

Exclusive Interviews:



Dr. Amjad Saqib
Founder & CEO of
Akhuwat Foundation



Dr. Syed Nadeem Ahmed
Chief Executive Officer
Searle Pakistan Ltd

Ehsaas averted catastrophe during pandemic: report

No bailout for the poor



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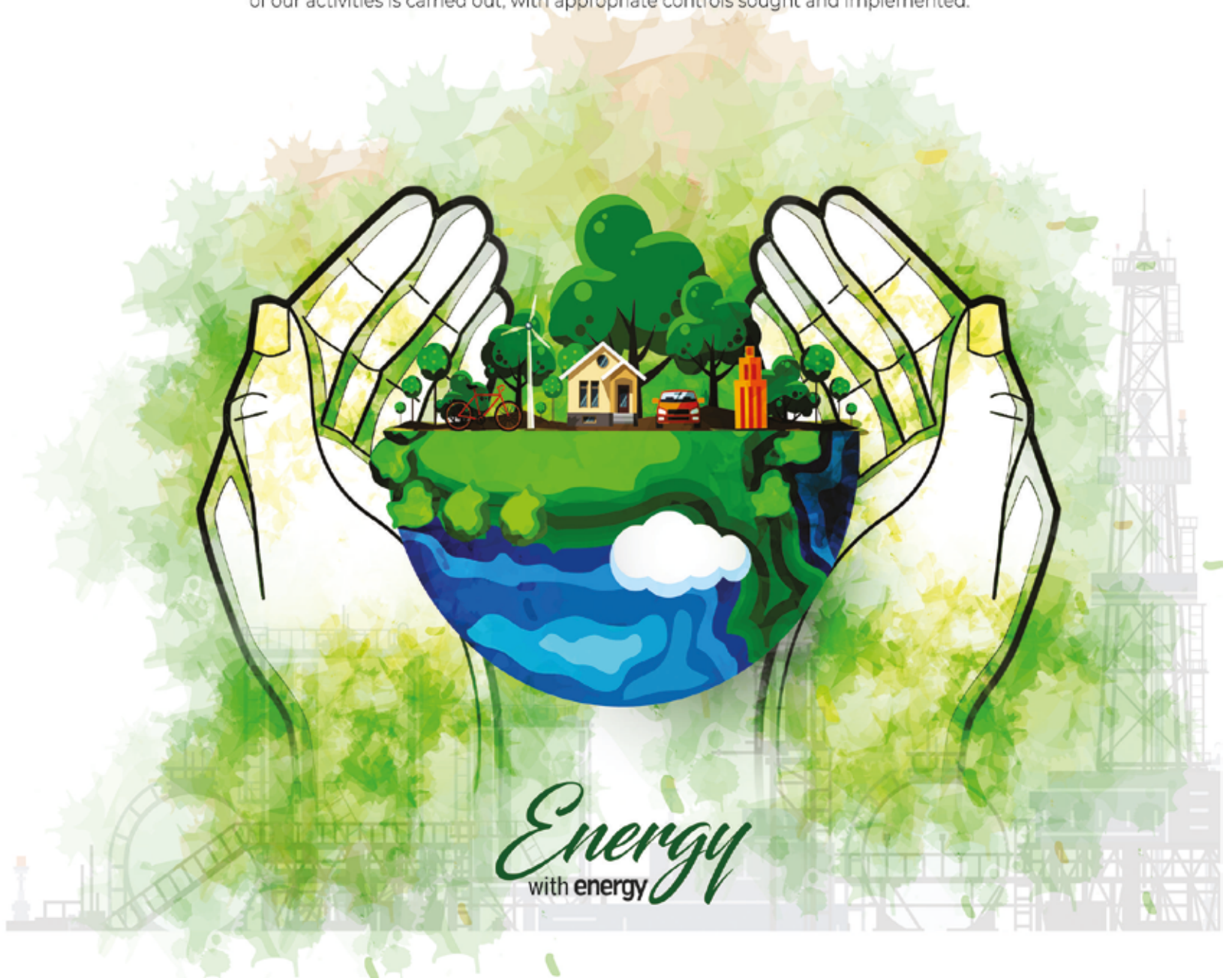
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Exclusive Interviews

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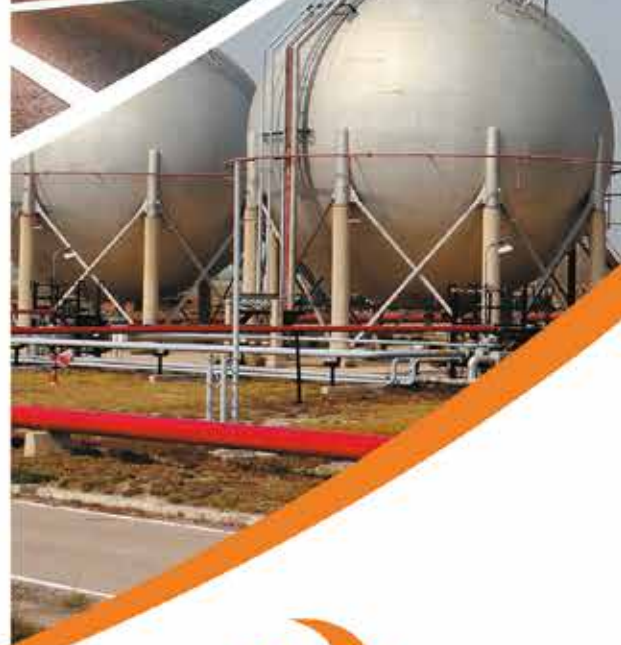
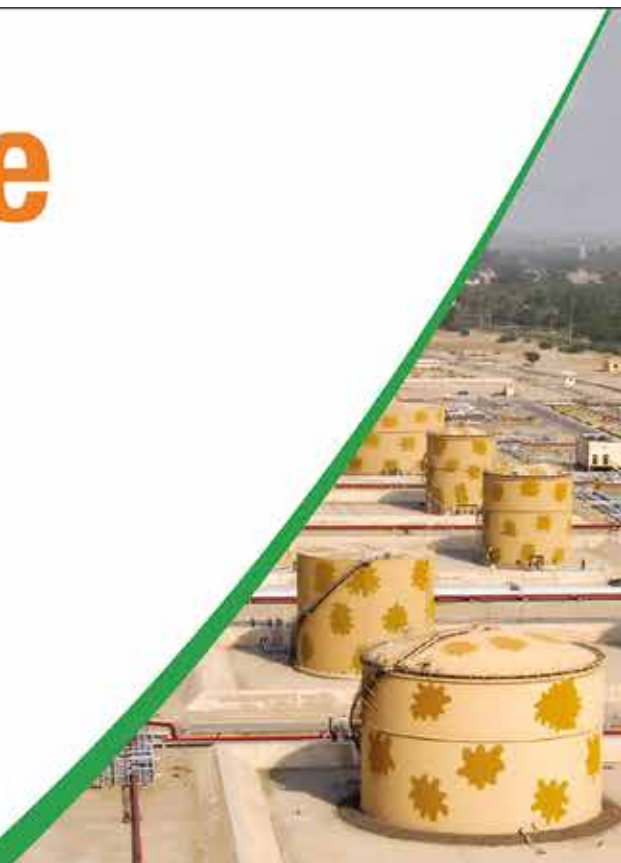
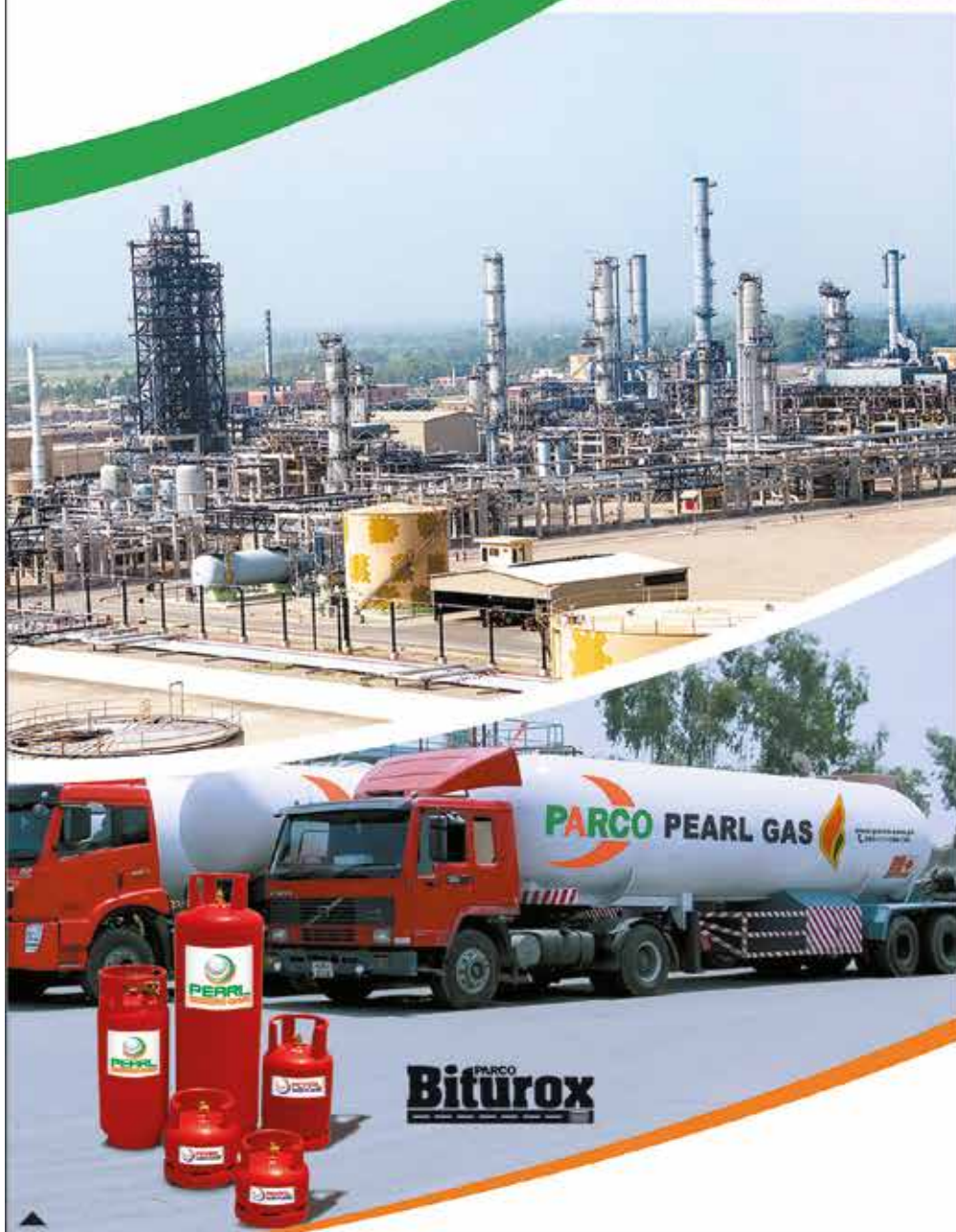
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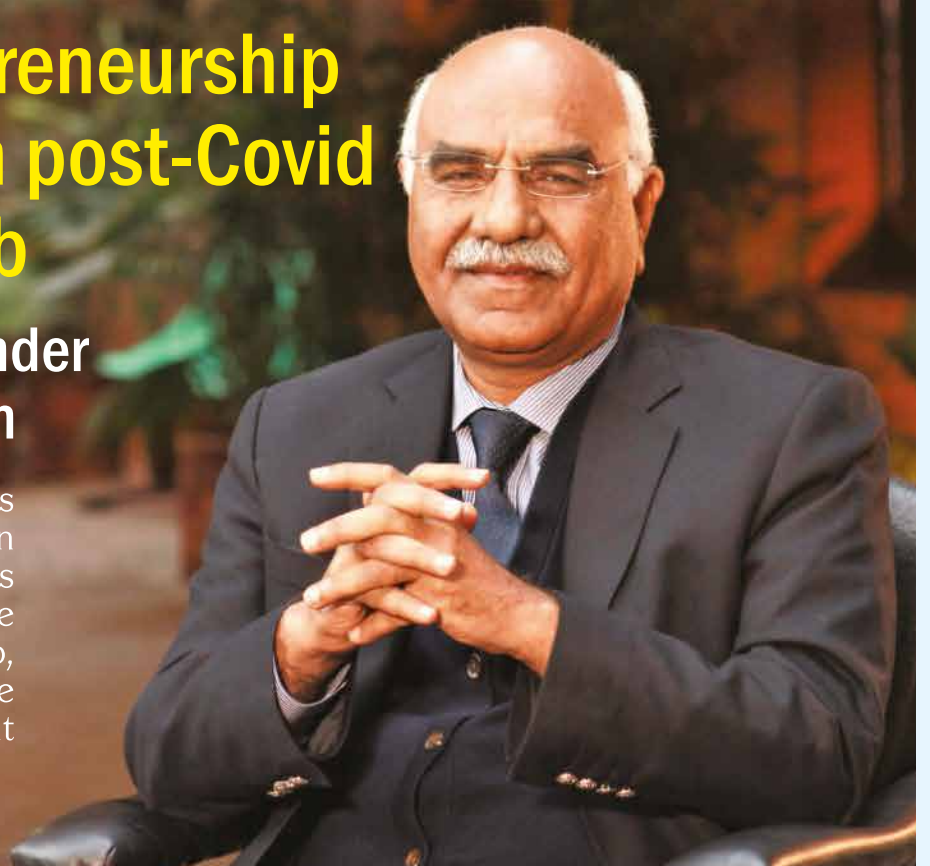
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Importance of entrepreneurship increased manifold in post-Covid world: Dr Amjad Saqib

An exclusive interview of Founder & CEO of Akhuwat Foundation

The importance of entrepreneurship has increased much in the new society emerging in the aftermath of the Covid-19 pandemic, this was stated by the Founder and Executive Director of Akhuwat Foundation, Dr Amjad Saqib, during an exclusive interview session with the CSR Update. Following are the important excerpts of this interview.



By Mustafa Tahir

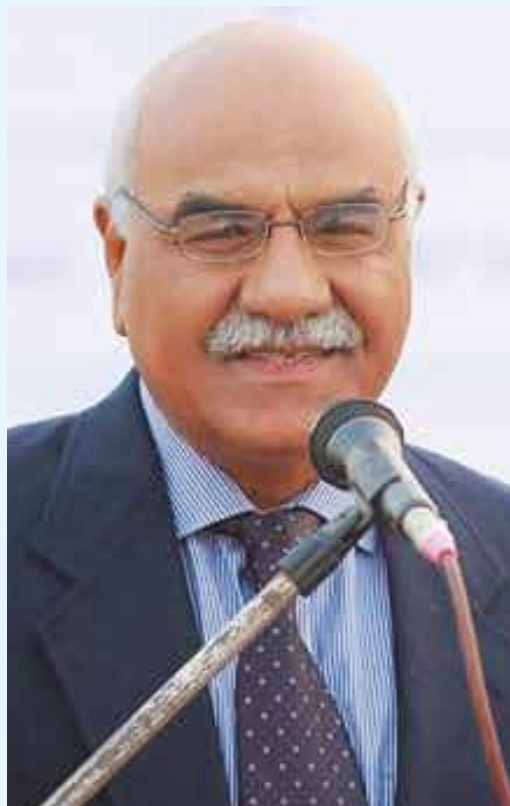
CSR Update: What is your viewpoint about entrepreneurship Pakistan?

Dr Amjad Saqib: The world makes progress on the basis of entrepreneurship. Entrepreneurship stands for doing a fresh analysis of our social and economic issues so to find out a new solution to these problems. This is all about finding the way to do value addition in our lives and to find innovative solutions to our economic problems and social dilemmas. So an entrepreneur is a very important and useful member of society. An entrepreneur does think as after thinking and deliberations, he finds solutions to our problems. The entrepreneur uses technology and social traditions to find a solution to these problems with use of the available resources. He also possesses the ability to take risks. He does find a passage for us as following in his footsteps will lead us to find our social and economic destination. He does provide such a solution to us, which ensures stability and sustainability in the human and financial contexts. There are two types of entrepreneurs as one is economic and the other one is social entrepreneur. The economic entrepreneurs are those who practice business to seek solutions to their problems. The social entrepreneurs are those who deeply analyze our social issues to do value addition in their lives. The social entrepreneurs do their struggle for poverty alleviation, improvement of the environment, dispensing justice to everyone, and protection of the political rights of everyone. Entrepreneurship provides solutions to our problems as it should be taught at our institutions of business education.

CSR Update: In what manner the situation of Covid-19 has affected our lives?

Dr Saqib: Our life after the Covid-19 has not been the same as it was before this pandemic. Our lifestyle, character, method to do business, attend events, all these aspects and activities are being viewed from a new angle. The effects of Covid-19 are not limited just to our economic

life as its impacts are visible on our health, schools, colleges, and universities around us. Entrepreneurship will necessarily be required in the new society being developed to tackle the situation of Covid-19. Innovation will also be required for using technology to find solutions to our problems. The aspect of financial inclusion also gains importance in the context of growing unemployment, poverty, and shrinking of businesses. The solution to all these problems could be sought through the methods of social and financial inclusion as this will lead us to the situation of economic and social sta-



bility. Every Pakistani should be included in the process of financial inclusion so as to provide him or her with the required fiscal resources to combat the situation of Covid-19. We also need to creatively look at the changes in our social life and mutual conduct after the pandemic. The importance of entrepreneurship does in-

crease in the world being transformed due to Covid-19 as we need to use technology to deal with this problem.

CSR Update: Considering the importance what is your opinion about the Corporate Social Responsibility?

Dr Saqib: A beautiful society would not come into existence till the time its three basic components the government, the private sector, and the civil society completely fulfilled their obligations. A society where everybody gets the opportunity to live with honour and dignity. The CSR is not just about the donations given by the private sector to build charitable facilities for people of the remote areas. The important aspect of CSR is related to the conduct of a business organization with its clients, employees, shareholders, and other stakeholders. It is imperative to take care of the rights of the clients in addition to doing community welfare and support programmes for the desired social development and poverty alleviation.

CSR Update: So far how much work you have done in the education sector?

