

NFEH holds regional CSR summit

Experts urge corporate sector involvement for masses uplift

ISLAMABAD: Experts at a seminar have called for effective corporate sector involvement for socio-economic uplift of masses and better their lives through development projects and conserving environment. "Rural poor need education, they need better health facilities and proper infrastructure," the experts stated at the regional seminar on Corporate Social Responsibility (CSR), organized by National Forum on Environment and Health along with its partners OGDCL, Binqutub foundation & HDF.

The participants from the corporate and development sector as well as the government departments underlined the need for collective efforts to achieve the goal of ending deprivation of rural poor. Managing Director OGDCL Masood Siddiqui said, there has been lot of demand for projects in health, education and



Naeem Qureshi, President NFEH presenting a memento to Masood Siddiqui, Managing Director OGDCL at regional seminar on CSR at local hotel

sanitation and mentioned his organization has been doing its bit to meet masses needs. "We take CSR seriously. We made mistakes in the past, but we continued doing our bit. Today we are far ahead as we spent manifold than that what we required to.

" He stated that as community we are not good in delivery system and post project care. "We seek help from others and our lethargy as community calls in question the sustainability of our projects." Therefore, he said, it is important to involve communities ensuring their monetary share in the project no matter if it is a cent out of a dollar.

"It will promote among them sense of responsibility and ownership of the projects." He also stressed to ensure transparency in spending and identify feasible projects keeping in view the sus-



Masood Siddiqui, Managing Director OGDCL, Naeem Qureshi, President NFEH, Azhar Saleem, CEO HDF, Basharat Mirza, Executive Director OGDCL, Bashir Malik, Chairman Bin Qutub Group, Brig (R) Riaz Raja, Shahid A. Khan, Mehmood Tareen and other are seen in the picture and the occasion of regional Seminar on CSR held at local hotel



Manzoor Hussain Soomro



Masood Siddiqui



Basharat Mirza



Azhar Saleem



Bashir Malik



Ambreen Waheed



Brig Riaz Raja



Aftab Iqbal



Mahmood Tareen



Amir Hussain

tainability as well. In his keynote address, Chairman Science Foundation, Dr Manzoor Hussain Soomro said, industry should take long term steps in rural areas development with special focus on health and education.

He also underlined the need for organizing communities, empower them through a role in decision making and ensure that they take ownership of the projects.

"Awareness raising can be another important component of CSR. Education is a vital sector having effect on sector as well," Soomro said. However, he laid stress on communities involvement through a mechanism and said, "it should be learning by doing. Communities involvement is vital."

He also proposed an endowment fund for the community welfare oriented projects. President NFEH Naem Qureshi highlighted the aims and objectives of the

seminar and reiterated commitment of his organization for continued working for better health and environment. Bashir Malik, Chairman Bin Qutub Group stated that role of decision making is very important in CSR and those who fail to make on time decisions for communities welfare should be held responsible.

Basharat Mirza Executive Director SBP, OGDCL and Azhar Saleem, CEO Human Development Foundation, Dr, Riaz Ahmed Raja also spoke on the occasion as they mentioned to suffering on rural communities and insufficient measures taken in the past for their welfare.

The speakers also stressed that CSR should include welfare of communities and workforce and suggested to re-arrange resources, monitor and analyze projects and ensure judicious allocation of funds. ■

