



ERTEQA

2025

Company Profile

The new standard of excellence



ABOUT OUR COMPANY

A Brief About ERTEQA



ERTEQA
TECHNOLOGY &
MANAGEMENT
CONSULTANCY

Erteqa Technology & Management Consultancy (ETMC), was established to address the critical need for professional consulting services in Afghanistan's evolving landscape. Founded with a vision to transform Afghanistan's professional landscape, we combine deep local knowledge with international best practices to deliver high-impact solutions. We combine local expertise with international standards to deliver solutions that are both globally informed and culturally appropriate.

VISION

A future where Afghanistan's institutions, businesses, and education systems are AI-literate, professionally managed, and digitally empowered – driven by a trusted national hub that turns practical learning into career pathways, sustainable enterprise tools, and scalable social impact.

MISSION

To build a centralized Hub of Trust that prepares the next generation and upskills today's workforce through hands-on, real-world projects, an AI Literacy Framework, and enterprise-grade software solutions – modernizing Afghan industry and management so organizations work smarter, ethically, and with measurable, donor-ready impact.



CORE VALUES



01 Excellence

We strive for the highest standards in all our services

02 Reliable

We build trust through consistent, dependable service delivery

03 Transparent

We operate with openness and clarity in all our dealings

04 Execution

We focus on effective implementation and tangible results

05 Quality

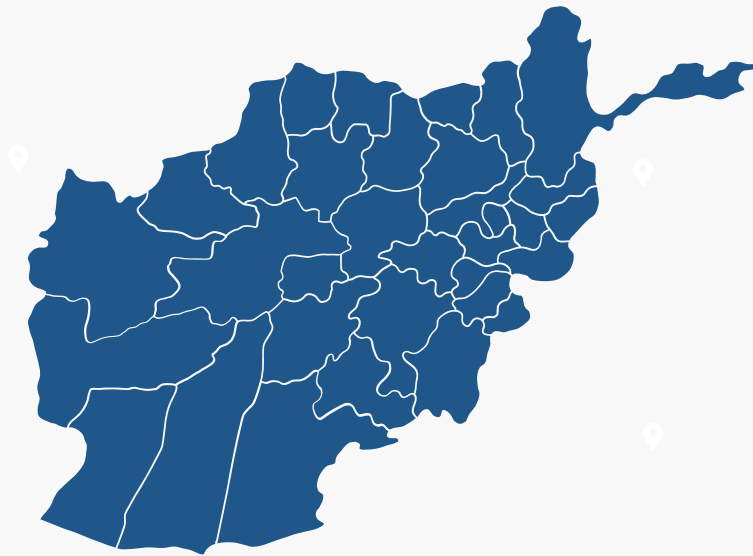
We ensure superior outcomes through rigorous quality control

06 Accountability

We take responsibility for our actions and commitments



OUR SERVICES



ETMC is committed to Afghanistan's long-term development through building local capacity, promoting ethical business practices, embracing innovation while respecting cultural contexts, creating opportunities for women and underserved communities, and delivering measurable, sustainable results for our clients and partners.

TECHNOLOGY

Leveraging digital solutions to enhance efficiency, innovation, and competitive advantage in an increasingly technology-driven world

MANAGEMENT

Enhancing organizational efficiency, strategic direction, and overall performance through expert guidance and practical solutions.



TECHNOLOGY



About our Technology Division

Our Technology Consulting Division helps organizations leverage digital solutions to enhance efficiency, innovation, and competitive advantage in an increasingly technology-driven world. We combine technical expertise with strategic insight to deliver customized technology interventions that address the unique challenges facing Afghan organizations.

