

Attention Readers

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

Email: nfhehpak@gmail.com, Tel: 021-35653676

EDITOR: Ruqiya Naeem

EDITORIAL TEAM: Sajid Aziz, Ruqiya Naeem, Engr. Nadeem Ashraf, Rizwan Rathore & Mustafa Tahir

Sindh Govt urges corporate sector, multinationals to join its urban plantation campaign

The Sindh Government has invited the corporate sector including the multinationals to join its drive to grow and maintain urban forests in Karachi and other cities of the province as for the purpose it will provide land and all other technical assistance required to do the plantation.

The offer to this effect was made by Sindh Government Secretary for Forest and Wildlife Department Abdul Rahim Soomro at a consultative session held on monsoon plantation drive. The session was organized by Central Standing Committee on Environment of Federation of Pakistan Chambers of Commerce and Industry (FPCCI) whose majority of the participants joined the proceedings through video-link in view of Covid-19 restrictions.

Sindh Forest and Wildlife informed the meeting that plantation done along the Lyari Expressway had emerged as the first major success story of developing urban forests in Karachi.

He said that in the next phases of the urban forest drive, the plantation would be grown all along the Lyari Expressway. He said that a site in Shah Faisal Colony no 2 had also been selected for developing



urban forest along the Malir River in the city.

He said that the Sindh Forest Department had been conducting an extensive mangrove plantation drive along the coastline of the province under which a record number of 2.1 billion mangroves had already been planted. He said that Sindh was also participating in the "Clean and Green Pakistan" initiative of the federal government as the province had got share of Rs 2.5 billion out of total Rs 125 billion budget of the programme.

A representative of Pakistan International

al Airlines Shoaib Dahri informed the meeting that the PIA had also been participating in the Clean and Green Pakistan programme of the government by planting 2,000 trees this year in collaboration with the Civil Aviation Authority.

Brig Qasim Changezi, Horticulture Director of Defence Housing Authority Karachi, DHA would plant 1,00,000 trees as its contribution in the Clean and Green Pakistan campaign as 75,000 trees had already been planted in the area for the purpose.

Noted industrialist Mian Zahid Hussain said that the FPCCI would play its due role to promote greenery in the country and also to curb the harmful phenomenon of untreated discharge of the industrial effluents into the water bodies including the sea.

Convener of FPCCI Standing Committee on Environment Naeem Qureshi said that unchecked release of industrial waste had caused irreparable damage to the marine environment of the city as treatment plants should be established at the earliest to prevent this harmful activity. He said that his Standing Committee would act as a liaison between the corporate, industrial entities and Sindh Government Department's Forest Department to promote the urban plantation drive all over the province especially in Karachi. ■

FPCCI, NFEH backs PM's drive to plant 3.5m trees across country

The National Forum of Environment and Health (NFEH) and Federation of Pakistan Chambers of Commerce & Industry (FPCCI) has warmly welcomed the initiative of Prime Minister Imran Khan to start a massive tree plantation across the country while utilizing the newly formed Tiger Force under the auspices of the present federal government. In a statement issued, NFEH President Naeem Qureshi, who also is the convener of the FPCCI Standing Committee on Environment, praised the initiative of the PM to plant 3.5 million tree saplings in one day to set a new world record.



PIA is planting 50,000 trees across country in current year

The Pakistan International Airlines while actively contributing in the Clean and Green Pakistan initiative of the government is planting 50,000 trees in the current year alone across its different stations in the country.

This was disclosed by Muhammad Shoaib, company secretary PIA, while speaking at a tree plantation ceremony at PIA Township to mark the 74 Independence Day of Pakistan. The tree plantation ceremony at PIA Model Secondary School was jointly organized by the Federation of Pakistan Chambers of Commerce & Industry, PIA, and National Forum for Environment and Health (NFEH).

A special 74 metres long flag of Pakistan was unfurled on the occasion by the teachers and students of the PIA Model Secondary School in connection with the 74th Independence Day of Pakistan.

