

CSR Update

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"No one, irrespective of cast, colour creed or religious belief, should be deprived of food, education and health because they are poor."

Adib Rizvi

Founder of Sindh Institute of Urology and Transplant (SIUT)

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Pakistan's 'miracle' doctor inspired by NHS

Pakistan's shambolic public health system suffers from corruption, mismanagement and lack of resources. But one public sector hospital in Karachi provides free specialized healthcare to millions, led by a man whose dream was inspired by the UK's National Health Service.

Dr Adib Rizvi's most distinguishing feature is not just his grey hair. You can spot him in a crowd of people in a cramped hospital corridor by the respect he commands among patients and staff.

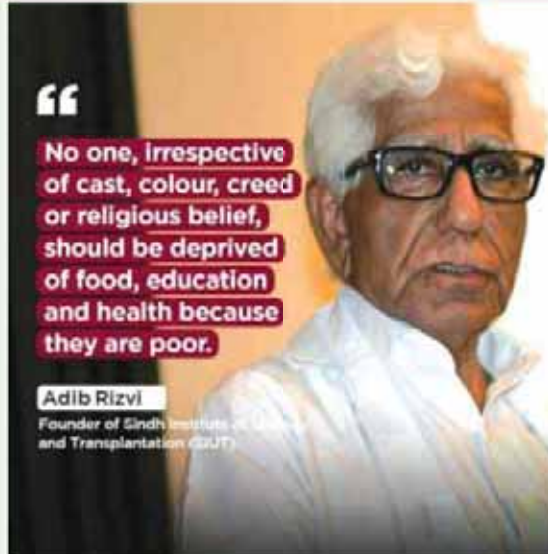
It doesn't only come from being the founder and the head of one of Pakistan's largest public health organizations.

Quite the opposite, for a man who's spearheaded a life-long mission of providing "free public health care with dignity," Dr Rizvi is unassuming as he walks around the hospital wards checking on his patients.

Most of these patients would have nowhere to turn to for the specialized care their life depends on if it wasn't for the free treatment they get at the Sindh Institute of Urology and Transplant (SIUT).

The institute is an extended arm of Civil Hospital Karachi.

Since it was set up as an eight-bed ward 40 years ago, SIUT has seen phenomenal expansion to emerge



“No one, irrespective of cast, colour, creed or religious belief, should be deprived of food, education and health because they are poor.”

Adib Rizvi
Founder of Sindh Institute of Urology and Transplantation (SIUT)

abused for not being able to pay for treatment. I saw elderly women taking off their earrings and pawning them to pay for medicine.”

After completing his medical de-

grees in Karachi, Dr Rizvi went to Britain for a fellowship in surgery. There, he spent a decade working in hospitals. "I was inspired by the National Health Service (NHS). It showed me that providing free healthcare was doable," he says.

But when he returned to Pakistan in 1971 and joined Civil Hospital Karachi as assistant professor of urology, most people around him told him he was talking utopia. "They said it can't be done here."

At the time, he had a choice. He could have opted to set up his own private hospital. He could have built up his own lucrative empire while keeping his day job at the poorly run government hospital - a path taken by many highly qualified physicians in Pakistan.

"But the option never really appealed me," he says. "I always felt that in order to really make a difference, I had to be committed to this public sector hospital. Because when

you contribute to public sector institutions, you help the common man. That's what I wanted to do."

No obstacle was big enough. Lack of funds, beds, medicines, surgical instruments didn't discourage him. Neither did the lack of enthusiasm among health officials to change or improve things.

Contributions were collected from a close network of friends and well-wishers. A team of publically-spirited doctors and medics started to come together. They got on with whatever they could manage to expand their services. A few second-hand dialysis machines were imported from Britain and added to the small urology ward.

The impact of their dedication and hard work was such that, soon, public support and voluntary contribu-

'National achievement'

And so, when the time came for their first human transplant, Dr Rizvi and his team were ready for it. In December 1985, they performed Pakistan's first successful kidney transplant.

It was done rather quietly in the urology ward. When the Pakistani media and government ministers got wind of it a week later, it was celebrated as a national achievement.

The operation was a huge success as it allowed the patient, who was in poor health because of kidney failure, to live another 18 years.

Over the years, the procedure has become routine at SIUT. To date, nearly 5,000 free organ transplants have been performed, in addition to 750 dialysis sessions on a daily basis.

"We started with an eight-bed ward 40 years ago. Today, we have 800 beds. Back then, we used to have a small room in this hospital. Today, we have two multi-storey buildings and three more are being built."

With a growing population and a failing public health system, the pressure is on institutions like SIUT.

"We are constantly struggling to keep up with the rising number of patients who can't afford specialized care. We need to continue to expand, which means more donations, more



as a world-class kidney disease centre in Pakistan.

Now the hospital says it has the distinction of performing the highest number of successful renal transplants, dialysis sessions and treatment of kidney stone disease anywhere in the world. None of this would have been possible without the selfless leadership of Dr Rizvi.

Inspired by the NHS

Adib Rizvi was barely 17 when Hindu-Muslim communal riots forced him to migrate from India to the newly created country of Pakistan.

Without a family, he spent much of his time as a medical student in Karachi in the 1950s living in boarding hostels.

"In those days, I had plenty of time to roam about and observe what goes in our hospitals," he remembers.

What he experienced there would leave a deep impact on him for the rest of his life. "I saw people being



tions started trickling in.

Slowly but surely, Dr Rizvi's ward kept adding latest services to their offerings, always free of cost.

By the late 1970s, the institute was serving hundreds of kidney patients hooked to dialysis machines. That's when Dr Rizvi and his team realized that it couldn't go on like this and that it was time to embark on the

hospitals and more doctors," he says.

Dr Rizvi is optimistic that public support and ownership of the institution will make sure that it continues to grow.

He says: "I have no doubt that long after I am gone, our next generation of doctors committed to serving the public will take this institution forward." ■

EU Report

Hallmarking to implementing novel ideas for sustainable development in Thar, country's top agriculture research body, Pakistan Agriculture Research Council (PARC) has declared Thar Foundation's Pilot project of Bio-Saline Agriculture in Thar "a great success".

Thar Foundation and PARC have also decided to scale up the project to more focus on creating livelihood opportunities for local farmers to make sustainable earnings for the poor households of a natural disaster-hit region of Tharparkar.

Thar Foundation in partnership with PARC had joined hands in 2018 for a pilot project and have successfully tested grafted species of Baira (Jujube), Lemon and Cheeku (Sapota) over an area of 20 acres with drip irrigation as a mode of irrigation through Biosaline Agriculture.

In order to implement the initiative, Thar Foundation and PARC inked a Memorandum of Understanding (MoU) to the collaboration which will focus on the trials of salt-resistant fodder and cash crop species, training of local farmers, information exchange and awareness campaigns, and developing an economic value chain for the previously tested species.

According to a handout issued here Tuesday, the partnership between Thar Foundation & PARC strengthened with the renewal of MoU to promote Biosaline Agricul-

PARC Pronounces Pilot Biosaline Agriculture in Thar a Great Success



ture. The two organizations agree to carry on their collaboration to pursue the common objective of developing Biosaline agriculture and promoting livelihood opportunities in Thar.

The MoU was signed during a ceremony held here at Thar Coal

Block site and signed by Naseer Memon, General Manager Thar Foundation and Dr. Muhammad Azeem Khan, Chairman PARC.

As per the project, Thar foundation will provide land in addition to the 20 acres previously allocated for

the execution of a multi-directional Biosaline project along with the required resources i.e. water and seeds procurement/saplings. Thar Foundation will also continue to provide the necessary support to facilitate the execution of projects including the provision of funds to the farmers.

Speaking on the
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occasion, PARC Chairman, Azeem Khan appreciated the efforts of Thar Foundation for the successful germination and yield of Jujube and Lemon orchard in Thar on saline water. He termed the pilot project a "great success" and said that SECMC and Thar Foundation are an important strategic partner for the promotion of Biosaline Agriculture in the Thar region.

He emphasized the importance of developing a value chain for successful pilot projects to create livelihood opportunities for the people of Thar.

Mr. Naseer Memon, GM Thar Foundation said that the Biosaline Agriculture has the potential to contribute towards the Zero Hunger Goal as enlisted under UN-SDG's and TF is aiming to make Islamkot an SDG compliant Taluka by 2025.

"After the success of the pilot, the extended partnership will provide opportunities to local farmers and community adoption of Biosaline Agriculture will minimize the region dependency on rain and help stop out migrations," Mr. Memon added. HSE Manager of SECMC, Umair Aslam Butt who is leading these programs for Thar Foundation added that "The Biosaline initiatives are part of our organizations' vision of Green Thar and we are getting very positive results from our pilot projects of fodder and fruit species.

Project Director of AZRI Center, Dr. Attaullah termed this collaboration a new beginning for Thar and said that his institute will continue to provide technical assistance and expand the range of species being tested. ■

Indus Hospital to address healthcare challenges in Pakistan at ICON 2020

The Conference titled 'ICON 2020' will highlight initiatives taken by the Indus Hospital to address healthcare challenges in Pakistan by bringing together disparate and like-minded institutions and individuals. These thoughts were expressed by Dr. Abdul Bari Khan, Chief Executive Officer, Indus Health Network (IHN) while addressing the media at the 'ICON 2020' launch press conference.

At the press conference, Dr. Ali Anwar Jillani, ICON 2020 Conference Secretary said that medical science is an ever-evolving field. Diseases, in the next decade and century would be what is unknown today. He emphasized on research for newer drugs, technologies, and treatment modalities are the only way to cope up with this ever-advancing phenomenon.

Dr. Mohammad Faraeduddin, Head of Pediatric Services, Indus Hospital and Chair, ICON 2020 said that more than 40 pre-conference workshops will be conducted before the conference, already progressing. "Pakistan was the first country to adopt United Nation's Sustainable Development Goals 2030 agenda. Indus' ICON 2020 is committed to contribute in to the Goal No. 3 of good health and well-being for all", he said. He further added that ICON is a biennial conference and is attended by notable delegates from



across the globe. The conference aims at disseminating research-based recommendations and will be reflecting upon and synthesizing current healthcare scenario along with identifying challenges for future.

Dr. Saima Saeed, Chair, Scientific Committee, ICON 2020, said that the conference has 38 symposia altogether over 3 days. Dedicated sessions for nurses, physios, pharmacists, speech therapy and counselors have been deliberately included as well as unsung heroes such as clinical services management. This is in addition to wide ranging clinical specialties like pulmonology, plastic surgery, public health and pathology, all designed to highlight the importance of Building Bridges for Better Health-

care.

Mr. Mashhood Rizvi, Executive Director, Communication and Resource Development Directorate, IHN said that ICON 2020 will lay the foundation for strategic partnership and alliance to help improve healthcare across Pakistan. "It is a great opportunity to share your experiences and best practices and to highlight the latest developments in the healthcare sector", Mr. Rizvi said.

Dr. Saima Salman, from ICON 2020 committee said that ICON 2020 is a multi-disciplinary conference catering to research and capacity building. "The purpose is to bring like-minded people on a single platform and promote dialogue", she added. ■



CSR should not be misconstrued as an alternative to the state's fundamental responsibilities of social development

Favad Soomro, Head of Engro Foundation

CSR should not be misconstrued as an alternative to the state's fundamental responsibilities of social development. Instead, it should be used as a means to plug the breach in the system." The Head of Engro Foundation, Favad Soomro, said this in an interview with "CSR Update" recently. Following is an excerpt from the interview.

By M. Naeem Qureshi

CSR Update: What was the basic objective behind establishing the Engro Foundation?

Favad Soomro: Engro Foundation is a subsidiary of the Engro Corporation. The basic reason behind its constitution was to consolidate at one place all the social investments of the Engro Corporation. The social investments of Engro have been much older. Our oldest such programme started in 1977 and is ongoing. The basic objective behind establishing this foundation in 2009 was to combine many similar things at one place.

CU: What is your basic philosophy with regard to CSR?

Favad Soomro: Our basic philosophy stands for maintaining good relations with the communities living around our processing and manufacturing plants. We call them our neighbouring communities. This is our basic objective under which we make certain community investments. We allocate one per cent of our pre-tax profit each year for the purpose, and most of that money goes into community investments. We design all these programmes in consultation with our communities in accordance with their needs. While designing these programmes, educational and healthcare needs of the communities are given top priority. Then we also concentrate on the value chain of our businesses. Engro Food, for example, is one of our businesses under which we collect milk from thousands of the farmers who form our value chain. So we work along with these small farmers who own a few animals, the objective being their capacity building and economic empowerment.

CU: What are some of the other activities of your foundation?

Favad Soomro: We fund the budgets for the philanthropic activities of all our subsidiaries. Then we do try to work along with the stakeholders concerned, including the government and international donors wherever their agenda matches ours. If an international donor wants to work with the small farmers, we always work along with them if we share a common geography. Furthermore, we

work with the government institutions as we enter into financial implementation partnerships in this regard. Our basic model is to work in the partnership mode as we are used to forging partnerships regarding our work with immense pleasure.

CU: Please do tell us about any special initiative undertaken by the Engro Foundation.

Favad Soomro: The most important work we have undertaken so far is the investment we have made on the value chain of the women dairy farmers as we have been doing this work for quite a long time. If I add up all the numbers of different projects in this regard, it will come to a total of around 30,000 to 35,000 woman farmers who have become beneficiaries due to various interventions



undertaken at different times. We did their capacity building, and we trained them how to take care of their animals in the best possible manner so as to sustain the quality and quantity of milk produced by these animals to meet international standards.

We have been doing this work for a long time, and it has created plenty of capital for the people in rural Pakistan. This is something we are really proud of. This project has gone a long way towards the causes of development of rural areas and women empowerment.

CU: Please do inform our readers about your work in Thar.

Favad Soomro: The model we have followed in Thar is mainly about ensuring that the entire mining work to extract coal is carried out in the most inclusive manner. We made sure that local stakeholders were given preference over others to get the jobs created by the Thar Coal Project. This practice of preference to local stakeholders was not restricted to jobs only but for any kind of business opportunity emerging out of this project. For this purpose we created a full-fledged employment exchange bureau which registered interested people. In this regard we also run programmes for developing their skills.

All these initiatives had been taken before the work started on mining and power generation projects with the aim to get this skilled workforce ready by the time it was required by these projects. This is also all about long-term integration of local communities into business operations. Then we also did work for local procurement as under this we also encouraged the local businessmen to get properly registered as we provide all sorts of facilitation in this regard. This is also all about integration of the local economy under a long-term, sustainable model. The major benefit we have generated is that whatever economic activity is generated in Thar the local population becomes its main beneficiary.



CU: Tell us about other projects being carried out by the Engro Foundation.

Favad Soomro: We do work with our farmers in our dairy, seed, and fertilizer businesses. We also work with the small-and-medium-size enterprises in our polymer business. In Karachi, we are engaged with the fishermen community in the area of capacity building and sustainability. This task is aimed at conservation of the ecologically important fish species as otherwise they become a bycatch of fishing as fishermen are trained to control their bycatch.

We have also instituted commendation awards (titled 'I Am the Change') given annually to honour those medium-size organizations (those lacking resources otherwise to do projects on their own as it also meant to help them) whose performances in the preceding year happen to have excelled all the others.

Those organizations deserving the awards under the categories of social enterprise and social development are selected by an independent jury each year.

CU: What is your general viewpoint regarding CSR practices being followed in Pakistan?

Favad Soomro: The CSR should be not considered as an alternative to social delivery by the government. If we see the report of the Pakistan Centre for Philanthropy, it will come to our knowledge that the annual giving by Pakistani corporations is not much. The CSR is capable of filling the gaps, which exist here and there in the social delivery system of the government. You evolved towards a partnership model when you start filling the gaps in this regard. Then the companies should also be encouraged to carry out their CSR activities on a voluntary basis as there should not be any lawful binding on them to carry out such obligations otherwise such acts of the corporate sector would be devoid of any spirit. ■

We are numero uno in fulfilling our corporate social responsibilities in oil and gas industry of Pakistan: MD OGDCL

The Managing Director of the Oil and Gas Development Company Ltd (OGDCL), Dr Naseem Ahmad, told the 'CSR Update' in a recent interview that the OGDCL is number one in fulfilling its corporate social responsibility in the oil and gas sector of Pakistan. The following text has been excerpted from the interview.



CSR Update: Please do let our readers know about the efforts by the OGDCL to fulfil its CSR obligations.

Dr Naseem Ahmad: We have been doing our best in the field of CSR. We reserve one per cent of our pre-tax profit for the purpose. Moreover, we spend one billion rupees on our own initiatives relating to the CSR. In this regard, I want to inform you that we have undertaken a four-year degree programme in collaboration with the Sukkur IBA. In this regard we will give preference to the youth belonging to our operational areas. As for the modus operandi of the programme, these youngsters will first enroll in a zero-semester to improve their standard of education to become eligible for further studies.

We have made similar arrangements with Karachi IBA and some cadet colleges. We have also been offering 300 scholarships divided equally among all the provinces of the country for one-year of training in different disciplines at the OGDCL.

The potential candidates will have to pass a test to be conducted by the National Testing Service in order to become eligible for the scholarship. Each trainee will get a stipend of Rs25,000 during the training period.

We have also been undertaking projects relating to water supply, construction of schools, introduction of mobile dispensaries and provision of state-of-the-art ambulances. These are our obligations, and we carry them out with utmost dedication. We believe we should offer jobs and undertake water projects for the benefit of the people living in the areas where we have been producing oil.

We are number one in doing CSR-related activities as far as the oil and gas industry of the country is concerned. We have been way ahead in the area of CSR as we spend one billion rupees on our own initiatives in this regard. Then we also pay 12.5 per cent royalty to the government. If our sales volume is Rs264 billion then we also pay Rs130 to 140 billion tax to the government. We are also the highest taxpayer in the country, and we are also the best in CSR. ■

OGDCL launches National Talent Hunt Program for students of four provinces



Oil & Gas Development Company Limited (OGDCL) Management under its CSR program has launched National Talent Hunt Program for all four provinces as well as Gilgit Baltistan. First cheque of Rs. 37 Million was handed over to Mr. Mansoor Hyder Kalhoro, Deputy Manager Financial Aid, Sukkur IBA University by Mr. Salim Baz Khan, General Manager (CSR) at the OGDCL Head Office in Islamabad. During the ceremony OGDCL team of CSR department was also present.

Previously OGDCL has also contributed under its CSR program in the field of education whereby trendsetter scholarship program at IBA University Sukkur was concluded. Under this program underprivileged and talented students of the I.B.A Sukkur benefitted. In 2016, 2017 and 2018 a massive marketing and Outreach campaign was launched where Sukkur IBA University and OGDCL teams travelled to far flung districts of Pakistan for creating awareness through seminars at government/private educational institutions, public libraries, halls, print, electronic and social media inviting needy and talented students to apply for this fully funded scholarship.

Being a responsible corporate entity, OGDCL has awarded 666 numbers of Four years Bachelors degree Honour scholarships since the year 2016 to the deserving students. The students were also provided hostel facility alongwith monthly stipend amounting to more than Rs. 550 million till date at I.B.A Sukkur. ■

Thar Foundation, HANDS launch Sughar Nari Initiative

Pakistan's two leading development sector organizations have joined hands to launch 'Sughar Nari (Wise Women) Initiative' with a focus on women to earn sustainable livelihoods and discourage widely prevailing trend of early marriages in Thar.

'Sughar Nari Initiative' will be implemented in 100 villages of Thar with award of conditional Cash Grants to vulnerable families, assistance to small farmers, installation of water filtration units with submersible pumps, construction of toilet facilities and an initiative to make womenfolk aware of the reproductive services with an aim to end early age marriages and thus to end



child births, which is the major cause behind malnourishment and stunt children in Thar.

The joint venture will also focus vulnerable families to give them conditional grants with a small-scale business model. The agreement also

suggests that the low-cost toilets shall also be made under the initiative to achieve open defecation free villages.

In this regard, a Memorandum of Understanding (MoU) was signed by the Chief Executive Officer (CEO) of

Thar Foundation and Sindh Engro Coal Mining Company (SECMC), Syed Abul Fazal Rizvi and CEO of HANDS, Tanveer Ahmed Shaikh during a ceremony held recently.

Speaking on the occasion, Syed Abul Fazal Rizvi said that the inclusive development model introduced by Government of Sindh and Engro Corporation is aimed at achieving relevant UN Sustainable Development Goals (SDGs) targets.

Tanveer Shaikh, CEO of HANDS hoped that the 'Sughar Nari Initiative' will bring considerable changes in the socioeconomic development, especially of the womenfolk. ■

Attention Readers

Please share your CSR success stories, pictures, activities, short articles, news & events for this bulletin and your comments about the issue.

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Saylani Welfare International Trust aims to produce 100,000 software developers across the country, and thus boost GDP by \$1 billion

The chairman of Saylani Welfare International Trust tells CSR Update about the future plans of the trust and its past achievements.

CSR Update: Please brief our readers about the history of the Saylani Welfare International Trust and how it has become one of the biggest relief and charity organizations of Pakistan?

The Saylani Welfare International Trust was established in 1999 with the fundamental objectives of breaking the cycle of poverty, alleviating the financial troubles of the poor and giving the people a chance to live a dignified life. In short, the objective of the trust is to spread happiness among the downtrodden masses.

It's an honour for us to be able to provide services of the highest quality in the areas of food, education, medical and social welfare free of charge to the needy. With 60-plus sectors, we feed thousands of people each day. Hundreds of others are given the hope of life through medical care, and many are educated to become leaders of tomorrow, and yet many more are given the opportunity to stand on their feet financially.

CU: What are the different sectors where Saylani has been providing relief?

