

MONTHLY **Energy** UPDATE

ISSN 2309-6578

SPECIAL REPORT
CSR 2015



**NBP playing leading role
in CSR: Iqbal Qasim**

SM Muneer leads UBG to a historic win

**SBP criticizes gov't's
energy policy**

**Nation should get rid
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**PCEC to bring economic
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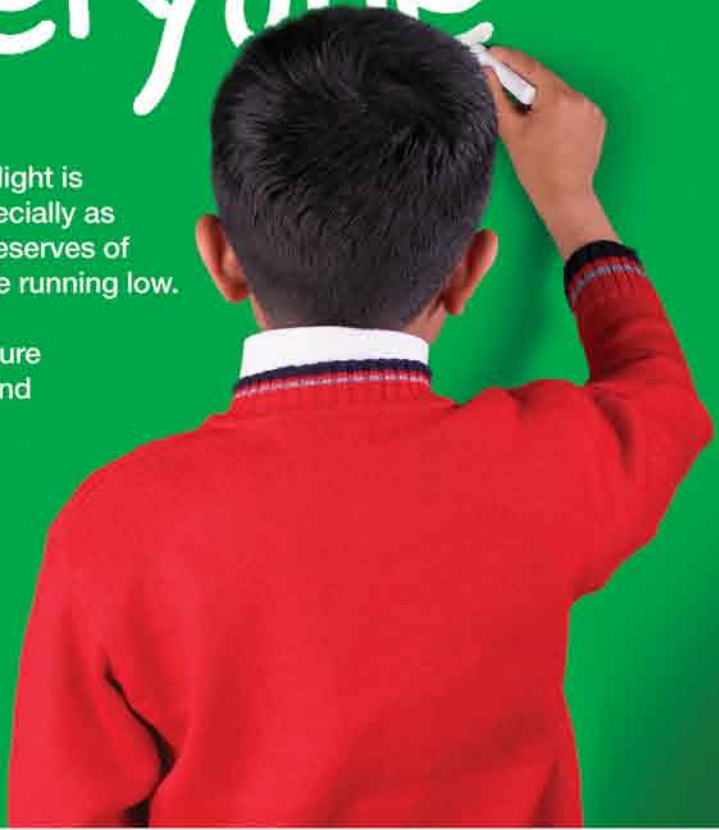
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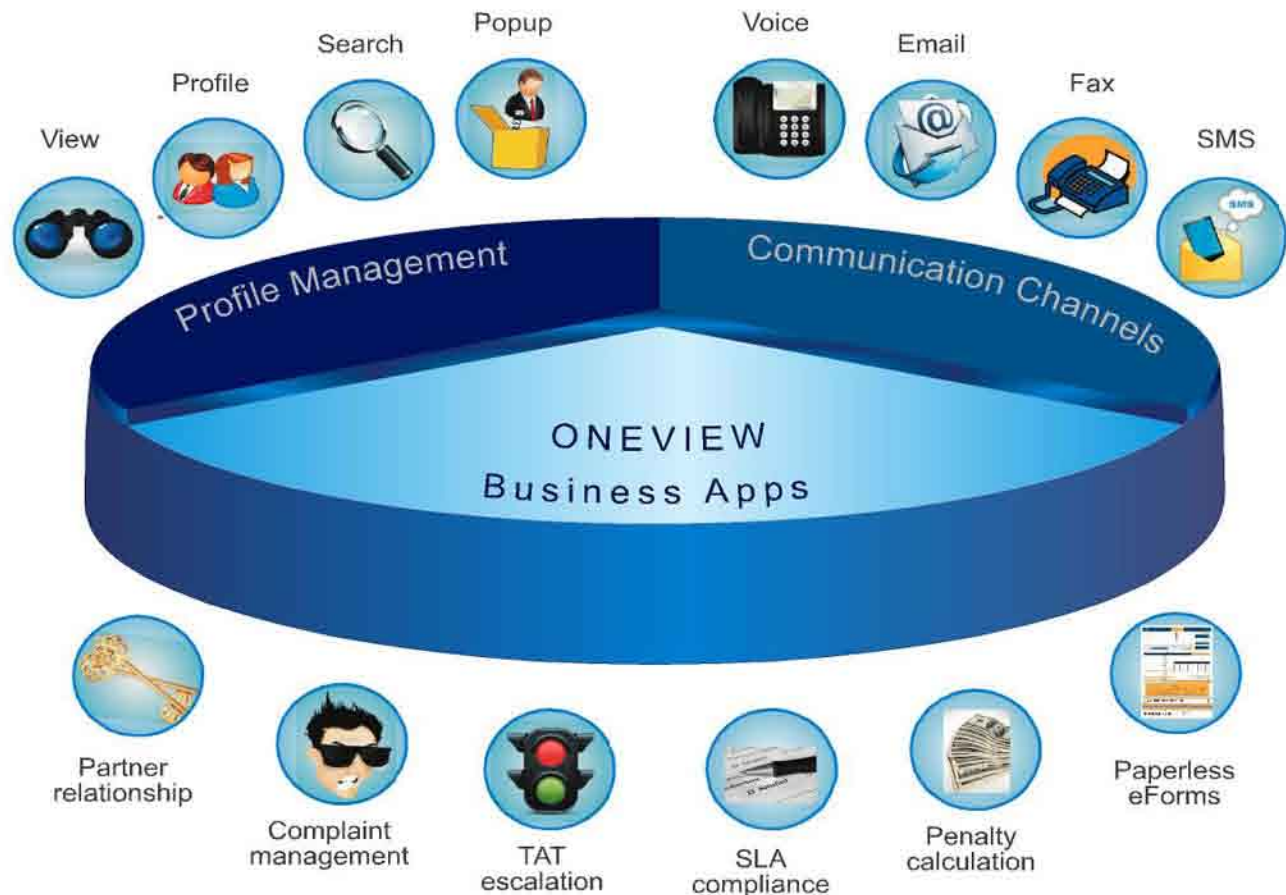


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SPECIAL REPORT on



CSR



7th International Summit & Corporate Social Responsibility Awards 2015

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EXCLUSIVE INTERVIEWS



Jesper Moller
Ambassador to Denmark



Iqbal Qasim
EVP/ Divisional Head, NBP



Sohail Wajahat
Former Chairman PSO



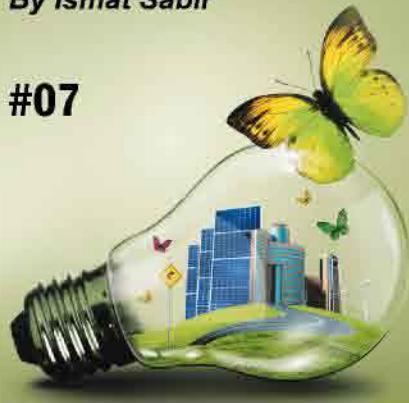
SBP criticizes govt's energy policy

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SECP issues CSR general order

By Ismat Sabir

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From the editor's desk...

Falling oil prices, consumers breathe sans relief

Amidst falling global oil prices, the present government is making the mockery of the poor consumers by giving just a pinch of price differential at home while the entire world is enjoying the relief of reducing prices of petroleum and its impact of other sectors as well, the people of Pakistan remain under siege of rulers' wrath. According to the oil market the price of oil has gone down to over 50 per cent since it started falling about three months to four months back and now ranges at less than \$56 a barrel in international market while the oil producers particularly Saudi Arabia, Nigeria, Algeria, Iraq etc. are pumping oil unstoppable, the experts expect the decline to even go down to \$40 a barrel by the mid of current year or even before that period. The oil prices have declined insignificantly by over 50 per cent in just six months period from \$107.89 a barrel reached in June 2014.

In such a scenario, the most painful factor is the government's stubbornness for not to provide the level playing field to the trade and industry and the general masses who were longing for taking some sigh of relief from unbearable cost of living and doing business. The price drop is the consequence of a complex interaction between a slowdown in global demand, the shale oil revolution, Saudi Arabia-Iran fracas and a general move from monopolistic-cartel oil pricing to a more competitive, marginal production cost based market pricing.

Pakistan's annual oil bill is going to come down by \$5 billion or even more. What will Pakistanis get out of it? The answer to that question depends on how the Government of Pakistan decides to apportion the \$5 billion bonanza. The government has at least three wide-open options to choose from: keep most of the \$5 billion to improve its current account; keep most of the \$5 billion to bring down its circular debt or pass the bonanza down to the economy, increase disposable incomes of average Pakistanis and, in return, stimulate economy-wide growth.

It is simply termed the cruel act by the present regime which has not only provided proportional reduction in the price of POL but no relief has also been given to the electricity tariff despite the fact that prices of furnace oil has also been dropped to less than \$350 metric ton but the government instead of reducing electricity tariff as per the furnace oil's prevailing in the market contemplating to further increase power tariff which should be condemned by every faction of life. Cheaper utilities as per international prices are the constitutional right of a consumer and any move of depriving the nation from this right would be unconstitutional.

Naeem Qureshi

Managing Editor
M. Naeem Qureshi
energyupdate@gmail.com

Editor
Sajid Aziz
sajid75@gmail.com

Associate Editor
Ismat Sabir
ismatsabir@yahoo.com

Editorial Team
Shabbir Ahmed
Yasir Ameen

Bureau Chief Islamabad
Shams ul Azhar

Advisors
Dr. Nasim A. Khan
Kalim A. Siddiqui
Dr. Kaiser Waheed
Anwar Shahid Khan

Head of Admin & Accounts
Ruqiyah Naeem

Commercial Designer
Rizwan Rathore
rathore.rizwan@gmail.com

Marketing Team
Engr. Nadeem Ashraf
Ghulam Kibriya
Mustafa Tahir

Legal Advisors
M. Nadeem Sheikh Advocate
Saleem Michael Advocate

Circulation & Subscription
Zahid Ali
Noman Khan
Abdul Hayee

Photographers
Ahmed Tareen
Abdul Haleem

Overseas Correspondents
Arif Afzal - USA
Andrew McKillop - France
Mirza Yasin Beg - Canada

Monthly Energy Update

309, Al-Sehat Centre,
Hotel Regent Plaza, Shahr-e-Faisal, Karachi
Pakistan,
Tel: 021-3565 3676, 3521 3853
Fax: 021-3565 1797
Email: energyupdate@gmail.com
Web: www.energyupdate.com.pk



Post-POL price cut situation

Finance Minister Ishaq Dar has raised a very legitimate question: Why the prices of various items are not falling even after a highly significant reduction in the prices of POL products? Speaking at a seminar organised

by Competition Commission of Pakistan (CCP), Dar reportedly asked the CCP chief to carry out a study into the post-POL price cut situation with a view to ascertaining the reasons behind rising prices of various items that are not showing a concomitant decrease.

According to a Business Recorder news item, the minister argued that when petroleum prices increase, prices of all commodities, including transport fares and daily use items along with staple food, soar. Contrary to this, when the government has effected a substantial decrease in POL prices, the impact has not been passed on to consumers proportionately. Citing the example of staple food, the minister reportedly said the CCP should not limit its enforcement mandate to the industrial sectors like cement, but also look into the daily commodities being used by consumers such as potato and other food items for consumer protection.

The foregoing, however, clearly shows the helplessness of a government in relation to unscrupulous traders and others. The government must stop acting like a silent spectator. It must take corrective steps without any further loss of time.

By: **ARSHAD WARSI (LAHORE)**



Petrol price



THE PML-N government has further slashed the price of petrol by Rs9.66 which brought the price to Rs84.53 from its initial price of Rs94.19.

The prime minister also reduced the prices of other petroleum products by a considerable amount which will likely reduce travel costs and prices of food items. These measures will help people and should be appreciated, but it is also true that resistance and criticism from the PTI has somehow led the PML-N government to take these steps.

What remains to be seen is whether the PML-N government will maintain these lower prices of fuel or will the prices of petroleum products witness a hike once again when the ongoing turbulence between the PTI and the PML-N ends?

Sahir Palijo, Hyderabad

New power meters

THE prime minister's inspection commission is reported to have observed that the electric power distribution companies (discos) have installed new meters which run at least 30 to 35pc faster than the old ones and that the companies can adjust their speed according to their 'needs'.

While making this disclosure, the commission also demanded of the discos immediate details pertaining to this novel and criminal technique adopted to fleece power consumers.

In Islamabad, the new electric meters were installed some four years ago. It was then stated that the new digitalised and computerised meters were not only quite accurate but had the additional capacity of recording separate readings for day and night (peak hours) consumptions.

Following their installation, charges for electricity units consumed during these two periods are shown separately in the monthly bill with about 50pc higher charges for the units consumed during peak hours.

The trickiest aspect of the new meter is that, unlike the old ones, the consumers do not have access to its reading as even a literate consumer cannot go through it. They pay the bills in good faith, believing that the units have been charged and calculated accurately.

A consumer, Islamabad



Environment concerns

MISTAKEN environmentalism and dubious concerns for ecology have brought us to the brink of disaster.

A little distress has been shown about the safety of mangroves if Zulfikarabad is built. Of course, some damage there may be, but there are ways to contain it.

The suggestion that industrial estates in future should be built along the Indus will mean total disaster.

The river Swat way up in the north is a case in point. Nearly 100 hotels that throw their refuse into the river have made its water unfit for drinking.

If industrial estates are built along the Indus, its water will also become unfit for drinking.

A victim of sham concern for the interests of Sindh is the Kalabagh dam. Everyone jumped on the Kalabagh bandwagon without realising what damage they were causing to Sindh.

If the dam is built, it will make sorely needed water available for crops. It will also give us the badly needed electricity.

Azmat Ansari, Karachi



By Ismat Sabir

SECP issues CSR General Order

Many organizations have received awards for CSR initiatives

In Pakistan, the SECP (Security and Exchange Commission of Pakistan) has issued the Companies CSR (Corporate Social Responsibility) General Order, 2009, whereby the public companies are required to disclose their CSR activities, in descriptive and monetary terms, for each financial year in director's report to members. The format of description and level of detail of these CSR activities however to disclose is left at the discretion of the companies. While the SECP has also issued Corporate Social Responsibility Voluntary Guidelines 2013, are also voluntary in nature. These guidelines focused on the internal mechanism of the CSR, include CSR governance, consultative committee, CSR management system, CSR implementation structure, allocation of resources to CSR and external assurance as well. The companies are required to form a separate CSR report, which may include the CSR policy, activities, CSR objective, working module, implementation status, achievements, risks, opportunities and challenges and working partners.

The World Bank defined CSR as the "Commitment of business to contribute to sustainable economic development by working with employees, their families, local community and society at large to improve their life in ways that are good for business and development."

relationships which could produce an overall positive impact on society. The CSR activities may be viewed in two ways. One is companies providing funding and resources for social causes, i.e. giving charity, initiate or

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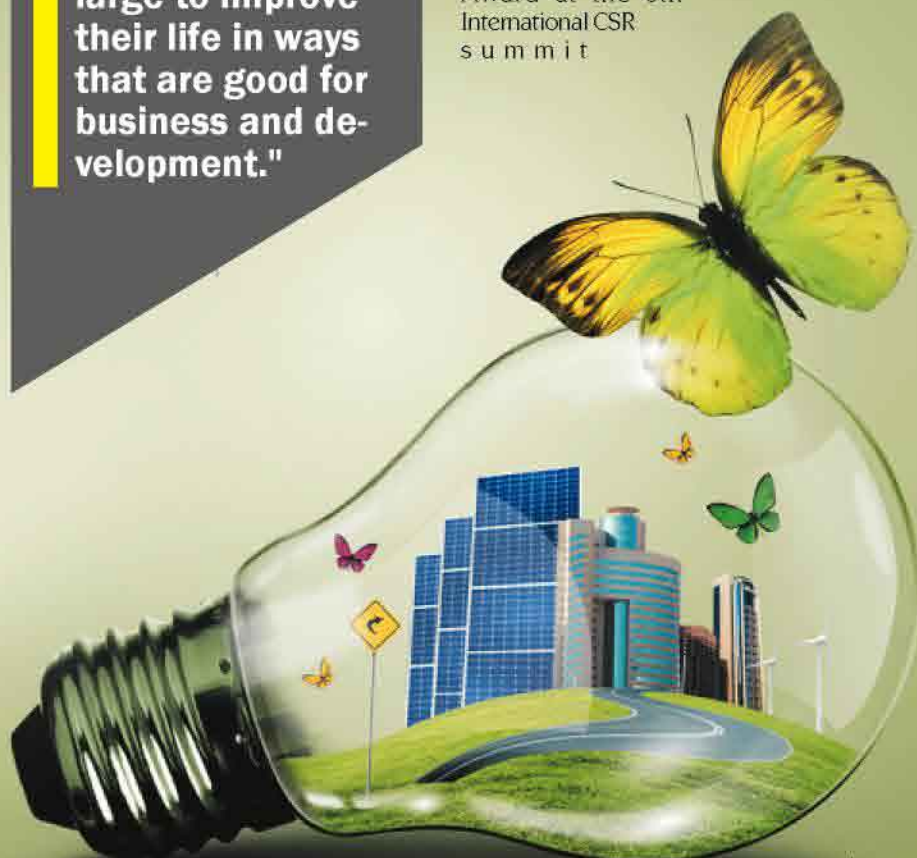
support educational or health activities, etc. The other aspect is to provide services or products that are in the best interest of the society, i.e. using safe material in products, proper disposal of hazardous factory waste etc.

NBP

Prime Minister Nawaz Sharif conferred a gold medal on the National Bank of Pakistan (NBP) on February 8, 2014, for its CSR initiatives.

Abbott

Abbott Pakistan received the Corporate Social Responsibility Business Excellence Award at the 6th International CSR summit





organized by the National Forum for Environment and Health (NFEH) in collaboration with United Nations' Environmental Program (UNEP).

During December last year, Abbott Pakistan partnered with Indus Hospital (a local charity hospital) to help them collect blood as part of their Blood Center Program, which is said to be the first of its kind in the country. Blood donation camps were arranged at both Landhi and Korangi plants where Abbott employees actively participated by giving blood. A blood collection camp was also arranged at a residential community area near the plant where community members were encouraged to donate blood and help save lives.

Etiihad Airways Wins Global CSR Leadership Premium Honours

Etiihad Airways, UAE, has won a prestigious CSR award in Pakistan.

The award for Global CSR Leadership Premium was presented at the first CSR Business Excellence Awards 2012, organized by the National Forum for Environment and Health.

The award recognized Etiihad Airways' ongoing commitment to incorporating ethical values, complying with legal requirements, and respecting individuals, communities and the environment. This was achieved through outstanding, innovative and world class services and projects implemented in 2010-11.

Ufone

Ufone has received the 'Best practicing CSR Company' award by United Nations Global Compact Pakistan (UNGCP). Ufone is the only telecom recipient of this

prestigious award.

UN Global Compact Pakistan Local Network in collaboration with Lahore Chamber of Commerce, Employers' Federation of Pakistan and FPCCI, organized by the National Global Compact Conference under the theme "Sustaining Best Business Practices" in Lahore.

To inspire the business community to follow the lead taken by business in the area of sustainability, UNGCP conferred recognition awards on Best Practicing CSR companies.

Akbar Khan Chief Marketing Officer, Ufone said that CSR was a growing field and responsible organizations such as Ufone knew their responsibility towards their stakeholders and the environment they operate in. Moazzam Ali Khan, Head of Corporate Social Responsibility emphasized on the importance of a strong CSR platform and said that Ufone's initiatives were creative, innovative and focused on the masses.

European CSR Awards

The first ever pan-European Award Scheme to inspire CSR excellence in multi stakeholder projects was launched in 2012. Funded by the European Commission, CSR Europe and Business in the Community and supported by Alliance Boots, the consortium of 29 National CSR organizations joined forces to deliver the European CSR Award Scheme for Partnership, Innovation and Impact.

The European CSR Awards Ceremony took place at Brussels that showed the richness of more than 60 national winners in two categories, SME and large company led partnership with a non-business partner.

The World Business Award for CSR corporate Social Responsibility recognises organizations that execute initiatives that demonstrate leadership and commitment to corporate social responsibility.

Organizational participation includes private companies, publicly listed companies, multinational subsidiaries, nongovernmental organizations, educational institutions, franchise systems and partnerships.

The Global CSR Summit and Awards 2015 will attempt to discuss what it means to have a fully inclusiveness model and how that could be able to achieve large scale social and business impact.

AECOM's Corporate Social Responsibility (CSR) program was recently named a Communitas Award winner for excellence in CSR.

The Communitas Awards is an international effort that recognizes the spirit of people coming together for the good of the community. ■

SRSC raises funds for special children



SRSC, the Society for the Rehabilitation of Special Children, held a fundraising event at Indus Valley School of Arts & Architecture, recently. Sajjad Ali was to perform at the said event, however due to the Peshawar incident, the event was held in memory of all the innocent lives that were lost that day.

SRSC's mission is to re-introduce the once forgotten yet, special child back into our society through the process of physiotherapy, clinical and rehabilitation services, including speedy immunisation, nutrition, and the imparting of basic social skills. Established in 1955 by Begum Akhter Suleman, the institution grew under the presidency of Begum Suraiya Qarni who established SRSC at its current premises near Quaid-e-Azam's Mazar in 1988. Mrs. Qarni joined SRSC in 1968 and served as President from 1986 to 2006.

Speaking at the event, Mrs. Talat Hashimi, President SRSC said: "Our objective is to spread happiness in the lives of the women and children who spend their time with us. The Centre for Special Children is a happy place for children and parents alike to come, avail these facilities, enjoy a light hearted atmosphere, learn new skills and leave the place as better and more positive individuals."

SRSC also run a free dispensary with qualified doctors and a literacy programme for our special children. No charge is made for any of these special services or for transporting children from different parts of the city to SRSC. ■

By Sajid Aziz

Private power producers' serve notice for Rs42 billion Nation should get rid of monstrous IPPs

A paradigm shift needed to come out of vicious circle of IPPs



The vicious circle of IPPs accumulating debts seems to be never-ending but rather entrapping the government and the entire nation is suffering due to ever-mounting debts on account of power generating units set up during Benazir's regime. Most of these units are installed on furnace oil consuming the expensive fuel resulting in very expensive electricity the people of Pakistan have been forced to buy while the profits of these power plants are multiplying.

The only solution for this big trap is a paradigm shift needed in planning power generation if Pakistan is to meet demands and not go bankrupt. The present government had to pay about Rs500 billion accumulated during PPP regime, to the IPPs in order to come out of the crisis of circular debt. But to the horror of the nation, another big amount of Rs200 billion has once again accumulated in 18 months of Sharif's government and about 14 Independent Power Producers (IPPs) have served notices to the government for Rs42 billion default made by the National Transmission and Despatch Company (NTDC) Ltd.

The notices have been sent to the Private Power and Infrastructure Board (PPIB) for purchasers' failure to pay huge verified and approved receivables to power producers, a source at the Independent Power Producers Advisory Council (IPPAC) said on Wednesday.

Elaborating, the source said Pakgen was to receive Rs3,936 million; Lalpir Rs4,724m; KEL Rs1,685m; Rousch Rs2,928m; Nishat Power Rs4,238m; Nishat Chunian Rs6,066m; Liberty Power Tech Rs4,768m; Hubco Narowal Rs3,699m; Atlas Power Rs4,115m; Saif Power Rs2,355m; Sapphire Electric Rs1,500m; Engro Power

Rs861m; Orient Power Rs631m and Halmore Rs767m.

Having an installed capacity of around 7,423MW, 29 private power projects are operational in the country, besides Kot Addu Power Company (1,650MW) and KE power plants (1,946MW).

The monster of IPPs gripped Pakistan when the PPP government attracted several IPPs (Independent Power Producers) under its friendly 1994 Power Policy. While the manner of some contract awards and the costly tariff regime were much criticised, the 1994 Policy did manage to add a total installed capacity of 6,000 MW to the grid through 16 new IPPs from '97 to '01.

