



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:

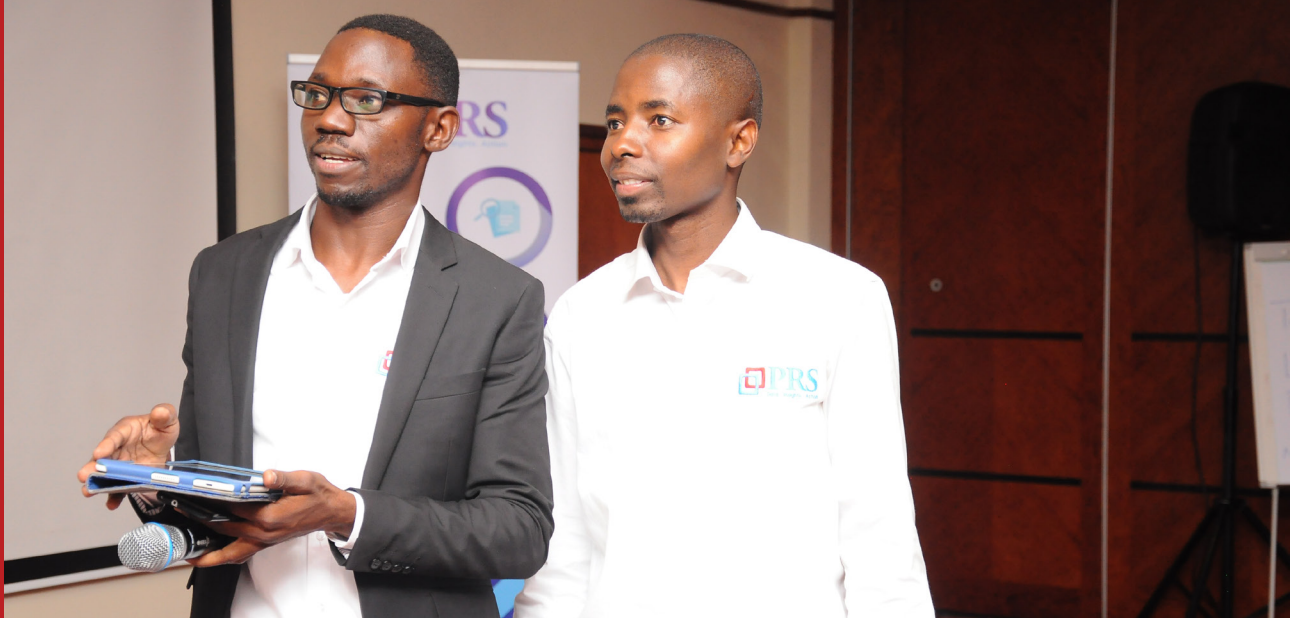
Practical, Impact-driven, Excellence, Innovation, Talent.

Our mission is to improve the wellbeing of people through delivering research, project management, and innovation testing 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, innovative and passionate expert minds to solve the pertinent challenges faced by African communities. Our diversity of expertise and depth of experience of the local context in the development and commercial sectors, combined with a commitment to deliver sustainable impact, enables us to provide practical solutions in all our work. At the core of our “DNA” is an unwavering dedication to ensure our work solves problems in the real-world that are impacting the day to day lives of people.

We work to create shared-value.

We generate our commercial value in a way that also produces value for society by addressing its challenges. We connect our company's success with the success of communities, clients and employees – ultimately achieving societal progress.



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

Each of our services approaches problems differently, working collaboratively with the client to deliver practical relevant, actionable and impactful solutions. PRS 365 specifically provides three 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.



Project Management

We provide project design and management services on behalf of organizations working in various sectors.

Skill and Competencies:

- Expertise in various sectors including Economic Development, Agriculture, Climate Change, Energy, Education, Health, Finance, Social Protection, WASH, Gender and Youth.
- Strong competencies in Research, Project management, Advocacy, Grant Writing and Management, Multi-Stakeholder Coordination, Policy Analysis.
- High internal quality control protocols.
- Thought partner, Co-Creation, Honest Feedback
- Highly Patriotic

PRS also has two programmes in which local and international experts passionate about creating impact can participate in.

