



# Newsline



## Importance of Industry & Economic Research

Industry Analysis & Economic Research (IAER-CMG) provides valuable assessment and forecasts of the economy, and all key industries to help shape and fine tune credit strategies for the Bank

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## Islamic Banking future shines brightly

The future outlook of Islamic banking industry is very positive. Islamic finance during the last four decades has witnessed considerable progress at the global front.

Besides the traditional Islamic finance markets of the Middle East, financial centers across various Western countries are also accepting and recognizing the practicability and effectiveness of this alternating financial system. Islamic financial institutions are presently catering to most of the financial services needs of various sectors of the economy.

Islamic banking industry has been growing at a remarkable annual growth rate of over 30 percent over the last five years with sustained growth momentum and significantly increased base. Islamic banking aims at spreading across districts of the country with a network of branches offering Shariah compliant products and services.

State Bank Pakistan has recently developed a five year Strategic Plan (2014-18) for Islamic banking industry in Pakistan in consultation with all key stakeholders, which gives a consensus agenda and strategy to take the industry to its next level of growth and development. NBP engaged in Islamic banking is working under the umbrella of "shariah board" or "shariah committee" consisting of a panel of renowned religious scholars who are the guiding stars. Presently, Islamic banking is a very small sector compared to conventional banking world-over. Thus while western banks in recent past were faced with an unparalleled banking crisis, the prospects of Islamic banking looks intact. It is about time to develop even more innovative Islamic instruments which can meet the needs of the customers in a religiously viable way. It is important that these instruments do not defy the laws of Islamic Shariah and the confidence of the public at large is not shattered.

*Congratulations to NBP for opening up more Islamic branches to cater to the needs of its customers.*

A handwritten signature in black ink, which appears to read 'Asra Adnan'. The signature is fluid and cursive, with a long horizontal stroke at the end.

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 reflect the views of the National Bank of Pakistan

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# Financial inclusion is very limited

President and Chief Executive Officer, National Bank of Pakistan, **Syed Iqbal Ashraf** outlined the Bank's strategy to achieve sustainable growth and profitability over the next two years in an interview with *The News*.

***T**he strong verification and due diligence causes a delay in the financing process and loan disbursement, as we cannot put anybody into a debt trap. We don't want a debtor to default on the loan. Repayment of the loan is on cash and not on security basis.*



**Q. Shed light on Prime Minister's Youth Business Loan scheme.**

**A.** The incumbent government launched Prime Minister's Youth Business Loan Scheme to offer multiple job opportunities to the masses by bolstering entrepreneurial abilities amongst youth. Financial inclusion is very limited in Pakistan. The outreach of lending institutions to the youth is also not encouraging due to lack of financing instruments. The business loan scheme provides an ideal opportunity to the youth to establish or grow their business and be able to earn their livelihood. Hopefully, this scheme will ultimately result in creating mass employment throughout the country.

**Q. How do you explain the role of NBP in this scheme?**

**A.** The role of NBP is to provide speedy and affordable financing to youth. We have to be more careful on this project. On the one hand, we have to protect the interest of the depositors/customers. On the other, we facilitate the youth and economic development in the country. This scheme requires a lot of support from all.

**Q. What have you achieved so far?**

**A.** The Bank has received more than 60,000 applications for this scheme, so far. There are two stages to be taken by the bank before making a loan. Firstly, the Bank starts processing of an application by verifying the basic information of the applicant, including computerised national identity card and other related documents. Secondly, the Bank's officials commence the due diligence of an applicant who successfully completes the first round. Then, we gauge the competence of an applicant and the project's cost. We evaluate if an applicant will be able to operate a profitable business venture according to the prescribed formula.

The Bank assesses the creditworthiness and the monthly repayment ability.

In the first year after the loan issuance, a borrower will have to pay only interest and after that principal plus interest. The borrower has to bear only eight percent interest on loan.

The strong verification and due diligence causes a delay in the financing process and loan disbursement, as we cannot put anybody into a debt trap. We don't want a debtor to default on the loan. Repayment of the loan is on cash and not on security basis.

The PMYBL is 'new project lending' by NBP. No bank has entered into such type of undocumented lending. There should be a project in which all banks participate and start financing to the youth as part of their corporate social responsibility (CSR). This initiative will bolster the small and medium enterprises (SMEs) as well. NBP has taken up this scheme as CSR to help the people who have no access to finance.

**Q. Which financial products are being offered by NBP these days?**

**A.** NBP is one of the largest financial intermediaries in the country. After the privatisation of the banking sector, the Bank realised that new banks were coming to the financial landscape. We provided a level-playing field to all private banks. We are now trying to retain the market share.

The Bank has a diversified business portfolio and is a lead player in the debt/equity market, corporate investment banking, retail and consumer banking, agricultural financing, treasury services, etc. Besides, the bank is promoting and developing SMEs.

The Bank has a comprehensive range of retail, commercial and corporate banking products to help the customers meet their business and financial requirements.

The Bank offers advance salary, which is the leading personal consumer loan product of the country, through which government employees can avail up to 20 times of their net take-home salaries with easy repayment installments. Moreover, the Bank provides loans to the farmers with the highest share in the agriculture financing. The Bank offers gold financing. Besides, it has a loan scheme for students who have financial constraints in getting education.

The Bank also provides financial assistance to the public sector enterprises at the request of the government to make them operational. The bank accounts for 50 percent share of the total advances. The Bank is the largest lender to the textile industry. The major chunk of our non-performing loans stems from the textile sector.

**Q. What the Bank is doing to channelise home remittances through legal sources?**

**A.** NBP has encouraged overseas Pakistanis to use legal channels for sending money to Pakistan. The Bank has a dedicated group to manage remittances business. Globally, we have alliances with more than 30 leading banks and financial institutions, such as Al-Rajhi Bank, Xpress Money, Bank Al Bilad, Arab National Bank, Bank AlJazira and National Commercial Bank to name a few. Sixty percent of our remittances originate from Saudi Arabia, United Arab Emirates and other Gulf countries.

The Bank is amongst top four banks in remittances business with 10 percent share amounting to \$1.43 billion. Pakistan is projected to receive \$17 billion workers' remittances in fiscal 2014-15. We expect the Bank to hold the highest share in the next two years.

**Q. How do you comment on the financial performance of the Bank and what is your forecast for earnings in 2014?**

**A.** First of all, let me make it clear that 2013 was not a normal year for the Bank. We were cleaning the loan book of our operational unit in Bangladesh. The bank recorded provisioning according to the State Bank's regulations, which hit the profitability and created NPLs. We are very much focused on NPLs and foresee good recovery of bank's bad loans during the current calendar year. We are hopeful that the bank would earn higher profit in 2014.

**Q. Any expansion plan to enter new financial markets.**

**A.** Our strategy is to give a special focus to the existing international business operations. We earned \$28 million from overseas operation. We foresee to generate \$58 million through global operation within the next two years. It will further strengthen our balance sheet in future.

Furthermore, we want to continue our footprint in the Islamic banking industry. We have plans to continue expanding our Islamic banking branch network. NBP's Islamic banking branches will increase to 175 by the end of this year. This will include conversion of 150 existing conventional branches into Islamic banking branches.