The bulk of the power being produced in Pakistan today is thermal, and more than half of this is being generated by Independent Power Producers. This form of power is environmentally un-friendly and expensive to generate, and IPPs are more expensive than Wapda because of agreements made with them when Pakistan was visualising brisk growth in the industry. Pakistan's oil import bill is ballooning because of this while our coal reserves remain virtually untouched.

Wapda's thermal power generation capacity currently stands at 3,314 megawatts. This is pretty much entirely made up of the output from Guddu and Muzaffargarh Thermal Power Plants. Wapda's thermal output is now dwarfed by that of the Independent Power Producers. This is not a very cheap, or environmentally clean mode of producing energy. The time has come to get out of the trap of IPPs, switching over to green energy like solar, wind and enhance hydel power generation through building more and more dams besides setting up more nuclear power stations to generate cheap and environment friendly energy. ■

SBP criticizes Govt's energy policy

Inadequate planning, lack of reforms main cause for deepening energy crisis

The problems in the system have worsened as reflected in the shape of load shedding and the reemergence of circular debt, despite the settlement in FY13. In FY14 the demand and supply gap exceeded 4,000MW as compared to the previous year, a comparison with the period before FY12, shows a marked deterioration.

”

The State Bank has criticized the government's energy policy saying that the inadequate planning and development of the energy infrastructure and lack of reforms in Gencos (generation companies) and Discos (distribution companies) were the main factors that continued to hamper the country's economic growth. The central bank's annual report 2013-14 declares the energy sector is continuously burdening the economy, both directly and indirectly. The energy sector of Pakistan is facing problems due to unpaid bills known as circular debt. The debt reached Rs500 billion by November 2014.

The government has agreed with the IMF to reduce power subsidies by Rs 60 billion in FY15. This was required an 11 percent power tariff hike for all categories

of consumers in October 2014.

During the last many years, the government is trying to increase the power generation capacity. The existing distribution system is not enough to supply more than 15,000MW for an extended period of time. It indicated that the problem is distribution, not generation. Therefore, even if existing generating units are geared up to operate three-fourth of their capacity, the country does not have the infrastructure to distribute this power to the consumers. Hence, policy focus is needed on distribution, which needs early restructuring and privatization of distribution companies and public investment in distribution.

During the year settlement done in the circular debt in June 2013, a list of initiatives taken by the government in FY14. The plan

The government circles are depending on more and more on loans to set up new power generation units. Even if generating units are geared up to increase capacity utilization, the country does not have the capacity to distribute this power to where it is needed, i.e. from the main grid to actual users.



includes tackling price distortions; inadequate collections; costly and poorly targeted subsidies; governance and regulatory deficiencies; and low efficiency in the supply and distribution of energy. However, most of the needed reforms, e.g., privatization of distribution companies; increase in household tariffs; price rationalization of CNG and lower priority to households in gas allocations.

The problems in the system have worsened as reflected in the shape of load shedding and the reemergence of circular debt, despite the settlement in FY13. In FY14 the demand and supply gap exceeded 4,000MW as compared to the previous year, a comparison with the period before FY12, shows a marked deterioration.

The Report indicated that energy conservation must be promoted to manage the demand and supply gap in the short run. On the demand side, no policy initiative was implemented to rationalize power consumption.

Although the government increased tariffs during Q1-FY14 but it was for more on commercial users and industries, i.e. productive users, compared to household users who are less productive from the economic point of view. Both natural gas and electricity tariffs for households need to be rationalized to encourage households to invest in more efficient appliances and reduce wastage.

The report said that there is an urgent need to overhaul the existing distribution system on a war footing. Only then the government should focus on capacity enhancement that will be brought on line in the coming years.

Reallocation of scarce gas to the power sector from fertilizer and transport could have positive implications on power generation. This reallocation will not only improve existing generation capacity in the country, but will also be cost effective.

The existing generation mix is inefficient, and may not be fixed in the short run.

Hence, there is also a need to focus on shifting oil based projects to coal, and to accelerate gas exploration to ensure smooth and adequate gas supplies.

The government circles are depending on more and more on loans to set up new power generation units. Even if generating units are geared up to increase capacity utilization, the country does not have the capacity to distribute this power to where it is needed, i.e. from the main grid to actual users.

The SBP has also done an assessment of the usage of gas which is shifted from fertilizer to the power sector.

The Central Bank concluded that inadequate gas supplies and rising demand compelled the government to allocate scarce gas among competing users on the basis of the Gas Allocation and Management Policy of 2005, which had prioritized households and the fertilizer sector, resulting in the curtailment of gas supply to the power sector. This decision resulting in long hours of power outages which is badly affecting household and industry. ■



By Sajid Aziz

PCEC to bring economic revolution China invests \$30 to \$40 billion on Economic Corridor

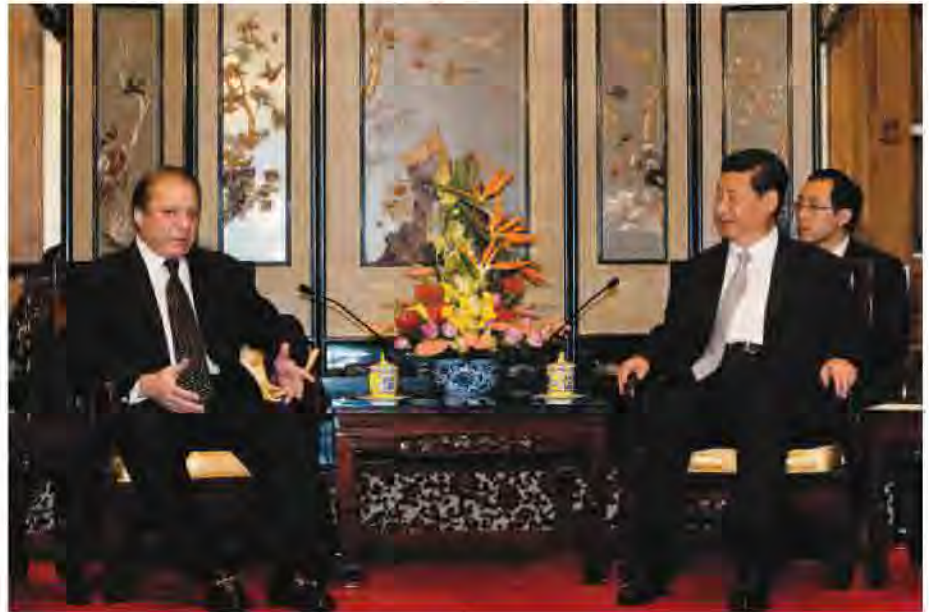
Development of Pak-China Economic Corridor is seen as the world's pivotal trade route to scale down global transportation distance between continents and help the country's dead economy rejuvenate with high employment generation. Talking to Energy Update, All Pakistan Shipping Association's (APSA) Chairman Asim A. Siddiqui said the development of Pak-China Economic Corridor (PCEC) will also help locals to improve their living standards with a rise of new businesses across the corridor.

According to Asim PCEC could bring revolution in energy sector as well by virtue of getting coal on cheaper prices as compare to the locally extracted coal for the energy projects. He said that this would be vital for Pakistan as most of the power generating plants are being converted to coal and the availability of Thar Coal is not possible for at least five to six years.

APSA chief, Asim Siddiqui had recently returned from Rotterdam, Netherlands where he had delivered a paper on the subject at an international multi-modal conference and exhibition representing APSA.

China estimates spending on setting up of the corridor will be around \$30-40 billion for the next seven years to accomplish the project linking its border routes with Gwadar seaport through Pakistan land transit. He, however, opined that businesses will begin growing gradually and not suddenly.

Sea transportation distance between China and Europe will be reduced by at least 9,000 miles once both economies are linked through the corridor transit. "The corridor will benefit China and European economies," he added. With growing manufacturing cost in Eastern China and unrest in Western China, the key factors



China estimates spending on setting up of the corridor will be around \$30-40 billion for the next seven years to accomplish the project linking its border routes with Gwadar seaport through Pakistan land transit.

pushing the Chinese government to set up a route that will help its economy grow and generate maximum jobs opportunities for people to stem violence, he said.

He said the conventional shipping route of cargo and container takes around 19,000 miles to reach Western China which will be reduced by 9,000 miles once China and European trade begins through the economic corridor from Karachi and Gwadar ports to Kashgar in North China.

"Central Asian nations are also keen to improve economic ties with China and

such a transit land route will benefit the trading nations," Aasim said, adding that "China's annual container trade stands at 225 billion, while it has 30 per cent of its total container trade with Europe [70 million containers]".

He estimated if Pakistan gets 10pc of the total 70 million containers trade between Europe and China, the country's logistic industry and transport sector will grow hugely, whereas the ancillary business will generate new economic and jobs opportunities.

Replying to a question, he said Chinese government is expected to offer a low-rate policy for global shipping sector only to bring the vessels to Gwadar port for import and export purposes. Pakistan has land links between Gwadar port and the existing national economic corridor - the coastal highway - required improvement. The corridor will also help set up new dry ports in the country, besides helping the trading nations to reduce their transportation costs. ■

Public sector organizations hitting the economy worst

Pakistan can fetch remarkable FDI in energy sector

Sohail Wajahat Siddiqui
Former Chairman, PSO, MD & CEO Siemens

By Sajid Aziz

Sohail Wajahat Siddiqui has served as the Chairman PSO, MD and CEO of Siemens Pakistan (SP) for over 12 years. Cluster CEO for West Asian countries besides holding other key responsibilities within Siemens Germany (SAG) like Director SAG as per SAG Regulations. Member Acquisition Team SAG for Westinghouse Power Corp. He was the first Pakistani to head SP in the history of the company. Mr. Siddiqui has served and is serving as Member on the Board of Pakistan Business Council (PBC). Board and Council Member like the NUST, LUMS, IBA, Dawood College of Engineering & Technology, Hamdard University, KASBIT, Dadabhoy Institute, IoBM, Habib University Foundation, Nazeer Hussain University, AIESEC and the YPO/WPO organization.

His many accolades in the corporate sector include having served as President Overseas Investors Chamber of Commerce & Industry (OICC&I) and President Management Association of Pakistan (MAP). He also served as Board Member ROUSCH Pakistan, VP - PDF, PGBF, Pakistan Steel, KPT, Karachi Shipyard & Works, Atlas Engineering, KW&SB for Desalination Plant, NESPAK, HEC, PIPRO, TUSDEC, Provincial Disaster Management (PDMA), Provincial Committee Investment (PCOI), BOI, PFC, Member CM Inspection Enquiries & implementation Team Sindh and KASB Bank. The government of Pakistan having recognized his business acumen also nominated him as the Chairman Think Tank on Integrated Energy Sustainability, Member Central Power Purchasing Agency (CCP), Board Member of EPZA, TDAP, Planning Commission (PC), CPLC, STEVTA, EDB, Gov Council of Prime Minister Quality Award (PMQA), The Legend's Trust and PEC.

He has also played an active role in charitable organizations. He served as Chairman of Pakistan Red Crescent Society (PRCS), Sindh Branch. Also served as Member of the Patients' Behbud Society of AKUH. He is serving as Board Member of Tabba Heart Institute as well as Member at Rotary Club Metropolitan. He is also a Member of ICC, Pakistan. He was the committee Member that chalked out the Engineering Vision 2010 for Pakistan. Award of Excellence was presented to him by the Institution of Engineers for his outstanding services towards the engineering sector. In recognition of his outstanding services to the country and to the cause of education and engineering industry in particular the president of Pakistan has conferred upon him the honor of Sitare-e-Imtiaz.



Sohail Wajahat has recently left Karam Energy as its CEO after serving Pakistan State Oil as its Chairman. In an interview to Energy Update he says.....

EU: What do you suggest to overcome this turbulent situation and dwindling economy?

SWS: Economy is a collection or collective recipe; it's just not like to give a shot to the ailing economy or giving it Panadol to relieve its sufferings. Economy is collection of certain actions. Economy is not something to correct. When you have a headache doesn't mean you have an ailment. It is because of some reasons, Panadol is a reliever, not a cure. What economy is? It is the combination of different indicators. Improve the indicators; you will be able to put the economy back on track. Economy is the name, indicators are ingredients.

Why the economy is passing through this situation. First of all, public sector enterprises are hitting the economy worst. We can correct our economy with a stroke of pen by taking public sector enterprises out of the ministerial control. Rs4 trillion have been given to the public sector enterprises in a year which means we have given \$40 billion to them. Taking this money out of the economy where would our economy go. But then PIA, Steel Mills, Railways, PSO, PPL, etc. would not be in your control. Secondly, investment is the major problem; we should give constitutional cover to our economic policies for at least 10 years so that major economic policies could not be changed by any government. We will not attract investment in such a scenario when we keep on changing our policies all the times.

Government should be enabler and not the policy maker. Minor changes can be allowed but not the macro-economic policies. If we have to maintain our basket in our monetary policy we should not devalue rupee as a final resort. Then comes the food, we should have to inquire about food prices first thing in the morning besides maintaining foreign exchange rates, these are all ingredients of the economy should have synergy with each other.

One cannot imagine how much investment we can fetch in energy sector, how much we can lure the investors into this sector as they will immediately jump into our market and bring FDI. We should invite bidding and ask for the price at how much they will sell energy to us. And the lowest bidder should be given to the contract. We have 10,000 MW's revamping. We are producing 11,000 MW only. At least 10 to 12 billion dollars commitment would be seen in one year's time. Even in existing plants, investment would be pouring in. You cannot run your economy on US model, every country has its own dynamics. Energy authority should be set up and remove the corruption. The entire sector should be put under one authority, this will end up circular debt. I have prepared a presentation on this. When we have 4500 MW power shortfall we have to bear a loss of \$2 billion besides losing 500,000 jobs. Tax to GDP ratio will not improve automatically. Energy crisis is not artificial, it's due to inefficiency. Merit should prevail.

EU: Dilemma of ethical values?

SWS: When I got my first bon in Siemens, I bought air-conditioner for my father, but the first ever thing my father asked that where did you get the money? I said that I got my first bonus, and then he asked how much would be the electric bill? I said that running it about 8 hours

means rs200 to 300 per month then he said that he cannot afford bill. Then he said that Ok I will run it only two hours so that I can afford bill. Values inculcate through personal model. We were taught values and ethics in our schools. Nothing is being taught on ethics in today's schools. The way students were being taught in their schools in our time, was creating leadership qualities among us. That's why we have enough confidence and we can speak in front of hundreds of thousand people. These qualities are created through syllabus, education, Iqra.



EU: Commercialization of education? Are you satisfied with the quality of education?

SWS: : Education's quality can be judged though its product. What Harvard is producing so you are, What engineering is being taught you are teaching the same thing. What is the finished good of education? human beings. If you are not producing the leadership qualities in your student that's mean you are producing a crap. Syllabus is the same whether it is Harvard or our local institutions. Syllabus is the same across the globe. There is nothing wrong with the syllabus. The only thing wrong is with the faculty. Faculties employed on non-merit are the problem. Allama Iqbal never went to the schools like the ones we have today. Sindh Madarsah where Quaid-e-Azam had learned did not have marble flooring or equipped with air-conditioner s. we are not at the level of economy to have A/Cs. I have never seen any parent inquiring about the standard of faculties. Schools owners ask you the questions like who will pick your child, how many cars you have while parents never ask about the question that who will teach their children. Do they ask about the salaries school owners paying to the faculties? Menace of coaching centres should be eliminated and government should ban coaching centres if we need to improve our education standard. I do whatever I can do at my level and made

efforts to elevate IBA in consultations with Dr Ishrat. Now IBA has improved its working by 200 per cent.

EU: How did you turn around PSO and created corporate culture?

SWS: It's not too long when I joined PSO I tried to find MBA with Petroleum background MD who should have right credential and it was real hard to find MD like this. No one was ready to come to Pak. He is totally on merit. On one knows him here. Now Productivity and profit started increasing. We are not in loss anymore. It is in profit while we are short of cash flow. KESC has only owes us Rs6 billion as we have recovered all our debts. I have brought PSO out of red by saving its Rs30 billion.

EU: Give a brief account of your educational background?

SWS: My educational background is full of struggle and hard work. When I started, I had a lot of educational pressure from my parents, my father was a judge and my mother paid a lot of attention towards my education. She made it very clear that I should either stand first or stand nowhere at all. So from nursery until now I have never occupied the second position. I received gold medals everywhere, as well as all the scholarships in Pakistan including National Talent and Nishan-e-Haider, even when I had done my masters and M Phil from Imperial College and King's College, I received awards there as well, in fact I went there on a scholarship. I started my education in Shikarpur, which is a very small city, at Habib Ullah Public School. I still remember my teachers there, I got told off by them on several occasions but I always had this thing in my mind that no matter what I have to secure the first position. My parents had a major role to play in my education and success. My whole family and all my relatives were well educated and everyone always stressed on the importance of good education so from a very young age I knew that only education could make a man. After I got done with my masters, I started thinking of what to do next. I continued as an engineer because engineering is what I had studied and my parents had told me not to divert from that field.

EU: Do you teach now a days?

SWS: Yes, I teach at IBA, LUMS, MAJU, Bahria University, Hamdard University, Sir Syed Engineering University, National Defence University and a lot of other institutions. I deliver my lectures at many institutions across the country. ■

By Syed Nasir Ali Bokhari (Chairman KASB Group) & Arshad H. Abbasi



Sino-Pak Electricity MOUs

Transparency and Commitment is missing

Two prominent businessmen have written an open letter to the Prime Minister of Pakistan, Mian Nawaz Sharif complaining that the transparency and commitment is missing from Pak-China electricity agreements. The two entrepreneurs have written this letter prior to the visit of the PM to Beijing last month. The letter says that: Bilateral ties between the two countries are of significant strategic importance, and emphasis must be made on the proposal of the China-Pakistan Economic Corridor. Indeed, Pakistan's energy security is at the top of your agenda as is indicated by the 21 energy related Memorandum of Understanding and agreements that have been signed by the two countries. "However, we wanted to bring your attention to some crucial points that are essential to strengthening the energy relationship between Islamabad and Beijing".

With plans to increase connectivity between Khunjab and Kashghar (Islamabad- Beijing), it must be noted that building infrastructure and improving communication and energy linkages

between China, Pakistan and the rest of the global market is a positive step for Pakistan. For Pakistan to fully benefit, it will be important to improve political stability and aim to be an economic powerhouse, so that Pakistan does not become a mere dumping ground for economic goods and a market.

Moreover, for Pakistan to explore its connection with countries such as Kazakhstan, Russia and Mongolia, it will need to improve its own industrial base, and also build capacity in services. On the strategic side, Pakistan's geopolitical importance would increase through the Pakistan-China Economic Corridor, in the event of deteriorated Sino-India relations. In that event, particularly risking energy security from the South China Sea route, it will be important for China to have secured energy through the Pakistan-China Economic Corridor, in light of its energy trade links with the Middle East and Africa.

Pakistan's long-term energy goals are towards renewable energy with a special emphasis on hydropower that reflects its

Table 1: Source: Abbasi, Mehmood, Kamal "Coal Power Generation", 2014, SDPI

Efficiency[2]	30%	38%	45%	50%
Carbon Dioxide Emission Grams /KWh	1116	881	743	669
Coal consumption Grams/Kwh	480	379	320	288



estimated potential of 120,000 MW. The letter recommends increased Chinese investment in hydropower to create the energy security necessary for the future viability of the China-Pakistan Economic Corridor. In fact, investment through Chinese Independent Power Projects (IPPs) provide an avenue of cooperation that would benefit both China and Pakistan.

As of the end of 2013, China's total installed capacity of power generation had reached 1,250GW, which contained 229 Gigawatts (GW) of Hydropower, 92 GW of wind power. China is the world's largest producer and exporter of solar cells (PVs),

the longest in the world including the Jinping-Sunan transmission line and Xiangjiaba-Shanghai transmission line. China's decision to go for UHV transmission is based on the fact that energy resources are far away from the load centers. The majority of the hydropower resources are in the west, and coal is in the northwest, but huge loadings are in the east and south. It is suggested that Pakistan and China deepen their ties on energy through inter-connection between their grids, as a feasible medium-term power solution of energy trade.

It must be noted that Pakistan must strengthen its regulatory body, the National

Bangladesh, an important country in the South Asia region, tariff for ultra-supercritical plant was 4.5 cents, but it is unfortunate that Pakistan has suggested an upfront tariff of over 9 cents/kwh, for poor quality coal power plants. For example, the Bangladesh Power Development Board (BPDB) signed three IPP contracts for coal-fired power generation with the Orion Group for 1,200 MW in June 2012. The average tariff agreed is 5.4214 US cents (Tk 3.795). In April 2014, Bangladesh Power Development Board (BPDB), on behalf of the Ministry of Power, Energy & Mineral Resources, floated an open tender for ultra-super critical coal power plants, with a capacity 2x600-700 MW Coal Fired Ultra at Moheshkhali, under a transparent process to promote clean coal technology and above all low tariff for end consumers.

Chinese has emerged among global leaders in solar energy. Pakistan must look towards the future in solar technology and improve its energy mix with the help of China, as it is the biggest exporter of photovoltaic technology. A massive increase of solar power in the total energy generation capacity is possible in a short time. It can have long-term implications on the already teetering power sector of Pakistan. It is therefore recommended that Photovoltaic manufacturing industry be established in the country with the help of

Source - IEA, 2014 "Fossil Fuel Power Generation, pg. 37-38", quoted in "Coal Power Generation" - Abbasi, Mehmood, Kamal. 2014

Plant Name	Country	Total Capacity	Technology	Efficiency	USD Cost/KW	USD Cost/MW
Wangqu 1&2	China	600	Super Critical	41	580	0.58

currently has about 19 GW of solar installed, with a target of 35 GW by 2015. (CIA Report)

It is suggested that Chinese companies become Independent Power Producers in Pakistan, in order to fully exploit Pakistan's hydroelectricity potential, and this proposal suggests taking 20% of electricity produced in these projects to the Xinjiang region in Pakistan while leaving 90% for the Pakistani grid. Looking at the map (annexed) below gives an overview on the breadth of projects that are feasible for such energy trade between the two countries, as part of Pak-China (Indus) corridor.

Grid connections between the two countries may be improved through UHVDC transmission lines. This technology has emerged as the preferred transmission technology for long-distance bulk power supply. China's largest Ultra High Voltage DC (UHVDC) transmission lines are among

Electric Power Regulatory Authority (NEPRA) to benefit the most from investment in coal power generation. NEPRA's role and future responsibilities in regulation may be even more complex with greater multilateral energy trade. There will be no room for lapses in regulations and politically influenced decisions, as it has attracted criticism in the past.

China is a global leader in Coal Water Slurry and this is an area of cooperation that must be explored as a possibility for coal power generation in Pakistan. For Coal Power Plants, Pakistan should ask for Chinese cooperation by investment in clean coal technology.

The example of the Wangqu 1& 2 plants in China operating at an efficiency of 41% are the path Pakistan should pursue in coal power generation, for the China-Pakistan Economic Corridor.

It is important to note that in

China through the process of technology sharing. By developing the panels locally, Pakistan can drastically cut EPC costs, thus reducing the tariff to a considerable extent. In the long-term, Pakistan and China may strengthen bilateral cooperation between educational institutes such as joint projects between engineering universities in solar and other energy technologies, and this letter requests that the PM move forward with this bilateral consideration.