ICT & Hosting Services

- IT Infrastructure Planning & Implementation
- Network Design & Security
- Cloud Services & Hosting Solutions
- IT Support & Maintenance
- Data Backup & Recovery Solutions

AI & Digital Literacy

- AI Awareness & Fundamentals
- Digital Skills Development Programs
- Technology Adoption Workshops
- Customized IT Training Solutions
- AI Ethics & Responsible Use

OJT – On Job Trainings

- Practical Skills Development
- Mentored Work Experience
- Technical Apprenticeships
- Industry-Specific Technology Training
- Career Pathway Development

Development Services

- Mobile Application Development (Android, iOS)
- Web Development (Responsive, E-commerce, CMS)
- Desktop Application Development
- Custom Software Solutions
- Database Design and Management

Design Services

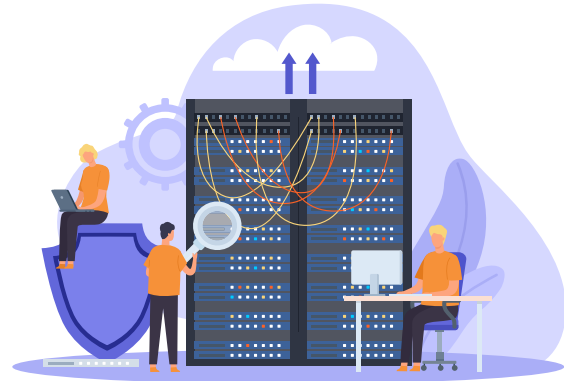
- Graphic Design & Visual Identity
- UI/UX Design for Digital Products
- Motion Graphics & Animation
- Branding & Corporate Identity
- Packaging Design

Digital Media Services

- Digital Marketing Strategy
- Social Media Management
- Content Creation & Management
- Video Production & Editing
- SEO & Online Visibility Enhancement



ICT & HOSTING SERVICES



In today's digital-first landscape, reliable ICT and hosting solutions are the backbone of every modern organization. Our ICT & Hosting Services are designed to empower businesses, NGOs, and institutions with secure, scalable, and high-performance digital infrastructure. We deliver end-to-end technology solutions—from network design and server management to cloud deployment and IT support—ensuring uninterrupted operations, optimized performance, and strong data protection. Our expert team blends innovation with industry best practices to help clients stay connected, efficient, and resilient in an ever-evolving tech ecosystem.

ICT & Hosting Services

Information & Communication Technology (ICT) Solutions

- Network Design & Implementation: LAN/WAN setup, structured cabling, and wireless network deployment.
- System Integration: Connecting hardware, software, and cloud services into one seamless environment.
- IT Infrastructure Management: Maintenance, upgrades, and optimization of IT systems and hardware.
- Cybersecurity & Data Protection: Firewall configuration, threat monitoring, and data backup strategies.
- IT Helpdesk & Technical Support: On-site and remote troubleshooting, maintenance, and user support.
- Software & Application Development: Custom apps, web systems, and automation tools.
- ICT Consultancy & Capacity Building: ICT assessments, policy development, and staff training programs.

Hosting & Cloud Services

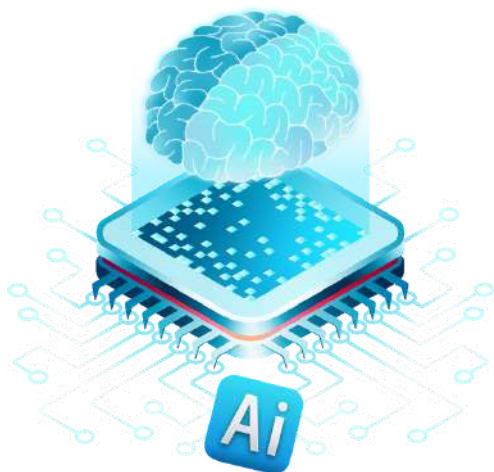
- Web Hosting Services: Secure, high-uptime hosting for websites, portals, and online platforms.
- Email Hosting & Management: Business-class email servers with anti-spam and high availability.
- Domain Registration & Management: Domain setup, renewal, and DNS configuration.
- Cloud Hosting & Virtualization: Scalable private and public cloud environments for apps and data.
- Server Setup & Administration: VPS, dedicated, and shared server configuration and monitoring.
- Backup & Disaster Recovery Solutions: Automated backups, data redundancy, and recovery planning.
- Data Center Services: Secure colocation, 24/7 monitoring, and performance optimization.