Convener FPCCI Standing Committee on Environment & NFEH President Naeem Qureshi was the chief guest on the occasion whereas Muhammad Shoaib,



company secretary PIA, Sohaib Dhari, GM Welfare of PIA, noted cricketers Shoaib Muhammad, Moin Khan, and other distinguished guests from various walks

of life attended the event and took part in the tree plantation activity at and in surroundings of the PIA Model School. ■



Flag hosting ceremony at PIA Model school. President NFEH and Convenor SC on Environment FPCCI was the chief Guest. From PIAM Shoaib, Shoaib Mohamed and Shoaib Dahiri, Cricketer Moeen Khan seen in the picture



Pictures of tree plantation on 74th Independence Day. This ceremony organised by Welfare and Sports Division of PIA, FPCCI and NFEH. Naeem Qureshi, Shoaib Mohamed, Shoaib Dahiri, Brig Qasim and other are seen in the group



Pictures of tree plantation on 74th Independence Day. This ceremony organised by Welfare and Sports Division of PIA, FPCCI and NFEH. Naeem Qureshi, Shoaib Mohamed, Shoaib Dahiri, Brig Qasim and other are seen in the group

Thar Foundation's livelihoods program



Thar Foundation's livelihood program provides small enterprise development grants (50,000 to 75,000 PKR) to poor/differently-able women and men in Block-2. Today a group of 11 local villagers (including six women) were provided business development grants of 50,000 PKR each. Cheqs were distributed by village notables. These beneficiaries are identified through a consultative process. Thar Foundation's livelihood program has a focus to encourage local community to develop their enterprises. Thar Foundation team helps these beneficiaries to develop their business feasibilities, help them in managing basic accounts, train them to manage their enterprise and provide continuous handholding for at least six months till they are able to manage their business independently. This comprehensive cycle has proved to be successful in helping communities getting sustainable livelihood and break poverty cycle in a dignified manner through respectable earning. ■

CET OF China provides relief goods to needy people

As the graph of COVID-19 continuing to rise at a fast pace, the state of uncertainty prevailing due to partial lock down and related future of daily wagers, the situation has never gone so unpredictable as is now in Pakistan. In these hard times, the project Management of China Electric Power



Equipment & Technology Co., Ltd (CET) decided to support the much needed, poor and underprivileged persons and families of the local community around its two major installations of Balloki and Matiari Converter Stations located in the Province of Punjab and Sindh respectively, under Corporate Social Responsibilities (CSR). In this respect, the CET handed over 10000 kg of flour and 10000 kg of best quality rice (500 bags each of 20 kg) to Local District Administrations of District Nankana (Balloki) and Matiari separately to be distributed among needy people of the area. The District Administration of both the districts, appreciated this gesture of CET and extended their sincere thanks and appreciation on receipt of much needed commodities donated for the poor and needy populace of their Districts. ■

ORGANIZED BY
MONTHLY
ENERGY UPDATE

www.energyupdate.com.pk

Virtual Conference on

Solarisation of Pakistan

Reaping the benefits of Solar in Pakistan

October 02, 2020

OUR PARTNERS

For Sponsorship, Registration & other details, contact:

M. Naeem Qureshi	Halima Khan	Engr. Nadeem Ashraf	Mustafa Tahir
0300.206.8048	0343.526.7770	0304.309.8328	0334.347.3682

Email: info@energyupdate.com.pk, powergenconf@gmail.com, Web: www.energyupdate.com.pk

IMC donates Rs7.5m to SIUT

As part of its corporate social responsibility (CSR) initiatives, Indus Motor Company (IMC) has made a Rs7.5 million donation to the Sindh Institute of Urology and Transplantation (SIUT) to support the hospital to provide quality medical treatment, particularly during the unprecedented Covid-19 crisis. IMC CEO Ali Asghar Jamali presented the cheque to Dr Adibul Hasan Rizvi, founder of SIUT, in admiration of the generous work that SIUT has been doing over the years under his leadership. An earlier donation of 50,000 surgical masks was also made by IMC to help stem the tide of Covid-19 and to battle the spread of the virus. Expressing his views, Jamali said, "Through our humble donation, we hope that we can help limit the spread of the coronavirus pandemic and ease the burden on our frontline healthcare workers." Dr Rizvi praised the efforts of IMC and the measures taken to support the community. He believes that SIUT will continue to play its role for social impact and display the right determination to provide high standards of healthcare. ■