Last, but not least, following the footprint Indian PM Modi, You have to frame a special management team, including permanent professional members from China directly under the Prime Minister's Office (PMO), dedicated to exclusively facilitating China so that they do not get bogged down in red tape. ■

By Sajid Aziz

S M Muneer leads UBG to a historic win

UBG leaders undertake to root out all coruptions in FPCCI

Patron-in-Chief, United Business Group, S. M. Muneer vows to bring reforms in the apex trade body of the country - Federation of Pakistan Chambers of Commerce and Industry (FPCCI) and remove all the parasites who have marooned this respectable organization. After winning the elections of FPCCI and on the occasion of general body meeting he along with newly elected President FPCCI, Mian M Adrees said that hypocrites have been defeated and truthful have won and accountability would be initiated against corrupt elements. He offered the rewards for those employees who would be unveiling corruption.

At this occasion, Chairman, United Business Group, Iftikhar Ali Malik, Zubair Tufail, Mian Zahid Hussain, Senator Abdul Haseeb Khan, Khalid Tawab, newly elected President, Mian Mohammad Idrees and Senior Vice President, Abdul Rahim Janoo were present. While Senator Ilyas Bilour, Tanveer Shaikh, Mohammad Yahya Polani, S.M.Naseer, Shaikh Riaz, Nasiruddin Shaikh, Mumtaz Shaikh, Gulzar Firoz, Jawaid Ali Ghorji, Abdul Sami Khan, Rafiq Sulaiman and others were also present.

S.M.Muneer said that there is no place for hypocrites in United Business Group and this is good sign that hypocrites have come openly at the occasion of election.



He said that few persons had tried to bargain with United Business Group and they had produced several issues for the group so that investigation for corruption and looting in FPCCI could be rolled back but businessmen and industrialists of Sindh, Punjab, Balochistan and Khyber Pakhtoon Khawa have proved that a new tradition would be set by eliminating corruption. Chairman, UBG, Iftikhar Ali Malik said that after the victory of election of the federation, new trend would be set and mutineers are veiling their faces as they

have nothing in their hands.

Mian Zahid Hussain, Patron UBG, said that victory of United Business Group in election of FPCCI and unity of businessmen and industrialists could prove to be surety for entire economic development of the country. Now, we would resolve the issues and challenges of economy of the country. He said that development of the country is related with the economic growth and United Business Group is ready to play its active role for the economic development of the country.

Mian Mohammad Idrees said that he would try to accomplish the confidence of entire business community and attention would be focused to resolve the issues of businessmen and industrialists. He said that issues of business community are not hidden but attention has not been given but we would implement on the manifesto which was formed for economic development of the country.

Senior Vice President, Abdul Rahim Janoo has appreciated S.M.Muneer and Iftikhar Ali Malik and said that United Business Group has proved that all business community is united. He said that as Senior Vice President, he would ensure his services without any discrimination by fulfilling the confidence of entire business community. ■





Volume of Pak-Denmark bilateral trade not satisfactory

Denmark has much to offer Pakistan in energy sector

says Ambassador to Denmark
Jesper Moller Sorensen

By Naeem Qureshi & A.S Rind

Diplomat who has been working in the foreign service since 1997. Have been involved in a range of foreign policy issues, including EU affairs, NATO, security policy, Middle East, South Asia, and international trade policy. His postings include Ankara/Turkey, Washington/USA, Kabul/Afghanistan and now Islamabad/Pakistan.

Denmark has much to offer Pakistan in energy sector and keen to resolve ongoing energy crisis in Pakistan through transfer of technology and investment in various power sector projects, this was stated by the Ambassador of Denmark in Islamabad, H.E. Jesper Moller Sorensen to Energy Update in an interview we conducted recently when he visited Karachi on the occasion of a seminar held in Orient Energy System Pvt. Ltd, Korangi Industrial Area, Karachi. He went on saying that.....

Energy Update: Please tell us about your career and postings so far?

JMS: I started my career as diplomat 17 years ago. I have studied Political Science and International Relations at the university. This is my 4th posting as diplomat but first as Ambassador. I am posted to look after the whole country affairs. Earlier, I have served in Turkey, Washington (USA) and Afghanistan before coming to Pakistan. This is my first time as Ambassador in Pakistan. In Pakistan, I tried to travel all around the country and have met all segments of society including youth, women, business community etc. As Ambassador I have development assistance programs, commercial and trade ventures to boost more opportunities of business for Danish companies in Pakistan. Pakistan is a huge business market for Danish companies and groups but as you also know that alike others our companies also ask about law and order situation in Pakistan. It is not so easy to convince them to come here and make investment but I am doing this and very hopeful about the outcome. I made efforts and arranged a business delegation to Pakistan about one and half year ago. This delegation also visited major cities like Karachi, Islamabad and Lahore. They showed their interest in various sectors including agriculture, dairy, energy etc.



About 40 years ago, Denmark faced similar energy crisis and was depended on oil from Middle East. But, soon we realized and started investing in renewable energy and now we are fulfilling our 50 percent energy needs by renewable sources like wind power and solar. Our economy is now growing at very fast pace.

”

EU: What is volume of business between Denmark and Pakistan?

JMS: Bilateral trade between Pakistan and Denmark is more than 450 million US dollars a year which is still not good enough. As I have already mentioned that here is a big market in Pakistan for Danish companies in energy and other sectors which I am trying to exploit this potential so both countries could share benefit.

EU: Did Denmark also face energy crisis like Pakistan?

JMS: About 40 years ago, Denmark faced similar energy crisis and was depended on oil from Middle East. But, soon we realized and started investing in renewable energy and now we are fulfilling our 50 percent energy needs by renewable sources like wind power and solar. Our economy is now growing at very fast pace. Companies like Grundfos provided high quality energy efficient pumps for every sector even to treat sewage water. Such pumps are needed everywhere in the world to meet energy crisis as if you do not have energy efficient pumps your energy production expense is increasing. I am very pleased that Orient Energy is now in partnership with Grundfos in Pakistan.

EU: Have you enjoyed culture and foods of Pakistan?

JMS: I have travelled many cities and villages of Pakistan and had very pleasant journeys. I enjoyed Pakistani culture, like

its people and their hospitality. Food is great here but very spicy sometimes.

EU: What have you observed while travelling to different areas of Pakistan?

JMS: Pakistan has many challenges at present and ahead, and we are trying to help Pakistan to cope with it. Sanitary conditions are very poor. A lot of people are still living in very poor environment and children are suffering many diseases like stunting. Issue of out of school children is also very serious as about 7 million kids are not enrolled in schools, which is 2nd highest number just after Nigeria in the world. More than 40 percent girls are married even before age of 18. We support democracy in Pakistan and rule of law in the country.

EU: How Pakistan can be an energy efficient country?

JMS: Pakistan has not been able to be an energy efficient country so far as every house consumes a lot of energy. Walls and windows of houses even of my house in Islamabad are not isolated. A lot of power is produced from generators run on oil which is again very expensive. We need to do many things. We need to generate more energy by renewable sources as use of more oil is not good for our environment and a major cause of pollution. Energy should be used efficiently. Beside of public sector, private sector companies should

also follow energy efficiency guidelines and implement the same. Denmark can help Pakistani sectors through its consultant groups.

EU: In which sectors you see opportunities for Danish companies in Pakistan?

JMS: There are many sectors like cement, energy, dairy and many others having potential for Danish businessmen. Westas, a Danish company is world largest turbines producer and it is expanding its business now in Pakistan. Wind energy sector is another opportunity in Pakistan as Denmark is producing 200 MW power through its wind corridors.

EU: What help can Denmark offer Pakistan to support its growth?

JMS: Denmark cannot offer cash but can offer its technical assistance and share its experiences with Pakistan. Danish companies like Grundfos will help to boost its economy. I myself is convincing and telling Danish companies about local needs, challenges, solution and potential. We can also invite those companies here in Pakistan. One of our companies is coming to Pakistan with energy efficient windows to save energy. Many Danish companies are negotiating with local partners in energy sectors. Denmark always supports gender equity and equality, and women empowerment. ■



Dr. Ikhtiar Baig biography launched

The biography "A Limitless Pakistani" of Dr. Mirza Ikhtiar Baig, Former Advisor to Prime Minister and Chairman Baig Group was launched by Mohsin-e-Pakistan Dr. Abdul Qadeer Khan. The speakers highlighted various aspects of Dr. Baig's life as an industrialist, diplomat, politician, columnist, author of economic books and a philanthropist. The event was attended by large numbers of people from various walks of life.

Dr. Baig in his speech said that it requires courage to document your past and present to the people and its only possible when you do not have any stains in your life. He attributed his success to his mother's prayers and teaching of good moral values and high education. Dr. Baig is proud to be a self made and it is because of Allah's blessing, sheer hard work, parents prayers and honesty.

Federal Minister Industries & Production Ghulam Murtaza Jatoi and Jehangir Shah, DMD Pak Oman Investment Co. two close childhood friends were present at the ceremony to share good old memories with Dr. Baig.

Dr. Baig stressed upon unity and strong bondage with the family members and appreciated his brother Ishtiaq Baig's role



in achieving the success. Zeba Bakhtiar, a close family friend expressed her esteem respect and regards for Baig family and their support to her when needed. She called Dr. Baig a role model for the youth of Pakistan.

Nisar Khoro Sr. Minister Education, Zahid Malik Editor-in-Chief Pakistan Observer, Mian Muhammad Adrees President FPCCI, S. M. Muneer CEO TDAP, Iftikhar Ali Malik Chairman UBG, Sirajuddin Aziz President Habib Metropolitan Bank, Ishtiaq Baig Hon. Consul General Morocco, Rashid Siddiqui Chairman Afeef Group, Salahuddin Haider of 21st Century Business & Economic

Club admired Dr. Baig's persona as a professional who enjoys excellent credibility and reputation in the business, social and political circle.

Dr. Abdul Qadeer Khan highlighted the role of Dr. Baig's mother in their success and shared his old association with Baig family. ■

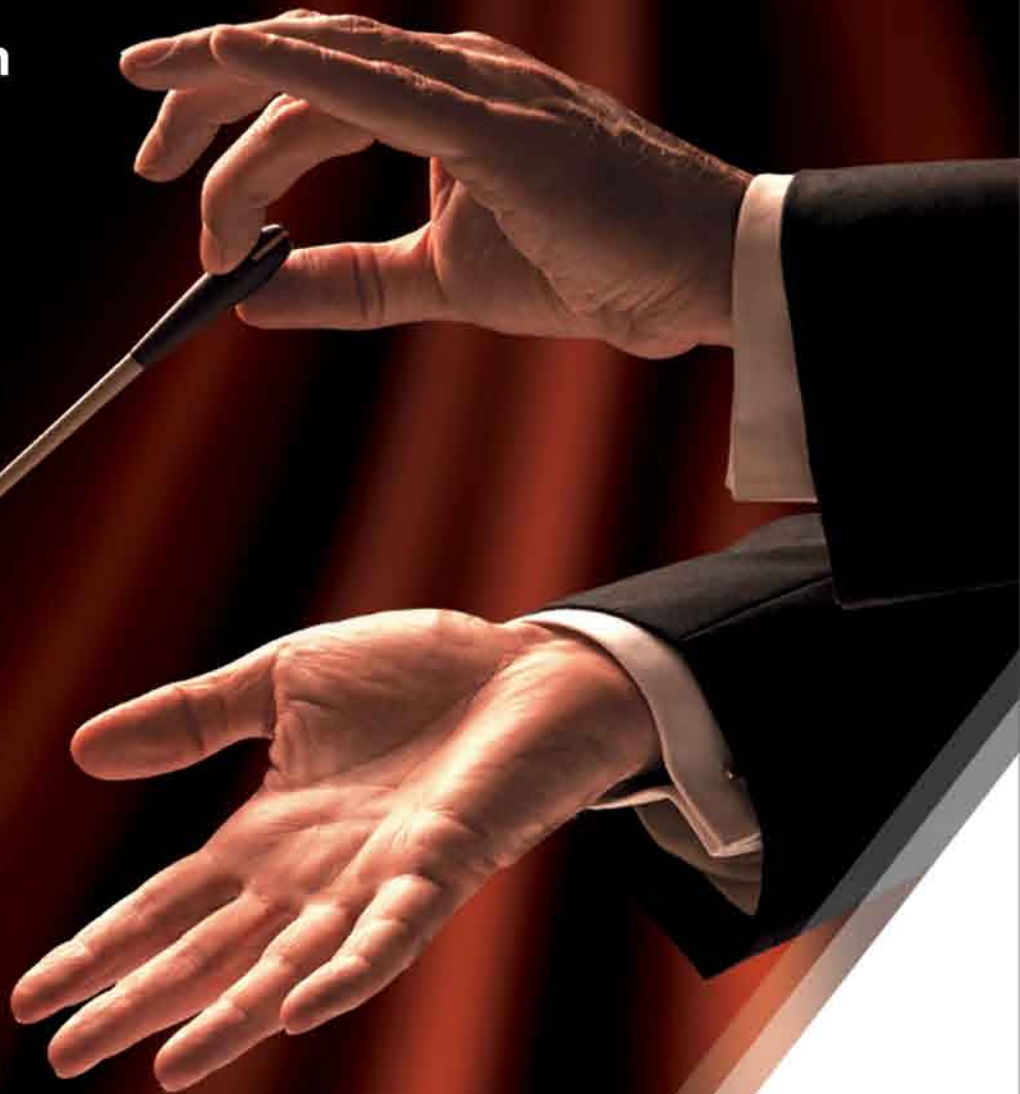


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SPECIAL REPORT on



7th International Summit

&

Corporate Social Responsibility Awards 2015

Resource, Reach, Rehabilitation



National Forum for Environment & Health (NFEH) is organizing the 7th International CSR Summit and Corporate Social Responsibility Awards 2015 at Serena Hotel, Islamabad with the collaboration of SAARC Chamber of Commerce & Industry, Pakistan Centre of Philanthropy and Pakistan Society of Training & Development.

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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Pictorial Glimpses of Past Events

6th Intl CSR Summit 2014 & CSR Awards 2014
Marriott Hotel, Karachi

► Awards ► Conference ► CSR Gallery



SPEAKERS ADDRESSING THE 6TH CSR SUMMIT 2014



2nd Regional Seminar on CSR 2013, Lahore



Governor Punjab Ch. Muhammad Sarwar, Mr. Babar, Sharukh Hassan, Ashar Sakin, Naeem Qureshi, Dr. Kaiser Wahed, Tariq Cheema, Shahid Khan and Mumtaz Hussain addressing at CSR Seminar



A group photo of Speakers and Organizers with Governor Punjab Ch. Muhammad Sarwar

5th Int'l CSR Summit 2013 & CSR Awards 2013
Marriott Hotel, Karachi

▶ Awards ▶ Conference ▶ CSR Gallery



National Forum for Environment & Health holds 2nd CSR Business Award 2013 on March 28 at local hotel. Award winners from 43 organizations along with Fazzal Qadir Sheerani, President FPCCI, Ms. Ruth Pfauo, Chairman NFEH, Dr. Kaiser Waheed, President NFEH, Naem Qureshi, Ruqiya Naem, Mirza Ikhtiar Baig are seen in the picture.



Javed Jabbar, Advisor NFEH, Fazzal K. Sherani, Ex-President FPCCI, Haroon Agar President KCCI, Mirza Ishtiaq Baig, Huma Bukhari, Dr. Kaiser Waheed, Dr. Ruth Pfau, Aman Hussain addressing at 5th CSR Summit

4th Int'l CSR Summit 2012 & CSR Awards 2012
Pearl Continental Hotel, Lahore

▶ Awards ▶ Conference ▶ CSR Gallery



Group photo of 1st International CSR Business Excellence Award Winners with the Chief Guest Governor Punjab Sardar Latif Khan Khosa, Naem Qureshi President NFEH, President LCCI Irfan Kaiser Sheikh, Munawer Baseer, and others



(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



Judges Profiles

ISHTIAQ BAIG, Tamgha-e-Imtiaz

Leading industrialist and
Vice Chairman Baig Group of Companies

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



Hon. Consul General of Morocco

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

Founding President, Make -A- Wish Foundation Pakistan

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

Renowned Columnist

He is also a renowned Columnist and writes regularly for the largest circulated newspaper of Pakistan, Daily Jang. His columns are very popular among the readers in Pakistan and abroad. Ishtiaq Bag's name is also mentioned in the famous Wikipedia website as a leading columnist of Pakistan. His book "AAJ KI DUNIYA", compilation of selected articles on national and international current affairs has launched.

Mr Ishtiaq Baig is also the Chairman, Federation of Pakistan Chamber of Commerce & Industry (FPCCI) Standing Committee on Textile Industry.

He is a well known name in Pakistan and regularly appears on different television channels for his views on national and international issues. Among his many awards and accolades, he has also the honour of taking part in Gusl-e-Kaa'ba in 2007 on the invitation of Saudi Government and stayed inside Kaa'ba for 45 minutes. ■

M. Bashir Malik

Chairman Bin Qutab Group

Mr. Muhammad Bashir Malik is Chairman of BIN QUTAB GROUP, which has multi businesses in various countries including Pakistan.

The Group is involved in Global Sourcing, Project Logistics, ICT, Consulting and Real Estate. He is based in Dubai and their Pakistan

Business Head Quarter is in Lahore. He travels around the World very extensively and has a rich experience of both Commercial as well as Development World. Bin Qutab Group has established BIN QUTAB Foundation and for CSR activity, they have

Established 50 bed Mother Child Health and General Hospital in Chakwal. He is Founder and Chairman of the Foundation.

Mr. Muhammad Bashir Malik is a former president of Rotary Club of LAHORE model town. He is a Senior Advisor with Pakistan Red Crescent and works very close with the Chairman. He is a Board Member of various Development Organizations And also supports AKHUWAT Pakistan which is an Interest Free Micro Financing organization in Pakistan.

Mr. Muhmmad Bashir Malik is an Advisor with National Forum for Health and Environment. ■



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Adamjee Insurance



Miscellaneous businesses

Adamjee Insurance Company Limited (AICL) was incorporated as a Public Limited Company on September 28, 1960 and is listed on all three stock exchanges of Pakistan. The Company is also registered with the Central Depository Company of Pakistan Limited (CDC) and is involved in the business of general insurance. The head office is located in Karachi and it operates a network of branches all across Pakistan and two in UAE (Dubai & Abu Dhabi).

The Company commenced operations with a paid-up capital of Rupees 2.5 million, which has grown phenomenally in the past five decades to Rupees 1.24 billion, as on 31st of December 2012.

A strong asset base, significant paid-up capital, substantial reserves, a balanced portfolio mix, along with steady growth in gross premium account gives Adamjee Insurance a well-deserved competitive edge within the insurance industry.

"Our will is to Explore, Innovate and Differentiate. Our passion is to provide leadership to the Insurance Industry."

Creating a Dynamic Business Environment

AICL meets customer needs by providing innovative solutions with its varied line of products. Our dedicated employees are equipped with all the necessary skills that are needed to serve our valued customers. AICL continues to strengthen and expand its regional operation by tapping the potential available in the UAE market, with the consolidation of business in Dubai. AICL with Hollard Insurance based in South Africa launched Life assurance operations through a separate entity name, Adamjee Life Assurance Company Limited.

Delivering Value to Customers

AICL broadly is involved in underwriting the following classes of businesses:

- Fire and Property
- Engineering
- Health
- Marine
- Motor



Corporate Social Responsibility

The diversity of AICL's portfolio allows the Company to be the insurer of choice, for an array of clients and needs. Whilst expanding their customer base, AICL dedicates much effort in maintaining the highest level of customer satisfaction. Its cornerstone philosophy is to provide premium quality service along with forwarding the maximum benefit to its clients. This commitment is exhibited in the importance AICL places on excellence, integrity and ethical behavior. These values foster confidence, especially in our clients for whom security is imperative. The high level of confidence which AICL inspires is evident in the number of banking and financial sector clients

that AICL insures.

AICL's corporate responsibility focuses on compliance, ethics and corporate citizenship and maintaining overall sustainability. AICL has worked to cultivate these aspects of its operations through enhancing communication, training and other initiatives.

Environment, Health and Safety

AICL continues to focus on providing safe work environment to the employees and is pleased to report zero injury for the year under review. The company is committed to support measures within its sphere of control, leading to reduction in environmental issues which impacts the community.

Being an office based concern, AICL does not have a direct bearing on the environment. Nevertheless, the company is acutely aware of the environmental issues on hand and is committed to reduce those impacts which are within its ability to control.

Committed to Excellence

In an era of intense hectic competition AICL stays afloat with its unwavering commitment to operational and financial discipline in producing unparalleled results, keeping its promises and continually fulfilling its customers' needs. ■

DP World



DP WORLD

About DP World

DP World has a portfolio of more than 65 marine terminals across six continents(1), including new developments underway in India, Africa, Europe and the Middle East.

Handling is the company's core business and generates more than three quarters of its revenue. In 2013, DP World handled 55 million TEU (twenty-foot equivalent container units). With its committed pipeline of developments and expansions, capacity is expected to rise to more than 100 million TEU by 2020, in line with market demand.

DP World has a dedicated, experienced and professional team of around 30,000 people serving its customers around the world, and the company constantly invests in terminal infrastructure, facilities and people to provide quality services today and tomorrow, when and where customers need them.

In taking this customer-centric approach, DP World is building on the established relationships and superior level of service demonstrated at its flagship Jebel Ali facility in Dubai, which has been voted "Best Seaport in the Middle East" for 20 consecutive years.

Strategy

Our strategy describes our plan to maximise shareholder value through leveraging our portfolio of world-class infrastructure assets, to strengthen global supply chains and to generate sustainable economic growth.

As we evolve and live in a more integrated world, we have to constantly adapt to the changing environment and our customers' needs. Our strategy therefore has to be flexible to the changing dynamics, whilst providing clear guidance on how to achieve our vision.

In 2013, we introduced the concept of the balanced scorecard framework to communicate DP World's strategy, with the aim of communicating a clear, consistent and shared vision of DP World for a sustainable future. The framework provides measurable guidance and targets for DP World over the medium and long-term, and uses key performance indicators (KPIs) to measure the implementation of the strategy across the portfolio.



Our Approach

DP World plays a significant role in the communities in which we operate. As a world class business integral to the supply chain of our customers, we act with integrity in the development of solutions for our customers and partners, leveraging the talent of our employees to contribute to a sustainable future.

Our objective is to integrate responsible business

practices into our daily activities, growing our business in a sustainable manner. Customers, suppliers and communities are key to our success and we work with them to identify sustainability risks and challenges and develop partnership opportunities.

We recognize that our global reach brings diversity. Rather than applying a uniform policy across the jurisdictions in which we operate, our strategy is based on the four quadrants of community, environment, people and safety and marketplace and is adapted to suit the local needs of each community. This approach provides consistency, yet enables each business unit to consider what will provide the greatest benefit that is relevant to what they do and where they operate.

Corporate Responsibility Governance

Corporate Responsibility Advisory Committee

To ensure our corporate responsibility strategy remains focused and relevant to the business, we have established a Corporate Responsibility Advisory Committee chaired by Group CEO, Mohammed Sharaf. This committee meets quarterly and reports to the DP World Board at least twice per year.

Corporate Responsibility Champions

To connect our corporate responsibility activities and ensure we understand the needs of our community, we have Corporate Responsibility champions in each region. The Corporate Responsibility Champions share best practice, innovate and ensure consistency in our corporate responsibility approach across the global network. It is their passion and commitment that drives forward the corporate responsibility strategy across DP World. ■

Fauji Fertilizer Co. Ltd



Vision

To be a leading national enterprise with global aspirations, effectively pursuing multiple growth opportunities, maximizing returns to the stakeholders, remaining socially and ethically responsible.

Mission

To provide our customers with premium quality products in a safe, reliable, efficient and environmentally sound manner, deliver exceptional services and customer support, maximizing returns to the shareholders through core business and diversification, providing a dynamic and challenging environment for our employees.