Dr Saqib: We have created an island near Kasur where we have collected youth from across the country. They are from families where income does not exceed Rs 25,000 but have dreams and aspirations to create beauty in this world. We are helping them achieve their goals by educating them for free. It is a boarding college called Akhuwat University.

Boys from across Pakistan - from Fata, KP, Interior Sindh, Balochistan and from villages in South Punjab are studying there. They all secured above 80 percent marks in Matric, took the university test and interview and got in there. Over 321 boys have passed their intermediate exam from there so far and more are pursuing their studies further. They are in medical colleges, engineering universities and in other disciplines, pursuing their passion. Akhuwat stays with them. ■

Can CSR and the conscientious consumer save the world?

Critics of rampant consumerism are not very impressed by the promise of CSR

Syed Mohammad Ali



Proponents of unlimited consumption feel that the prevailing global production system can keep autocorrecting itself. Besides technologically driven efficiency, two other redeeming precepts which can apparently help save us all from consumerist excesses are corporate social responsibility (CSR) and conscientious or conscious consumerism.

Critics of rampant consumerism are not very impressed by the promise of CSR nor the idea of conscientious consumerism, both of which are dismissed because they try to deal with negative impacts of unbridled profit-driven capitalism with more capitalism.

Consider, how, for instance, CSR basically implies that corporations can self-regulate themselves to minimise harm and to promote social benefits. It includes varied practices ranging from adoption of ethical production practices to supporting philanthropic activities without tampering with the existing business model of profitability.

Many corporations have been criticised for taking a superficial view of CSR so that it does not undermine their bottom line of maximising profits. CSR has also been accused of serving as a distraction where big brand names accused of polluting waterways, or causing obesity can sponsor music events under the banner of CSR to generate goodwill and further expand their market share. A tobacco company sponsoring a local park similarly does little to alleviate the damage it has caused to people's health.

On the other hand, making people pay extra for organic produce or buy ethically sourced goods for

a higher price are typical examples of consumer conscientiousness, which is still a nascent concept in poorer countries, but now a widespread phenomenon in the so-called 'developed' world.

It is common to go to any grocery store in the United States or Europe and be confronted with the option of buying a carton of a dozen eggs at significantly varied prices. The cheapest eggs are those produced by caged poultry. Cage-free eggs are slightly more expensive. It is much more expensive to get organic eggs. And organic eggs obtained from certified humanely treated and pasture-raised hens are the most expensive. The same idea applies to many other products ranging from milk to coffee, which is sourced through 'fair trade'.

Instead of compelling all industries to pay fair wages to all the workers involved in the production process, requiring these industries to treat animals more humanely, and minimise harm to the environment, the cost of ethical production is being passed onto the consumers.

The conscious/conscientious consumerism hype suggests that every purchase an ordinary consumer makes may become a moral act and an opportunity for ordinary people to use the power of their wallet to change the world. Many people now genuinely believe that if all consumers can be given enough information, they'll be able to make the right choices and compel corporations to act differently.

One wonders if making small, ethical purchasing decisions while ignoring the structural incentives for companies' unsustainable business models, will be able to accom-

plish much. Even if the trend of contentious consumerism were to spread around the world, this phenomenon would remain confined to those who not only have the will but also the surplus purchasing power to make 'ethical' consumer choices.

Contending with issues such as equal pay, environmentally conscious manufacturing processes, prevention of human bondage in global supply chains, responsible farming practices is not easy. Even the savviest consumers cannot be expected to effectively understand the myriad implications related to the production of every single

product they buy each time they go out shopping.

It is thus understandable when self-regulation via corporate social responsibility or consumer consciousness is described as window dressing which cannot by itself compel businesses to adopt more ethical production practices. Unfortunately, powerful business lobbies in industrialised countries, and the vested interests of local elites in poorer countries, continue to resist regulation of big businesses that continue making exorbitant profits by exploiting both people and the environment. ■

SAF, SF to collaborate in peoples' welfare projects across country



The Shahid Afridi Foundation (SAF) and Sarwar Foundation (SF) signed a Memorandum of Understanding (MoU) for collaboration in health, education, provision of clean drinking water & Hepatitis Free Punjab campaign. Governor Punjab Chaudhry Mohammad Sarwar was also present on the occasion. According to details, an MoU signing ceremony was held on Wednesday at the Central Secretariat of Sarwar Foundation at Divine Gardens.

The MoU was signed by the Chairperson of Sarwar Foundation Mrs Perveen Sarwar and the Founding Chairman of Shahid Afridi Foundation-Shahid Khan Afridi. Governor Punjab Chaudhry Mohammad Sarwar, Executive Director of Sarwar Foundation Fariha Shahid and representatives of Shahid Afridi Foundation and others were also present on the occasion. During the press conference after the signing of the MoU, Punjab Governor Chaudhry Mohammad Sarwar congratulated Shahid Afridi and Begum Perveen Sarwar on signing the MoU on health, education and provision of clean drinking water to the people, adding that he was hopeful that the joint efforts of these two organisations would be very beneficial for the underprivileged sections of population.

Governor Punjab Chaudhry Mohammad Sarwar said that he has been working for the provision of clean drinking water and for amelioration of health and education sectors for twenty years but ever since he assumed the office of Governor, his wife Perveen Sarwar had been overseeing all the affairs of Sarwar Foundation and he was very pleased to say that she was managing everything in a better manner than him.

Chairman of Shahid Afridi Foundation, Shahid Khan Afridi said: "It is a pleasure for me to work with Sarwar Foundation for welfare projects in Punjab and other cities of Pakistan." He said that Punjab Governor Chaudhry Mohammad Sarwar and his wife Begum Perveen Sarwar are serving humanity in a way that is commendable.

The Chairperson of Sarwar Foundation and wife of Governor Punjab, Begum Perveen Sarwar said that apart from organizing free medical camps and free Hepatitis screening camps, we will also collaborate with Shahid Afridi Foundation in education sector and clean drinking water initiative. ■



A report released by an international organisation based in Brazil has found that Pakistan's innovative emergency cash programme (Ehsaas) helped avert an economic catastrophe during the Covid-19 pandemic.

The report, "What's next for social protection in light of Covid-19: country responses" released by the International Policy Centre for Inclusive Growth (IPC-IG), focuses on experiences from countries in Asia, including Pakistan, sub-Saharan Africa, the Middle East and North Africa (MENA), and Latin America and the Caribbean. The deep dive into social protection responses to the Covid-19 crisis highlights Pakistan's effort to tackle poverty amidst the biggest global crisis in more than a century and provides overall lessons for the

Ehsaas averted catastrophe during pandemic: report

By Bakhtawar Mian



The report analyses how the Covid-19 pandemic was a watershed period for Pakistan in terms of government functioning: making

protection response to the Covid-19 crisis, the report says, "The Ehsaas Emergency Cash (EEC) programme demonstrated how cash

shocks such as the Covid-19 pandemic. The lockdown in Pakistan - the fifth most populous country in the world - affected the livelihoods of 24.9 million."

The study reveals that social protection had been an integral component of Pakistan's response to the crisis. "In response to the economic impact of the pandemic, the government of Pakistan launched the emergency cash transfer scheme and delivered approximately USD1.1 billion to 14.8 million families at risk of extreme poverty. Each low-income household received a one-time payment of USD75, enough to buy staple food items for the four months."

Detailing the problems caused by the pandemic to different sectors, the report says that poverty on the streets was more than a statistic; it could be seen in the stories of every other Pakistani's life. Labourers found themselves suddenly unemployed, with their families on the verge of starvation. Hawkers who would rely on daily sales from their stalls were forced out of work. Staff from otherwise busy hotels and restaurants were suddenly left sitting at home. Domestic workers such as part-time gardeners, security guards, drivers and industrial daily wagers were laid off. Fishermen, miners, transport contractors, bus drivers and hawkers in bus stations were suddenly out of a job. Beauticians and barbers, otherwise making a decent living, found themselves with no customers. Millions of shopkeepers with their savings consumed faced hunger, living behind the shutters of their closed shops. Private-school teachers received severance letters; electricians, welders, painters, carpenters, plumbers, car mechanics and construction labourers did not know where their next meal was coming from; and taxi drivers did not see a passenger for weeks on end. This was the story repeated across industries and geographies.

Further, the report highlights that the EEC programme helped change the situation and augmented the digital infrastructure already in place and followed a hybrid targeting approach to identify beneficiaries. The programme accelerated the adoption of cost-effective, digital initiatives that enabled new ways of coordinating across multiple stakeholders and deploying a whole-of-government approach.

This can lay the ground for improving the coverage and shock-responsiveness of social protection systems, the study suggests. Yet, for this to happen, it is key that the lessons learned and the gains made during the Covid-19 responses are incorporated into the national social protection systems, such as by leveraging databases used for emergency responses, for example, the report notes.■

PAC committee asks ministry to judiciously spend CSR funds

A future, including shock-responsive and universal social protection.

sub-committee of the Public Accounts Committee directed the Ministry of Petroleum to formulate comprehensive guidelines and programme to judiciously spend the funds collected from petroleum companies under corporate social responsibility (CSR).

The companies are bound to give \$25,000 to \$250,000 annually to the government under CSR function for capacity building and some other purposes. Out of this amount, 30 percent receives federal government, 30 percent the provincial government while 40 percent is spent on the capacity building of the Pakistani employees engaged by these companies.

The committee met under the chair of Syed Naveed Qamar of Pakistan Peoples Party at Parliament House and discussed the audit paras of the petroleum division.

Briefing the committee on audit para regarding less recovery of training funds from the petroleum exploration and production companies, the Director General Petroleum Concession said that an amount of Rs2.6 billion was collect-

ed more agile, data-driven, experimental and ambitious.

Recounting Pakistan's social ed under this head during 2008 to 2020.

He said that out of the total funds received, Rs2.3 billion had been utilised including Rs89.61 million on salaries, Rs25.92 million on trainings, Rs5.80 million on scholarship for locals, Rs14.40 million on local litigation, Rs2212.2 million on international litigation and Rs51.43 million on miscellaneous expenditures.

The chairman of the committee expressed extreme displeasure over the data shared with the committee and questioned that how the funds received under CSR obligation could be used for litigation or some administrative purposes.

He questioned under which law and capacity authorisation of funds for any other purpose than the welfare of local people and capacity building of the employees were utilised.

"This is the clear case of financial irregularity and I want to send it to National Accountability Bureau but I am not sending it as the NAB is also not doing any work nowadays," he added.

transfer programmes can be deployed to counter the socio-economic fallout due to external

Another member of the committee, Hina Rabani Khar, declared the misuse of funds as criminal act and said it seemed that the whole system of the country had broken and no law prevailed.

The Director General Petroleum Concession could not satisfy the committee on use of funds for aforementioned purposes. Secretary Ministry of Petroleum Mian Asad Hayaud Din accepted that the present guidelines to spend said budget were vague and needed improvement.

He informed the committee that there were Rs1.4 billion stashed with the ministry under same head and sought time to prepare a comprehensive policy and plan to spend it more transparently and judiciously in future.

The matter was deferred by the committee till next meeting.

Meanwhile, the committee was also briefed by the heads of Oil and Gas Development Company Limited (OGDCL) and Pakistan Petroleum Limited (PPL) about their respective CSR initiatives.■

Searle emerges as one of the largest contributors to the society - Syed Nadeem Ahmed

An exclusive interview of Chief Executive Officer, Searle Pakistan Ltd

By Naeem Qureshi

Syed Nadeem Ahmed, Group Managing Director of IBL & Chief Executive Officer of the Searle Company Limited, the 2nd largest Pharmaceuticals company, has been serving the organization successfully for the last 14 years. Searle is the only pharmaceutical company of Pakistan selected by Forbes among the best 200 companies of Asia. Mr. Ahmed has 30 years of rich experience in the Pharmaceutical and Healthcare Industry. Besides IBL Group and Searle Company, he is also a Director at IBL HealthCare limited, UDL Pakistan Limited, United Brands Limited, International Franchise Limited, Dunkin Donuts, Habitt Home Store, IBL Operations Private Limited, Unisys Private Limited, Employers Federation of Pakistan, Nextar Private limited and AKAR Charity Hospital. Mr Nadeem Ahmed says in his interview with the CSR Update that:

CSR Update (CU): what are the salient features of your company?

Syed Nadeem Ahmed (SNA): The Searle Company Limited is one of the largest and fastest growing Pharmaceutical companies of Pakistan having eight state-of-the art manufacturing facilities in Karachi, Lahore, Liege (Belgium). The Company was incorporated in Pakistan as a private limited company on October 5, 1965, as a subsidiary of G.D. Searle & Company U.S.A. Later Searle was acquired by IBL Group in 1993 and listed on the Karachi Stocks Exchange.

CU: How do you evaluate your company?

SNA: The Searle Company Ltd., is dedicated to its mission to develop high efficacy pharmaceuticals that improve the treatment of diseases

and improve patient's quality of life. Searle's core strategy is to modify and repurpose existing drugs and by doing so, create novel proprietary, safer and more effective therapeutics to life-threatening disorders. This is done through modifications of known and well-characterized drugs with proven safety profiles and a strong rationale for efficacy. To achieve this core strategy, a state-of-the-art R&D Center in collaboration with HEJ Institute of Chemistry, University of Karachi was established, under the supervision of Dr. Atta-ur-Rehman and Dr. Iqbal Choudhry. The experience, knowledge and the creativity of Searle's management team permits us to identify and develop compounds with great therapeutic potential. At Searle, we are also committed to work with society and resolve social issues, like for education we are with The Citizen Foundation, for skills' development we are with Hunar Foundation and when it comes to health, we have established an example by adopting a hospital known as AKAR.



CU : What are the major achievements of your company pharma sector?

SNA: Today, Searle is ranked second biggest pharmaceutical company in Pakistan in terms of volume, and growth, market capitalization, market derived portfolio and Global recognition. Searle has the honor to receive top companies' awards from Morgan Stanley, USA. FTI, UK. Forbes Asia Pacific and Euromoney,



Asia., that set a new standard of success in the Pharmaceutical industry of Pakistan. Emerging portfolios and global presence are also the key benchmark for future growth in the years to come. Searle

ceutical companies in Pakistan and despite facing challenging economic conditions, the company still manages to achieve impressive growth and contributed significantly towards improving the lives of millions of patients across the world. While the CSR activities remain a priority, Searle company emerges as one of the largest contributors to the society.

CU: How you are progressing in research and development?

SNA: A state-of-the-art Research and Development (R&D) Centre was established at the ICCBS Technology Park and Technology Incubation Center, the University of Karachi on November 9, 2017. This initiative will enable Searle to explore more technical and scientific projects in several dimensions such as pharmaceuticals, Biopharmaceuticals and clinical research. This is the first time in the history of Pakistan that a Pharmaceutical company has setup a dedicated research centre with a leading institution.

CU: In what level are you doing CSR activities?

SNA: The AKAR Hospital recently adopted & managed by Searle located in an underprivileged area of Karachi offers free diagnosis, OPD clinics, surgeries and even medicines for the unaffordable class of the community. Almost 700 patients are treated every day at OPD, whereas 100 patients are admitted in the hospital for different issues.■



NFEH, Naya Nazimabad join hands to do spring plantation campaign



The National Forum for Environment and Health (NFEH) and Naya Nazimabad have jointly commenced the spring tree plantation drive.

A special ceremony was held in this connection here at Naya Nazimabad.

Before formally commencing the plantation drive, Ali Habib Medical Centre was also inaugurated at the project's site where deserving patients were given free of charge treatment.

Some 5,000 sapling of vegetable and fruit trees will be planted in Naya Nazimabad. An urban forest area has been developed for the purpose.

Speaking on the occasion, Cricketer Sarfraz Ahmed said that every citizen was under solemn obligation to plant trees and take care of them so to beautify Karachi by promoting greenery. He said that tree plantation could save the people from any future heat wave.

He said that everyone was under

obligation to improve the environment and take care of the sanitation.

Speaking on the occasion, NFEH President Naeem Qureshi appreciated the decision of the administration of Naya Nazimabad to do tree plantation on a large scale.

He said that over 10,000 tree saplings would be planted in

the city under the spring plantation campaign as due care would be taken for nurturing them.

He said that in this regard the NFEH would render all out support to every organisation taking part in the drive to promote green cover in the city.

On the occasion, Chief of Naya Nazimabad Project Samad Habib presented shields to Naeem Qureshi and other guests of the event. Plantation of mango, pomegranate, Jamun, Cheeko, jujube trees was done.

Others who were present on the occasion include Cricketer Anwar Ali, Finance Director of Naya Nazimabad Muhammad Talha, Senior Manager Ahmar Rizvi, NFEH Vice-President Engineer Nadeem Ashraf, Secretary-General Ruqiyah Naeem, Mustafa Tahir, Ghulam Kabria, CSR Club President Anis Younus, and Sarfraz Ahmed of Al-Khidmat.■

OGDCL spends Rs 10.22m in Lakki Marwat under CSR

The Oil and Gas Development Company (OGDCL) is spending an amount of Rs 10.22 million, under its Corporate Social Responsibility (CSR), in Lakki Marwat district of Khyber Pakhtunkhwa.

"The Wali, Mianwali and Pezu blocks partially fall in District Lakki Marwat, and the OGDCL has deposited Rs 10.22 million in the joint bank account of the concerned deputy commissioner as per its social welfare obligation," according to an official document available with APP.

The company has so far executed three different schemes approved by the respective social welfare committee, headed by the local Member National Assembly, at Rs 6.7 million, while Rs 3.52 million were still available with the DC Lakki Marwat to initiate new development schemes. The OGDCL said appointments were made in accordance with criteria

approved by its Board of Directors, and currently as many as 67 contractual and regular employees were working with it, who had the District Lakki Marwat domiciles.

"Moreover, considering the nature of business activities, the temporary interim arrangements of manpower are often made, preferably from locals of the area. At present, 17 service units of local manpower as project workers have been engaged through a 3rd party contractor at Rig N-6 of the Wali X-1 till completion of the project," it added. It said the total land of Wali X-1 field was 287 kanals 14 marlas, consisting of Shamlat Deh, and was hired on an annual rental basis.■



NFEH, NUST sign MoU to collectively do nation-building activities



The National University of Sciences & Technology (NUST) and the National Forum for Environment & Health (NFEH) entered into a Memorandum of Understanding to formalise the long-standing bilateral partnership between the two organisations. The MoU was signed at NUST main campus.