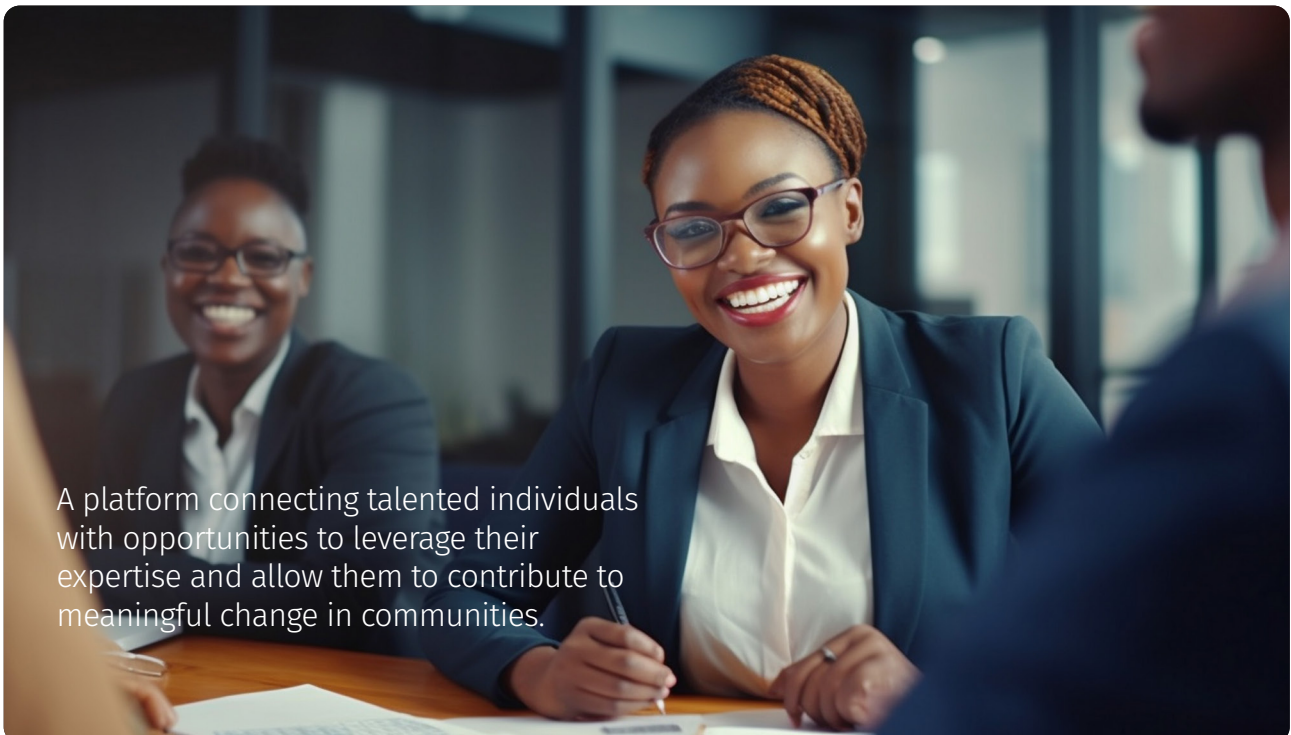
• PRS THOUGHT LEADERSHIP PROGRAMME:

A platform for thought leaders to steer conversations and establish their authority as industry experts at the forefront of quality innovation through peer engagement and exchange.



• PRS CONNECT PROGRAMME:

A platform connecting talented individuals with opportunities to leverage their expertise and allow them to contribute to meaningful change in communities.



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 economics, human development, public policy, and global health science. With over 13 years of experience, she specializes in economic and development research, policy analysis, advocacy, grant writing, project management, and training. Key areas of expertise include agriculture, climate change, social protection, public health, education and the SME sector. She has extensive experience implementing mixed methods research designs and has coordinated data collection throughout Zambia. Further, she has extensive experience in grants management and research coordination, including managing both international and local consortia. She has managed grants from various international organisations including CDC, NIH, JICA, GCRF and NOPART. As the Partnerships and Communications Director, she leads the company's business development efforts and oversees all company communications.

