ...crossing the divide, your way.

Company Profile

TRANSNETRIX (SMC-PRIVATE) LIMITED



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Our office in Gilgit

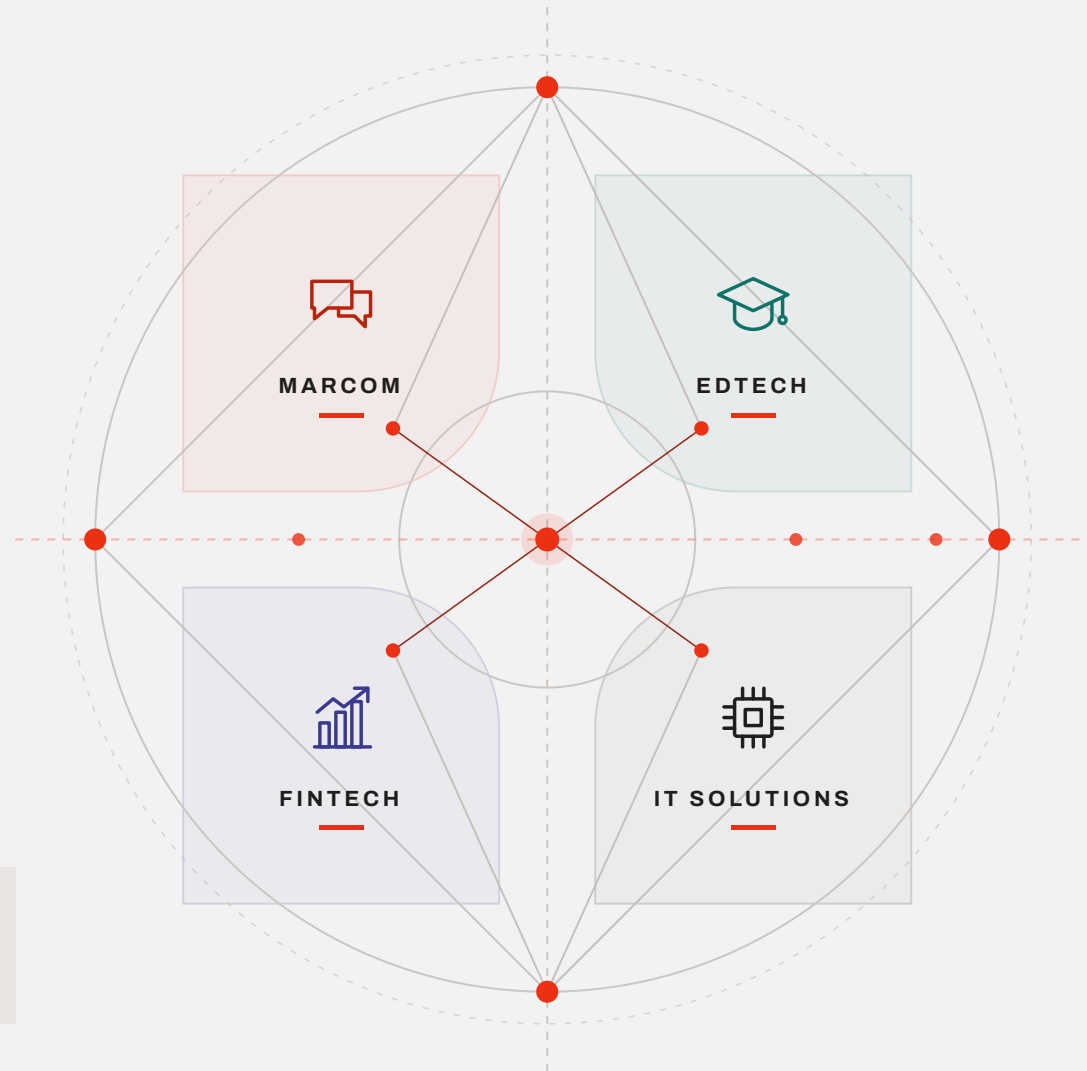
About Transnetrix

Transnetrix (SMC-Private) Limited is a Gilgit-based consultancy and solutions firm. We help public institutions, development partners and businesses design, evidence and communicate change, then deliver it through accountable technology and field partners.