Corporate Strategy

Maintaining our competitive position in the core business, we employ our brand name, unique organizational culture, professional excellence and financial strength diversifying in local and multinational environments through acquisitions and new projects thus achieving synergy towards value creation for our stakeholders.

OUR CORE VALUES

At FFC we seek uncompromising integrity through each individual's effort towards quality product for our customers, maximizing returns to the shareholders and sizable contribution to the national exchequer.

Our business success is dependent on trusting relationships. Our reputation is founded on the integrity of the Company's personnel and our commitment to the principles of:

Honesty in communicating within the Company and with our business partners, suppliers and customers, while at the same time protecting the Company's confidential information and trade secrets. Excellence in high-quality products and services to our customers. Consistency in our word and deed.

FFC CSR

For Fauji Fertilizer Company Limited, social responsibility means facilitating communities and empowering its people. Sustainability shall always remain quintessential for the performance of CSR. Historically, FFC has always been socially a responsible corporate entity. The Company started its CSR per se as early as in 1982 by introducing Agri-Services thus helping in poverty alleviation of common farmer and assisting them in sustained empowerment. Gradually FFC started interventions in most of the defined



sectors and has developed a history of about 30 years of contributions to the society. FFC, further plans to bring sustainability in its interventions and desires to achieve international standards by aligning CSR with our business objectives. FFC is also committed to improve quality and quantum of its interventions by maximizing on the available resources.

Since FFC has become member of covenants like UNGC, the CSR has to be aligned with international guidelines. It is necessary to standardize the interventions and monitor the quality of interventions at a central level. We need to stay committed to its principles. Keeping the vision of responsible corporate entity in mind, FFC has moved in this direction. FFC has made quality as its core value when it comes to CSR intervention at any level, and in future this will remain as the prime objective.

CSR Objectives

- Company's obligations of paying back to the society from which it derives its economic gains.
- Empower the small and medium farmers all over Pakistan
- Incorporating UNGC Principles in our governance.
- Contribute in achievement of UN Millennium Development Goals.

Current CSR Interventions

As most of the sustainability conscious organizations around the world do, FFC is playing its part actively in this direction. Being the brand leader in fertilizer sector with the biggest market share and counted among one of the leading corporate entity in Pakistan, FFC understands its obligation in nation building and well being of deprived communities around the plant sites. Under the charter of FFC CSR interventions, following sectors have been made part of the program Education, Health Care, Environment, Poverty Alleviation, Sports, Annual Fun Fares etc. ■

Lafarge Pakistan



Our Vision

The Preferred Construction Solution Provider with Sustainable Leadership in Health & Safety, People Development and Commitment to all Stakeholders through Lafarge Values.

Our Mission

We are committed to providing outstanding value to our customers, a safe and stimulating work environment for our employees and superior returns for our shareholders.

Health & Safety in Schools Program

In our quest to "Building Better Cities and Communities", Lafarge Pakistan launched a Health & Safety in Schools Program in November 2013. The program aims to build awareness among students and teachers in the key area of Health & Safety (H&S) in an engaging manner, and encourages creating a Healthy and Safe culture in the schools. The first session of the program was held at Hira Public School in Chakwal.

Through our H&S program, Lafarge Pakistan employees volunteer one hour to each school where they talk about basic health and safety rules, and encourage students to adopt them in their daily lives. The program aims to educate and build awareness among school children of all ages in the areas of:

- Safety on Road
- Safety at Home
- Safety at School
- General Health and Hygiene

The program includes creating awareness and educating particularly on road safety, health (hygiene and prevailing



diseases), firefighting and S.M.A.R.T. usage of internet.

Best Practices

Lafarge's Leadership in Health & Safety enables it to provide a safe and healthy working environment, ensuring the protection of its employees and stakeholders as its first priority.

The Company leads in Health & Safety by example and imparts its expertise and skill set for the benefit of the society. The Company's best practices have been shared with other industries, which has been appreciated by all stakeholders. An MOU on health and safety was signed with All Pakistan Cement Manufacturers Association in May 2013, to share the Company's best practices and impart Health & Safety knowledge to other cement companies. Over 100, mostly managers and senior executives in the industry, participated in the Health and Safety seminar. ■



National Bank of Pakistan



Vision

To be recognized as a leader and a brand synonymous with trust, highest standards of service quality, international best practices and social responsibility

Mission

NBP will aspire to the values that make NBP truly the Nation's Bank, by:

- o Institutionalizing a merit and performance culture
- o Creating a distinctive brand identity by providing the highest standards of services
- o Adopting the best international management practices
- o Maximizing stakeholder's value
- o Discharging our responsibility as a good corporate citizen of Pakistan and in countries where we operate

CSR at NBP

National Bank of Pakistan, being the leading financial institutions in the country has long since started its stride towards building a more stable and sustainable economy by adapting to strategies and policies as per the needs of the stakeholders. Aside from excelling in financial figures, NBP has taken various initiatives that very clearly depict its

dedication towards its Corporate Social Responsibility mission. The focus of the Bank is on achieving commercial success in a manner that honors ethical values, respects society and communities in meeting their needs in such a manner that the ability of future generations to meet their needs with pride and dignity is not compromised.

The Bank truly realizes its agenda and thus has formulated strategic areas of focus for the accomplishment of its corporate social goals. The Bank is running a full-fledged CSR Program to benefit the community at large mainly by investing in projects related to development of critical socio-economic sectors. Additionally, Bank is also active in extending support to a number of recognized charitable institutions and is investing huge funds for bringing positive change and improving the quality of life of underprivileged members of our society. To serve the purpose, Bank selects initiatives that are sustainable and have a meaningful impact on society and a strong connection with the business and core competencies.

The foremost area of focus for CSR initiatives are directed towards promotion of education, health, woman and child welfare, special persons, culture, sports and relief for affected of natural disasters. ■

Oil & Gas Development Company Limited



OGDCL Vision: To be a leading multinational Exploration and Production Company.

OGDCL Mission

To become the leading provider of oil and gas to the country by increasing exploration and production both domestically and internationally, utilizing all options including strategic alliances. To continuously realign ourselves to meet the expectations of our stakeholders through best management practices, the use of latest technology, and innovation for sustainable growth, while being socially responsible.

Core Values

- Merit
- Team Work
- Dedication
- Integrity
- Safety
- Innovation

Goals

Financial

- Build strategic reserves for future growth/expansion
- Growth and superior returns to all stakeholders
- Double the value of the company in the next five years.
- Make investment decisions by ranking projects on the basis of best economic indicators
- Maximize profits by investing surplus funds in profitable avenues
- Reduce cost and time overruns to improve performance results.

Customers

- Continuously improve quality of service and responsiveness to maintain a satisfied customer base
- Improve reliability and efficiency of supply to the customer
- Be a responsible corporate citizen

Learning & growth

- Motivate our work force, and enhance their technical, managerial and business skills through modern HR practices.
- Acquire, learn and apply state-of-the-art technology.
- Emphasize organizational learning and research through effective use of knowledge management systems.
- Fill the competency gap within the organization by attracting and retaining best professionals.
- Attain full autonomy in financial and decision making.

Future Outlook of OGDCL

During the last five decades, OGDCL has covered significant distance. It has braved myriad challenges to endorse



its position in the industry today, such as earning the coveted status of a self-sustaining and self-reliant organization, and embracing a progressive corporate culture. No wonder today, OGDCL has attained the benchmark position as an industry leader, in the Pakistan E&P industry. OGDCL has a strong vision and passion to contribute to the development of the Country's E&P sector and to enhance energy security of Pakistan. With a formidable presence in the length and breadth of the country, OGDCL is looking beyond geographical boundaries for E&P opportunities. Efforts are continuing towards formulation of Joint Ventures with leading E&P companies both within the country and abroad.

OGDCL has a highly significant role to play in narrowing the yawning divide between demand and supply of energy in Pakistan. As we step forth to embrace this daunting challenge, we do it with vision and commitment. We have a futuristic business strategy in place, which seeks to promote and protect the interests of all stakeholders-employees, shareholders, partners, communities and people.

The Company, equipped with its Strategic Business plan in line with augmenting energy supply in the Country, has developed strategies to optimize reserves additions and its production base. With technical prowess in onshore exploration and production, the Company has changed focus to a more challenging area i.e. offshore exploration and tight gas reservoirs. OGDCL is actively participating in national bid rounds for acquiring more acreages and gearing to participate in International bidding rounds to work towards international presence in line with its Vision. OGDCL also intends to enhance its reserves and to focus on, and strengthen core business (E&P) functions by incorporating international best practices and innovative thinking in Company culture. In addition, the Company is enhancing corporate goodwill through focused CSR initiatives for the benefit of the communities that OGDCL interacts with. ■

Pakistan Petroleum Limited



The pioneer of the natural gas industry in the country, Pakistan Petroleum Limited (PPL) has been a frontline player in the energy sector since the mid-1950s. As a major supplier of natural gas, PPL today contributes over 20 percent of the country's total natural gas supplies besides producing crude oil, Natural Gas Liquid and Liquefied Petroleum Gas.

The company's history can be traced back to the establishment of a public limited company in June 1950, with major shareholding by Burmah Oil Company (BOC) of the United Kingdom for exploration, prospecting, development and production of oil and natural gas resources. In September 1997, BOC disinvested from the Exploration and Production (E&P) sector worldwide and sold its equity in PPL to the Government of Pakistan (GoP). Subsequently, the government reduced its holding through an initial public offer in June 2004, which was further decreased with the initiation of the Benazir Employees Stock Option Scheme (BESOS) in August 2009 when PPL employees were allotted 12 percent shares from the government's equity. More recently, GoP further disinvested its 5 percent shares, around 3.55 percent of the total paid-up capital, in PPL through Secondary Public Offering in 2014. Currently, the company's shareholding is divided between the government, which owns about 68 percent, PPL Employees Empowerment Trust that has approximately 7 percent - being shares transferred to employees under BESOS - and private investors, who hold nearly 25 percent.

PPL has acquired 100 percent shareholding of MND E&P Limited, a company incorporated in England and Wales. The name of the subsidiary has been changed to PPL Europe E&P Limited.

Corporate Social Responsibility

Pakistan Petroleum Limited (PPL)'s Corporate Social Responsibility (CSR) programme dates back to the start of PPL's commercial operations in Sui in the 1950s when the company established a school for children of workers and local communities. Since then, CSR has been the centrepiece of PPL's corporate ethos.

In 2001, the PPL Welfare Trust (PPLWT) was founded to provide geographic and thematic diversity to the company's CSR programme, which includes education, health, infrastructure development, socio-economic uplift of disadvantaged communities, particularly those living in and around its operating areas, and post-disaster rehabilitation.

Need analysis, scoping, planning and execution of CSR projects is carried out through strategic local partnerships. To ensure swift delivery, maximum on-ground impact and sustainability of its social investments, all interventions occur after due consultation and mutual agreement with stakeholders, including community representatives, local governments and non-governmental organizations.

As one of the leading corporate providers of social



Youth Hostels of SOS Children Village of Balochistan at Quetta sponsored entirely by PPL

development and welfare services in some of the most remote swathes of the country, PPL has received the Pakistan Corporate Philanthropy Award for nine consecutive years from 2004 to 2012.

Quality, Health, Safety and Environment

Pakistan Petroleum Limited (PPL) strives to maintain international standards and best industry practices to ensure consistency in provision of safe energy from indigenous sources. The company recognizes that operational safety and health for staff and contractors, maintaining quality of processes and outputs and constricting the ecological footprint of operations promotes excellence and corporate responsibility.

Quality, Health, Safety and Environment (QHSE) function was established to provide integrated support for assurance and control of technical and administrative operations, works performance and asset integrity besides, inculcating safety awareness and adopting best operational practices in strict compliance with statutory Health, Safety and Environment standards.

For consistency in implementation of standard QHSE practices, staff capacity building sessions on emergency response, asset integrity and process safety are regularly held. Moreover, safety guidelines are provided to staff, contractors and guests visiting fields and office locations. QHSE practices and tools are integrated into the management and operational processes, including SAP audit management and quality modules, to obtain tangible benefits through efficient monitoring. On the conservation front, reporting to relevant provincial environmental protection agencies or EPAs is carried out through the Self Monitoring and Reporting Tool for compliance with the National Environmental Quality Standards. Initial Environment Examination and Environment Impact Assessment studies are mandatory prior to initiating new projects/ development work. ■

Pak-Arab Refinery Ltd.



PAK-ARAB REFINERY LTD. (PARCO), a Joint Venture between the Government of Pakistan (60%) and the Emirate of Abu Dhabi (40%), was incorporated as a public limited company in 1974. As an integrated energy company, PARCO is a leading player in Pakistan's petroleum industry with major operations in oil refining, transportation, storage, and marketing.

With the largest refinery in Pakistan having a capacity of 100,000 BPD (representing about 35% of the country's refining capacity), strategic storage of over one million tons, over 2000 kms of cross country pipeline network (including its JV subsidiary Pak-Arab Pipeline Company Limited (PAPCO), a rapidly expanding retail network (owned by TOTAL PARCO - a joint venture with TOTAL of France), distribution of imported OMV lubricants from Austria, marketing and nationwide distribution of LPG, sale of locally blended lubricants and fuel oil under Pearl brand, and the production and sale of high quality asphalt - The Company has emerged as the strategic fuel supplier to the country.

PARCO's performance is reflected not only in its technical and financial results, but can also be judged by its other achievements and awards e.g. it has maintained its AAA and A1+ long and short term credit rating by Pakistan Credit Rating Agency (PACRA) for the sixteenth year running. The company set another first in Pakistan when it obtained three simultaneous international certifications: ISO 9001:2008 (Quality Management System), ISO 14001:2004 (Environmental Management System) and OHSAS 18001:2007 (Occupational Health and Safety Management System). PARCO has also received Environment Excellence Awards for the last nine consecutive years and is rated among the top 10 organizations in Pakistan for outstanding achievement in Environment Management.

PARCO not only invests in its employees, makes efforts

for customer satisfaction and operates ethically, but it also undertakes a wide range of projects to benefit society in areas of education, health, environment, sports, culture, community development, road safety, and natural calamities. Our cross country pipeline network makes us next-door neighbor to many remote and underprivileged communities. Our Schools & Clinics Support Program is aimed at providing basic education and health facilities. We have always responded passionately to the nation's distress calls during natural calamities, such as the earthquake or floods. PARCO also supports culture and heritage by patronizing indigenous music, poetry and the arts.

As an active member of the United Nations Global Compact (UNGC). PARCO has been awarded "Living the Global Compact" Responsible Business Award by UNGC. The Global Compact Award not only acknowledges Company's commitment towards strategic and sustainable CSR, but also appreciates its efforts in adopting UNGC's universal Ten Principles on Human Rights, Labor, Environment and Transparency in its operations. The Federation of Pakistan Chambers of Commerce and Industry (FPCCI) awarded PARCO a Gold Medal for Overall CSR Contribution and Achievement Award in 2012 and 2013.

Processing and handling hydrocarbons is our business and we proactively identify, minimize and mitigate situations that have the potential to cause harm to the health and safety of our employees, customers, service providers, communities, public and the environment.

From producing environment friendly products to efficient, world class engineering facilities and infrastructure, building a competent team, and major social initiatives, PARCO is doing its utmost in Providing Energy with Responsibility. ■

Pakistan Tobacco Company Limited



Pakistan Tobacco Company Limited is part of British American Tobacco, the world's most international tobacco group, with brands sold in 180 markets around the world.

Our operations in Pakistan began in 1947, making us one of Pakistan's first foreign investments. We produce high quality tobacco products to meet the diverse preferences of millions of consumers, and we work in all areas of the business from crop to consumer.

Our company is committed to providing consumers with excellent products and to demonstrating that we are meeting our commercial goals in the manner expected of a responsible tobacco group in the 21st century.

Our business

'As a forward looking tobacco company, we are known for our responsible business conduct and practices. We are one of the country's largest excise revenue generators and have played a significant role in the development of Pakistan's industrial sector'

Operating responsibly

'As a business that operates in a controversial industry, we have an increased impetus to demonstrate to our stakeholders that we run our business in a sustainable manner' Asim Imdad Ali, Area Head of CORA

Corporate social responsibility

At Pakistan Tobacco Company we aim to demonstrate responsible corporate conduct across all aspects of our operations.

We abide by this philosophy each step of the way: from appropriate marketing and consumer information to supporting sensible tobacco regulation; from respecting workplace human rights and reducing our environmental impact to contributing to local communities. We seek to work continuously to engage with our stakeholders, to balance their views and to align our business decision-making with the reasonable societal expectations of a modern tobacco company.

We recognize that Corporate Social Responsibility (CSR) presents particular challenges for a tobacco company. Tobacco products pose real risks to health and raise important questions about how best to define responsible product stewardship. We, therefore, believe that for our business, the only meaningful approach to CSR is one based squarely on our products, on the issues around them and

on ways of responding to the sometimes strongly held views of our stakeholders.

We also hope that more corporations include CSR in their strategic planning processes and understand that their businesses provoke a social cost which has to be balanced by keeping in mind the interests of all the stakeholders and communities involved.

Environment, health and safety management

Environment, health and safety are paramount at Pakistan Tobacco Company

Almost everything we handle - tobacco, paper, board - is grown in the natural environment, so it makes good economic and environmental sense for us to make sure our use of raw materials is completely sustainable.

We believe good environmental practice is good business practice. Businesses can enhance efficiency through environmentally sound technology, optimising products and processes and conserving energy and natural resources. We monitor, measure and report our progress against targets and aim at continuously improving our performance.

We seek to control and reduce our impact via the '3 Rs' principle: Reduce, Recover, Recycle. Our programmes cover energy conservation, water, air and soil protection, afforestation, minimising waste and minimising the use of natural resources, agrochemicals and raw materials. Important aspects include reducing water and energy consumption and CO₂ equivalent and managing our impact on biodiversity.

Our EHS programme ensures a safe work place for our employees, contributing to improvements in environment with a focus on minimising natural resource depletion through various initiatives such as, reduction of energy usage, water use and discharge management, waste reduction, waste recycle and controlled air emissions. We are very proud to say that all our discharges to the environment are well within the National Environmental Quality Standards (NEQS) limits set by the Government of Pakistan.

Our manufacturing sites ensure compliance with the following national legislations:

- Pakistan Environmental Protection Act 1997
- Factories Act 1934 & Provincial Govt. Factories Rules 1978
- Electricity Rules, 1937
- Boiler and Pressure Vessels Ordinance 2002 ■

Sui Southern Gas Company Limited



Company's Profile

Sui Southern Gas Company (SSGC) is Pakistan's premier natural gas utility engaged in the transmission and distribution of gas in the franchise areas of Sindh and Balochistan. The Company operates more than 3,320 km high-pressure transmission and 36,785 km distribution network extending across the two southern provinces of Sindh and Balochistan.

Vision: "To be a model utility providing quality service by maintaining a high level of ethical and professional standards and through optimum use of resources." - See more at:

Mission: "To meet the energy requirements of customers through reliable, environment-friendly and sustainable supply of natural gas, while conducting business professionally, efficiently, ethically and with responsibility to all our stakeholders, community, and the nation."

Core Values

Integrity: Keep Company's Interest above self. Acts in ethical manner. Promote ethical business environment. Take effective actions if observers unethical behavior or situation. Seen & known to be honest. Lives within means. Intellectually honest.

Excellence: Makes positive contribution towards the achievement of SSGC's Vision. Strives for Continuous improvement. Respond effectively to customer needs. Takes timely & Quality decisions.

Teamwork: Builds strong relationships within across functions. Works well with all type of peoples and corporate with others. Solicits and share ideas/best practice with others. Supports the achievements of Company/team goals. Contributes to team effectiveness using people's different skills and styles. Arrives at constructive solutions while maintaining positive working relationships. Demonstrates sensitivity.

Transparency: Promotes open environment. Displays openness and consistency in applying policies & procedures.



Respects dissent and resolves conflicts fairly.

Creativity: Comes up with new ideas. Encourages innovation. Promotes modified approaches. Convert ideas into actions.

Responsibility to Stakeholders: Stays abreast of change in operating environment that impacts our business (i.e. markets, competitors, technology, customers, suppliers, employees, regulatory, political and public). Create solutions to make customer needs. Develops colleagues and team members to improve their skills and performance. Ensure optimum utilization of resources. Balances short term and long term priorities to maximize on results. Ensures compliance of law.

Corporate Social Responsibility: As a responsible corporate citizen, SSGC undertakes need assessment throughout its franchise areas, building and supporting education, health, environment and community service projects. To ensure maximum contribution and sustainability of our initiatives, every effort is made to involve local governments, communities and civil society, organizations in planning and implementation. SSGC's small yet highly competent CSR team takes the lead in a number of projects while on others work cheek in jowl with the Company's Civil Works Department in assessing and monitoring impact and ensuring timely delivery of required services and targeted outcomes. ■

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For over 30 years, EMBA has promoted a total solution concept supplying and installing, UPS, Batteries, Computer Room AC (CRAC) units, Stabilizers/Line Conditioners, Surge Suppressors, Air Quality Improvement solutions, Diesel Generators, Solar power applications and Data Center Infrastructure Solutions.

All backed by EMBA's quality after sales services available all over Pakistan. EMBA has more than 3000 installations countrywide, ranging from small 1kva applications to over 300kva large UPS solutions for data centers, commercial buildings and industrial applications.

For more information or queries, please contact us at info@emba.com.pk ; sales@emba.com.pk



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Lahore Office: 167, Garden Block, Garden Town, Lahore. Ph: (042) 3585-1610, 3586-2094. Fax: (042) 3583-3425

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Agility Logistics Pvt. Ltd



From roots in emerging markets, Agility brings efficiency to supply chains in some of the world's most challenging environments, offering unmatched personal service, a global footprint and customized capabilities in developed countries and emerging economies. Agility is one of the world's leading providers of integrated logistics with more than 22,000 employees in over 500 offices and 100 countries.

We thrive on challenges and consistently go above and beyond for our customers. You can count on Agility employees around the world to tackle today's uncertainties with the confidence that stems from their deep knowledge of local markets and their logistics expertise. Unmatched personal service sets us apart. Each one at Agility assumes a high degree of personal responsibility for your job; and we will not rest until that job is done to your satisfaction. We anticipate instead of react, and we follow through.

Behind every contract, supply chain solution, phone call and shipment is a personal relationship with you, our customer. Whether we are managing your entire supply chain or offering a

specialized service, our ability to listen and learn before taking action is what makes our employees your partners and our solutions more effective.

Agility was established in Kuwait in 1979 and by 2004 grew to be the largest logistics provider in the Middle East. The company pursued an aggressive merger strategy from 2004-2008, acquiring many global brands, some with a history dating back to the 1800s. All acquired firms were unified into a seamless global network under the Agility brand name in 2006.

Agility is one of the leading international logistics providers with more than 700 employees, 8 offices, and 1 million sqft of warehouse space in 5 locations. Since 2001 we have focused on offering customers truly personal service and flexible supply chain solutions tailored to meet their individual business needs. Our customers span a range of industries such as FMCG, Telecom, Pharmaceuticals, Hi-Tech, Retail, Apparel, Fashion, Chemicals, Engineering, Oil and Gas, and Government Services. ■

AL-Bario Engineering Pvt Ltd



AEPL is a leading Engineering Company specializing in Electromechanical Contracting, Operations & Maintenance, Engineering, Sourcing, Project Management, and Services Business (To Support Installed Base).

AEPL is a leading Engineering Company specializing in Electromechanical Contracting, Operations & Maintenance, Engineering, Sourcing, Project Management, and Services Business (To Support Installed Base).

With Offices all over the Country, AEPL employees more than 250 Professionals - Support Staff of around 250 and a dedicated team of 400 members for Plant Construction and Operations &

Maintenance activities.