The Bank is considering 100 percent wholly-owned Islamic banking subsidiary or in case of an opportunity, we will go for merger or acquisition of an Islamic bank. ♦ *Source: The News*



# Economic & Industry Research

Industry Analysis & Economic Research Wing (part of Credit Management Group) is responsible for analysis of economic trends, forecasting and research relevant to the bank's operating environment as it pertains to key industries and the economy at large. The Wing observes and forecasts, provides regular advice on developments and policy to senior management, contributes to various external bodies, maintain contacts with relevant analysts and institutions, undertake applied research and prepare reports for publications.



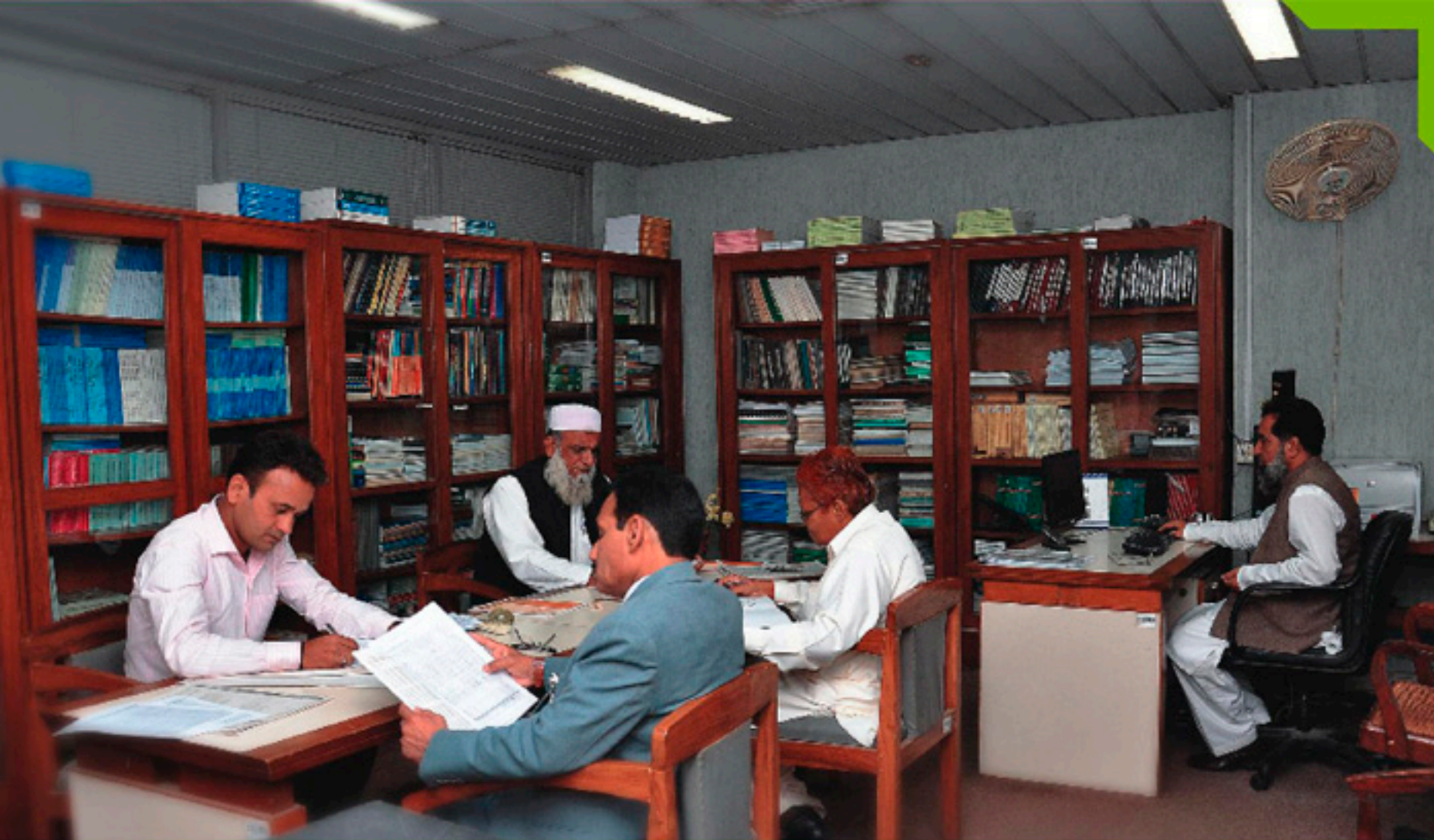
**NBP** understands that to make critical business decisions, having the right industry and market knowledge is vital. That's why we provide up-to-date data and insights from economists and business leaders in order to sharpen our competitive edge. The Research team provides information on Pakistan and international economies and markets, including analysis and forecasts of key industries.

The Economic Research Wing was set up in National Bank of Pakistan in 1973 by the then President Mr. Jamil Nishtar. A man of vision and dynamism he recognized the importance of Research for any organisation. For this purpose he hired qualified young officers with interest in research to work in the newly set up Department. Two of the

young men hired held Phd degree. Mr. A. M. Qureshi was the first head of the Research Department, who was followed by Mr. Shaikh Lal Jani who stayed for several years.

Mr. Jamil Nishtar took personal interest in the working of the Department and would often visit, giving assignments to the officers. Soon the staff strength had risen to 35. The

Research Department had a separate Graphs/Charts section, Reference Library, Statistics Section and Translation Section. Graphs/Charts were prepared periodically showing the major trends in the economy, with focus on the banking sector, prices, major/minor crops, stock market etc. It was not the age of computers; everything was



## Here is the detailed report on both the Wings

### The Economic Research – To match with the competitive financial market

done manually and painstakingly. These graphs/ charts were then taken to the Board Room and presentations were made to the President and senior management.

The Statistics Section would compile financial data for National Bank and all other banks operating in the country. The section had a huge data bank and all work was done manually. A comparative analysis of NBP vis-à-vis other banks was done regularly and presentations were made before the President and senior executives.

The Department then published the Weekly Economic News Bulletin, Monthly Economic News Letter and the Quarterly Economic Journal. This was started in June 1974 by Mr. Jamil Nishtar and continued for the next 6-7 years. The Journal contained articles from among the staff and from experts outside the Bank. An honorarium of Rs.1000 was paid. Articles from economists working in the Planning Division, Government of Pakistan, from different Universities in Pakistan and abroad, from CEOs of foreign banks, among

others, were received. Eminent personality such as Dr. Mahbub-ul-Haq had contributed to the Journal, which soon became a Journal of reputable standard. Staff Papers on topics of current interest were also published separately. Daily news report was prepared for the President and senior management and sent to their office by 10:30 am every day.

Few officers were assigned the task to track the developments taking place in the agricultural sector. Mr. Jamil Nishtar had a passion for developing Pakistan's agricultural sector, and would like crop updates, and detailed studies on some aspect of the agri sector. A detailed study was prepared on Pakistan's Poultry Sector, among others. In 1972, National Bank of Pakistan evolved the concept of Supervised Agricultural Credit Programme for small farmers. This was highly successful and received much international and domestic appreciation and was soon adopted by other Pakistani banks.

It was in 1975 that Gunnar Myrdal, the

Swedish Nobel Laureate's famous book Asian Drama – An Inquiry into the Poverty of Nations was translated in Urdu by the Department's Translation Cell, for its most wider usage. During the initial phase of Islamisation of the banking sector, translation into Urdu of small booklets on Musharika, Modaraba and other related material was carried out.