Archroma awarded EcoVadis Gold Rating



Archroma was evaluated by EcoVadis, an organization specialized in assessing the CSR performance of companies on a global basis. The assessment focuses on 21 criteria which are grouped into 4 themes: Environment, Labor & Human Rights, Ethics, and Sustainable Procurement.

Archroma has built a strong reputation as a global leader in developing innovations and systems that help minimize resource, increase productivity and create value for its customers. ■

Sindh govt forms body for Corporate Social Responsibility legislation

KARACHI: Sindh government constituted a committee for formulation and legislation of Corporate Social Responsibility (CSR) law for Sindh province.

There is no law in Pakistan on the federal and provincial levels regarding Corporate Social Responsibility (CSR) to make responsible the companies and industrial units to spend a certain amount on the development of the area where these companies are operating.

Beside this some of the companies, industrial units, oil and gas companies, and corporate organisations are spending certain amount or percentage of their profit on the development of the area in the head of Corporate Social Responsibility (CSR), but most of them avoiding to spend a single penny and no law compels them for this purpose.

It is pertinent to mention here that in 2013 Supreme Court of Pakistan directed all 'oil and gas companies' to fulfill their responsibilities, spend a certain percentage of their profits on the betterment of the area in the head of CSR and to provide gas connections to all people residing in the radius of five kilometers of their area of exploration.

Supreme Court in its direction also asked the federal and provincial governments to consult with each other and also have directed the Director General Petroleum and Gas and Chief Secretaries of all four provinces to make suggestions with the consultation on the issue.

After the Supreme Court directions 'district petroleum committees' headed by local MNAs were constituted in the districts where petroleum and gas is explored.

Area Deputy Commissioners and elected representatives proposed development schemes from the funds contributed by the 'oil and gas companies', but there was no proper mechanism and legislation in this regard.

Sindh government took the serious step in this regard and formulated a committee headed by Naseer Memon, prominent writer and General Manager CSR, Public Affairs and Communications of Sindh Engro Coal Mining Company (SECMC) as a Chairman and Dr Shereen Mustafa, member legal Sindh Revenue Board (SRB), Imtiaz Ali Shah Director Alternative Energy, Sindh Energy Department, Barrister Zamar Ghumro, prominent lawyer, a

representative of the private sector to be nominated by chairman and a representative of law department not below the rank of additional secretary as members of the committee.

According to the official notification issued by Sindh Chief Secretary Syed Mumtaz Shah, the committee has to review current legal provisions supporting the CSR; review law and practice in other South Asian countries regarding CSR; consult stakeholders concerned for seeking inputs by taking them on board in the formulation of proposed law; develop draft CSR law for Sindh province.

According to the official notification, the committee has to present the draft law to the Sindh government for necessary legislation.

Legal expert advocate Umair Bachani told The News that after this legislation, Sindh would be the leading and first province in the country to take steps regarding this important and vital issue.

Advocate Bachani added that this legislation would be a milestone for the development of the province and would provide more opportunities for the people of Sindh for their betterment. ■

Corporates collectively rescue employees while the rest of the city drowns due to poor infrastructure



While the spell of monsoon rains played havoc across the city, key city links were flooded, severing the city's transportation system and leaving people stranded on roads. Amid the downpour, people were stranded at their offices with no transportation or food. In the wake of the emergency crisis and thunderstorm that shook the whole city, corporates proved to be the real heroes.

While employee accountability is commendable, the real core of corporate responsibility is ensuring that everyone in your organization is taken care of and a relationship of trust is built between the employees and the organization by meeting expectations of ethical and responsible behavior. In case of any catastrophe an organization is required to stand for its people and corporates in Karachi are a proof of that.