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

SOCIAL PROTECTION

Project Name	Client	Summary
Appraisal of The Community Based Case Management System in the SEEVCA Project	United Nations Children's Fund (UNICEF)	The aim of this assessment was to inform the ongoing process of establishing an effective community-based case management system in Zambia under the Service Efficiency and Effectiveness for Vulnerable Children and Adolescents (SEEVCA) project. SEEVCA was implemented by Ministry of Community Development and Social Services with support from UNICEF. The study explored the essential components that need to be in place for community case management 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.
Endline Evaluation of the Supporting Women Livelihoods Programme (SWL)	The World Bank Group	PRS supported the evaluation of the SWL Programme. The evaluation aimed to understand how SWL activities affected vulnerable women's livelihoods. The evaluation compared the impacts and cost-effectiveness of three SWL variants: "full" SWL with a grant, savings group, skills training and mentorship; a "human capital" bundle with skills training and mentorship; and a "financial capital" bundle with grants and savings group. The SWL program intervention demonstrated substantial and lasting improvements across various welfare domains for program beneficiaries. The full SWL program intervention notably increased overall consumption and food security.
In-Field Testing of Gender-Smart Adapted Curriculum for the Supporting Women's Livelihoods (SWL) Initiative in Zambia	BRAC USA	PRS supported the in-field testing of BRAC UP-GI's revised training curriculum used to develop the skills of beneficiaries on the SWL World Bank social protection programme. Training sessions were set up to test tools developed by BRAC, and feedback was gathered from trainers (community-based volunteers) and beneficiaries to identify ways to further improve and adapt the curriculum to the local context.



WORLD BANK GROUP



CARDIFF
UNIVERSITY



MUSIKA

SOCIAL PROTECTION

Project Name	Client	Summary
A Baseline Survey of the Emergency Cash Transfer (ECT) Project in Zambia Related to COVID-19	United Nations Development Programme (UNDP)	This study aimed to establish baseline indicators of the COVID-19 ECT beneficiaries. The study provided baseline information to monitor and assess the progress and effectiveness of the COVID-19 ECT implemented by UNDP and other cooperating partners in response to the COVID-19 Pandemic.
Urban Food Security Situation Analysis	World Food Programme (WFP)	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). The study developed an innovative way 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) were responding to COVID-19 impacts, and conducted key informant interviews with local community leaders and institutions.

CLIMATE CHANGE AND ENERGY

Project Name	Client	Summary
Sustainable Management of Ecosystems in Miombo Eco-regions of Zambia	The World Bank Group	Coordinated stakeholder engagements and conducted technical baseline studies assessing the current state of socio-economic factors, land use and ownership, biodiversity, land degradation and climate change adaptation practices in selected districts of the Miombo Ecoregions. Study findings guided development of initiatives to address ecosystem loss in the Miombo woodlands, focusing on land restoration, biodiversity protection, encouraging various climate change adaptations such as Nature-based Solutions and policy strengthening. PRS conducted a cost benefit analysis for the proposed project, and developed a knowledge management framework.
Gender Analysis, Strategy and Action Plan for The Ecosystem Conservation and Community Livelihood Enhancement (ECCLE) Project	The Nature Conservancy (TNC)	This study conducted a gender analysis and developed 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 identification of gender-based disparities and inequalities in access to and control over critical productive resources, assets, services and opportunities.
Developing Effective Food Security Management Strategies for The Conservation of Local Livestock Breeds and Crop Varieties Under Climate Change in Southern Zambia	PRS 365, Cardiff University, UNZA, Musika	This was a Global Challenges Research Fund (GCRF) Small Projects grant awarded to Cardiff University, University of Zambia, and PRS 365, who worked collaboratively with Musika on project implementation. The project aimed to characterise, evaluate and co-develop management strategies for southern Zambia's indigenous agricultural resources that are under threat from drought. The project ran between 2021 and 2023.