AEPL works with scores of Multinational Organization in diversified disciplines but AEPL's affiliation as Strategic Partner of General Electric, USA for 3 decades is a jewel in its crown. Winning the GE Crystal Trophy for Best Performance 5 times, stands testimony of AEPL's commitment towards excellence. AEPL works with scores of Multinational Organization in diversified disciplines but AEPL's affiliation as Strategic Partner of General Electric, USA for 3 decades is a jewel in its crown. Winning the GE Crystal Trophy for Best Performance 5 times, stands testimony of AEPL's commitment towards excellence. ■

Asian Food Industries Limited



Asian Food Industries (AFI) under the brand name Mayfair has brought joy to millions of consumers since 1969. Mayfair with its premium quality confectionary and biscuit brands brings fond memories to young kids and all who have grown up savoring our candies, bubbles, chews, toffees and biscuits. We enjoy the trust of our consumers in Pakistan and in over 25 countries around the world.

Asian Food Industries Limited was set up with the objective of developing and producing premium quality confectionery and biscuit products. Since its inception, its overriding objective has been to be the leader in quality, consumer safety, innovation, occupational health, safety and care of the environment.

Mayfair - Asian Food Industries actively seeks to make a positive impact on society through the products which it produces. We are eager to ensure that our operations and relationships are based on care and sustainability, through the voluntary

contributions which we make to the community. We are also committed to make continuous improvements in the management of our environmental impacts and to work towards our longer-term goal of developing a sustainable business.

AFI CEO is a true practitioner of the CSR philosophy. The company believes that sustainability initiatives are the way to success. Through this moral conviction, the Company convinces others to follow. This is a source of inspiration and satisfaction for the whole team.

Mayfair is actively pursuing Operational excellence program taking care of areas of Occupational health and Safety, and Environmental care. An energy conservation strategy was formed and implemented since early 2013 in its true spirit that has yielded significant returns in the form of fuel cost and electricity consumption.

Energy conservation initiative has in fact enabled Mayfair to

Berger Paints Company



Company Profile

Berger Paints Pakistan Limited is one of the largest paints and allied goods manufacturer of Pakistan. It has been adding colors to the canvas of Pakistani society since 1950 therefore the journey of Berger and Pakistan has been going on side by side, from the very beginning. In 1974, it changed its corporate status by becoming a public limited company. In 2006, the company expanded its production facility and established a state of the art plant in Lahore which gave the company an edge over its competitors with improved quality and enhanced production capacity. Berger has presence in Lahore, Karachi, Multan, Faisalabad, Gujranwala and Islamabad through its regional/branch office whereas it operates a distribution networks in all major cities of Pakistan through its dealers, distributors and retailers.

There are three main business divisions: Retail, Non-retail and Allied Products. Berger has diversified businesses which include Paints, Inks, Adhesives, Construction Chemicals, Protective

Coatings, Road Safety and Other Allied Products. It has earned the admiration and trust of customers by virtue of its superior technology, product quality and high level of customized services.

Berger has mission to contribute towards society by focusing in the areas of Environment Protection, Health, Education and Safety. A calendar of events for CSR activities is regularly planned and requisite budgets/resources are regularly assigned. In addition, the Company encourages its employees to voluntarily participate in community services.

During the year, Company sponsored Abroo Welfare Organization which provides education to poor and orphan children. Company painted these schools and provided financial support to school functions.

Berger also sponsored in making bus-sheds for general public including road signboards in various cities.

Berger also sponsored all seminars of Marketing Association of Pakistan last two years as corporate member of the association. ■

EFU General Insurance Ltd



The Company was incorporated on September 2, 1932 and is engaged in non-life insurance business comprising of Property, Marine/Aviation, Motor and other miscellaneous products. The shares of the company are quoted on Karachi and Lahore Stock Exchanges of Pakistan.

EFU is one of the few Pakistani organizations run totally by professional management and highly motivated field force. Policies accepted by all institutions in the country. Rating: Insurer Financial Strength AA+, Outlook: Stable (Rating Agency: JCR-VIS). Client-base comprises of many leading business houses and multinational companies. EFU gave the emerging insurance industry the leadership, the manpower and the drive needed to grow in a situation where at one time, three-fourths of insurance was held by foreign companies.

The company has also taken the initiative to transform its

Enterprise Information System with an end to end solution comprising Oracle's latest technological software and hardware as part of the infrastructure solution to meet Company's projected Online Transaction Processing needs, keeping in view both the present requirements and future needs such as Data Warehouse, business intelligence and Customer Relationship Management System.

Vision: To continue our journey to be better than the best.

Mission: To provide services beyond expectation with a will to go an extra mile. In the process, continue to upgrade technology, human resource and reinsurance protection.

Values: Our philosophy is to be the leading company with service above par, with integrity, excellence and professionalism. Following are our core values: Integrity & Ethics, Excellence, Professionalism, Our people & CSR. ■

EFU Life Assurance Ltd.



Your life is a journey with many different stages and each stage brings with it new challenges. As you take each step in life your role and responsibilities change.

In 1990, the Government of Pakistan reopened the life insurance business to the private sector organizations and EFU Life Assurance Ltd started operations in November 1992 as the first private sector life insurance company. In early 1993, EFU Life commenced writing group life insurance business and by March 1994, the company began writing its individual life business.

The Company has a growing branch network of over 150 branches through out the country. For Bancassurance, the Company has a relationship with over 12 major banks and offers simple to sophisticated life insurance products. For Group Benefits, EFU

Life has a marketing team which focuses on providing life insurance coverage to corporate entities and bank clients.

EFU Life was the first life insurance company in Pakistan to be awarded the ISO 9001:2008 certification, and received the "Insurer Financial Strength" rating of AA, Outlook: Stable, by JCR-VIS, an affiliate of Japan Credit Rating agency.

EFU Life's products are designed to meet the varying needs of EFU Life's clients and offer the best in financial services.

EFU Life is the pioneer in introducing the following products and features in Pakistan

Unit-linked products, Critical Illness Products, Education Planning Product, Inflation, Protection Benefit, Pension Plans and Islamic Fund Products ■

Engro Powergen Qadirpur



The value of life doesn't depend on the length of time on this earth but rather on the amount of love given & shared to the people "WE CARE"

Annual sports events and Prize distribution after annual examinations of 03 adopted schools by EPQL was organized at village Jumma Khan Arbani Govt. Primary School.

Zeal and zest shown by EPQL's Envision Volunteers & Sahara Team was commendable. A large number of EPQL volunteers were involved and displayed their true spirit to serve community and for their livelihood.

Community reciprocated in the similar way and event developed a healthy competition between all 3 EPQL adopted

schools and their children. Almost a crowd of more than 1000 participants including 600 plus school students and parents attended this event during which everyone exhibited tremendous energy and enthusiasm. This CSR initiative will raise awareness in education and sports in the region through healthy competition within the children.

Visit to DHK Civil Hospital was undertaken. Volunteers from EPQL took the opportunity, showed maximum participation and contributed generously towards this noble cause.

200 Food Packets, Nebulizer machines, 100 Cannulas, 100 Ringolact 500 ml & Plantation ■

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.

FFCL was incorporated on Dec 24, 2003 as a joint venture between two major business groups in Pakistan, namely Fatima Group and Arif Habib Group. The complex kick-started production in March 2010. The Company also listed at all stock exchanges of Pakistan through a public offering (IPO) IN 2010. The vision of the Fatima to be a world class manufacturer of fertilizer and ancillary products, with a focus on safety, quality, environment and positive contribution to national economic growth and development. The mission of FFCL to be the preferred fertilizer company for farmers, business associates and suppliers by providing quality products and services. To provide employees with an exciting, enabling and supportive environment to excel in, be innovative, entrepreneurial in an ethical and safe working place based on meritocracy and equal opportunity. The Complex, during its construction phase engaged over 4,000 engineers and technicians from Pakistan, China, USA, Japan and Europe. The

complex is a fully integrated production facility, capable of producing two intermediate products, i.e., Ammonia and Nitric Acid and four final products which are Urea, Calcium Ammonium Nitrate (CAN), Nitro Phosphate (NP) and Nitrogen Phosphorous Potassium (NPK) at Sadiqabad, Rahim Yar Khan

Corporate Social Responsibility

Fatima Fertilizer Company Limited recognizes that we must integrate our business values and operations to meet the expectations of our communities and all stakeholders. They include customers, employees, investors, suppliers, and the environment. We recognize that our social, economic and environmental responsibilities to communities are integral to our business.

Fatima CSR committee has been playing very vital and effective role by supporting local community with infrastructure development, vocational training institute, welfare dispensary Govt schools adoption, construction of self-sustaining school and state of art hospital. Fatima contributed over half a billion rupees on account of CSR activities in Pakistan in past 4 years. Long Live Fatima Group. ■

Foundation Hospital Rajana



Foundation Hospital Rajana District Toba Tek Singh was established in 2005-06. Our vision is to provide specialized health care to the masses of the area especially poor/non-affording/lower middle class segments of society. Besides all these committed and competent consultants/doctors, we have modern twin Operation Theaters well equipped with state of the art machinery and instruments. Our modern Labor Room is worth seeing which is supervised by consultant and a WMO is always there to take the patients with labor pains or any gynecological problem. Before establishing Foundation Hospital Rajana in this far flung area of district Toba Tek Singh, the fatality rates of mothers and infants during childbirth were very high. Any emergency may cause a journey of almost more than 100 km to Faisalabad and most of the patients die on their way keeping hope of life and recovery in their eyes. Foundation Hospital Rajana can be rightly called a

ray of hope for the poor deserving masses of the area where specialized treatment is provided to the people on very nominal rates and even free of cost to the poor and needy. Besides commercial pharmacy of the hospital, there is a Free Drug Bank established to provide free medicine to the poor people whether out door or the admitted patients. A patient registered on just Rs. 10 consultancy fee is given the medicine for at least a whole of the week. Another unique feature of our hospital is that we have registered 1126 tuberculosis patients out of which 600 are recovered and rehabilitated. These poor people are now a source of earning as well as the satisfaction and joy of their homes. A statement below will indicate the volume of the charity work done for the betterment of poor people. Ucare Foundation healthcare project "Foundation Hospital Rajana" has arranged Eye Camps for the poor and deserving people in the surrounding area every year. ■

Fauji Fertilizer Bin Qasim Limited



Fauji Fertilizer Bin Qasim Limited is state of the art manufacturing facility with advanced Distributed Control System for safe and efficient operation thus making significant contribution towards agricultural growth of the country. Fauji Fertilizer Bin Qasim Limited is committed to support country's agricultural production and economy by continual improvement and attaining excellence in all areas of its functioning.

CSR EMPHASIS AREAS

- " Initiation: November 2010
- " Partner: Human Development Foundation
- " Location: Gaghar Phattak, Bin Qasim, Karachi
- " Target population ~12,000
- " Target areas
- " Social Mobilization
- " Health
- " Education
- " Environmental Sustainability
- " Economic Development
- " Objectives
- " Literate and functional community
- " Skilled and employed youth
- " Empowered women
- " Health and hygiene awareness
- " Self reliance
- " Project cost Rs 49.1 million
- " Duration 5 years (2011 ~ 2015)

FFBL has got recognition as socially responsible corporate

entity since June 2010. Furthermore, FFBL took initiative of community mobilization to organize the communities into local institutions.

Education

FFBL Elementary & Secondary School for Girls was inaugurated on 30th April 2011. In parallel, construction of company owned school building started. In October 2014, school building completed and onwards, classes are being held in New School building.

Community Health

Community Health center was initiated in February 2011 covering the preventive and primary Health Care Services by establishing community health centre in addition, regular health seminars being conducted by health coordinators.

Sustainable Environment Program:

Reverse Osmosis (RO) Water Purification Plant provided in area where sub soil water was brackish and installation of 3 stage water filtration plants in the area where clean water was made available.

Economic Development:

Adult literacy courses initiated for basic and advanced Community Management Skills. Training courses are regularly conducted, in addition, technical trainings for boys provided through affiliated institutes, and girls provided with professional and home based vocational training centers. ■

FAUJI Cement



History

A longtime leader in the cement manufacturing industry, Fauji Cement Company, headquartered in Rawalpindi, operates cement plants at Jhang Bahtar, Tehsil Fateh Jang, District Attock in the province of Punjab. The Company has a strong and longstanding tradition of service, reliability, and quality that reaches back more than 15 years. Sponsored by Fauji Foundation the Company was incorporated in Rawalpindi in 1992.

Fauji Cement is operating two lines of Cement Plants, one each from FLS Denmark & POLYSIUS Germany. The plants are well renowned for their high efficiencies, best quality production and are well maintained with annual total production capacity of 3.3 million tons of cement. FAUJI Cement enjoys the reputation of being the Best Quality Cement in the Country and is preferred in the construction of Mega Projects like Dams, Bridges, Highways & Motorways, Commercial & Industrial complexes, Residential Housing Societies, and a myriad of other structures needing speedy strengthening bond, fundamental to Pakistan's economic

vitality and quality of life.

In addition to the Pakistan market, Fauji Cement is expanding its promising coverage in the neighboring regions /countries like Sri Lanka, India, Afghanistan, South Africa, Middle East & Africa.

Recently, FCCL has initiated a Waste Heat Recovery Plant which will generate 12MW power from the heat emitted into atmosphere from its Cement manufacturing Operations. The project will not only support national power requirement but will also be a value addition for sustainable environment.

FAUJI Cement Management has a clear vision for its social responsibility towards the society in which it operates. With the same concept FAUJI Technical Training Institute is established in District Attock in order to equip next generation with technical skills, a key to long term economical development of any nation.

Fauji Cement is ISO certified for its Quality & Environment Management Systems and has won number of awards in its category. ■

Haier Pakistan - Company Profile



The joint venture between Ruba General Trading Company and Haier group of China brought Haier into Pakistan eight year ago. Haier's vision is to improve the standards of life throughout Pakistan by offering high quality, consumer requirement met products with innovative features.

In fulfillment of the vision of the founders of Haier Pakistan, Mr. Javed Afridi and Mr. Faisal Afridi, over 1,000 sales outlets, 15 large experience shops, 305 exclusive shops, 17 service centers, more than 120 service outlets and a call service center have been established in Pakistan. Haier Pakistan has the overall market share of 17.5 % in Pakistan and Haier ranks 2nd in the home appliances market in Pakistan. Euro Monitor International ranked Haier as No.1 in Global Major Appliances Brands Ranking by brand shares.

Haier has always been at the forefront in every crucial time. Millions of Rupees have been donated by Haier China and Haier Pakistan towards relief efforts of the recent flood hit areas in

Pakistan. Employees have also put in their efforts by contributing amount from their salaries.

Similarly, during the earthquake in Pakistan in the year 2005 the Haier team took active part in the relief operations. The humanitarian role of Haier Pakistan was also recognized by the Government of Pakistan and it received Sitara-Esaar for the relief efforts it rendered.

Similarly, when China suffered a massive earthquake in the year 2008, Haier Pakistan also donated a handsome amount to support relief operations. Haier Pakistan runs a social welfare society of its own by the name of "Ehsaas" that remains actively involved in a variety of humanitarian activities to help deserving people. Haier Pakistan will take a new direction towards Eco Life in relation to Haier products as all the product are energy efficient & environmental friendly. The idea of Eco-Life will reflect the Haier promise of 'Smarter Life, Better Planet' for the masses in Pakistan. ■

HUBCO



Vision: To be an energy leader - committed to deliver growth through energy.

Mission: To be a growth oriented energy company that achieves the highest international standards in its operations and delivers a fair return to its shareholders, while serving the community as a caring corporate citizen.

The Hub Power Company Limited (HUBCO) since inception strongly believed in the integration of corporate social responsibility into its business, and has consistently worked for the uplift of communities that are influenced directly or indirectly by our business. The Corporate Social Responsibility (CSR) programme of Hubco is based on the principles of transparency, accountability, integrity and sustainability.

Community and stakeholder needs are carefully assessed and strategic support is extended in line with the Company's Policies, Code of Business Ethics and business objectives.

Traditionally Hubco's CSR programme has focused on education, healthcare, environment and the welfare of the less privileged in society. The initiatives undertaken seek to ensure that there is clear value addition and that the real impact is made at the grassroots level.

The CSR programme of Hubco is enacted in partnership with qualified, well-respected and reputable NGOs and other organizations, with an impeccable track record. Over the years the partners have been organizations that are widely recognized for their sterling work in their respective fields.

Some leading partners for Hubco's CSR Initiatives

Edhi Foundation, Layton Rahmatulla Benevolent Trust (LRBT), Al-Ibrahim Eye Hospital, School of Leadership, Sardar Bahadur Khan Women University (SBKWU), Quetta, The Citizens Foundation (TCF), Darul Sukun and The Kidney Centre.

Continuing support in terms of a fully funded TCF School in

Hub, arranging free transportation to the students, in addition providing them free school bags and uniforms. Approximately 450 students from Hub & Gadani areas are studying in this school.

Also support local Government schools in the district of Lasbella by providing free school bags, books and furniture, and where necessary, Hubco carried out repair and maintenance works in these schools.

50 female students belonging to Balochistan province are awarded scholarships, with full funding for studies and residence at the Sardar Bahadur Khan Women University (SBKWU) Quetta, when required.

This year Hubco sponsored 20 student-participants from Balochistan province for the Young Leaders Conference 2011 held in Karachi. The sponsorship covered participation fee, return travel fare, accommodation and meals.

HUBCO-IPGD TCF School Matric Result 2011 - The success rate of Matric result is 100% of which 26% students achieved Grade "A".

Hubco is providing an annual donation to LRBT Quetta of Rs. 1 Million, towards medical expenses of patients who are being treated at this hospital. The Company has previously donated a Laser Photo Coagulator and Yag Laser machine to LRBT Quetta.

Donation to the Kidney Centre of Rs. 1 Million. Medicines provided to the government hospital in Hub and to 4 government dispensaries in Gadani and surrounding areas.

Hubco also organize an annual free eye clinic, conducted by specialist eye doctors. Over 1200 out-patients were treated and well over a hundred surgeries performed.

Hubco donated 2 ambulances in this financial year bringing the total to 6 donated ambulances for the people of Balochistan.

This year 12th Free Eye Clinic funded by Hubco was organized in Jam Ghulam Qadir Hospital, Hub, providing an opportunity for the less privileged villagers of encatchment areas. ■

Hum Network



The Company was incorporated in Pakistan as a public limited company in February 2004 in the name of Eye TV Limited and later on 18 November 2004 the name was changed to Eye Television Network Limited, and finally on 21 January 2011 the Company name was changed to Hum Network Limited (HNL).

The Company received its first up-linking license for "HUM TV" to operate as an International Satellite Television Channel in October 2004 from Pakistan Electronic Media Regulatory Authority (PEMRA) for a period of 15 years. Being the first ever Stock Exchange Listed Company in electronic media in Pakistan, HNL went live with its first channel "HUM TV" in January 2005. The company after acquiring its own state of the art up-linking equipment started up-linking directly from the company head office in Karachi. The up linking equipment was purchased by the company in March, 2006 and the company first uplinked directly from Pakistan on March 23rd 2006.

Initial Public Offering for HNL shares was made in June 2005 and the Company was formally listed at the Karachi Stock Exchange in August 2005.

HNL is a journey towards being the best entertainment Network with brands within the television medium

- o HUM TV , MASALA TV, HUM Sitaray

And publications

- o Masala Tv Food magazine, Humsay, Catalogue (a Bridal Couture Week Magazine) and Style G.L.A.M(Coming Soon)

All of the brands are strong and diverse entities on their own and leaders within their respective segments. The Network symbolises leadership commitment to entertain the masses.

Achievements and Awards

Hum Network Limited was selected by the Karachi Stock Exchange (KSE) among the top performing companies for the year 2008-2009. Every year KSE acknowledges the performance of the top companies on the basis of comprehensive criteria, which includes dividend payout, return on equity, compliance with listing regulations and good corporate governance.

Hum Network was selected among the top 25 companies based on the above criteria. ■

K-Electric



Karachi is the City of Lights. It is a metropolis of over 20 million and is one of the most populous cities in the world. K-Electric Limited formerly known as Karachi Electric Supply Company Limited (KESC) is at present the only vertically-integrated power utility in Pakistan that manages the generation, transmission and distribution of electricity to the city. The Company covers a vast area of over 6,500 square kilometers and supplies electricity to all the industrial, commercial, agricultural and residential areas that come under its network, comprising over 2.2 million customers in Karachi and in the nearby towns of Dhabeji and Gharo in Sindh and Hub, Uthal, Vindar and Bela in Balochistan.

Our Vision: To restore and maintain pride in KE, Karachi and Pakistan.

Our Mission: Brightening lives by building the capacity to deliver uninterrupted, safe and affordable power to Karachiites.

Our Values

We always seek relevance to our values which include integrity, accountability and the need for continuous improvement. The pursuit of these values creates opportunities for success and the potential to provide our customers with more satisfactory services. These values also lead us to manage K-Electric's environmental impact in ways that strike the right balance between society's economic and environmental needs.

Awards and Achievements

K-Electric wins the "Annual Environment Excellence Award" for the fifth year in a row awarded by NFEH and UNEP. Company wins the "Fire & Safety Award 2013" for the third

consecutive year, awarded by NFEH and FPAP.

Company achieves OHS-AS certification 18001-2007 for all generating stations.

Sustainability Management:

Level 'A' rating awarded to K-Electric's Sustainability Report by the Global Reporting Initiative.

K-Electric wins CSR Association of Pakistan - CSR Excellence Award 2012 for 'Innovation' and 'Sustainability Reporting'.

K-Electric wins International CSR Excellence Award 2012 organised by NFEH and UNEP for 'Community Service'.

Certificates of Appreciation from Fatimid Foundation for overwhelming participation by K-Electric employees in blood donation drive.

Environmental Stewardship

K-Electric's Environmental Management System is ISO-14001 compliant, the international standard for environmental management.

It complies with the National Environmental Quality Standards of Pakistan for stack emissions and effluent discharge.

K-Electric is compliant with the IFC/ADB guidelines formulated by the National Environmental Quality Standards of Pakistan for Noise Pollution.

K-Electric is recognized by ACCA-WWF for its HSE practices.

Sports:

K-Electric is Runner-up in Pakistan Premier Football League 2012. Wins 2nd position in National Football Challenge Cup. Declared Runner-up in the PCB Patron's Trophy in addition to winning 4 individual awards. ■

Kot Addu Power Company Limited



KAPCO is Pakistan's largest Independent Power Producer (IPP) with a name plate capacity of 1600 MW. The Power Plant comprises of 10 multi fuel fired gas turbines and 5 steam turbines installed in 5 phases between 1985 and 1996. These turbines are divided into 3 energy Blocks with each Block having a combination of gas and steam turbines. The Power Plant's combined cycle technology enables KAPCO to use the waste heat from the gas turbine exhaust to produce steam in the Heat Recovery Steam Generator, which in turn is used to run the steam turbines thereby resulting in fuel cost efficiency and minimum wastage.

KAPCO as a responsible Corporate Citizen not only generates electricity, but is also dedicated to improve the well-being of the community it operates in.

Since its inception in June 1996, KAPCO has initiated a comprehensive Social Action Programme with special emphasis on basic health and education facilities in order to improve the quality of life of the local people.

KAPCO's primary objectives are: Health Care, Education Infrastructure, Training and Development and Sponsorships ■

Lucky Tex Pakistan (Pvt) Ltd.



Lucky Tex has had a rich, vibrant history of implementation of social welfare programs within its domain, and the wider world. The thought of serving humanity has always been in forefront of every decision taken by the management. To move in this very direction, Mr. Ahmed Tabba (Chairman - Lucky Tex) initiated multifarious program in the health sector of Karachi. In his first step, a non-profitable organization in the name of MATF was formulated. Its charter stipulated involvement in extending quality health services to bring hope to millions of poor.