The emergency crisis on 27th August, brought down the city of lights on its knees. Many corporates stepped up and helped people stuck near Shaheen Complex and ICHundrigar areas shift to nearby hotels, these included mostly banks like Standard Chartered, Bank Alfalah and JS Bank. The Bank's ensured rooms were provided to their staff at a 5-star hotel along with dinner and breakfast. The teams worked swiftly and were on the ground till 5 am ensuring employees had dinner and were moved to their rooms.

Administration of K-Electric however managed to convert its office into a hotel, where employees were asked to stay the night with food and refreshments available to them.

Many banks and organizations also opted for Hotel Ramada, as the situation got worse at night. JS Bank and TCS also mobilized coasters and managed to get most of the staff home without charging any fee.

"Our senior management was on its feet till 5am in the morning, they facilitated us so well and ensured every person evacuated was given a room and food. This gesture makes me proud of my organization and their commitment towards their employees", said one of the effected at Movenpick Hotel. ■

Doctor : What do you do when you feel stressed?

Patient: I go to the mosque...

Doctor : Good...and do prayer there ?

Patient : No... I mix-up all shoes kept outside and watch people more stressed than me..... and my stress goes away 😊

PPL ensures business continuity despite COVID-19 crisis

Amid the COVID-19 pandemic, when most businesses in Pakistan suffered due to halt in operations, Pakistan Petroleum Limited (PPL), achieved a milestone with nearly zero decline in production from operated assets to provide much-needed energy supplies for the nation. This was highly appreciated by industry partners and stakeholders. As such, the support from Board of Directors and Ministry for measures adopted by PPL enabled the company to perform optimally during this difficult time. ■

PTCL Group fights against Corona virus with PKR 1.9 Billion relief & support package

PTCL Group, one of the country's largest telecom groups and backbone of connectivity in Pakistan, is undertaking a comprehensive Coronavirus relief and support effort worth PKR 1.9 Billion. The package aims to help people across the country to stay connected and it will also provide access to facilities, mainly food and healthcare, to the most vulnerable communities.

The Group's foremost priority is to keep Pakistan connected in this time of crisis, whether it be individuals, organizations or government institutions being able to work seamlessly. PTCL Group including Ufone, U Microfinance Bank and PTCL have undertaken numerous measures to provide support to the people in these unprecedented times. A major portion of this package will go towards providing subsidized and free of cost services to customers, so that they are able to stay connected virtually. ■

Bestway Group donates more than Rs 600m to fight COVID-19 and for CSR in Pakistan

Bestway Group, Pakistan's leading foreign investor, has provided financial and material support to the people of Pakistan of more than PKR 600million in the four months to April 2020, including a cheque for PKR 200 million presented to the Prime Minister yesterday for the COVID-19 Pandemic Relief Fund.

In a statement released by Bestway, the Group CEO Lord Zameer Choudrey, CBE SI Pk said, "Let me reassure the people of Pakistan on behalf of our Chairman Sir Anwar Pervez, OBE HPk that we are conscious of our responsibility as the largest overseas Pakistani investor and Insha Allah will not let our country down in its hour of need. In the four months to April 2020, our Group has spent more than PKR 600million on COVID-19 relief and CSR activities. More resources will be devoted as and when necessary".

Bestway Group has made these contributions through its key subsidiaries in Pakistan, Bestway Cement Limited and United Bank Limited as well as its charitable arm, Bestway Foundation. The



Group has been working in partnership with the country's leading healthcare providers and have donated ventilators and vital medical supplies to hospitals across the country. The Group is also working actively within its local communities across the country and

providing thousands of much needed food packages and financial assistance to deserving families.

Whilst adopting necessary safety measures, Bestway Cement Limited and United Bank Limited continue to provide vital services to customers and small and medium sized businesses across the country as people navigate through these difficult times.

