



Profile

**“Helping organizations find answers,
solve problems and create impact.”**



Content

Who We Are	3
Services	4
Leadership Team	5
Projects, Partners and Clients	6



Who We Are



PRS 365 Ltd works to help organizations find answers, solve problems and create impact.

Our Vision: An Economically and Socially Prosperous Africa.

Our Values: Practical, Impact-driven, Excellence, Innovation, Talent.

Our mission is to improve the wellbeing of people through delivering project management, research and capacity building services that lead to improved business, government and donor outcomes.

We are impact-driven and practical problem-solvers. We are a problem-solving partner that brings talented, diverse, expert minds to solve real-world challenges. Our diversity of expertise and depth of experience in the development and commercial sectors, local and international environment, combined with our unwavering commitment to deliver impact, enables us to provide solutions to real-world problems.

We work to create shared-value. We generate our commercial or business value in a way that also produces value for society by addressing its challenges. We connect our company success with societal progress.



PRS 365 personnel have vast experience working in both the commercial and development sectors as strategists, project managers, facilitators and researchers.

Our Services

Each of our services approach problems differently whilst working together to deliver relevant, actionable and impactful solutions to real- world problems. PRS 365 specifically provides 3 types of services:



Research

We conduct research on behalf of organisations working in various sectors. Assignments are conducted to generate insights and solutions that precisely meet each organisation's needs.



Innovations Testing

We provide innovations testing on behalf of organizations working in various sectors. Projects are implemented to successfully deliver client goals while achieving necessary impact.



Capacity Building

We provide capacity building training to build proficiency in individuals that leads to institutional growth. Assignments are conducted to ensure individuals obtain and retain knowledge, skills and experience through innovative participatory training methods.

Our Leadership Team

Together, this dynamic leadership team at PRS 365 Ltd combines diverse skills and expertise, steering the company towards continued excellence in the ever-evolving business landscape.



Esther Tatenda Zulu 
Chief Executive Officer

MA . Economics - Eastern Michigan University USA
Bsc. Ag-Economics - The University of Zambia

Esther brings over a decade of leadership and technical experience in the business and socio-economic development space. She leads the overall operations of PRS, driving the organization to forge partnerships with other entities to maximize economic and social impact. She has provided both technical and fiscal direction on over 40 projects. Her analytical skills not only enable her to extract meaningful insights from complex datasets but also empower her to guide and inspire teams towards achieving common goals. Esther's leadership extends beyond administrative tasks to mentorship, fostering a culture of collaboration and innovation within the organization.



Natasha Chilundika 
Partnerships and Communications Director

Master of Public Policy - University of Oxford
Msc. Global Health Science -University of Oxford
Bsc. Ag-Economics - The University of Zambia

Ms Chilundika is a Zambian Rhodes Scholar with diverse academic training in agriculture, economics, global health science and public policy. She has over 10 years' industry experience conducting economic and development research, policy analysis and advocacy, grant writing, project management and training.

Projects, Partners and Clients

PRS 365 has enjoyed working on varying types of research, innovations testing and capacity building projects. Below are examples of some.



Projects Undertaken

Project Title: **Appraisal of The Community Based Case Management System Supported by The SEEVCA Project and Implemented by CWACs**

Client: UNICEF

Objective: The key objective of the study was to inform the continued and unfolding processes to establish effective community-based case management services within the child and family welfare system of Zambia.

The study answered the primary research question: What are the essential components that need to be in place for the community case management system to be effective?

The study used a mixed-methods approach with an emphasis on qualitative primary data collection to enable an in-depth exploration of the experiences, perceptions and recommendations of case management system actors and users.



Project Title: **A Baseline Survey of the Emergency Cash Transfer Project in Zambia Related to COVID19 (RFP/017/2020)**

Client: United Nations Development Programme (UNDP)

Objective: The purpose of this study undertook a baseline survey to establish baseline indicators of ECT beneficiaries. Specifically, the study will:

- Provide baseline statistics and insights against which to monitor and assess the progress and effectiveness of the Emergency Cash Transfer (ECT) project during implementation and after all project activities are completed.
- Establish the pre-project conditions against which future changes within a target population can be measured.