Value-Added Digital Services

- Website Design & Maintenance
- Hosting Migration & Optimization
- Digital Security Audits
- Performance Monitoring & Reporting
- ICT Project Implementation & Outsourcing



AI & DIGITAL LITERACY



In an era driven by rapid technological change, AI and Digital Literacy are no longer optional – they are the foundation of competitiveness, innovation, and social inclusion. Our AI & Digital Literacy services empower individuals, institutions, and communities to understand, adopt, and ethically use emerging technologies. Through targeted training, capacity building, and awareness programs, we bridge the gap between people and technology, ensuring that digital transformation is both inclusive and sustainable.

We help learners—from students to professionals—develop the skills needed to navigate digital systems, understand artificial intelligence, and leverage technology for real-world problem solving. Our programs combine hands-on learning with strategic guidance, focusing equally on innovation, ethics, and adaptability in a fast-changing digital landscape.

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DEVELOPMENT

In a world driven by digital transformation, every organization needs smart, secure, and scalable digital solutions. Our Development Services are designed to turn your ideas into reality through innovative software, web, and mobile solutions that enhance efficiency, engagement, and impact. We combine technical expertise with creative problem-solving to design applications that are reliable, user-friendly, and aligned with your strategic goals. Whether you're building a new digital product, modernizing legacy systems, or developing an enterprise-grade platform, our team delivers end-to-end development support—from design and coding to deployment and maintenance.

1. Mobile Application Development (Android & iOS)

We design and develop intuitive, high-performance mobile applications for both Android and iOS platforms. Our focus is on creating engaging user experiences with powerful backend integrations that ensure smooth operation and scalability.

Key Features:

- Native and cross-platform mobile app development
- UI/UX design tailored for seamless user experience
- Integration with APIs, databases, and external services
- App testing, deployment, and maintenance support



3. Desktop Application Development

Our desktop solutions are designed for speed, stability, and functionality. Whether it's a standalone business tool or a large-scale enterprise system, we develop desktop applications that streamline operations and enhance productivity.

Key Features:

- Cross-platform development (Windows, macOS, Linux)
- System integration with databases and cloud systems
- Automation tools for business process optimization
- Application performance and security testing

2. Web Development (Responsive, E-commerce, CMS)

We build dynamic, responsive, and visually compelling websites that work flawlessly across all devices. From e-commerce platforms to corporate portals and CMS-driven sites, our web solutions are built for performance, security, and scalability.

Key Features:

- Responsive and mobile-friendly website design
- Custom E-commerce solutions with secure payment systems
- CMS (WordPress, Drupal, Joomla) setup and customization
- SEO optimization and web analytics integration
-

4. Custom Software Solutions

Every organization faces unique challenges – our custom software solutions are built specifically to address them. We design, develop, and deploy tailor-made systems that fit your workflow, improve decision-making, and drive efficiency.

Key Features:

- Requirements analysis and system design
- Scalable architecture for future growth
- Agile development and rapid prototyping
- Ongoing technical support and maintenance



OJT - ON JOB TRAININGS

At Erteqa, we believe that true learning happens through real-world experience, not just theory. Our On-the-Job Training (OJT) Services in the IT Division are designed to empower students, interns, and emerging professionals with hands-on technical skills that align with the demands of the modern digital workforce.

Erteqa's OJT programs immerse participants directly into active IT environments, where they learn by doing – working on live projects, handling technical challenges, and collaborating with our expert teams. Each participant gains not only technical competence but also the professional mindset, adaptability, and problem-solving discipline required to excel in the fast-paced tech industry.

Our goal is simple – to transform learners into job-ready professionals capable of contributing immediately to the ICT, software, and digital sectors of Afghanistan and beyond.