In 1979, the Economic Research Wing organized a 3-day seminar on the Economic System of Islam, the first of its kind in Pakistan. It was inaugurated by the then Finance Minister, Mr. Ghulam Ishaq Khan. Later the Wing published the papers presented by eminent speakers in the form of a book. Speakers included names such as Justice (Retd) Muhammad Afzal Cheema, Advocate Khalid M. Ishaq, Prof. Syed Nawab Haider Naqvi, Dr. Hasan-uz-Zaman, Dr. Ehsan Rashid, Dr. Mohammad Uzair, Mr. Aftab Ahmed Khan among others.

A book on Four Decades of Commercial Banking in Pakistan was published by the

Research Department in 1987.

In subsequent years some staff members moved to other departments where they thought prospects for career advancement were better, a few retired and a few moved abroad. A few publications like the Quarterly Journal and Weekly News Bulletin were suspended.

It was in the year 2000 that the Monthly Economic Newsletter was completely revamped and given a new title, 'bi-Monthly Economic Bulletin', a new look by a change in its cover page and its contents were improved. For every issue a theme of current interest is selected then it is well researched and presented in the form of an article. Besides these, there are some regular features like crop and economy updates, various financial of the banking sector, book reviews, key economic indicators which are prepared by the staff of the Wing. The then President of NBP, S. Ali Raza was highly appreciative of the Wing's publications and the small contribution made in building the Bank's image. In the years that followed a lot of assignments originated from the President's Secretariat, and his benevolence towards the Wing was greatly encouraging and an incentive to do better.

Research Wing disseminates update information on various aspects of Pakistan's economy through the Bulletin published bi-monthly. The editorials are on current economic issues. The articles provide an understanding of Pakistan's economy, and can help in policy formulation. The balance sheet analysis of banks, an exercise carried out on a yearly basis for all banks and on a quarterly and six monthly basis for selected banks, shows NBP financial position vis-à-vis other peer banks. New books/reports published on Pakistan are introduced to the readers, through the Book Review page of the Bulletin. The Pakistan Economic Indicators is a comprehensive brochure which gives statistics on major areas of the economy. Both publications are available on NBP's website.

To give value addition to the articles published in the Bulletin, we have at times sought views from experts in their area of work. For instance, while covering Islamic banking articles were taken from Meezan Bank, the pioneers in Islamic Banking, from Al Baraka and in a more recent article on the subject from NBP's Islamic Banking Division. On Mutual Funds from NAFA, NIT, Mutual Funds Association of Pakistan. On Pakistan & the WTO from WTO Wing, Ministry of Commerce, Government of Pakistan and from WTO Resource Centre, Federation of Pakistan Chambers of Commerce & Industry. Basel-II by the Head of Risk Practice, Asia - Pacific, SAS Institute.

A part of the Wing's work is responsive. In other words, it responds to requests for information from senior management, other departments at the Head Office, at times

We hope this small effort of ours has helped to promote the image of the Bank

field functionaries and other institutions. The Wing has received letters from Ministry of Commerce seeking suggestions/proposals for formulation of Trade policy, from Ministry of Finance, Pakistan Banks Association and Karachi Chambers of Commerce & Industry seeking proposals for formulation of Federal Budget from time to time. From Ministry of Environment seeking suggestions/proposals for National Year for Environment. We were once asked to give our comments on Pakistan Economy to the Hong Kong Monetary Authority. Many students have visited the Research Wing in the past, whenever their term paper was on NBP and they were looking for information. At times, briefs on Pakistan economy have been prepared for Consulate officials, and others visiting NBP.

As NBP celebrated its 50<sup>th</sup> Anniversary in November 1999 and 60 years in November 2009, the Wing published a brief historical development of the Bank in its bi-Monthly publication. Major initiatives taken, the restructuring programme, the HR training programme, the Bank's socio-economic contribution and the financial performance were discussed. At 60 years, the views of the then President NBP S. Ali Raza about the major achievements, the areas of development and his vision for the Bank going forward were also published.

Many a times the Research Wing receives

requests for information, brief write-ups, data, reading material, questionnaires either directly or from the President's Office. For instance in the past we have prepared Corporate Profile of NBP for Business & Investment Guide, a publication of Board of Investment and Chamber of Commerce, Mining Industry of Sindh for Regional Office, Hyderabad, brief on Pak economy for Consulate of Japan, Role of NBP in Industrial development for Expert Advisory Cell, Ministry of Industries, and the list could go on and on. The Wing has also answered to a number of questionnaires like the World Bank Client Satisfaction Survey 2013, Business Barometer PIDE, Users Perception Survey 2013, and given feedback to other departments at the head office.

In the past detailed articles have been written among others on WTO & Pakistan, Small & Medium Enterprises, Regional Trading Blocs, Millennium Development Goals, Water Resource Management in Pakistan, Power Sector Circular Debt, Comparative Analysis of National Saving Schemes and Bank Deposits, Energy Security, Microfinance etc. In a paper published in the Wing's Bulletin we had attempted to elicit the views through a short questionnaire sent to the Federal of Pakistan Chambers of Commerce & Industry, and different associations on the challenges the WTO offers, its implications, what kind of support the associations are seeking from the Government of Pakistan and what restructuring plans, if any, are in the offing. The views of those that responded were published. We had also sought views from WTO Resource Centre, FPCCI on WTO Regime's Effect on Industries in Pakistan.

Both the publications are widely distributed and much appreciated. These are sent out to all NBP branches, both domestic and international, State Bank, all banks operating in Pakistan, foreign embassies/consulates in Pakistan, Pakistani embassies abroad, multinational companies, the United Nations, international financial institutions (like libraries of IMF, World Bank, Asian Development Bank), federal/provincial government departments and individuals etc.

We have received good feedback from our readers, who appreciate the Bulletin, find it very useful reference and informative about the current economic situation in Pakistan.

We hope this small effort of ours has helped to promote the image of the Bank.

The Research Wing has been a part of various groups at the Head Office. There was a period when it was directly reporting to the President's Secretariat. Presently it is a part of the Credit Management Group.

Research is not monotonous work, it is something one loves and enjoys doing, day after day, week after week, months after months and years after years. I have done it for 36 years and there has never been a dull moment.





*Ms. Ayesha Mahmud*

"After doing my Masters in Economics from Karachi University, I joined National Bank of Pakistan in 1978 and have worked in the Economic Research Wing since. Did my DAIBP in 1995. There has never been a dull moment, the work has always been varied and challenging. It's been a great learning experience. I have been looking after the Research Wing since the last ten years, handling its publications, attending to numerous assignments, and seeing to the overall working of the Wing. There were many a times when short deadlines had to be met, which kept all of us on our toes. But it has been wonderful."

**Ayesha Mahmud retired from Bank's service on May 11, 2014.**

*Your work is going to fill a LARGE part of your life, and the only way to be truly SATISFIED is to do what you believe is GREAT work. The only way to do GREAT work is to LOVE what you do.*

*-Steve Jobs*



# Industry Research - Blazing New Frontiers

## A Brief History – Growth and Evolution

Industry Research was conceived as a research function – in line with international best practices - to provide structured research of the various industries in which the bank had lending exposure.