As I said earlier the Saylani Welfare International Trust (SWIT) launched its operations in 1999. That was a crucial time because Pakistan was facing severe problems like food shortage, water crisis, unemployment, poverty and illiteracy. Alhamdulillah, today Saylani has been serving people in 60-plus sectors in three different countries. Some of the major sectors are as follows:

- Saylani Dasterkhwan
- Mother & Childcare

- Wedding Package
- Medical Camps
- Sharing is Caring
- Primary Education
- Saylani Mezban Fridge
- Saylani Scholarship
- RO Plant
- Islamic Schools
- One Time Help
- Vocational Training
- Saylani Asan Qarz
- PIAIC
- Rashan Packages
- Saylani with Microsoft
- Family Adoption Program
- Blood Bank & Thalassemia Center
- Saylani Mass Institute of Training
- Rickshaw on Installment
- Saylani Job Bank
- Saylani Housing Scheme
- Saylani with CISCO SYSTEMS
- Saylani Asan Rozgar
- Bikes on installment

CU: In what manner has Saylani been helping the poor



development hub with the brightest

ing 100,000 software developers across the country. This initiative will not only generate numerous jobs but it will also boost our GDP by 1 billion dollars.

Saylani's Vocational Training program is designed for those people who had dropped out of the educational process in their youth or during childhood due to financial reasons but now want to catch up with the lost time and opportunity by acquiring relevant skills for their careers. The program provides students with a chance to pursue job-specific training. These courses are designed according to the job market and industry trends. There are about 50 different courses to choose from, each providing comprehensive experience and opportunities for job placement.

The Saylani Textile Training Institute has been inaugurated recently. The institute aims to equip pupils with top-quality skills in the area of textile manufacturing and processing. Here thousands of students are being trained by industry experts. The course duration spans from 25 to 45



masses to earn livelihoods and fight poverty?

The Saylani Welfare Trust is striving for specialized employability. In order to help people develop their careers, Saylani has launched mass IT and vocational training programs.

The vision of the Mass IT Training is to make Pakistan a global software

of minds in the IT sector. We want to empower our youth to think, create and change the software world. To achieve this goal, Saylani has set up free training centers where students can learn to write code. Training focuses primarily on mobile software development and cloud development with the aim of produc-



days.

In the Saylani motorbike mechanic training program, apprentices are trained in assembling and disassembling motorbike engines. During the program the students acquire the skill of detecting and fixing a host of engine problems as well. Students learn how motorcycles are assembled and explore topics like power trains and drive systems. This class is typically completed in the first year of a degree program.

CU: How does the Saylani Trust help federal and provincial governments in furthering the cause of poverty alleviation and ensuring social protection of the masses?

Determined to alleviate the burden of hunger for the poor, the Saylani Welfare Trust and the federal government have set up a Langar Khana at Islamabad where the needy are fed twice a



day. Although this is a temporary contribution, it is our way of removing the fear of uncertainty among the poor who often do not know when they will have their next meal. With our service, they know that there is a place open for them and that no one would go to bed hungry.

CU: What are the other plans of the Saylani Welfare Trust?

The Saylani Welfare Trust is planning to make an educated, clean and happy Pakistan. Some of our future plans are here.

- Producing 100,000 software developers in Pakistan
- Saylani University is being established to provide tertiary education of the highest quality in Pakistan. The university curriculum will be at par with international standards.
- Producing 2 million skilled laborers for industries through vocational training.

- Provision of 1,200 RO plants for clean drinking water in Pakistan.
- Provision of 50,000 apartments and other residential units in the Saylani Housing Scheme.
- Development of 1,000 entrepreneurs for economic growth in Pakistan.
- Making Pakistan the hub of entrepreneurs and qualified professional and skilled people

CU: Looking back, how do you reflect on Saylani's excellent philanthropic work in the country so far?

With the benefit of hindsight, we can say that the founding of the Saylani Trust in 1999 was not merely a coincidence. Terms like Y2K had been the buzzword on the eve of the new millennium (before the year 2000). In the meantime, the outbreak of the IT revolution with the emergence of the Internet had outlined the form the emerging world was to take. Around 50,000

people had signed up on the internet within a year. We were crystal clear about our priorities, and our priority number one was strengthening the education system to empower our youth to realize their full potential and to become the architects of a prosperous future for the country.

Determination acts as a catalyst to transform economies and change societies. Saylani's objective is to break all the barriers lying in the way of realizing people's right to education no matter what their social and economic background. We realize its importance as a gateway to enabling the less privileged people earn a livelihood and become even better human beings. Saylani's philosophy reflects in our school systems which focus on providing the best learning and training programs possible with the objective of developing minds and helping people realize their full potential. ■

CSR still a buzzword in organizations of Pakistan

In Pakistan, the concept of CSR is not very old. Although individuals have long been involved in giving and philanthropy, the importance of CSR and its allied practices were widely highlighted for the first time when the issue of child labor in football industry hit the international headlines.

as typical philanthropy, some of them see it as basic CSR, and even fewer position their CSR strategically.

Even though companies are not very clear of what CSR actually means, they have been contributing generously for causes related to social development. Giving by PLCs that form less

rate strategy.

Globally Aligned CSR Strategy

This type of CSR strategy is usually adopted by multinational companies (MNCs). MNCs have their head offices in developed countries where they are



Ensuing uproar by the international media and the resultant embargo on imports of some of the Pakistani products compelled the manufacturers and exporters to give heed to various standards that come under CSR.

While CSR has become a touchstone of corporate trust and a predictor of business in the West and other developed countries, in Pakistan, on the other hand, it is still a buzzword for most of the organizations and individuals. This trend has gotten momentum during the last many years but in the process of attaining the internationally accepted norms of CSR, businesses are either misunderstanding the true philosophy of CSR or simply ignoring it.

Multinationals in Pakistan are ahead of this wave, due to their international linkages and are actually adopting the standards followed in their head-offices in developed countries.

The concept, however, is still vague for majority of the people in the sector, most of them still regard it

than 1 percent of the entire corporate universe of the country has increased 32 times since the year 2000. While the numbers are telling of good things happening they never depict the picture in totality. There are still a lot of unanswered questions, for example, who is giving to whom and why, whether there has been any impact and of what kind, etc.

Questions such as these, among many others, need to be answered in order to present a more holistic sketch of the CSR programs in the country. Given below is a broad categorization of the types of CSR programs practiced in Pakistan which would help in shedding light on motivations behind charitable spending by companies.

Political CSR

A company's CSR, in this type, is aligned with a political agenda. Spending by public sector organizations falls in this category. In this case the CSR spending is neither based on any analysis of people's needs nor do they follow any corpo-

well aware of the business needs as well as the social value of CSR. Policies are formulated in the head office and then the subsidiaries in various countries follow suit.

Externally Imposed CSR

There are many organizations formed by the government that are supposed to safeguard the interests of the general public, e.g., Securities and Exchange Commission of Pakistan (SECP), Oil & Gas Regulatory Authority (OGRA). These institutions have the backing of the government and all the businesses are bound to follow the laws, rules and regulations formulated by them.

Philanthropic and Responsive CSR

This kind of CSR follows the 'do good' principle instead of following a well-defined objective. Companies set a budget to be spent on as-requested basis. Donations by corporations to SKMCH, LRBT, etc., fall under this category. ■

Courtesy: BR

Not-for-profit GCT marks Silver Jubilee of its foundation at Arts Council Karachi



The Green Crescent Trust (GCT), the leading charity of Sindh with over 150 charitable schools having an enrolment of 29,000 students in remote parts of the province, recently held a Children's Carnival and an Inter-School Competition at the Arts Council Karachi to mark the Silver Jubilee of its foundation.

Member of the National Assembly of Pakistan, Aftab Hussain Siddiqui, of the Tehreek-e-Insaf, who is also Parliamentary Secretary for Aviation Division, inaugurated the Children's Carnival at the Arts Council Karachi.

Speaking on the occasion, the PTI MNA said that Prime Minister Imran Khan had been endeavoring to introduce a uniform education system in the country to replace the present multiple academic system. For this purpose the federal government and all the provinces are required to be on the same page irrespective of their political differences.

Mr. Siddiqui said that the prime minister, in order to

facilitate students from families with less stable financial status, had recently launched the largest-ever scholarship programme of the country.

their education, they would be given loans under yet another initiative of the present government, the "Kamyab Jawan Scheme", to enable



The MNA said that some 200,000 students belonging to the low-income families would be provided with scholarships in four years as 50,000 such scholarships would be given on annual basis.

Mr. Siddiqui said that once these students from needy families completed

them to become entrepreneurs.

He said that still another initiative of the present government was to introduce mainstream education in the religious seminaries of the country.

The MNA said that governments in the past neglected the health and education sectors, depriving the people of the basic needs of life. Mr. Siddiqui said that the country would make progress if standard of education and facilities at the government-run schools were remarkably improved.

He said that federal and provincial governments while leaving aside their political differences should combine their efforts to reform the education system of the country.

The MNA said that the present government would definitely support bona fide non-governmental organizations like the GCT working in the education sector.

Also speaking on the occasion, the CEO of GCT, Zahid Saeed, urged the government to declare an education emergency in the country with support of the provinces to deal with some of the alarming issues like the out-of-school children.

JS Bank and TPL Life Join Hands



JS Bank and TPL Life have joined hands to offer international healthcare coverage to JS Bank's customers through Globewell backed by AXA. The partnership has further built JS Bank's standing as a leading distributor of insurance & wealth management solutions and TPL Life's position as an innovator in the provision of creative Health Insurance solutions.

The agreement between the two entities was inked by Ghaus Ahmed, Business Head South - JS Bank and Faisal Abbasi, Chief Executive Officer - TPL Life Insurance Ltd.

Commenting on the partnership, Ghaus Ahmed stated, "At JS Bank, we go beyond business to add a positive impact in the lives of our partners and stakeholders. The agreement signed today is yet another step in these ongoing efforts and, together with TPL, we shall create a full-service insurance solution for our valued customers."

Faisal Abbasi added, "TPL Life aims to create innovative healthcare solutions to meet market requirements. Working with JS Bank we plan to create differentiated product offerings that add value across all market segments." JS Bank and TPL Life remain fully committed to their objective of providing value added solutions and offerings to their client base. ■

Pakistan Cables, NOWPDP partner for empowering people with disabilities

Pakistan Cables has co-sponsored the construction of a newly built training centre for disabled people at the office premises of NOWPDP in Karachi recently. Fahd K. Chinoy, CEO Pakistan Cables, was present at the inauguration ceremony. Ms Ronak Lakhani, Trustee NOWPDP, Ms Freeha Hashwani and Omair Ahmad, Executive Director NOWPDP were also present on the occasion. Pakistan Cables' CSR focuses on empowering communities in different sectors and has been spread across the country for decades. "We are deeply proud to have partnered with NOWPDP in order to support people with disabilities through this initiative. This is a noble cause as it gives this marginalized segment of our society hope for a better future and is much needed considering the obstacles they face to earn livelihood", commented Fahd K. Chinoy at the ceremony.

NOWPDP operates in the development sector with a focus on inclusion through empowerment of people with disabilities. "NOWPDP is extremely grateful to Pakistan Cables, as a socially responsible corporate leader for its unyielding support for those who are disenfranchised. Most importantly, though, our hope is that the generosity of Pakistan Cables, and its endorsement of our efforts, acts as a catalyst and a call to action for the private sector to rally support for the mandate of disability inclusion through economic empowerment", added Omair Ahmad. Earlier in 2019, Pakistan Cables won its first Corporate Social Responsibility Award 2018 for its various social initiatives with impact the previous year. The award was conferred by the President of Pakistan and organized by the National Forum for Environment and Health (NFEH) in Islamabad. ■

PPL supports healthcare initiatives in Sindh & Punjab



Pakistan Petroleum Limited (PPL), as part of its Corporate Social Responsibility programme, provided financial support to the tune of Rs. 8.245 million for provision of quality healthcare for disadvantaged communities residing around its operated Kandhkot and Adhi fields in Sindh and Punjab, respectively.

Actg Chief Community Development Kamran Sher presented the cheque for Rs 6.5 million to President Al Shifa Trust Eye Hospital (ASTEH) (Retd.) Major General Rehmat Khan on February 7 in Rawalpindi for purchasing a phacoemulsification machine - a state-of-the-art ophthalmic surgical equipment for ASTEH, Sukkur. Similar equipment was earlier provided to ASTEH for its Rawalpindi hospital. ■

PTCL and WWF-Pakistan Conduct Spellathon In Less-privileged Schools Of Haripur District

Pakistan Telecommunication Company Limited (PTCL), in collaboration with WWF-Pakistan, conducted a Spellathon activity

for 1,000 primary school students in national language i.e. Urdu. The activity, focused on nature conservation, was conducted in three branches of 'The Working Folk Grammar School' and one branch of 'Khudaib School' in Haripur, Khyber Pakhtunkhwa.



Officials from both sides participated in the prize distribution ceremonies held at the schools, whereby gifts and certificates were distributed amongst all the participants for their encouragement and confidence-building. Teachers were also commended for providing support to their students and for enriching the young minds with awareness of environmental conservation challenges in Pakistan. A total of 60 position holders from four schools were awarded high achiever gifts.

On the occasion, Syed Mazhar Hussain, Chief Human Resource Officer, PTCL, said, "At PTCL, we are committed to the cause of education and environmen-

tal preservation. We are glad to collaborate with WWF for highlighting the importance of this issue through interesting stories and also

commend their efforts in playing an integral part to educate young minds." On the occasion, Rab Nawaz, Senior Director Programmes, WWF-Pakistan, said, "We are pleased to partner with PTCL once again and with their support, we have been able to spread the message of nature conservation amongst the students at primary level. It is a privilege to see the Spellathon campaign educating students in Pakistan and we hope that this knowledge will be carried forward in an effort to contribute to the society."

WWF-Pakistan strives to raise awareness and understanding for the need to conserve, protect and manage Pakistan's natural resources through various educational initiatives. PTCL also collaborated with WWF-Pakistan last year as part of its Corporate Social Responsibility (CSR) activities and conducted Spellathon in the outskirts of Islamabad in less privileged schools. ■

PM terms industrialization key to eradicate poverty

Prime Minister Imran Khan has said that industrialization leading to increased exports is key to eradicate poverty from the country.

Addressing the ceremony recently held after laying foundation stone of Allama

Iqbal Industrial City in Faisalabad, he said this specialized economic zone is a major step towards the realization of China Pakistan Economic

Corridor. He said Chinese businesses are also willing to transfer vital technology to Pakistan. He said China uplifted 700 million people from poverty in three decades which is unprecedented in the world's history.



Corridor. He said this specialized economic zone is a major step towards the realization of China Pakistan Economic

Corridor. Dubbing industrialization as major source of employment creation in the country, he said pace of industrialization in Pakistan was very fast

and it needs hampering. The Prime Minister emphasized the need to impart technical skills and education to the youth of the country to increase their employability.



in 1960s. But, unfortunately this lost momentum due to policies adopted in 1970s.

Underscoring the need to change the national mindset regarding industrialization, he said money making and wealth creation are not bad things for society. He said Pakistan also needs to

transform Pakistan on the pattern of state of Madinah that uplifts the weaker segments of the society.

He said the state of Madinah under prophet Muhammad (PBUH) was first model welfare state of the world as it promoted justice and compassion. ■

Imran Khan appreciated the Punjab government for expediting work on Allama Iqbal Industrial City in Faisalabad. He said that this will mark a major step to our progress forward. He said special economic zones started in our tenure have an objective which is an important part of the vision of PTI government. Sharing his vision, he said he wants to

transform Pakistan on the pattern of state of Madinah that uplifts the weaker segments of the society.

OICCI member companies spend Rs5.5 billion on CSR activities

The Overseas Investors Chamber of Commerce and Industry (OICCI) member companies spent Rs 5.5 billion during 2018-19 and directly benefited 5.8 million people across Pakistan as part of its CSR activities. As per 2018-19 Corporate Social Responsibility (CSR) Report, which highlights the key social and community related activities of foreign investors operating in the country; member companies continued their efforts for community welfare and collective good of the employees.

There has been growing

realization among the businesses that fulfilling social responsibility means doing good business. Hence, there has been a widespread engagement of the leading corporate entities in adopting various forms of social activities depending upon the need of the society in their area of operations.

The landscape of CSR initiatives and activities is improving rapidly as the corporate sector in the country has been widely adopting the CSR and Sustainability practices and making them permanent feature of the busi-

nesses. The social areas such as education, human capital development, healthcare, nutrition, environment and infrastructure development are the main focus of the businesses to reach out to the underprivileged sections of the population.

About 200 leading foreign investors as part of OICCI platform are among other members who besides doing good business, are investing over Rs 300 billion annually in expanding their footprint, contributing a lion's share of the tax revenue of the country, are also rated as the



CSR activities by tobacco companies part of the problem

A global report on the tobacco industry called for abolishing all corporate social responsibility (CSR) activities related to tobacco, declaring them as part of the problem.

This was stated as the Global Tobacco Industry Interference Index 2019 (GTIII) report was launched in the federal capital by the Society for Alternative Media and Research (SAMAR) in Pakistan. The report assesses the implementation of FCTC Article 5.3. The report said that the relevant authorities must make it mandatory for the tobacco industry to submit information on tobacco production, manufacturing, market share, marketing expenditures, revenues and lobbying activities. ■

Tecno Mobile launches CSR campaign

Tecno Mobile's mission of 'Transcending with Education' is key in proving its performance as a responsible business. Creek Ma, CEO Tecno Mobile, met with President Arif Alvi at the President House. Speaking on the occasion, Creek Ma highlighted his commitment towards support of orphaned children to provide them with opportunities that help build a brighter future. Khubal Foundation, a social welfare foundation, is currently being supported by Tecno Mobile through their 'Tecno Blue Chalk' campaign which was launched under an MoU signed earlier this week. In Pakistan, the brand has sustained gradual growth and amassed a significant portion of the market share. However, the brand is determined to continue its expansion in the country. Tecno Mobile will soon be setting up a manufacturing facility in Pakistan to boost the local economy and create jobs for the locals. ■

Why business inclusiveness trumps CSR

By Majid Mirza



In May 2019, Engro Corporation received a responsible enterprise award for their Partnerships and Value Expansion (PAVE) project in Taiwan. In October, the project won its second global award in Australia. So how and why is Pakistan's largest conglomerate winning these awards? The reason is simple Engro is exhibiting what is called a 'Business Inclusiveness' approach, as opposed to a conventional Corporate Social Responsibility (CSR) approach.

Business inclusiveness is about viewing the entire business supply-chain from a social responsibility lens. This is different from CSR, which isolates 'responsible' activities from core business activities. The reason that business inclusiveness trumps CSR is because it doesn't absolve any part of the business from its obligations towards communities.

For Pakistan's private sector, adopting such an approach should be easy. We have morality, stewardship and social justice built into our culture. It should be easy to remove 'business blinders' and start viewing all

business operations from an economic, environmental and social responsibility lens. These natural predispositions can make us leaders in the global realm of business inclusiveness.

According to the Economic Survey of 2018, the total market capitalisation on the Pakistan Stock Exchange is around \$50 billion. Incoming aid into Pakistan, from 24 major foreign governments averages to around \$1.5 billion annually. This means that if we direct only three per cent of the total market capitalisation of Pakistani companies to a business-inclusive approach, we can indigenously match combined aid from international donors.

This doesn't mean aid is bad. Aid provides a cushion of monetary support, brings in invaluable foreign exchange, and is often delivered in a clean and ethical manner. But the fact that we can locally match foreign aid, just by being more socially intentional with the private sector's capital, is a powerful one. So how is business inclusiveness different from CSR? Mainly because it aims to create win-win situations

business.

In Sheikhpura, while visiting the project I came across a group of women farmers. Saiga, then spokesperson, said that as a child her only desire had been to go to school but her father repeatedly denied her requests. But when the PAVE project was introduced in her village, she heard about special trainings for women farmers. She asked her father how he could deny her knowledge and skills which directly related to the family's livelihood.

He miraculously agreed and Saiga began training under the project. She is now one of the most successful female farmers in the area and her father is completely supportive of her endeavours. Saiga told me, "This project might be a small thing for you, but for us it is everything." Just a few days ago one of the field officers told me that Saiga saw a recent brochure for the project and asked, "How come my picture isn't in it?"

There is no doubt that Pakistan's private sector can make significant contributions to economic, environmental and social development. At a time when we have to get all players on board the Sustainable Development Goal (SDG) agenda, a business inclusive approach, not CSR will yield exponential results. ■

for businesses and communities. CSR is conventionally carried out as charity and creates unequal power structures, while business inclusiveness creates partners, customers, suppliers and employees from poor communities, bringing long-term sustainability and dignity into the process.

Going back to the PAVE project, small farmers (less than 12.5 acres) were trained by Engro Fertilizers in high quality, certified seed production and became suppliers in the seed value chain. This not only helped the farmers increase their income, but also helped Engro increase their procurement and revenue for their seed

PPL organizes eye camps at Adhi

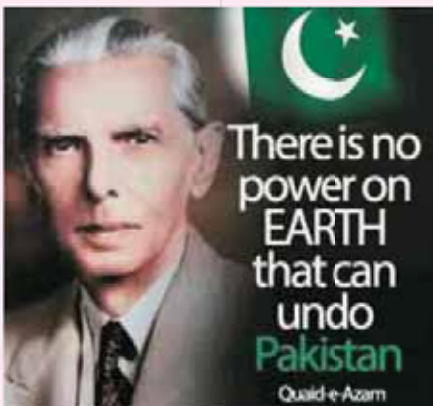


Pakistan Petroleum Limited in partnership with Al-Shifa Trust Eye Hospital recently organized four free-of-cost surgical eye camps near the company's Adhi Field in Punjab between December 17 and 22.

The camps were held at Daultaka, Naban Janjua and Dhong villages in Tehsil Gujjar Khan, District Rawalpindi and Langah in District Chakwal, benefitting nearly 2300 locals. Of these, nearly 1400 patients were provided spectacles while over 150 cataract surgeries were performed.

Annual surgical eye camps are a regular feature of the company's Corporate Social Responsibility Programme aimed at improving the health profile of deserving communities residing around its producing fields.