Lord Choudrey acknowledged the contribution of the Group's employees in providing these vital services and said "none of this would have been possible without our employees who have played and continue to play a pivotal role in these challenging circumstances and have worked tirelessly to ensure we are servicing our local communities. The health and safety of our colleagues is of paramount importance and we are providing all necessary facilities and support to ensure that they remain safe and well. I am extremely proud of how they have come together in the face of adversity". ■

Testing kits donated to Indus Hospital

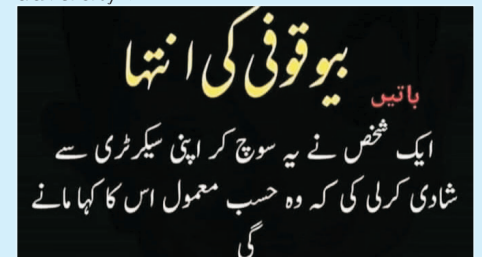
Martin Dow Group and Pharma Bureau have presented 5,760 coronavirus testing kits worth Rs13 million to the Indus Hospital.

Imported from the UK, the kits are best coronavirus testing procedures globally, according to a press release issued by Pharma Bureau on Thursday.

Ali Akhai, chairman of Martin Dow, along with Syed Wajeehuddin, chairman of Pharma Bureau, and Ayesha Haq, executive director of Pharma Bureau, presented the kits to Dr Abdul Bari, CEO of the Indus Hospital.

The testing kits will help build the hospital's capacity. Kits are urgently needed by the Indus Hospital, the main focal point of the coronavirus campaign in Sindh. Ali Akhai said, "Contributing to community is one of the strongest values of Martin Dow and we are doing whatever we can to support organisations and government in the fight against this pandemic. These kits will surely help Indus Hospital to increase its reach."

Syed Wajeehuddin said, "Being research-based pharmaceutical companies, members of Pharma Bureau are at the forefront of the battle to counter COVID-19 globally. In Pakistan too, our member companies are playing a pivotal role in equipping hospitals and helping other stakeholders in managing the situation." ■



Corporate sector contribution in life of common man

If you are running a business, the days for operating merely for profit are gone. Though it is still important for sure, many companies now primarily focus on corporate social responsibility. Nevertheless, different organisations have extracted different meaning for the term Corporate Social Responsibility, in actual CSR is understood as "the continuing commitment by businesses to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large."



More companies are ramping up their focus on social responsibility, be it women empowerment, protecting the environment, helping the needy or providing education allowances to students. Socially responsible companies can build an attractive image of the organisation to both the consumers and shareholders. Furthermore, the CSR programs boost employees morales which intensifies greater productivity at the workplace.

Benefits of CSR are widespread for the companies. Embracing socially responsible policies has long-lasting impacts as it not only attracts new customers but also retain the old one, which is essential for a company's long term success. CSR provides employees with an opportunity for growth and at the same time, improves brand recognition of an organisation. Other than that is also inculcates a sense of civic responsibility among employees which fosters the desire

By Ammar Muzaffar

of giving back to the community.

Environmental responsibility is the core area of CSR and companies work hard to ensure minimal environmental damage as a result of their activities which creates a positive environmental impact. Furthermore, CSR encourages better practices on the part of the organisation by fostering a healthy competition to do more for social responsibility.

Customer Social Responsibility in Pakistan

Though the concept of Customer Social Responsibility is relatively new for Pakistan, there are certain organisations who must be lauded for their efforts towards the society and people of the homeland. While CSR is recognized for the benefits it offers to an organisation; it is also an invaluable system of paying it forward for the welfare of the state. As per the latest poverty estimates 2019, 24% of Pakistan's population lives below the national poverty line; making it 55 million people



who cannot access the basic necessities of life including food, education, shelter and health. In the light of these figures, if every company in Pakistan plays their part in giving back the community, these figures might be reduced.

From a social and economic perspective, corporate social responsibility activities in Pakistan play a crucial role in the turnaround that Pakistan needs badly. The role of organisations in alleviating the issues in Pakistan holds key importance.

This is the reason why we have seen a sudden increase in the CSR activities in Pakistan.

Companies leading CSR activities in Pakistan

Some companies in Pakistan have realized their roles in society and have launched several CSR activities in Pakistan.