As the step forward, MATF inaugurated Epilepsy Center & Accident & Emergency Foundation in 2007 and 2011 respectively in Jinnah Hospital. In addition, with the collaboration of USAID, MATF set up New Gynecology & Obstetrics department to improve maternal care by increasing the capacity room. The work was recognized and awarded in CSR participation 2013.

Mr. Salman Tabba (CEO - Lucky Tex) s/o Mr. Ahmed Tabba

(Chairman) has taken principal decision not to compromise on precious life of employees and workers and implemented the Employee Health & Safety Programs. With massive investment, a centralized fire alarm was installed, spread over the area of 10 acres in factory, to safeguard employees in event of accidental fire by smart automated detection system in every nook and corner. In addition, Lucky Tex also worked on Green and Environmental Stewardship by installing WHRB on the generation side, hence reducing air pollution. These categories were selected and achieved an award in CSR-2014.

More emphasis was given on Environment and Sustainability Initiative by considering depleting Gas resources; Lucky Tex took step to complete Heat Recovery System on Stenter Machines and Installation of LED Lights projects on war-footing, this has contributed to negate the burned content emission in air. ■

Madinah Teaching Hospital (MTH)



Madinah Teaching Hospital is its integral unit as attached teaching hospital; it is providing 'Free of Cost' comprehensive medical treatment to masses. The services include: OPD, In-Patient, Radiology, CT Scan, Clinical Laboratories, Operations, Critical Care and Trauma care to the population of Faisalabad and its adjoining cities.

The hospital has two Blocks, namely Hamza Block and Ali Block. One of the blocks was inaugurated by the former Chief Minister of Punjab. Over all there are 500 beds available for the patients. A new block with a capacity to accommodate 150 beds is under construction to cater to the ever increasing demands of the growing populations.

The idea of MADINAH TEACHING HOSPITAL (MTH) was conceived by Haji Muhammad Saleem (Chief Executive Madina Group of Industries). It is established with the aim of providing state of the art medical and nursing services to deserving peoples of the community. The vision of Madinah Teaching Hospital followed by following core objectives:

Will creates a strong foundation for an integrated health care

system and highest standard of patient care with modernized technologies.

Will Provides culture of research to explore new and modern methodologies for patient care, diagnosis and treatment modalities.

Will Endeavour to produce empathetic staffing who will serve as a beacon of hope to economically poor patients and serve as role models for future generations.

Will promotes highest standard of teaching, training of medical and nursing students to make the students abreast with the latest developments in the field of Patient care by providing multi-dimensional institute equipped with modern teaching halls, curriculum and faculty.

'Madinah Teaching Hospital' acts as a model institute to alleviate the sufferings of ailing humanity, particularly patients from the under privileged cross section of the society, by providing high quality specialist, preventive, consultancy, diagnostic, therapeutic and rehabilitative services, including surgery and transplants, irrespective of colour, creed, religion or social status, free of cost. ■

Maple Leaf Cement



Maple Leaf Cement is a part of Kohinoor Maple Leaf Group (KMLG). KMLG comprises of two listed public limited companies i.e. Kohinoor Textile Mills Limited (KTML) and Maple Leaf Cement Factory Limited (MLCF). MLCF is subsidiary company of KTML. The Group companies are ranked amongst the top companies in the cement and textile sectors.

MLCF is one of the pioneers of cement industry in Pakistan. Providing quality cement and ultimately customer satisfaction is our business model. The Company owns and operates two production lines for grey and one production line for white cement. The plants are located at Daudkhel District Mianwali. Total annual clinker capacity of the Company is recorded at 3.36 million tons. The Company supplies its products in local market and exports as well in African, Gulf and other Asian countries. The Company is fully complying with all applicable environmental, labor, corporate and other relevant laws.

KTML production facilities at Raiwind comprise 156,528 ring spindles producing a wide range of yarn count and 204 looms weaving a wide range of greige fabrics. Processing facilities at Rawalpindi of dyeing, printing and stitching fabrics for home textile. The Company is fully complying with all applicable environmental, labor, corporate and other relevant legal laws.

We embrace responsibility for the company's actions and encourage a positive impact through Corporate Social Responsibility (CSR) initiatives in the environment sector. We engage all employees, communities, members of the public, and all relevant stakeholders.

We believe and implement the following mottos: We build our people and our people build our company for national contribution. Education for all. High morale for employees and their families. Trainings of employees at all levels, technical as well as managerial. Contribution to Environment and Community ■

Martin Dow



Martin Dow is the bench mark for excellence in pharmaceutical industry, expanding with more than 1000 employees countrywide. Martin Dow has excelled in world class branded generics for half a decade and now growing in emerging markets. We market world-class branded generics which are developed, formulated and manufactured at our cGMP compliant manufacturing facility.

At Martin Dow, desire is the key to unrelenting pursuit of our commitment towards excellence. It was accomplished by the acquisition of the manufacturing facility of Roche Pakistan, with the state of the art technology and highly capable technical team. This acquisition by Martin Dow is a leap towards attainment of our goal to become the next emerging, premium and globally recognized generic brand in the pharmaceutical industry.

At Martin Dow, our highest proof of virtue is that we possess boundless power of excellence directed towards serving humanity.

Our corporate values are at par with international standards, covering all socio-ethical, legal and environmental boundaries. We believe in treating every employee with dignity & respect and in creating a culture of continuous learning & development. We firmly believe in establishing a long term & transparent relationship with our business associates by entering into value added ventures which are mutually beneficial. And, we never forget to share the benefits of our success with the communities and be socially responsible. At Martin Dow, the true worth of our business is measured by the objectives we want to pursue. Henceforth, our Vision is: To be amongst top-10 pharmaceutical companies in Pakistan by the year 2015. To have a strong presence into Emerging Pharmaceutical Markets of the World. To acquire advanced technologies thereby ensuring our presence in highly specialized segments ■

Mughal Iron & Steel Industries Ltd



Today Mughal Steel stands out as a symbol of Strength, Durability, Reliance and Quality, with over half a century of endeavors at its back. The group is amongst the top few companies which meet international standards of perfection. Quality is the major ingredient in our success and it will remain our top most priority.

Even in the new millenium we have kept our position and Inshallah Mughal Steel will always keep scaling new heights of success. The Group envisages a vision that continues its core strength and builds on a growing base of satisfied customers relying on "A Tradition of Quality".

With a history of over 50 years of excellence to its credit, Mughal Steel is one of the leading industries of Pakistan in the steel and iron sector. The company was incepted in the early 1950's with a purpose to uplift trade, contribute to national

economy and ensure industrial growth of the country.

In the turmoil that surrounded the newly independent country, Mughals came up with a strong vision and devoted entirely to trade and industry, their dedication is truly appreciated by their commendable clientele.

Mughal Group of Industries, the prestige which spreads over 55 Acres in the suburbs of Lahore, is the only plant of its kind in Pakistan. A force to be reckoned with- it is manufacturers of quality steel products with an installed capacity of 500,000 tons annually. The group is involved in multidimensional activities from making billets of Mild Steel, Spring Steel, Low Alloys, High Alloys and above all Stainless Steel to Deformed bar, Re-bar, Cold Twisted Rebar and a huge range of Sections such as I.Beams, L.Sections, C.Section, H.Beam, T.Bar etc. in the downstream industry. ■

Nestlé Pakistan



Nestlé Pakistan operates in many ways but people, products and brands are the main flag bearers of the Company's image, and we continue to enhance the quality of life of people of Pakistan.

Nestlé Pakistan is proud of its commitment to excellence in product safety and quality and to providing value and aims to be the leading Nutrition, Health and Wellness Company. As a socially responsible corporate, we always focus on environment friendly operations, ethical business practices and our responsibility towards the communities.

Nestlé in Pakistan is operating since 1988 under a joint venture with Milk Pak Ltd and took over management in 1992.

The company's strategy is guided by Nestlé's Corporate Business Principles which are in line with internationally accepted best practices and ethical performance culture. Nestlé's existing products grow through innovation and renovation while maintaining a balance in geographic activities and product lines. Long-term potential is never sacrificed for short-term performance.

The Company's priority is to bring the best and most relevant products to people, wherever they are, whatever their needs are, and for all age groups.

Nestlé Pakistan today is the leading Food & Beverages Company in Pakistan with key focus on Nutrition, Health and Wellness and reaching the remotest of locations throughout Pakistan to serve the consumers. Nestlé Pakistan also prides itself in being the leaders in Nutrition, Health & Wellness. Ever since 1867, when Henri Nestlé invented the first infant food, nutrition has been in our DNA. Today more and more consumers mirror our emphasis on nutrition, as they realize that food choices affect their health and quality of life.

Nestlé Pakistan operates in many ways but people, products and brands are the main flag bearers of the Company's image, and we continue to enhance the quality of life of Pakistanis.

We believe we can do business in ways that both deliver long-term shareholder value and benefit society. We call this approach Creating Shared Value (CSV). ■

Packages Limited



Established in 1956 as a joint venture between the Ali group of Pakistan and Akerlund & Rausing of Sweden, Packages limited provides finest packaging solutions for exceptional value of businesses and customers. It is located at Shakra-e-Roomi, P.O.

Amer Sidhu 54760 Lahore, Pakistan. Being the head office, it has been operating from this premise for more than 55 years now. Geographically, Packages is located in central south region of Lahore. Its premises host four business units' i.e. flexible packaging and printing line, carton packaging and printing line, tissue manufacturing and printing line, and mechanical fabrication and roll cover. Additionally Workshops, HVAC department, Service unit, Offices and Stores are also a part of its vicinity.

Measurement and control are at the heart of instituting sustainable practices. We at Packages Limited, not only collect and collate information, but are also transparent with all our stakeholders. We are continuously learning and adapting good

practices from our customers and other stakeholders. The Packages team is fully committed to maintain the same balance in the future.

MISSION STATEMENT

To be a leader in the markets we serve by providing quality products and superior service to our customers, while learning from their feed back to set even higher standards for our product. To be a company that continuously enhances its superior technological competence to provide innovative solutions to customer needs. To be a company that attracts and retains outstanding people by creating a culture that fosters openness and innovation, promotes individual growth, and rewards initiative and performance. To be a company which combines its people, technology, management systems, and market opportunities to achieve profitable growth while providing fair returns to its investors. To be a company that endeavors to set the highest standards in corporate ethics is serving the society. ■

Punjab Industrial Estate



Punjab Industrial Estates

Development and Management Company
Owned by the Government of the Punjab

In 2003, Government of Punjab announced its industrial policy. Punjab Industrial Estates Development and Management Company (PIEDMC) was established in pursuance of this industrial vision.

PIEDMC is a section 42 company, incorporated under Companies Ordinance 1984. The Company is owned by the Government of Punjab and is run by a Board of Directors (BOD) comprising of 16 directors. Majority of them are private sector industrialists and the rest are ex-officio members, demonstrating PIEDMC as a successful example of Public-Private Partnership.

The Chairman and Chief Executive Officer (CEO) are from the private sector and the day to day affairs are looked after by the

CEO. Rs. 1.00 Billion as a soft loan was provided to initiate development of new Industrial Estates.

The key objectives of PIEDMC: Provide quality infrastructure. Ensure efficient, cost effective and sustainable management of industrial estates. To enact on "One Window Operation" by providing utilities and services at industrial estates.

Current Projects of PIEDMC: Development of new Industrial Estate at Sundar Lahore, Up-gradation of Quaid-e-Azam Industrial Estate at Lahore, Up-gradation of Multan Industrial Estate - Phase-I, Multan Industrial Estate - Phase-II, Rahim Yar Khan Industrial Estate, Bhalwal Industrial Estate and Vehari Industrial Estate. ■

Patel Hospital



PATEL HOSPITAL
A Project of Patel Foundation

Vision & Mission

Vision

To be an institute of international repute in the field of healthcare provision, teaching, training and research.

Mission

To provide quality healthcare to all at affordable cost and serve the non-affording masses through Patel Welfare Programme.

Aim

To serve ailing humanity irrespective of cast, creed, color, religion or economic status.

Values

- o Compassionate care
- o Ethical approach
- o Philanthropic approach
- o Quality care

Our History

Patel Hospital was a dream of our patrons, (Late) Mr. Abdul Ghaffar Abdul Rehman alias Mittho Patel and his wife, (Late) Mrs. Zubeda Abdul Ghaffar, who were renowned social worker and philanthropist of Bantava Memon Community. They wished for a well-reputed Hospital that could attract people from all walks of life. It took around 25 years before their dream turned into

reality.

About the Hospital

Patel Hospital is a not-for-profit organization established to provide State-of-the-Art modern medical & surgical facilities to affording and non-affording patients. The hospital is located in the heart of Karachi in Block-4 of Gulshan-e-Iqbal, just half-an-hour's drive from Karachi International Airport.

200 bedded Patel Hospital offers a complete range of inpatient and outpatient care through advanced equipment and a team of highly skilled, qualified and dedicated people who share its mission and values.

Patel Hospital is successfully heading in providing services of curative, restorative and preventive character of highest quality possible to all segments of society regardless of race, caste, creed, color and economic status. The beneficiaries do not only include the local population of Karachi but the comprehensive health care facilities imbibe all sort of patients from interior Sindh, Balochistan, Khyber Pakhtunkhwa (KPK) and Punjab provinces.

Patel Hospital has successfully achieved the status of a teaching and tertiary healthcare hospital. It has been accredited with Pakistan Medical & Dental Council and College of Physicians & Surgeons Pakistan for post-graduate training. Patel Institute of Nursing & Allied Health Science is affiliated with Pakistan Nursing Council for General Nursing Diploma and Sindh Medical Faculty for Technician Certification Courses in different specialities. ■

Roots Millennium Schools



Roots Millennium Schools (RMS) is Pakistan's first ISO 9001:2008 certified group of International Schools operating across Pakistan. We are a private Independent award winning school system providing teaching and learning for nearly 30 years, with the largest K-12 teacher training Institute, 8,000 plus active alumni, with an access to over 25 educational qualifications affiliated with prestigious 8 different examination & qualification boards globally, with 15 school academic enrichment and language programs, more than 100 partnerships & affiliations with industry, academia, corporate sector and non Profit sector, maintaining Linkages and MOU's with over 1100 Universities, Institutes of Higher education, partner organizations, governments globally, and more than 70 core and extended curriculum and subjects taught from Montessori to Undergraduate level.

Pakistan's First Green School

RMS is Pakistan's first WWF Green School; with an agreement with WWF Pakistan to promote all enrolled students nationwide as active and responsible citizens as green students thus promoting greener communities and climate change education for an eco-friendly much greener planet. RMS has also pledged to work towards the conservation of Snow leopard in Pakistan; therefore we have officially adopted the Snow leopard protection campaign

in Pakistan as our school green slogan and have also become the first school system to have 100 percent student and schools registered as green students and schools.

ECO Friendly Classrooms

RMS has a budding presence in almost all the major, urban and per-urban cities across Pakistan with state of the art purpose built eco-energy friendly campuses nationwide and with an incessant increase in student number to nearly 13,000 plus today together with thousands as active and accomplished alumni network.

Roots Millennium Schools has achieved academic excellence and all round development of students over nearly 30 years and has won the fastest 100 growing companies of Pakistan award and 500 Fastest growing companies of Arabia & Gulf region by 'All World Network USA' founded by Harvard University trailblazing and distinguished Professors. Roots Millennium Schools has achieved academic excellence and all round development of students over nearly 30 years and has won the fastest 100 growing companies of Pakistan award and 500 Fastest growing companies of Arabia & Gulf region by 'All World Network USA' founded by Harvard University trailblazing and distinguished Professors. ■

Rafhan Maize Products Co. Ltd.



Rafhan Maize Products Company Limited is a public limited company. It started its operations in 1953 as a pioneer corn refining industry in Pakistan. It has grown into one of the largest agro-based industries in Pakistan over the last 60 years. Rafhan Maize is an affiliate of Ingredion, USA who are one of the world's largest corn refiners. It produces high quality food ingredients and industrial products derived from the wet milling of corn and other starch-based materials.

All products of Rafhan Maize have leading market position and are being used in more than 50 different types of industries in Pakistan as essential raw material from local resources and also in international market. The products of Rafhan Maize are manufactured under the technological support from Ingredion to conform to international standards. The Company has won the preferred supplier status among the customers by focusing on quality, customer service and teamwork approach. Technical Centre at Rafhan Maize is responsible to develop new products to cope with changing requirements of customers and overcome functional problems connected with application of products in

different industries.

Through consistent efforts, Rafhan Maize was successful in developing spring crop (March to June) of Maize as a second crop. The development of spring crop, as a second crop, through Contract Maize Farming Program is a great contribution of Rafhan Maize in the agricultural growth and economy of the country. Rafhan Maize plans to further strengthen contract maize farming program to produce high yield varieties of maize to boost the earnings of local farmers and keep the country self sufficient in the maize requirement. Rafhan Maize is pioneer in developing hybrid maize seed in Pakistan.

Rafhan Maize has been supplying high quality products to its customers which are produced under the technology provided by Ingredion having long experience in corn refining business since 1906. The Company is certified for ISO 9001:2008, ISO 14001:2004, OHSAS 18001:2007, FSSC 22000 and Halal Management System. The Company has received 85 awards related to best practices of business, corporate excellence, safety, environmental and human resources performance. ■

Roots International Schools



Roots International Schools consist within their domain, model private sector educational institutions 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.

Mission of RIS 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.

Over the ten years Roots 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.

The philosophy of Roots International schools is to build standards and practices for the holistic development of a child, to be an effective human resource, who is able to compete in the challenging environment of today's world. Academic aspect of this practice inspires intellectual growth, critical and analytical thinking skills, while the practical aspect equips the students with problem solving skills, social interaction expertise and cultural tolerance. It also emphasizes on empowering the students to attain self-confidence and self-assurance so that they can learn how to develop intrapersonal skills and create interpersonal relationships for effective collaboration. ■

Shifa International Hospitals Ltd



Our Mission: Health Care with Compassion for all

Our Vision: To be the region's leader by providing quality healthcare services

Our Values: Compassion, Commitment, Teamwork, Quality, Respect and Accountability

Our Strategic Priorities

Physician Partnership and Enhanced Clinical Quality, Provide Seamless/Easy Access Care Delivery, Financial Strength/Viability and Strategic Growth

Associated Companies

Tameer-e-Millat Foundation www.educatepakistan.com, Shifa Tameer-e-Millat University www.stmu.edu.pk, Shifa Foundation www.shifafoundation.org, Shifa College of Medicine www.shifacollege.edu, Shifa College of Nursing www.shifacollege.edu and Shifa Cooperative Housing Society. ■

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 Companies Ordinance 1984, and is listed on all the three Stock Exchanges of the Country.

The 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 4.5 million consumers in North Central Pakistan through an extensive network in Punjab, Khyber Pakhtoon Khwa and Azad Jammu & Kashmir and is certified against ISO 14001:2004 & OHSAS 18001:2007 Standards. SNGPL's 11 sites have been registered under the "SMART2" Program by

Pakistan Environmental Protection Agency (PAK-EPA). The Company has over 50 years of experience in operation and maintenance of high-pressure gas transmission and distribution systems. It has also expanded its activities as Engineering, Procurement and Construction (EPC) Contractor to undertake the planning, designing and construction of pipelines, both for itself and other organizations.

SNGPL transmission system extends from Sui in Baluchistan to Peshawar in Khyber Pakhtoon Khwa (KPK) comprising over 7,676 KM of Transmission System (Main lines & Loop lines). The distribution activities covering 2,650 main towns along with adjoining villages in Punjab & Khyber Pakhtoon Khwa are organized through 13 regional offices. Distribution system consists of 87,796 KM of pipeline. SNGPL has 4,585,371 consumers comprising Commercial, Domestic, General Industry, Fertilizer, and Power & Cement Sectors. Annual gas sales to the consumers were 597,056 MMCF worth Rs. 216,652 million during Jul 2011 - Jun 2012. ■

United Marine Agencies



United Marine Agencies (Pvt.) Ltd was established in 1988 to provide efficient and competitively priced shipping, cargo and related marine services in Pakistan. The company acts primarily as a shipping agent for liners, containers, tankers and container vessels calling at both the major ports of the country.

Right from the beginning, UMA has kept itself abreast of the ever changing market situation and customers' requirements. This quality of keeping pace with the times has helped earn ISO9002 certification by DNV for the quality management system in place at the company headquarters in Karachi and its five branch offices elsewhere in the country.

UMA's work force is 200 strong. This team of professionals maintains close relationships with the clients, principals and the government machinery in order to regulate smooth and hassle free movement of the cargo. They facilitate transfer of containers from either of the two ports to any of the up-country destinations.

UMA's mission is to offer our principals and customer a consistently high level of service that exceeds their requirements and expectations. To comply with all customer and statutory requirements. To continually strive to improve the UMA Quality Management System (QMS) to ensure effectiveness. To establish Quality Objectives at relevant levels and functions within the

organization. To monitor, review and analyse the Quality Objectives at planned intervals.

United Marine Agencies is headquartered in the port city of Karachi, and operates full service branch offices at four more locations across the country. The company primarily acts as shipping agent for liners, containers, bulk cargo tankers and conventional vessels sailing into our waters.

Besides the usual tasks an agency performs, UMA also supervises and handles all port operations through its designated associates, who are licensed stevedores and who maintain fully-equipped container terminals within and off the port limits. An added attraction for the clients is the company's policy to keep tally and documentation under its direct control. As if that is not enough, UMA also appoints the best professionals to look after the interests of the foreign principals. A service few can match.

Currently the company is representing a number of renowned shipping lines like Hyundai Merchant Marine Company Ltd., HAMBURGSUD, R.C.L., C.C.N.I., DELMAS & CEEKAY calling at Pakistani ports. Today the company's operations are recognized and certified by DNV under the ISO 9001-2000 benchmark. UMA has also earned the ISO 9002 certification for its 'Quality Management Systems' ■

**CSR is not a charity...
It is the necessity**



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National Bank

NBP has on health,

EVP/Divisional Head, NBP

National Bank of Pakistan (NBP) is the largest public and private sector bank in Pakistan, it with all professional responsibilities, is not oblivious of CSR (Corporate Social Responsibility) and making a generous contribution in all factions of society particularly Health, Education, Sports and other types of philanthropy. As per its CSR policy the bank is spending huge amounts on CSR activities with a ratio of one per cent of the annual profits. NBP has established a huge CSR department with Mr Iqbal Qasim the renowned former Test Cricketer as head of the department. The Energy Update's team has recently visited the office of Iqbal Qasim and had chat with him about the CSR activities in detail. Iqbal Qasim in his interview says that.....

Energy Update: What is the main idea behind CSR policy of National Bank of Pakistan?

Iqbal Qasim: The bank had established its sports department the way back in early sixties and at that we did not know about CSR but simply doing philanthropy but with the passage of time the bank as the major organization in the corporate sector has turned sports department into a full-fledged CSR department and our CSR activities have spread to every nook and corner of the country and now we have a major role in CSR filed as well.

EU: What are the NBP's CSR policy, its values and general strategy?

IQ: National Bank of Pakistan, being the leading financial institutions in the country has long since started its stride towards building a more stable and sustainable economy by adapting to strategies and policies as per the needs of the stakeholders. Aside from excelling in financial figures, NBP has taken various initiatives that very clearly depict its dedication

towards its Corporate Social Responsibility mission. The focus of the Bank is on achieving commercial success in a manner that honors ethical values, respects society and communities in meeting their needs in such a manner that the ability of future generations to meet their needs with pride and dignity is not compromised. The Bank truly realizes its agenda and thus has formulated strategic areas of focus for the accomplishment of its corporate social goals. The Bank is running a full-fledged CSR Program to benefit the community at large mainly by investing in projects related to development of critical socio-economic sectors. Additionally, Bank is also active in extending support to a number of recognized charitable institutions and is investing huge funds for bringing positive change and improving the quality of life of underprivileged members of our society. To serve the purpose, Bank selects initiatives that are sustainable and have a meaningful impact on society and a strong connection with the business and core competencies.