The rationale behind this function was, and is, to have industry specific analytical tracking, in addition to broad economic reporting, to help shape sector-wise credit policies and marketing approaches. By and large the major banks rely on general credit guidelines, and experiential industry-specific insights of senior account officers, to guide credit policy. There is a general absence of industry-specific specialists that keep the account and credit officers abreast of relevant changes that would, or could, affect credit criteria and qualitatively improve account management. Up to date sector information and analysis will also serve as an invaluable tool for new account managers, or those that are moving across sectors, to help build their insights into developing a critical knowledge base of a given sector. It should be mentioned that the existence of industry-specific research areas is integral to reputable financial institutions globally to help shape policy and to provide additional value to customers.

account management and also improving industry efficiencies. The initial thrust focused on detailed sectoral reports that provided in depth information of the various sectors as an aid in evaluating lending proposals stemming from key industrial sectors. As the detailed sector reports circulated and absorbed the attention of our lending staff and decision makers the need arose to go a step further and to develop a sectoral rating to evaluate the attractiveness of a given sector, for the bank’s perspective, by balancing profitability, risks, opportunities and outlook. We took the lead in response to this perceived need and developed a composite comparative rating that pitted each sector against other sector.

In 2007, and then again in early 2008, with growing risks to the global economy – with grave implications for Pakistan’s economy - we took a stab the global economic and geo-political forecast, along with their impact on Pakistan and by consequence its various economic sectors. What was essentially a one off set of reports on the emerging systemic risks to the global economy in May of 2007, and then again in March of 2008, warning of a major global financial crises towards the end of 2008, hit the nail on the head. Given its huge potential for an across the board macro impact, on all the sectors under our purview, we remain vigilant in this critical area as well.

Over time we added more sectors to our list increasing the total sectors to 34 – which cover the bulk of our lending exposure to industry. With our procedures and methodology well established we took a proactive step to bring the computational methodology in line with international best practices making ourselves Basel II compliant in this area. This contrasts with the fact that most of our peer banks still lack such a structured function all together despite SBP nudging and prodding. This is clearly a function in which NBP has emerged as an obvious market leader.

For strategically critical sectors the periodic sector analysis should (and does) cover:

- Industry trends
- Financials
- Opportunities
- Risks
- Outlook

Average financials of each industry would (and do) provide specific financial and operational benchmarks for each industry in order to accurately gauge customers relative to other players in the industry. This is an invaluable tool for improved credit assessments,

<h1>Key Milestones</h1>	<p>Detail and in-depth <b>SECTOR REPORTS</b> start to come out 2004</p>	<p>First ever <b>INDUSTRY RATINGS</b> Report in Pakistan 2005</p>	<p><b>GLOBAL RISK REPORTS</b> come out that forecast the global financial crisis 2007/8</p>	<p><b>TRACKER</b> is launched - a quarterly sectoral newsletter 2009</p>	<p>Research collaboration starts with <b>NUST</b> 2011</p>	<p>New and expanded Ratings methodology is introduced 2012/13</p>
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# Current List of Sectors

- Agro-Chemicals
- Automotive - Parts & Accessories
- Automotives - Assemblers/Manufacturers
- Carpets & Rugs
- Cement
- Chemicals (inc. Plastic & Rubber Products)
- Construction
- Edible Oil
- Energy - Coal
- Energy - Gas Generation & Distribution
- Energy - Oil & Gas Exploration
- Energy - Oil (Petroleum Distribution/Marketing)
- Energy - Oil (Petroleum Refining)
- Energy - Power Generation & Distribution (IPPs)
- Fertilizers
- Food, Beverages & Consumer Products
- Glass & Ceramics

- Information Technology
- Leather Products
- Machinery & Equipment
- Metallic Products (Iron & Steel)
- Pharmaceuticals
- Sports Products
- Sugar
- Surgical, Precision, Optical Equipment
- Telecommunications
- Textiles – Composite
- Textiles - Fabrics (Weaving)
- Textiles - Knits & Knit Apparel
- Textiles – Spinning
- Textiles - Synthetic Fibers/Polyester
- Textiles - Woven Apparel
- Tobacco Products
- Transport – Air

## The Current Comparative Sector Rating Criteria

The current ratings methodology was pro-actively upgraded last year in consultation with A. F. Fergusons - who were assisting NBP in making the bank Basel II compliant. The rating criterion for each sector now encapsulates a fairly wide range which is in line with international best practices.

The SECTOR SCORING FORMULA, which is weighted for each criterion is as follows:

CATEGORY	PERFORMANCE DRIVER	MAX SCORE
<b>Business Environment:</b>	<b>Demand Volatility</b>	6.0
	Supply Volatility	7.0
	Corporate Governance & Control Structure	2.0
	Strength of Competition	4.0
	Barriers to Entry	2.0
	Litigations	1.0
	Price Elasticity	5.0
	Exposure (FX Risk/IR Risk)	3.0
<b>Sub Total</b>		<b>30.0</b>
<b>Profitability &amp; Financial Strength:</b>	Gearing	3.0
	Interest Coverage (B+C)/C	4.0
	Debt/Equity (L/J)	4.0
	<b>Investments</b>	
	Cash Flow from Investment Activities	2.0
	<b>Liquidity</b>	
	Current Ratio (F/K)	4.0
	Quick Ratio (G+H+I)/K	3.0
	<b>Profitability</b>	
	Net Profit Margin (B/A)	3.0
Total Assets Turnover (A/E)	1.0	
ROA (B/E) & ROE (B/J)	3.0	
<b>Solvency</b>		
		2.0
<b>Sub Total</b>		<b>25.0</b>
<b>Outlook &amp; Macro Environment:</b>	<b>Business Outlook</b>	19.0
	Industry/Business Life Cycle	7.0
	Correlation with GDP Growth	6.0
	Regulatory/Govt. Support Future Expectations	13.0
<b>Sub Total</b>		<b>45.0</b>
<b>Total Score</b>		<b>100.0</b>

# Our Vision Going Forward

Our vision of combined research efforts, in conjunction with NUST CAC & Business School, extends much further than our current levels and it will take us probably another few attempts to achieve that vision in its totality. Our vision entails a fairly in-depth and comprehensive compendium of agro and industrial sectors, with the following key deliverables, that we still need to challenge ourselves to:

- A fairly comprehensive list of sectors and sub-sectors
  - Granular details of sector dynamics
- Listing and basic data of all corporate entities for larger and more organized sectors.
  - Data on standard model business entities as in the case of the less organized SME sectors



## Synergizing with Academia

National University of Sciences & Technology (NUST) and NBP joint research collaboration was launched under the umbrella of NUST's Corporate Advisory Council's (CAC) Banking & Financial Services Sector (BFSS) Committee in 2011. This project gave a wonderful opportunity to NUST business and economics students, and faculty, to engage in a meaningful, targeted, and industry-specific research. This was the first time that a bank and a university joined hands to conduct an industry-specific SWOT analyses covering more than 30 Sectors of the economy.

In the words of Dr. Ashfaq Hassan Khan, till recently the Dean of NUST Business School, referring to last year's endeavor: "The 'Industry Ratings and Strategic Positioning 2013' delivers a road map necessary to identify and highlight the significant industries operating within Pakistan. This collaborative effort, between NBP and NUST's Corporate Advisory Council (CAC), offers a strategic planning framework to guide investment in various sectors of Pakistan's economy. The 2013 report is another iterative step building upon previous reports, and has to be viewed as such, rather than a static all-inclusive document. Establishing cohesive measurement criteria is crucial to achieving growth and sustainability targets for the transitioning industries of Pakistan. With the help of this report we track the nation's industrial progress year upon year. We must first see where we are, in order to project where we want to be."