PTCL and its contributions

PTCL is contributing to Pakistan by setting some goals regarding the social and environmental issues in Pakistan. The telecom company is more focused on health, education, environments and



several community projects. Just recently we witnessed tree plantation drive at PTCL which shows its efforts to preserve the environment. Some children programs from the company aimed at improving individuals' character while making them the most responsible citizens are also carried on. PTCL also engages in several activities for employees, blood donation drives and post beneficial retirement schemes.

Coca Cola contribution to Pakistan

Though Coca Cola is an international brand, however, its CSR activities in Pakistan are appraisable. The company launched a campaign named "Bottle of change" aimed at fundraising for The Edhi Foundation. The company doubled the amount that it has received from this campaign. It also carried on certain other initiatives, including women entrepreneurship program and education allowance is a hallmark of coca cola's CSR

activities.

JS Bank CSR Activities in Pakistan

JS Bank, which won the award of "Best Bank for CSR", is the only financial institution which is accredited by green climate fund. JS Bank is fully compliant with the State Bank of Pakistan's green banking guidelines, establishing an internal environmental and social risk management framework to create awareness around those risks associated with lending. It also financed 120 projects in the solar power market. In the field of education, JS bank-financed 30 schools helping them to raise their education standard. The organisation has also welcomed the paperless environment setting an example of green offices throughout Pakistan. During the flash floods in the Sindh province, the bank supplied food and free medical camps. The bank has also remained a part of many relief programs in Pakistan.

PSO CSR Initiative

PSO has also taken a plethora of CSR initiatives in different sectors including education, healthcare, community building, women empowerment, Special children welfare, Sports development and relief activities. The company has financially supported several educational

institutions to help the underprivileged across the country. The company has also built two schools in the earthquake-affected regions of Mansehra, and four more schools are still in the pipeline. PSO collaborated with various health institution for the provision of free health care facilities to those who can't afford. There are many more organisations in the list which shows that the private sector, as a whole, has made commendable contributions in the nation. Hopefully, the interest shown by these companies in CSR activities will be the beginning of a positive turnaround in the country.

Take away

It's good to see that large and small businesses in Pakistan are looking for areas for improvement of the country and are also discovering creative solutions it. It can be done by conducting workshops, training and seminars to encourage the existing efforts.

Socially responsible companies cultivate positive brand recognition, increase customer loyalty, and attract top-tier employees. These elements among the keys to achieving increased profitability and long-term financial success. ■

The writer is a senior officer at an advertisement agency.

Responsible Corporate Citizenship for a Progressive Pakistan

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

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

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

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

Ahmad Ghulamhussain's perspective on CSR is a refreshing break from convention - which states that under economic duress, companies should lower their expenses, not raise them. But he believes that recessions, while difficult, should in fact be viewed as opportunities in crisis - to reevaluate, plan, and become a more efficient organization. ■



Allhamdullilah very happy to share signing of Memorandum of Working Together between Pakistan Alliance for Girls Education - PAGE and Council of Islamic Ideology Pakistan globally has been projected as a country where Ulemas do not encourage Girls Education, or that people do not want to educate their daughters however this collaboration is an evidence that Ulemas of Pakistan not only support Girls Education but are actively engaging in promoting it too.

This is a landmark partnership for us, opening ways to reach out to key stakeholders who should be part of this very important conversation. ■

PIA will plant 50,000 trees in 2020-21



Pakistan International Airlines start tree plantation from Al-Shifa trust last week. CEO PIA Air Marshal Arshad Malik was the chief guest on this occasion. Company Secretary Mohammad Shoaib, GM IR & Welfare Shoaib Dahiri, President National Forum for Environment & Health M. Naeem Qureshi, VP Engr. Nadeem Ashraf, teachers & also seen in the pictures. ■



Tree plantation at Mazar e Quid by Community awareness Society

Mr Iftexhar Shalwani add chief Secretary was the chief Guest. President CAW Soukat Omari briefed about 7th phase of tree plantation at Mazar e Quied. He announced to set up an urban forest in front of Mazar e Quied. Arif ilahi, Jilani Yousuf, Naeem Qureshi, Dr Saba Shaikh, Imran Rafi, Saeed Qureshi, Shahzad Qureshi, Afshan Lalani and others were attended the ceremony ■



Peek Freans continues to spread joy across Pakistan

In response to the global health crisis caused by COVID-19, Peek Freans, Pakistan's leading manufacturers of branded biscuits, has leveraged the power of its national footprint and executed a multifaceted CSR initiative to reach out to millions of Pakistanis.