At the ceremony, Engr Javed Mahmood Bukhari, Rector NUST, and Mr Naeem Qureshi, President NFEH, expressed their resolve to collectively contribute to nation-building initiatives. Prominent among others present on the occasion were Mr Anis H Younus, President CSR Club Pakistan, and some notable members from the corporate sector. A guided tour of the campus was also arranged for the guests, including National Science & Technology Park #NSTP and N-ovative Health Technologies #NHT. The team NFEH also did tree plantation on the occasion in its resolve to increase green cover in the country.■

Coca-Cola highlights its contribution to economy through socio-economic impact

Coca-Cola Beverages Pakistan Limited (CCI Pakistan) revealed its latest socio-economic impact report at an event held in Islamabad on February 11, 2021. The report highlighted CCI Pakistan's contribution to the national economy as well as the impact of its domestic social investments. The event was graced by the presence of chief guest Abdul Razzaq Dawood, Advisor to the PM for Commerce, along with the Turkish Ambassador to Pakistan, Hsran Mustafa Yurdakul. Other notable guests included officials from the Ministry of Commerce, Ministry of Industries, Board of Investment, Additional Attorney General of Pakistan and representatives of Lahore University of Management Sciences (LUMS), WWF Pakistan and senior management from CCI Pakistan. This detailed study was conducted by Kashif Malik, Professor Lahore University of Management Sciences (LUMS). The study provides a detailed review of CCI Pakistan's contributions made towards the prosperity of Pakistan over the years. Some of the key highlights of the study revealed that the brand's value chain had generated a percentage share of 1.95% of GDP, an injection of 1.74 million in the economy for every 1 million spent by CCI Pakistan, an annual tax contribution of Rs.30 billion, additional Rs.210,000 paid by the brand's suppliers and vendors for every 1 million paid in taxes. Further, the report also underlined massive employment opportunities generated by CCI Pakistan to engage the local workforce through 2500 direct and over 10,000 indirect employments. Through its flagship CSR project 'PAANI', CCI Pakistan is providing clean drinking water to over a million beneficiaries a day by means of its 28 water filtration plants installed nationwide, while TABEER has been making waves through its women empowerment initiative, in addition to other areas of socio-economic impact as highlighted in the report.■

The Corporate Social Responsibility

By Liaquat Ali Jatoi



The world has been facing numerous challenges in the modern times. The United Nations has set the Sustainable Development Goals (SDGs) for its member nations to secure better future of our world. The SDGs are related to 17 different sectors as these goals have to be achieved till the year 2030. The business organisations have to play an important role in achieving these goals.

Education, health, environment, gender equality, etc are some of the aspects where the business organisations have an important role to play. In other words, the companies, which do serve in these areas, are considered as being socially responsible.

The consumers and investors of the present day do possess awareness. They are in the habit of procuring the services and products of such companies or else invest in such entities, which responsibly use their money. For this reason, almost all the business organisations do have their separate corporate social responsibility divisions. It is a fact that the value of a company in the eyes of the consumers and prospective consumers is bound to increase if it is able to convey the message that it has been using its profit for ensuring sustainable development and securing other noble social causes.

If you are a socially responsible organisation then it is possible that you could use this distinguishing feature of your company to increase your income or profitability. But before this, it is compulsory for your company to work in the following three areas:

Mission statement

Are you a socially responsible organisation? If the answer is in yes then you are required to mention this aspect prominently in your mission statement. The mission

statement is the important aspect of your company, which tells as for what aim your company does exist and what are the methods to be used to secure this objective. The mission statement of a company should reflect its key steps like new products, marketing plans, and business initiatives. If your mission statement do state that you are a socially responsible company then all your business decisions should be taken on the basis of this responsibility.

The mission statement of a socially responsible company should start from the overall vision of its business as afterwards it should shed light on the strategy of its different departments so as to show as in what manner it is going to affect the people and the industry.

The company does get benefit if it sets its business goals on the basis of its business statement. It should be kept in mind that such goals should be divided into short-term milestones for step-by-step progress.

Able manpower

A socially responsible company select such people for its team who do believe in its mission. For this reason, services of such employees should be hired who are capable of understanding mission of the company while at the same time they are zealous enough to achieve it. You are supposed to select such people whose experience is in harmony with the values of your company while from the day one they are fully aspiring to carry forward this mission. The training of new manpower should also be based on the mission statement of your company.

If in case your mission statement as being a socially responsible

company does relate to any specific region or community then the same should be targeted while hiring the services of people. If for example, your mission statement does carry the aspect to provide houses to homeless people of a particular region or area then it is important that you employ people belonging to the families of such areas. These people would be more sincere to your mission statement as compare to any other group of persons.

Partnership

It is not necessary that the socially responsible companies do all the work on their own. It is quite possible that you have to strike partnerships with other organisations in order to achieve your goals. Although it is quite possible that you are the best company of your sector but it is not necessary to work alone and deliver the best results in the areas where you are supposed to deliver as being a socially responsible company. For the purpose, you might have to choose a non-profit organisation to start partnership for effective and best results.

For instance, you run a company whose mission statement calls for protection of the environment but at the same time a number of your products do use plastic. So in such a situation, your own capabilities alone would be insufficient to design and execute an environmental protection programme. Here, you have to choose such non-profit organisations, which do carry prior capability and experience to run an environmental protection programme. Apart from running your own business, you could choose the special projects of such non-profits to sponsor them.

You are supposed to proudly

present to the people your excellent work related to your social responsibilities. This is going to produce everlasting and positive impacts on the future and profitability of your company. Please make sure that the values of your organisations are in accordance with its business.

All these steps are capable of strengthening the credibility of your company as being a socially responsible organisation. This would also generate prospects to attract prospective customers towards your business. The sales of your company would increase through this method as ultimately the end result would be increase in the profitability of the organisation.■

Fauji Fertilizer Company CSR investing on future of Pakistan



Fauji Fertilizer Company (FFC) has always been at the forefront in community uplift initiatives through the company's extensive Corporate Social Responsibility (CSR) program.

In pursuance to company's drive to provide quality education, FFC been providing assistance to deserving students through need and merit based scholarships financial support all across Pakistan.

The company has now affirmed to sponsor Mr. Muhammad Daud Sultan, student of Agriculture University of Faisalabad to pursue his studies to become Doctor of Veterinary medicine.

Brig Arshad Mahmood (Retd), Chief Operating Officer Sona Welfare Foundation Implementing partner of FFC, handed over the cheque to Mr. Muhammad Daud and wished him good luck in acquiring higher education while proving to be a productive citizen for the country.■

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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No bailout for the poor

By Afshan Subohi

The situation is tough. The third wave of Covid-19 is threatening. Ensuring sufficient supply and efficient administration of vaccines is hard. The revival of the International Monetary Fund (IMF) programme provided some measure of comfort to the planners. To appease constituents, however, the PTI government needs to do more. Innovative ideas and alternative channels can be deployed to deal with high levels of joblessness and rising living costs.

The corporate relief package has revived the formal economy but the recovery appears to be jobless. The containment of food inflation seems to be on the government's agenda. The ruling party, however, does not seem to pay attention to Covid-19-induced unemployment. It probably assumed the measures targeting the revival of the economy would address the issue. Perhaps the job-creating potential of the corporate sector in Pakistan is limited. Besides, the big business wary of labour issues prefers to be leaner and inclined to opt for contractual workers for non-core operations to meander

around labour laws.

The corporate relief package has revived the formal economy, but the recovery appears to be jobless.

For job creation, therefore, the government will need to extend support to establishments operating under the radar. To cater to the needs of a sector that by definition is unrecorded can't be straight forward. It will require rigorous planning and execution.

Job creation in an underperforming economy is not just a social issue. It is a matter of cropping the opportunity cost of idle resources in men and material. After all, services offered by the informal sector have a market and are critical to citizens' needs (house help, plumbers, electricians, groomers, tailors, tutors, caterers, runners, car cleaners and technicians, veggie and fruit vendors, etc.).

"If the government can provide an amnesty to builders and developers in the construction sector to achieve a greater goal of wealth creation, it can find ways to reach out to informal businesses for job creation," commented an economist while discussing



the collapse of the parallel economy in the wake of the pandemic.

Dr Hafiz A Pasha, former finance minister and a leading economist, shared strong views on the subject that he said pained him. "It is sad to watch this level of suffering. The income of working families is falling and the cost of living is rising, making life miserable for so many. The government can't be absolved of the responsibility. Why did it not support the collapsing small businesses when it went out of the way to help the corporate sector? There is no defence for neglecting a sector that engages more than half of the workforce."

He made a case for extending a Rs500-600 billion micro-credit line to fix the broken financial cycle of small businesses through credible institutions such as Kashf Foundation.

Dr Nadeem Javed, former chief economist of the Planning Commission, concurred with Dr Pasha. "When 68pc of the workforce of the informal sector is in distress, the whole society is affected. In smaller towns, one can spot a new crop of beggars on streets. By closing eyes, problems will not disappear. To avoid grave ramifications later, the ruling party must act now and extend support to tiny firms that need it the most."

A recent article on the informal sector on the World Bank Blogs website mentions, "More than 80pc of all South Asia's workers engage in informal activities, and more than 90pc of the region's businesses are

informal. Even in many formal firms, a large proportion of employment consists of informal workers. In Bangladesh and Pakistan, informal workers are the majority within formal firms".

Discussing the impact of Covid-19, it states: "For Bangladesh, India and Pakistan, the poorest third of the population relying on the informal economy lost 9, 13, and 16pc of their incomes, respectively." The writers advised the policy-makers to consider providing relief to distressed firms through alternative channels, such as microfinance institutions.

A conversation with affected people revealed the gravity of the crisis. Ghaffar, who is an electrician living in Shireen Jinnah Colony in District South of Karachi and works in DHA, was forthcoming while discussing the woes of his social class. He came to Karachi from Vehari, Punjab, back in 2002 as a boy. Initially, he was hired as a house help. Then he became a cook and finally a driver. When his brother trained as an electrician, he started assisting him on holidays. He soon left his job and started working as an electrician first in a shop and then independently.

Hard work and good reputation ensured steady income, but since last year, the pressure of catering to the very basic needs of his family has been crippling, he says. "I somehow make do though my monthly earning Rs18,000-20,000 is barely half of what it was before the lockdown." Explaining the reason for a

drop in income, he said, "The commercial area is slow and many restaurants where I served on retainer closed down or are working on leaner employee strength."

"In my locality today, every other person is unemployed. My relative, a driver for the past 20 years, is jobless for the last six months. Two of his three married daughters got divorced and returned home with their children this past year. I don't even want to imagine what it must be like for him."

Nadir, a tailor master, had to close down his shop at Gizri as the rent of the place piled up. He had to auction his sewing machines to clear his liabilities. Months of struggle for bare survival has weakened Nadir's resolve to earn an honest living. He said he is unsure if he can turn down a work offer on moral grounds any longer. "It would have been easier had we all contracted Covid-19 and died," he said in utter despair while talking to Dawn in his tiny shack of a house in Qayumabad.

"With the help of the establishment, the government might be able to manage the opposition, but dealing with public disenchantment will be harder. Had it been possible to sustain a government without public support, powerful dictators in the past wouldn't leave," commented a political economist.

The relevant ministers and secretaries were approached, but they did not respond to calls and messages.■

Courtesy: Daily Dawn

Responsible Corporate Citizenship for a Progressive Pakistan

Amidst the economic ramifications of the Covid-19 pandemic, it has become even easier to blame the government for the current circumstances - but there is one business leader who thinks we can do better than that.

"The private sector has to step in, it is our duty to help," says Ahmad Ghulamhussain, CEO of APAG (Pvt.) Ltd., outlining the importance of Corporate Social Responsibility and the role that Pakistani companies need to now play in contributing to the solution - rather than the problem.

The first step in fulfilling that responsibility, is taking care of the organization's own people - ensuring a safe and healthy workplace for them, facilitating testing, and complying with all requisite SOPs - but once that requirement is taken care of, Mr. Ghulamhussain feels that the company also has a responsibility to fellow citizens.

Responding to the disparate effects of the COVID-19 lockdown on the most under-privileged, the company's flagship brand, Soya Supreme, changed its thematic campaign 'Thora Aur Khao,' which was launched in 2019, to 'Thora AurKhilao' - using its advertising platforms to promote meal-sharing and charitable distribution, a practice that APAG also generously partook in throughout the campaign, making sure its messaging was duly backed by its own actions.■

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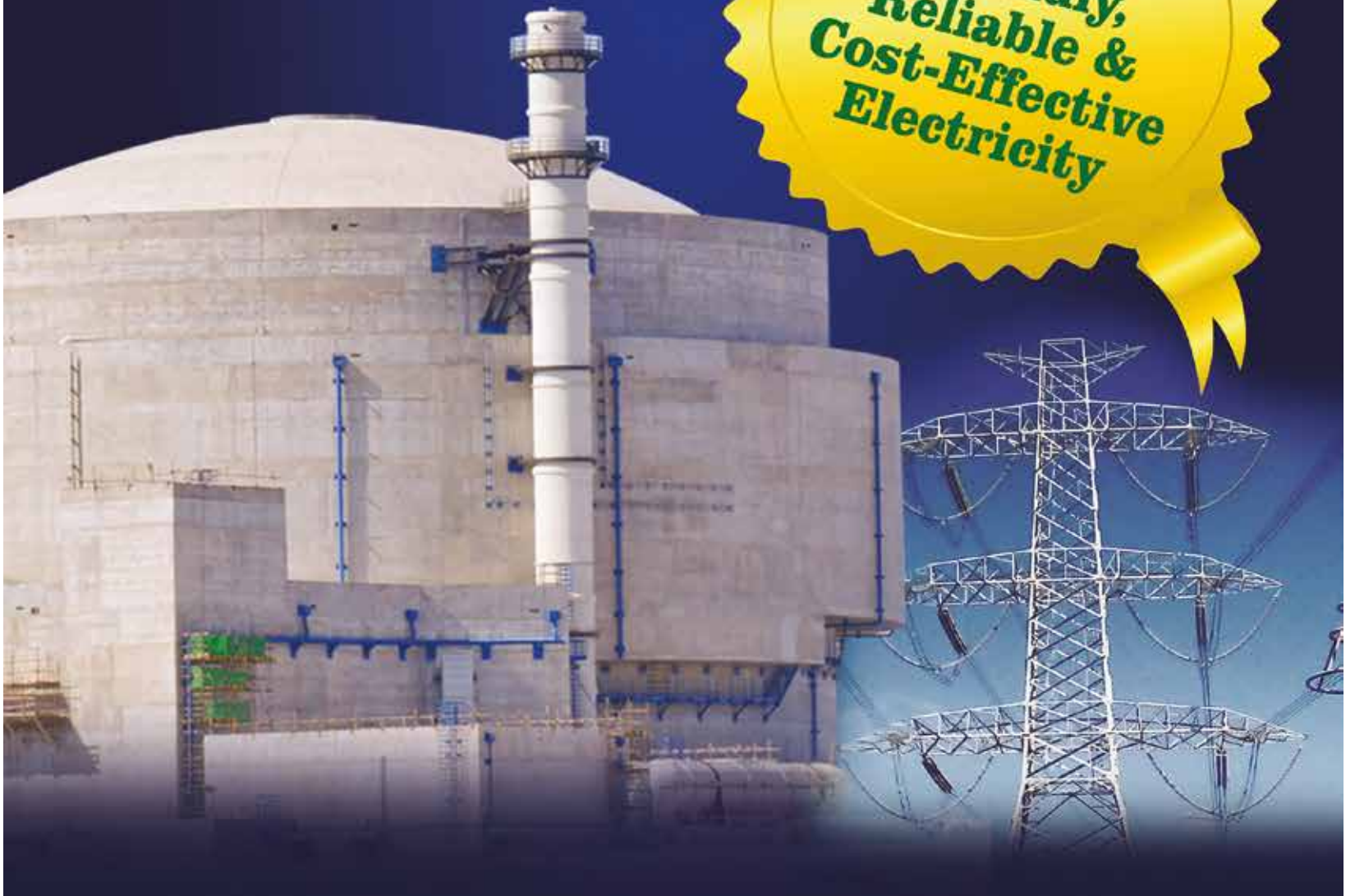
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Group photo of 13th Annual CSR Award winners with President AJK Sardar Masood Khan and Governor Punjab Ch. Muhammad Sarwar

13th Int'l CSR Summit & Awards-2021

Role of charities, CSR work to lessen miseries of underprivileged people during lockdown eulogized



From Right to Left Governor Punjab Ch. M. Sarwar, President AJK Sardar Masood Khan, SAPM on Poverty and Social Protection Dr. Sania Nishtar, MNA Dr. Saima Nadeem, Fajer Rabia Pasha, Huma Zafar, CEO Inverex M. Zakir Ali, Salim Baz Khan, Secretary General NFEH Ruqiya Naeem, President M. Naeem Qureshi, Manager PR & CSR CPHGC Atifuddin Khan, Dr. Sara from Pakistan Atomic Energy Commission, Engr. Nadeem Ashraf VP NFEH, Dr. Shafqat Munir from SDPI, Mr. Arif Nomani GM HR Ismail Industries, Anis Younus President CSR Club of Pakistan, Bashir Malik, Chairman NEPRA Tauseef Farooqi and COO NICVD Azra.



The role of the bona fide charities and corporate sector to mitigate the sufferings of the deprived communities in Pakistan during the anti-coronavirus lockdown last year was highlighted and eulogized by the speakers of 13th International CSR Summit & Awards.

The National Forum for Environment and Health (NFEH) organised the summit and awards at a hotel of Islamabad on 25th February, 2021. The speakers of the conference said on the occasion that the importance of the corporate social responsibility had increased manifold in the country during the lockdown as the underprivileged people at that time had no means to earn their livelihood.



Picture of Chief Guest Governor Punjab and President AJK Sardar Masood Khan with Organizers and other guests.