Project Title: **Urban Food Security Situation Report**

Client: World Food Program (WFP)

Objective: This literature review and secondary data analysis aimed to assess the food security situation in urban districts in Zambia using the key food security parameters (availability, access, affordability and utilisation) and to develop innovative ways of identifying and targeting households at risk of experiencing food insecurity due to impacts of COVID-19 with minimum exclusion. The literature review used national secondary datasets and reports, reviewed articles on how other Lower and Middle Income Countries (LMICs) are responding to COVID-19 impacts, and conducted key informant interviews with local community leaders and institutions.



Project Title: **Impact Pathway Evaluation of the Agrifin Accelerate (AFA) Program in Zambia to Accelerate Access to Finance for Smallholder Farmers in Zambia: An Endline Assessment of Digital Financial Services, Digital Information Services, and Agricultural Market Services**

Client: Mercy Corps

Objective: The objective of the study was to generate endline insights on the impact of digital financial and information services on smallholder farmers participating in AFA interventions.



Project Title: **A Situation Analysis for New Sponsorship Program in the Petauke-Katete Impact Area, Eastern Province**

Client: Save the Children

Objective: Conduct an extensive needs assessment in the following six core program areas; Maternal, Newborn, Child Health and Nutrition (MNCHN), Early Childhood Care & Development (ECCD), Basic Education (BE), Adolescent Development (AD), and School Health Nutrition (SHN) to collect accurate information that will be used by Save the Children to develop demand driven child development programmes for Petauke, as well as assess gender dynamics, sexual and reproductive health rights, prevalence and social cultural norms around child marriage and disabilities.



Project title: **Availability, Affordability and Acceptability of Processed Nutritious Foods**

Client: Musika

Objective: This study focused on gathering information to understand the nutrition landscape at both demand and supply level. The aim was to use study results to inform innovative distribution models for small, medium and large-scale businesses to effectively deliver products and information to the consumer.



Project Title: **Developing Effective Food Security Management Strategies for The Conservation of Local Livestock Breeds and Crop Varieties Under Climate Change in Southern Zambia**

Partners: Cardiff University, University of Zambia, MUSIKA

Objective: This is a Global Challenges Research Fund (GCRF) Small Project running between 2020 and 2021 aimed at characterising, evaluating and co-developing management strategies for southern Zambia’s indigenous agricultural resources. The project maps onto GCRF aims; “secure and resilient food systems”, “action on environmental change” and “sustainable production”.



Project Title: **Coach2Win**

Partners: GIZ Zambia, Vision Fund, Ministry of Community Development and Social Services (MCDSS), Bridges Investments Limited

Objective: PRS is currently implementing the Coach2Win program - which is a series of tailored trainings that aim to equip organizations and their beneficiaries with the right skills and tools to execute their work effectively.

PRS, with financial support from our PRS Impact Fund, will be offering the first phase of the Coach2Win program for free to private and public organizations that have as part of their strategy, a goal to create commercial or social impact responsibly. We define responsibility in 3 ways: Inclusiveness, Equity and Environmental Stewardship. The Coach2Win program includes training modules targeted at organizational staff members or beneficiaries of donor-supported programs.





Project Title; **Zambia Change Makers Peace Building Training Programme**

Partners: AEGIS Trust, Jesuit Conference of Africa and Madagascar (JCAM), Johannesburg Holocaust Memorial, Pillars of Peace

Objective: The project aims to Train journalists and media personnel, youth, religious and community leaders and other community influencers on the Change Makers Peace Building Training in order to equip them with skills to enable them contribute to promoting peace, and preventing violence and hate speech.



Project Title: **Baseline Impact Pathway Evaluation of the Agrifin Accelerate (AFA) Program in Zambia to Accelerate Access to Finance for Smallholder Farmers in Zambia**

Client: Mercy Corps

Objective: The objective of the study was to generate baseline insights on the impact of digital financial services on smallholder farmers who were beneficiaries of the AFA Project. The study covered 4 regions in Zambia.



Project title: **Development and Implementation of a Social Transformative Change (WE) Measurement Plan for MUSIKA**

Client: MUSIKA

Objective: The objective of the study was to undertake a feasibility study on the development and implementation of a long-term social transformative change or Women Empowerment (WE) measurement plan with focus on three core elements of WE: agency, access to and control of resources and institutional structures. The study utilized qualitative approaches to evaluate outcomes. Data was collected from beneficiaries of MUSIKA supported interventions in Eastern, Southern and Northern provinces of Zambia.