Titled 'Spread the Joy,' the innovative TVC aims at building a positive connection with its audience, all while keeping in line with its 50-year legacy of spreading joy. The 65-second TVC portrays a heartwarming narrative of joy and happiness when people's lives are touched in a meaningful way. The onslaught that the pandemic brought with its resulting challenges has gripped the nation in difficult times. Through the objective of sharing joy, the campaign shows people the joy of enjoying the simple pleasures of life and give them a respite from the trials at hand.

It reiterates the brand's values and commitments and encourages people to step forward and play their part in spreading the spirit of hope and positivity. To date, English Biscuit Manufacturers (EBM), under its brand name Peek Freans, has donated PKR 350 Million in the form of direct monetary donations, medical equipment as well as ration and relief drives for communities most impacted by the pandemic. ■

Zong 4G Extends Support to Bint-e-Fatima Old Home Karachi amid Urban Flood Crisis

As part of its CSR efforts to support the marginalized strata of society in rain - and flood-hit Karachi, country's leading cellular and digital services provider, Zong 4G, has extended support to the Bint-e-Fatima Foundation (BFF) old home.

Being the sole source of sustenance for the elderly, Bint-e-Fatima old home is always in need of support and during these unprecedented rains, even more so. "We are grateful to Zong 4G for their support in this time of crisis as it's this kind of generosity that fuels our organization and empowers us to sustain the lives of the elderly that are in our care," said Asad Ali of Bint-e-Fatima old home. "We appreciate Zong for this kind gesture and hope that other organizations will follow Zong 4G's footsteps," he added. ■

NUST'S R&D INITIATIVES AGAINST COVID-19



NUST as a truly national university, and as a comprehensive, multidisciplinary, SDGs-engaged and research-intensive HEI, is committed to undertaking activities aimed at high societal impact through technological and intellectual endeavours. During the current pandemic too, NUST showed its dutiful presence to fight off the crisis. Some of the steps taken by NUST in the wake of COVID-19 are appended below:

Scientists at NUST Atta-ur-Rahman School of Applied Biosciences (ASAB) have indigenously established robust, target-sensitive and cost-effective Molecular Diagnostic Assays for the detection of Novel Coronavirus.

Scientists at NUST College of Electrical & Mechanical Engineering (CEME) have indigenously developed unmanned ground vehicles named N-Rover, and assembled and deployed aerial systems named Aero-N for decontamination of open and closed spaces.

The Robot Design & Development (RDD) Lab at the National Centre of Robotics & Automation (NCRA) housed at NUST CEME, has developed a bilingual (Urdu and English) screening app, which is the world's first Urdu app for Android. The app, named COVIDCHECK PAKISTAN, was used for 8200 screenings in 9 different countries (including US, UK, UAE and Saudi Arabia) within the first 2 days of its beta rollout on March 23, 2020. The app is available at <http://ncra.org.pk/covid/>

Since only alcohol-based hand sanitisers with minimum additives are effective against Coronavirus, NUST Biomedical engineers have developed N-Safe - high-quality hand sanitisers for microbial control.

NUST has also been developing low-cost ventilator device named N-Saviour, in accordance with Acceptance Testing Procedures (ATP) issued by the Pakistan Engineering Council (PEC), also followed by the Drug Regulatory Authority of Pakistan (DRAP). NUST is helping the PEC Ventilator Committee - consisting of Ministries (MoST), regulatory bodies (DRAP), and hospitals (PIMS, Holy Family, CMH, MH, PAF hospital) - to help evaluate, define and adapt protocols for testing and validation of ventilators. ■