

Pakistan OBSERVER

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NBPs Corporate Social Responsibility initiatives

STAFF REPORTER

KARACHI—Corporate Social Responsibility, you may call it corporate conscience; corporate citizenship, social performance, or sustainable responsible business is a form of corporate self-regulation integrated into any business module. Any CSR-focused business would proactively promote the public interest by encouraging community growth and development, and voluntarily eliminating practices that harm the public sphere, regardless of legality. CSR is basically the deliberate inclusion of public interest into corporate decision-making.

National Bank of Pakistan, a bank serving the nation with international presence as well is not behind on the CSR front. The

Bank is running a full fledged CSR Program aimed at discharging its responsibilities towards the society. Being fully aware of its social obligations, it continues to proactively contribute towards social welfare, healthcare, education etc. to help improve the quality of life for the underprivileged members of the country. In the last 6 months NBP's social support activities were speeded up, and it also extended support to a number of charitable institutions too.

NBP sincerely believes that education is the panacea to most problems prevailing in the country and that is the area where concerted efforts are needed by all segments of the society. Therefore, NBP kept its focus on different activities supporting the cause of education whether it's

setting up a library in a down-trodden area like Lyari (Karachi) or the rehabilitation and renovation work of Degree College at Khairpur Nathan Shah, on completion of which about 3000 students will be able to resume their educational activities. Since the very purpose of the education has always been enlightening the minds and creating leadership qualities among the recipients, NBP is seen organizing Motivational Volunteer Empowerment (MOVE) training program for IBA Sukkur students with the aim to develop leadership qualities and motivate individuals to effect change in the society.

Being the veteran and premier financial organization in Pakistan, NBP takes its role in the community very seriously and never loses sight of the fact that it

constitutes an integral part of the nation's society. That is the reason it gives equal importance to health sector and this is evident from the up gradation of Emergency Ward in Civil Hospital, Mirpurkhas which is the only government hospital in that area that not only caters to the medical needs of the population in city as well as in villages located in 50 kilometers of radius of Mirpurkhas. Besides that NBP organized numerous free Medical and eye camps in various parts of the country and about 4700 patients benefited from those camps and more than 1,150 received medicines, eyeglasses, etc. and all those were funded by NBP.

Economic independence and self-sufficiency are the two essential needs that uphold the self-respect of a person. The major

challenge after the unprecedented flood of 2010 was the economic rehabilitation of the affected families. NBP stood shoulder-to-shoulder with the nation. NBP in association with the Social Welfare Department, Government of Sindh, conducted a one-month vocational training program of stitching & embroidery for the women of affected families. Two hundred women participated in this Program which was organized in Karachi. On the successful completion of the training, NBP distributed sewing machines and Training Kits to the trainees. Similar efforts were also made for the poor women of the Mandian village of Abbottabad where NBP arranged another vocational training program for female inhabitants of the Darul Aman.