1. IT Systems & Network Training

Erteqa's trainees gain practical, hands-on experience in IT infrastructure and network systems. From setup to troubleshooting, they master the essential skills that keep digital environments secure and running smoothly.

Key Focus Areas:

- Computer hardware setup and maintenance
- LAN/WAN/Wi-Fi configuration and troubleshooting
- System installation and OS management
- Network security basics and data backup systems



Technical Support & Helpdesk Operations

Erteqa's OJT in Technical Support builds the backbone of IT service management. Trainees learn to diagnose, resolve, and prevent system issues while ensuring high-quality end-user support.

Key Focus Areas:

- Helpdesk and IT support operations
- Hardware and software troubleshooting
- Customer service and communication in tech settings
- System performance monitoring and reporting

ICT Administration & Maintenance

We train participants to understand the core functions of IT administration, from managing assets and backups to maintaining system efficiency across departments.

Key Focus Areas:

- ICT infrastructure monitoring and optimization
- Asset management and documentation
- Preventive maintenance procedures
- Backup and disaster recovery planning
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Outcome & Impact

Erteqa's OJT Services go beyond training – they build future tech professionals. Every participant completes the program with tangible project experience, practical skills, and industry-ready confidence.

By integrating real work with guided mentorship, Erteqa is cultivating the next generation of Afghanistan's digital talent – capable of leading in technology, innovation, and digital transformation.