Project title: **Assessment of Social Transformative Change in Among Agrifin Accelerate (AFA) and WIN beneficiaries**

Client: Mercy Corps

Objective: The study focused on gathering information to assess the social transformative changes occurring at farmer level resulting from AFA/WIN supported interventions. Social transformative change was assessed in three areas; agency, resources and institutional structures.



Project Title: **In-Field Testing of Gender-Smart Adapted Curriculum for the Supporting Women's Livelihoods (SWL) Initiative in Zambia**

Client: BRAC USA

Objective: To support the in-field testing of BRAC UPGI's revised training curriculum, provide input and recommendations on the testing tools developed by BRAC and utilize the tools to conduct in-field assessments of the training curriculum. Training sessions were set up to test tools developed by BRAC and feedback was gathered from trainers (CDA/CBVs) and beneficiaries to identify the effectiveness of the training curriculum and how it can be further improved and adapted to the local context and to various learning styles.



Project Title: **Effects of the 2018/2019 Cholera Epidemic on Businesses in Lusaka District**

Client: Kivu International

Objective: The study aimed to investigate the effects of the 2017/2018 cholera outbreak on business enterprises and livelihoods of business owners in Lusaka by assessing the economic costs of the outbreak. The study also aimed to estimate the funds spent by government and other stakeholders to mitigate the outbreak. Additionally, the study assessed the levels of outbreak preparedness to establish whether any measures were taken in communities to prevent cholera before the outbreak.

Project Title: **Household Effects of Government Austerity Measures Implemented in Zambia in 2017 and 2018.**

Client: KIVU International

Objective: The focus of this research was to estimate the extent to which households are directly bearing the burden of debt. The study used secondary data to estimate the extent to which households are directly bearing the burden of debt by quantifying the effects of revenue raising measures and the effects of inflation on different demographic profiles in the population.



Project Title: **MUSIKA Industry Go-To-Market Plan for Processed Nutritional Products**

Client: MUSIKA

Objective: The overall objective of the GTM plan was to guide suppliers of processed nutritional products on how they can take product to market. The GTM plan focused on three product categories; meat substitutes, cereals and meals. The got-to-market (GTM) study built on the findings generated from the Musika supported consumer level research. The GTM plan provided the business case and roadmap that suppliers could use to enter the market, with a particular focus on Mumbwa, Mongu, Mazabuka and Kabwe.

Project title: **An Impact Evaluation of the Silverlands Livestock Improvement Community (SLIC) Programme**

Client: Silverlands Ranching Limited

Objective: The evaluation was conducted to assess the impact of SLIC programme activities on smallholder farmers participating in the programme. The evaluation focussed on assessing the impact of the programme by analysing changes in general herd health, cropping activities and general farmer livelihoods.

Project Title: **Opportunities for Women in Financial Services in Zambia**

Client: Women's World Banking

Objective: The purpose of this study was to assess the financial lives, needs and behaviours of low-income women in Zambia in order to help financial service providers increase women's access to and use of quality financial products and services.



Project Title: **Izwe Loans Deep-Dive Research of the SME Segment in Zambia (Credit Opportunities for SMEs)**

Client: Izwe Zambia

Objective: Confidential

Project Title: **Tenga Product Market Research**

Client: Atlas Mara

Objective: The objective of the assignment was to generate market insights that would enhance understanding of the Tenga customer segments, in order to build on the insights generated through the business analytics previously conducted (analysis of transactional data). The study specifically sought to understand customer demographics, levels of product awareness, usage, customers experience, drivers of customer churn etc.

Project Title: **Tenga Product Business Analytics**

Client: Atlas Mara

Objective: Confidential.



Project Title: **Tenga Product: Project Titan**

Client: Atlas Mara

Objective: Confidential



Project **Title: ZoonAPlus Product: Rural Consumer Impact Survey**

Client: ZoonA Zambia

Objective: Assess the effects of digital financial services on the livelihood of rural consumers registered on the ZoonA Plus product.



Project Title: **ZoonA Teller Research**

Client: ZoonA Zambia

Objective: Generate insights on teller dynamics and their role as front line customer touch points and source of customer education.



Project Title: **Evaluation of the Catch-Up Programme in Luapula Province, Zambia**

Client: Genesis Analytics

Objective: PRS is collaborating with Genesis Analytics on an Evaluation of the UNICEF Catch-Up Programme in Luapula Province, Zambia.