### INDUSTRY RATINGS CLASSIFICATION:

CATEGORY	Out of 100	Explanation (What the rating suggests)
Highly Attractive	>80	Seek to Enter/Expand Aggressively
Attractive	70-80	Enter/Expand while mitigating/addressing relevant industry risks
Average	50-69	OK to enter. Reasonable caution.
Watch/Hold	40-49	Active monitoring of current portfolio
Unattractive/Exit	< 40	Risks outweigh potential returns; Pursue exit or appropriate risk negation strategy



# Value

Providing a research driven perspective on strategic posturing & hands-on decision-enabling information

Industry Research & Analysis (IRA) area augments the credit management and marketing functions at the bank by providing industry specific research, covering all key industries that makeup bulk of the bank's balance sheet. Structured research is designed to make available, to the bank's decision making team, specifics on various industries to help shape sector-wise credit policies through identification & analysis of sectoral risks as well as opportunities.

Alongside the comprehensive industry ratings, sectoral write-ups and updates IRA also internally publishes one-off special reports that focus on the rapidly changing global financial, economic and geo-political parameters and their consequent impact on Pakistan's financial-economic outlook and to lay out some base macro scenarios that are possible. This is increasingly true since a significant portion of the risk, and opportunity, within Pakistan and for its key industries, tends to stem from, or is directly linked to, key global and regional developments.

## External Acknowledgements & Critical Appreciation

Feedback from our Basel II Implementation Consultants

Price Waterhouse-Fergusons (September 2012)

- This is a function in which NBP is the clear market leader.
- Our primary competitors: HBL, UBL, MCB, ABL, Askari and Bank Alfalah have been unable to set up a structured research function and a consequent sectoral ratings system as well as an advance risk/opportunity matrix system, despite consistent SBP prodding.
- Much of the research/analysis by other banks is being done on an ad-hoc, (urgently) needed, basis and does not guide strategy. Additional Feedback & Praise
- Dr Mushtaq Khan – Chief Economist SBP. Highly appreciative, would like to replicate at SBP on similar lines, highly useful and should be replicated at other major banks.
- Dr. M. Akram Shaikh – Former Head Planning Commission, Currently Professor Emeritus, NUST. Pioneering effort and brilliant.
- Dr. Ashfaq Hasan Khan – Former Finance Secretary, Currently

Dean NUST Business School. A first between academia and industry. All major banks need to follow our lead. Research function critical - on similar lines at major banks.

- Dr Ishrat Hussain – Former Governor SBP. Currently Dean & Director, IBA. Highly appreciative. Wanted to explore some sort of a cooperative arrangement between NBP Research and IBA.
- Mr. Saleem Raza, (Sep 2008), Ex-Governor, State Bank of Pakistan, (Then Head, Economic Advisory Committee) Very impressed with the structured ratings and linkage of strategic posturing capability and the insights offered by the sectoral analysis.
- Dr. Shamsah Akhtar (Jun 2006), Ex-Governor, State Bank of Pakistan In a meeting at SBP, on, the Governor expressed enthusiastic appreciation of the work done so far as well as plans for the future. She expressed special interest in the sector ratings initiative. The session was held to look into the prospects of setting up a similar function at SBP.



*K. Ahsan Elahi*

Ahsan conceived and setup the Industry Research & Analysis function at National Bank of Pakistan, the country's largest bank, and has been responsible for it since 2003. The primary focus of this industry specific research has been to help guide the bank's lending strategy with a view to minimizing systemic risks and optimizing returns for the bank. This is a function in which NBP has emerged as a clear market leader.

In the process he has also found time to delve into the global economic and geo-politics scenarios, as well as their impact on Pakistan and by consequence its various economic sectors. What started at NBP as a one off report on the emerging systemic risks to the global economy in May in 2007, and then again in March 2008, warning of a major global financial crises towards the end of 2008, hit the nail on the head.

Prior to joining NBP, Ahsan was the Chief Financial Officer (CFO) with over 15 years of financial management experience. He has worked for some of the leading global multinationals like Merck & Co., Citibank (in the United States), I.C.I., FMC & Pakistan Tobacco (in Pakistan). He has widely travelled and has a broad based international exposure. Ahsan has an MBA with a double major in Finance & Accounting from New York University's Stern School of Business and Bachelor's degrees from Boston University and Government College, Lahore.





# ...from vision to reality

## Prime Minister's Youth Business Loan Scheme

**Since the incumbent government led by Mian Muhammad Nawaz Sharif came into power, it has been focusing on getting the economy back on track. Various measures have already been taken up by the government on both monetary and fiscal fronts, which have yielded substantially positive results.**



One of the key drivers for attaining sustainable economic growth is the availability of credit through the banking sector. It has been witnessed that historically, the bulk of Banks' funds are deployed either in investment in Government paper or few large corporate entities, belonging to both public and private sectors. Hence the credit available to the commercial as well as Small & Medium Enterprise (SME) sectors remains low. While being cognizant of the immense potential presented by SMEs segment

for promoting a sustainable economic progress of the country, the Government initiated various customised programs for channelizing funds to this credit starved segment.

The high point of the initiative taken by the Government in this regard is the Prime Minister's Youth Business Loan (PMYBL) Scheme which is led by the National Bank of Pakistan (NBP).

PMYBL was envisioned by the Prime Minister as a catalyst for benefiting the youth by empowering them economically and by creating

multiple job opportunities. While NBP has designed this facility purely on its commercial merits and has emphasized on a transparent assessment criteria and processing of the loans without any outside intervention. Conventionally, banks have been reluctant in venturing into this area due to numerous challenges of operating in the unorganized sector. It is noteworthy that a vast majority of the potential customers in the SME sectors do not even operate a bank account. Hence, continued hand holding is required by the lenders to assist these potentials to graduate to bankable clients. With over 1,365 branches, operating one of the largest domestic branch networks across Pakistan, NBP is well equipped to increase its footprint in the small business sector.

NBP's existing presence in the agriculture and retail sectors can be leveraged to take advantage of this opportunity for emancipating the small businessmen. The multiplier effect of the success of this segment will yield tremendous positive results toward sustainable economic growth of our beloved country – Pakistan. Yet again NBP leads as "The Nation's Bank" by turning a vision into reality.

## 'PM Youth Business Loan will Reduce Unemployment and Enhance Economic Potential,' said Syed Ahmed Iqbal Ashraf, President National Bank of Pakistan

In the second balloting ceremony, 5169 candidates have been declared successful for Prime Minister Youth Business Loan Scheme, among them 4504 male and 665 females. The cheques among the successful candidates of previous balloting were distributed in an auspicious ceremony organized in Convention Center Islamabad. Under this scheme, around Rs.5.0 billion are being disbursed to the successful applicants of first balloting but those candidates who could not come, the loan was disbursed to them in the month of June.