Dr. Sania Nishtar Presenting Memento to Chairman NEPRA Tauseef Farooqi



Secretary General NFEH Ruqiya Naeem presents CSR Special Award to Dr. Sania Nishtar



Glimpse of Panelist include Saleem Baz Khan, Maria Qadri, Todd Shea, Rabia Fajer, Huma Zafar & others

List of CSR Award Winners 2021

- | | | | |
|--|--|---|--|
| 1. Agriauto Industries Ltd. | 19. Engro Powergen Qadirpur Ltd. | 39. Marium Ali Muhammad Tabba Foundation (Matf) | 55. Pakistan Oilfields Ltd. |
| 2. Albario Engineering Pvt Ltd. | 20. Engro Vopak Terminal Ltd. | 40. Martin Dow Ltd. | 56. Pepsico Pakistan |
| 3. Archroma Pakistan Ltd. | 21. Envirograf Uk | 41. Muhammad Talha Mahmood Foundation | 57. Pharnevo (Pvt.) Ltd. |
| 4. Atlas Honda Ltd. | 22. Fatima Fertilizer Company Ltd. | 42. National Institute Of Cardiovascular Diseases Karachi | 58. Philip Morris (Pakistan) Ltd. |
| 5. Australian Concept Infertility Medical Center | 23. Hamid Ismail Foundation | 43. National Logistics Cell (Nlc) | 59. Polish Oil And Gas Company |
| 6. Bank Alfalah | 24. Huaneng Shandong Ruyi (Pakistan) Energy Private Ltd. | 44. National University Of Sciences & Technology (Nust) | 60. Rafhan Maize Products Co. Ltd. |
| 7. Bari Textile Mills Pvt Ltd. | 25. Hub Power Company | 45. Naveena Group Of Industries | 61. Rehman Foundation |
| 8. Bestway Cement Ltd. | 26. Indus Motor Company Ltd. | 46. Nestle Pakistan Ltd | 62. Roots International School |
| 9. Blue Bird Doctor Homeopathic Association | 27. International Steels Ltd. | 47. Nicvd Chest Pain Units | 63. Roots School System |
| 10. Bolts (Pvt.) Ltd. | 28. Inverex Power Solution | 48. Nicvd Satellite Centres | 64. Sicpa Inks Pakistan (Pvt.) Ltd. |
| 11. Century Paper & Board Mills Ltd | 29. Ismail Industries | 49. Nishat Group | 65. Special Communication Organization |
| 12. China Power Hub Generation Company (Pvt.) Ltd. | 30. Javedan Corporation | 50. Novo Nordisk Pakistan | 66. Sui Northern Gas Pipelines Ltd. |
| 13. Crown Group Of Companies | 31. K-electric | 51. Oil And Gas Development Company Ltd. | 67. Tara Group Pakistan |
| 14. Dp World Karachi | 32. Kohat Cement Company Ltd. | 52. Orix Modaraba | 68. Thar Foundation |
| 15. Efu General Insurance Ltd. | 33. Kohinoor Maple Leaf Group | 53. Pak-arab Refinery Ltd. | 69. The Searle Company Ltd. |
| 16. Engro Energy Ltd. | 34. Lotte Chemical Pakistan Ltd. | 54. Pakistan Atomic Energy | 70. The University Of Faisalabad |
| 17. Engro Fertilizers Company | 35. Lucky Tex Pakistan (Pvt.) Ltd. | | 71. Total Parco Pakistan |
| 18. Engro Polymer & Chemicals | 36. Madinah Foundation | | 72. Wah Industries Ltd. |
| | 37. Madinah Teaching Hospital | | 73. Yunus Textile Mills Ltd. |
| | 38. Mari Petroleum Company Ltd. | | 74. Universal Cables |

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Glimpses of session 2 include MNA Syma Nadeem, Dr. Shafaqat Munir from SDPI, Atif uddin Khan, M. Zakir Ali, Azra Masood, Arif Nomani & others

Special Assistant to Prime Minister on Poverty Alleviation and Social Protection inaugurated the summit.

She said on the occasion that the successful execution of Ehsaas emergency cash assistance programme helped Pakistan to successfully avert any civil war-like situation last year in the wake of anti-coronavirus lockdown imposed in the country rendering almost two-third part of its population jobless.

She said that the Ehsaas emergency cash assistance programme had been rolled out in the country to save the two-third part of its population from utter crash.

Also speaking at the inaugural ceremony, Chairman of National Electric Power Regulatory Authority, Tauseef H Farooqui, said the NEPRA had strictly adopted standard operating procedures last year against the coronavirus due to which no fatality was reported among the employees of the power sector regulator.

He said the NEPRA regulated the affairs of some 300 power sector companies in the country as since last year the power sector regulator had encouraged them to adopt CSR initiatives to help out the needy population in the country.

He said that different energy companies after being motivated by the NEPRA had introduced their CSR programmes mainly to benefit the deprived people around the areas where their operations are based.

Later at the concluding ceremony, Punjab Governor Chaudhry Muhammad Sarwar and Azad Kashmir President Sardar Masood Khan conferred 13th CSR Awards on 75 different companies and organisations for showing excellence in the field of corporate social responsibility during last one year.

Speaking on the occasion, Punjab Governor Chaudhry on behalf of the present government assured fullest support to the corporate entities doing philanthropic work.

Speaking on the occasion, AJK President appreciated the role of the CSR work in alleviating the miseries of the needy people.

He said the CSR projects played an important role in providing health, education, and livelihood services to the deprived people in the country. ■

Need to wear face mask doesn't end even after vaccination - Dr Abdul Bari



Glimpse of Speaker include Chief Guest Taimur Talpur Minister Information Science and Technology Sindh, Guest of Honor Shariq Vohra President KCCI, Dr. Abdul Bari CEO Indus Hospital, Malik Ahmed Jalal CEO Cordoba Ventures, Fawad Soomro CEO Engro Foundation, MNA Saima Nadeem, Engr. Irfan Ahmed, Engr. Nadeem Ashraf VP NFEH, Yogi Wajahat.

The compulsory need to wear a face mask and observe other safety precautions against the coronavirus doesn't end in the present times even after getting vaccinated against the deadly viral disease.

Chief Executive Officer of Indus Hospital Dr Abdul Bari Khan stated this as he delivered the keynote speech at a seminar titled "Business responses to Covid-19 pandemic" organised by the National Forum for Environment and Health (NFEH).

He said that observance of the safety precautions against the deadly infectious disease remained compulsory even after vaccination as the human body required some days after the inoculation to develop the immune system against the coronavirus.

He informed the audience of the seminar that the scientific data available so far showed that all forms of vaccines invented against the coronavirus were effective against the highly contagious disease as the use of any of them provided the necessary protection against the pandemic.

"There are chances that one could contract coronavirus infection even after vaccination but in that case, the severity of the disease would be mild with very fewer chances of fatality," said Dr Khan.

He said that a face mask should become a compulsory feature of the dress of both men and women. "It is a good sign that some of the

leading clothing brands have introduced the option of fashionable face masks matching with the women dresses," he said.

He emphasised the need for strict observance of the lockdown measures against the viral disease in view of the threat of the outbreak of the UK variant of the coronavirus in Sindh.

He said that lockdown measures should be strictly implemented in Sindh as had been done last year during the first phase of the viral epidemic as there shouldn't be any leniency in this regard.

He said the concerned authorities in the province should remain fully prepared to tackle any adverse situation in the province due to the looming threat of the UK variant of the lethal virus as there shouldn't be any laxity in this regard.

President of Karachi Chamber of Commerce & Industry, Shariq Vohra, in his speech paid tribute to the fraternity of the businessmen and industrialists in the country who continued to contribute towards the cause of economic development of Pakistan while endangering their lives and safety during the Covid-19 pandemic.

He said the overall attitude of the business and industrialists' community of the country had been very well during the course of the pandemic as they did their best to observe the necessary safety precautions for their workers and staff while at the same time

they ensured continued operations of their industries and businesses for the economic upkeep of the country.

MNA Saima Nadeem paid tribute to Prime Minister Imran Khan for adopting very wise policies to tackle the pandemic in Pakistan as the country was able to maintain a balance between its health and economic preferences in view of the basic needs of the people.

She said that forums like National Command and Operation Centre had been launched in the country to bring the entire civilian and military leadership of the country on one page for collective decision-making against the spread of coronavirus.

She said that initiatives of the present government like the Ehsaas programme had done very well to massively support the poor people during the lockdown imposed in the country.

Sindh Minister for Information, Science and Technology, Taimur Talpur, who was the chief guest on the occasion, recalled that Sindh had become the first province in the country to impose the lockdown in March last year to timely tackle the spread of the coronavirus disease. Fawad Soomro, CEO Engro Foundation, Malik Ahmed Jalal, CEO Colaba Ventures, Engr. Irfan Ahmed, Chairman IEEEEP, Yogi Wajahat, Ruqiyah Naeem, General Secretary NFEH and others also addressed the occasion. ■

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National Institute Of Cardiovascular Diseases Karachi



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13th Int'l CSR Summit & Awards 2021

Let's Unite to Beat The Pandemic!!

National Forum for Environment & Health (NFEH) is organizing Annual NFEH's CORPORATE SOCIAL RESPONSIBILITY AWARDS 2021 & 13th International CSR Summit 2021 - 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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The NFEH and the arena of Corporate Social Responsibility

By Ruqiya Naeem

The National Forum for Environment and Health (NFEH) has a years-long association with the field of Corporate Social Responsibility. The NFEH is rightly credited with creating mass awareness about CSR in Pakistan. Some 14 years back, the NFEH became the first-ever non-governmental organization in Pakistan to organise a conference fully dedicated to discuss the issues related to the field of CSR. The event was launched after the NFEH sensed that a number of corporate sector organizations and industries had been undertaking several welfare initiatives as part of their CSR obligations. These welfare initiatives were meant to benefit the underprivileged masses at large, employees of these organizations, and people living in the surroundings of the factories or area of operations of the companies doing CSR-related work. The NFEH was also rightly credited with launching the first-ever national-level awards in Pakistan to recognize the excellent CSR work of the Pakistani companies. In the first year, the NFEH gave awards to 30 to 32 companies.

All along these years, the NFEH received all out support from the government, non-governmental organizations, and the corporate sector to make the CSR Conference and Awards a resounding success. This is indeed a big achievement of the NFEH.

In addition to this, the NFEH has been regularly organizing conferences, seminars, brainstorming sessions and roundtable discussions to highlight issues relating to the degradation of the environment in the country.

Moreover, the NFEH actively liaises with the provincial departments of local government and the environment and with the Federal Ministry of Climate Change to conduct tree plantation campaigns across the country. The forum has been partnering with the Government of Pakistan to further the Clean and Green Pakistan initiative of the Prime Minister.

The NFEH has also been facilitating a number of corporate, business and industrial entities in the country to run forestation campaigns at their offices and processing and industrial units.

The NFEH points out to the provincial environmental watchdogs instances of irreversible damage to the environment resulting from certain unchecked industrial and commercial operations in the major cities. The forum has been associated with a number of beach cleaning campaigns in Karachi.

The forum has supported several initiatives undertaken to reverse the trend of climate change and to restore the wildlife habitats to protect the endangered species in the country. These are some of the measures the NFEH has been actively taking to prove that the forum is a conscientious and responsible member of the Pakistani civil society ■

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Past Glimpses of NFEH's CSR Summit & Awards



12th NFEH's Int'l CSR Summit & Awards 2020

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



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

Past Glimpses of NFEH's CSR Summit & Awards

NFEH's
CSR Awards
2019

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



NFEH's
CSR Awards
2018

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



NFEH's
CSR Awards
2017

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



NFEH's
CSR Awards
2016

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



NFEH's
CSR Awards
2015

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



Minister for Commerce Engr. Khurram Dastagir Khan, Asad Umar Vice President PTI, Muhammad Rafiq, Managing Director, Oil & Gas Development Company Ltd.; Ambreen Waheed, Director RBI; Peter Heyward, High Commissioner Australia; Malik Amin Aslam, Dr. Kaiser Waheed, Ali Ashar, Anees Younus, Shah M. Saad Hussain, PARCO, Dr. Song Jong-hwan, Ambassador of the Republic of Korea; Shahbaz Islam, SSGC; M. Naeem Qureshi, Bashir Malik & Engr. Nadeem Ashraf addressing at CSR Summit 2015.

Past Glimpses of NFEH's CSR Summit & Awards

NFEH's
CSR Awards
2014

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

NFEH's
CSR Awards
2013

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



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

NFEH's
CSR Awards
2012

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



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

NFEH's
CSR Summit
2009

3rd NFEH's Int'l CSR Summit 2009



2nd NFEH's Int'l CSR Summit 2008

1st NFEH's Int'l CSR Summit 2006



Where meet Reliability and Quality for utmost customer satisfaction



Arms and Ammo

- 12-Bore Shot Gun Cartridges
- 9mm Pistols, 9x19mm SMGs, 7.62x39 SMGs, 7.62x51 G3 Rifles, .308 Rifle and other calibers of arms
- Small ammo – 9x19mm, 7.62x39mm, 7.62x51mm, etc.

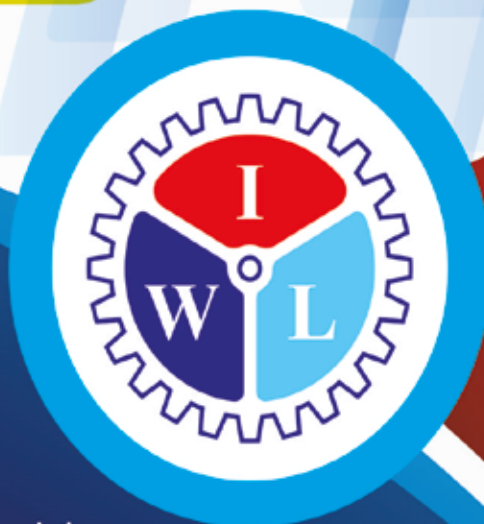
Industrial Products

- Aluminum & Steel Ingots.
- Hard Anodizing, Castings and forgings.
- Hydrogen & Oxygen Gas (Various Purities)
- Carbide tips, carbide coating, tools, gauges, molds, dies and other tool room facilities.
- Brass billets, copper sheets, strips, rods, pipes and profile shapes in multiple dimensions.
- Sale of industrial gases (Hydrogen & Oxygen), explosives, and chemicals.
- Customized clothing items, uniforms and PLCE.
- Steel & Plastic containers / boxes and customized plastic products.

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State of the art Testing / analysis of ferrous & non-ferrous materials facility, refractory materials, paints, lubricating oils and greases.

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ENABLING TRUST

Every day, governments, companies and millions of people rely on us to protect the integrity and value of their currency, personal identity, products and brands. Contributing to the development of a world more secure for the citizens is our business purpose and the ultimate motivation of all our people.

SICPA

Company Profiles of Winners of NFEH's 13th CSR Award 2021

AGRIAUTO INDUSTRIES LIMITED

Since its inception in 1981, Agriauto Industries, has progressively assembled its reputation for high quality, cutting-edge products and best in class OEMs, backed by sound technological knowledge and state-of-the-art equipment.

To lead in the automotive industries high reliance on continuous improvement and innovation to meet the market demands remains the top priority. Every year endeavors are made to add new products to our product line by ensuring state of the Art Technology and TA agreement with world leading players in the respective product. Last year, the company achieved power windows regulator by enduring efforts of design and development department with Technical Assistance of Shiroke, Japan and this year Catalytic Converter was added to the product list.

Besides product development, Agriauto is extremely concerned about environmental assurance by its capacities and present day contraptions.

To protect the environment from hazardous industrial waste, the company has completed a state of the art Effluent Water Treatment Plant to treat/recycle industrial waste and running it with a very cost to save the environments. This has paved the way for achieving the certifications for Environment: 14001-2004 and Occupational Health and safety: 18001-2007.

The company is mindful of its CSR (Corporate Social Responsibility) obligations towards the community and contributes & sponsors various institutions working toward human cause and for the betterment of the underprivileged. The company contributes 1% of PBT toward CSR activities. ■



ARCHROMA PAKISTAN LIMITED

Archroma Pakistan Limited (formerly: Clariant Pakistan Limited) represents Archroma in Pakistan. Archroma was formed in September 2013 from the textile, paper and emulsions businesses of Clariant. Clariant itself was formed in 1995 as a spin off from Sandoz, a chemical company which was established in Basel in 1886. In 1997, Clariant acquired the specialty chemicals business of Hoechst, a German chemical company. Through this direct lineage, Archroma has also acquired textile Chemicals Business of BASF In 2015. Archroma, represents on five continents and more than 35 group companies, employs around 3,000 people, headquartered in Reinach, Switzerland.

Archroma is global leader providing colors and specialty chemicals to sectors such as fibers and fabrics, paper and packaging, as well as adhesives, coatings and construction. A company with proven innovation power, strong core technologies and a global footprint, and a deep commitment to ecology and sustainability.

In Pakistan, Sandoz (Pakistan) Limited was formed in 1963 subsequently became Clariant Pakistan Limited and incorporated in 1996 and now Archroma Pakistan Limited is listed on the Pakistan Stock Exchange. It has manufacturing facilities at Jamshoro. Besides manufacturing, the Company also acts as Indenting agents for the parent company and affiliates.

Based on the Company's performance Archroma Pakistan (formerly: Clariant Pakistan) has been honored for the 14th consecutive year with prestigious Top 25 Companies Award by the Pakistan Stock Exchange. ■



www.nfeh.org.pk

ATLAS HONDA LIMITED

Atlas Honda Limited boasts a long eventful history of success. The foundation of Atlas Group was laid in the year 1962 by Mr. Yusuf H. Shirazi when "Shirazi Investments (Private) Limited" was formed with an initial capital of Rs. 500,000 and two associates by his side. This marked the start of journey with a vision to revolutionize the two-wheeler industry in Pakistan. It was the beginning of a ride to glory, aiming to transform peoples' lives by providing simplistic mobility solutions. It was Mr. Shirazi's vision of empowering Pakistan by building institutions of excellence. This drove the chronicles of the nation's largest motorcycle manufacturing company, showcasing the "Power of Dreams, Generation after Generation."