Our work joins four practices, marketing and communications, education technology, financial technology and IT solutions, with policy, research and programme management. Most programmes are designed in one place and lived in another. We work in that gap.



Rooted in Gilgit Baltistan. Working across Pakistan.
One accountable lead.



Corporate information

LEGAL NAME	Transnetrix (SMC-Private) Limited
COMPANY TYPE	Single member private company, limited by shares
INCORPORATED	4 September 2026, under section 16 of the Companies Act, 2017
CUIN	0354516 · Securities and Exchange Commission of Pakistan
NTN	J860340-3 · Federal Board of Revenue · registered 4 September 2026, RTO Islamabad
REGISTERED OFFICE	Office No. 3, Hakeem Market, Near Avari Express, Jutial, Gilgit
PRACTICES	Marcom · EdTech · FinTech · IT Solutions



A private limited company incorporated under the Companies Act, 2017 and limited by shares. Verify at leap.secp.gov.pk with CUIN 0354516.

Mission and vision

Mission

To connect policy, data, communication and technology into programmes that work where they land.

We translate institutional goals into evidence based designs, communicate them to the people who must act on them, and deliver through partners we hold to account.

Vision

Institutions in Pakistan's hardest to reach regions that plan with evidence and deliver with confidence.

Our long term direction combines local presence in Gilgit Baltistan with the donor fluency, analytical depth and technology partnerships that national programmes require.



Building connections that drive progress.

Core Values



Listen before we design

Open every engagement with the people who will live with the result, in the local language where it matters.



Evidence over assertion

Ground recommendations in data we can show: surveys, analysis, models and plain costing.



Communicate for change

Design the communication and behaviour change layer in from day one, not as an afterthought.



One accountable lead

Give clients a single point of accountability and a clear route for decisions and escalation.



Context fluency

Work inside the institutional and geographic realities of mountain districts and national systems.

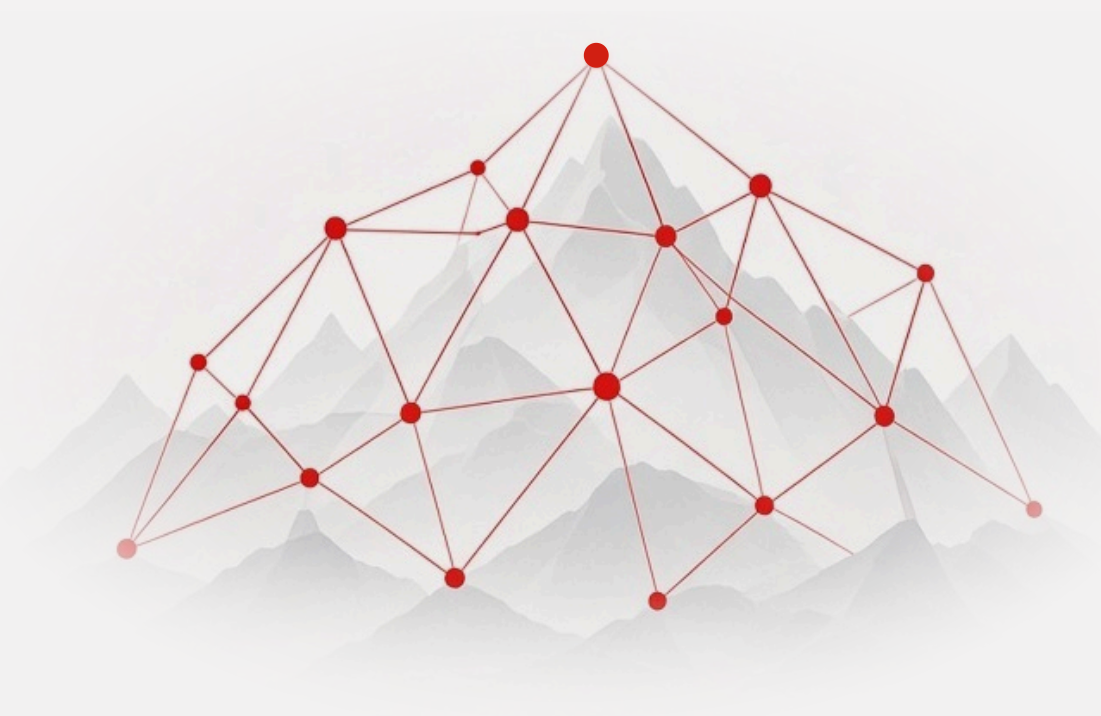


Compliance by design

Build donor and procurement requirements for reporting, visibility and audit into the plan.