The camps provide a complete solution to various ophthalmic problems through quality consultation and treatment, provision of medicines and spectacles as well as on-site cataract surgeries, using latest technology. ■



PM Imran Khan launches country's largest skills development programme for youth

Prime Minister Imran Khan on 9th January, 2020 inaugurated Pakistan's largest skills development programme titled 'Humamand Jawan'.

Speaking at the ceremony, Prime Minister Imran Khan said that this programme will put Pakistan on the road to success. "I need you all to understand that there is no such thing as 'happily ever after', that only exists in fairy tales. In real life, there are ups and downs and smart people make sure that they use the time when they are in difficulty to propel themselves towards success later," the prime minister said, while explaining the basis on which the programme was created.

"I believe *barkat* has not come to this country because a small number of people kept becoming richer while everyone else suffered. This is not how enlightened societies work. In such societies equal opportunities are given to everyone. What is the American dream model? It ensures that anyone who works hard will be able to lift themselves up and create a better future for themselves."

Describing the Humamand Programme, the prime minister said that his government is actively working to revive dormant industries and to provide youth with modern skills.

"Under this programme, we initially aim to train 500,000 youth. One thing that I am very proud of is that the first 70 skill centres we create will be in madansahs, so that the children who have always been neglected are able to acquire skills that will help them step up in the real world. I am proud of my government for being the first to work for these youth, no one has ever done that before."

"In the next phase, 300 smart training centres will be created, where our students will have access to international teachers so that our country can achieve global standards. Thirdly, all of these skill centres will have national accreditation, to ensure that there is healthy competition between them and they all strive to better themselves."

The prime minister also said that more money will be allocated for this programme in the future and it



will be ensured that Pakistan's youth has the skills required to work hard and secure their better future. He also congratulated Federal Minister for Education and Professional Training Shafiqat Mehmood on coming up with an extensive skills programme for the country.

Earlier, the prime minister explained how his government has been trying to eliminate poverty in the country and raise people's standard of living.

"We have decided to make sure that this country functions on principles that elevate the standard of living of our underprivileged population. We have started the Ehsas programme, under which we have allocated Rs7 billion for the Utility Store Network, to ensure that people are given quality rations in affordable prices. We have also started to develop a network of *langars* (soup kitchens) to ensure that no one in this country goes hungry. The network is still being developed and more and more areas in the country will soon be covered."

"Other than that, we have the Panagh programme, under which we started forming shelters last year to ensure that people do not have to brave extreme weathers and live on the street. Today, in the kind of cold we are experiencing, police have been instructed to patrol the streets and bring homeless people to these shelters," said the PM.

"With the Sehat Insaf Card, families now have medical insurance. Earlier, if a single member of any family had to go through cancer, it caused financial instability for everyone in the family.

The family had to sell everything to ensure that that one member could have treatment. It caused financial devastation. Lastly, under the Apna Ghar programme, we are providing the common man the opportunity to own a house. This has never been done in this country before. Only the rich could afford to do it before. There is a case pending in court regarding land leases and as soon as that case is resolved, we will start work on building houses on that land."

According to Radio Pakistan, the four-year programme will cost approximately Rs30 billion and will provide easy loans, capacity building and internships for the youth.

Addressing a pre-launch meeting, Prime Minister Imran Khan called the programme an asset for the nation. In the first phase of the programme, 170,000 young Pakistanis will receive skills-based training; 50,000 of these individuals will receive training in advanced areas of technology, including artificial intelligence, robotics and cloud computing.

On the other hand, another 50,000 of the total will be trained by the Technical Education and Vocational Authority in areas such as plumbing and mechanics, while the remaining 20,000 will be given apprenticeships, the report maintained.

Additionally, 75 smart classrooms will be established to ensure easy access to education as well as providing training at 70 madrasahs. In addition, five "Centres of Excellence" will be set up in collaboration with friendly countries, the report added. ■

President inaugurates British Council's third ILMSUMMIT

The President of Pakistan Arif Alvi inaugurated the British Council's third ILMSUMMIT at a local hotel in Islamabad. The two-day summit celebrates the success of ILMPOSSIBLE, an initiative aimed towards using active citizenship to promote enrolment of students and sports to improve retention. The President lauded the role of the British Council towards promoting education in Pakistan. The event was also attended by the British High Commissioner Dr. Christian Turner, as well as Country Director British Council, Amir Ramzan.



Country Director, British Council, said, "The ILMPossible programme has been a source of great pride for us in Pakistan; enrolling 350,000 students, including close to 150,000 female students is great, but the most important number for me is the 86% plus retention rate, which means we are not just getting them into schools but doing enough for them to stay on. This would not have been possible without including the element of active citizenship whereby community-based volunteers work diligently to convince parents to send children to school. Our ambition is to get 500,000 children in school by the close of Phase II of this project."

In its third iteration, ILMSUMMIT brings together children from across the 60 districts in Pakistan that are part of the British Council's ILMPOSSIBLE: Take a Child to School (TACS). ILMPOSSIBLE is a project co-funded by the British Council and Educate a Child (EAC), and initiative of Education Above All, Qatar. The project successfully enrolled over 225,000 previously out-of-school (OOSC) in Phase I (2014-2017).

ILMPOSSIBLE: TACS Phase II was officially launched in January 2018. The project has been rolled out in 60 plus districts of Pakistan, with presence in all four provinces. ■

READ Foundation



Founded in 1994, READ Foundation is a not-for-profit NGO focused on ensuring holistic and equitable quality education and promote lifelong learning opportunities for all.

READ Foundation seeks to provide locally-relevant, cost-effective and sustainable solutions to the problems of access, quality and equity in education in rural areas of Pakistan. It today runs 390 schools with 112,006 pupils and 5,948 teachers; 11,348 orphan students get a free education at READ Foundation under its Orphan Sponsorship Programme. More than 10,000 children graduate from READ Foundation Schools each year, with over 140,000 graduates so far. ■

Active engagement of the private sector key to attaining SDGs

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted in 2015 by all member states of the United Nations as a universal call to action to end poverty,

both the development and private sectors jointly benefit in reinforcing their objectives by leveraging their strengths and creating a balance between commercial returns, environment and social im-

ty and community support in relevant geographical locations.

- Identify and leverage alternate funding opportunities, including impact and blended finance.

THE GLOBAL GOALS For Sustainable Development



protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs are integrated - that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. Through the pledge to "leave no one behind", countries have committed to fast-track progress for those furthest behind first. That is why the SDGs are designed to bring the world to several life-changing 'zeroes', including zero poverty, zero hunger, zero-AIDS and zero-discrimination against women and girls. Everyone is needed to attain these ambitious targets. The creativity, knowhow, technology and financial resources from all of society is necessary to achieve the SDGs in every context.

Some recent material on Sustainable Development Goals (SDGs) indicates that their achievement is not possible without an active engagement of the private sector. The Business Commission, the United Nations Global Compact and a host of other organizations have thoroughly documented the rationale of private sector engagement, their increasing roles, benefits to stakeholders and way forward to a long-term partnership between the development and private sectors to achieve the SDGs.

By working together,

part in a sustainable manner. Such partnerships, whether international, regional, national or local, can help ensure that commercial investments contribute to the overall goal of sustainable development.

These partnerships on the one hand would support various SDGs while on the other hand result in various benefits to the private sector which include:

- Enhance organizational business and social leadership position.
- Transition towards sustainable and inclusive business paradigm.
- Identify and leverage new business opportunities linked with the achievement of SDGs.
- Complement organizational objectives through linkages with the development goals.
- Review and align organizational policies, strategies and operations with development sector goals.
- Possible funding for new interventions to align the organization with SDGs.
- Improve brand image and positioning as a responsible, caring organization in front of relevant stakeholders including the government, community, suppliers, customers, consumers etc.
- Enhance reach of marketing communication collateral through network of development sector partners.
- Improve employee loyal-

Potential contribution areas for the private sector include:

- Identify new projects / programs in alignment with various SDGs.
- Resource sharing for various projects and programs.
- Logistics support for various projects and programs implemented by the development sector.
- Provision of technical expertise available within the organization and required by various projects and programs.
- Advocacy and communication regarding various SDG-related interventions, events and calls for support.
- Policy input regarding areas relevant to SDGs.
- Infrastructure support on need basis for various projects, programs and events.
- Dedicate staff time to SDGs-related projects and programs
- In-kind support;
- Monetary support/joint funding arrangements.

Recommendations to private sector as way forward include:

- Top management commitment
- Make sustainable and inclusive business as Board agenda
- Mindset change - CSR is not a department but corporate agenda
- Develop sustainable and inclusive business strategy
- Learn about SDGs and their localization
- Align business strategies, activities and CSR interventions with SDGs and national development priorities

In essence, the development sector goals cannot be achieved without meaningful partnership with the private sector, while the private sector also needs to be more socially responsible and accountable for which it needs to work hand in hand with the development sector, thus having a win-win partnership and complementation of mutual goals and objectives. ■

PPL Industrial Home inaugurated, fuel-efficient stoves distributed in Kalat

Manager, Adhi Field PPL Shaheen Parwez Akhtar inaugurated the facility along with Behbood Association of Pakistan (BAP) President Abida Ma-

over 500, in carrying out traditional embroidery on dresses sold directly at BAP outlets, enabling them to generate regular income. In another CSR initiative,



lik and Executive Director Rear Admiral (R) Muhammad Mushtaq.

Initially established by PPL in 2011 under the name of Women Vocational Training Centre (WVTC), PPL-BIH has evolved into an industrial unit for developing traditional clothing, accessories and leather goods by local women trained at the centre. Income from the sale of manufactured goods will not only enhance women's income but also enable PPL-BIH to manage its operational cost. PPL has already provided Rs. 5 million to BAP for machinery and fixtures.

Since 2011, over 700 local women have been trained in stitching, embroidery and dress making at the centre. In 2014, BAP partnered with PPL to operate the centre while engaging trained local women, who now number

Coord. DMD (E&BD), PPL Syed Firasat Shah handed over around 150 fuel-efficient and smokeless stoves to local communities belonging to Harboi and Sheikhar union councils of District Kalat, Balochistan between December 16 and 17. This is the first stage of the project as a total of 400 stoves are scheduled to be disbursed.

The distribution of fuel-efficient stoves by PPL, as part of its CSR programme for communities living around its Kalat and Margand blocks, aims to improve their health profile, particularly women and children, leading to a better quality of life. Besides, the donated stoves use 40 to 50 percent less firewood than the traditional ones, which will clearly reduce the burden on precious Juniper wood which is the major fuel source in the area. ■

Bisconni launches CSR campaign

Bisconni in collaboration with Bionik.org has launched their latest CSR campaign to donate prosthetics to differently-abled children, a statement said here in Karachi. Bionic arms work by picking up signals from a user's muscles, whereas the bionic hand is controlled by tensing the same muscles which are used to open and close a biological hand. According to Wafaqi Mohtasib Pakistan, between four to eight million people in Pakistan were disabled, among which 45 percent were children. Bis-



conni has initiated the programme as part of its "Complete Others" campaign. Bisconni GM Marketing Sabir Godil said, "This children's day, we've pledged to help kids achieve their dreams by giving them a present of Bionik arms. We at Bisconni are inspired by the sheer determination these children show in their daily lives." ■

OGDCL extends full support to govt in fight against Covid-19

Oil & Gas Development Company Limited (OGDCL) has extended its full support to Government of Pakistan in its fight to curb the pandemic of coronavirus (Covid-19).

Assistant Commissioner Mahreen Baloch, visited the OGDCL I-9 Hostel Building facility and submitted its report to the District Administration Islamabad who approved the facility and declared the OGDCL building as quarantine centre.

After declaration of OGDCL I-9 hostel as Quarantine Centre, the company will provide 50 protective gears to the quarantine staff that will be deployed at OGDCL I-9 hostel. In addition to all the other facilities, OGDCL will also provide food and medicines to the affected patients. ■



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Thar Foundation Hospital converted into Isolation Center in Thar

Taking preventive measures to combating Coronavirus pandemic, Thar Foundation has dedicated its hospital and converted into a 9-Room Isolation Center in Islamkot.

Thar Foundation, a CSR arm of the Sindh Engro Coal Mining Company (SECMC) handed over the Isolation Center to the health department, government of Sindh with required facilities. The medical facility of Islamkot has been established in the center of district Tharparkar so that any Coronavirus suspect cases may be isolated with utmost care.

The facility has 9 isolation rooms with all basic facilities of installed sanitizer machines, washbasin, necessary utensils, medical supplies, personal hygiene kits, while the isolation center has been equipped with medical supplies, medicines, disposal safety kits, N-95 and Surgical



Masks, oxygen cylinders, standby generators and all necessary digital equipment.

The Isolation center facility was visited by Pak Army brigade command and district administration officials and thanked to Thar Foundation for extending the great support in testing times. Different groups of media practitioners also visited the facility. Thar Foundation Manager Mohsin Babbar briefed the delegation about the center and facilities provided. He said, Engro Corporation is a valued partner of Government of Sindh and

ready to support its endeavor in fight against the deadly Coronavirus pandemic.

He said, they would continue to support district administration and health department, government of Sindh further and all other medical supplies will be ensured for the Isolation center.

Brig Sulman of Pak Army was of the view that he was happy to see the coordinated effort put in place by the district administration and the facility dedicated by Thar Foundation and Sindh Engro Coal Mining Company (SECMC). ■



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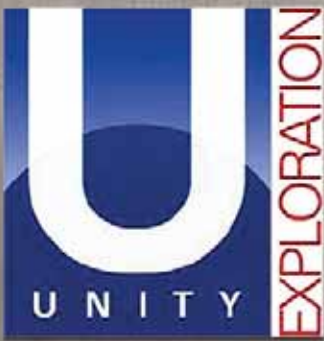
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12th Int'l CSR Summit

**One Nation One Agenda:
 Prosperity for Societies**



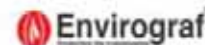
Annual CSR Awards 2020

**January 22, 2020
 Serena Hotel, Islamabad**

National Forum for Environment & Health (NFEH) is organizing Annual NFEH's CORPORATE SOCIAL RESPONSIBILITY AWARDS 2020 & 12th International CSR Summit 2020 - Islamabad. These annual awards are being recognized and supported by the leading national & international Business & Trade Associations, NGOs, Federal / Provincial Governments of Pakistan.

The objective of the event is to provide an innovative platform of interaction and networking, while creating awareness about CSR among the conference delegates. The experts from various Corporate Companies, International NGO's, Academia and International Donor Agencies will also discuss the emerging concepts and issues related to CSR in Pakistan and provide remedies based on practical approaches and implementation techniques. Moreover, NFEH has also planned to stage an exclusive "CSR Gallery" like we did in the previous events. The Corporate Companies and NGO's will showcase their exemplary CSR Activities / Initiatives (local or international) for the promotion of CSR in Pakistan. This event would indeed provide opportunities for local and global networking for overall success of the individual company's CSR programs in Pakistan and would be beneficial in various ways and means to the Pakistani as well as International Communities associated with CSR programs.

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Editor's Note

The National Forum for Environment and Health (NFEH) has been continuously striving to support the philanthropic endeavors of Pakistan's corporate sector. Our commitment to stand by private philanthropy stems from the fact that the State alone could not meet the basic needs of the underprivileged people. The number of those people who could not do without state or private welfare is increasing. The corporate sector could not sit idly in such a scenario, and we find it our duty to recognize and commend the corporate sector for its sense of obligation and civic duty.

This is the spirit behind our tradition of convening a conference in Islamabad every year to discuss, analyze and propose solutions to the problems in the field of Corporate Social Responsibility (CSR). With the support of our well-wishers, sponsors, and supporters, and, most importantly, with the grace of God, we were able to hold the 12th edition of our CSR Summit on 22 January 2020. Like the ones held in the past, the latest edition of the CSR Summit was well attended by people from the government, the private sector, non-governmental organizations and entities in the public, industrial and corporate sectors. All of these participants were engaged in projects of public welfare and uplift.

The annual summits serve as excellent opportunities for people associated with corporate philanthropy to converge on a single platform to share their experiences, plans, resources, strengths, challenges and problems. Such an interaction enables them to combine their ideas, efforts and resources for advancing the cause of the welfare of the downtrodden masses with greater resolve, strength and dedication.

Since the highest ranking government figures also attend our summits, this also enables the participants to talk about the help and patronage they require from the State and government agencies to further their philanthropic work in the country.

With the support of our sponsors and partner organizations, we, God willing, will continue our efforts to appreciate excellence being shown by the corporate sector in the area of philanthropy. The awards we give every year is indeed a small token of appreciation for the untiring efforts of the unsung heroes of corporate philanthropy.

We are pleased that our summit and awards are being recognized by all the quarters concerned as being the only institutional effort in the country to discuss and appreciate excellence in the field of CSR. We are immensely thankful to our partner organizations, sponsors, well-wishers and allies whose support has always been of much value to us in organizing all these activities. We keenly look forward to the feedback from our well-wishers which would help us improve our work further.

Thank you. Pakistan Zindabad. ■



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ISHTIAQ BAIG

Tamgha-e-Imtiaz
Leading industrialist and Vice
Chairman of the Baig Group of
Companies



Ishtiaq Baig is a leading industrialist and Vice Chairman of the Baig Group of Companies, operating in Pakistan, the UAE and Morocco. As a high profile industrialist and leading exporter, he is the recipient of FPCCI Export Trophy Awards for the last 13 consecutive years. He received these awards from the Presidents and Prime Ministers of the day. He accompanied Presidents and Prime Ministers of Pakistan as member of their entourage on their official visit to foreign countries. In recognition of his social services and achievements, he was conferred the civil awards, Tamgha-e-Imtiaz, by the President of Pakistan.

Honorary Consul General of Morocco: Ishtiaq Baig is also the Honorary Consul General of the Kingdom of Morocco. On commission of the government of the Kingdom of Morocco, the President of Pakistan has appointed him as Honorary Consul General of Morocco in Pakistan. He contributed immensely to increase the bilateral trade and investment between Pakistan and Morocco.

Founding President, Make-A-Wish Foundation Pakistan: Ishtiaq Baig is actively engaged in social welfare work in Pakistan. He is the Founding President of Make-A-Wish Foundation Pakistan, an affiliate member of Make-A-Wish Foundation Intl USA, the largest wish granting organization in the world serving 47 countries in five continents. Due to his untiring efforts, Make-A-Wish Foundation was introduced in Pakistan. The Foundation is engaged in granting the cherished wishes of children suffering from life threatening illnesses.

Renowned Columnist: He is also a renowned columnist and writes regularly for the largest circulated newspaper of Pakistan, Daily Jang. His columns are very popular among the readers in Pakistan and abroad. Ishtiaq Baig's name is also mentioned in the famous Wikipedia website as a leading columnist of Pakistan. His book "AAJ ICI DUNIYA", compilation of selected articles on national and international current affairs has been launched. Mr Ishtiaq Baig is also the Chairman, Federation of Pakistan Chamber of Commerce & Industry (FPCCI) Standing Committee on Textile Industry. He is a well-known name in Pakistan and regularly appears on different television channels for his views on national and international issues. Among his many awards and accolades, he has also have the honor of taking part in Ghusal-e-Kaaba in 2007 on the invitation of Saudi Government and stayed inside the Holy Kaaba for 45 minutes. ■

BRIG (R) M. ASLAM KHAN

Secretary General of CSR Club Islamabad
& the Founding Director
of Pakistan Water
Partnership



Brig (r) Muhammad Aslam Khan holds a unique blend of senior management experience acquired through various military and civil appointments. His professional experience stretches over 45 years, including 30 years in Army from 1971 to 2002. He has done his MBA and also hold a Master's degree in Political Science. He has also attended various military courses and NSW at NDU.

Brig Aslam has a proven track record of exhibiting exceptional performance in water, development, energy and security sectors. He served as the Chief Executive of Faisalabad Electric Supply Company (FESCO) from 1998 to 2001. He has the honor of being one of the pioneer Directors of National Commission for Human Development (NCHD), supporting its founding Chairman/Minister of State, from 2002 to 2006. He held the position of Sr Joint Secretary Political Affairs at Prime Minister Sectt, where he carried out monitoring of development projects in KP province. He has also served as the General Manager at Mari Petroleum Company Limited (MPCL) from 2007 to 2012.

Over the years, he has developed immense expertise in the water sector of Pakistan and has been advocating water related issues faced by this country and possible solutions to overcome at International & national forums. He is one of the founding Director of Pakistan Water Partnership (PWP). He was instrumental in following up of Gomal Zam Dam and is strong supporter of Kala Bagh Dam. He is a member of the prestigious International Water Association (IWA), World Water Council (WWC), IWRA and Global Water Partnership (GWP). He established Gomal Damaan Area Water Partnership ■

Past Glimpses of NFEH's CSR Summit & Awards



11th NFEH's Int'l CSR Summit & Awards 2019



10th NFEH's Int'l CSR Summit & Awards 2018



9th NFEH's Int'l CSR Summit & Awards 2017



8th NFEH's Int'l CSR Summit & Awards 2016



7th NFEH's Int'l CSR Summit & Awards 2015



Minister for Commerce Engr. Khuram Dastagir Khan, Asad Umar Vice President PTI, Muhammad Rafiq, Managing Director, Oil & Gas Development Company Ltd., Ambreen Wahneed, Director IRBI, Peter Heyward, High Commissioner Australia, Malik Amin Aslam, Dr. Kaiser Wahneed, Ali Akhtar, Anesa Yasmin, Shah M. Saad Hossain, PAUCO, Dr. Song Jong-hwan, Ambassador of the Republic of Korea, Shahbaz Islam, SSGC, M. Naveen Qureshi, Bashir Malik & Engr. Naeem Asyraf addressing at CSR Summit 2015.