Utilizing the funds generated by Shirazi Investments (Private) Limited, Mr. Yusuf H. Shirazi signed a technical collaboration agreement with Honda Motor Company Limited (HMC) in 1963 for the production and sales of Honda motorcycles in Pakistan. The Company that was formed as a result of this venture was called "Atlas Autos Limited" with its manufacturing facility located in Karachi. To expand the reach to new markets, Atlas Epak Limited was formed in 1968 with manufacturing facilities based in East Pakistan. However, calamity struck in 1971 as the war in East Pakistan resulted in loss of the sister concern. Despite this massive financial impediment, Atlas Autos remained steadfast and recovered. Later in 1979, another new motorcycle manufacturing plant at Sheikhpura, namely "Panjdarya Limited" was established.

To enhance the technological and production capabilities, a joint venture agreement was entered into in 1988 with HMC. Both Atlas Autos Limited and Panjdarya Limited operated separately until the two were merged in 1991 and "Atlas Honda Limited" (the Company) came into being. ■



AUSTRALIAN CONCEPT INFERTILITY MEDICAL CENTER

Dr. Syed Sajjad Hussain CEO Concept Medical Centre (Pvt.) Ltd. also known as Australian Concept Infertility Medical Center. ACIMC opened its doors to IVF patients with first branch in Karachi 1998. It was inaugurated by Mr. Geoffrey C. Allen Australian High Commissioner to Pakistan.

Medical Center is Pakistan's 1st ISO Certified IVF & Genetics Institute. Since 1998, Australian Concept is offering State of the art services in Assisted Reproductive Technologies under one roof. ACIMC is now the leading IVF & Genetics Institute in Pakistan with a Branch network that spans across 16+ cities. ACIMC IVF & Genetics Institute has a team of 500+ medical professionals.

ACIMC along the line has the distinction of achieving some historical feats to its name:

Pakistan's 1st "Micro-Surgical Testicular Sperm Extraction" Positive Procedure. Pakistan's 1st "Frozen Embryo Transfer" Positive Procedure. The first baby conceived by this method was named Mehak and her birthday was celebrated with a grand reception with the then Governor of Sindh "Mr. Mian Mohd. Soomr. Pakistan's 1st PGD "Pre-Implantation Genetic Diagnosis" Positive Procedure. Pakistan's 1st IVF Center to win Consumers Choice Award "Best IVF Center Award" 3 Consecutive Years by Consumers Association of Pakistan. Pakistan's 1st IVF Center to win Global CEO Excellence Award (Dr. Syed Sajjad Hussain CEO ACIMC). Pakistan's 1st IVF Center to be equipped with "Primo-Vision" Time Lapse Embryo Monitoring Incubator System. World Record - Male Infertility cured after a staggering world record period of 29 years. Pakistan's 1st IVF Center to be ISO Certified 9001:2015. Pakistan's 1st IVF Center to offer "Micro-Surgical Testicular Sperm Extraction". Pakistan's 1st IVF Center to launch PGD "Pre-Implantation Genetic Diagnosis". Pakistan's 1st IVF Center to offer "View Online Laboratory Reports" portal. Pakistan's Largest IVF & Genetics Branch Network across 14+ cities in Pakistan. ACIMC's World Class IVF & Genetics Labs delivering Highest Success & Live Birth Rates consistently. In 2021 ACIMC Celebrates 23 Years of Excellence in IVF & Genetics services Independently Quality Assured by Australian Scientists on regular basis. ■



Company Profiles of Winners of NFEH's 13th CSR Award 2021

BANK ALFALAH

Bank Alfalah is one of the largest banks in Pakistan, with a network of 730 branches across more than 200 cities in the country, and international presence in Afghanistan, Bangladesh, Bahrain and the UAE. The Bank also has a representative office in Abu Dhabi. Bank Alfalah is owned and operated by the Abu Dhabi Group.

Incorporated as a public limited company on 21st June, 1992 under the Companies Act, 2017, Bank Alfalah commenced its banking operations in the same year. The Bank provides financial solutions to consumers, corporations, institutions and governments through a broad spectrum of products and services, including corporate and investment banking, consumer banking and credit, securities brokerage, commercial, SME, agri-finance, Islamic and asset financing solutions.

The Bank provides financial solutions to consumers, corporations, institutions and governments through a broad spectrum of products and services, including corporate and investment banking, consumer banking and credit, securities brokerage, commercial, SME, agri-finance, Islamic and asset financing solutions.

VIS & PACRA have assigned an entity rating of 'AA+' (double A plus) for the long-term and 'A1+' (A one plus) for the short-term, with outlook assigned as stable. The Bank is listed on the Pakistan Stock Exchange.

The Bank has 61.20 percent shareholding in Alfalah CLSA Securities (Private) Limited, which is engaged in the business of stock brokerage, investment counseling and fund placements. The Bank has 40.22 percent shareholding in Alfalah GHP Investment Management Limited, which is registered as an Asset Management Company and Investment Advisor under the Non-Banking Finance Companies (Establishment and Regulation) Rules. ■

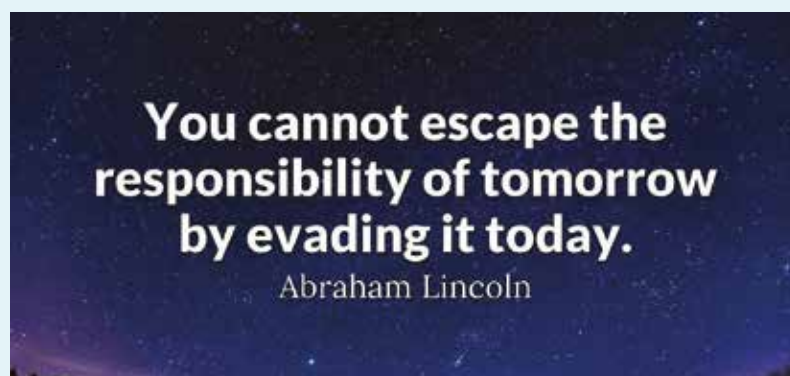
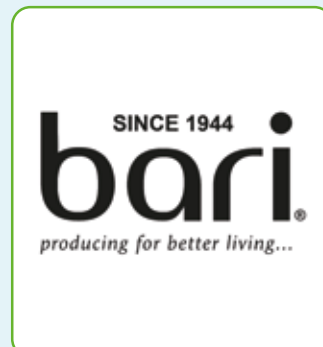


BARI TEXTILE MILLS PVT LIMITED

Bari, a third-generation family business, has steadily expanded its product line and production capabilities to meet the increasing demands of the world market.

Bari is a vertical manufacturing company, including its in-house weaving, dyeing, bleaching, brushing, finishing, cut n sew, and distribution operations, managed by our dedicated professional team working around the clock to ensure quality.

We manufacture and export extensive selections of textiles, catering to a wide array of customers. We service global market, our cotton and polyester products are sold or used at some of the leading companies of the world. ■

BLUE BIRD DOCTOR
HOMEOPATHIC
ASSOCIATION

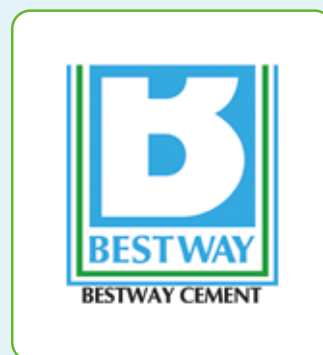
I have been practicing the profession of Homeopathic for the last 20 years. My students include over 35 qualified Homeopathic doctors who have been practicing the same profession. All these have been the members of my Blue Bird Doctor Homeopathic Association as I'm the chairman of the association. I appeared on a number of TV channels in pursuance of my wholehearted commitment to promote Homeopathy and PPDHA. The prominent among these TV channels include GTV, K-21, Metro One, Sindh, Capital, and Aab Tak. The purpose of my association is to motivate the Homeopathic doctors and make them follow the best principles to practice the profession. These principles include the ethics for the doctors to do conversation with the patients in a frank and trustworthy manner to discuss their health issues and the method to diagnose their disease. The Blue Bird Doctor Homeopathic Association has been playing an important role in combating the infectious diseases. Our priorities include establishing Homeopathic free medical camp and provision of free medicine and treatment services at the doorstep of the destitute patients. Our Homeopathic medical camps are established in different cities. Our association also arranges visits of the doctors to other cities in order to provide them with the opportunities of further education and training and also to help them to maintain their mental and physical health.

This association also conducts training sessions for the homeopathic doctors in order to motivate them to excel in their profession. I have the resolve to promote and develop the profession of the Homeopathic. My association stands for a healthy Pakistan with due protection of the prestige and honour of the Homeopathic doctors and their profession. With grace of God, I have received a number of awards related to my profession. ■



BESTWAY CEMENT

Bestway Group valiantly enlists businesses in Pakistan as the largest cement manufacturer - Bestway Cement Limited, the second largest bank - United Bank Limited and one of the biggest rice milling facilities - MAP Rice Mills; aside from 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

Vision

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.

It is my article of faith that 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.

Sir Anwar Pervez, OBE H.Pk

Mission

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. ■

Company Profiles of Winners of NFEH's 13th CSR Award 2021

BOLTS (PVT.) LIMITED

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. senior management and Board of Directors comprises of 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. ■



CENTURY PAPER & BOARD MILLS LTD

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 Lakson 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 7 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 Fareast 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. ■



CHINA POWER HUB GENERATION COMPANY (PVT.) LTD

An early harvest, priority project under the China Pakistan Economic Corridor, China Power Hub Generation Company Private Limited (CPHGC) is a joint venture between China Power International Holding Limited (CPIH) and The Hub Power Company Limited (HUBCO).

company and one of the top two producers of electricity in China, CPIH mainly engages in the development, construction, operation, overseas investment, financing and capital operation of power generation projects. The Company has assets in 23 provinces of China as well as in Hong Kong and Macao. Overseas it has investments in Pakistan, Vietnam, Germany among many other countries. By end of 2016, the total installed capacity of CPIH is 28110 MW, the company's total assets reached \$18.45 billion.

HUBCO is the largest Independent Power Producer (IPP) in Pakistan with a combined power generation capacity of over 1600 MW. The Company's RFO-fired thermal Plant, situated at Mouza Kund, Hub in Baluchistan, supplies net energy equivalent to 1200 MW of reliable and uninterrupted electricity to the National grid.

in Hub, Baluchistan, 48 km northwest of Karachi. The Project includes 1320MW Power Plant and a dedicated Jetty. The project will provide 9 billion kWh electricity to the National Grid every year, that will meet the electricity needs of approximately 4 million households in Pakistan.

CPHGC successfully completed all its tests, as required by the Government of Pakistan and announced its Commercial Date of Operations on 17 August, 2019.

The CPHGC Project not only reflects the economic cooperation between China and Pakistan but also represent the deep bond of friendship between the two countries. After the commercial operation of the project, it has effectively eased up the situation of Pakistan's electricity shortage and will bring considerable tax revenue and employment opportunities whilst at the same time continue to promote Pakistan's economic and social development.

International Steel Limited (ISL) was incorporated in 2007 with the vision to be the foremost manufacturer of flat steel products in Pakistan. ISL was set up with an initial investment of \$165 million investment, with equity contributions from IIL, Sumitomo Corporation, JFE-Japan and the International Finance Corporation (A division of the World Bank) which bought added impetus and confidence in the engineering and hi-tech manufacturing industry in Pakistan. IIL owns 56.335% of the share capital of ISL. The company continues to grow and diversify its business. Initially, ISL was capable of producing 180,000 MT per annum of hot dipped galvanized coil (HDGC), and 250,000 MT per annum of cold rolled coil (CRC). In 2015 ISL commissioned a color coating line to produce 84,000 MT per annum of color coated galvanized coils (PPGI). ISL added a second galvanizing line in 2016 and enhanced its galvanizing HDGC capacity to 462,000 MT. A second stand on the rolling mill was added in 2016 upgrading ISL's CRC capacity to 550,000 MT. In June 2018, ISL completed additional expansion to enhance its production capacity to 1 million tons. ISL is today the largest manufacturer of flat steel products in Pakistan, with gross sales of roughly Rs. 65 billion in 2018-19. Inspired by its past, the Group remains committed to growing its businesses in an ethical and sustainable manner. ■



Company Profiles of Winners of NFEH's 13th CSR Award 2021

CROWN GROUP OF
COMPANIES

Crown Group is the realization of a young mind's dream, brought to life in 2002. Under the mentorship of Mr. S. M. Saleem, his maternal Uncle, Mr. Farhan Hanif developed an understanding that the real essence of business was the maintenance of transparent accounting systems. Furthermore, he learned the concept of ethical business practices, and developed an aversion to interest-based dealings, a principle which Mr. Farhan strictly followed in all stages of his career progression. He was inspired by his maternal grandfather's business of importing scooter spare parts from Italy since 1963. As a young man Mr. Farhan delved into this business, starting from the basics to learn the 'ins and outs' of trade. Observing and following the development of the Chinese market for automobiles and parts, he launched his own business in 2002 by being the first in Pakistan to grab hold of this opportunity and in 2003 he made an exclusive rights agreement with Lifan Group, China. This marked the beginning of motorcycle spare parts import which were competitive in price and an excellent quality substitute for Japanese parts.

Going forward, sky was the limit and Crown Group grew year after year, exploring, manufacturing and introducing new products to the Pakistani market. The group entered the business of local motorcycle body parts, motorcycle assembly, CNG rickshaw parts, lubricants, tyres and ultimately moved towards an industrial park for motorcycle parts makers.■

EFU GENERAL
INSURANCE LIMITED

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 consecutive two 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.■



DP WORLD KARACHI

We began life as a local port operator with our first project, the development of Dubai's Port Rashid, in 1972. 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.■



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

BENJAMIN FRANKLIN

ENGRO ENERGY LTD.

Enabling Growth Through Energy
Excellence

As we aspire to deliver value and deploy an energy ecosystem through our interventions, we believe that the seeds we sow today will pave the way for meaningful success tomorrow.

ENGRO ENERGY: WE DIVERSIFY
AND GROW AS WE GO ALONG...

As a subsidiary of a regional corporation - Engro Corporation, our progress is fuelled by an inherent need to meet new challenges and enable excellence by leveraging our engineering expertise of over five decades. Through multifarious investments in an array of industries and sectors we are well poised to evolve and grow by making solid investments today that can yield a promising tomorrow for us and our partners.

The story of Engro Energy goes back to 2008, when a fully owned subsidiary was incorporated by Engro Corporation to develop power projects in Pakistan and beyond. As they say, the rest has been history.

Our first intervention in the energy sphere was launched in the form of Engro Powergen Qadirpur Limited which owns and operates a cutting edge 220MW power plant in Qadirpur and runs on permeate gas which was previously being flared. This unique aspect makes the Engro Powergen Qadirpur plant one of the few green power plants in Pakistan earning carbon credits.

Moving further in its efforts to improve energy efficiency and ecosystem in the country, Engro Energy formed the Sindh Engro Coal Mining Company in collaboration with its partners to unearth and mine one of the world's largest lignite coal reserves in Thar.■



For latest development on Energy &
Environment Sector log on to:

www.energyupdate.com.pk

Company Profiles of Winners of NFEH's 13th CSR Award 2021

ENGRO FERTILIZERS LTD.

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. 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..

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 POLYMER & CHEMICALS

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 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.■



ENGRO VOPAK TERMINAL LIMITED

The only state of the art Terminal and Storage facility for bulk liquid chemicals and LPG in Pakistan is just one of the 67 terminals of Vopak in 25 countries that capacity is around 34.7 million CBM around the world.

A breakthrough in chemical and LPG storage, Engro Vopak Terminal Limited, is a joint venture of Royal Vopak of The Netherlands and Engro Corporation Limited. The coming together of the largest storage and terminal service provider of Chemical, Oil and Gas products in the world and Pakistan's most diversified business group has resulted in continuing provision of world class service to the growing chemical and petrochemical industry of Pakistan since 1997.

Engro Vopak has accomplished safe operation without a single lost work injury and maintained safety and quality per international standards of OHSAS 18001, ISO 9001, ISO 14001, CDI-T, THA and ISPS.

Engro Vopak successfully expanded its LPG storage capacity in 2012; the total storage capacity for LPG now stands at 7000 MT. Our investment in the terminal operation is now over USD 100m with storage capacity of 82,400 cubic meters

Our growth is fueled by our passion for excellence and we are currently pursuing investment opportunities in the energy sector of Pakistan.■



ENGRO POWERGEN QADIRPUR LIMITED

Engro Powergen Qadirpur Limited (EPQL) operates a 217.3 MW combined cycle power plant near Qadirpur, District Ghotki, which commenced commercial operations on March 27, 2010.

in sustainable initiatives which impact the lives of our communities and inspire economic change by achieving social and economic growth of our communities and the nation.

that can result in socio-economic development, and help those in need, led to the development of Engro Foundation (EF).

At EPQL, we take a concerted effort to help our communities prosper by investing in initiatives that provide education, technical training, health-care facilities and basic infrastructure to our beneficiaries. This in turn has a significant impact on the lives of thousands of people by improving access to basic facilities.

During the year, a number of challenges affected the economic, social, business and environmental landscape of our country due to the onset of COVID-19 virus and lockdown situation. However, EPQL remained focused on its mission by offering a helping hand to those living in low-income communities, and in and around our plant facilities. In 2020, we focused our efforts on health and education programs - in particularly - promoting girl-child education through constructing middle school building dedicated for girls of classes 6-8. Moreover, in coordination with district administration, 1000+ ration bags were distributed to the communities in Taluka Ghotki by EPQL plant teams.

EPQL sponsors one of the largest adopted school networks in collaboration with Engro Foundation in district Ghotki. The Company specifically supports three adopted schools namely Rasheed Ahmed Arain, Gul M Arbani, and Juma Khan Arbani in the Ghotki area educating more than 800 students. Moreover, during the year we also continued the Sabaq blended-learning model which includes students class learning and teachers' trainings on blended learning with digitized curriculum. ■



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ENVIROGRAF UK

TAJS WEST COAST efforts to improve the compatibility of our operations with the environment while economically developing energy resources and supplying high quality products and services to consumers. We recognize our responsibility to work with the public, the government, and others to develop and to use natural resources in an environmentally sound manner while protecting the health and safety of our employees and the public.

We take our social responsibilities very seriously, both at home and worldwide.