Syed Ahmed Iqbal Ashraf President & CEO National Bank of Pakistan said that one of the key drivers for attaining sustainable economic growth is the availability of credit through the banking sector. The priority of the present Government is to encourage an all-inclusive and sustainable socio-economic program targeted towards achieving greater prosperity and the launch of the PMYBL Scheme is one of the schemes towards greater objective of reducing unemployment and poverty alleviation. He said that the PMYBL Scheme provides an opportunity for young men and women to establish or expand their business and be able to earn their livelihood with pride.

While briefing the participants, he said if a beneficiary of the PMYBL Scheme hires two people for carrying on the business, this means that three households or 15 individuals will benefit through one business directly. Consequently, enhanced employment throughout the country will contribute significantly to improvement in the GDP and alleviate poverty. The PMYBL Scheme will grow into a unique market segment and thus attract participation from other financial institutions. As for NBP, it has designed this facility purely on its commercial merits and has emphasized a transparent assessment criteria and processing of the loan applications without any outside intervention.

Syed Iqbal Ashraf further asked the customers of PMYBL scheme to use this capital judiciously, put in their best efforts and work hard, with faith and commitment, so that each borrower becomes a success story. ♦



The cheques among the successful candidates of previous balloting were distributed in an auspicious ceremony organized in Convention Center Islamabad







## US AID invited NBP

**NBP made its presence felt at the Central Asia Business Opportunities Conference in Islamabad**

Pakistan, having served as a transit hub with potential to provide the Central Asia and Afghanistan a gateway to the Arabian Sea and beyond, has been negligible with its exports and imports for the Central Asian Republics (CARs) in recent years with each accounting for less than 1% of Pakistan's total imports and exports. Although Pakistan's net exports to the CAR's net import from the world has increased, however its growth has not translated into increased trade between the two. Collectively, the Central Asian Republics offer a population of 65 million with a GDP of \$336.41 billion. Afghanistan adds an additional population of 31 million with a GDP of \$20.65 billion. In total, the five Central Asian Republics, Afghanistan and Pakistan comprise a market population of 289 million and a GDP of \$594 billion, thus creating a huge reservoir of untapped economic potential. However, physical and other barriers to trade and investment prevent the region from realizing its economic potential.

The USAID Pakistan funded Trade Project, in collaboration and partnership with Ministry

of Commerce, Government of Pakistan, Rawalpindi Chamber of Commerce and Industries, Federation of Pakistan Chamber of Commerce and Industries and Pak Afghan Joint Chamber of Commerce & Industries organized a three day Central Asia Business Opportunities Conference in Islamabad. The purpose of the CABOC is to collectively identify opportunities for and impediments to expanding intra-regional trade, investment and economic growth and to facilitate business-to-business, business-to-government and Government to Government networking to promote trade and investments in the region.

The attendees of the conference represented public and private sector stakeholders from Pakistan, Afghanistan, and five Central Asian Republics: Tajikistan, Uzbekistan, Turkmenistan, Kazakhstan and Kyrgyzstan. In total approximately 400 delegates participated in the event along with more than 250 private and public sector participants, ambassadors of respective Countries, Minister of Commerce (Pakistan), Presidents of various



# CENTRAL ASIAN BUSINESS OPPORTUNITIES CONFERENCE



## CENTRAL ASIAN BUSINESS OPPORTUNITIES CONFERENCE



Chamber of Commerce in Pakistan. It is pertinent to mention National Bank of Pakistan (NBP) has extensive network in Afghanistan and Central Asian countries due to which US AID invited NBP as the only bank to the conference. Financial institutions & Cash Management Division (FI&CMD) capitalized this opportunity and set up a KIOSK / booth in the conference with the aim to promote NBP FI&CMD products/network to the target audience. The following represented National Bank of Pakistan at the Conference, Nasir Husain, EVP Group Chief (A) – Overseas Banking Group, Khawar Saeed, Regional Chief Executive – Central Asia Region, Muhammad Rizwan Khan, SVP / Regional Head – Karachi South, Shaikh Tariq Abdullah, Divisional Head (FI&CMD), Moinuddin Khan, VP / General Manager – Dushanbe Branch (Tajikistan) and Syed Shiraz Ali, Senior Relationship Manager (FI&CMD).

## The Agenda of the Central Asian Business Opportunity Conference comprises of three main points:

- 1 Promote regional trade and regional economic integration opportunities:** Specific and tailored to demand plenary, breakout sessions, buyer-seller meetings and technical presentations will highlight regional trade opportunities. Participants will have an opportunity to network to identify and discuss business opportunities.
- 2 Identify key prerequisites to improving regional trade and investment:** CABOC will provide public and private sector participants a forum to discuss and identify impediments to expanding Central Asian regional trade and approaches to overcoming those impediments. B2G and G2G discussions will support improved communication and coordination to inform trade and customs administrations of participating countries, and will facilitate an understanding of the reforms required to better enable the private sector.
- 3 Support increased coordination between the governments:** CABOC will provide a forum for G2G discussions to pave the way towards regional economic integration with a focus on identifying existing impediments, reforms required to reduce those impediments, and potential areas for coordination.

NBP had an opportunity to represent on the 2<sup>nd</sup> day of the conference, Mr. Mohammad Rizwan Khan, Regional Head, Karachi South, presented the bank's profile mentioning its global presence, whereas during the question/answer session Shaikh Tariq Abdullah discussed the trade products along with the existing correspondent relationships of NBP in Central Asia. Abdullah further asked the participants to initiate business with NBP and route their transactional flow towards NBP network.

The Russian language proficiency of Mohammad Rizwan Khan, Regional Head, Karachi South and Moinuddin Khan, General Manager, Dushanbe Branch was an added advantage and extended a great assistance towards the audience as the delegates' non-familiar with English was attended by the mentioned executives. Entrepreneurs from Central Asian Countries discussed the issues in dealing with NBP in their respective countries. Also, several Pakistani entrepreneurs discussed various business opportunities in Central Asia and Afghanistan, NBP representatives advised them to furnish the details for onward

networking with the importers in the Central Asian States. In addition, NBP presentation was distributed among the delegates for their future references & records which resulted in an assurance from the various clients for routing business transactions towards NBP network.

The three-day international conference ended with the signing of 16 memorandum of understandings (MoUs) among Pakistan, Afghanistan and Central Asian States on exploring and utilizing the vast potential of investment and trade in the respective regions. The MoUs will facilitate regional economic growth through the historical Silk Route-one of the major ancient international trade arteries linking the East to the West.

At the concluding session of the 'Central Asian Business Opportunities Conference', strong handshakes were exchanged between more than 250 private and public participants from Pakistan, Afghanistan and the Central Asian Republics of Kazakhstan, Kyrgyzstan, Turkmenistan, Tajikistan and Uzbekistan that came together to seek new business opportunities and pursue greater regional coordination of trade and investments. ♦



### NBP Designated Branches Facilitated Successful Applicants of Prime Minister's Youth Business Loan Scheme

All NBP designated branches for Prime Minister's Youth Business Loan (PMYBL) Scheme remained open on Saturday, May 17, 2014. The candidates of the first balloting which was held in Islamabad on February 28, 2014 were intimated through calls and SMS. Offer letters were dispatched to the successful applicants.

However, in order to facilitate the process, the applicants were requested to contact their respective designated hub branches for collection of their offer letters, and for completion of required documentation. The branches were directed to facilitate all successful candidates of the first balloting.