Past Glimpses of NFEH's CSR Summit & Awards



6th NFEH's Int'l CSR Summit & Awards 2014



5th NFEH's Int'l CSR Summit & Awards 2013



Javed Jabbar, Advisor NFEH, Fazal K. Sharani, Ex-President FPCCI, Haroon Agar, Mirza Ishtiaq Balq, Huma Bukhari, Dr. Kaiser Waheed, Dr. Ruth Pleo Aman Hussain addressing at CSR Summit



4th NFEH's Int'l CSR Summit & Awards 2012



From L to R: Khalid Khan, Malika Malik, Bashir Malik, Governor Punjab Latif Khosa, Musawer Baseer, Sonia Kayani and Tariq Cheema are seen during the discussion



3rd NFEH's Int'l CSR Summit 2009



2nd NFEH's Int'l CSR Summit 2008

1st NFEH's Int'l CSR Summit 2006

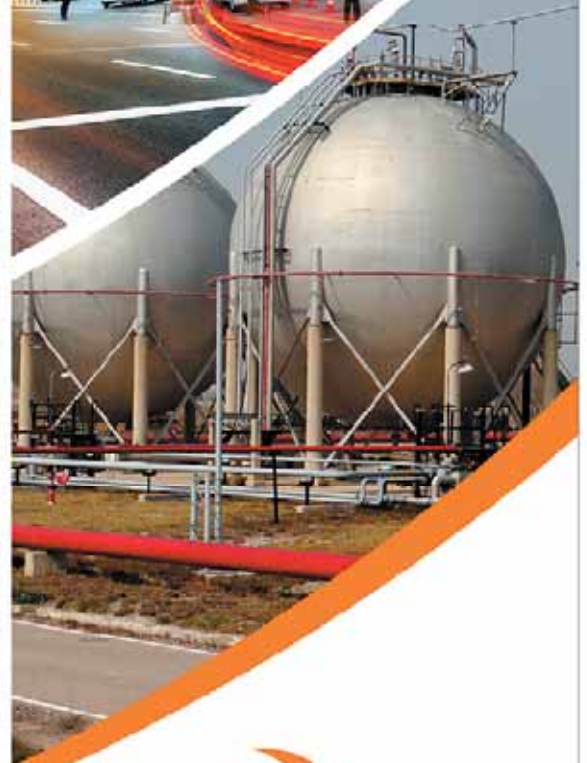


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Group photo of 12th CSR Award Winners with Deputy Speaker National Assembly Qasim Suri and Federal Minister Maritime Affairs Syed Ali Haider Zaidi.

12TH CSR SUMMIT & AWARDS 2020

Role of private sector in rescuing suffering masses eulogized



Malik Amin Aslam, Advisor to PM on Climate Change; Dr. Sania Nishtar, Special Assistant to PM on Social Protection & Poverty Alleviation; Abrar ul Haq, Chairman Pakistan Red Crescent Society; Ambreen Shah, China Power Hub Generation Company (Pvt.) Ltd.; M. Naeem Qureshi, President NFEH and Project Head CSR Summit & Awards; Engr. Nadeem Ashraf sharing their views at the event

The message was loud and clear: the government alone could not cater to the needs of the down-trodden people whose percentage in the overall population of the country is increasing each year, and the role of the private sector in this regard has been gaining greater importance.

This was the consensus which emerged at the culmination of the daylong proceedings of the 12th CSR Summit and Awards-2020 event held splendidly at the Islamabad Serena Hotel on 22 January 2020.

The National Forum for Environment and Health (NFEH) has been keeping alive its tradition of hosting annually a gathering in the federal capital of all the stakeholders, authorities, researchers, and activists relevant to the scene of Corporate Social Responsibility (CSR) in Pakistan.

Special Assistant to Prime Minister on Poverty Alleviation and Social Protection Dr. Sania Nishtar inaugurated the proceedings of the star-studded summit which was attended by all the prominent personalities associated with the noble

practice of corporate philanthropy in Pakistan.

Addressing the inaugural ceremony, the Special Assistant to Prime

Minister said that she had been advising philanthropists associated with the country's corporate sector who were willing to donate



Federal Minister Maritime Affairs Syed Ali Haider Zaidi with Deputy Speaker National Assembly Qasim Suri

Minister said that the federal government would launch an institutional arrangement in the next three months allowing the corporate and private sectors to connect with the Ehsaas Programme, the government's flagship welfare initiative.

to the Ehsaas programme to wait another three months for this special purpose vehicle to be launched allowing the government to receive donations from the private sector and disburse them with utmost integrity and honesty.



A Glimpse of Audience



A Glimpse of Panel Discussion shows Hussain Thebo, Fawwad Somroo, Anne Marchal, Mana Qadri, Farrukh Ahmed, Fatima Akhtar & others.

She said that a web portal would be launched to let the private sector know how donations were utilized for the welfare of the people and for the benefit of several components of the Ehsaas programme.

She said the government was giving final touches to a plan that would offer incentives to the corporate sector to enable it to meet its philanthropic targets more efficiently.

The PM's aide said that in her capacity as in charge of the government's programme for poverty reduction and social protection, she had been mandated to suggest incentives for the corporate sector to encourage it to contribute to the Ehsaas programme and other welfare initiatives of the government.

She said that the government had been doing its best to ensure that utmost transparency was maintained in its functioning and all those aspiring to play their role in the welfare programmes got a level-playing field.

She said that the Ehsaas programme comprised 130 elements. She said she had been making efforts to forge partnerships with the

private sector to further these initiatives.

would soon launch an initiative with the help of commercial banks to



Group of speakers include Ambreen Shah, Ayesha Khan, Muhammad Ahmed, Selim Bax Khan and Dr. Fouzia Mughees.

Dr Nishtar said that she had been well aware of the importance of the private sector in helping the government achieve its goal of alleviating poverty in the country and bringing the deprived people under the net of social protection.

She said that the government

digitize wages for laborers in formal sectors. "The plan is under way for formal sectors to pay wages to laborers through digital system from the banks," Dr. Nishtar added.

Dr. Shafiqat Muneer, a research fellow at the Sustainable Development Policy Institute, said that phil-

anthropic contributions provided by Pakistanis as a nation had always been outstanding. He said Rs500 billion was being spent annually in the country as charitable donations.

He said these donations could increase manifold if proper policy was introduced in the country binding the corporate sector to do CSR contributions.

Dr. Shafiqat Muneer noted that at present only companies associated with the petroleum industry were bound to spend one per cent of their annual profit to do CSR activities while there was no such lawful condition for any other industry in the country.

In his welcome address, NFEH President Naqem Qureshi said that the CSR Summit was being organized by his non-governmental organization to thoroughly discuss

and appreciate the excellent efforts being put in by the corporate sector of the country for the welfare and uplift of the disadvantaged people. He said that all the stakeholders had been invited to the summit for that purpose.

Anne Marchal, Deputy Head of Mission at the Delegation of the European Union to Pakistan, speaking at a session of the summit, said that companies in Pakistan had to ensure good governance in their own working and production to meet the EU's standard and to es-

List of CSR Award Winners 2020

- | | | |
|--|---|---|
| 1. Archroma Pakistan Ltd. | 22. International Textile Ltd. | Satellite Centers |
| 2. Atlas Honda Ltd. | 23. Javedan Corporation Ltd. | 43. Novo Nordisk Pharma (Pvt) Ltd. |
| 3. Albario Engineering Pvt Ltd. | 24. Kay & Emms (Pvt) Ltd. | 44. Oil & Gas Development Company Ltd. |
| 4. BankIslami Pakistan Ltd. | 25. K-electric | 45. Pak-Arab Refinery Ltd. |
| 5. Bestway Cement Ltd. | 26. Kohat Cement Company Ltd. | 46. Pakistan Telecommunication Company Ltd. |
| 6. Bolts Pvt Ltd. | 27. Kohinoor Maple Leaf Group | 47. Pharmevo Pvt Ltd. |
| 7. Byco Petroleum Pakistan Ltd. | 28. Lucky Tex Pakistan (Pvt.) Ltd. | 48. Philip Morris (Pakistan) Ltd. |
| 8. Century Paper & Board Mills Limited | 29. Madinah Foundation | 49. Premier Cables (Pvt) Ltd. |
| 9. CCL Pharmaceuticals | 30. Madinah Teaching Hospital | 50. Roots School System |
| 10. China Power Hub Generation Company (Pvt.) Ltd. | 31. Mari Petroleum Company Ltd. | 51. Sui Northern Gas Pipelines Ltd. |
| 11. Crown Group Of Companies | 32. Mariam Ali Muhammad Tabba Foundation | 52. Sui Southern Gas Company Ltd. |
| 12. Dewan Cement Ltd. | 33. Martin Dow Ltd. | 53. The Hub Power Company Ltd. |
| 13. DP World Karachi | 34. Mekotex (Private) Ltd. | 54. The Searle Company Ltd. |
| 14. Engro Fertilizers Ltd. | 35. Minhas Pipes & Fittings | 55. The University Of Faisalabad |
| 15. Engro Polymer & Chemicals Ltd. | 36. Mughal Iron & Steel Industries | 56. Total Parco Pakistan |
| 16. Engro Powergen Qadirpur Ltd. | 37. National Bank Of Pakistan | 57. Uch Power (Pvt) Ltd. |
| 17. EFU General Insurance Ltd. | 38. National Institute Of Cardiovascular Diseases | 58. United Marine Agencies (Pvt.) Ltd. |
| 18. Envirograf UK | 39. National University Of Sciences & Technology | 59. Unity Exploration |
| 19. Fatima Fertilizer Company Ltd. | 40. Naveena Exports Ltd. | 60. Wing Group |
| 20. Huaneng Shandong Ruyi (Pakistan) Energy Private Ltd. | 41. Nestle Pakistan Ltd. | 61. Dr. Zahid Lab Xray Ultrasound |
| 21. Indus Motor Company Ltd. | 42. NICVD Chest Pain Units & | 62. Special Communications Organisation |



Syed Ali Zaidi Federal Minister for Maritime Affairs Presenting Memento to Anis Younus President CSR Club of Pakistan

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establish beneficial relationship with the European nations.

She said that industries in Pakistan should duly protect rights of all their laborers and duly safeguard the environment in their surroundings in order to meet the EU's trade standards.

She hoped that as a result of the EU's active cooperation in the region, best business practices would be promoted in the country while

the youth would also be provided with opportunities of skill development.

The moderator of the session Anis Yunus, who is also a noted businessman and philanthropist, said that he personally knew about several industrial units in Pakistan which had lately switched over their energy reliance from conventional sources of electricity to renewable means of power in order to promote

the cause of clean environment while pursuing the EU standards.

Salim Baz Khan, General Manager of the CSR at the Oil and Gas Development Company Limited (OGDCL), said the company had an annual budget of Rs 1 billion for CSR activities.

Chief Executive Officer (CEO) of the Hashoo Foundation Ayesha Khan talked about the homegrown initiative 'SMART' in line with the

Foundation's CSR initiatives. "The foundation aspires to become a platform to improve the socioeconomic opportunities by enhancing employable skills and entrepreneurial capabilities as viable options for self-growth and societal transformation," she said.

Ambreen Shah, Vice President of Legal and Corporate Affairs, China Power Hub Generation Company



Syed Ali Zaidi Federal Minister for Maritime Affairs Presenting Shield to Saima Amjad

(Private) Limited, told the audience about CSR-related activities of the company.

Some other speakers at the summit said that an active public-private partnership could boost philanthropic activities in the country, and the corporate sector could play a key role in enhancing the welfare of the masses.

Speaking at the concluding session of the summit, Adviser to Prime Minister on Climate Change Malik Amin Aslam urged the Pakistani companies showing excellence in corporate philanthropy to join hands with the government as part-





spiritual satisfaction in being a social worker.

He appreciated the philanthropic endeavors of the corporate sector, enabling many charitable trusts to run their social welfare programmes.

Later, Deputy Speaker of the National Assembly Qasim Khan Suri and Federal Minister for Maritime Affairs Ali Zaidi gave awards to over 60 companies for showing excel-

lence in the Prime Minister's Clean and Green Pakistan initiative.

The adviser to the PM said that the corporate sector had a major role to play in promoting greenery in the country to counter the phenomenon of climate change.

He identified 35 indicators related to the Clean and Green Pakistan initiative where the corporate sector could join hands with the government to play its role in expanding tree coverage in the country.

He said that the Ministry of Climate Change had already signed a memorandum of understanding with some 20 leading companies which would play their role in the PM's Clean and Green Pakistan initiative and more corporate entities showing excellence in corporate philanthropy should follow suit.

He said that local governments in the country were playing an active role in promoting greenery in the country under the PM's initiative.

The Chairman of the Pakistan

Red Crescent Society (PRCS), Abrar Ul Haq, who is also a famous singer, said that the charitable hospital he had established had been covering a population of over four million people in the rural and remote parts of the country. The people of these areas had not had any medical facility before the establishment of the charitable hospital.

He said that a medical college had also been a part of his philanthropic operation whose scope was being expanded with the addition of a cancer hospital.

Abrar Ul Haq said he took charge of the PRCS with the aim of enabling Pakistan to generate its own financial resources to run the society instead of seeking foreign assistance.

He said he wanted to increase the number of Red Crescent volunteers to one million in the next three years from the current strength of 5,000.

Abrar Ul Haq said he had earned



Group photo of NFEH Team with Chief Guest Deputy Speaker NA Qasim Suri

fame as a pop singer and then branched out into politics, but he always experienced mental and

lence in the field of CSR in the last one year. ■

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NFEH's 12th Annual Corporate Social Responsibility Awards 2020 Winners



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International Textile Ltd.



Javedan Corporation Ltd.



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Madinah Foundation



Marl Petroleum Company Ltd.



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Atlas Honda Limited is today considered as a benchmark for two-wheeler manufacturing. It has been proudly and successfully fulfilling its role as the flag bearer of motorcycle industry in Pakistan.

As one of the largest taxpayers in the private sector and being one of the best employers in the country, Atlas Honda Limited stands as a beacon of light for the corporate, social and intellectual sectors of Pakistan. ■



The Bestway Group is the proud owner of the largest cement manufacturer of Pakistan Bestway Cement Limited, the second largest bank - United Bank Limited and one of the biggest rice milling facilities - MAP Rice Mills; besides owning in the United Kingdom, the second largest Wholesale - Bestway Wholesale, the third largest pharmacy business - Well Pharmacy, real estate investments, string of retail outlets and, ethnic food and beverage import and distribution.

Bestway Foundation

At the heart of Bestway Group's philosophy is the desire to help those less fortunate than others by supporting charities and empowering communities in United Kingdom and Pakistan.

Bestway Group companies and charitable trusts embody highest standards of corporate social responsibility by supporting local communities and stakeholders that have contributed towards the success of the businesses.

The emphasis on giving back to the community is part and parcel of the Board of Directors' well articulated corporate strategy. By focusing on the key sectors of education and health both independently as well as in partnership with specialist organisations, the Board believes that it can empower disadvantaged sections of the local community through economic regeneration and employment creation.

It helps in the advancement of education for public benefit in both Pakistan and the UK by providing assistance through promotion of local schools; provision of scholarships to university students; supporting education initiatives and endowing universities.

It provides relief for the sick and helps in the preservation of health for public benefit in both Pakistan and the UK by way of grants and endowments to existing hospitals, clinics, medical research establishments; and by establishing new health facilities. The provision of financial and material support to victims of natural disasters.

To have a significant impact on poverty reduction in Pakistan through strategic investments in affordable financial and social services catering to the poor. The development of technical skills within the local communities in which we operate through structured apprenticeship and training programmes. ■



Company Profiles of Winners of NFEH's 12th CSR Award 2020

BOLTS (Private) Limited, incorporated in 2015, is an ISO 9001:2015 certified organization which specializes in manufacturing Electrical Switchgear providing turnkey electrical solutions. BOLTS has a state-of-the-art manufacturing facility managed by a professional workforce and graduates from top universities which enables it to stand out from the competition and facilitates it with its commitment to continuous improvement and innovation.

BOLTS senior management and Board of Directors comprises professionals having vast experience of working in prestigious organizations.

BOLTS partnered with Pakistan's top university, National University of Sciences and Technology (NUST) for developing new technology and products by utilizing the research conducted by local researchers and



academia. It strongly believes that the future lies in research and innovation and its partnership with NUST is a testament to its commitment to innovation.

BOLTS is a progressive organization with a very comprehensive vision and ambitious expansion plans.

Our Products:

Transformer Health Monitoring System, Automatic Transfer Switches, Power Factor Improvement Panel, Power Distribution Boards, LT Panels, Lighting Boards, Control Boards, Motor Control Centers, PLC Panels, VFD Panels, Motor Starting Panels, Cable Trays, IP4x & IP5x Outdoor / Indoor enclosures, Cable Trays, International Standard Generator Canopies, Kiosks and Solar Mounting Solutions. ■



Byco is Pakistan's leading petroleum company engaged in the businesses of oil refining, petroleum marketing, and petroleum logistics. Headquartered in Karachi, we are serving our mission to fulfill Pakistan's energy demand.

Byco has Pakistan's largest refining capacity of 155,000 barrels a day, converting crude oil into various saleable components including Liquefied Petroleum Gas, Light Naphtha, Heavy Naphtha, High Octane Blending Component, Motor Gasoline, Kerosene, Jet Fuels, High Speed Diesel and Furnace Oil. We take pride in having the largest capacity crude oil storage tanks in the country. Our petroleum distribution network supports movement of petroleum products and provides greater economies of scale.

Our marketing network supports retail outlets in more than 80 cities all over Pakistan and is an emerging leader in oil marketing sector of our economy.

Our diverse and highly skilled workforce consists of approximately 800 dedicated employees shared among Byco companies.

Corporate Social Responsibility

Our corporate aim is to manage our business to promote sustainable social, environmental and economic benefits to all stakeholders wherever we operate. Byco values its stated policies regarding environment, health and safety, honesty and integrity in conducting business, commitment to the community, and creating a great place to work. Byco is committed to respect all laws and regulations. ■



We are a leading regional multinational pharmaceutical company with over 50 years of experience in the pursuit of health and wellbeing. Our heritage gives us strength and capability to help enable healthy and happy communities.

With operations in over 14 countries across South Asia, South East Asia, Central Asia and Africa, we offer a vast range of over 200 products in major therapeutic categories. Throughout our global operations, we make decisions that consider the impact on people, communities and the industry and we incessantly strive to find better, pioneering ways to benefit all stakeholders.

The passion, commitment and team work of our people have enabled our company to maintain its leadership position in the market. The company's work environment promotes open and high performance where innovation and risk taking are encouraged and performance is recognized.

We take care of our employees like one big family and invest in people development to realize their true potential. Our mission, enabling healthy, happy lives by providing quality healthcare products globally, reflects our philosophy of improving the quality of human life.

OUR RESPONSIBILITY

The core of our approach to responsibility is based on the fact that our future success depends on our ability to enable healthier and happier lives all over the world. One way of doing it is to facilitate easy access of patients to safe and effective medicines as well as a commitment to being socially responsible in the way that we operate across the value chain. It is the basis of our brand promise: ENABLING HEALTHY AND HAPPY LIVES, and is at the heart of our stakeholder engagement strategy. ■



Century Paper & Board Mills Limited Pakistan (CPBM) is the largest integrated Pulp, Paper and Paperboard unit of the country with total installed capacity of 240,000 M. Tons per year (TPY) and is a part of the Iqbal Group of Companies, which is one of the major business groups of the country. The plant is installed on National Highway some 62 KM near the major industrial city of the country, Lahore. The plant covers a land of 162 acre (64

Hectares). When CPBM started its commercial production in 1990, there were Three Paper Machines (PMs) with the installed capacity of 30,000 TPY. Century gradually increased its production capacity and now there are seven production machines. In the year 2003, Century also entered into manufacturing of quality Corrugated Cartons business and its current box production capacity is 40,000 TPY.

In view of the energy constraints, company developed a very comprehensive power generation back up apart from the load available from national grid to meet the Energy requirements of the plant with multiple options to use Natural Gas, Biomass, Coal, Furnace Oil or High Speed Diesel, which is supporting most viable and continuous operations of the company to strengthen its position as the most reliable source of supply to its valued customers chain.

Company is currently substituting imports of One Side Coated Boards from far east and Europe and successfully meeting the requirements of the quality Off Set Printing Houses, equipped with the latest Hi-Speed / Hi-Tech machines from European origins mainly.

Company's products successfully meet the export market requirements with regards to quality aspects and Company has made some exports to Middle East, South Asia and South Africa.

However, Century is currently giving priority to meet the demand of local market over export market. ■



Company Profiles of Winners of NFEH's 12th CSR Award 2020



China Power Hub Generation Company (Pvt.) Limited (CPHGC) is a joint venture company established by China Power International Holding Ltd (CPIH), a wholly-owned subsidiary of State Power Investment Corporation Limited, and The Hub Power Company Limited (HUBCO). The equity proportions of CPIH and HUBCO in CPHGC are 52.5% and 47.5% respectively.

CPHGC is the project company for development, construction and operation of 1380MW Power Plant in Hub, Balochistan. CPHGC is the biggest energy project based in Balochistan under the China Pakistan Economic Corridor (CPEC).

Construction of the CPHGC Plant commenced in March 2017. The project's two units achieved synchronization with the National Grid on December 28, 2018 and May 28, 2019, respectively. CPHGC officially achieved the Commercial Operations Date (COD) at 0:00 hours on August 17, 2019.

During its construction, CPHGC made a positive impact on the local economy and society.

CPHGC provided more than 6,000 job opportunities to Pakistanis; more than 168,000 tons of cement, 415,000 tons of sand, 552,000 tons of gravel, 44,000 tons of rebar and 1.1 million tons of boulders were procured from Pakistani vendors.

CPHGC continues to fulfill its responsibilities to the locals. Over the past 3 years, CPHGC has donated approximately USD600,000 through a variety of sustainable CSR initiatives which include construction of a floating fishermen jetty for the local fishermen; renovation of the main roads and cleaning of the garbage sites; vocational training for students from Lasbella; repairing the local school's sports field. Currently, CPHGC is financing the construction of a primary school in collaboration with The Citizen's Foundation (TCF).

CPHGC will provide 9 billion kWh of electricity to the national grid every year, facilitating Pakistani economic development significantly and meeting electricity needs of approximately 4 million households in the country.