Our reason for being in the business of Health, Safety and the Environment is to:

"Make Our World a Better Place"

We also want to encourage everyone else to "Make Their World a Better Place". ■



FATIMA FERTILIZER COMPANY LIMITED

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. ■



HAMID ISMAIL FOUNDATION

Hamid Ismail Foundation is a non-profit organization founded by Mr. Hamid Ismail in 2019. The mission of the foundation remains helping humanity and a commitment to serve the people in need. Our aim is to work towards provision of clean drinking water for all, quality education, tackling climate challenge, sports & recreation for youth, and women empowerment.

Our models remain initiating projects for underserved in urban slums, skills development, creating livelihood and to organize sports & recreational events that improve and strengthen our society. Hamid Ismail Foundation intends to inspire hope and contribute to the well-being of communities by providing the basic necessities to the masses, empowering people, and help the under-privileged individuals improve and sustain a baseline standard of living. Our premise is simple - to make Pakistan a better place for everyone.

HIF launched WASL (Water and Sanitation Logistics) in October 2020, our flagship projects under the banner of HIF. This is a social impact project which looks to provide low cost high quality clean & safe drinking water through its state-of-the-art RO plants. The project is a social economic project which will create a sustainable business model providing jobs, creating funds to sustain the RO plants along with profits which will be re-invested in the same communities. HIF aim to invest in social impact projects which improves quality of life. Every drop of water sold on a WASL plant will make your community better. This is first step towards a happier healthier Pakistan. ■



HUANENG SHANDONG RUYI (PAKISTAN) ENERGY PRIVATE LIMITED

China Huaneng Group (CHNG) is a key state-owned company established with the approval of the state Council of the People's 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.



Corporate Mission

A red company fulfilling the need of loyalty and harmony

A green company advocating Technological innovation and environmental protection

A blue company advancing forward via continuous innovation and internationalization

Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) is a self-regulating business model that helps a company be socially accountable - to itself, its stakeholders, and the public. By practicing corporate social responsibility, also called corporate citizenship, companies can be conscious of the kind of impact they are having on all aspects of society, including economic, social and environmental.

To engage in CSR means that, in the ordinary course of business, a company is operating in ways that enhances society and the environment, instead of contributing negatively to them.

Community Welfare Program is a broad concept that can take many forms depending on the company and industry. Through CSR programs, philanthropy and volunteer efforts, businesses can benefit society while boosting their brands.

Since the launch of Sahiwal Coal Fired Power Plant, Company has been actively working to bringing in community service programs. HSR adhere to the idea of "Building Power Plant, Developing Local Economy, Protecting Environment, Benefiting Local People, Creating Harmony and Cultivating Local Talents".

Huaneng Shandong Ruyi (Pakistan) Energy (Private) Limited has taken many initiatives regarding Community Welfare Programs during the pandemic COVID-19. Amid the COVID-19 Special care was taken both for company employees & public. ■

Quotes on business ethics (2)

"A business that makes nothing but money is a poor kind of business"



Henry Ford

Company Profiles of Winners of NFEH's 13th CSR Award 2021

HUB POWER COMPANY

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.

Situated strategically at the Hub River estuary, Baluchistan, 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. 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.

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 Narowal. 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 on construction phase.

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 the field Community Physical Infrastructure, Education, Health and Livelihood Interventions. ■



INDUS MOTOR COMPANY LIMITED

Indus Motor Company Limited (IMC) is a joint venture concluded between certain companies of House of Habib of Pakistan, Toyota Motor Corporation and Toyota Tsusho Corporation of Japan. Incorporated in 1989, the Company is engaged in assembling, progressive manufacturing and marketing of Toyota vehicles in Pakistan. These include several variants of the flagship 'Corolla' and the newly launched 'Yaris' in the passenger car segment, "Hilux" in the light commercial vehicle segment and "Fortuner" in the sports utility vehicle (SUV) segment.

IMC's manufacturing facility and offices are located at a 107.5 acres site at Port Qasim Industrial Estate, Karachi. Products are delivered to end customers nationwide through a strong network of 46 independent dealerships spread across the country. Customers include corporates, government organizations, individual buyers, etc.

Over 30 years, since inception, IMC has sold more than 900,000 CBU/CKD vehicles, demonstrating an impressive growth in terms of increase in sales volume. IMC began production with 20 vehicles per day in 1993 which has increased to 268 vehicles per day. This was made possible through development of our human capital by embracing the 'Toyota Way' of learn manufacturing.

The total workforce at the end of the financial year 2020 was 2,855 employees. Net sales for the year 2020 was Rs.86 billion, while the total capitalization was Rs41.5 billion. Further details about assets, sales breakdown and beneficial ownership are available on pages 100, 131 and 147-148 respectively of our Annual Report 2020. The total number of vehicles sold during 2020 was 28,837 units. ■



INTERNATIONAL STEELS LIMITED

Founded by Mr. Amir S. Chinoy, International Industries Limited (IIL) was incorporated in Pakistan in 1948 as Sir Sultan Chinoy & Co. Ltd. - a trading company which primarily dealt with electronic instruments. In 1952, IIL sponsored the setting up of Pakistan Cables Ltd in partnership with BICC Plc U.K. Thereafter, IIL became the selling agent for Pakistan Cables Ltd.

In 1966 IIL started producing cold rolled tube for electrical conduit and steel furniture. Mr. Towfiq H. Chinoy took over the company as Managing Director in 1977 and fairly quickly started diversifying the product range by manufacturing galvanized iron (G.I) pipe in 1982. In 1984, IIL was listed on the Karachi Stock Exchange and such was the reputation of the company that when shares were offered to the public, the offer was oversubscribed 67 times. During the years that followed, the Company lived up to its reputation and continued to grow rapidly. In 1989, IIL set up Pakistan's first private sector cold rolling mill and started diversifying its product range in order to fulfill the demands of Pakistan's booming industry and economy. IIL pipe exports, which began in 1996, have now grown to cover 60 countries across all 6 continents.

In 2006, IIL recognized a gap in the market and entered the plastic pipe domain by setting up extrusion plants for high (HDPE) and medium density polyethylene (MDPE) pipes. ■



INVEREX POWER SOLUTION

Inverex is established in 2007 since then it is a leading Solar Brand. It has on the way of development and growth since establishment.

After 13 years Inverex became manufacture of quality oriented home appliance: Refrigerators, Dispensers and AC etc. We are the one who will enable you to get competitive advantage in the marketplace. Inverex is a company with clear commitment to customers for the best products and services. Aiming to meet our client's objectives we leverage quality, performance and price competitiveness.

These constitute our strength. The international leading brands have been delivered all over Pakistan for last 12 years, demonstrating our expertise in significant challenges all around the country. There is a unique dynamic in our business working along team members who bring together an electric mix of experience, skills and qualifications.

I was born in 2007. I grew up to reach every corner of Pakistan, to spread the awareness about the use of solar products for the betterment of this environment, with a promise of progress and inclusion for all. On my journey I have to encourage the people to protect the environment and I pledge everyone to join hands with me to make this world a better place to live in. As a leader in solar industry I present a dream of clear tomorrow and future where all will live independently from captive energy. This is my vision and I am looking forward to make Pakistan brighter.

To break the bonds of the predominantly fuel powered grid system and become a part of green power revolution. By turning the customers from captive energy consumer to educated energy producers and consumers. We ensure a better life. Within our process, we meet clients to help them define their goals, evaluate their options, and make informed and confident decisions. Taking care of the entire process, from design to engineering, installation and monitoring, so that going solar is a seam-less and hassle-free process. ■



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ISMAIL INDUSTRIES

Ismail Industries Limited is one of the largest food companies in Pakistan, manufacturing a wide range of confectionery, biscuits, snacks and packaging films under the brand names of CandyLand, Bisconni, SnackCity and Astro Films respectively

Since launching its flagship brand CandyLand in 1988, Ismail Industries has established itself as the largest confectionery manufacturer as well as largest confectionery exporter in Pakistan. Over the years, Ismail Industries has expanded horizontally by launching brands such as Bisconni (biscuits and cookies) and SnackCity (chips, peanuts, etc.), as well as vertically through Astro Plastics, which manufactures packing and plastic films.

We have a dedicated Research and Development department that focuses on developing the best-in-class products, incorporating the latest trends in consumer tastes. Quality is our prime concern, which is why Strict Quality Assurance Programs are conducted at all levels within the organization and manufacturing facilities so as to ensure proper and safe product delivery to the consumers. Ismail Industries is ISO 22000 certified - a standard developed by the International Organization for Standardization dealing with food safety. We are also certified by SANHA (South African National Halal Authority) a leading authority in the certification for Halal products around the world.

For over two decades Ismail Industries Limited has been exporting its products to more than 40 countries in North America, Europe, Australia, Africa, Far East and the Middle East. Our long standing customer relationships are a testament to our commitment to manufacturing the highest quality products and ensuring satisfaction of our customers all around the world. ■



JAVEDAN CORPORATION

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 habitants along with a peaceful living. The Management is confident that in addition to contributing to the 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. ■

KOHAT CEMENT COMPANY LIMITED

Kohat CSR Vision Statement

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

Kohat CSR Mission Statement

Supporting the development of sustainable communities by facilitating community development programs to address key community needs 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'. The graphic below outlines some examples of current and planned policies which complement the aims of Kohat Cement. 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. ■



K-ELECTRIC

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.

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.

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. ■



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and contribute your part
to the environment

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www.nfeh.org.pk

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KOHINOOR MAPLE LEAF GROUP

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. ■



LOTTE CHEMICAL PAKISTAN LIMITED

LCPL stands strong as the only world-class manufacturer and supplier of Purified Terephthalic Acid (PTA) in Pakistan with a capacity to deliver 500,000 tonnes of PTA annually through its state-of-the-art plant situated at Port Qasim, Karachi.

PTA is the primary raw material for producing Polyester fiber, Polyester filament yarn, Polyester film and Polyethylene Terephthalate (PET). LCPL holds the foundation of the polyester chain in Pakistan and retains its edge by being a local producer and key supplier for the domestic Polyester and PET industries with short delivery, world class quality and exceptional customer service.

For producing PTA we import our feedstock (Paraxylene) from reputable suppliers based in Asia and Middle-East region. Our plant operates under a technology license with IPT (Investa Performance Technologies) which is currently the leading global supplier of PTA technology.

LCPL has also enabled expansive infrastructure development in Port Qasim area including Chemical Jetty, raw water pipeline and production of industrial gasses through third party contracts. This has started a new trend in industrial investments in Pakistan.

Besides enabling significant growth in downstream industries LCPL operations provide significant foreign exchange savings in excess of USD 100 million annually for the country. ■



LUCKY TEX PAKISTAN (PVT.) LIMITED

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. ■



MADINAH FOUNDATION

Madina 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 under privileged cross-section of the society. They gave the Group the moto, '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. 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. ■



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www.energyupdate.com.pk

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MADINAH TEACHING
HOSPITAL

The Madinah Teaching Hospital is project of the foundation. It is a 600 bedded hospital that is affiliated to the 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 services free of cost. The hospital has all the Specialist Department 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 along with teams of doctors and paramedical staff. Free medical, health and dental services are provided to approximately 2000 patients on a daily basis. In ophthalmology department 6-8 corneal grafting operations are performed monthly also free of cost. So far over 1000 corneas have been grafted.

The 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.

In the year 2020, MTH had effectively and efficiently managed more than 200 Covid-19 patients. ■

MARI PETROLEUM
COMPANY LIMITED

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. ■

MARIUM ALI MUHAMMAD
TABBA FOUNDATION

MATF is founded by renowned industrialist Mr. Ahmed Tabba to bring a hope for millions of poor and provide quality health services. With exemplary tenacity we have pursued mission quietly brought about a remarkable change in the social attitude in Pakistan towards community welfare by instilling in ordinary citizens a consistent desire to participate in public welfare programs.

MATF is purely a non-profit foundation established solely in interest of public, servicing to common people without any discrimination of caste creed or colour and for saving the precious human lives without affiliation with any political or religious party or any ethnic group/trust.

MATF has believed in "Success relies on our adherence to principles of self-help/reliance". We have set the goal to help and serve the needy by undeterred services.



GYNECOLOGY CENTER AT JINNAH HOSPITAL KARACHI

As Jinnah Hospital Karachi is Pakistan's premier public medical center and provides cost-free services to people from all over Pakistan, particularly interior Sindh and nearby areas of Baluchistan.

With the objective to assist government sector to cater this issue, MATF started its working by taking control of Gynecology center of Jinnah hospital in year 2000.

HANDING OVER OF NEW GYNECOLOGY & OBSTETRICS
DEPARTMENT TO MATF

In January, 2013, USAID and MATF inaugurated the new project of Gynecology & Obstetrics.

Main objective of this project is to improve maternal care by increasing the capacity of treatment and improving the quality of services.

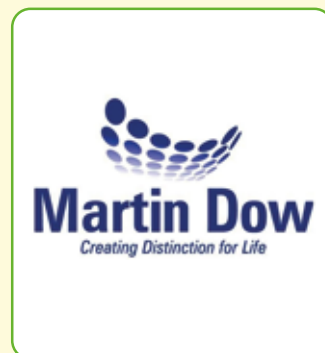
ACCIDENT AND EMERGENCY FOUNDATION (AEF), JINNAH
HOSPITAL

In 2011 MATF has taken up the task from the management of Accident and Emergency Foundation (AEF) for running the Emergency operation theaters, by providing maintenance and other necessary operations. ■

MARTIN DOW LIMITED

M. Jawed Akhai 1962-2018
Founding Chairman - Martin Dow Group

M. Jawed Akhai's unique vision redefined the potential of Pakistani Pharma sector as he has always challenged conventional wisdom in several areas. He was the First Pakistani entrepreneur to acquire two stat-of-the-art manufacturing facilities in France. M. Akhai set several precedents in serving the community during his entrepreneurial mission as commitment to community was an inbuilt responsibility.



Martin Dow Group

M. Jawed Akhai, the Founding Chairman of Martin Dow Group, was a prominent businessman in the pharmaceutical sector of Pakistan. He came from a family which has been engaged in the pharmaceutical business for over six decades. Martin Dow was established in 1995 as a pharmaceutical marketing company in Karachi, and later acquired a manufacturing facility in Lahore during the year 2000.

With a flair for entrepreneurship and a passion for excellence, Mr. Akhai made a bold and innovative move in 2010 with Martin Dow acquiring the pharmaceutical manufacturing facility of Roche Pakistan Limited, a subsidiary of F. Hoffman La Roche Limited (Switzerland) along with the acquisition & brand licensing of some of their globally acknowledged top line products, this being one of the largest acquisitions in the pharmaceutical industry of Pakistan.

Martin Dow's acquisition of the majority shareholding of Merck Germany in Merck (Pvt) Ltd in 2016 was again the largest industry acquisition and marked a significant milestone in the company's history, as a result of which the Martin Dow Group is currently ranked among the top companies in the pharmaceutical industry of Pakistan.

In yet another visionary move to expand the business and explore new horizons, Mr. Akhai has made rare forays by a Pakistani businessman into the French market through the nutraceutical and pharmaceutical sectors in Gien and Meymac. ■

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MUHAMMAD TALHA MAHMOOD FOUNDATION

MUHAMMAD TALHA MAHMOOD FOUNDATION shortly known as "MTMF"

The Trust is founded on shall run on non-political and non-profitable basis.

THE OBJECTS OF SAID TRUST:

a. To help the poor humanity/mankind, Relief of poverty and suffering of persons who are in conditions of need hardship and distress, To provide them best Education, Food, Clothing, medicine, shelters and materials of all kinds including moral boasting for the mental health and also the ethical knowledge for the concept of better and organized life.

b. To establish, manage, maintain, own, administrator, promote and subsidize educational Institutions, technical and vocational institutes, Computer literacy center, school, colleges, universities, institutes for study and research, center for learning, reading rooms, libraries and other institutes for basic educations, adult literacy, advance studies and other educations; with the prior approval o the concerned authorities and necessary permissions, licences, affiliations from the boards r the universities or the other authorities relevant to the implementations of the program.

c. to provide scholarships to students aid grant aids including sully of books, stipends, medal, prizes, grants, medicines, educational career and other incentives for purpose of advancement of knowledge, educational, literacy and research.

d. To maintain orphans, widows, disables, prisoners, refugees and other handicapped or distressed persons of any countries and contribute to relief activities for those in distress in any part of the country.

e. To establish old houses for poor and shelter less people.

f. to provide free legal aids for poor and those who cannot afford expenses to get justice.

g. to make available key knowledge tools such as:

1. A well equipped library
2. Database and electronics Connectivity; and
3. Website for research publications and interaction

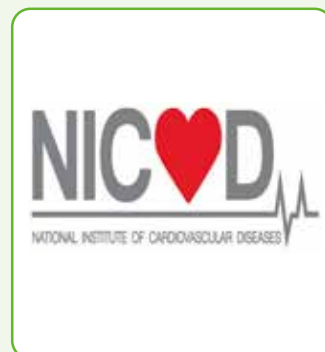
h. To Establish branches office in different part of Pakistan.■



NATIONAL INSTITUTE OF CARDIOVASCULAR DISEASES KARACHI

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.



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

NICVD CHEST PAIN UNITS & SATELLITE CENTERS

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 kinds and is available for 24/7 throughout the year.■

NATIONAL LOGISTICS CELL

The genesis of National Logistics Cell (NLC) can be traced back to massive congestion that hit Karachi Port in 1978 bringing Pakistan's logistics system to a grinding halt. As a result of gridlock at port, the supply and demand cycle was severely affected causing scarcity of essential commodities like wheat, sugar and raw material for industrial units in various parts of the country. The Govt decided to establish a dedicated organization to manage the crisis at hand and avert recurrence of logistics emergencies in future.

