

## About

**SUBHI QURAISHI** – Director Technology for Development



**Subhi Quraishi** is the **Director Technology for Development** of **ZMQ Global**, an International NGO and a social enterprise based in Montreal, QC, Canada. The organization specializes in developing innovative technology for development solutions for the developing countries as well as indigenous and minority communities in Quebec.

Subhi holds a Master's degree in Computer Engineering from Georgia Technical University and a diploma in **Social Entrepreneurship from Yale School of Business**. An expert in 'technology for development', Subhi is a seasoned technologist, and a social entrepreneur, he has developed numerous technology-driven development projects.

Subhi Quraishi has been instrumental in setting up ZMQ Development in India which created a social gaming initiative within ZMQ called Game-Labs. He developed a game-based learning and behavior change model called Real-World Harm Reduction in a Risk-Free Gaming Environment. This model has been successfully applied by ZMQ in numerous health-focused behavior change games.

On a broader policy level, Subhi is working on the **Mobile for All program**, which aims to guarantee the "universal right to connectivity" as a "right to life," in order to provide free essential services such as primary healthcare, health communication, disaster information, and emergency services, particularly to isolated, disadvantaged, rural populations and women.

Subhi is internationally recognized for his technology for development (T4D) models and practices. He is a renowned speaker on the topics of technology and games for development and has received numerous awards and accolades for his innovations and initiatives. He has notably received the prestigious Global Leadership Award in Business and Development,

presented by the UNDP and the ICC. He is a member of the advisory board of Games for Change in New York. Subhi is fluent in English, Russian, Hindi, and Urdu, and has a working knowledge of Spanish and Arabic. He is learning French and has a basic understanding of the language.

In April 2023, **Subhi Quraishi** relocated to Montreal, Quebec, to join **ZMQ Global** as its first *Director – Technology for Development*. His move marked a strategic milestone for ZMQ: establishing a dedicated **Artificial Intelligence Centre for Development** in North America. Montreal is one of the world's leading AI hubs which offers the ideal ecosystem of research institutions, skilled talent, and innovation networks needed to build cutting-edge, context-driven AI solutions. By positioning Subhi in this global AI hotspot, ZMQ aimed to bridge frontier technologies with the urgent needs of developing countries, ensuring that underserved communities benefit from ethical, scalable, and inclusive AI innovations. His presence in Montreal represents not just an expansion of ZMQ's geographical footprint, but a commitment to shaping AI tools that solve real problems on the ground across the Global South.

In 2024, Subhi has successfully set up **Artificial Intelligence for Development Centre in Montreal**. Some of the crucial works accomplished by Subhi in last 2.5 years in Montreal are as follows:

1. Implemented **Window of Quebec**, a yech based project on Diversity and Inclusion with indigenous communities in Quebec. [Please find the report WoQ.pdf](#)
2. Implemented **Quebec is Hiring** project, yet another game-based project to create awareness on the biases during hiring. [Please find the report QiH.pdf](#)
3. Setup **Artificial Intelligence for Development Centre** in Montreal. [Please find the report AI4Dev.pdf](#)
4. Developed **AI based solution on High Risk Pregnancies** for communities in Africa. [Please find the report HRP.pdf](#)
5. Developed **AI based solution on the impact of Climate Change on Health** in the urban slums of India and Africa. Please find the report AI-CC.pdf
6. Provided technical solution to Global Fund to set up a **Universal ACTS Model** (Active Care and Treatment Strategy) in Uganda. Please find the report [GFACTS.pdf](#)

(SUBHI QURAISHI)