Six commitments that shape how we scope, staff, deliver and report on every assignment.



Practices and Services

Transnetrix combines four practices with the advisory capabilities that hold them together. Engagements can address a single requirement or an integrated institutional programme.

FOUR PRACTICES



MARCOM

C4D, campaigns, media and donor visibility



EdTech

Smart classrooms, learning platforms, teachers



FinTech

Financial analytics, risk models, digital finance



IT Solutions

Infrastructure, software and supply

ACROSS EVERY PRACTICE



Policy and planning

Master plans, policy, feasibility, financing



Research and analytics

Surveys, data science, dashboards, M&E



Programme management

Delivery, incubation and stakeholder engagement



Capacity building

Training, curricula and knowledge transfer

Marketing and Communications

Our Marcom starts where general marketing stops. It is communication for development, read through data, built to change behaviour and judged by the change that remains after a programme closes.



Contextual marketing for behaviour change

Communication for development in Urdu and regional languages, sharpened by machine learning models that read audiences and widen reach for advocacy.



Impact that outlasts the project

We gauge intangible change before, during and after an intervention, and trace the footprint it leaves once funding ends.



MEAL for behaviour change

Monitoring, evaluation, accountability and learning frameworks built around BCC indicators and lasting impact.



End to end delivery

Design, implementation and M&E of behaviour change programmes across multi sectoral socioeconomic interventions.

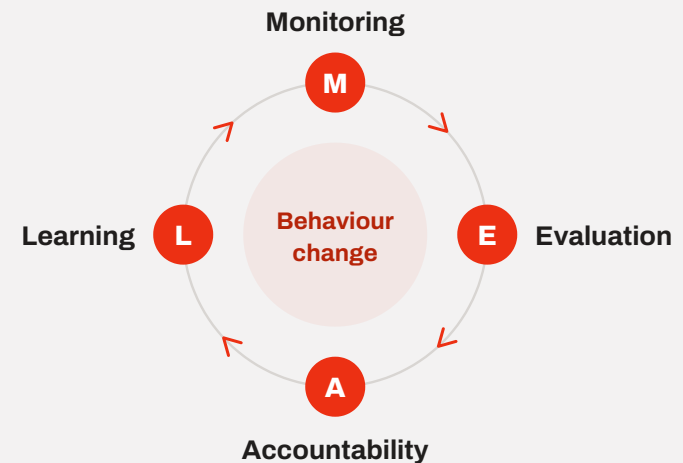


Bilingual campaigns, IEC materials, documentaries and donor visibility to EU, KfW, IFAD and UN standards.

IMPACT OVER TIME



MEAL FOR BEHAVIOUR CHANGE AND IMPACT



Education Technology

We design digital learning around adoption: the devices and platforms, the teachers who use them, and the communication that brings schools along.



Assess and pilot

Needs analysis, readiness research and pilots in reference schools before any rollout, whatever the platform.



Deploy and train

Devices, platforms and learner accounts deployed with teacher training, offline options and awareness content in Urdu.