The compelling circumstances thus gave birth to National Logistics Cell (NLC) - an organization that was destined to play important role in running the engine of national economy. A cursory analysis of the development trajectory and the steady expansion of NLC in terms of human and material resources is suffice to bear out the high standards and professionalism maintained by the organization since its inception. Initially raised to handle logistics crisis, NLC as of today, has grown into Pakistan's most dynamic public sector enterprise that carries out overarching tasks ranging from construction of mega structures in shortest possible time, to providing pragmatic logistics solutions, management of border terminals with neighboring countries, collection of toll revenue on national and provincial highways with highest possible efficiency, skill development of the country's rich human resource capital through Applied Technologies Institutes (ATINs), fleet tracking & monitoring and smart IT solutions.■



NATIONAL UNIVERSITY OF SCIENCES & TECHNOLOGY (NUST)

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.■



Company Profiles of Winners of NFEH's 13th CSR Award 2021

NAVEENA GROUP OF INDUSTRIES

We are leading manufacturing & exporter, expertise in fabrics & yarn, in operation since 1967. Having multiple units for production in Karachi & Rahim Yar Khan. A genuine industry producing all kind of fabrics & expertise in blended and 100% cotton, aims for productive quality & satisfaction at every level.

Naveena has reached great heights and performed beyond expectations. Today, after 54 years of constant growth, Naveena is one of the major players in its product category, catering customers all over the world.

We have equal expertise in cotton, blended, and special fabrics and are able to produce all kinds of weaves. We also have our own spinning unit - Ahmed Oriental Textile Mills Limited, and unit of Home Textile, thus making us vertically integrated and enabling us to manufacture customized yarns and fabrics. ■



NISHAT GROUP

Nishat Mills Limited is the flagship company of Nishat Group. It was established in 1951, became a public limited company by 1959 and a listed company in 1961. It is one of the most modern, largest vertically integrated textile companies in Pakistan. The Company has the most modern textile dyeing and processing units with dyeing, rotary and digital printing ranges. All facilities have their own Power Generation facilities. The Company's production facilities comprise of spinning, weaving, processing, stitching, home textile, garments and power generation. The Company has been the largest Foreign Exchange earner for Pakistan for many years. ■



NOVO NORDISK PAKISTAN

For almost 100 years, we have been translating the unmet medical needs of people living with a serious chronic disease into innovative medicines and delivery systems, like our insulin pens. Our treatments today are benefiting millions of people living with diabetes, obesity, and rare blood and endocrine diseases.

Novo Nordisk in Pakistan dates back to 1989 when the idea of improved access to healthcare was first brought into the country. Since then, Novo Nordisk has performed tremendously and after the establishment of Pakistan affiliate in 2005, we now stand as the market leader of modern insulin in the country. Because Pakistan is the 4th largest country in terms of diabetes worldwide, according to IDS, Novo Nordisk understands and strives to address the need for practical, long-term solutions to confront the diabetes dilemma in Pakistan.

Time to time, we have brought into Pakistan, the best treatment options for people with diabetes and growth hormone disorders enabling them to live their lives with minimum limitations. ■



NESTLE PAKISTAN LTD

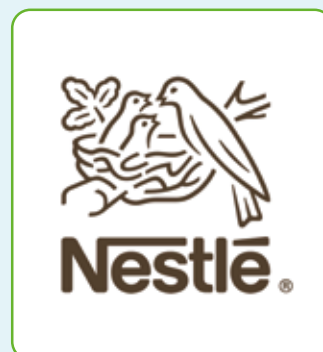
Nestlé Pakistan has been transforming traditional dairy farmers into professionals. We have been playing a pivotal role in contributing to the agricultural economy through dairy development. We are committed to continue Creating Shared Value by empowering our local farmers and meeting our commitments, in line with the United Nations Sustainable Development Goals (UN SDGs).

Our global focus areas are firmly embedded in our purpose. Individuals and families, our communities and the planet as a whole are interconnected, and our efforts in each of these areas are supported through our 42 public commitments. These commitments will, in turn, enable us to meet our global ambitions for 2030 in line with the timescale of the Sustainable Development Goals (SDGs) through key partnerships and initiatives.

Nestlé Pakistan won the First Prize for 'Living the Global Compact Best Practices Sustainability Award 2019', in the category of multinational companies and declared a Sustainable Development Goal (SDG) Champion by the UN Global Compact Network Pakistan. This award is an acknowledgment to our

continuous commitment towards contributing to a healthier future in line with SDGs and the ten principles of the UN Global Compact embedded in the way it conducts business.

For Individuals & Families Nestlé prides itself on being the leading Nutrition, Health and Wellness (NHW) Company; we are committed to creating nutritional awareness among our consumers. ■



OIL & GAS DEVELOPMENT COMPANY LIMITED

OGDCL under a forward-looking management foresees the organization as not only as 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, 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 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 of Marketing, CSR, Risk Management, etc, as a part of its business principles. ■

For latest development on Energy & Environment Sector log on to:

www.energyupdate.com.pk

Company Profiles of Winners of NFEH's 13th CSR Award 2021

ORIX MODARABA

ORIX Modaraba - ORIXM (formerly Standard Chartered Modaraba) was incorporated in May 1987. It started operations in August 1987 as First Grindlays Modaraba (FGM). ORIXM is widely regarded as the thought leader in the sector. Its strategy is to grow to be the largest and most profitable Modaraba in Pakistan.

ORIXM offers Ijarah, Diminishing Musharika (DM), House Finance under DM structure, Sukuk, Murabaha, Salam to Corporates, SME, High network individuals and employees of selected Corporate Clients under Assurance Model.

The funds to finance the assets comes from a mix of Certificate of Musharakah, bank financing, equity and operational inflows. Our total assets balance is PKR 6.97 billion as at June 30, 2019. This is the highest book size in the Financial Services Modarabas sector. ORIXM manages and monitors risk exposure very prudently. Only PKR 133 Million of assets financing was impaired in (32) thirty two years of operations which represents 0.29 percent of the total disbursements since inception. Consequently, the Modaraba has been able to distribute an average dividend payout of 24.06% with the minimum of 16% and maximum of 40% in 32 years.

ORIXM is managed by ORIX Services Pakistan (Private) Limited which owns 10% certificates capital in ORIXM. ORIX Leasing Pakistan Limited holds another 10% stake in ORIXM. The rest 80% is held by the general public. ORIXM is regulated by Securities and Exchange Commission of Pakistan and employs 37 permanent and 12 contractual staff members. It has branch offices in Lahore and Islamabad with the Head office in Karachi. ■



PAK-ARAB REFINERY LIMITED

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 and marketing. 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 (PARCO) with a strategic storage of over one million tons, and a rapidly expanding retail

network of TOTAL PARCO Pakistan Limited (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'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 sustained help for infrastructure development and delivering first-hand services that are fundamentally required by the surrounding communities which are happy that PARCO is there for help, when they need it 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. ■



PAKISTAN ATOMIC ENERGY COMMISSION

Pakistan Atomic Energy Commission gives high priority to the application of nuclear technology in health sector. Through its 18 medical centers spread all over the country, patients receive state-of-the-art diagnostic and treatment facilities either free of charge or at subsidized rates. PAEC NM&O Hospitals are also involved in the national cancer awareness and prevention program.

Diagnostic Imaging (Nuclear Medicine & Radiology) It provides diagnostic studies and therapeutic applications. Apart from diagnostic imaging studies, radioimmunoassay has made it possible to manage, in a more scientific manner, patients with diseases affecting various other glands. Therapeutic services by Nuclear Medicine include: Treatment of thyrotoxicosis, thyroid cancer and palliation for bone pains. ■



PAKISTAN OILFIELDS LIMITED

Pakistan Oilfield Limited is a leading oil and gas exploration and production company listed on all the three stock exchanges of Pakistan. The Company's prime focus is to deliver performance through excellence in the field of exploration, drilling and production of crude oil and gas.

Over view of the company

Pakistan Oilfields Limited (POL), a subsidiary of the Attock Oil Company Limited (AOC), was incorporated on November 25, 1950 was founded in 1913 and made its first oil discovery in 1915 at Khaur, District Attock. AOC has, therefore, pioneered exploration and production of oil and gas in this region nearly a century ago. In 1978, POL took over the exploration and production business of AOC.

Since then, POL has been investing independently and in joint venture with various exploration and production companies for the search of oil and gas in the country.

In addition to exploration and production of oil and gas, POL plants also manufacture LPG, solvent oil and sulphur. POL markets LPG under its own brand named POLGAS as well as through its subsidiary CAPGAS (Private) Limited. POL also operates a network of pipelines for transportation of its own as well as other companies' crude oil to Attock Refinery Limited.

In 2005, the company acquired a 25% share in National Refinery Limited, which is the only refining complex in the country producing fuel products as well as lube base oils. ■



PHILIP MORRIS (PAKISTAN) LIMITED

Welcome to Philip Morris (Pakistan) Limited ("PMPKL"), 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. ■



Company Profiles of Winners of NFEH's 13th CSR Award 2021

PEPSICO PAKISTAN

Since PepsiCo first entered Pakistan in 1968, our operations have reflected a strong commitment to Pakistan's people, communities and economy. We have steadily expanded our portfolio of food and beverage brands as the country itself has continued to grow and prosper, supporting and investing in Pakistan and its bountiful resources through mutually beneficial relationships with all those who collaborate in PepsiCo's value chain.

Our business is guided by Performance with Purpose, our governing philosophy. This philosophy, first articulated in 2006, focuses on delivering sustained financial results while being responsive to the needs of the world around us. It specifically reflects three overarching priorities. First is making healthier products by reducing sodium, saturated fat and sugar content in our products, in some cases by more than 80 percent. Second is limiting our environmental impact by reducing water and energy consumption while increasing our recycling efforts. Third is upskilling our people while uplifting the communities we serve by sponsoring various drives and initiatives to reduce hunger and malnutrition while promoting health and wellness.

The result today is a growing number of partnerships in Pakistan's business community, collectively working toward ongoing advancements in the country's economy, infrastructure, environment and society.

Many of our brands in Pakistan today are immediately recognizable household names which have reduced amounts of sugar, salt, saturated and trans-fats. ■



POLISH OIL AND GAS COMPANY (POGC)

PGNiG, also known as Polish Oil and Gas Company (POGC) operates in Pakistan as a branch office of PGNiG Group, which has a majority shareholding of the Polish Government. PGNiG began its operations in Pakistan in May 1997 and has been conducting petroleum exploration and production activities as an Operator since then. Before acquiring the current Kirthar Concession (Block No. 2667-7), PGNiG operated and carried out exploration activities in four other Concessions namely Khanpur West, Sabzal, Mekhtar and Sabzal South. PGNiG has also held a 40% Working Interest in an exploration block in Nawabshah, Sindh as a Non-Operating Partner. PGNiG acquired the Kirthar Block, located in District Dadu (Sindh), as the operator in 2005 and Pakistan Petroleum Limited (PPL) farmed-in the Block as a Joint Venture Partner in 2006. PGNiG made the discovery of Rehman-1 well in 2009 and started extended well test (EWT) production from it in 2013 hence, becoming the first "Tight Gas" producer in Pakistan. The appraisal phase for Rehman gas field was successfully concluded in August, 2015 whereby commerciality of the field was declared. The Government of Pakistan awarded a Development and Production Lease over Rehman field in 2017 for a period of 25 years.

In 2015, PGNiG made a second discovery by drilling Rizq-1 well in the Kirthar Block. This year also earmarks the commissioning of the Rehman Production Facility (RPF) which was constructed to process the produced gas from Rehman and Rizq fields. ■



PHARMEVO (PVT.) LIMITED

PharmEvo (Pvt.) limited, incorporated on October 7th, 1999, is a healthcare company, which is engaged in the creation, development, manufacturing and marketing of pharmaceutical products, including over-the-counter (OTC) medicines, medical equipment and infant formulas.

PharmEvo's principal pharmaceutical products include medicines in therapeutic areas: respiratory, anti-viral, central nervous system, cardiovascular, metabolic, and anti-bacterial along with oncology. The Company operates in following primary areas of business:

Pharmaceuticals, medical equipment and infant formula.

PharmEvo partners with following international groups for bringing best quality products to its consumers i.e. Bioton (Poland), Lactalis (France), Omron (Japan), DONG-A- PHARM (Korea) etc.

PharmEvo's anti-viral includes, Tenova (Tenofovir Disoproxil Fumerate); Products for Psychiatry are Klevra (Levetiracetam), EvoKalm (Quetiapine) & Estar (Escitalopram). The Company's products for cardiovascular are, Lowplat, Lowplat plus, ARBI, Telsarta, Ramipace, Tansin, Nuval and Xplended Diabetes portfolio includes, Evopride, Inosita & Innogen. Orslim (Orlistat) belongs to Anti-obesity segment.

Our gastroenterology portfolio carries, Zoltar, Fasteso & Actiflor. Antibiotics are, Evofix, EvoTaxime, Evozid, Evorox and Cefipime. In oncology our products are, Trugem, Oncotaxel & Oxalitin. Orthopedic areas include Nise, Spedicam, Anex and Mezrel. Onita, Gouric, Ibandro and Bonedol make up the Osteoporosis & Gout portfolio whereas Eposino is used in Nephrology.

Celia is infant formula with unique variants & Omron carries state-of-the-art medical equipment. ■



ROOTS INTERNATIONAL SCHOOL

"We as a student counselors' take pride in our ability to ignite something within our students that drives them to excel. Roots is synonymous with Excellence."

Walid Mushtaq C.E.O & Founder

Our mission

Mission of RISC is to develop versatile and holistic individuals by mentoring them to achieve academic excellence and a balanced and disciplined approach towards life. We believe and strive to groom our students intellectually and make them morally strong, empathetic and effective global citizens.

Our Vision

Over the thirty years Roots International Schools & Colleges will develop its role as a leading Pakistan based international school / college / university championing a socially inclusive approach to participation in higher education. We prepare our student to be professional, skilled individuals fitted for the modern world and committed to the communities in which they live and work. We will pioneer the development of new knowledge, scholarly understanding of curriculum and support the sustainable development of wider community. ■



Company Profiles of Winners of NFEH's 13th CSR Award 2021

REHMAN FOUNDATION

In Pakistan different kinds of fatal diseases are spreading day by day. One of them is chronic renal failure which has damaged a lot. According to a research done by "WHO" (World Health Organization) Pakistan is now among the top ten countries of the world regarding the progression of renal diseases. One out of every ten persons in Pakistan is facing some kind of renal problem which is a very alarming situation for an underdeveloped country like Pakistan. The Govt. of Pakistan is unable to provide health facilities for such a great number of patients who are suffering from renal diseases because of its limited health budget. Therefore the death toll is increasing day by day. The health facilities for dialysis are not sufficient for so many patients in the Govt. sector hospitals. Thousands of people are in a queue, waiting for free dialysis facility in Govt. hospitals. Many of them die because of this expensive treatment and which they cannot afford. In 2004, Dr. Waqar Ahmad Niaz (Chairman Rehman Foundation) and Mian Ulfat Rasool (Managing Director Rehman Foundation) have decided to play a part for the poor dialysis patients and made a welfare institute Rehman Foundation (NGO) to provide free dialysis facilities to these helpless patients. ■



ROOTS SCHOOL SYSTEM

Roots School System RSS is a model private sector educational institution styled on the modern 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 - EXPLORATION. Established since April 1988, Roots has innovated modern education standards, with universally acclaimed academic excellence and all round development of students. Roots is the home of love, joy and creativity where every child is encouraged to uncover his hidden potential and blossom into a confident adult.



OUR MISSION STATEMENT:

Roots aim is to bring out the best in a child mentally, intellectual, academically, physically and culturally by developing the attitudes, abilities and skills in the students, required to meet the Global Challenges through advancements in curriculum, teaching methodology, school culture and technology.

Roots School System is the parent organization and manages the three tiers of education system i.e. Roots Thematic Montessori, Roots Junior School, Roots College International. Roots School System is the only school in Pakistan providing continuous education from Montessori to undergraduate level. Over the period of last 32 years, Roots School System has grown by leaps and bounds nationwide, having its presence in 20 major cities of Pakistan along with 100 independent and state - of - the - art - campuses. The school employs more than 4000 people with an estimate of 25000 students currently enrolled. With more than 30,000 active alumni, roots is making a difference in every field. ■



RAFHAN MAIZE PRODUCTS CO. LIMITED

Rafhan Maize Products Co. Ltd started its operations in 1953 as a pioneer corn refining industry in Pakistan. From the relatively modest start, the operations of Rafhan Maize have grown into one of the premier agro-based industries in Pakistan over the last 60 years.

affiliate of Ingredion Incorporated; USA, one of the world's leading corn refiners. Affiliation with a global company enables to guarantee quality products, consistent supply and unequaled services. The financial results and sales growth over the years reflect that the company has maintained its momentum of growth.

RafhanMaize produces high-quality food ingredients and industrial products derived from the wet milling of maize. All these products are being used in more than 50 types of industries in Pakistan and international markets. The wide range of starches is branded under registered trademarks as RAFHAN®, CORAGUM®, PENETROSE®, GLOBE®, SNOWFLAKE®, AMISOL®, TEX-O-FILM®, Q-TAC® and CORATEX® for multiple applications. Sweeteners line includes RAFHAN Liquid Glucose®, GLOBE Corn Syrup®, CERLOSE Dextrose Monohydrate®, MOR-SWEET®, NU-BRU™, FLO-SWEET™, High Maltose Syrups and ENZOSE Hydrol®.

Rafhan Maize products are being supplied to the textile, paper, corrugation, packaging, pharmaceuticals, chemicals, food, ice cream, confectionery, bakery, tanneries, syrups & squashes, beverages, poultry/cattle feeds and edible oils industries. Through consistent efforts, Rafhan Maize was successful in developing spring crop of maize. The development of spring maize crop, as a second crop, through Contract Maize Farming Program is a great contribution in the agricultural growth. The harvesting of spring crop has given tremendous boost to maize production in Pakistan. Rafhan Maize is pioneer in hybrid maize seed production in Pakistan and produces its own good quality hybrid seed, which is provided to the farmers at economical rate.

The products of Rafhan Maize are manufactured under Total Quality Excellence to match international standards. Rafhan Maize has won preferred supplier status among customers by focusing on quality, customer service and team approach. Technical Centre at Rafhan Maize is responsible to develop new products to cope with changing customers' needs for products and their functionalities in different industries. Rafhan Maize is the first Corn Refiner in Pakistan to achieve ISO-9001:2000, ISO 14001:2004, OHSAS 18001:2007, HALAL certification and ISO 22000:2005 FSMS certification. ■



SICPA INKS PAKISTAN (PVT.) LIMITED

Founded in 1927 and headquartered in Lausanne, Switzerland, SICPA is an international organization providing secured identification, traceability and authentication solutions and services.