Presently, 186 Pakistani power technicians are employed at the power plant. CPHGC is committed to providing support to the locals, training and cultivating quality local power technicians who meet the expectations of the market and realize power plant localization in near future.

Corporate Social Responsibility Initiatives

Floating Fishermen-Jetty

Allana Goth is a small fishing village situated, 10 minutes driving distance from the CPHGC power plant. Fishing is the only livelihood of the 3000 residents of the village. But there was no infrastructure there to support them. The Coastal Development and Fisheries Department of Balochistan, had plans to construct a Floating Fishermen-Jetty along the coast of the province, including one at Alana Goth, but did not have the funds to implement the project. CPHGC offered to fund the project.

As part of its commitment to the community it is part of, CPHGC signed an MoU with Government of Balochistan in 2017 to finance the construction of a dedicated Jetty for the Fishermen of Allana Goth. After a year of construction, the Floating Fishermen- Jetty was handed over to the people of Allana Goth on 1 February 2019. The cost of the Jetty is USD400,000/-.

CPHGC is also committed to maintaining the Jetty that continues to

benefit people of Allana Goth.

CPHGC - TCF School Gadani

CPHGC signed a construction contract with The Citizens Foundation (TCF) to construct a school in the area of Gaddani, Lasbella.

TCF is a network of 1,441 schools spread over 58 districts of the country, educating 204,000 students through 12,000 teachers and principals and over 17,400 employees overall. TCF schools are located in the most marginalized, low income and often conflict prone neighborhoods of the country.

CPHGC bought dedicated land from the Government of Balochistan for the purpose of constructing the school. Construction work began in December 2019 and is on schedule to be completed in 2020. CPHGC will also be financing the operational cost of the school. After completion the school will provide education to 180 students. Estimated construction cost of the school is USD 300,000/- while the running cost for 3 years will be USD 71,000/-.

TCF School Football Ground

On the occasion of the FIFA World Cup, 2018, CPHGC financed the construction of a football pitch at the TCF Mouza Kund, Lasbella. Previously, the school had no sporting facilities. CPHGC took it upon themselves to construct and provide a football pitch to the 600 plus students of the school. The ground was constructed during the annual summer vacations of 2018 and was inaugurated at the restart of the semester in August.

Hunar Foundation Boys

In 2016 CPHGC funded the education of 30 boys from Hub, Lasbella. The boys were picked after a thorough vetting process that included entry tests and interviews. They were shortlisted after many applications were received following the publication of advertisements in the local newspapers for the openings.

The boys were given proper technical education and training at the Hunar Foundation. Following the completion of their education, they were offered jobs at the CPHGC plant site. 27 accepted the job offers and most of them continue to work there.

Hub City Cleaning Campaign

In 2017 CPHGC responded to a request from the Hub city government to help it clean the rubbish off the streets of the city. CPHGC employed local contractors to clean the streets. The Company's efforts were appreciated by the Hub city government that issued it a certificate and a plaque of appreciation.

Lasbella Floods Relief

Following the devastating floods of 2019, CPHGC came to the aid of the people and immediately dispatched food supplies to the affected areas. The donation was widely appreciated by government authorities and was covered independently by the national media ■

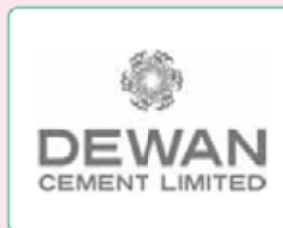
Yousuf Dewan Group of Companies' entry into the cement sector came through the acquisition of Pakland Cement Limited, Karachi and Saadi Cement Limited, Hattar on May 17, 2004. The two entities were amalgamated to form Dewan Cement Ltd.

Dewan Cement is an ISO 9001:2015 certified company with two cement plants of 2.90 MTPA located in Karachi and Hattar and is listed on Pakistan Stock Exchange.

Dewan Karachi Plant was established in 1982 and at present its total capacity is 5880 Tons/Day.

Dewan Hattar Plant was established in 1995 and its total production is 3780 Tons/Day.

We are one of the leading brands in the cement sector today and uphold



international standards, ensuring excellence in quality products.

The company remains committed for contributing to building a stronger and brighter Pakistan.

Advanced Technologies

Dewan Cement assures consistent quality. DCL is adaptive to the growing global market, moving from basic OPC ranges to various types of additive cements with a range of strength and fineness to choose from.

Vision, Mission and CSR

Dewan Cement's mission is to achieve the basic aim of benefiting its customers, employees and shareholders and to fulfill its commitment to the society and to be a contributing corporate enterprise for the betterment of society by exhibiting socially responsible behavior ■

Company Profiles of Winners of NFEH's 12th CSR Award 2020

We began life as a local port operator with our first project, the development of Dubai's Port Rashid, in 1979. Seven years later we opened Jebel Ali Port, the busiest port outside of Asia and a facility that has propelled us on our journey to becoming a leading enabler of global trade.

Our successes around the region in the late 1990s - when we took on operations in Saudi Arabia, India and Romania - set us up to expand into the business we are today, while the evolving demands of international trade spurred us to look even further.

As we went global in the 2000s we found new partners and made strategic investments, all to support the long-term development of our organization. Now we operate a geographically diverse network of trade enabling businesses that provide access to some of the world's busiest production Centre's, as well as its largest consumer markets, in mature and emerging economies.

Our operations include ports and terminals, but also industrial parks, logistics and economic zones, maritime services and marinas. In fact, our business has changed so much from the early days of operating ports and terminals, we can now be an integral part of your supply chain, tailoring



innovative solutions that tackle your challenges and manage your costs.

We enable smarter trade to create a better future for all.

We call ourselves a 'trade enabler', because we make sure the world keeps moving day and night so people have the things they need, when they need them.

DP World makes all this happen with a range of businesses adding value at key stages in the

global supply chain, and helping move cargo to thousands of destinations around the world. Playing such a vital role in the global supply chain, we help economies grow and nations prosper. DP World has a portfolio of more than 78 marine terminals across six continents.

DP World is one of the largest marine terminal operators in the world by throughput around the world, DP World handles more than 174,000 containers a day Put end to end, and the containers we handle in a year would circle the world more than eight times.

DP World serves around 66,000 vessels a year - or nearly 180 a day and their team of over 36,000 people is truly global, made up of more than 90 nationalities. ■



Dr Zahid Hasan Ansari Chief Consultant Pathologist and Haematologist, International Blood Banking expert and Public Health Specialist. He is Founder Secretary (BPS 20) of Sindh Blood Transfusion Authority, Government of Sindh.

He has closed over 550 illegal Blood Banks in the province and has a major role in provision of safe blood in Sindh. He has established four Regional Blood Banks in Sindh which additionally raised Blood storage

capacity of the province.

He is also the chairman of standing committee on Blood Banks and Thalassemia centers FPCCI for last 4 years.

He has been serving in the medical field of Sindh for last 34 years. He has worked for the provision of safe blood in the province and country.

He has arranged National and International seminars for the motivation and awareness of Thalassemia and Safe Blood in the province and also worked for Hemophilia in Sindh.

Dr Zahid Ansari is a WHO Master trainer in this field. Dr Ansari is also President of America Pakistan Business Development Forum AM-PAK BDF for Health Affairs. (Pakistan Chapter)

He was awarded with Appreciation Award in recent National Judicial Conference at Karachi as Philanthropist on the services rendered in the country, specially in the Sindh province.

He has been recently Awarded Corporate Ambassador Pride of Pakistan Award CSR. Dr Ansari is Adviser to Justice Helpline for Health Affairs. He is Executive Committee member of Pakistan Excellence Club.

Dr Ansari is also CEO of Dr Zahid Ansari Lab X-Ray Ultrasound and Diagnostic Centre situated at the heart of the city and thickly populated area providing services for last over 25 years. Patients reach there from all over Sindh and Blochistan and get standard and affordable Diagnostic Facilities of Laboratory, X ray and Ultrasound. Even those patients who could not afford these services are entertained and all investigations are done for them without charges. Also free guidelines and Advise are given to patients by the consultants of the Diagnostic Centre. ■



Today, with over 87 years of winning the customer's trust, EFU - 'Your Insurance company' still maintains the prestigious status of Pakistan's largest and the oldest general insurer, always ready to go an extra mile to serve better. In the year 2017 EFU General Insurance Limited including its Takaful Operations have crossed the Premium/Contribution figure of Rs.20 billion. EFU General Ltd has been crossing the Rs.20 billion

mark for the last two consecutive years, hence, gaining the status of the only general insurance company in the history of Pakistan to achieve this milestone.

EFU has always provided a full range of insurance service to fulfill all of its customers' needs whether they are commercial or individual clients. It provides Fire, Engineering, Marine, Aviation, Motor, Miscellaneous services and Takaful Covers.

Ever since EFU's establishment in 1932, it has met the challenges of changing times. It has built a diversified customer base, covered more types of risks than any other, enhanced the expertise and delivered on the promises.

One of the important aspects of EFU's operation is that it has created a separate engineering group which works closely with clients to identify various risk exposures and then provide specific insurance coverage. This helps in loss prevention and reducing the cost of premium. EFU's market-driven team of inspired and technically qualified insurance personnel, specializing in civil, mechanical, metallurgy, electronics and having overseas linkages, is on-call for necessary professional advice at all times. It is EFU's policy not only to provide protection and risk reduction but help clients to develop preventive capabilities to avert major perils and calamities.

EFU General Ltd is protected by the strongest and top rated reinsurers around the globe which gives it a competitive edge over other Insurers.

EFU General is rated by JCR-VIS, PACRA and AM Best. JCR-VIS, PACRA have assigned rating of AA+ with stable outlook and AM Best have assigned rating of B+ with Outlook Positive. EFU is ISO 9001:2015 certified company. Regarding the recognition of EFU's services to the industry and the economy of Pakistan, it has also received various awards including Corporate Excellence Award of Management Association of Pakistan, Best Corporate Report Award of Institute of Chartered Accountant of Pakistan (ICAP) and Institute of Cost and Management Accountants of Pakistan (ICMAP), Achievement Award & Gold Medal of the Federation of Pakistan Chamber of Commerce and Industry (FPCCI), SAFA Best Presented Annual Report (Certificate of Merit) of South Asian Federation of Accountants (An apex body of SAARC), Brands of the year Award of Brands Foundation, Consumers Choice Award of Consumers Association of Pakistan, and Top 25 Companies Award of Karachi Stock Exchange, etc.

EFU General is the most powerful trusted brand and pioneer in the insurance industry as well as in China-Pakistan Economic Corridor (CPEC). It has always played a role of institution giving the emerging Pakistan Insurance Industry the leadership, manpower and drive needed to grow and face challenges. ■

Company Profiles of Winners of NFEH's 12th CSR Award 2020



Engro Fertilizers Limited is a subsidiary of Engro Corporation and a renowned name in Pakistan's fertilizer industry. It is traded on the stock market under the symbol 'EFERT'. Engro holds a vast, nationwide production and marketing infrastructure and produces leading fertilizer brands optimized for local cultivation needs and demand. Engro is also a leading importer and seller of Phosphate products, which are marketed extensively across Pakistan as phosphatic fertilizers.

Our extensive market development activities have ensured a sustained pull for our primary and secondary fertilizer products and sellout productions since launch. Engro Fertilizers Limited enjoys loyal customer base across Pakistan owing to its trusted fertilizer brands and continual farmer assistance in training and education.

Engro Fertilizers Limited was incorporated in June 2009, following a decision to demerge fertilizer concern from its parent company Engro Chemical Pakistan Limited. The continual expansions and diversifications in its enterprises necessitated a broad restructuring in Engro Chemical operations and management. To facilitate better oversight, Engro Chemical Pakistan was converted into a holding company named Engro Corporation, and its fertilizer business was subsequently demerged to a newly formed Engro subsidiary - Engro Fertilizers Limited.

Engro's fertilizer manufacturing facility at Daharki has been experiencing ongoing expansion. This, coupled with distinct dynamics of highly nuanced fertilizer industry warranted an independent and dedicated business entity and approach. The demerger of fertilizer concern was approved by High Court of Sindh on December 9th, 2009, making it effective as of January 1st 2010.

Engro Fertilizers is poised to become the leading urea manufacturer in the country following major upgrading of its manufacturing capabilities. ENVEN 1.3 a tremendous expansion in Engro's urea manufacturing facility went into production in November 2010 and looks set to end Pakistan's near-term urea imports, leading to benefits of an expanded local urea base and savings in national exchequer.

Engro is a dynamic company driven by a vision to improve productivity and lifestyle for thousands of farmers across Pakistan. Engro Fertilizers Limited has earned itself a distinguished name by continually striving to uphold its tradition and trust of its loyal consumer base. ■



Being the only fully integrated chemical complex of its kind in Pakistan, Engro Polymer & Chemicals Limited (EPCL) is conscious of its duty towards maintaining the highest standards of ethics, safety and environmental responsibility. The Company constantly stands on guard to meet new challenges and opportunities, all the while ensuring sustainable standards and practices.

Vision Statement

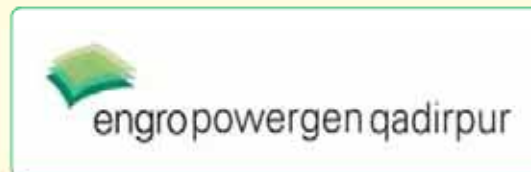
Lead Pakistan in Polymers & Allied Chemicals with International Footprint.

Mission

Our mission is to achieve innovative growth which creates value for our stakeholders, customers and employees. Our commitment is to maintain the highest standards of ethics, safety and environmental responsibility.

Governance

Driven by the highest governance standards of integrity, transparency and zeal to protect shareholders' value, EPCL has aligned its governance framework to the industry's best practices. The board of directors and senior management place significant emphasis on internal controls, which trickles down to each and every employee in the Company. ■



Green power - it's all about going green

Incorporated in 2008 as a subsidiary to develop power projects in Pakistan, Engro Energy is Engro Corp's first initiative into the country's power sector. Our aim is to ease the burden on the nation's energy sector by developing projects exploring cleaner, more efficient and economically viable sources of power generation including wind, hydro and solar energy. Engro Energy Limited owns and operates Engro Energy Qadirpur Limited, a 217 megawatt power plant and the group's first initiative in the power sector of Pakistan. Engro Energy Qadirpur Limited was listed on the Karachi Stock Exchange in October 2014 where 95% of the shares were offered. As of now Engro Energy Qadirpur Limited is 69% owned by Engro Corp via Engro Energy whereas the remainder is owned by the International Finance Corporation (IFC) and employees.

Our first Independent Power Project (IPP) and unique concept in energy conservation - the 217 MW power plant in Qadirpur is presently the only green facility of its kind in Pakistan to utilize permeate gas for reduced carbon emissions. The only gas based Independent Power Project in Pakistan to reach completion within the stipulated time frame, the Engro Energy Qadirpur plant has opened new doors of opportunity for investors hailing from Pakistan's private and public sectors.

This project is very unique in a way that it utilizes high sulfur gas which was being flared through Qadirpur Gas Field for almost a decade. It converts this sulfur into electric power. This energy conservation idea showed the waste gas a right path to burn. This is a 1+1+1 configuration dual fuel fired combined cycle power plant with a 123 MW Gas T Turbine, 400 tons/hour Heat Recovery Steam Generator and 110 MW Steam Turbine. The plant uses permeate gas as its primary fuel source and HSD as backup fuel. The unique fuel usage, which was previously being flared, makes Engro Powergen Qadirpur Limited one of the lowest opportunity cost thermal power plants in the country.

As we forge ahead, Engro Energy Qadirpur will continue to pave the way for brighter living with investments aimed at boosting the nation's energy sector, preserving the environment, inspiring new innovations and forming lasting changes within the communities that we engage with. ■

Company Profiles of Winners of NFEH's 12th CSR Award 2020



TAJS WEST COAST is a leading force in passive fire technology represent Envirograf® UK Intumescent System.

The Envirograf® brand was established in 1983 and it quickly evolved to become a leading force in passive fire products. Its reputation as innovator and developer of passive fire products is widely recognised, and its commitment to product research and development is second to none. Envirograf® passive fire products carry the hallmark of excellence, reflecting the high standards that prevail in its laboratory, test rig, and manufacturing plant. Envirograf® passive fire products are subject to rigorous quality control which, at all stages, ensures products remain at the leading edge of fire containment technology. This quality has earned the company and its passive fire products a high reputation, with its operating system being accredited to ISO9001.

When it comes to passive fire protection, every risk must be considered to ensure that loss of life and loss of property are kept to a minimum.

While many people are aware of the importance of fire barriers in preventing or delaying the spread of fire, they do not always consider the effects of breaching the fire barrier, perhaps to allow electrical wires or other services to pass through. That is why a range of Envirograf® intumescent products has been designed, to safeguard the integrity of fire barriers, whether they are ceilings, floors, roofs, or walls.

TAJS WEST COAST is working in Pakistan for past 12 years on Passive fire protection awareness and made the benchmark in fire proofing. For doing CSR activities TWC teams work hand in hand with our community on every relevant event on HSE and fire safety. Awareness is also spread among people of the state-of-the-art technology and products through all available mediums to protect lives and properties.

All this is being done with our vision to protect Pakistan. ■



INDUS MOTOR COMPANY LTD.

Indus Motor Company Limited was incorporated in 1989 as a joint venture company between certain House of Habib Companies, Toyota Motor Corporation and Toyota Tsusho Corporation. The Company manufactures and markets Toyota brand vehicles in Pakistan. The main product offerings include several variants of the flagship 'Corolla' in the passenger cars category, 'Hilux' in the light commercial vehicles

segment and 'Fortuner' Sports Utility Vehicle. The Company also markets genuine parts, motor oil in addition to providing maintenance services through a network of dealers spread across the country. The manufacturing facility and offices are located at a 105 acre site in Port Qasim, Karachi, while the product is delivered to end customers nationwide through a strong network of 45 independent 3S Dealerships spread across the country. Our customers include organizations, government departments, security agencies and private buyers. There were no significant changes in the ownership, structure of operations at IMC or its supply chain during the year. The total number of workforce at the end of financial year 2018 was 3,266 employees. The net sales for the year 2018 were Rs. 140 billion, while the total capitalization was Rs. 81.9 billion. Further details about assets, beneficial ownership and sales breakdown are available in our Annual Report 2018. The total number of vehicles sold during 2018 was 64,000 units. ■

We hired a CSR person at Twitter, years before we hired our first sales person, to make sure we had a culture and impact of doing good.

Indus



Fatima Fertilizer Company Limited is the first and the only green field project which has materialized under the 2001 Fertilizer Policy of the Government of Pakistan, aiming to encourage investors in this field, in view of growing demand of fertilizer in the Country. Fertilizers play a pivotal role in the development of agriculture sector. Fatima Fertilizer is proud to be the first and only green field project in Pakistan. Our company's fertilizer complex is a fully integrated facility, capable of producing intermediate and final products. The Fatima Fertilizer Company Limited was incorporated on December 24, 2003, as a joint venture between two major business groups in Pakistan namely, Fatima Group and Arif Habib Group. The foundation stone of the company was laid on April 26, 2006 by the then Prime Minister of Pakistan. The construction of the Complex commenced in March 2007 and is housed on 950 acres of land. We produce two intermediate products Ammonia and Nitric Acid and four final products Urea, Calcium Ammonium Nitrate (CAN), Nitro Phosphate (NP) and Nitrogen Phosphorous Potassium (NPK) at Sadiqabad, Rahim Yar Khan. ■



is a state-owned joint stock limited company incorporated in the People's Republic of China

China Huaneng Group (CHNG) is a key state-owned company established with the approval of the State Council of the People's Republic of China, a state-authorized investment institution and a pilot state-holding company. It is an integrated energy group, with its installed capacity ranking first in the world and its business involving electric power, coal, finance, technology and transportation industries.

CHNG is the first company to have reached the total installed capacity of 100GW in China and has a total wholly-owned installed capacity of 160GW domestically and overseas. The installed capacity and power generation accounts for 19% in China. The overseas units are located in Australia, Singapore, Myanmar, United Kingdom, Netherlands, Mexico and Philippines distributed in four continents.

The coal production capacity reaches 68.17 million tons/year, with total assets of 751.3 billion RMB yuan and more than 140,000 employees. CHNG was the first Chinese power producer to join the ranks of Global Fortune 500 Companies, ranking 217th in 2016. CHNG has achieved excellent operating results and made important contributions to the national energy security and the stable and rapid economic development, with its overall strength leading in the domestic power industry.

As of the end of 2015, The consolidated operating income reached more than 300 billion RMB Yuan, the controllable installed capacity exceeds 160GW, the low-carbon clean energy consumption accounts for more than 25%, the controllable coal production capacity exceeds 100 million tons/year with more than 25% for CHNG's power generation consumption, and the overseas holding capacity accounts for more than 5%.

Huaneng is committed to building itself into a large enterprise group with international competitiveness featuring Solid capacity, world-class management, serving the nation and embracing the world.

Strategic Orientation

An integrated energy group with international competitiveness that takes power generation as the core business, coal development as the foundation, finance as the supporting business, technology as the driving force, while synergizing various industries.

Core Values

Integrity, cooperation, continuous innovation and progress, performance oriented and serving the nation. ■

Company Profiles of Winners of NFEH's 12th CSR Award 2020



International Textile Limited (ITL) corporate head office is located in the metropolitan city of Karachi, the financial and commercial capital of Pakistan. It has two factories located in Korangi, the Industrial Hub of Karachi, which are completely self-reliant through its power generation. As part of its global reach, the company manufactures and exports textile products throughout the global market.

ITL has an established track record of profitable growth and leadership in the markets that it services. The company's major product line includes Terry Towels & made-ups, Garments, Hotel & Restaurant Linen. We also produce high quality Healthcare and Hospitality Garments.

The company's principal markets include the United States, Canada, European Union, United Kingdom, Australia and United Arab Emirates. ITL customers are all tier-one global brands. The company has pursued and successfully executed a vertical integration operating strategy. This continues to be a key driver in establishing it as a proven leader, while delivering measurably superior value to its customers.