DESIGNING SERVICES



GRAPHIC DESIGN
UI/UX DESIGN
MOTION GRAPHIC
ANIMATION
BRANDING & IDENTITY
PACKAGING DESIGN

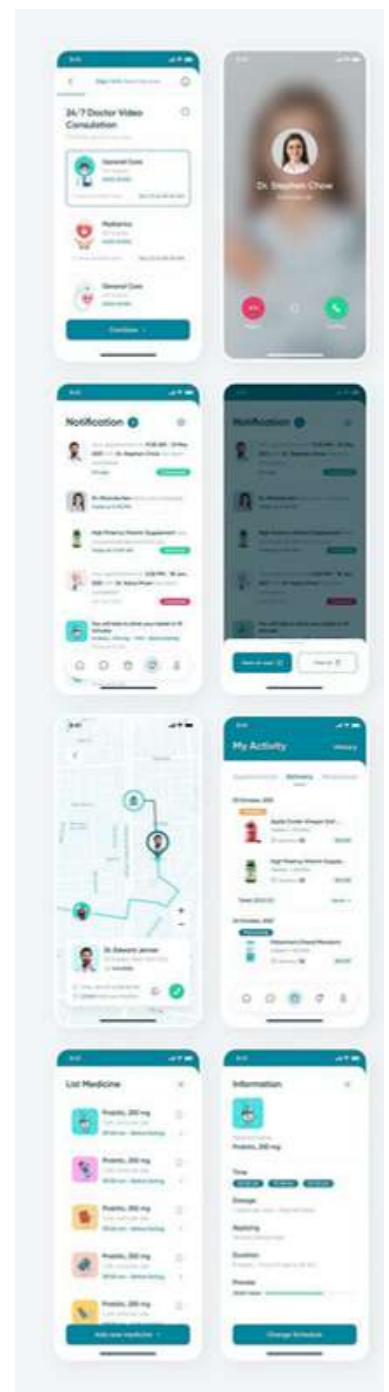
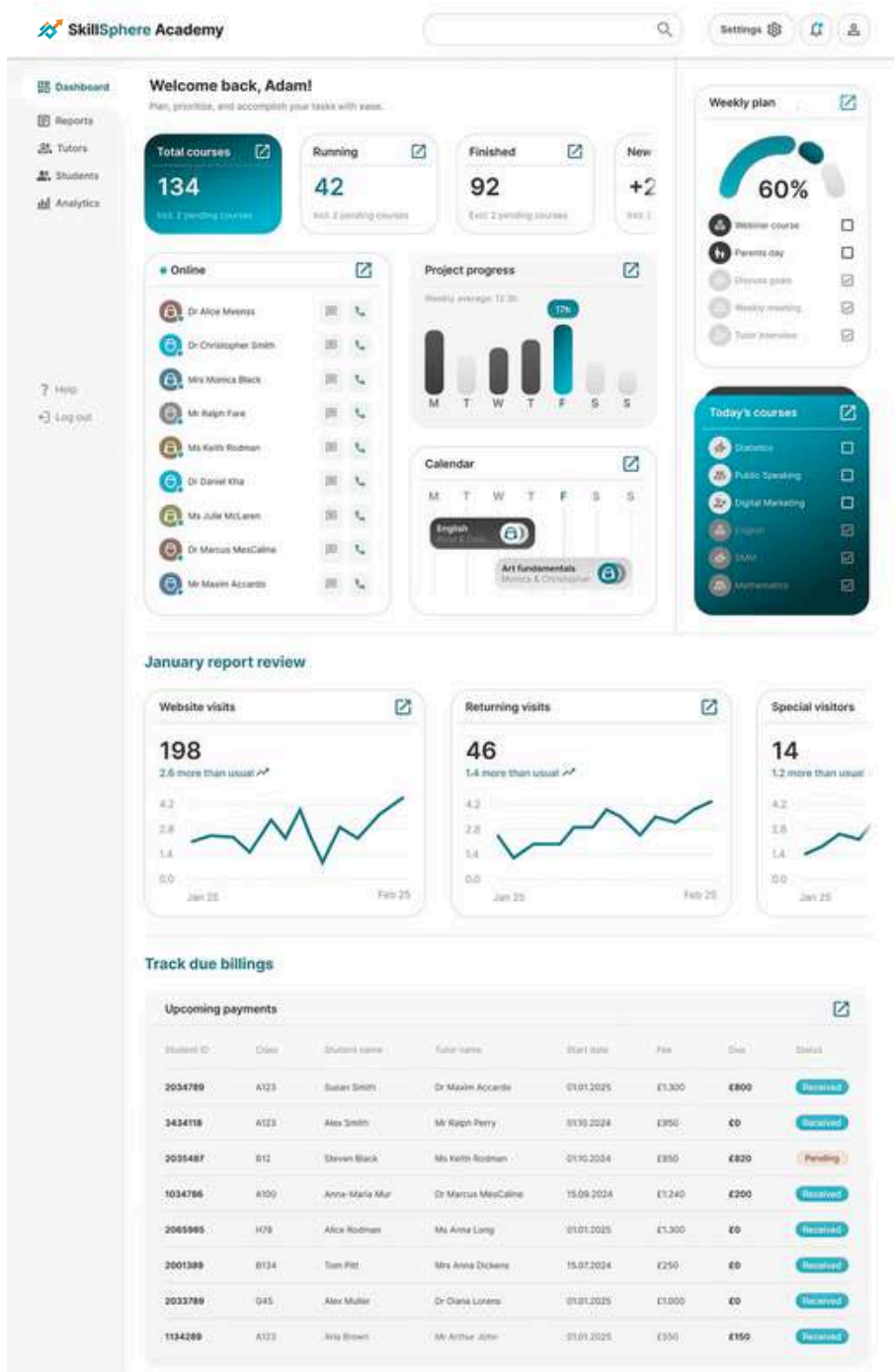


UI/UX DESIGNING

We craft digital experiences that are intuitive, aesthetic, and user-centered. Our UI/UX design services combine data-driven insights with creative thinking to ensure every interaction feels seamless and engaging.

Key Focus Areas:

- User interface design for web and mobile apps
- User experience research and prototyping
- Wireframing, usability testing, and interaction design
- Accessibility and responsive design optimization



PACKAGING DESIGN

First impressions matter – especially on shelves and screens. Our packaging design service combines creativity with functionality to make your products visually compelling, informative, and market-ready.