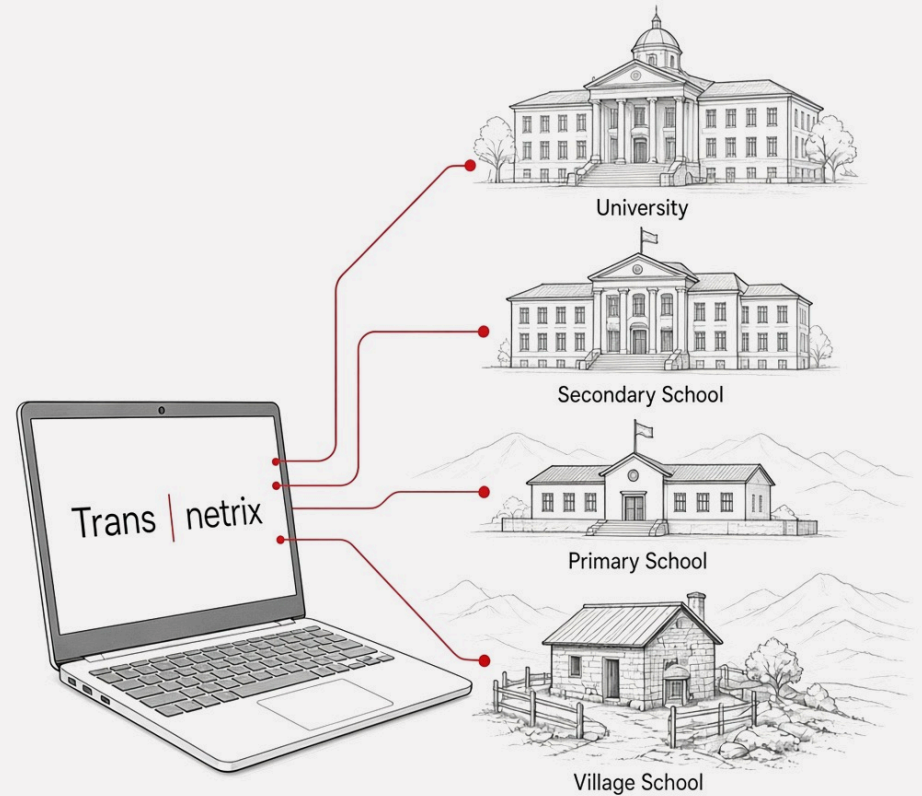


Engage and scale

Policy dialogue from federal ministries to provincial departments and universities, with centres of excellence that show it working.



Draws on our founder's earlier work with Tech Valley Pakistan on education technology adoption at national scale, across government schools, teacher training and public universities.



Financial Technology

Pakistan's gap is not access alone. It is use, trust and literacy. We design financial services for people who keep their savings in a committee, not an app, and help them make the move.



Diagnose and design

Literacy and inclusion baselines by gender and region, and products built for low literacy users, including Shariah compliant options.