Project title: **Development of a Strategic Plan and Prefeasibility Study**

Client: Central Agri Commodities Limited (CACL)

Objective: The objectives of the assignment were to develop a long-term corporate strategy plan and to conduct a prefeasibility study for CACL.



Project Title: **A Landscape Analysis of Digital Learning in Zambia**

Client: Genesis Analytics

Objective: The key objective of the study was to uncover the full extent of existing constraints in digital skills development, with a core focus on the digital divide, and evaluate the existing ecosystem of policies, programmes and initiatives in their attempts to respond to these challenges in Zambia.



Project Title: **A landscape analysis of skills development and career education for employability of adolescents and young people in Zambia**

Client: Genesis Analytics

Objective: The key objective of the study was to assess the state of skills development and career development and career education for employability of adolescents and young people in Zambia.



Project Title: **National Financial Education Project**

Client: Financial Sector Deepening Zambia (FSDZ)

Objective: Enhance the economic empowerment of youths in Zambia by developing and providing financial education materials to both in school and out of school youth in Zambia. The project is being implemented in collaboration with the Ministry of General Education with funding support from FSDZ. Project activities spearheaded by PRS 365 Ltd included the development of financial education material from grade 1 to 12 to be rolled out nation-wide in schools in Zambia as well as development of a piloting/trialing approach for the materials across 90 schools in urban, peri-urban and rural schools in Zambia.



Project Title: **Gender Analysis, Strategy and Action Plan for The Ecosystem Conservation and Community Livelihood Enhancement (ECCLE) Project**

Client: The Nature Conservancy (TNC)

Objective: The key objective of the study was to conduct a gender analysis and develop a participatory gender strategy and action plan for the Ecosystem Conservation and Community Livelihood Enhancement (ECCLE) Project in North-western Province. The study focused on the identification of gender-based disparities and inequalities in access to and control over critical productive resources, assets, services and opportunities.



Project Title: **Competitor and Market Scoping Analysis**

Client: Monter Capital Limited

Objective: The key objective of the study was to conduct a competitor and market scoping analysis of the private equity sector



Project Title: **Sweet Vine Project**

Client: Java Foods Limited

Objective: The key objective of this study was to determine the viability of an alternative production approach for one of Javas key product lines with the goal of lowering the cost of production. This required conducting a feasibility study to inform the alternative approach.



Project Title: **Documentation of Success Stories on The Economic Component of the GRZ-UN Joint Programme on GBV Phase II**

Client: International Labour Organisation (ILO)

Objective: The key objective of the study was to document success stories and experiences of the beneficiaries of the Economic Empowerment Component of the GRZ-UN Joint Programme on GBV Phase II.



Project title: **Building the Business Case for Zayohub**

Client: ZayoHub

Objective: This study was undertaken to validate whether consistent revenue generating services provided by Zayohub supported livelihoods of users and led to positive economic benefits for the targeted communities. The study focused on provisions of four key services; microloans, provision of renewable power, mobile money and bicycle hire. We implemented a mixed methods study design, collecting quantitative and qualitative data from a sample of beneficiaries and non-beneficiaries of Zayohub.



Project Title: **ZoonaPlus Product: Baseline Consumer Survey**

Client: Zoona Zambia with funding support from Mercy Corps

Objective: Understand baseline financial behavior and access to financial services within the market segment targeted by Zoona's mobile-based account called Zoona Plus.



Project Title: **ZoonaPlus Product: Endline Consumer Survey**

Client: Zoona Zambia with funding support from Mercy Corps

Objective: Understand endline Zoona Plus product uptake and changes in product utility patterns, customer experience metrics and changes in consumer's financial behavior.



Project Title: **Innovating for Women in Financial Services**

Client: University of Zambia Department of Gender Studies

Objective: The projects seeks improve the financial industry's capacity to better innovate for women consumers of financial services. The project is being implemented in collaboration with the University of Zambia Department of Gender studies. Project activities include development of a Gender and Finance Course Curriculum to be delivered to Tertiary level learners at the University of Zambia.



PRS 365 serves various local and international institutions in both the business and development sector.





Plot No. 86 Independence Avenue, Lusaka, Zambia.

pradmin@prs.org.zm
esther.zulu@prs.org.zm
natasha.chilundika@prs.org.zm

Call us: 0974 493 357 | 0978 506 508 | 0971 733 258



www.prs.org.zm