Key Focus Areas:

- Product packaging and label design
- Conceptual 3D mockups and visuals
- Material and layout consultation
- Consistency across product lines and brand identity



PRODUCT DESIGN



At Erteqa, we design products that solve problems, not just look good. Our Product Design Services combine creativity, technology, and user insight to bring digital ideas to life — from concept to clickable prototype. We focus on building human-centered products that are functional, beautiful, and scalable.

Whether it's a mobile app, SaaS platform, or enterprise system, Erteqa's design process ensures every element — from user flow to interface — is intentional, intuitive, and impactful.

1. Product Research & Concept Development

We start by understanding your users, market, and goals. Our design team conducts research and brainstorming sessions to define the product vision and align it with real user needs.

Key Focus Areas:

- User research and journey mapping
- Product concept ideation
- Competitive analysis and benchmarking
- Design strategy and roadmap development

Our process covers every stage of digital product creation — research, ideation, UX strategy, interface design, prototyping, and usability testing — ensuring that every design decision supports both user needs and business goals.

Sub-Services Include:

- Product Research & Concept Development
- UX Strategy & User Flow Design
- UI Design & Interactive Prototyping
- Usability Testing & Product Validation
- Design Handoff & Developer Collaboration

Through thoughtful design and attention to detail, Erteqa turns concepts into intuitive, high-impact digital products that engage users and drive growth



MANAGEMENT



About our management Division

Our Management Consulting Division helps organizations enhance their operational efficiency, strategic direction, and overall performance through expert guidance and practical solutions. We combine international best practices with deep local knowledge to deliver customized interventions that address the unique challenges facing Afghan organizations.

Organizational Development & Strategic Planning

- We help organizations clarify their vision, define strategic goals, and build structures that support long-term success.
- Key Focus Areas:
- Strategic planning and goal alignment
- Organizational structure review and design
- Business process optimization
- Policy development and implementation

Human Resource & Talent Management

- People are the heart of every organization. Erteqa’s HR services focus on attracting, developing, and retaining top talent while fostering a culture of performance and growth.
- Key Focus Areas:
- Recruitment, onboarding, and performance management
- HR policy development and capacity building
- Leadership and soft skills training
- Organizational culture and engagement strategies

Monitoring, Evaluation, Accountability & Learning (MEAL)

- We design and implement MEAL systems that strengthen data-driven decision-making and program impact measurement.
- Key Focus Areas:
- MEAL framework and indicator development
- Data collection, analysis, and reporting tools
- Accountability and feedback mechanisms
- Knowledge management and learning documentation

Capacity Building & Institutional Strengthening

- Erteqa delivers targeted training and mentorship programs to build leadership, management, and operational excellence across sectors.
- Key Focus Areas:
- Training needs assessment and program design
- Leadership development workshops
- Institutional capacity assessments
- Change management and continuous improvement systems

Project Management & Implementation

- Erteqa ensures that every project – from planning to completion – delivers measurable impact. Our management experts use modern frameworks (PMI, Agile, Results-Based Management) to ensure efficiency, accountability, and transparency.
- Key Focus Areas:
- Project planning, monitoring, and evaluation
- Risk management and quality assurance
- Resource and timeline optimization
- Capacity building in project management

Outcome & Impact

- Erteqa’s Management Division is dedicated to empowering organizations with clarity, capability, and confidence. We don’t just advise – we collaborate, implement, and guide our partners toward sustainable success.
- By aligning people, processes, and purpose, Erteqa builds stronger institutions ready for tomorrow’s challenges.

Erteqa’s Management Division transforms organizations through strategy, leadership, and operational excellence – building systems that deliver results.



PROJECT MANAGEMENT

Project Management & Implementation

At Erteqa, project management is not just coordination — it's strategic execution with measurable outcomes. We manage the full project cycle, from design and planning to monitoring, evaluation, and closure, ensuring that every project delivers impact, efficiency, and accountability.