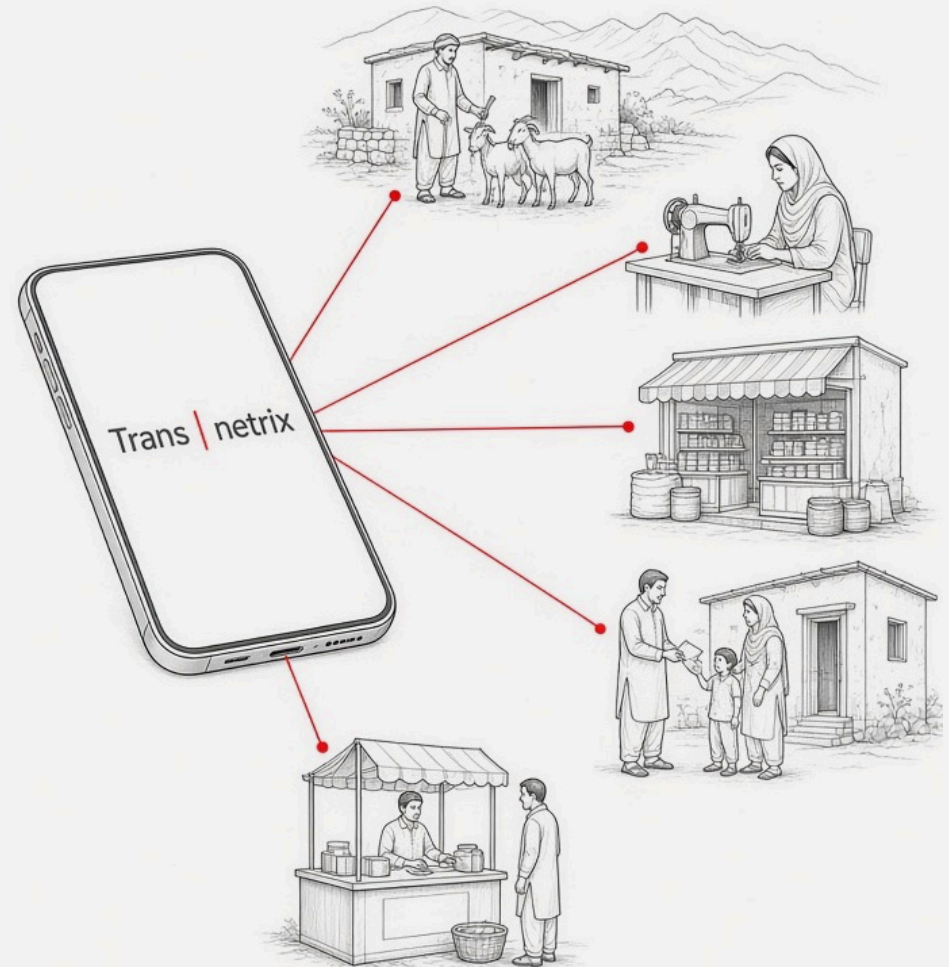
Build and integrate

Digital onboarding, wallets, QR payments and government payment workflows, delivered with AIDCO and licensed partners.



Analyse and measure

Econometric and machine learning models for credit and risk using alternative data, usage analytics and reporting against national inclusion indicators.



Aligned with the State Bank's National Financial Inclusion Strategy and built to run on Raast and NADRA's identity checks.

IT Solutions

Technology that works where the road ends. We plan, supply and integrate the systems institutions run on, and design each one for the power, bandwidth and terrain of the site it serves.



Infrastructure and networks

Data centres, servers and storage, campus and wide area networks, and fibre and wireless links, with backup power sized from measured loads.



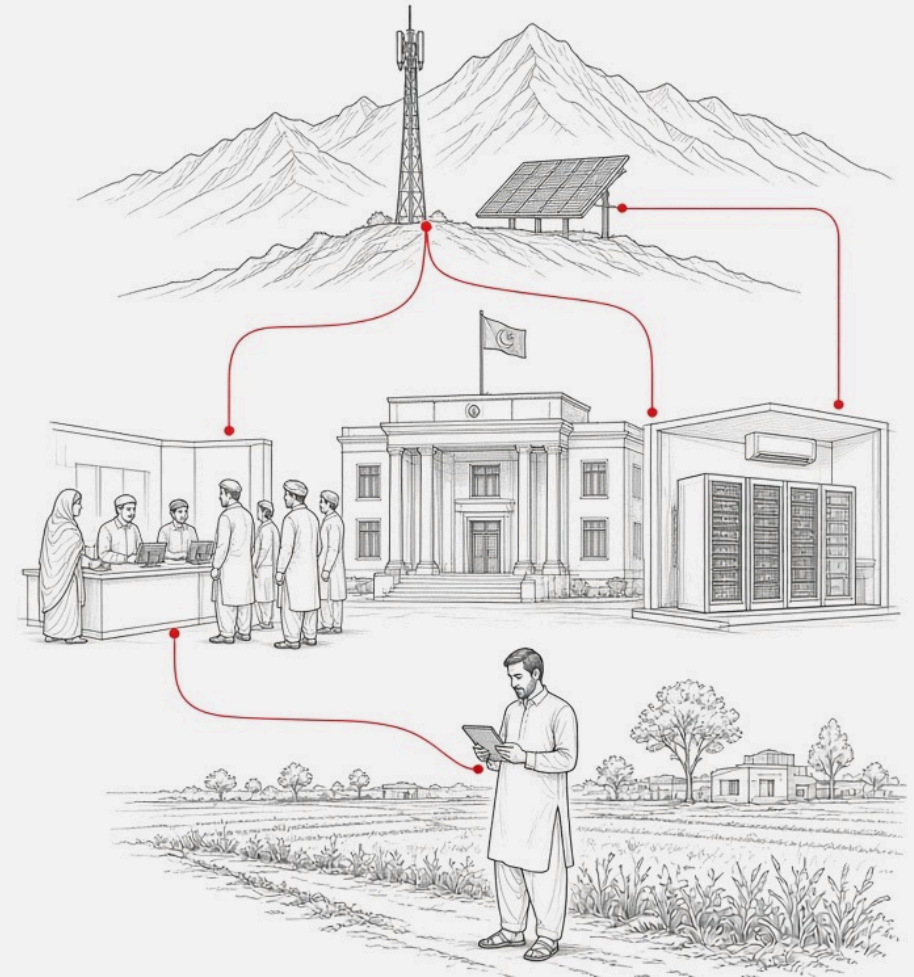
Security and critical communications

Firewalls and network segmentation, surveillance and access control, and field radio and dispatch for public safety and remote operations.