ITL has invested substantially in state-of-the-art technology, including its ability to manufacture MUS yarn and fabric. These products are manufactured on air jet spinning technology from Murata Japan. The company is acknowledged as having one of the largest MUS footprints in Asia.

We believe that everyone of our employee plays a fundamental role in the performance of our businesses. Who we are, what we stand for and what we offer in terms of career growth personnel development, are our strongest tools for attracting and retaining the best people. The management is of the clear view that ITL's way of working is a key differentiator. The company's culture emphasizes the importance of living its values (accountability, collaboration, transparency and stretch). ■



Kay & EMMS is a leading manufacturers and exporters of knitted garments and fabric in Faisalabad, the textile hub of Pakistan.

Dr. Khuram Tariq, the C.E.O of the company has a vision to serve the global society through culture of excellence. Since its formation, Kay & Emms has observed a tremendous growth in a span of 29 years. Its growth rate has been good from the very early stage of its life and now

continuously achieving its growth milestones.

Kay & EMMS has a strong goodwill in competitive market due to its sound financial position, state-of-the-art machinery, and skilled human resource to cope with the challenges of the globalized economy. The company is working with many different brands and private labels across the globe.

Kay & EMMS is making a significant contribution towards industrial and national growth of the country.

Kay & EMMS is also engaged in social works and contributes in the society in different ways- education, renewable energy, and health and community development.

Kay & EMMS promotes its employees in terms of knowledge, skills and abilities, through arrangement of many trainings, educational cultural programs and activities. For better exposure to latest techniques, technologies and cross-cultural learning, it arranges frequent tours of its employees to different countries across the globe.

It is a hope that Kay & Emms (Pvt) Ltd will play a vital role in economic development of the country in coming years also. ■

Is it just me or does CSR does seem to feel more like "Contributing to Society just for Recognition"?

- Aashna



The Company & its management along with the support of its qualified human resources are working towards creating a model city where society's collective consciousness has transcended and is reflected by its physical environs. Naya Nazimabad is the inception of a thought based on social innovation, improving life and providing a haven for a bigger vision and a progressive middle class. The Project is based on a live, work & play concept and will contribute to the society by providing education, healthcare, physical fitness and employment opportunities to its inhabitants along with a peaceful living. The Management is confident that in addition to contributing to the needs of society, this new business will generate additional income for the Company and its shareholders.

Corporate Social Responsibility

The company actively participates in various initiatives as part of its social and corporate responsibility. Being a conscious member of the corporate community, the company contributes generously to various social and charitable activities including health and education sectors. In this regard, the company has been working with many reputable organizations and NGOs in Pakistan. Some of social community initiatives are as follows:

The most prominent among all the events was Pakistan Day Celebrations on 23 March 2014. The event was started with Flag Raising Ceremony followed by National Anthem and Dua for the prosperity and Peace in the country. JCL has always been supporting sports and healthy activities. JCL sponsored sports festival organized by Jinnah university for women and also supported 28 National Women Hockey Championship conducted by Pakistan Hockey Federation. JCL organized Peace Cup Cricket tournament at Naya Nazimabad Lawal cricket stadium which was telecast live on GEO super. The total prize money for the players was raised in order to motivate young cricketers and to facilitate them for better cricket.

JCL has remained at the forefront to support education in the country. Javedan Corporation sponsored "Mashal-e-Sabooq", a fundraiser by The Citizens Foundation to pay its contribution towards the achievement of TCF's landmark of 1,000 schools all over Pakistan. JCL has sponsored spark 2014, a thrilling and fun filled event organized by World Memon Organization. JCL always supports healthy activity that props up a social cause. Shaukhat Khanum Cancer Hospital organized a Family Festival, a fund raiser event for the development of another cancer hospital, and the JCL not only supported this event as Gold Sponsor but also motivated its customers to join hands and support this noble cause.

Environmental Protection Measures: The company has designed its project with energy efficient approach with minimum cooling and heating requirements in consideration of utilizing sunlight and natural wind. Extensive plantation has already been done around the project. Parks and grounds are also being built to maintain the greenery of environment. ■



Company Profiles of Winners of NFEH's 12th CSR Award 2020

K-Electric (KE) formerly known as the Karachi Electric Supply Corporation, was established in 1913 to meet the power needs of Karachi. When new management took the reins in 2009, it proved to be the advent of a new age for the organisation and Karachi. Value creation was introduced at every level of operations, including environment, social, and governance policies. The organisation was rebranded under its current name of K-Electric in 2014. As of today, over 70% of Karachi is free of loadshedding, Transmission and Distribution losses have decreased by 15.5% points from 2009 to 2018.

Like the city it serves, KE has come a long way in the past one hundred years. Through a network spanning across 6,500 square kilometres, KE supplies power to residential, commercial, industrial and agricultural areas, serving over 2.5 million customers and is the only vertically-integrated power utility in Pakistan, managing all three key areas - Generation, Transmission and Distribution - of producing and delivering energy to consumers. With KE's five power plants and 30



Customer Care Centres spread throughout the city and its surrounding areas, the organisation has taken steps over the years to bring itself closer to its customers. As a power utility, KE recognises the importance of environmental safety. As part of its commitment to ensure best practices in this regard, KE's flagship 560 MW, Bin Qasim Power Station-II (BQPS-II) is the first-ever Pakistani power plant to be declared a WWF-Green Office for its Environmental Management System which prioritises energy efficiency, focuses on waste reduction across the entire value chain and ensures an environmentally-friendly workplace.

The power utility is recognized as one of the industry leaders in energy management best practices and this certification is yet another testament to KE's longstanding commitment to sustainability through resource and energy conservation. The BQPS-II power plant also holds the unique distinction of being Pakistan's first certified power plant for its Energy Management System which improves energy productivity and cuts CO2 emissions. ■

and only ISO 50001 which improves energy productivity and cuts CO2 emissions. ■



Kohat CSR Vision Statement

Kohat Cement Company strongly believes in social Progress and wellbeing of local community in particular and overall society in general.

Supporting the development of sustainable communities by facilitating community development programs to address key community needs

Our vision for Corporate Social Responsibility (CSR) is

that Kohat Cement will be recognized as a Centre of Excellence for responsible and sustainable business practice through the adoption and implementation of best practice in CSR.

The main objective of our plan is to raise awareness of the benefits of CSR to all stakeholders in the society. A lot of progress has been made in raising the profile of CSR over the last six years and the CSR Plan 2020 - 2025 aims to maintain and build on that progress while focusing on a number of specific areas for action. Evolving and emerging trends in the area of sustainability and responsible business practices will be monitored, ensuring that Kohat cement is on target to becoming a 'Centre of Excellence for Responsible and Sustainable Business Practices'.

As an industrial Group with strong local roots, we believe that sustained economic growth is only possible with social progress and wellbeing of local communities in particular and overall society in general. To continue to earn the trust and understanding of local communities and contribute to the sustainable development of society, KCCL is promoting a variety of corporate Social Responsibility activities in all operating areas.

Our Initiatives

Our work is divided into following programs:

Community Development

- Health & Safety
- Education
- Environment & Energy
- Sports Initiatives

Kohat Cement understands the importance of a successful community for a happier future and makes sure that it is providing ample opportunities and support for making that possible. Every initiative by Kohat is a step further in making living standards better for its community. ■



KMLG is one of Pakistan's biggest groups with operations in Textile, Cement and Financial sectors. The Group started off with textile mill in 1953. Today, KMLG's structure comprises of two public limited companies listed on Pakistan Stock Exchange i.e. Kohinoor Textile Mills Limited (KTML) and Maple Leaf Cement Factory Limited (MLCFL) and one unlisted public limited company i.e. Maple Leaf Capital Limited (MLCL).

MLCFL & MLCL are subsidiary companies of KTML. The initial capacity of KTML's Rawalpindi unit comprised of 25,000 spindles and 600 looms; later, fabric processing facilities were added and spinning capacity was augmented to 156,528 ring spindles. Additional KTML's production facilities were acquired on Raiwind, Manga Road near Lahore in District Kasur and on Gulyana Road near Gujjar Khan, by way of merger.

MLCL was setup in 2015 with the principal objective to buy, sell, hold otherwise acquire or invest its capital in financial instruments.

With 12,000 tpd of grey cement & 12,000 tpm of white cement we stand as Pakistan's largest single unit cement manufacturer.

Vision: The Maple Leaf Cement Factory stated vision is to achieve and then remain as the most progressive and profitable Company in Pakistan in terms of industry standards and stakeholders interest.

Mission: The Company shall achieve its vision through a continuous process of having sourced and implemented the best leading edge technology, industry best practice, human resource and by conducting its business professionally and efficiently with the responsibility to all its stakeholders and community.

Corporate Strategy

We at Maple Leaf Cement Factory manufacture and market different types of consistently high quality cement, according to the demanding requirements of the construction industry. Our strategy is to be competitive in the market through quality and efficient operations. As a responsible member of the community, we are committed to serving the interest of our stakeholders and contribute towards the prosperity of the country. ■



Company Profiles of Winners of NFEH's 12th CSR Award 2020



The foundation of Lucky Tex Pakistan Pvt Ltd. was laid by Mr. Ahmed Tabba in 1993 with Weaving unit, adding Processing in 2003 and Stitching facility in 2006. A Power Generation Plant was also installed to make Lucky Tex independent of any outside power source.

To further solidify the foundation laid by Mr. Ahmed Tabba, his sons Mr. Gul Tabba and Mr. Salman Tabba joined Lucky Tex adding fresh blood into the expertise and competence for which Lucky Tex is known and now Mr. Salam Tabba holds the reins to take the company forward, by ensuring quality standards and effective management to provide top-of-the-line products and customer service and take the establishment to the next level.

Lucky Tex believes in high quality Home Textile products, with timely delivery at competitive rates while being a responsible and an environment friendly corporate citizen. A lot of effort and planning is needed along with a strong desire to achieve this seemingly simple endeavor. To facilitate this, the entire process is completed in-house; hence no dependency is required at any stage. This saves time and expenses and increases productivity, while quality is ensured at all production levels. All the machines used are state-of-the-art, to ensure top quality and efficiency.

Lucky Tex Pakistan (Pvt.) is a large size textile industry where greige fabric is processed to produce printed and dyed fabric located in SITE (Sindh Industrial Trading Estate), in the western part of Karachi, which was established at the time of independence of Pakistan in 1947 to cater to the industrial needs of the newly formed state. An area of around 1,784 hectares (4,460 acres) has been allocated for this purpose.

Lucky Tex, process Greige Fabric to produce finished printed fabric as per the requirements of its clients. Lucky Tex has dedicated separate buildings for different processes and purposes, including greige fabric, main process hall and chemical storage warehouses, power house and other structures for auxiliary services.

Lucky Tex also takes care of its work force, as we understand clearly that workers are our assets, and hence diversified benefits are offered for their well being. The quality provided has always been of world class standard and hence Lucky Tex was among the first few who were ISO 9001:2015 certified. Lucky Tex is known all over the world for its good business. We provide our customers with Quality, Complete Satisfaction and Trust.

Lucky Tex Pakistan (Pvt) Limited is Social compliant under SA-8000 : 2014 standard and having other renowned certificates meeting international requirements like, Global Security Verification, Product Safety Oeko Tex etc and now progressing towards achieving the certification in Sustainable Textile Production (STeP). ■



The Madinah Teaching Hospital is a project of the Madinah Foundation. It is a 600-bed free hospital that is affiliated with our University Medical and Dental College. It was established to alleviate the suffering of ailing humanity by providing high quality specialist, preventive, consultancy, diagnostic, therapeutic and rehabilitative services including surgery and transplant, free of cost. The hospital has all the

Specialist Departments including Medical, Gynecology, Urology, Pediatric, Ophthalmology, ENT, Surgery etc. All Departments are well equipped with state-of-the-art machines and apparatuses. They are headed by qualified, experienced and dedicated doctors under whose supervision teams of doctors and paramedical staff perform their professional duties. Free medical, health and dental services are provided to approximately 2000 patients on a daily basis. In Ophthalmology department 6 to 8 corneal grafting operations are performed every month also free of charge. So far over 1000 corneas have been grafted.

To empower young women, a Nursing School under MTH offers nursing programs including Bachelor of Nursing and Diploma in Nursing Programs. These programs are free and needy student also get financial assistance in the form of monthly stipends to meet their other expenses. ■



Madinah Foundation is a Division of Madinah Group. Madinah Group is an industrial group that was founded in 1948 by four brothers. They started business activities with trading in edible oils. Their vision was that whatever profit they earned from business and trade activities, a part of it would be returned to the community in the form of not-for-profit projects which would be for social uplift and welfare of the community, particularly the underprivileged cross-section of the society. They gave the Group the motto, 'Industry, Service, Education'.

With the passage of time, the Group grew up in size and diversified its operations. From trading it entered into the industrial sector. Today, the Group has industrial units in several sectors. With the increase in business, the welfare projects also kept on diversifying and expanding. For better planning, execution and administrative control of various industrial and welfare projects the Group was bifurcated into two divisions. All industrial projects were grouped under the Madinah Group of Industries while the Welfare and Social uplift projects were grouped under the Madinah Foundation. All projects of Madinah Foundation are financed solely by Madinah Group's own resources; we neither ask for donations nor get any grant from the Government for any project. All the projects of Madinah Foundation are focused on:-

- a. Alleviation of unemployment and poverty irrespective of religion, colour, creed, cast or gender.
- b. Providing economic relief and empowerment to the poor segment of the society.
- c. Social welfare and uplift of the community in the field of education, medical and health services and housing.

Salient projects of Madinah Foundation (Madinah Group) are:-
a. Shelter Homes (Panah Gah). This is the latest addition to the welfare projects of the Foundation. It was inspired by the vision of Mr Imran Khan, Prime Minister of Pakistan. The complex provides free furnished accommodation and all basic amenities and necessities of life including free cooked meals, medical services etc to 350 residents all the year round.
b. Madinah Teaching Hospital and Madinah Medical Center. An average of 2000 deserving patients are provided free medical, health and dental services in the form of medicines, consultancy, diagnoses, treatment, surgery, corneal transplant and hospitalization etc in Madinah Teaching Hospital and Madinah Medical Center.

c. Mass Nutrition Program. Free food, three meals daily throughout the year (365 days) are provided to approximately 17,000 people in Faisalabad and Port Qasim, Karachi.

d. Scholarships and Fee Concession to Students. Approximately 36 percent students of the University studying in various graduate / undergraduate programs under various faculties are getting scholarships or fee concessions on need basis for their education. All Nursing students get full fee exemption for various nursing programs.

e. Women Welfare, Empowerment and Development Program. Madinah Foundation is running several programs for Women Welfare, Empowerment and Development.

f. Disaster Management Support Program. The Foundation provides rescue, relief and rehabilitation services to the affected people at the time of national calamities/disasters including floods, earthquakes etc. The services are provided in the form of medical camps, provision of food, shelters, construction/repair of houses, clothing, etc.

g. Prisoners Welfare and Rehabilitation Program. Prisoners who complete their jail term but are unable to get freedom are got released from jail by paying the amount on their behalf of fine imposed by the courts.

h. Mass Marriages. The Foundation arranges mass marriages of approximately 150 selected couples from various parts of the country. Each couple is gifted with basic necessities for the kitchen and one bedroom set as dowry.

i. Burial Services. The Foundation provides free burial and related services. Besides, it provides service for upkeep and maintenance of the graveyards at Port Qasim Karachi all the year round. ■

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Company Profiles of Winners of NFEH's 12th CSR Award 2020

Mari Petroleum is an integrated exploration and Production Company, currently managing and operating Pakistan's largest gas reservoir at Mari Gas Field, Daharki, Sindh.

With 18% market share, Mari Petroleum is the third largest gas producer in the Country with cumulative daily production of around 100,000 barrels of oil equivalent.

The Company's exploration and production assets are spread across all the four provinces of Pakistan. The Company enjoys the highest exploration success rate of 70%, much higher than industry average of 33% (national) and 14% (international). At the same time, it is the most cost efficient E&P Company in the Country with lowest operating cost of under 10% of gross sales.

The Company plays a pivotal role in ensuring food security of Pakistan as around 87% urea production in the Country is based on MPCL supplied gas. The Company also supplies gas for power generation and domestic consumers.

To its credit, Mari Petroleum has the unique record of maintaining uninterrupted gas supply to its customers from Mari Field for the last fifty two years without availing even the permitted outages.

Mari Petroleum is an ISO certified Company for Quality, Environment, Information Security, and Occupational Health & Safety and has achieved Advanced Level in ISO Certification for Social Responsibility.

Mari Petroleum is a blue-chip company and regularly wins awards and accolades from various independent bodies not only for its financial and

operational performance and reporting but also for its management, HR, HSE, and CSR practices.

Principal Business Activities

Mari Petroleum is primarily an exploration and production company in the upstream segment of the petroleum industry. Its principal business activities include oil and gas exploration, drilling, field development, production and sale of hydrocarbons (including natural gas, crude oil, condensate and LPG) as well as provision of E&P related services on commercial basis.

Major Brands, Products and Services

MPCL is a major producer of natural gas. It also produces crude oil, condensate and LPG. All the products of the Company are generic and are supplied to midstream and downstream customers. The Company also provides 2D/3D seismic data acquisition, seismic data processing and drilling services

Major Customers/Markets

The gas produced by the Company is supplied to fertilizer manufacturers, power generation and gas distribution companies, while crude oil and condensate are supplied to the refineries for further processing. The Company currently only caters to local customers but has plans to expand to international markets in the coming years. ■



Founded in 1995, Martin Dow is one of the largest healthcare groups in Pakistan and one of the top pharmaceutical companies in Karachi, a status achieved through rigorous efforts of its management and employees.

Martin Dow Pharmaceuticals markets over 60 brands with more than 1000 employees countrywide. It markets research-based products and

world-class branded generics which are developed, formulated and manufactured at its cGMP compliant manufacturing facility located in Karachi.

MARTIN DOW'S STRATEGIC ROADMAP

- Technological advancement
 - Operational finesse
 - Strategic focus towards growth oriented markets/growth driving product profile
 - Customer centric approach for providing quality healthcare solutions
 - Enhanced feedback and communication with all stakeholders
 - Aggressive growth and innovative marketing strategies
- Martin Dow has supported Edhi Foundation with a generous contribution which will be utilized by this well-known organization in serving needy people by providing ambulance services across Pakistan. As part of 'Commitment to Community' we have provided donations for rehabilitation of TDPs as we acknowledge the efforts made by our citizens for the safety of Pakistan.

Indus Hospital provides quality healthcare to thousands of patients free of charge. With our humble contribution to the hospital, we further aim to improve healthcare for our fellow citizens as basic healthcare is the right of every human being.

Ida Rieu School & College for Deaf and Blind is an NGO which provides support to hundreds of children with special needs. As part of our commitment to health, we support the organization by regular donations.

We at Martin Dow believe in bringing hope to bum patients and provide the heartiest contributions to Friends of Burns Centre Patient Welfare Society. Sindh Institute of Urology & Transplantation (SIUT) is also on our list of donations. It is providing specialized medical care to patients suffering from kidney, liver, related cancers and ethical transplant procedures free of cost.

Martin Dow is also a donor for Nigahaban Civil Hospital & Koochi Goth Hospital. Nigahaban Civil Hospital provides free of cost healthcare services to the people of Karachi whereas Koochi Goth Hospital provides services to Obstetrics & Gynecology patients. It also provides rehabilitation services to the poor and needy women of Pakistan, especially to fistula patients. ■



Mekotex Pvt. Ltd is a group of companies headquartered in Karachi. Beginning operations in 1991 with a flagship spinning unit, it has since expanded into the textile, power generation, waste water treatment and real estate sectors. Mekotex and Kam International constitute the group's textile divisions. Engaged in all operations from ginning to finished products in home textiles, fashion wear and denim, they gin, produce and convert over 1.5% of Pakistan's total cotton production. They work primarily with some of the biggest textile brands in Pakistan and abroad, including Khaadi, Sapphire, Sara Safinaz, J., Bonanza, Zara, Walmart, Tesco and Primark. The group's power divisions include Aquagen Pvt. Ltd and Innovative Energy Solutions Pvt. Ltd. The group's net captive and independent power produced is in excess of 37 MW. Mekotex is spread across more than 76 acres of land with over a million square feet of built upon area. The group employs manpower of 4,000 skilled personnel, indirectly engages more than 10,000 laborers at a given time, and has an annual turnover of \$150 million. All factories and facilities set up by the group take into consideration due environmental protocols and social responsibility, in line with the group's rich CSR tradition. ■



Company Profiles of Winners of NFEH's 12th CSR Award 2020

The mark of true leadership lies in the ability to perceive the impossible. The simple act of seeing beyond the ordinary is what separates the average from the exceptional.

At Mughal Steel, we strive to build upon the vision of our forefathers, by expanding the realm of possibilities and forming a solid platform of innovation and growth.

We express our enduring commitment towards building on our heritage. To us, executing our vision of quality and dedication is the driving force behind our unparalleled performance and success today.

HOW IT ALL BEGAN:

The forefathers of the current sponsors ventured into the steel business in 1950 under the title of "Mughal Traders". The entity then imported iron and steel products for local consumption.

WHO WE ARE:

With a history of over 50 years of excellence to its credit, Mughal Iron & Steel Industries Limited ("MISIL") is one of the leading companies of Pakistan in the iron and steel sector. The company was incorporated in the early

A TRADITION OF QUALITY
MUGHAL
STEEL
GROUP OF INDUSTRIES

1950 in the form of a proprietorship firm with a purpose to uplift trade, contribute to national economy and ensure industrial growth of the country. In the turmoil that surrounded the newly independent country, the sponsors came up with a strong vision and devoted entirely to trade and industry, their dedication is truly appreciated by their commendable clientele.

OUR BUSINESS ACTIVITIES:

The Company is involved in multidimensional activities from making billets of Mild Steel, Spring Steel, Deformed bar, Re-bar, Cold Twisted Rebar and a huge range of Sections such as I.Beams, L.Sections, C.Section, H.Beam, T.Bar etc. in the downstream industry.