Tec Analytics Consultant Limited



CLIMATE CHANGE AND ENERGY

Project Name	Client	Summary
Study on Energy Consumption in Remote Communities in Zambia.	Tec Analytics	PRS supported data collection on Energy Consumption in remote communities in Zambia for Tech Analytics under the SCOPE Study. SCOPE is integrating machine learning, surveys, and qualitative approaches for modelling context-relevant clean energy alternatives for Ghana and Zambia. They aim to empower utilities in Ghana and Zambia with evidence to support them reach national electrification goals in an inclusive and sustainable way.






EDUCATION

Project Name	Client	Summary
Evaluation of the Catch-Up Programme in Luapula Province, Zambia	United Nations Children's Fund (UNICEF)	PRS and Genesis Analytics are conducting the Evaluation of the UNICEF Catch-Up Programme in Luapula Province, Zambia. This evaluation aims to provide valuable insights into the implementation of the Catch-Up Programme, identifying both successful strategies and areas that require improvement. By assessing the effectiveness of the programme within schools, the evaluation aims to inform future initiatives and enhance the overall impact of educational interventions in the region.
Impact Evaluation of the Empowerment Pilot	The World Bank Group	PRS supported the impact evaluation of the empowerment pilot, an intervention aimed at increasing awareness of school-related gender-based violence (SRGBV) and promoting gender-equitable norms. This programme is being implemented in collaboration with the Keeping Girls in School Programme (KGS) which aims to address inequalities in educational attainment related to gender and poverty and reduce secondary school drop-out rates among vulnerable adolescent girls. It also seeks to provide adolescent girls with a school environment where they feel safe and empowered.
A Landscape Analysis of Digital Skills in Zambia	Genesis Analytics/ UNICEF	This study aimed to explore existing constraints in digital skills development in Zambia, with a core focus on the digital divide. The study also evaluated the existing ecosystem of policies, programmes and initiatives attempting to respond to challenges in digital skills in Zambia.
A Landscape Analysis of Skills Development and Career Education for Employability of Adolescents and Young People in Zambia	Genesis Analytics/ UNICEF	This study assessed the state of skills development, career development and career education for employability of adolescents and young people in Zambia.
National Financial Education Project	FSD Zambia	PRS 365 supported the development of financial education material to be included in the national financial literacy school curriculum (from grade 1 to 12), as well as developed a piloting approach for the introduction of this curriculum across 90 schools in urban, peri-urban and rural schools in Zambia.



HEALTH		
Project Name	Client	Summary
Midterm evaluation of the USAID ECAP II programme and the Baseline Evaluation of the ECAP+ programme	Project Concern Zambia (PCZ)	This was both a mid-line evaluation and a baseline evaluation of the USAID ECAP II programme. The mid-line evaluation was undertaken in Central and Southern Provinces, and the baseline was done in Western Province under ECAP+. The results from the evaluation were used to identify specific needs, strengths, and challenges, enabling PCZ and its partners to tailor interventions effectively, allocate resources efficiently, and achieve more meaningful and sustainable outcomes for target communities.
Baseline survey of the Zambia Digital Community Health Project (ZDCHP)	Busara	This study conducted a baseline evaluation of the Zambia Digital Community Health Project (ZDCHP). The project is being implemented by PATH and Ministry of Health, and aims to develop and pilot a functional and user-oriented digital community health system that enables health workers to have access to the tools and data necessary for them to deliver high-quality care in their community.
Process Evaluation of Designing a Model Rural Health System	On Call Africa (OCA)	This process evaluation assessed the performance of pilot activities implemented by OCA in developing a model Rural Health System that can be rolled out in all rural health posts in Zambia. The project developed a Rural Health Service Package in collaboration with Ministry of Health (MOH) Community Health Unit (CHU). The rural health service package aimed at addressing existing gaps in quality health service delivery at health posts and other rural health facilities. The evaluation assessed relevance, effectiveness, efficiency, impact, sustainability, level of community participation, and the impacts of capacity building on health facility staff.
AGRICULTURE		
Project Name	Client	Summary
Assessment of Digital Agricultural Advisories Services Delivery (DAAS)	CIMMYT	PRS supported data collection for a research study focused on addressing critical questions regarding the dissemination and reception of technical messages related to agricultural practices via mobile technology. The research was part of a larger project assessing the use of mobile technology in extension services under the Southern Africa Accelerated Innovation Delivery Initiative (AID-I) Rapid Delivery Hub. AID-I is being implemented by CIMMYT with support from USAID. This research was exploring the effectiveness of disseminating and receiving technical messages related to agricultural practices via mobile technology to improve decision-making among farming households.
Development of a Strategic Plan and Prefeasibility Study	CACL	PRS supported CACL in the development of a long-term corporate strategy for the organisation and conducted a prefeasibility study.
Value Chain Analysis	Java Foods Limited	PRS undertook a value chain and market analysis for a Java Foods.