SICPA has offices and factories in five continents, with around 3,000 staff of over 50 nationalities, providing technologies and services in more than 180 countries around the world. The Company is organized around two global businesses; Currency Services & Solutions and Marking Security Solutions.

SICPA is the world leader of high-quality security inks and allied products for banknotes and value documents holding more than majority of the world market share developed over ninety years. SICPA maintains long established privileged relationships with most governments and central banks around the world and also maintains close relationship with Interpol in the fight against counterfeiting worldwide. ■



Company Profiles of Winners of NFEH's 13th CSR Award 2021

SPECIAL
COMMUNICATION
ORGANIZATION

Special Communications Organization (SCO) is a public sector organization, which is leading telecommunication services provider in Azad Jammu & Kashmir (AJ&K) and Gilgit Baltistan (GB) ever since its raising in 1976. Before SCO, Telephone and Telegraph (T&T) Department was responsible to operate in AJ&K and Northern Area (present GB), but was unable to provide required telecommunication services due to extreme climatic conditions and tough terrain. Even Prime Minister of Pakistan Mr Zulfiqar Ali Bhutto remained out of communication during his stay at GB. Being strategically important region, provision of communication was critical from defence point of view as well. Therefore, Army was considered more suitable to take on this challenge. Consequently, responsibility for provision of communication in AJ&K, Northern Areas and parts of tribal territories (FATA) was assigned to SCO and T&T's role was restricted to mainland Pakistan only. Since then, SCO with its public service mandate, is providing all types of telecommunication facilities to the local populace without much concern for profit generation. In the line of duty, SCO has sacrificed 59 employees including 3 Officers, 2 Junior Commissioned Officers, 36 Soldiers and 18 Civilians since its inception. ■

SUI NORTHERN GAS
PIPELINES LIMITED

Sui Northern Gas Pipelines Limited (SNGPL) was incorporated as a private limited company in 1963 and converted into a public limited company in January 1964 under the Companies Act 1913, now the Companies Act 2017, and is listed on the Pakistan Stock Exchange (PSX).

Company took over the existing Sui-Multan System (217 miles of 16 inch and 80 miles of 10 inch diameter pipelines) from Pakistan Industrial Development Corporation (PIDC) and Dhulian Rawalpindi Wah System (82 miles of 6 inch diameter pipeline) from Attock Oil Company Limited. The Company's commercial operations commenced by selling an average of 47 MMCFD gas in two regions viz. Multan and Rawalpindi, serving a total number of 67 consumers.

Sui Northern Gas Pipelines Limited (SNGPL) is the largest integrated gas company serving more than 6.5 million consumers in North Central Pakistan through an extensive network in Punjab, Khyber Pakhtunkhwa and Azad Jammu & Kashmir and is certified against ISO 14001:2015 & OHSAS 18001:2007 Standards. SNGPL is the member of 'National Safety Council' USA, which is a non-profit organization dedicated to their mission of saving lives by preventing injuries and deaths at works, in homes and communities, and on the road through leadership, research, education and advocacy. In addition to this, HSE Engineers of SNGPL are the International Member of American Society of Safety Professionals (ASSP). ASSP is a global association and premier leader for Health, Safety and Environment (HSE) professional, dedicated to the profession. ■



TARA GROUP PAKISTAN

Tara Group Pakistan is one of the top-ranking Agri Research-based organization in Agricultural Sector of Pakistan. Tara Group's Agro Division was founded in Oct. 2012, which is playing a pivotal role for the prosperity of farming community and development of the country.

In recognition of meritorious Services rendered by world-reputed Agri. scientist & the Chairman Tara Group Pakistan, Dr. Khalid Hameed has been honoured four Prestigious Awards within 18 months from Honourable Dr. Arif Alvi, the President of Pakistan. By achieving four Awards from the President of Pakistan within a shortest period of one-and-half-year, he has created a new history not only in Agro Industrial Sector, but overall in Corporate Sector of Pakistan.

Dr. Khalid Hameed is the only Chief Executive in Agro Chemical Industry of Pakistan, who has not only qualified Ph.D in Pesticides Formulation with distinction from Imperial University of Science & Technology London, but also developed and introduced a large number of top-quality, innovative and cost-effective Chemistry products to the farmers of Asia Pacific for enhancing their productivity.

By the grade of Almighty Allah, Tara Group has created a new history of fastest growth, in only eight years, to become an emerging leader among top 5 groups of Agro Chemical Industry in Pakistan. ■



THAR FOUNDATION

Thar Foundation has been established as a Section 42 Company under the Securities and Exchange Commission of Pakistan (SECP) framework with an objective to improve the lives of the underprivileged communities living in Tharparkar district of Islamkot in the Sindh province of Pakistan. The Foundation aims to improve live for these people through graduated and sustainable interventions by adopting the UNDP's Sustainable Development Goals framework to ensure that Islamkot becomes SDG-compliant by 2024.

For the first time in Pakistan, inhabitants of the project area have been made Project Beneficiaries by the Government of Sindh. This has been achieved by diluting 3% of the Government's shareholding for the Project Affected Persons who will become shareholders in the project. In addition, as part of the SGD framework, the Foundation continues to work on key impact areas such as education; health; livelihoods; gender equality; water and women empowerment amongst other focus areas.

Some of the key projects include establishing 26 school units which educate over 3500 students, setting up the Thar Foundation Hospital which is 120 beds facility along with mobile camps and maternity clinics as well as setting up 18 RO plants which help provide over 40,000 people with safe drinking water in Block II.

Under the banner of providing livelihood to the local population, over 1400 Tharis have been trained for masonry, scaffolding, driving and other skills. To further the cause of women empowerment, a dump truck training program was set up which was recognized by UN for training over 50 peoples to drive the dump trucks at the mine site. ■

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THE SEARLE COMPANY LIMITED

A diversified healthcare providing company dealing in manufacturing, marketing, and dis

and health supplements, medical devices and diagnostics. Last few years have been very prosperous for the Searle Company limited on many fronts. Being one of the most highly reputed pharmaceutical companies in Pakistan and despite the challenging economic conditions, the company still managed to achieve impressive growth and contributed significantly in improving the lives of millions of patients across the world.

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 to run 1060 schools at 109 locations, educated 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 unaffordable class of community. Almost 400 patient are treated every day in OPD, whereas 100 patients are admitted for different issues.■

SEARLE

THE UNIVERSITY OF FAISALABAD

The University of Faisalabad is working to achieve greater social unity and empower the women of this country by encouraging, identifying and implementing several different development projects, entrepreneurial activities and health & social services under their domain. The positive development of the country is intrinsically linked with socio-economic advancement of women and TUF ambitiously promotes this nation by generating favorable environment for females of diverse backgrounds and abilities in different spheres of life.

From achieving change through implementing core policies and programme actions to alleviating women status through effective programmes of education and mass communication, we run 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 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.

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



WAH INDUSTRIES LIMITED

Wah Industries Limited (WIL) was established in 1958 as a commercial subsidiary of Pakistan Ordnance Factories (POF). WIL was incorporated as Public Limited Company under Companies Ordinance and it acts as sole selling agent for POF in domestic market in Pakistan.

WIL have widespread commercial operations in Pakistan by having outlets in major cities like Karachi, Lahore, GT. Road Pinid Cantonment and Peshawar (in process). Its Head Office is situated at Quaid Avenue, Wah Cantt. We have over 500 employees working in its HQ, production facilities and security setup. Leading from the front to all Defence Commercial activities, we are amicably fulfilling weapons and ammunition requirements along with industries products. Some of WIL's notable products and services are following:

Arms and Ammo

- " 12-Bore Shot Gun Shaheen Cartridges
- " 9mm Pistols, 9x19mm SMGs, 7.62x39 SMGs, 7.62x51 G3 Rifles, .308 Rifle and other calibers of arms
- " Small ammo - 9x19mm, 7.62x39mm, 7.62x51mm, etc.
- " Complete range of Medium and Heavy Calibers
- " Subject to the approvals / NOCs from concerned ministries

Industrial Products

- " Aluminum & Steel Ingots
 - " Hard Anodizing, Castings and forgings
 - " Carbide tips, carbide coating, tools, gauges, molds, dies and others tool room facilities
 - " Brass billets, copper sheets, strips, rods, pipes and profile shapes in multiple dimensions
 - " Sale of industrial gases (Hydrogen & Oxygen), explosives, chemicals
 - " Customized clothing items, uniforms and PLCE
 - " Disposal / auction of obsolete, surplus plant, machinery, vehicles & various scrap items
- Steel & Plastic containers / boxes and customized plastic products■



**18th Annual Environment
Excellence Awards 2021**

July 2021 - Karachi

*Climate Change
& Bio-Diversity*

Company Profiles of Winners of NFEH's 13th CSR Award 2021

YUNUS TEXTILE MILLS
LIMITED

YUNUS TEXTILE MILLS At an early stage, Yunus Textile Mills shifted its priority to environmental awareness and set a vision for long term sustainable success. Our commitment is to not only serve our customers the best but to raise the standards of the communities where we operate. From the beginning, our focus is not only on costs, resource reutilization and meeting compliance requirement but building a culture, where our customers, clients, and communities recognize us as an environmentally aware company. We are certified and complied against the SEPA requirements; ISO 14000:2015. In addition, our Green Certifications included WWF Green Initiative, Step, Eco- Label, and Cradle to Cradle. Yunus Textile Mills also seek suppliers and vendors that keep green initiative as a priority. This way, we encourage our suppliers to be environmentally aware and adopt sustainable practices. Over the period of time, we have taken progressive steps to reduce our environmental impact. Our Green initiatives are dedicated towards reducing wastages and carbon footprint from our daily operations. The biggest example is being the first textile company in Pakistan to reclaim 90% of waste water and saving natural resources. In 2017 we revamped our processes and saved approximately 165M gallons of water (which amounts to approximately 8 Million glasses of Water per day). In future, we aim to continue on achieving less dependence on the natural resources. ■



TOTAL PARCO PAKISTAN

Total PARCO Pakistan Ltd. (TPPL) is a joint venture between Total Marketing & Services and PAK ARAB REFINERY LTD (PARCO). It is one of the largest international oil marketing companies in Pakistan. Total PARCO is at the service of both retail and B2B customers in Pakistan. In 2015, Total PARCO acquired the Chevron retail network, making it the second largest OMC operating in Pakistan. Total PARCO Pakistan Limited is committed to human development, quality, reliability and operational safety for its employees, contractors and business partners.



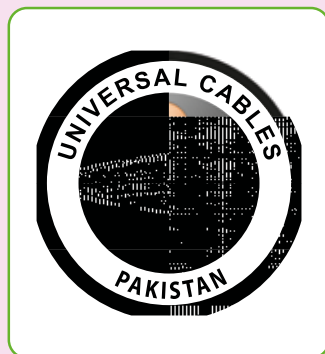
Total is a broad energy Group, which produces and markets fuels, natural gas and electricity. Our 100,000 employees are committed to better energy that is safer, more affordable, cleaner and accessible to as many people as possible. Active in more than 130 countries, our ambition is to become the responsible energy major.

The Marketing & Services division of Total develops and markets products primarily derived from crude oil, along with all of the associated services. Its 32,000 employees are present in 107 countries and its products and services offers are sold in 150 countries. Every day, Total Marketing Services serves more than 8 million customers in its network of over 15,600 service stations in 71 countries. As the world's fourth largest distributor of lubricants and the leading distributor of petroleum products in Africa, Total Marketing Services has production sites all over the world, where it manufactures the lubricants, bitumen, additives, special fuels and fluids that sustain its growth.

Total PARCO has the 2nd largest network in the country with more than 800 retail outlets in Pakistan, targeting an addition of more than 20 service stations per year. TPPL is an employer of choice with more than 1000 highly trained Pakistani employees (450 direct and 600+ indirect). ■

UNIVERSAL CABLES
INDUSTRIES LTD

In the year 1978, a small yet solid enterprise appeared on the horizon of the Cable Industry in Pakistan and was named Universal Cables. Initially the company started off as a manufacturer of PVC insulated wires, cables and flexible cords. Within a very short span of time after its initiation, Universal Cables Industries Ltd got itself recognized as one of the leading and most credible names in contemporary market. Today it proudly stands as a universally acclaimed Cable Manufacturer and Supplier Company featuring diverse product range, advanced technology and an astute vision. Universal Cables Industries Ltd. achieved another remarkable milestone with respect to Quality and Customer satisfaction after it became ISO 14001:2015 certified.



Universal Cables Industries Ltd. is dedicated towards achieving its benchmark of becoming the symbol of quality and trust in the cable industry. We believe in being our own competitors; constantly, and persistently revising and raising our yardsticks in performance and quality and endeavoring to become better with each passing day. At Universal Cables Industries Ltd., we consider it our social and national responsibility to discipline the working masses of our nation; our prudently systemized work environment is but a small yet significant contribution in this regard. When it comes to improvement for the better, we tend to take the sky as the limit; And beyond!

Our Vision is to provide the nation with a constant flow of state of the art services and quality wires and cables, and to strengthen the structure with an incessant power supply and continuous communication. We aspire to realize all our dreams and play our part in building a concrete, prosperous and safe tomorrow; As a people; As a nation. ■

11TH ANNUAL
fire SAFETY 2021
& SECURITY CONVENTION 1
November, 2021 at Marriott Hotel, Karachi

NFEH
National Forum for
Environment & Health
www.nfeh.org.pk

Fire Protection
Association of
Pakistan

All Pakistan Security
Agencies Association

ENERGY
UPDATE

Publicity Channel

Conference • Awards • Expo

**For Registration
Participation Details**

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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.



Taj's west coast brought ENVIROGRAF UK into Pakistan which is a world leader of passive fire prevention products for more than 4 decades.

Envirograf is a brand of intumescent systems limited which comply all BS, EN and NFPA Standards.

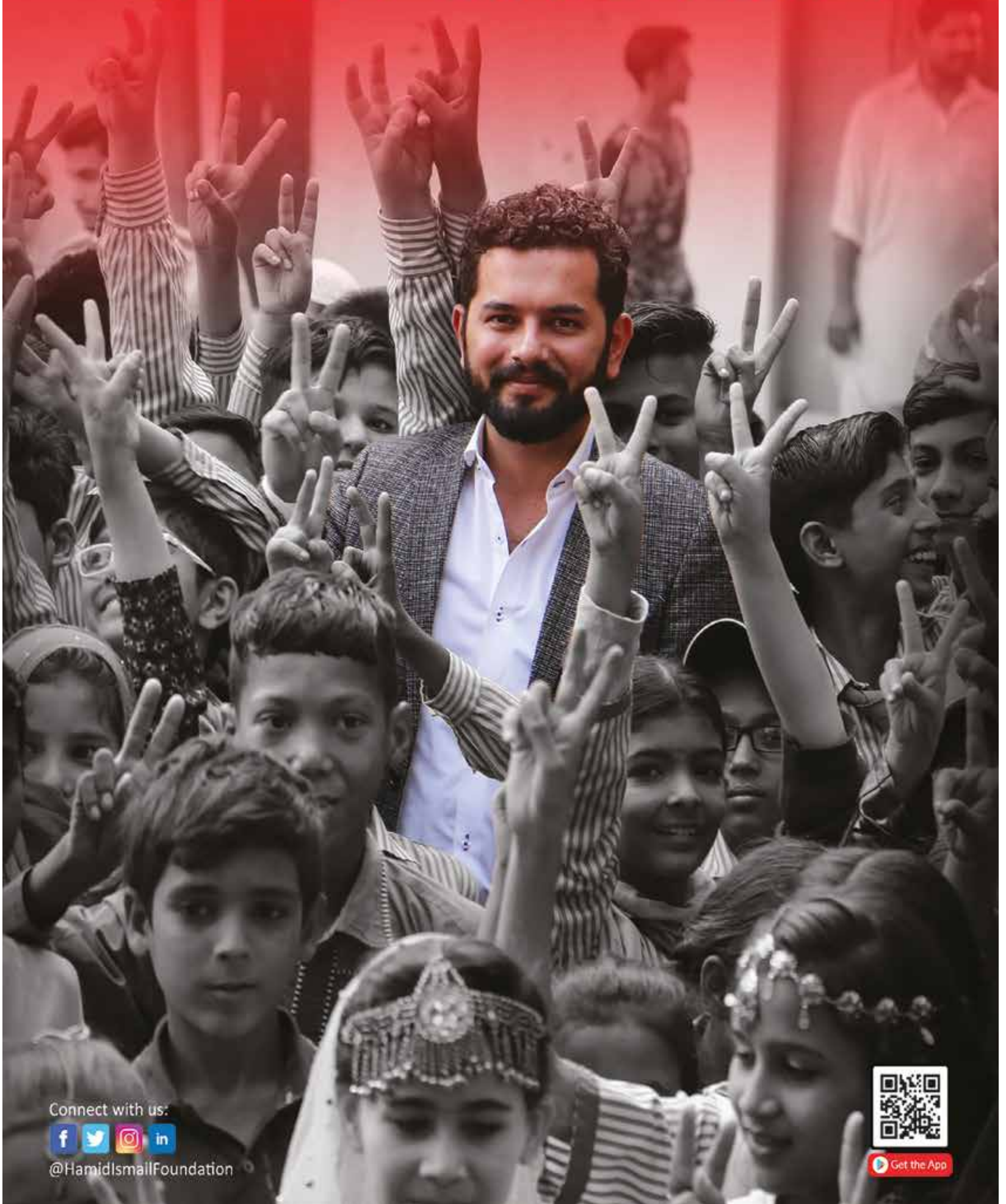
Envirograf offers the most comprehensive range of intumescent and fire retardant coatings.

Building regulation and legislation demand fire protection to upgrade the fire resistance of the building and the envirograf range of intumescent systems can certainly stand the heat as a modern design offer involve steel being expressed as an architectural features intumescent coatings are frequently the protection of choice.





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Excellence in Education & Scholarships
Excellence in Community Development & Services
Excellence in Sustainability Initiative

Serving Pakistan through Sustainable Initiatives