Using globally recognized methodologies such as PMI, Agile, and Results-Based Management (RBM), Erteqa provides organizations with structured yet flexible management frameworks that adapt to real-world challenges. Every project we manage is driven by results, backed by transparency, and aligned with the client's mission.

Key Focus Areas:

- Project design, planning, and budgeting
- Monitoring, evaluation, and reporting (M&E)
- Risk management and quality assurance
- Stakeholder coordination and donor compliance
- Resource, cost, and timeline optimization
- Implementation support and operational oversight

Project Management Training & Capacity Building

Beyond managing projects, Erteqa empowers professionals and organizations to lead and deliver projects independently with confidence and competence. Through structured capacity-building programs, we develop strong project leaders equipped with global-standard certifications and real-world skills.

Our training modules blend theory with practice — preparing teams to manage complexity, drive innovation, and deliver results across diverse contexts.

Key Focus Areas:

- PMP® Certification Preparation: Comprehensive training aligned with PMI global standards.
- Agile Project Management Training: Practical approaches for adaptive and fast-paced project environments.
- Results-Based Management (RBM) Workshops: Tools for planning, implementation, and impact measurement.
- Institutional Capacity Building: Strengthening organizational project management systems and frameworks.
- Mentorship & Coaching: Continuous support to ensure real-world application and leadership growth.



MONITOR & EVALUATION (M&E)



Monitoring, Evaluation & Accountability (M&E)

At Erteqa, monitoring and evaluation aren't just reporting tools — they're strategic drivers of decision-making and accountability. We design, implement, and strengthen M&E systems that help organizations measure performance, demonstrate results, and improve program effectiveness.

Our M&E experts apply internationally recognized frameworks such as Results-Based Management (RBM) and Theory of Change (ToC) to ensure that data collection, analysis, and reporting are aligned with outcomes and impact.

Key Focus Areas:

- M&E framework design and indicator development
- Baseline, midline, and endline assessments
- Data collection, verification, and visualization systems
- Accountability and feedback mechanisms (CRM, complaints tracking)
- Third-Party Monitoring (TPM) and evaluation studies
- Evidence-based reporting for donors and stakeholders



Learning, Capacity Building & Knowledge Management

Erteqa transforms monitoring data into organizational learning and continuous improvement. We design and deliver capacity-building programs that equip staff and partners with the skills to plan, monitor, evaluate, and adapt their projects effectively.

Our learning systems go beyond training — we create knowledge-sharing mechanisms, digital dashboards, and reflection platforms that embed a learning culture into every institution.

Key Focus Areas:

- Capacity building in M&E and Results-Based Management (RBM)
- Data analysis, reporting, and visualization training
- Institutional knowledge management systems
- After-action reviews and learning workshops
- Documentation of best practices and success stories
- Building adaptive management and learning frameworks





HUMAN RESOURCES -HR

Human Resource & Talent Development

At Erteqa, we believe people are the ultimate competitive edge. Our Human Resource & Talent Development Division is dedicated to building capable, future-ready workforces through a strategic blend of OJT (On-the-Job Training), capacity building, digital literacy, and professional certification programs.

We go beyond conventional HR – we design and implement integrated talent systems that align skills, performance, and organizational goals. Whether it's building HR structures, upskilling youth, or certifying professionals in high-demand fields, Erteqa develops the human capital that drives transformation.