Software and digital government

Web and mobile applications, citizen service portals and workflow automation, hosted in the cloud or on a mix of cloud and local servers.



Survey, design, source, stage, integrate, test and hand over, with training, preventive maintenance and agreed service levels after go live.

Policy, Research and Programme Management

We work like a think tank that also delivers. Each engagement starts with a question, builds the evidence to answer it and ends with a decision someone can act on.



Policy and planning

Policy architecture, sector master plans, feasibility studies and financing frameworks, written to be adopted rather than shelved.



Research and analytics

Mixed methods fieldwork in local languages, econometric and machine learning models, and datasets built district by district.

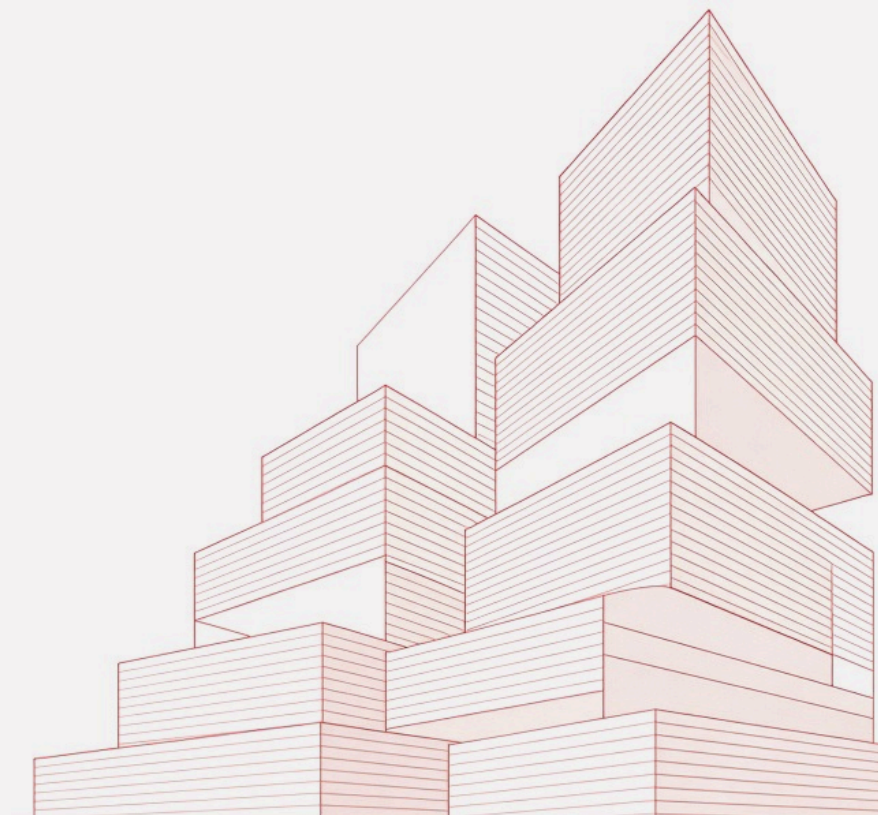


Programme management

Design, delivery and incubation of donor funded programmes, keeping government, partners and communities aligned.



Research agenda: mountain infrastructure and climate risk, social protection and health financing, inclusive enterprise and tourism, and information integrity.



Leadership



FOUNDER

Abid Majeed Khawar

Chief Executive

MS Business Analytics · M.Sc. Anthropology · B.A. Economics

Nearly two decades of experience in communication for development, programme delivery and institutional analytics with Save the Children, USAID funded programmes, the EU, KfW, IFAD and AKDN.

He leads strategy, client relationships and quality, and serves as Head of Business Development at AIDCO (Private) Limited.

EXPERTISE

COMMUNICATION FOR DEVELOPMENT

Behaviour change strategy, campaigns and content that reach communities in their own languages.

PROGRAMME MANAGEMENT

Design, delivery and coordination of multi sector development programmes.

ANALYTICS

Econometric and machine learning analysis that turns institutional data into decisions.