Over the years Mughal Steel has emerged as a thriving progressive steel enterprise due to its ability to transform itself rapidly to meet the challenges of a highly competitive global economy. Constant modernization, introduction of state-of-the-art technology and being manned by the highly efficient and dynamic team of employees, has enabled the Company to stay ahead in the industry and successfully meet the expectations of all customers. ■

MINHAS[®]
Pipes & Fittings

Minhas is engaged in manufacturing PPRC pipes and fittings since 2001. Dedication leads Minhas to be the pioneer in Pakistan for manufacturing all the components of PPRC Pipes & Fittings along with fusion aid machine.

MINHAS plumbing system is an excellent solution for underground hot and cold water supply system. The imported material used by MINHAS pipes and fittings is almost non-reactive with most of the Chemicals hence this system is durable for the supply of certain chemicals and gasses as well.

The aim of providing high quality improved products to our valuable clients through the continuous process of improvement has enhanced satisfaction via our well established standards and procedures. Right from material selection to final delivery of products and after sales services, Minhas makes the customer feel comfortable at every moment. This is the reason why we have an increasing number of satisfied customers across the globe.

PLUMBER CONVENTIONS:

Minhas is working with a goal of perfection and uniqueness and we have deep market study to capture every section. Along with our other promotional strategies, we have conducted Plumber conventions throughout Pakistan to acknowledge the efforts of plumbers and to educate them about the benefits of PPRC products.

SEMINAR ON CLEAN WATER:

At MINHAS, we value our environment and the Corporate Social Responsibility we owe towards our environment. And to fulfill our due obligation towards the environment, we have conducted various seminars on Clean Water Supply and Healthy Water.

In this regard, the first seminar conducted was on "Clean Water Healthy Life" on June 20, 2009 at Emerald Hall, PC Hotel, Lahore, Pakistan, in collaboration with Minhas Pipes and Fittings & Mir. Khalil-ur-Rehman Memorial Society. The other seminar was on "Invention of best Water Supply system forms the basis of Healthy Life" conducted on November 30, 2013 in Auditorium of Gujranwala Chamber of Commerce. Another seminar conducted was on Nature for Water sponsored by Minhas Pipe at Ambassador Hotel Lahore on March 27, 2018. ■



National Bank of Pakistan
نیشنل بینک آف پاکستان

The National Bank of Pakistan is the largest commercial bank of Pakistan and CSR is an integral part of NBP's corporate policy. It has institutionalized by creating a separate Division and running a full-fledged CSR program to bring about positive change to the quality of life of the underprivileged people. The prime area of focus for CSR initiatives are Education, Health, Woman & Child, Special Persons, Culture & relief for victims of natural disasters.

NBP has contributed to the 'Health' sector by providing financial and Equipment support to MALC Leprosy Centre, SIUT, Noor Hospital Chakwal, Ghulab Devi, Lady Willington, and Ganga Ram & Bolan Medical Hospitals. The bank also organizes Medical and Eye camps countrywide for free treatment of underprivileged patients. NBP has recently adopted five outpatient clinics at National Epilepsy Center located in Karachi within the boundaries of Jinnah Post-Graduate Medical Centre where free of cost treatment is provided to epilepsy patients.

In 'Education' sector, NBP is working on a major project aimed at expediting and facilitating socio-economic development through the spread of knowledge and skills at the grassroots level. Bank is supporting financially to "The HUB", "KSBL", "IBA", Taaleem Foundation school in Balochistan, TCF School at Nawabshah and Children Care Foundation Lahore. Under NBP Scholarship Program more than 100 students belonging to Hunar Foundation, IBA Sukkur, PAF Sargodhian Spirit Trust and Academy INFAQ Foundation and Children Care Foundation Lahore are getting financial assistance. At provincial level Bank runs school and college Volunteer Training program (MOVE) in collaboration with FESF (Family Educational, and Service Foundation). Bank sponsored Cultural events like All Pakistan Folk singing Mela at Faisalabad and Aalmi Mushaira at Arts Council Karachi.

NBP pays special attention to Special persons and distributed more than 600 wheelchairs, white canes, and organizes sporting activities at national level. Bank initiated project "Empowered Women and Empowered Pakistan" vocational training to help needy and poor women especially women of rural backgrounds. This project was opened in two centers of each province of Pakistan. ■



Corporate Social Responsibility

Contribution to the Society is the rent we pay to stay on this Planet

Company Profiles of Winners of NFEH's 12th CSR Award 2020



Since its inception in 1963, the National Institute of Cardiovascular Diseases (NICVD) has played a pivotal role in caring for patients with heart disease in Pakistan. NICVD is the first tertiary cardiac care institute in South Asia as well as the flagship facility for cardiology in Pakistan with a focus on superior care for patients, education and training for medical professionals, and research and development in cardiology.

NICVD caters to the cardiovascular needs of a vast majority of patients from all provinces of Pakistan as well as Afghan refugees and patients from other neighboring countries. It is responsible for training the bulk of local cardiac physicians, nurses and paramedics throughout the country.

MISSION STATEMENT

- We aspire to be one of the world's leading heart care facilities by:
- Adopting a patient-focused approach that is respectful and sensitive to patient needs and values
 - Acting on the 'time is muscle' principle to ensure prompt diagnosis and treatment to save and reduce heart damage
 - Providing convenient access to those with financial constraints to prevent and treat heart related diseases without delay
 - Educating the finest medical professionals of tomorrow in the field of cardiology
 - Promoting a research-oriented environment to keep abreast with latest updates in cardiology

VISION

We strive to keep every heart close to ours...
We aim to be the premier hospital in Pakistan for the prevention, diagnosis, treatment and rehabilitation of patients with cardiovascular diseases regardless of their socioeconomic status. Through our mission to deliver excellent patient care and commitment to training, research and development in cardiology, we strive to be the hospital of choice for both cardiovascular disease patients and medical professionals. ■



Naveena Group is a rapidly expanding conglomerate of companies dedicated to the business of progress and sustainability. Having begun its journey in 1971, the group's global footprint extends across denim, spinning, property development, steel and power.

OUR PURPOSE

Our aim is to deliver consistently high quality products relevant to today's and tomorrow's consumers while driving change for the benefit of society and a sustainable future.

Constantly building on our heritage, we strive to push the boundaries of the industry by uniting tradition with innovation, technology with design, and form with function.

DENIM

Established in Karachi, Pakistan in 2003, and passionately committed to denim, we specialize in manufacturing premium yam and denim fabrics. Our fully integrated production facilities are powered by 2000+ employees. "Bringing inspiration, innovation & responsibility to the denim world".

CSR

Naveena's Corporate Social Responsibility is a blueprint for achieving our vision to grow the business, whilst decoupling our environment footprint from the overall growth and increasing its positive social impact. Naveena Denim Mills fully supports education system and is currently running all expenses of more than two Schools with 1500 students of The Citizens Foundation with the plan of expanding this network to include 10,000 students in near future with Naveena's support. ■

National Institute of Cardiovascular Diseases - NICVD has introduced a new era of heart healthcare with the inauguration of 'Chest Pain Unit' to serve the nation at their quick approachable areas. This service is one of its kind and is available throughout the year.

Chest Pain Units are launched for speedy access and fast diagnosis with early initiation of treatment of an acute myocardial infarction (heart attack), which will prevent muscle damage and ultimately enhance quality of life of the patient. This program will also educate the public to promptly seek medical care if they have symptoms of an AMI, such as chest pain, chest discomfort, shortness of breath, excessive sweating, syncope and regarding risk factors for coronary artery disease, particularly smoking.

Chest Pain Units are well-equipped facilities and have the appropriate diagnostic testing available to identify patients with an acute heart attack and are also equipped to resuscitate patients who become unstable. CPUs are functionally design for providing preliminary emergency care to heart patients. After providing initial treatment, the patient will be shifted immediately to the tertiary care setup at NICVD Cath Lab.

Since establishment of this facility in May 2017 and until November 30, 2019, approximately 305,009 people have been treated at our chest pain units and saved over 7,282 lives. These units are functionally designed for providing state-of-the-art initial emergency care to heart patients and teams of all these units are diligently working to save lives round the clock. ■



Nestlé Pakistan

We at Nestlé touch billions of lives worldwide; from the farmers we work with to the individuals and families who enjoy our products, the communities where we live and work, and the natural environment upon which we all depend.

At Nestlé Pakistan, the global ideology of Nutrition, Health and Wellness is inspired by the scientific breakthrough of our founder, Henri Nestlé and ever since it runs in our DNA. Guided by our values and with nutrition at our core, we enhance quality of life and contribute to a healthier future. We are the leading Food & Beverages Company in Pakistan, reaching out to the remotest areas, offering products and services for all stages of life, every moment of the day.

Nestlé Pakistan is headquartered in Lahore, with four production facilities across the country. Factories in Sheikhpura and Kabinwala are multi-product, whereas the ones in Islamabad and Karachi are water factories.

Nestlé Pakistan Ltd. is a subsidiary of Nestlé S.A., a company based in Vevey, Switzerland. Today, millions of consumers across Pakistan mirror our emphasis on nutrition, realizing that food choices impact their health and quality of life. Our food processing company has been operating in Pakistan since 1988 under a joint venture with Milk Pak Ltd, whose management we took over in 1992. For the last several years, Nestlé Pakistan has been consistently placed among the top companies of the Pakistan Stock Exchange. ■

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Company Profiles of Winners of NFEH's 12th CSR Award 2020



National University of Sciences and Technology (NUST) was established in March 1991 for the promotion of higher scientific education in the country, especially in the fields of science and technology, by providing a stable and disciplined academic environment together with need-based research, pertinent to industrial requirements. The University was granted its Charter in 1993. Over the years, the university has expanded in

scope, services and stature and has emerged as a leading comprehensive University in the public sector. Within two decades, NUST has achieved important milestones and gained immense significance as an institution of higher education in Pakistan. The University produces professionals and researchers of high caliber, capable of developing indigenous technologies to meet the growing demands of the 21st century. It is envisioned to grow as a center of excellence for the country's scientific and technological progress. An outstanding feature of the University is that while maintaining traditional values of excellence in teaching and research, it challenges conventional practices and creates new ways of developing and delivering courses, pertaining to emerging and cutting-edge disciplines, on most modern lines. ■



Novo Nordisk is a global healthcare company with more than 95 years of innovation and leadership in diabetes care. This heritage has given us experience and capabilities that also enable us to help people defeat obesity, hemophilia, growth disorders and other serious chronic diseases. Our ambition is to take the lead in each of these areas, driving change with an unfailing belief that it can be done. Innovative medicine is our key contribution. We strive to

develop delivery devices that ease the burden, and meet the diverse needs, of millions of people living with serious chronic diseases. We do this by combining patient insight with engineering excellence to design our injection pens and needles. In diabetes, we provide a broad range of innovative durable and prefilled insulin and GLP-1 pens. In parallel, we are designing and developing the next generation of delivery systems, including connected devices. We also provide injection devices for the treatment of obesity and growth disorders. The Novo Nordisk Foundation is Novo Nordisk's main shareholder. The foundation's purpose is to provide a stable basis for the commercial and research activities of the Novo Group of companies, and also to support scientific and humanitarian projects. This unique ownership structure enables long-term planning and ensures that the company remains in Danish ownership. ■

OGDCL under a forward-looking management foresees the organization as not only the leading E&P Company of the country, but also as a company known for its people, partnerships and performance in the region. The Company continued with its strategies of accelerating oil and gas exploration, adding to its reserves, early development of newly discovered fields and strengthening of its oil and gas production base in order to enhance indigenous production of the country and create value for its shareholders

Human Resources

During the last 5 decades, the Corporation has grown into a technically feasible and commercially viable organization. It has developed a highly qualified pool of professionals who can undertake and supervise almost all phases of oil and gas exploration



and production starting from preliminary geological surveys and culminating in the operation of oil and gas processing plants

Good Governance

Initiatives have been taken and are being taken to effectively establish Good Governance practices through:

- Introduction of Code of Ethics and Business Practices.
- Merit - driven hiring
- Performance - driven promotions and appraisals.
- Strict adherence to laid-down rules, regulations and procedures.
- Development of Policy Statements in the areas Risk Management, etc., as a part of its business

of Marketing, CSR, principles. ■

PAK- ARAB REFINERY LTD (PARCO) is a Joint Venture between the Government of Pakistan and the Emirate of Abu Dhabi, incorporated as a public limited company in 1974. As an integrated energy company, PARCO is the leading player in Pakistan's petroleum industry with major operations in refining, transportation, storage, marketing, oil supply and logistics. PARCO has the most modern refinery in Pakistan having a capacity of 100,000 BPD (representing about 25% of the country's refining capacity), over 2000 kms of cross-country pipeline network including its JV subsidiary Pak-Arab Pipeline Company Limited (PAPCO) with a strategic storage of over one million tons, and a rapidly expanding retail network of TOTAL PARCO (TPPL) - a joint venture with TOTAL of France. With the acquisition of Chevron's fuel business in Pakistan, TPPL is now the second largest Oil Marketing Company in the Country. PARCO is also marketing nationwide LPG under the brand name of Pearl Gas. High quality asphalt is being marketed as Biturox. PARCO Pearl Gas (Pvt) Ltd (PPGL), formerly known as SHV Energy Pakistan (Pvt) Ltd is a 100% owned subsidiary of PARCO, having the largest LPG marketing and distribution network. PPGL manages storage, processing, filling and distribution of LPG. The performance of the company can be judged by the fact that it has maintained its AAA and A1+ long and short term credit rating by Pakistan Credit Rating Agency (PACRA) for twenty consecutive years. The company set another first in Pakistan when it obtained three simultaneous international certifications: ISO 9001:2015 (Quality Management System), ISO 14001:2015 (Environmental Management System) and ISO 45001:2018 (Health and Safety Management System). PARCO has also received the Environment Excellence Awards for the last several years and is rated among the top 10 organizations in Pakistan for outstanding achievement in Environ-



ment Management. As a good corporate citizen, the company focuses on meeting the expectations of its internal and external stakeholders in a professional and strategic manner. PARCO not only invests in its employees, makes efforts for customer satisfaction and operates ethically, but also undertakes a wide range of projects to benefit society in areas of education, health, environment, sports, culture, community development, road safety, and response to natural calamities. Processing and handling hydrocarbons is our business and it comes with its share of hazards. PARCO proactively identifies, minimizes and mitigates situations that have the potential to cause harm to the health and safety of its employees, customers, service providers,

communities, public and the environment. The focus and diversity of technical, social and environmental projects of PARCO speak for themselves. Our cross-country pipeline network makes us next-door neighbor to many remote and underprivileged communities. PARCO's Schools & Clinics Support Program is aimed at providing basic education and health facilities. The program is an ongoing initiative in which new schools and clinics are identified and existing ones are improved by providing basic infrastructure and other necessities that are beneficial for the surrounding communities. Communities are happy that PARCO is there for help, when they need it the most. PARCO has always responded passionately to the nation's distress calls during natural calamities such as earthquakes or floods. PARCO also supports culture and heritage by patronizing indigenous music, poetry and the arts. As a member of WWF, PARCO helps in the conservation of nature, with several initiatives to its credit. In keeping with the values of the company and our traditions, PARCO makes philanthropic contributions to institutions that are making significant efforts to help the underprivileged. ■

Company Profiles of Winners of NFEH's 12th CSR Award 2020



The Pakistan Telecommunication Company Limited (PTCL) has been serving Pakistan since 1947. The company works with the aim to become the most

admired telecom and ICT provider in and for Pakistan.

What started as a telephony company has now evolved into a holistic telecommunication provider with a myriad of products and services for all generations. PTCL provides landline, DSL, Broadband, Charji and cloud services in addition to SMART TV and SMART TV app. The company has penetrated into national households with entertainment portals like iFlix and Netflix.

Among other things, PTCL has created a place for itself in the domain of Corporate Social Responsibility. The company believes in doing responsible business and contributes back to the community through a structured stream of projects in collaboration with sustainable partners. ■



Philip Morris (Pakistan) Limited ("PMPKL") is a public limited tobacco manufacturing company listed on the Pakistan Stock Exchange. PMPKL is an affiliate of Philip Morris International ("PMI"), a leading international tobacco company, listed on the New York Stock Exchange with its Operational Headquarters in Lausanne and Corporate Headquarters in New

York. We are one of the largest manufacturers of cigarettes in Pakistan and support a wide range of charitable projects in communities where we source and manufacture our tobacco. These include providing economic opportunity, empowering women and access to education. We have a tobacco-leaf threshing plant, one cigarette manufacturing factory, and sales offices across the country. ■

Premier Cables (Pvt) Limited

Established in 1964 by Mr. M. Ismail Kasim, Premier Cables (Pvt) Limited is located at Federal "B" Industrial Area, Karachi, Pakistan with a working area measuring 13012 Sq. Meters.

Initially the Premier Cables (Pvt) Limited started manufacturing Electrical Wires & Cables, Telephone Cables, PVC Garden Pipes, PVC Compounding, Artificial Leather and supplying the same to local and international markets as well.

The year 1987 brought a revolutionary change in the Premier Cables (Pvt) Limited when the Company got specialization in manufacturing of high quality Telecom cables including Jelly Filled Cables, Drop Wire and cables, S.S. Aerial Cables, special insulated cables for the telecommunication industry to serve. Considerable expertise has since been developed in the manufacturing of Aircore and Filled Cables.

Premier Cables (Pvt) Limited is equipped with the latest state-of-art machineries and test equipment to manufacture Optical Fiber Cables, viz. Direct Buried Cable, Non-Metallic Duct Cable, High Fiber



Count Non-Metallic Duct Cable, Central Loose Tube (Uni-Tube), Dielectric Self Supporting Cable (Adss Cable), Indoor Premise Cable, Armoured Duct and Armoured Aerial Optical Cables. Company's unit has one of the most modern and high-tech plant to manufacture Optical Fiber Cables in Pakistan.

In addition to above products, Premier Cables (Pvt) Limited is also able to produce special cables to meet customers' specifications using different conductors, alternative insulation media, varying construction of sheath materials, different standard color coding and with special packaging, etc. It also maintains an appreciable stock of finished cable and quotes competitive delivery on non-stock items. We at Premier Cables (Pvt) Limited always look forward to discuss any other new development/special requirements with our valuable customers.

Social Responsibility

We place great importance on giving back to our communities and the nation as helping less privileged is just as important as business success. ■



PharmEvo (Pvt.) limited, incorporated on October 7th, 1999, is a healthcare company, which is engaged in the creation, development, manufacture and

marketing of pharmaceutical products, including over-the-counter medicines, medical equipment and infant formulas.

OUR MISSION

Our mission is to be a global organization whose philosophy is characterized by a highly refined sense of ethics which is expressed tangibly through its dealings while upholding highest standards of integrity.

VISION STATEMENT

Our dream is to build a healthier society by becoming a leading and socially responsible global company through innovative solutions

HISTORY

Though brief, PharmEvo owns a strong heritage of innovation that began in 1999 in Karachi when a group of exceptional people founded a pharmaceutical company that has changed the course of pharmaceutical history in Pakistan.

Our journey through history is an inspiring tale of a handful of people who dreamt to create an organization with a loving spirit that comes from the heart and enriches all they touch, customers, their employees and of course the society. At the time of the founding of the company no one knew that it would make such waves that would topple reigning giants in such a short period of time. ■

10TH ANNUAL FIRE SAFETY & SECURITY CONVENTION

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For Registration
Participation Details

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Company Profiles of Winners of NFEH's 12th CSR Award 2020

EDUCATING FOR TOMORROW'S WORLD!

Developing profound knowledge, entrepreneurial skills and values through 3E's: Exposure, Expansion & Exploration to meet the challenges of 21st century! Roots School System RSS is a leading model private sector educational institution styled on the modern 21st century educational system of international standards, specially designed to meet the requirement of the students to meet the challenges by involving the three E's approach: EXPOSURE, EXPANSION and EXPLORATION. Established in April 1968, Roots has innovated modern education standards, with universally acclaimed academic excellence and all round development of students. Roots School System has more than 100 Campuses nationwide with an incessant increase in student number to nearly 25,000 plus students today. Roots has achieved academic excellence and all round development of students for over 25 years.

Perspective: The core of our perspective are the things we have always stood for, namely, diversity, creativity, vitality and excellence. The world is changing dramatically and the things that make Roots different are now more relevant than ever before. Diversity is important because the huge range of different disciplines, culture, backgrounds and point of view of the school/college, make it a uniquely challenging learning environment perfectly suited to the kind of world we send our graduates into.

Creativity: Creativity has made Roots an innovator in so many fields, but we recognize that at the heart of our creative culture is the ability to thrive in a complex and ever changing environment.

Vitality: The vitality of Roots comes from the fact that, despite being one of the biggest and most rapidly expanding school/college, everything that happens here happens between people. More than anything else, these encounters provide an opportunity for people to transform their lives by liberating their energy and abilities. Excellence at Roots is not just about competition and self-advancement, but about a community that cares about its members and actively helps them to achieve the best they are capable of. ■



SSGC is Pakistan's leading public limited company engaged in the transmission and distribution of natural gas in the franchise areas of Sindh and Balochistan. The Company comes under the umbrella of Ministry of Petroleum and Natural Resources, Government of Pakistan as one of the leading energy sector companies and is governed by a Board of Directors, with the Managing Director as Chief Executive.

Being a premier gas utility, SSGC is involved in the designing, construction and consequent maintenance and implementation of gas transmission and distribution projects to ensure availability of natural gas in every nook and cranny of franchise provinces. The Company also runs Pakistan's only meter manufacturing plant and effectively caters to its own consumer requirements as well as that of its sister concern, the Sui Northern Gas Pipelines Ltd. (SNGPL).

SSGC is constantly driven towards creating a perfect formula for ensuring true sustainability for the organization and its stakeholders. The Company is well positioned to play an integral part in taking the road less traveled by exploring alternative energy resources, rehabilitating its pipeline infrastructure and revitalizing its bottom line by taking a firm stand against Unaccounted-for Gas.