Key Focus Areas

1. Human Resource Management & Systems

- HR policy and framework development
- Recruitment, performance evaluation, and retention systems
- Organizational culture and employee engagement strategies
- Compensation, benefits, and HR compliance structures

2. Talent Development & Capacity Building

- Tailored training programs for staff and managers
- Leadership, communication, and management workshops
- On-the-Job Training (OJT) programs in technical and operational areas
- Institutional capacity assessments and workforce development planning

3. Digital Literacy & Professional Certifications

- Digital Skills and ICT Literacy Programs for youth and professionals
- AI, Computer Skills, and Management Certification Courses
- Custom training for industry-specific competencies
- Partnership-based certification programs with international standards



**OJT / Team
Training**

**HR Operations
Out Sourcing**

**HR Operation
Management &
Development**

SERVICE MODALITIES



We Creatively Provide Services in different modalities

At Erteqa, we believe that excellence is achieved not only through what we deliver, but how we deliver it. Our Service Delivery Modalities are designed to provide flexibility, efficiency, and value for every client – ensuring that each partnership is customized to fit organizational needs, project scope, and operational capacity. Through a blend of outsourcing, consultancy, and project-driven approaches, Erteqa provides organizations with scalable and results-oriented solutions that drive growth, innovation, and sustainability.



Outsourcing Services

·Providing specialized business, educational, and technology solutions to organizations that wish to outsource their management, HR, IT, or operational functions.



Virtual Assistance (VA)

Offering virtual administrative, academic, and management support including report preparation, database management, and coordination tasks.



Project Based Services

Designing and implementing short-term and long-term projects focusing on education, capacity building, digital transformation, and institutional development.



Contract Based Consultancy

Providing expert services under formal contracts of partnership for period of time, including policy development, strategy formulation, and system optimization.



VA SERVICES

Virtual Assistant

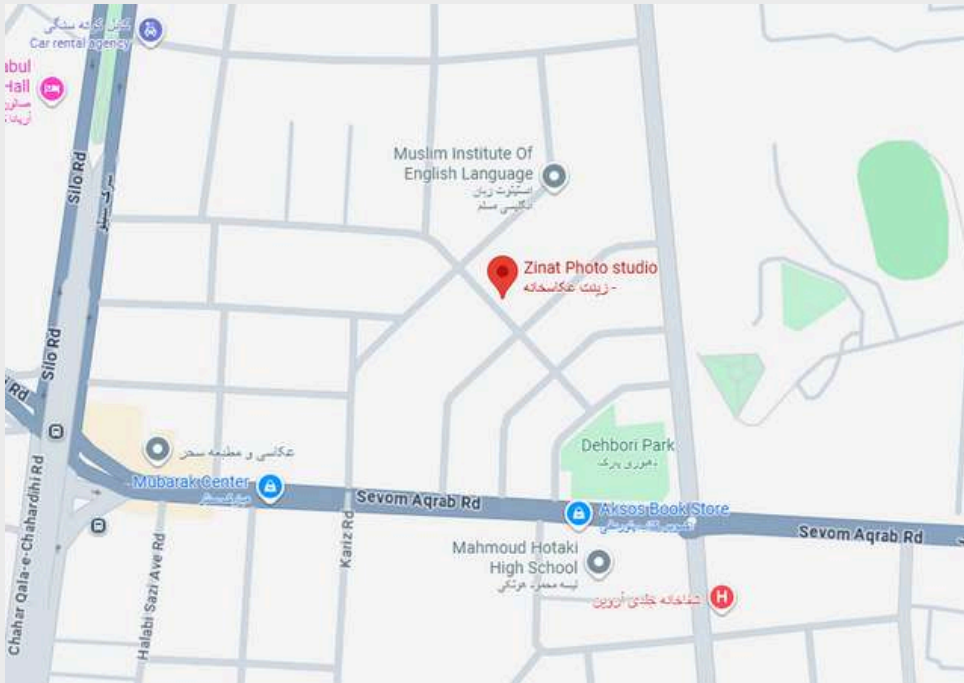
Our Virtual Assistance services deliver professional, remote administrative, academic, and management support tailored for busy organizations and leaders. We combine reliability with digital efficiency to help teams stay organized and productive.


Key Focus Areas:

- Report preparation and documentation
- Database management and data entry
- Scheduling, coordination, and correspondence
- Virtual academic and project support




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ERTEQA
TECHNOLOGY &
MANAGEMENT
CONSULTANCY

THANK YOU