EU: What are the major areas of CSR the NBP is catering to?

IQ: The foremost area of focus for CSR initiatives are directed towards promotion of education, health, woman and child welfare, special persons, culture, sports and relief for affected of natural disasters. It is truly a matter of pride that, NBP has been recently awarded with the gold medal on CSR by President of Pakistan on the basis of overall contributions and donations for charitable, social, educational and public welfare efforts.

EU: What are the major achievements of NBP in CSR field?

IQ: National Bank has played a major role in education and health sectors as it believes that education plays a vital role for economic development. Pakistan has an urgent need for outstanding academic facilities, which develop and prepare young people, to acquire skills and help

is playing leading role in CSR

major focus education & sports

Iqbal Qasim talks to Energy Update

Aside from excelling in financial figures, NBP has taken various initiatives that very clearly depict its dedication towards its Corporate Social Responsibility mission. The focus of the Bank is on achieving commercial success in a manner that honors ethical values, respects society and communities in meeting their needs in such a manner that the ability of future generations to meet their needs with pride and dignity is not compromised.



them to achieve their highest potential. Bank financially supported the construction of Hub School, adoption of The Citizen Foundation School at Nawabshah. Bank take-up partnership with Pakistan Center for Philanthropy school improvement program at Ghotki also sponsored 30 students of Jinnah Foundation School and



40 Trainees of Hunar Technical Institute Tando Allahyar under its scholarship scheme. A Bank focused on educational activities provided financial assistance to a formal school of Bunyad-e-Fatima and Behbud Association of Pakistan, and upgraded computer lab of Shaikh Zayed Islamic Centre, Government College for Women Karachi. To build a strong network of capable and motivated young volunteers, NBP in collaboration with a Family Educational Service Foundation conducted MOVE (Motivational Volunteer Empowerment) Program at Islamabad, Lahore, Sukkur & Hyderabad. Bank supported the educational events and sponsored 8th All Pakistan Declamation contest at St. Patrick's School, Karachi, 5th CSR Summit & Award Ceremony, participation of NED Students at international event at Korea and Sports Festival of Foundation Public School. Lifetime Support to TCF School, Nawabshah National Bank has adopted TCF School at Nawabshah, allowing poor children to have easy access to quality education. TCF encourages female enrollment and also has a dedicated

Teacher Training Center in Karachi and Mansehra.

With the help of Family Educational Services Foundation, NBP has been sponsoring the MOVE program for students different schools & college of county with the purpose of move program is to effect social changes by training and engaging Pakistani youth in meaning full community development projects through in house training session and facilitated field work. At the conclusion of program, Students take up the different community project as part of their training.

Similarly, the bank is playing a very important role in healthy sector and providing all necessary assistance to the local hospitals and healthcare institutions in public and private sector. As a matter of fact due to shortage of equipment, laboratory, doctors, nursing staffs and depleted infrastructure unable to bring improvement in health care facilities in Pakistan. Since Govt of Pakistan has limited resource, it is cannot fully meet medical need of population living in rural and urban areas of Pakistan. NBP in partnership with NGO's and Organizations holding medical



Solar Home Solutions

Solar Pumping System



Solar Street Lights

Solar Water Heater



Range of Industrial Fans



and eye camps in remote areas of Pakistan as bank has also provided financial and equipment support to various general hospitals. NBP organized 13 Medical and Eye Camps During 2013 in urban and rural areas throughout Pakistan. About 4000-5000 patients were examine, more than 250 patients were operated upon 1200 eye sight glasses were distributed and above 2500 patients received free of cost medicine. These Medical/Eye camps were held at Mubarak Village Karachi, Haroonabad, Uch-Shareef Tehsil Ahmedpur East, Jalala District Mardan, Village Pirakoot Tehsil Wazirabad, Jafferabad Baluchistan, and Hattian Bala and Pattika, Muzaffarabad. NBP also held a special camp for fistula patients at Dadu with the help of Thardeep NGO, (Gyne problem). Besides this, bank has provided financial Assistance and Equipment support to the following hospitals and NGOs.

EU: What are the challenges to implement CSR activities?

IQ: There are many challenges and difficulties in implementation of CSR programme as too many NGO's are in the queue for the disbursement of CSR funds and sometimes it becomes very hard to distinguish them. Problems are too many and resources are somehow very limited so that its difficult to compensate everyone.

However, our entire system is based strictly on merit.

EU: What are your focus areas of CSR efforts, please share with us



EU Editorial Team Sajid Aziz, Naeem Qureshi & Musaddiq Aziz with Iqbal Qasim

top priority areas?

IQ: As I have already told you that health, education and sports are our priority areas, we however, focusing on environment, gender promotion and some other areas as well, depending upon the situation.

EU: What is the volume of NBP's CSR activities on sports?

IQ: NBP perhaps is the most prominent organization in the public sector which is catering to the sports massively. It has established various teams on national level particularly cricket, hockey, table tennis, football, badminton and few others and prepared uncountable players of international level to the nation. We are still continuing with our sports friendly

policy.

EU: What is the total volume of CSR budget of the bank?

IQ: last year we spent an amount of Rs150 million on our CSR activities according to the profitability of the bank.

EU: How do you improve the image of the bank through CSR activities?

IQ: NBP is the national organization and its image definitely gets a boost whenever we have any type of welfare and social activities. As we directly go to the public with philanthropic and social activities, people always get inspired with the organization. Sports have the major role in boosting the bank's image among the public.■

National Bank Plans an Aggressive Roll Out of ATMs

National Bank of Pakistan has embarked an aggressive plan to roll out 1,000 ATMs by the end of 2015. This was mentioned by Mr. Syed Ahmed Iqbal Ashraf, President & CEO, National Bank of Pakistan who was present at the signing ceremony of 250 ATM project. The agreement was inked by Mr. Zubair Ahmed (SEVP, Logistic Security Support and Engineering Group) and Mr. Veqar ul Islam (President - TouchPoint). Mr. Mudassir H. Khan (SEVP Commercial & Retail Banking Group), Mr. Nausherwan Adil (SEVP, Operations Group), Mr. Khalid Bin Shaheen (SEVP, Global Home Remittances Management Group), Mr. Javed Haider (SVP, Divisional Head - LS&EG), Mr. Faisal Mahmood (VP, Head I.T. Procurement Wing), Mr. Qasim Y. Khan (VP, I.T. Procurement) and Mr. Tabish Sabah (CEO - TouchPoint) also graced



their presence at the occasion.

The President NBP, Mr. Syed Iqbal Ashraf while speaking with delegates and media said, "National Bank of Pakistan will bring convenience to its customers by offering them self-service facilities to

perform their hassle-free transactions round-the-clock across Pakistan. He further mentioned that "the NBP team is committed to bring the best services to the Nation's customers."■

3rd Annual Public Seminar on Women Health

Young girls, women urged not to use weight loss formulas without evidence of effectiveness



Health experts have expressed their strong reservations about marketing gimmicks and bombardment of advertisements claiming weight loss of 20 pounds within 20, 30 or 40 days. They warned women and young girls to avoid using such formulas which are usually in liquid forms without proper evidence of effectiveness as laboratory tests have confirmed it contains drug ingredients used for diabetes and thyroid.

They were speaking and sharing their experiences during 3rd public seminar on women health organized by National Forum for Environment & Health (NFEH) here in a local hotel. Seminar was attended by a large number of young girls and women.

Speakers included Dr. Nyla Zahid, Oncologist, Liaquat National Hospital, Dr.

Nosheen Fatima, Head of Department and expert of Osteoporosis, Dr. Ziauddin University Hospital, Hakeem Syed Abdul Ghafar Agha, Consultant and author of book "Hakeem ka Dasterkhan," Nausheen Shahzad, Psychiatrist, Executive Director, Neuropsychology Centre Pakistan and Founder Chairperson Neuropsychology Society of Pakistan, and, family physician and television anchor Dr. Shahzad Ali.

Among others, Chairman NFEH Dr. Kaiser Waheed, President NFEH Naeem Qureshi, Chairman Pakistan Pharmaceutical Manufacturers Association (PPMA) Saeed Allahwala, Director Trade and Culture, Italian Development Committee Fatima Zara Malick, Omam Muzammil from Drug and Poison Centre of a local pharmaceutical (PharmEvo), Commander Anti-Narcotics

Force Sindh Brig. Abu Zar, known cooking expert Ms. Rahat, Project Head and Secretary General NFEH Ruqiya Naeem and Project Coordinator NFEH Mariam Nadir also spoke. Karachi Commissioner Shoaib Sidiqi attended the last session of seminar as chief guest.

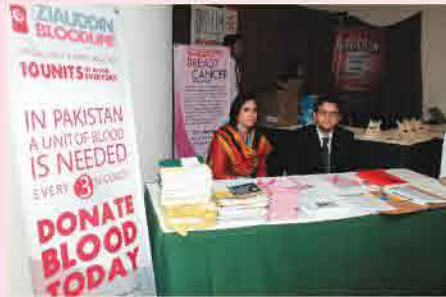
Family physician Dr. Shahzad Ali said that quacks and other irrelevant people are playing marketing gimmicks with general public and putting bombardment of their products advertisement in mass media which must be stopped by the media houses owners and relevant health ministries all over Pakistan. "People especially young girls and women are becoming their easy target to sale their products claiming to reduce their weight by 20 pounds in just 20, 30 or 40 days and this is not true," he stressed.

He shared his personal experience and told that after watching regular advertisements, he went to one of such clinic and purchased their product which was in liquid form. "Later I sent this liquid to ascertain its ingredients in laboratory and I was shocked to read report. There were ingredients of medicines used for diabetic and thyroid patients," he told.

Dr. Shahzad Ali said that use of such products can reduce weight but for a limited time and patient get back its double after it. "They are playing havoc with lives of people. Such formulas can cause kidney and liver failure and other medical complications for its users. This should be



View of the Stalls



immediately banned on mass media and in localities, he urged.

Dr. Nyla Zahid of LNH talked about breast cancer prevalence and management. She said that women after age of 40 have higher risk of developing breast cancer, however, now patients with younger age are also being reported in various medical centres.

Dr. Nosheed Fatima delivered her talk about osteoporosis and urged young girls and women to take care of their sibling right from childbirth as this disease is actually caused by malnutrition since childhood. She stressed to increase intake of milk, vitamin D and calcium from younger age which will delay osteoporosis.

Psychiatrist Nausheen Shahzad talked about denial and social issues of breast cancer. "Woman suffering from breast cancer should accept the reality and gain their will power. She should exactly know about stages of her disease and keep their kids and family members informed upto some level about her situation. Such woman should take more responsibility of things by herself and try not to blame other family members of her disease as this will

help her to be on her feet," she stressed.

Hakeem Syed Abdul Ghaffar Agha said that qualified hakeem can also be very effective physician to treat minor to major diseases by using natural herbs which is very cost effective as well.

Known cooking experts Ms. Rahat stressed cleanliness in kitchen and while cooking. "You should wash your hands with moderately hot water with soap and use nail brush before even touching vegetables and other items in kitchen. You should keep separate meat, beef or chicken from vegetables to avoid spread of germs and check date of expiry on all edible items," she told.

Director Trade and Culture, Italian Development Committee Fatima Zara Malick shared her experience of being in Italy and learning art, culture and other physical trainings. "In foreign as well, young girls and women are keen to keep their body in shape and slim. For this, they used to go for regular physical exercises as it is the only long term solution. I myself have received training of how to keep myself fit and slim," she told.

Women should avoid using products

displayed in ads for losing their weight and keeping body in shape rather focus on regular physical exercises and balanced diet, she added.

Chairman PPMA Saeed Allahwala said that issue of spurious drugs is more prevalent in China, India and Bangladesh as compared to Pakistan. "Important thing is this that one should take medicine only after having a valid prescription and confirm date of expiry on all medicines to avoid complications," he stressed.

Chairman NFEH Dr. Kaiser Waheed told that this forum is struggling to play its part for healthy society and raising awareness among general public about health and environmental issues. "Recently with the help of Commissioner Karachi Office, corporate sector and Forest Department, NFEH has planted more than 30 million saplings in different areas of Karachi to improve our environment," he told.

Karachi Commissioner Shoaib Sidiqi joint last session for a while and expressed its gratitude for organizing public awareness seminar by NFEH. He assured for his full cooperation as well. ■

OUR VALUED SUPPORTERS



By Ijaz Iqbal

Pakistan becomes first Associate Member of CERN in Asia

A landmark decision in the history of Pakistan

Pakistan has formally become Associate Member of the European Organization for Nuclear Research (CERN), which benefits Pakistani scientists, students and others to make advancement in scientific education, research.

Pakistan has become the first Asian country to become Associate Membership while India is in the process to submit application to get the same status, however it will take

some time. In this regard a proper Memorandum of Understanding (MoU) to this effect was signed by Director-General CERN Dr. Rolf-Dieter Heuer and Chairman PAEC Dr. Ansar Parvez here on December 19, which was also attended by Prime Minister of Pakistan Muhammad Nawaz Sharif.

During signing ceremony, the Prime Minister termed the initiative as the landmark moment in the development of science in Pakistan. He thanked Director-General CERN for recognizing efforts, hard work and capabilities of scientists, engineers and technicians of Pakistan Atomic Energy Commission (PAEC) and for allowing Pakistan to become part of the unique and leading institution of scientific research.

The Prime Minister said it is testimony of the fact that whenever provided an opportunity, people of Pakistan are capable of standing up to any international standard. Nawaz Sharif reminded the scientific community of Pakistan that Associate Membership of CERN is not a goal but a means to pursue, acquire and achieve scientific and engineering knowledge and expertise.

The Prime Minister said the membership also provides an opportunity to our industrialists and businessmen and companies can now participate in construction and engineering work carried out at CERN. The Prime Minister said his government is committed to well being and prosperity of the people. Pakistan is facing many challenges and we have to work hard to eradicate poverty from the country and raise living standards of the people. He said this objective can be achieved only through education and advancement in science and technology.

He expressed the confidence that relationship between Pakistan and CERN would open new avenues for youth in science and engineering and they can now benefit from state of the art



expertise available at CERN. The PM directed Chairman PAEC to work closely with High Education Commission and the Ministry of Science and Technology to develop a comprehensive program so that the youth can derive maximum benefit out of this opportunity.

Pakistan has got the Associate Membership due to few important facts like: Existence of a solid basis of theoretical and experimental high energy physics in the country. State's long term commitment to research in areas related to particle physics. Presence of strong industrial infrastructure that can take part in CERN commercial activities and mutually beneficial and growing relationship between Pakistan and CERN.

During a press conference, Director-General CERN Dr. Rolf-Dieter Heuer said Pakistan is the first country of South Asia to become Associate Member of CERN. Chairman Pakistan Atomic Energy Commission (PAEC) Dr. Ansar Parvez said that it is a significant and historic moment for Pakistan and its scientific community, as the agreement for "Associate Membership" with CERN, signed which reflects decades of committed efforts by our scientists and engineers contributing to the scientific research and technological work at CERN. "I believe and hope that this formal relationship with the world leading research organization will act as a catalyst for building a better and stronger scientific base in the country", he told journalists after signing the MoU with CERN DG. An exciting opportunity it would provide to young scientists to interact with the best in the world and develop themselves into productive members of the society Dr Parvez added. The status of an associate member is also the pre-stage to full membership.

In an interview with Energy Update DG, CERN, Dr. Rolf-Dieter



Heuer says.....

EU: What are main benefits for Pakistan after getting Associate Membership of the CERN?

DG CERN: Pakistan's Associate Membership will not only strengthen the relationship of scientific community in Pakistan with the people at CERN but will also allow Pakistani scientists to join CERN staff and to participate in CERN's training and career development programs. In addition, it will allow Pakistan's industry to bid for CERN contracts, which will open up opportunities for industrial collaborations based on advanced technologies. There were numerous other benefits like staff positions for scientists and engineers, access to various educational programs (summer student, doctoral student and technical student) and engineering contracts for Pakistani industry. It would also help in technology transfer in key areas of accelerator technology, radiofrequency technology, development of magnets and ion-beam optics, cryogenics.

EU: What factors behind granting associate membership of CERN to Pakistan?

Chairman PAEC: The associate membership of Pakistan reflects the decades committed efforts of Pakistani scientists and engineers contributing to the scientific research and technological work at CERN. He said the relationship with the world leading research organization would help motivate the budding scientists to build stronger scientific base of Pakistan. When CERN opens associate membership for Non-European countries, Pakistan saw prospects of scientific engagements and applied for it. Pakistan is playing a leading

role in Pak-CERN collaboration for the last 20 years. He said that Pakistan is a responsible nuclear state and it is a great honor and landmark achievement in the history of Pakistan to become the office bearer of the organization.

EU: What is the Large Hadron Collider (LHC) at CERN?

Chairman PAEC: At CERN, LHC is the largest particle accelerator, where the particles are made to collide together at close to the speed of light. It is 100 meters below Switzerland and France in a 27km circumference tunnel. The process gives the physicists clues about how the particles interact, and provides insight into the fundamental laws of nature.

EU: What are the main discoveries of CERN?

Chairman PAEC: CERN has contributed to the discovery of several sub-atomic particles. During July 2012 CERN announced the discovery of the elusive Higgs boson, sometimes also called the god particle, which was detected on several detectors, one of which was made by Pakistan.

EU: When Pakistan begin collaborating with CERN?

Chairman PAEC: Pakistan has been collaborating with CERN since late 1950's through mutual visits and student exchanges. However, in 1994 CERN and Pakistan entered into a formal collaboration. This was followed by the signature of several protocols. Today Pakistan is contributing to CERN experiments like ALICE, ATLAS, CMS, CLIC and LINAC4. In this engineering enterprise, Pakistani scientists, engineers and technologists have played a pivotal role in the construction of

LHC detectors and more importantly in the upgrade of the LHC. A team of Pakistani engineers worked day and night for 18 months to bring LHC to its design parameters. Pakistan Atomic Energy Commission is playing a major role in Pak-CERN collaboration for the last 20 years. Former PAEC chairman Dr. Ishfaq Ahmad pioneered this collaboration and subsequent chairmen supported this effort.

PAEC has built the support structures for CMS, the CMS tracker alignment system, collar shielding for CMS HF calorimeter, YE4 shielding wall for CMS and also various other mechanical components for ATLAS and LHC. Some of the finest engineers of PAEC have worked on this effort. For this purpose PAEC have most modern designing, manufacturing and fabrication capability at HMC-3 and various others facilities.

EU: Which institutions are main beneficiaries of CERN programs in Pakistan?

Chairman PAEC: Quaid-e-Azan University, COMSATS, NUST, GCU Lahore and Punjab University are main beneficiaries and collaborators with CERN. CERN is helping in imparting the knowledge of accelerator science and technology to Pakistani researchers, who are now working on the development of a linear accelerator for cancer therapy.

EU: How it possible that CERN grants associate membership to Pakistan?

Chairman PAEC: Over the years, the cooperation between CERN and Pakistan has led us to the path of associate membership, with mutual agreement of the two partners. In response, CERN has sent three of its top scientists as member of a task force to evaluate Pakistan's science and technology base and industrial capabilities in early 2014. It evaluated the existence of solid basis in elementary particle physics, sufficiently developed industry and will of the National authority to support basic research. The CERN task force on all three accounts concluded that Pakistan fulfills the criteria. Pakistan has a huge young population and this younger community is going to take the maximum benefit from this associate membership. This will open doors toward the much needed scientific support for research in academia, access of our researchers to cutting-edge technology and develop local industrial infrastructure. This will be world call opportunity as well as challenge for Pakistani's to prove them-selves as a progressive nation. ■

Oil prices to drop to \$40 a barrel in 2015

USA and allies happy over crude oil production glut

Govt unlikely to pass on relief to the masses

I was asked by my friend's at Energy Update to give my views on the above statement and on what I saw happening for Pakistan's Energy Sector in 2015. As I do not have a crystal ball nor do I have the gift of prescience I decided to comply with the request from Naeem Qureshi sahib with some trepidation.

2015 is the year when prices of crude oil will drop to around \$40 by second quarter of the coming year. This is a prediction made by better industry analysts than myself. I believe Milton Friedman's theory of 'self fulfilling prophecies' work well in commodity markets. IHS and other major analysts have predicted that the oversupply of conventional crude from Saudi Arabia, Nigeria, Algeria, Iraq despite Libya, sanctioned Iran and sanctioned Russia are unable to supply crude to the markets during the recession in Europe, coupled with a large surge of 3.8 million barrels per day in US unconventional crude production, has brought it to its highest production in the past decade and nearly made itself sufficient in all its hydrocarbon needs.

The current pricing matrix is dependent on a number of factors in my view:

1- Political - The desire of the US and its allies to hurt the rising Russian bear means that they are happy to hurt it by allowing a crude oil production glut internationally. This also has the added benefit for the Saudi's to put pressure on Iran, whom they fear due to its robust response to the rising regional menace of the Da'ish/ IS in Iraq and its perceived ambitions to be the regional hegemony. Iran is feared by the Gulf States due to its large standing army and having the wherewithal to build a nuclear device. The US will soon become the swing Natural Gas producer, playing a critical role in creating liquidity in the LNG market. The LNG market has to date been a predominantly term based supply market controlled by Qatar, Russia, Algeria and Australia.

2- Economic - The unconventional crude and gas producers may have needed the \$100/ BB price some time ago to make the production processes of shale oil and gas production viable,

however in the last decade the larger shale producers cost of production has come to well below \$45. OPEC producers are being led into an oil price crash by Saudi Arabia for its political and economic purposes. The

targets are Iran, Russia and shale producers. What is expected is that high cost producers will go out of business and be picked up at knock down prices by the large Oil MNC's and national state funds. Qatar has already commenced its investment in the US upstream and LNG infrastructure.

3- Logistical - The logistics of investment in increased production is a six year cycle. We expect that over the next two years production of crude both from conventional and unconventional sources will continue to come on line. It is our view as well that the reduced prices of crude oil will lead to a boost to the global economy which will create a virtuous cycle for recessionary Europe and give the US recovery a big boost. This will all result in increased demand for energy and hydrocarbons and ultimately mop up the surplus crude.

However how will all this impact Pakistan, is the subject at hand.

Our economy has been suffering from a major cost crisis in power production, gas shortages and high hydrocarbon prices.

Will consumers benefit from reduced prices? I don't think so. At best the consumer will see only half of the reduced prices of liquid hydrocarbons get passed on to them at the pump. The balance will get picked up by our Minister of Finance in order to balance his books by increased petroleum levies.

While LNG imports are expected to commence sometime in the next year, the question to ask is whether they will be viable when furnace oil prices have dropped to below \$400/ Mt. The LNG suppliers have been fairly firm in their long term pricing which indicates where the prices of crude are likely to head once the international hydrocarbon shake up has happened. So while in the short term there may be some relief, it is my personal belief by the second quarter of 2016 we will have seen the end of the cheap crude for this cycle.

Will the government have taken this relief of these two years to invest in fast track indigenous coal-fired power projects, indigenous hydel projects, encouraged cheap local natural gas production and transnational gas pipelines? I believe the current government will do its utmost but, it will only see success if it can focus on the necessary investments coupled with a serious effort towards greater energy efficiency and energy conservation through diversion of natural gas to sectors and energy producers that give the highest economic return to the country. Enforce conservation amongst industry and power producers and most important by correcting the pricing anomalies in the energy sector. Energy sector reforms need to be completed through the creation of an integrated energy ministry, regulatory reforms, complete the privatisation of the distribution of power, natural gas and through greater emphasis on indigenous energy resources including renewables.