POLICY AND PLANNING

Evidence based policy, sector master plans and feasibility studies.

EDUCATION TECHNOLOGY

Technology adoption in schools and universities, from pilot to scale.

Associates

A multi sectoral bench drawn from public, private, corporate and humanitarian practice: engineers, economists, health and education specialists, data scientists, communicators and field teams, engaged by assignment to Transnetrix standards.

Roads and Bridges Master Plan and O&M Policy

CLIENT

Government of Gilgit Baltistan

SPONSOR

Communications and Works
Department

FUNDING

IFAD, through the Economic Transformation
Initiative

ROLE

Lead Consultant

Gilgit Baltistan was building roads faster than it could keep them open. The O&M Policy changed what the department funds, who maintains the network and how work is chosen, and the Master Plan set the next 25 years on that footing.

WHAT CAME OUT

01 Preventive by policy

First evidence based O&M Policy for Gilgit Baltistan: planned upkeep, not repair after failure.

02 An O&M wing from within

A maintenance structure drawn from existing C&WD staff and plant, with no new department.

03 Ring fenced maintenance money

Road Maintenance Fund, multi year programming and revenue options for a tax exempt region.

04 Every asset on one register

RAMS based asset governance, with PASER ratings ranking each road and bridge for work.

05 Service levels and accountability

Standards for snow clearance, drainage and bridge inspection, and performance based upkeep.

06 A 25 year investment pipeline

Master Plan corridors ranked by condition, hazard exposure and economic value.

EVIDENCE BASE, PYTHON ANALYTICS

HUMAN
RESOURCES

8,517 staff mapped by district

FINANCE

Rs 68.5 bn, 512 schemes, ten ADPs and federal grants

MACHINERY

full maintenance fleet of C&WD and DDMA, by type, condition and district

BASELINE

5,949 km of roads and 699 bridges, PASER rated



Approved by the Gilgit Baltistan Cabinet

Delivered by our founder in a prior role and presented as key personnel experience.

Social Health Protection Initiative, Phase IV Feasibility

CLIENT	FUNDING	LEAD FIRM	ROLE
Departments of Health, Khyber Pakhtunkhwa and Gilgit Baltistan	KfW Development Bank, German Financial Cooperation	GFA Consulting Group, Germany	Programme Manager, for Tech Valley Pakistan

KfW had funded health insurance for poor families in the North through three phases worth EUR 29.5 million. Phase IV, a further EUR 15 million, needed evidence that the Sehat Card scheme could last, drawn from data in both provinces.

OUR ROLE ON THE STUDY

- 01

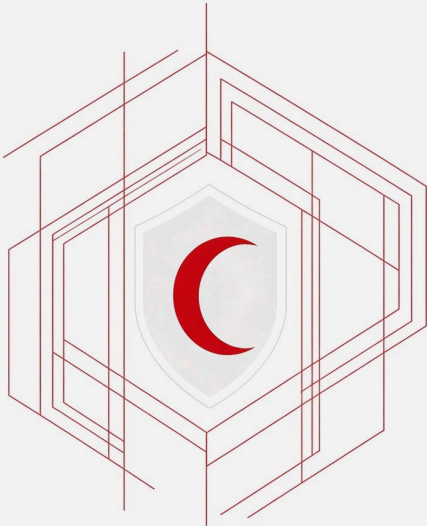
Shaping the data needs
Helped define what data the study required and advised which evidence should feed each part of the analysis, from the actuarial cost model to the institutional review.
- 02

Facilitating data collection
Opened access in both provinces to the Departments of Health, the SHPI Directorate, State Life, empanelled hospitals and pharmacies, so the study team could gather what it needed.
- 03

Coordinating the work
Kept the lead firm, the actuarial partner and government counterparts aligned on schedules, data requests and mission logistics, including secure travel in Khyber Pakhtunkhwa.

