# Gully Kahani
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Research, Documentation, Media & Communications

# Capability Statement

Gully Kahani (SMC) Private Limited, trading as "Gully Kahani"

## Who We Are

Gully Kahani is a Pakistan-based research, documentation and communications practice for development organisations, cultural institutions, think tanks and businesses. We combine field reporting, contextual analysis, documentary media and editorial production to help organisations understand community experience and communicate their work clearly. We scope our consulting services to each assignment and keep them separate from the magazine: commissioning GK does not purchase editorial coverage or influence.

## What You Can Commission

**Research and Documentation**

Field reports, interview synthesis, community profiles, case studies, and research-informed briefs that examine lived experience in its local context.

**Documentary Media**

Field photography, photo essays, interview videos, and short documentaries, planned around the audience, consent requirements, and agreed use.

**Communication Strategy and Editorial Production**

Narrative framing, editorial strategy, audience-focused messages, research-based articles and publications that turn complex material into clear communication.

**Community Engagement and Learning**

Story circles, listening sessions, facilitated discussions, workshops and event documentation, with questions and intended outputs agreed in advance.

## How We Work

01 Brief and scope

02 Quotation and signed agreement

03 Research and production

04 Agreed review and revisions

05 Handover and usage rights

## Why Gully Kahani

**Context-led Storytelling**

We connect individual stories to wider socioeconomic and cultural realities, providing context beyond individual experiences.

**From Fieldwork to Final Output**

We bring research, interviews, visuals and editorial production into one coordinated workflow.

**Responsible & Reliable**

GK combines clear project processes with consent, confidentiality, and safeguarding practices.

# Selected Work & Demonstrated Capabilities

### Interview-led Cultural Documentation

## Baghawat on the Canvas



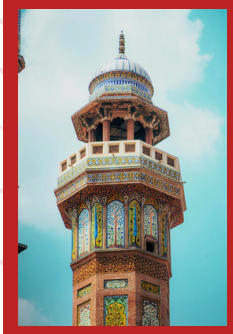
An interview-led profile of painter Aakash Jivraj explores apprenticeship, creative labour and artistic independence in Lyari. GK developed the material into a long-form feature with credited artwork.

**Demonstrated Capabilities:**

- Interviewing
- Contextual analysis
- Editorial production

### Heritage Documentation

## Gully Lens



"The Walls Hold Memory" and "Turbans in Stone" combine documentary photographs with editorial presentation of architectural heritage. Photography by Naufal Ahmed and Javid Imam.

**Demonstrated Capabilities:**

- Visual documentation
- Heritage interpretation
- Photo-essay production

### Publication Production

## The Archive




GK brought editorial research, interviews, writing, commissioned photography, editing and design into a 68-page print publication, demonstrating coordinated editorial and production capabilities.

**Demonstrated Capabilities:**

- Contributor coordination
- Editorial development
- Publication design
- Production oversight

# Standards and Safeguards

Our safeguarding framework sets out informed consent, additional protections for children and vulnerable adults, withdrawal procedures, and an appointed safeguarding lead. Confidentiality, data handling, and usage rights are addressed through policies and engagement terms. Consulting and editorial work remain separate; reusing magazine material for consulting requires fresh consent covering that usage.

# Team and Accountability

### Yusra Fatima

**Founder & CEO**

NUST alumna with development-sector experience; research, storytelling & editorial direction.

### Mohammad Saad

**Safeguarding Lead**

Designated to receive concerns and oversee safeguarding, consent, and privacy.

### Affan Ali

**Visual Documentation Lead**

Captures lived realities through honest, sensitive, and dignified visual storytelling.

# Organisation Information

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| **Registered office** | #402, Floor 4, Park Towers, F-10 Markaz, Islamabad, Pakistan |
| **Incorporation number** | 0363555 |

# Discuss a Project

Share your objective, audience, location, timeline, and required outputs so we can scope an appropriate brief.

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gullykahani.com

*Banking details provided privately on request.