• AGRICULTURE

Project Name	Client	Summary
 <p>Endline Impact Assessment of Digital Financial Services, Digital Information Services, and Agricultural Market Services in the Agrifin Accelerate (AFA) Programme in Zambia</p>	Mercy Corps	This study conducted an impact pathway evaluation of the AFA Programme in Zambia. The aim was to generate endline insights on the impact of digital financial and information services on smallholder farmers participating in AFA interventions. AFA interventions aimed to accelerate access to finance for smallholder farmers in Zambia.
 <p>Assessment of Social Transformative Change Among Agrifin Accelerate (AFA) and WIN beneficiaries</p>	Mercy Corps	This study assessed 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.
 <p>Availability, Affordability and Acceptability of Processed Nutritious Foods</p>	Musika	This study explored market landscape of nutritious foods at both demand and supply level. The aim was to inform the development of innovative distribution models for small, medium and large-scale businesses to effectively deliver products and information to the consumer in order to improve nutrition outcomes at household level.
 <p>Musika Industry Go-To-Market (GTM) Plan for Processed Nutritional Products</p>	Musika	PRS developed a GTM plan to guide suppliers of processed nutritious products on how they can take products to the market. The GTM plan focused on three product categories; meat substitutes, cereals and meals. The GTM plan provided the business case and roadmap for suppliers, with a particular focus on Mumbwa, Mongu, Mazabuka and Kabwe.
 <p>Impact Evaluation of the Silverlands Livestock Improvement Community (SLIC) Programme</p>	Silverlands Ranching Limited	The evaluation was conducted to assess the impact of SLIC programme activities on smallholder farmers participating in the programme. The evaluation focused on assessing the impact of this programme by analysing changes in general herd health, cropping activities and general farmer livelihoods.

• ECONOMIC DEVELOPMENT

Project Name	Client	Summary
 <p>A Pocket Guide for European and African Investors about Zambia</p>	Bongohive/HAUS Finnish Institute of Public Management Ltd	PRS collaborated with Bongohive to gather comprehensive economic data, including insights on key players, market trends, market size, competitive landscape, investment opportunities, and relevant government policies and initiatives. This collaboration also involved conducting a political, economic, and operational risk analysis of critical sectors within the Zambian market related to digital social innovations. The objective was to develop a market brief highlighting key investment areas in Zambia for the next 5 to 10 years aimed at potential investors from Europe and Africa interested in data-driven digital innovations in Zambia.

HAUS

ECONOMIC DEVELOPMENT



Project Name	Client	Summary
Effects of the 2018/2019 Cholera Epidemic on Businesses in Lusaka District	Kivu International	This study investigated 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 estimated the funds spent by government and other stakeholders to mitigate the outbreak. Further, the study assessed the levels of outbreak preparedness to establish whether any measures were taken in communities to prevent cholera before the outbreak.