✓

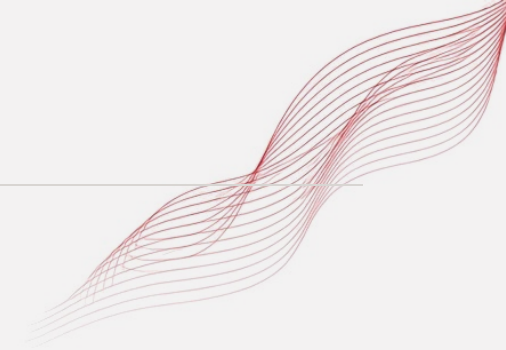
Informed KfW's appraisal of Phase IV



SCOPE COVERED

OUTPATIENT	Continuing or widening OPD premiums
INSTITUTIONS	A public health insurer and strategic purchasing
MEDICINES	Chronic care supply, cost and private partners
DIGITAL	Next investments after Phase III systems
AGENCIES	Readiness of both Departments of Health

Delivered by our founder in a prior role and presented as key personnel experience.



Experience

01	IFAD · ETI, Government of Gilgit Baltistan	Roads and Bridges Master Plan (2025 to 2050) and O&M Policy (2025 to 2030)	Lead Consultant
02	KfW · GFA Consulting Group	Social Health Protection Initiative feasibility study, Phase IV	Programme Manager
03	KfW · GFA Consulting Group	Digital health systems feasibility, SHPI Phase III	Research and Communication Consultant
04	AKDN Accelerate Prosperity · EU	Fast Track Ideation and Tourism Incubation, Gilgit Baltistan	Programme Manager
05	Google News Initiative	Digital Sahafat national media capacity programme	Programme Consultant
06	USAID · Louis Berger	Punjab Youth Workforce Development: BCC strategy, IEC and documentary	Reporting and Programme Officer

Key personnel experience of Transnetrix's founder, delivered in prior roles.

Experience | 2

07	Save the Children International	Pakistan Programme communications, advocacy and annual reports, 2014 to 2017	Communications and Reporting Coordinator
08	USAID · NUST	Centre for Advanced Studies in Energy communications and grants	Communication Specialist
09	USAID · CNFA	Agricultural Market Development communications	Communications Consultant (STTA)
10	Human Appeal International	Country Office communications and campaigns	Media and Communications Manager
11	Ibex Group	Telecom campaigns and analytics for Ufone, Telenor, Zong, Mobilink and MTN	Campaigns Analyst

Key personnel experience of Transnetrix's founder, delivered in prior roles.

Technology Partners

Transnetrix works in partnership with two established firms that bring the technology behind its engagements, each under its own name and record.

PARTNERSHIP

INFRASTRUCTURE AND SYSTEMS

AIDCO (Private) Limited

A technology infrastructure and systems integration company, established in 2017 and operating from Islamabad and Gilgit.

WHAT IT BRINGS

- Data centres, servers, storage and power
- Campus and wide area networks, cybersecurity
- Surveillance and critical communications
- Software, portals and digital government

WORKING TOGETHER

Our founder serves as AIDCO's Head of Business Development and was earlier its lead consultant. AIDCO shares our Gilgit office and joins bids as technology partner, subcontractor or consortium member.

EDUCATION TECHNOLOGY

Tech Valley Pakistan

A digital transformation partner for schools, universities and governments, based in Islamabad, and a Google for Education and Google Cloud partner.

WHAT IT BRINGS

- Learning platforms, devices and deployment
- Educator certification and AI training
- Adoption research and policy advocacy
- Programmes run with global technology firms

WORKING TOGETHER

Our founder has worked with Tech Valley as a consultant on digital transformation, media capacity and health protection programmes. Tech Valley is our partner of choice for education technology, engaged assignment by assignment.

Each partner's projects and references are its own. They are named here so evaluators know who joins a Transnetrix bid, and in what role.

Registrations

SECP	0354516	Certificate of Incorporation, 4 September 2026
FBR, NTN	J860340-3	Taxpayer Registration Certificate, 4 September 2026
FBR, beneficial ownership	J860340-3	Confirmation under rule 83A(6), 7 September 2026



SECP · Certificate of Incorporation



FBR · Taxpayer Registration Certificate



FBR · Beneficial Owner confirmation

VERIFICATION

All certificates are computer generated and can be verified online.

SECP: leap.secp.gov.pk, CUIN 0354516

FBR: iris.fbr.gov.pk, NTN J860340-3

Full certificate copies are provided with each submission.

Trans|netrix

MARCOM EDTECH FINTECH IT SOLUTIONS

GET IN TOUCH

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