Mahra Bashir

Social Entrepreneur | Women's Empowerment Leader

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ORGANIZATION
SANA Center & Cyntax Health Projects

15+	100S	8	2
YEARS LEADERSHIP	WOMEN EMPOWERED	NATIONAL AWARDS	EXECUTIVE ROLES

Leadership & Impact

Strategic Excellence in Social Development

Chief Executive Officer

Skills Academy for Needy Aspirants (SANA Center)

Leading institutional transformation and strategic growth of a premier women's empowerment organization.

- Market-oriented skills development programs
- Entrepreneurship ecosystem building
- Financial inclusion initiatives
- Sustainable livelihood creation

FemPure Minimarts

Cyntax Health Projects Pvt Ltd

Peshawar, Pakistan | October 2025 – January 2026

- ✓ Led establishment and operation rollout of FemPure Minimarts in collaboration with the Youth Affairs Department, Government of Khyber Pakhtunkhwa
- ✓ Coordinated end-to-end project execution including site setup, inventory planning, vendor onboarding, and operational readiness
- ✓ Supervised day-to-day retail operations, staff deployment, and SOP compliance across multiple locations
- ✓ Oversaw procurement logistics and inventory control ensuring efficiency, stock availability, and uninterrupted store operations

OPERATIONS LEADERSHIP

Apparel & Bag Stitching Production Unit

- ✓ Established and operationalized an apparel and bag stitching production unit in collaboration with SABAWON Organization
- ✓ Led facility setup, production planning, and workforce deployment to ensure operational readiness
- ✓ Developed production workflows, SOPs, and quality controls to support efficient production operations
- ✓ Managed procurement, supplier coordination, inventory tracking, and production schedules

Impact Catalyst

15+ Years Progressive Leadership

Consistent track record of delivering measurable social impact through innovative programs.

- Grassroots development initiatives
- Policy advocacy and influence
- Multi-stakeholder partnerships
- Sustainable program design

Awards & Recognition

Celebrating Excellence in Social Impact

Social Impact Award of the Year

Leadership in Women's Empowerment

2023

Shield of Honor

Women Chamber of Commerce

2024

Shield of Honor

Business Incubation Center, Peshawar

2024

Shield of Honor

Dr. Madeeha, CEO Cyntax Health Projects

2025

Excellence Award

Handicraft Association of Pakistan

2024

Recognition Award

HOPE'87 National Program

2024

Flagship Initiative

National Impact Through Innovation

NATIONAL EXHIBITION

SkillFest'24

Conceptualized and executed Pakistan's premier skills exhibition providing national and international visibility to women artisans and entrepreneurs.

Supported by HOPE'87, this initiative created unprecedented market access opportunities and established new distribution channels for women-led enterprises.

100+
Exhibitors

National
Recognition

RECOGNITION PLATFORM

DIWA 2025

DI Khan Incredible Women Awards

A flagship initiative celebrating and recognizing women entrepreneurs, artisans, and change-makers who are transforming communities and driving economic growth across Pakistan.

Founded by Mahra Bashir under SANA Center, DIWA creates a powerful platform that highlights women's achievements, encourages peer learning, and strengthens networks among women entrepreneurs across all sectors.

National
RECOGNITION

Inspiring
EXCELLENCE

Core Competencies

Strategic Leadership Excellence

Strategic Leadership

Executive management, organizational transformation, and vision-driven program design

Social Innovation

Community-based entrepreneurship, inclusive development, and sustainable solutions

Program Implementation

Skills development, vocational training, and market linkage creation

Partnership Building

Cross-sector collaboration with government, private sector, and development organizations

Financial Inclusion

Connecting women entrepreneurs with financial institutions and market opportunities

Women's Empowerment

Economic inclusion, health integration, and dignity-centered development approaches

Driving Transformative Change

Through strategic leadership at SANA Center and Cyntax Health Projects, Mahra Bashir continues to advance inclusive development, women-led entrepreneurship, and sustainable livelihoods. Her work reflects a deep commitment to positioning women as central drivers of economic growth, social resilience, and community progress—integrating economic empowerment with health, dignity, and holistic well-being.