The Pulse Survey (Girls' and Women's Economic Empowerment: Understanding Attitudes, Norms, Aspirations, and Opportunities)	The World Bank Group	PRS supported the pulse survey, aimed at understanding the aspirations, attitudes, norms, values, and behaviours that influence and shape girls' and women's economic opportunities and help answer the question of what economic empowerment means to target beneficiaries of the new World Bank Project- The East Africa Girls' Empowerment and Resilience project (EAGER Project) being implemented in Zambia, Zimbabwe and Mozambique.
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Baseline and Midline evaluations of the World Vision's Build Secure Livelihoods Models (BSL) country programs	University of Illinois/ World Vision	PRS and University of Illinois conducted the baseline and midline evaluation of the World Vision's Build Secure Livelihoods Models (BSL) country programs. These programs, including Water, Sanitation and Hygiene (WASH) at the community and household levels, as well as the Empowered Worldview Approach (EWV), aim to reduce poverty, enhance empowerment, build resilience, and improved child-wellbeing. These evaluations provided insights into program impacts on household income, poverty alleviation, child health and wellbeing, women's economic empowerment and resilience.
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Endline Assessment of Digital Finance Projects in Zambia	United Nations Capital Development Fund (UNCDF)	This study evaluated the impact of UNCDF's initiatives on program participants. Specifically, the endline assessment determined whether program efforts achieved intended outcomes, accounting for all potential positive and negative effects. Implemented projects aimed to enhance the availability, usage, and accessibility of digital financial services, ultimately contributing to improved digital financial inclusion in Zambia. Beyond financial inclusion, the projects also sought to improve livelihoods by integrating services that address household energy needs, resource accessibility, and access to goods, services, and markets.
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State of the Digital Financial Services Market in Zambia - 2022	United Nations Capital Development Fund (UNCDF)	This study conducted the Annual Provider Survey (APS) on behalf of the United Nations Capital Development Fund (UNCDF) and Bank of Zambia. The APS highlights market developments and identifies current challenges and barriers that digital financial service providers face. It also provides an opportunity to reflect on the journey of the DFS market in Zambia.
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ECONOMIC DEVELOPMENT



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

Client
Save the Children

Summary

This study conducted an extensive needs assessment in 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). This information was 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 of gender-based violence, and social cultural norms around child marriage and disabilities.



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

Client
International Labour Organisation (ILO)

This work documented the success stories and experiences of the beneficiaries of the Economic Empowerment Component of the GRZ-UN Joint Programme on GBV Phase II.



Project Name
Development and Implementation of a Social Transformative Change or Women Empowerment (WE) Measurement Plan for MUSIKA

Client
Musika

This study undertook a feasibility study on the development and implementation of a long-term social transformative change or Women Empowerment (WE) measurement plan for Musika's initiatives with a 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 Name
Household Effects of Government Austerity Measures Implemented in Zambia in 2017 and 2018.

Client
Kivu International

The focus of this research was to estimate the extent to which households were directly bearing the burden of debt. The study used secondary data to estimate the extent to which households were 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 Name
Opportunities for Women in Financial Services in Zambia

Client
Women's World Banking

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 Name
Building the Business Case for Zayohub

Client
Zayohub

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.



Project Name
ZoonAPlus Product: Baseline Consumer Survey

Client
ZoonA Zambia with funding support from Mercy Corps

The project objective was to understand the baseline financial behaviour and access to financial services within the market segment targeted by ZoonA's mobile-based account called ZoonA Plus.



Project Name
ZoonAPlus Product: Endline Consumer Survey

Client
ZoonA Zambia with funding support from Mercy Corps

The objective was to understand the endline ZoonA Plus product uptake and changes in product utility patterns, customer experience metrics and changes in consumer's financial behaviour.



ECONOMIC DEVELOPMENT		
Project Name	Client	Summary
Zambia Change Makers Peace Building Training Programme	AEGIS Trust, Jesuit Conference of Africa and Madagascar (JCAM), Johannesburg Holocaust Memorial, Pillars of Peace	The project trained journalists and media personnel, youth, religious and community leaders and other community influencers on the Change Makers Peace Building Training to equip them with skills to enable them contribute to promoting peace, and preventing violence and hate speech during the 2021 general elections



We work with various organisations including commercial businesses, multilateral and international development organisations, academic institutions and the government to achieve meaningful and sustainable impact for Zambians and Africans.



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