I am quietly optimistic that the current government could actually turn the energy industry round if it implements the Integrated energy plan developed by the Energy Expert Group and which has been adopted nearly verbatim in the PML-N manifesto. ■



New Year Celebrations around the world



AMAZING GALLERY

Rare Ocean Sunfish discovered for the first time in Pakistan's waters

An extremely rare breed of fish called the Ocean Sunfish was found by fishermen in Pakistan's waters for the first time. The fishermen released it back



into the sea upon realising the special rarity and uniqueness of the breed. According to WWF Pakistan, it was caught in a net by fishermen in Ormara town in Gwadar District of Balochistan. The fish was a common 'mola' (Mola mola), that was seen in Pakistan's waters for the first time ever. According to experts, it is supposed to be the heaviest known bony fish in the world.

Did Mars have life? NASA rover finds methane, organic chemicals

Methane in the Martian atmosphere and organic chemicals in the red planet's soil are the latest tantalizing findings of NASA's Mars Curiosity rover as it hunts for clues about the possibility of extraterrestrial life, scientists said.

NASA scientists said Curiosity found periodic bursts of methane, a gas that on Earth is strongly tied to life, in the atmosphere around its landing site in the red planet's Gale Crater.

The rover also has found organic chemicals in the Martian soil, the scientists said at a webcast press conference at the American Geophysical Union conference in San Francisco.

NASA's Jet Propulsion Laboratory in California issued a press release saying the rover measured "a tenfold spike" in methane in the atmosphere around it, and detected other organic molecules in a sample collected by a robotic drill.

"There are many possible sources, biological or non-biological, such as interaction of water and rock," Sushil Atreya of the University of Michigan, Ann Arbor, a member of the Curiosity rover science team, said in the press release.

The latest findings combine more than two years of data collected by the rover since its sky-crane landing inside Gale Crater in August 2012. Last week, scientists said they had determined that billions of years ago, a lake filled the 96-mile- (154-km) wide crater being explored by Curiosity.

2nd National HSE & Sustainable Development Summit held in Karachi

Pakistan Society for Training and Development hosted the second National HSE & Sustainable Development Summit at Movempick Hotel, Karachi.

Over 200 professionals from all over Pakistan attended the National HSE & Sustainable Development Summit. The event attracted major players and key influencers who understood and championed the need for HSE in every aspect of the business at their respective companies, industries and the economy as a whole.

The full day summit included talks and discussions from speakers, including CEOs, members of the top management and industry experts including Johan Van Der Westhuyzen, Regional Director Turkey, Middle East & Pakistan, Dupont Sustainable Solutions; Mr. Francesco d' Ovidio, Country Director, International Labour Organization; Mr. Khalid Siraj Subhani, President & CEO,



Engro Polymer & Chemicals; Mr. Waqar A. Malik, Chairman, Pakistan Petroleum Limited; Mr. Iqbal Haider, General Manager Technical, ICI Pakistan and Mr. Tahir Barlas, OHSE Consultant, CEO, Barlas HSE Solutions. Commenting on the Summit President Aamir Niazi said; 'it is great that the industry as a whole is recognizing the need for HSE practices as they impact the business continuity and operational excellence of any organization. The response the summit has

received has been stellar and it is wonderful that individuals at all levels are recognizing the need for HSE as a core business value.'

Pakistan Society for Training and Development (PSTD) is an independent, non-profit and non-government institution, managed by a Board of Governors comprising Senior Executives and Human Resource Professionals from leading organizations in Pakistan. The Society was founded on May 21st, 1966 and over the past 47 years has organized numerous trainings and speakers sessions actively encouraging national and multinational organizations to share and enhance their professional expertise from the society's platform. ■



PPL announces sixth discovery in Gambat South

Pakistan Petroleum Limited (PPL), operator of Gambat South Block with 65 percent working interest (WI) along with its joint venture partners Government Holdings (Private) Limited and Asia Resources Oil Limited with 25 percent and 10 percent WI, respectively, announced another gas and condensate discovery at its exploration well Faiz X-1 located in District Sanghar, Sindh. This is the sixth discovery in the block.

Exploration well Faiz X-1 was spud on October 17, 2014 and reached final depth of 3,564 meters on December 1, 2014. Based on wire line logs, potential hydrocarbon bearing zones were identified in the Basal Sand of Lower Goru Formation, which are under testing. Initial testing flowed 2,100 barrels per day (bbl/d) condensate and 11.05 MMscfd gas at 40/64 inches choke size, thus confirming the presence of condensate and natural gas at Faiz X-1. This discovery will translate into approximately 4,030 bbl/d in oil equivalent and foreign exchange saving of USD 282,000 per day.

The well is being flowed at different choke sizes to measure condensate and gas flow rates, following completion of which actual flow potential of the well will be determined. ■



Flare at Faiz X-1 2nd Discovery



MD OGDCL honoured with the Best CEO Award

MD/CEO Oil & Gas Development Company Limited OGDCL Mr. Muhammad Rafi, honored with the Best CEO Award 2014 in Oil & Gas Producers Category in a ceremony held at Karachi



organized under the auspices of Karachi & Islamabad Stock Exchanges in collaboration with Karachi Mass Human Resources Services. The jury for the selection of the best CEO comprised members of Karachi & Islamabad Stock Exchanges and Federation of Pakistan Chambers of Commerce & Industry (FPCCI). It is worthwhile to mention here that under the leadership of Muhammad Rafi, OGDCL has recently won the 30th Corporate Excellence Award organized by Management Association of Pakistan besides 11th Annual Environment Excellence Award. ■

ODCL discovers 102nd Well Jand

Oil and Gas Development Company Limited (OGDCL) has discovered hydrocarbons bearing horizons in its exploratory well Jand # 01. This is the 102nd discovery and a significant landmark achieved by OGDCL. This well is located in district Attock, Punjab in Dakhni M.L with OGDCL (100%) as operator. This structure was delineated, drilled and tested using OGDCL's in-house expertise. The well was drilled down to the depth of 6050 M targeting to test the hydrocarbon potentials of Sakessar, Chorgali, Nammal, Patala and Lockhart formations. The hydrocarbons have been found at Jand # 01. Sakessar and Chorgali formations have been tested jointly delivering 10.60 MMCFD Gas and 21BPD condensate through 32/34" Choke at Well Head flowing pressure of 1780 PSI. This discovery will add to the hydrocarbon reserves base of the Company, bringing significant savings to the Country. ■



OGDCL launches first ever Overseas Pakistani Professional Forum

Under the vision of Zahid Muzaffar, Chairman OGDCL's Board, an Overseas Pakistani Professionals Forum has been launched in order to utilize the expertise of highly intellectual and leading Overseas Pakistani Petroleum Professionals well placed in the international oil industry at OGDCL Head Office, Islamabad. These professionals will provide their service free of cost in the national interest to help alleviate energy shortages in the country. This Forum will be actively managed by a dedicated team through OGDCL's website. Mr. Haq Minhas, Chief Reservoir Engineer, Baker Hughes an expert in development of conventional and unconventional hydrocarbon resources gave a comprehensive presentation to improve the operational efficiencies of OGDCL. The meeting was attended by Muhammad Rafi MD/CEO including OGDCL's senior management and professionals. This was the first meeting in the series of meetings to address issues pertaining to Asset Management, Portfolio Management, Strategic Planning and Human Resources Management. The Forum will contribute in framing best petroleum engineering practices, in identifying gaps and to provide remedial solutions to the day-to-day operational problems of OGDCL. ■



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OGDCL was awarded with "30th Corporate Excellence Award by President of Pakistan Mr. Mamnoon Hussain. The award was received by Mr. Muhammad Rafi, MD & CEO on behalf of OGDCL from the President of Pakistan. ■



OGDCL has set target to take its daily production of crude oil upto 50,000 approx 10 wells completed while remaining in process, While gas production upto 1500 mmcf by end June, 2015. MD OGDCL Muhammad Rafi addressing the staff of OGDCL on the first day of new year 2015. ■

CASA-1000 Agreement inked, Pakistan to get clean energy soon

The hydel energy agreement between Kyrgyz Republic, Tajikistan, Afghanistan and Pakistan was signed here Wednesday. The project, known as the Central Asia South Asia Electricity Transmission and Trade Project (CASA-1000), will help export 1000 MW of clean energy to Pakistan at a price of 9.35 cents including all charges. Pakistan's Minister for Water & Power Khawaja Muhammad Asif led the Pakistan delegation while Tajikistan delegation was led by Deputy Prime Minister and Afghan and Kyrgyz delegations were led by their respective energy ministers.

Although conceived long ago, the Government of Prime Minister Nawaz Sharif



took the initiative to expedite the project and convened a meeting of Inter-

Governmental Council of CASA-1000 in September 2013 in Islamabad that discussed various aspects of the project. Subsequent follow-up consultations ultimately led to the conclusion of the historic agreement in Istanbul.

CASA-1000 project is scheduled for completion by 2018 under the umbrella of the World Bank. Tajikistan share in the energy export will be 70% while Kyrgyzstan will export 30%. Afghanistan will consume 300 MW of the exported energy while Pakistan will receive 1000 MW electricity. The project is hoped to boost energy trade in the region that will lead to sustainable development. ■

Khaid Rahman appointed as MD SSGC

Mr. Khalid Rahman has been appointed as Managing Director of Sui Southern Gas Company by Ministry of Petroleum and



Natural Resources w.e.f. January 2, 2015. He took the charge of the coveted office from the former MD, Shoaib Warsi on Monday, January 5, 2015. Mr. Khalid Rahman's professional experience spans over 35 years in senior management positions in oil and gas and banking industries and the accounting profession in Pakistan and abroad, including Europe and Far East. He worked in United Kingdom and Hong Kong for 17 years, handling regional responsibilities.

He worked in Pakistan Petroleum Limited for around 20 years in various senior management positions including Chief Executive Officer and Managing Director, Deputy Managing Director, Chief Financial Officer and Company Secretary. His last position was with the Institute of Chartered Accountants of Pakistan as the Chief Operating Officer. Mr. Khalid has also served on various professional and business forums. He was a Council Member of ICAP and served on the Boards of Overseas Investors Chamber of Commerce and Industry, LUMS, PIP, Petroleum Exploration and Production Companies Association and Community Development Board of Government of Sindh. ■

Road show for 4320 MW Dasu Hydropower project



A technical team of hydropower experts from Pakistan's Water & Power Development Authority (WAPDA) during their two days Turkey visit met with key private sector Turkish construction companies and explained technical details about the forthcoming 4320 megawatt Dasu Hydro Power Project. The visit was part of interaction with potential hydropower construction companies who have shown keen interest to participate in pre-qualification and subsequent bidding for this mega hydropower project. The management of the Turkish construction companies have unanimous said that Pakistan is a promising destination for them.

The visiting delegation informed that a preparatory pre-qualification meeting for the project will be held in January 2015 which will be followed by pre-qualification and submission of bids. The World Bank has arranged substantial financing for the phased construction of the project. Ambassador Haroon Shaukat during the meetings appreciated keen Turkish interest in the project. He expressed the hope that he will be happy to see a Turkish company complete this project of vital national importance for Pakistan. He said this single project provides a window to Turkish companies for further investment in Pakistan's energy sector which offers immense opportunities. He also stressed on the need that Turkish companies may look into the opportunities of working with local Pakistani companies that will synergize expertise and energies for speedy completion of the project.

Pakistani delegation held meetings with leading Turkish companies including Nuroi, Limak, Mapa, Ozkar, Ozaltin, Cengiz, Yuksel, Do?u?, etc. They also visited Turkish Eximbank and Industrial Bank of Turkey for exploring opportunities for project investment. ■

OPEC Decision Likely to Crash U.S. Fracking Industry

At its meeting today in Vienna, Austria, the 12 member countries of the Organization of Petroleum Exporting Countries (OPEC) voted to keep their output target unchanged despite a 30 percent slump in the oil price since June, due primarily to the explosive growth in fracking in the U.S. as well as decreasing global demand. While Venezuela made a case for an output reduction, Saudi Arabia, the world's leading oil producer and exporter, pressured to keep it the same.

The price immediately declined in response, dropping below \$72 a barrel, a price last seen in August 2010.

"There's a price decline. That does not mean that we should really rush and do something," OPEC secretary general Abdallah Salem el-Badri told the BBC. "We don't want to panic. We want to see the market, how the market behaves, because the decline of the price does not reflect a fundamental change."

Russian oil baron Leonid Fedun of OAO Lukoil, the second largest oil producer in Russia, pointed out that the low price of oil will probably lead to a crash in the fracking sector by making drilling for new, constantly less accessible shale oil sources more unprofitable, as the most easily fracked shale formations get rapped out first. And as oil prices drop, fracked oil from shale becomes unprofitable to produce.

"In 2016, when OPEC completes this objective of cleaning up the American marginal market, the oil price will start growing again," Fedun told Bloomberg News. "The shale boom is on a par with the dot-com boom. The strong players will remain, the weak ones will vanish."

The Russian oil sector is less vulnerable than the U.S. sector, due to lower costs and the slide in the ruble that lessens the impact of falling prices in local currency terms, Fedun said, even though output there is likely to fall next year as well. "The major strike is against the American market," Fedun said. ■

Pakistan to save Rs600 billion on reduced oil prices

Receding oil prices has facilitated Pakistan to abide by the IMF conditions while providing relief to masses. Pakistan needs to improve pace of privatization and other economic reforms to gain confidence of investors and lenders, said Mian Shahid, Chairman United International Group.

While inaugurating UIC branch at EPZA, he said that global oil demand has increased by just one hundred thousand million barrel in 2014, which indicates that prices would remain depressed throughout 2015. Nawaz Sharif decided to give relief to masses than using funds saved on oil import bill to reduce budget deficit which was a great people-friendly move, he said.

Mian Shahid said that oil price slide will help Pakistan save 600 billion rupees annually which can be used on the social uplift. Government policies coupled with IMF support and oil prices has started improving local currency, which is helping boost confidence, he noted. He demanded of the government to accelerate power sector reforms, sell bleeding enterprises and give autonomous status to SBP. Insurance is must for development of the society but its share in GDP is less than one percent which is depressing, he said, adding that share of Islamic Insurance is even less which needs government's patronage.

Mian Shahid said that water is the most important issue for Pakistan and we have not built any major dam in the last forty years. Government should go for difficult decisions otherwise economy and masses would suffer, said Mian Shahid. ■



K-Electric BoD ratifies various accords of 850 MWs

K-Electric's Board of Directors have ratified various accords to enhance its capacity of electricity supply by about 850 MW which would help meet the rising demand of energy in Karachi, parts of Baluchistan and interior Sind. These arrangements are in collaboration with both local and foreign developers, and include a gas based project, two coal based projects and several renewable power projects. This would help KE diversify its fuel mix, bring down the cost of electricity generation while creating a positive impact on the environment.

Under these initiatives, a number of accords have been signed which include: an MoU between KE and China Machinery Engineering Corporation (660MW coal fired power plant), power off-take term sheets with the Sind Government for Nooriabad Gas-Fired plant (100 MW) and Fauji Fertilizer Bin Qasim Limited's coal fired power plant (52MW). Under KE's Climate Change Policy, arrangements have been made with Hanergy Global (10MW) and Swiss-based Meeco Group (10MW) for Solar Photovoltaic power generation facilities. In addition, Waste-to-Energy project with Bahrain Based M/s Konzeum Waste Services (15MW) is also being planned. ■



K-Electric arrange workshop for CFL to create energy awareness

KE was pleased to announce that the power utility in collaboration with The Barrier Removal to the Cost-effective Development and Implementation of Energy Efficiency Standards and Labeling (BRESL) and ENERCON arranged a launching workshop of MEPS and Labels for CFLs manufacturers / importers here at a local hotel. The workshop is being arranged to launch the second phase of the national policy for labeling.

The workshop was attended by representatives of government, BRESL, UNDP, ENERCON, K-Electric, NED, Sir syed University, Dawood University and IoBM. The workshop also included representatives of Ministry of Science & Technology and its constituent organizations PCSIR, PSQCA, K-Electric, PNAC; Ministry of Industries, EDB, Ministry of Commerce and various associations. Chief Guest Mr. Zubair Motiwala, president Pak Afghan Chamber of Commerce and Industry, Senator Abdul Haseeb Khan, Director K-Electric, Asif Hussain Siddiqui, National Project Coordinator BRESL Tamanna Banori, and others addressed in the workshop. ■



Founding President Make-A-Wish Foundation Ishtiaq Baig met Chief of Army Staff, Gen Raheed Sharif and conveyed him his wish of a Make-A-Wish child who wishes to be a soldier of Pak Army



Mariam Saba Chaudhary CEO Mass HRS and S.M. Munir CEO TDAP presenting award to Commissioner Karachi Shoab Ahmed Saddiqi during 4th CEO-CFO-CIO Conference & Corporate Leadership Awards



Dr. Mirza Ikhtiar Baig, Dean Hon. Consular Corps Sindh Karachi hosted dinner reception in honour of Colombia to Pakistan & Turkey H.E. Mr. & Mrs. Fernando Panesso.



APICTA 2014 Jakarta: A young Team Pakistan picks up 2 Golds and 3 Silvers in major regional technology awards



The Managing Director of SSGC Shoab Warsi offering 'fateha' for the departed souls of martyred children and staff members of Army Public School, Peshawar along with the senior management, officers and staff of the organization at company's head office.



Group picture shows Dr. Ishrat ul Ibad Khan Governor Sindh along with Ijaz Nisar Founder & President The Manager Today's & CEO CLUB; Sajjad Saleem Hotiana; Dr. Ishrat Husain; Robert Shemin; Jason Gilbert; Nadeem Hussain; Atif Bajwa; Khalid Awan; Jawad Qureshi and others at the CEO SUMMIT Asia 2014, CEO Performance Award 2014 & Book Re-Launch 100 Performing CEOs & Leaders of Pakistan 2014 organized by CEO Club Pakistan

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#606 Park Towers, F-10/3 Islamabad Pakistan
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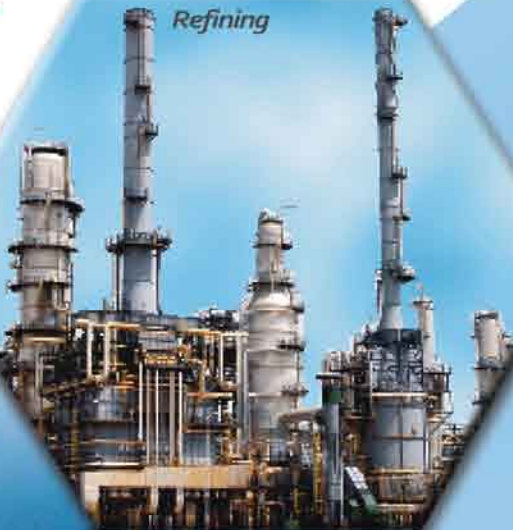
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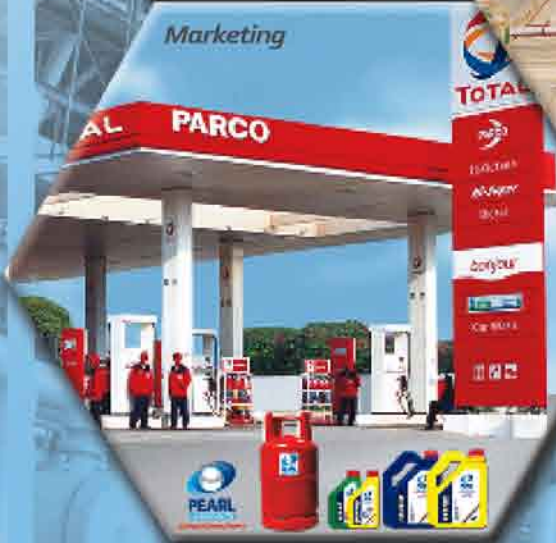
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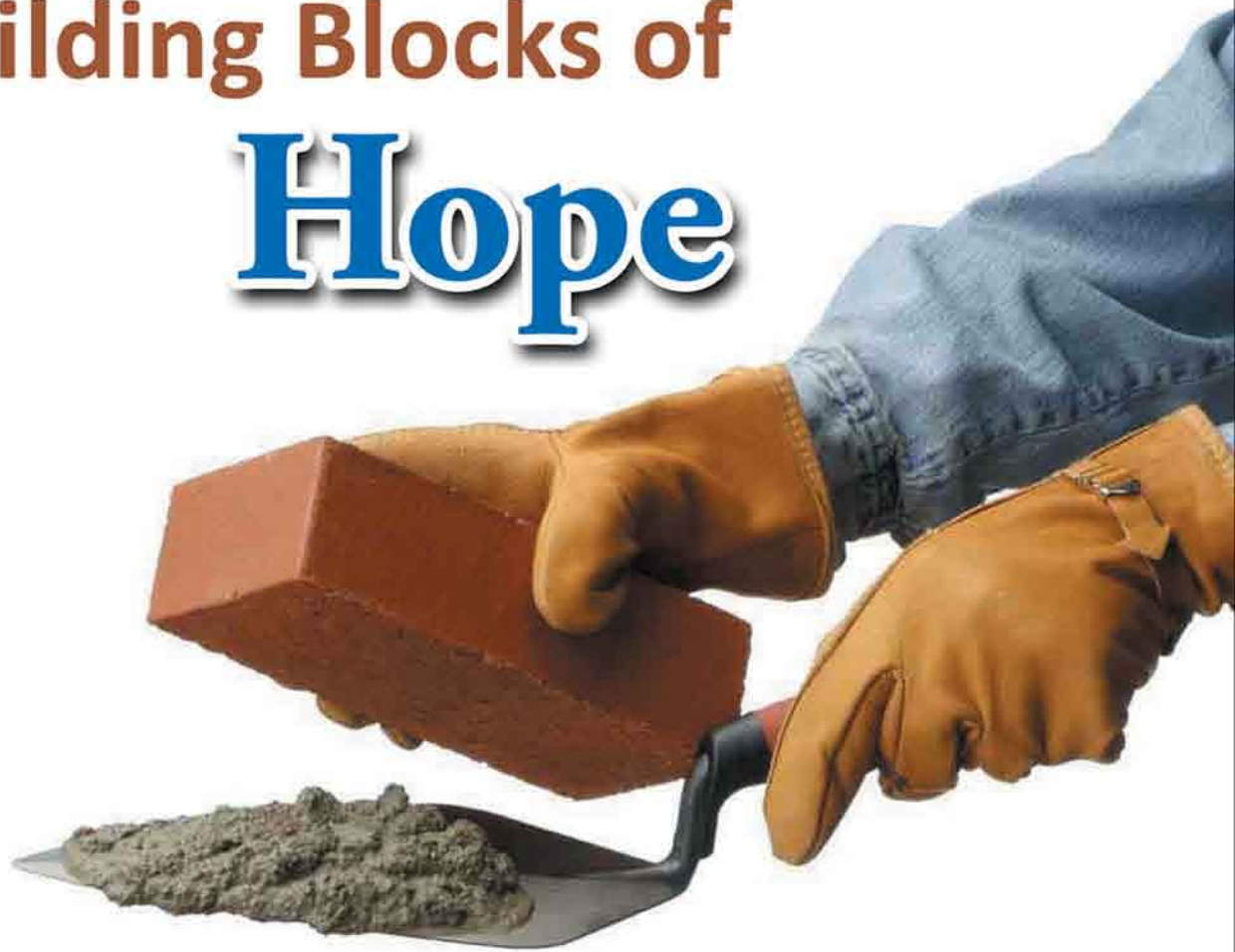
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