A total of 5,350 were successful in the first balloting. From

AJK, Balochistan, Kyber Pakhtunkhwa and Sindh 75, 73, 670 and 342 applications respectively were sent for balloting and all candidates came out successful. While in Punjab 4,782 cases and in Islamabad 135 cases were sent for balloting from which 4,085 and 105 respectively came out successful.

National Bank of Pakistan has made substantial progress towards launching this landmark scheme. This initiative presents a huge potential for assisting the economic progress of any country, catalyst for which remains channelizing of adequate financing towards this credit starved segment of population. NBP believes that the subject scheme will prove to be such catalyst for sustainable economic growth of the country.



DHA, Karachi



Clifton, Karachi



Gulshan-e-Iqbal Karachi

## New Islamic Banking Branches

**National Bank of Pakistan** opened its first Islamic Banking Branch in Karachi on 16<sup>th</sup> December 2006 and the following year, two more branches were opened in Lahore and Peshawar. In year 2009, five more branches were added that increased the total Islamic Banking Branches to eight. However, since last year NBP-IBG successfully managed to expand its branch network from 8 to 19. The location of new branches were identified & selected to cater wide range of customers' shariah compliant commercial banking requirements.



Gulberg Town Lahore



Johar Town Lahore



Islamabad Branch



### Kausar Iqbal Malik SEVP/Group Chief gave CSR cheques to NGOs

Kausar Iqbal Malik, SEVP/Group Chief gave cheques to selected Non-Government Organization (NGO's) for the social sector at NBP Head office. During the ceremony, Kausar Iqbal Malik, Syed Ibne Hassan, Divisional Head with Corporate Communication team, NBP Corporate Social Responsibility team including Ghulam Muhammad and media people were present. Kausar Iqbal said that NBP is Pakistan's widely penetrated Bank and performing its services in all banking sectors; Corporate and Retail Banking to Agriculture and Islamic Banking. Apart from this, NBP has taken major steps in the areas of risk management, information technology, operations and human resources and the bank is also fulfilling its commitment towards the community. NBP's role in CSR for the different areas of social sector is remarkable. He further said Prime Minister of Pakistan; Mian Muhammad Nawaz Sharif conferred Gold Medal to NBP for its contributions in Corporate Social Responsibility front. President & CEO NBP, Syed Iqbal Ashraf received the NBP's gold medal during the 37th FPCCI Export Trophy Awards held on February 8, 2014 at Lahore. This award is a top slot award and was given on the basis of overall NBP contributions and donations for charitable, social, educational and public welfare purposes.

NBP has contributed whole heartedly in the 'Health' sector by supporting Marie Adelaide Leprosy Centre through adoption of MALC's Female Ward; SIUT Sukkur for free treatment of underprivileged patients; Noor Memorial Hospital Chakwal for construction of Lab & X-Ray facilities; Equipment support to various other hospitals and organizing numerous Medical & Eye camps countrywide. In 'Education' sector too, NBP has played a vital role by construction of various schools in the remote areas and specially the adoption of 'The Citizen Foundation School' at Nawabshah; sponsored students and trainees with focus on girl education. Beside these NBP has tremendously supported Sports & Culture at national level, Community Development, Disaster Relief, Women Empowerment, Infrastructure Development, Environment, Water Purification & Sanitation and Sponsoring Special Persons. This award is the highest in jurisdiction of Corporate Social Responsibility of the Federation of Pakistan Chambers of Commerce and Industry (FPCCI).

Over the years National Bank has not only played a pivotal role in Corporate Social Responsibility, but has received number of national and international recognitions, such as Asian Banking and Finance Awards 2013. NBP received Domestic Retail Bank of the Year 2013 and Pakistan Domestic Technology & Operations Bank of the Year 2013 Awards from Asian Banking & Finance Singapore and also maintaining its status as the No. 1 Bank in Pakistan by The Banker Magazine UK for Top 1000 World Banks Ranking 2013. At national level NBP has won FPCCI Awards in 2012 and 2013 from Federation of Pakistan Chamber of Commerce and Industries and in 2013 from Karachi Chamber of Commerce and Industries, Management Association of Pakistan (MAP) in 2013 also recognized NBP's Services in the Commercial Banks by appreciating it through 'MAP - Certificate of Excellence'.



Mr. Khalid Bin Shaheen, SEVP/Group Chief & Chairman NBP Exchange Co. Ltd, along with Senior NBP Officials distributed gifts to Home Remittance customers in Bewal.

### NBP Reaching out to Customers Beyond Megapolis (Remittance Mela at Bewal, Teh Gujar Khan)

National Bank of Pakistan is truly the Nation's Bank having the widest branch network, catering to customers in urban, rural and even far flung areas of the country. Similarly, NBP takes the Home Remittance business as a national cause and is working hard to extend its outreach to customers both inside and outside the country, facilitating overseas remitters and their loved ones at home. NBP regularly conducts public mobilization events where beneficiaries of overseas remitters are given awareness about the importance of using legal channels for bringing in Home Remittances. In this context, a Remittance Mela was recently organized by NBP at Bewal, Teh Gujar Khan, Distt Rawalpindi, to market, mobilize and create awareness about the significance of remittances for the economy and to discourage the use of illegal channels.



### Training

A training session was recently conducted by Wasim Ahmed Zaidi, OG-I and Imran Soomro, AVP, T&ODD at SAPNA INN Hotel Larkana.



# JNMDC at a high level

Training & Organisation Development Division while pursuing its top management vision and developing Human Resource to lead the financial sector and providing best services to their customer has embarked upon a series of innovative training programs. In 2012 JNMDC was reactivated and since then JNMDC is conducting quality trainings for Banks' employees. JNMDC is trying continuously to make the training sessions memorable, effective and fruitful by using latest training

methodology that suits learning styles and preferences through a combination of learning process like structured exercises, group discussion, case study analysis and role plays.

Main objective of the training programs is to enable our Bank Executives for decision-making, developing effective regional plans to meet business needs and priorities, foster self-determination by employing Modern Managerial & Management skills and groom them to be the future pillars of the bank.

So far about 800 Executives have been trained on these latest training techniques and a positive feedback regarding these trainings is being highlighted across the regions/Bank.

JNMDC will take these executive trainings to still a high level with the cooperation of the senior management in future.



## NBP expanded ATM network at PARC

NBP PARC Branch has installed Auto Teller Machine (ATM) at Main Atta Turk Avenue, Sector G-5/1, Islamabad. The ATM service was jointly inaugurated by Dr. Iftikhar Ahmad, Chairman, Pakistan Agricultural Research Council (PARC) and Mr. Tariq Zafar, Regional Head (FEDC Region) Islamabad.

On this occasion, Chairman PARC appreciated the efforts of Nosheen Anwar, Branch Manager, for the arrangement of installation of ATM service which will facilitate the employees of PARC, NADRA, Sir Syed Memorial and nearby offices and other general public. On this occasion, Tariq Zafar, Regional Head said NBP maintains its position as Pakistan's premier bank determined to set higher standards of achievements. It is the major business partner for the Government of Pakistan with special emphasis on fostering Pakistan's economic growth.

On this occasion, Mukhtar Ahmad, GM Operation, Zahida Hameed, GM Business, and Nosheen Anwar, Branch Manager, Director (Public Relations and Protocol) PARC Sardar Ghulam Mustafa and other PARC senior officers and officials were also present.