Sixty-four years ago a unique feat of engineering was accomplished in Pakistan when engineers and technicians of Sui Gas Transmission Company commissioned Asia's first 16-inch-diameter, 558-km-long pipeline. The pipeline was part of a vision to harness natural gas, discovered in a town called Sui in the far reaches of Balochistan, and bring it all the way to Pakistan's then capital city Karachi to feed its budding industrial hub. Since then the Company has not looked back, having excelled in pioneering projects in the areas of project management, design engineering and construction operations. The Company's success, through the years is not just restricted to its core activities in distribution and transmission of natural gas but in meter manufacturing, customer service, human resource development, internal audit, HSEQA and upgradation of IT infrastructure.

Ingenuity and technical prowess are essential for unlocking the affordable energy that makes most modern economies tick. The Company has always nurtured a pioneering, can-do spirit - one that keeps us at the forefront of cutting edge technology to carry out a multitude of intricate projects, right from the conceptual design of a project to the stages of budgeting, construction and commissioning of the projects.

SSGC has proven itself as a reference standard in the natural gas sector, thanks to its strong business vision and a comprehensive gas development plan. The challenge especially in this ever changing business and socio-economic environment is not just to maintain the Company's position as an energy sector powerhouse but to constantly innovate by encouraging our human resource to strategize for alternative energy resources. ■

“ Goodness is the only investment that never fails. ”

As a significant contributor to the economic development of Pakistan, the Hub Power Company has come a long way, sharing various challenges and triumphs that our country has offered. Our story began some 20 years ago when a consortium of international investors, governments and commercial banks came together to finance a major infrastructure project in a developing country like Pakistan. And today, we stand at a distinctive position where our growth leads to development of the entire country.

Situated strategically at the Hub River estuary, Balochistan, the Hub Power Company is the first and largest Independent Power Producer (IPP) in Pakistan to be financed by the private sector in Southern Asia and one of the largest private power projects. Today, the Hub Power Company is listed on the Karachi, Lahore and Islamabad Stock Exchanges and its Global Depository Receipts are listed on the Luxembourg Stock Exchange.

With the combined production capacity of over 1600 MW and a firm commitment to provide long-term solution to the energy challenges, HUBCO and its subsidiaries are well positioned to emerge as the "Hub of Power" for Pakistan. Over the years, HUBCO has become one of the leading players in the corporate sector, with a culture driven by performance and merit.

Hub Plant is the most efficient steam turbine plant in the country. HUBCO is the only IPP to go into expansion and has set up at 225 MW plant at



Narawal. We are also proud owners of Pakistan's first renewable energy IPP, namely Laraib Energy which is a run-of-the-river hydel based power project.

To continue pioneering our role in the power sector, HUBCO's Board of Directors has given management the mandate to develop a 2x660 MW Imported Coal Based power plant and coal jetty which is in the construction phase.

The Hub Site has many brownfield advantages making it an ideal location for power plant development. This includes secured & fenced land, existing infrastructure (roads, colony etc.), access to the Arabian Sea for direct import of coal, existing helipad and plans for airstrips etc.

We are enhancing our operational excellence to become a strategic asset for increasing industry competitiveness and encourage a socially responsive corporate culture. Our social investments are primarily centered on areas near our plant sites with full involvement, contribution and engagement of the community. We contribute 1% of our profit after tax on CSR activities and are managing a series of programs in Community Physical Infrastructure, Education, Health and Livelihood Interventions.

Our commitment to Pakistan has been firm and we continue to align our corporate interests with the needs and strengths of the country. As the country's largest Independent Power Producer, we are committed to deliver on the promise of propelling 'growth through energy'. ■

Company Profiles of Winners of NFEH's 12th CSR Award 2020

SEARLE

Restoring suffering humanity to good health drives The Searle Company Limited (TSCL) relentlessly in the pursuit of excellence on a daily basis. This is reflected in Searle's appearance on Forbes list of Asia 200 best under a billion companies.

Searle has established a state-of-the-art Research & Development Centre at ICCBS Technology Park, University of Karachi with the first of its kind technology incubator in Pakistan where much needed research in the field of medicine takes place.

Corporate social responsibility has always been a top priority of Searle. Accordingly, the company's CSR program has a wide scope encompassing initiatives in the area of healthcare, education, child welfare and other social welfare activities.

Established in 1995, TCF is an organization devoted to providing education for the less privileged. Searle supports TCF run 1060 schools at 109 locations, educating 165,000 under-privileged children and give employment to 8,900 teachers.

Recently adopted and managed by Searle, the AKAR hospital is located in an underprivileged area of Karachi, and offer free diagnosis, OPD clinics, surgeries and even medicines for the needy. Almost 400 patient are treated every day in OPD, whereas 100 patients are admitted for different treatments.

Searle supports The Hunar Foundation (THF), a non-profit organization that was established in 2008 with the commitment to generating social change by creating a skilled Pakistan.

Searle's commitment to the many communities it serves in Pakistan and across the world is without question, and it is our firm belief that the more we give back to society the more we are blessed with success. May Allah bless our Planet Earth with the choicest of health, wealth and happiness, Ameen. ■



The University of Faisalabad is working to achieve greater social unity and empowerment of women of this country by encouraging, identifying and implementing several different development projects, entrepreneurial activities and health and social services. The positive development of the country is intrinsically linked with socio-economic advancement of women and TUF ambitiously promotes this

notion by generating a favorable environment for females of diverse backgrounds and abilities in different spheres of life.

From achieving change through implementing core policies and program actions to alleviating women status through effective programs of education and mass communication, we serve with an aim to empower women in all capacities and bring them to forefront as active contributors of success and development for not only this institution but for the entire nation.

The University of Faisalabad has an established structure, policies, objectives and measurable goals to ensure gender balance and equity in several processes at all levels.

Through our various organizations' programs and activities, we are broadening women's economic, health, social and cultural opportunities as well as independence specially those for indigenous women, at grass-roots level, and those of poverty-stricken communities as well as young minds of our nation i.e. students and faculty. ■

"TELL ME AND I FORGET.
TEACH ME AND I REMEMBER.
INVOLVE ME AND I LEARN."

DEAN JAMSHID FRANKLIN

TPPL is a 50:50 joint venture between TOTAL Marketing & Services SA and Pak Arab Refinery Limited (PARCO). It was incorporated in Pakistan under Companies Ordinance, 1984 and started its commercial activities in April 2001.

Our core strength lies in the strategic partnership of TOTAL with PARCO, an exemplary model of public-private partnership, which highlights the TOTAL Group's commitment to Pakistan.

The TOTAL Group, based in France, is the world's fourth largest energy company. It provides top quality products and services globally, undertaking numerous industrial and commercial activities in the petroleum, gas, electricity, renewable energy and chemical sectors. Its business principles go hand-in-hand with the ambition for continued growth for the benefit of shareholders, customers and employees, contributing at the same time to the economic and social development of countries where it is present.

TOTAL Group's esteemed local partner, PARCO, is Pakistan's most modern refinery, with a capacity of 100,000 BPD, which constitutes 25% of the country's refining capacity, and a strategic storage of over one million tons.

Total PARCO Pakistan, the largest international oil marketing company in Pakistan, is recognized as the market leader in product quality, customer service, safety and environmental protection, serving local communities in the country for the last two decades.

Our world class petroleum products include the technologically advanced TOTAL EXCELLIUM HOBIC, Hi Super and Diesel, which ensure a smooth drive, reliability and fuel economy, while protecting the engine and the environment. Total PARCO Pakistan's top-quality lubricants brands include

the comprehensive TOTAL QUARTZ range, its passenger car motor oil product line, and the TOTAL HI-PERF range, its motorcycle oil product line, which each one effectively caters to the vehicle-specific needs of the Pakistani motorists and bikers, guaranteeing long-lasting performance and engine protection. Our premium diesel engine oil range, TOTAL RUBIA, has earned the Pakistani customers' trust and confidence over the years, and is the brand of choice in the market. Our comprehensive range of TOTAL industrial lubricants, greases and specialized products cater to varied industries in Pakistan.



We have an extensive nationwide presence, with our Head Office based in Lahore, and regional offices and other concerns in all major cities, modern storage terminals and a world-class network of 816 service stations spread across the country. TPPL also has a state-of-the-art computerized lubricants blending plant in Port Qasim, Karachi, which adheres to the highest safety and operational excellence standards in the industry.

The presence of Total PARCO Pakistan plays a vital role towards Pakistan's economic and social development, as it has consistently invested locally and has planned for multi-million dollar investments in the near future.

Total PARCO has invested USD 250 Million in the last 5 years, expanding its operations with the acquisition of Chevron's fuels business in Pakistan. It is currently investing significantly in storage terminals, retail network development and other high-level projects of national interest.

Our TOTAL Card is a smart fuel solution available in both Prepaid and Postpaid options, offering an absolute and efficient way to utilize your fuel budget with flexibility, security and control. ■

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NFEH
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www.nfeh.org.pk

Company Profiles of Winners of NFEH's 12th CSR Award 2020



ENGIE is one of the world's largest energy companies with operations in 70 countries worldwide. ENGIE owns and operates two combined cycle power generation plants in Pakistan namely Uch (Uch-I) and Uch-II power plants (together referred to as Uch), producing an aggregate gross electricity of 990MW, located in Dera Murad Jamali, Balochistan. Uch-I was

commissioned in 2000 whereas Uch-II was commissioned in 2014. The two plants have been set up at an aggregate investment in excess of USD1 billion - providing reliable and environment friendly electricity to the country. Uch plants utilize indigenous low Btu natural gas from a dedicated OGDCL gas field (Uch gas field), thus producing electricity at one of the most economical tariffs besides saving precious foreign exchange for the country as opposed to imported fuel. ■



WINGS GROUP always gives priority to Corporate Social Responsibility by providing medical and food supply and education to the less-privileged people in our society. Our group always supports and provides funds for plantation; our group's publication venture highlights this subject as well.

Regional and international business and traveling exposure made us realize that there is a need to highlight and promote Pakistan's soft and true image and to promote trade and tourism nationally and internationally. In this regard our group's publication venture was launched in 2017 by the name of WINGS International Magazine with inclusion of strong advisory board members. It is a premium publication in town. This magazine is leading media outlet operation with the aim to highlight diplomacy and its global aspects. It is like a brand manager of the country highlighting Pakistan's strength, positivity and progressive face of our great Nation on the international podium through deep-rooted relations with the diplomatic corps in Islamabad and corporate circles. We are members of Islamabad, FPCCI, Sarhad, Rawalpindi & German-Pakistan Chamber of Commerce & Industry. Our goal is to focus on commerce and tourism which are the backbone of our economy. Moreover it is also a platform for the diplomatic corps in Islamabad to express and spread their views.

WINGS International magazine is circulated among every reputed department and office of Pakistan and abroad, namely, the President's House, the Prime Minister's House, diplomatic corps Pakistan, all the embassies, government departments and ministries, 5-star hotels, the FPCCI, Chamber of Commerce and Industries prominent members (all over Pakistan), the CEO Club Pakistan, Armed Forces Offices, the Foreign Office, Pakistan's missions, international airlines, rectors, INGOs, NGOs, educational institutes and different departments.

With the grace of Almighty Allah and our team efforts, we were able to achieve a major milestone by presenting our Moroccan edition to the President of the Islamic Republic of Pakistan, the Honourable Dr. Arif Alvi, during a meeting at the Alwan-e-Sadr on 14 January 2019. On the occasion, a discussion was held on the need for promoting tourism at the international level. The President said that tourism in Pakistan is growing at a rate faster than any other in the past. Gilgit and Hunza have been hosting more tourists than before. Pakistan's northern areas are astonishingly pristine, captivating and enthralling in every aspect, which needs to be highlighted globally. Moreover, the President remarked that improved security situation would help promote tourism in the country as Pakistan is an attractive destination for investors. ■



Unity Exploration is an oilfield services company that engages in oilfield logistics, development, supply-chain management, and the supply of niche oil and gas-field equipment. With its HQ in Pakistan and branches around the world, Unity is uniquely positioned to enhance Pakistan's oilfield capabilities. Since inception, the company has

grown to over \$1 billion in equity by providing its services to governments and private entities alike. Its assets in Pakistan include oilfield equipment, office buildings, stores, yards and skilled manpower. It has established processes & procedures regarding oilfield operations, regulator relationship/management, logistics, stores, transportation and procurement.

As exploration and development has moved into ever more technically challenging areas including new frontiers, hydrocarbon reserves and more complex logistics, Unity takes collaborative projects for oil and gas operators, managing projects with tailored and integrated solutions including third party management. In the end, Unity helps to safeguard the primary objective: to deliver the required work scope on time and budget.

Unity also has considerable experience in the construction industry. In just the last few years, the company has been involved in residential, industrial, and commercial projects around the region. These include military installations, office buildings, residential towers, and pre-engineered buildings. Most recently, it is in the process of completing a sizeable residential community in the heart of Bahria Town. ■



We are a public sector organization working under Ministry of IT & Telecom, Government of Pakistan. SCO was established in 1976 to develop, operate and maintain all telecom services in Azad Jammu & Kashmir and Gilgit Baltistan. Over the years, SCO has developed massive Information Technology & Telecom infrastructure including

laying of over 4800 kilometers Optical Fiber Cable network across the entire length and breadth of the region. SCO stands tall as the largest telecom network & service provider in the region equally focusing on urban and rural areas development. We are providing telecom & IT services to both public and private sectors (general populous) in Azad Jammu & Kashmir and Gilgit Baltistan. It has a unique distinction of providing all brands of telecom services from voice to data under one platform.

The services we provide to our valued customers include landline telephony (PSTN), wireless local loop (WLL), cellular mobile service (GSM), broadband internet (DSL), digital cross connect (DXX), long distance international (LDI), domestic private leased circuits (DPLC) and co-location facilities to telecom industry players operating in Azad Jammu & Kashmir and Gilgit Baltistan.

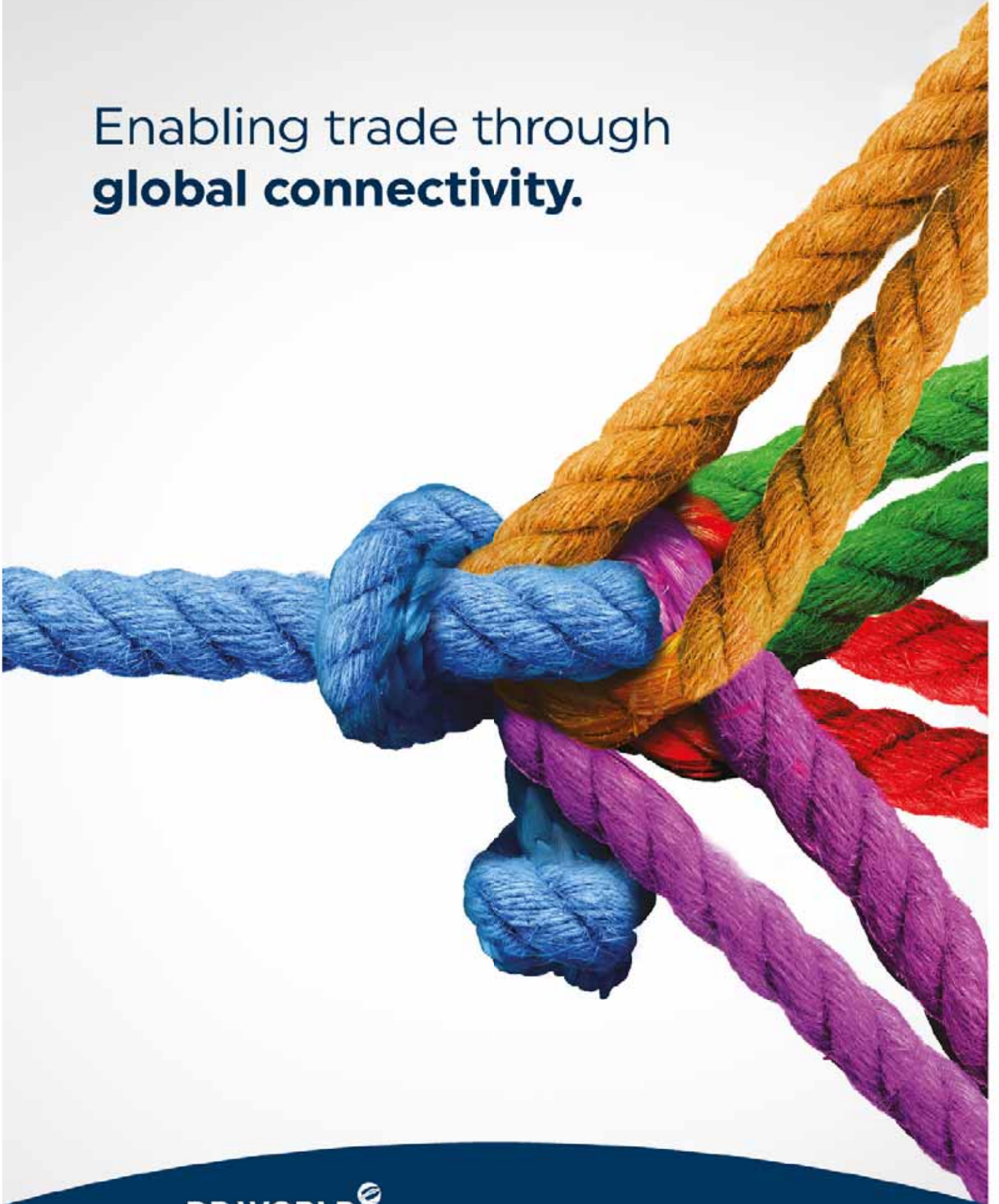
MISSION

Plan, Develop, Operate and Maintain contemporary ICT services in Azad Jammu & Kashmir and Gilgit-Baltistan and any other area assigned by the Government of Pakistan while playing a pivotal role in implementation of ICT projects under China-Pakistan Economic Corridor (CPEC).

VISION

To maintain and consolidate SCO's status as the leading Information and Communication Technology (ICT) services provider for the people of Azad Jammu & Kashmir and Gilgit-Baltistan, and play a leading role in realizing Government vision and successfully implementing CPEC project. ■

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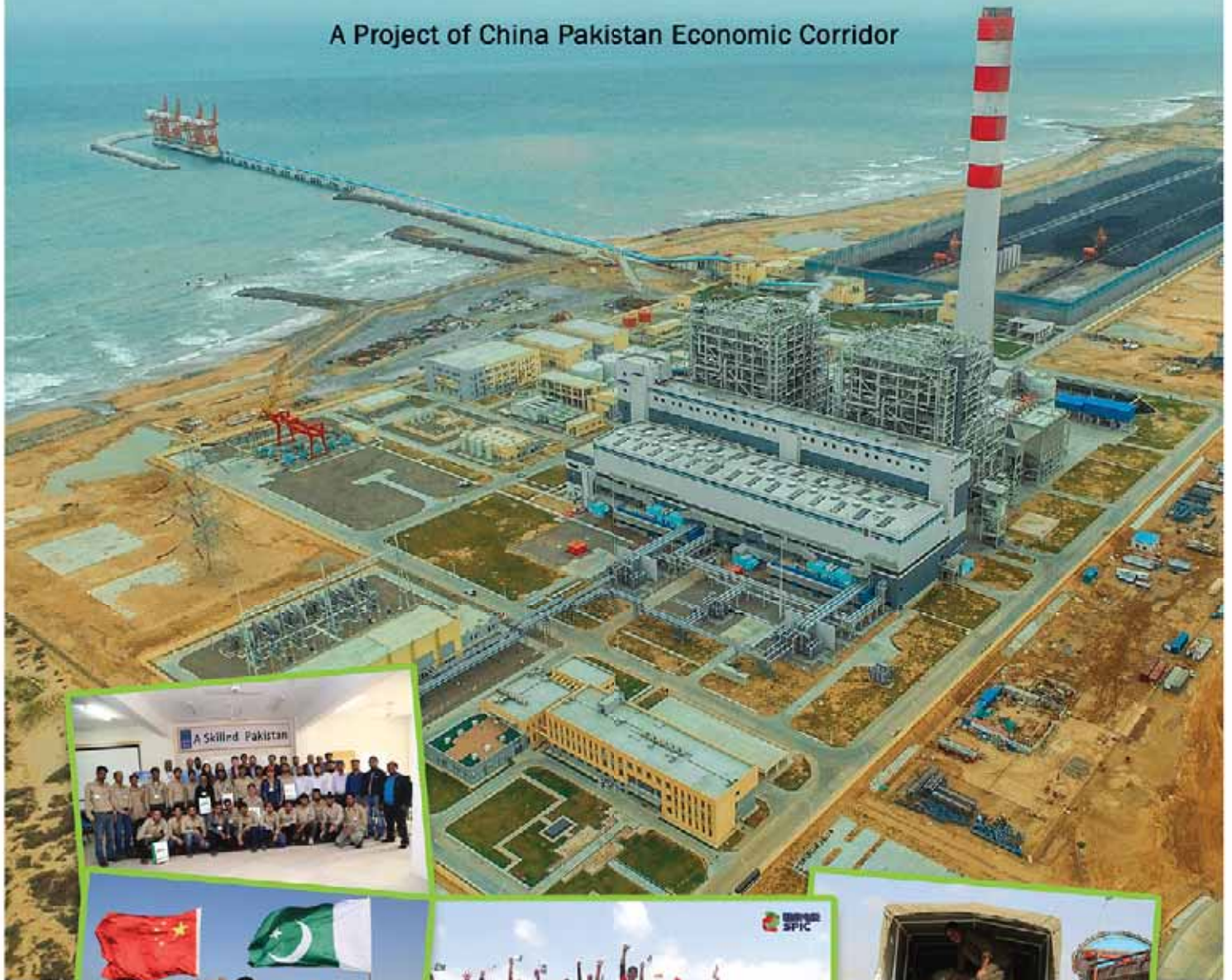
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CPHGC is committed to helping the community through sustainable CSR initiatives

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