## NBP Signs Agreement for Travel Services

National Bank of Pakistan and Quality Aviation signed an agreement for travel and related services at NBP Head Office Karachi. The agreement was signed by Javed Haider, SVP/Logistics Support, Security and Engineering Group on behalf of National Bank of Pakistan and Shazil Mehkri Executive Director on behalf of Quality Aviation Private Limited. The services included but not limited to that Quality Aviation will be providing best possible fares with surety on seat confirmation, 24/7 (round the clock, seven days a week) services, Visa facilitation services, travel desk placement and ensuring top of the line travel management services. This agreement will be cost saving effective and will help in smooth and transparent ways of working.

During the signing ceremony, Zubair Ahmed, SEVP/Group Chief LSS&EG, Syed Ibne Hassan, Divisional Head/ Corporate Communication and Khawaja Amjad Ahmed from National Bank of Pakistan and Zaki Niazi and Azam Kazmi from Quality Aviation were present.

While speaking on the occasion, Zubair Ahmed, said that, "this is the first step towards cost effective travel management services along with other number of facilities related to travel. NBP is entering into agreements towards better technology usage, modernizing its services for the smooth, efficient and transparent processes".



### Khalid Bin Shaheen Honored for his efforts

As an acknowledgement for his untiring efforts in achieving the desired objective of maximizing the flow of remittances through formal channels in Pakistan, Mr. Hatim H. Moussa, Vice President and Head of Remittance Business (1st from left), NCB presented Mr. Khalid Bin Shaheen, SEVP/Group Chief, NBP Global Home Remittances Management Group with a 24 Carat Souvenir Shield on his recent marketing related visit to KSA. Amr A. Binsefrah, Head of Business Development (1st from right) was also present at the ceremony.

### Helpdesk for Home Remittances Customer at NBP Riyadh Branch

"Consequent upon President's advice, "GHRMG OVERSEAS HELPDESK" has been established & started its operation at NBP Riyadh Branch Saudi Arabia to motivate and facilitate Pakistani Expat community in sending their hard earned money to Pakistan through legal banking channel with NBP's free of charge Foree Transfer Remittances services available at the counters of NBP Riyadh Branch as well as other prominent KSA Banks/Exch Cos spread over in different regions of Saudi Arabia including Al Rajhi Bank, Bank AIBilad, SAMBA ,NCB, ANB, Bank Al Jazira, Alamoudi Exchange etc.

Under the dynamic and experienced leadership of Mr. Khalid Bin Shaheen, SEVP & Group Chief, GHRMG, NBP has achieved a record success in the remittances market through aggressively diversified correspondent base. In line with the strategic objective to cater the needs of Pakistanis living abroad, many new arrangements are underway all around the globe.



Mr. Assad A. Sheikh, General Manager, NBP Riyadh Branch and Mr. Uzair Ahmed Khokhar, Head Remittances Marketing (KSA), Global Home Remittances Management Group.

## Welcome!

Kamran Masud Khan has joined National Bank of Pakistan as SVP/Head of Retail & Branch, Islamic Banking Group in March 2014. Kamran is an MBA from University of Punjab, carrying with him 20 years long rich banking experience starting from a multinational bank in Pakistan. He has also served for about 8 years with a leading Islamic Bank of Pakistan at various business positions.

He has served in almost all departments of Commercial banking like Corporate, SME, Branch Banking, Trade, Marketing etc., his last assignment before joining National Bank's Islamic Banking Group was Group Head Islamic Banking Division with the Bank of Khyber. NBP Islamic Banking Group plans to play a bigger role in the Industry as the management has approved to convert 150 conventional branches into Islamic Banking branches along with setting up of 25 new branches making a total of 175 branches in Pakistan. We wish him good luck for future.



## Career Growth



**Sajid Hanif** MTO/OG-II, Manager NBP Rajana Chowk, Toba Tek Singh Regional Office Jhang joined NBP as AFO/OG-III (MTO/XI-Batch) in 2010. After two years of extensive training program, he was promoted as MTO/OG-II in 2012 and achieved all the allocated Agri Finance targets for the year 2012. The biggest achievements during his short career apart from Agrarian, Non-Accounting & Finance and Non-Management studies background are; he enrolled himself for JAIBP in Summer-2011 session and passed all the three stages of JAIBP in first attempt upto winter-2012 session and won Rs. 2,25,000 cash prize. He was elevated as Manager in 2013 for NBP Rajana Chowk, Toba Tek Singh. Then he enrolled himself for Comprehensive Examination to get accreditation from Chartered Banker Institute (UK) in June-2013 and qualified as Associate Chartered Banker (UK) in first attempt in August-2013. Then after these milestone achievements, He enrolled himself for AIBP in Winter-2013 session and achieved this certification also in first attempt in January 2014 and won Rs. 1,50,000 cash prize. These milestones are a record for an officer in NBP Jhang Region. His future plans are to complete MSBA and CFA qualifications.

# A zest for life...

**Arshad Ali has a warrior spirit, his disability was never a hindrance in achieving his goals. Throughout his life he has attained his full potential and groomed himself in every possible way. There is a great will power within him. His calligraphic work speaks volume of his talent and innate ability to perform.**



**Arshad Ali** joined NBP in 2010 (Management Trainee Batch-XI) as OG-II/MTO (AFO). He has B.Sc. (Hons.) Agriculture Sciences degree with Agronomy as the major subject from University of Agriculture, Faisalabad. He is disabled from left leg due to post polio paralysis since childhood. Despite being a physically disabled person, he has bravely faced the challenges and performed extra ordinary in all fields

(curricular and co-curricular) and has become a role model by proving that disabled persons are no less than any able-bodied person. He got first divisions throughout his educational career. He was selected as member of hostel management committee at University, and then elected as Vice President of Society of Young Agronomists UAF. He has vast experience in the fields of painting, designing and sketching and he is an expert of Islamic Arts & Quranic Calligraphy. He has created hundreds of paintings of Islamic arts and calligraphy and participated in different Art competitions organized by different universities/ Government departments. He won first position in 3<sup>rd</sup> All Pakistan Calligraphic Exhibition-Milad-Un-Nabi Muhammad PBUH 2009 organized by Arts Council Faisalabad and also got consecutive first positions in All Punjab Arts Competitions held at Art Gallery UAF. He was selected as Senior Vice President of the University's Official Club "The Art Club". He was entitled as "Role of Honour" by Vice Chancellor and many shields, certificates and awards were given to him for his outstanding performance and achievements in different competitions organized at provincial and national levels.

Ministry of Youth Affairs, Government of Pakistan confers National Youth Award to the youth between the ages of 15-29 years with the objective to recognize achievements of young people in various fields every year. This award is comprises of shield, certificate and monetary award of Rs. 50,000. Keeping in view of achievements of Arshad Ali, he was nominated for this award. The transparent selection committee constituted by the Government of Pakistan selected him for state's highest official youth award "National Youth Award" in the category of special youth.

After joining NBP, he continued to work with the same zeal, dedication and got first position in module test and presentations at NBP Staff College Lahore. Currently he is working at NBP Pattoki Branch (Lahore East). His colleagues and customers are highly impressed by his working. He has achieved the disbursement and reduction of NPL targets (NPLs brought to zero in 2013). The increase in outstanding of Agriculture portfolio of his Branch was Rs. 59.991 million against the given target of 50,000 million in 2013.



'Inspirational Tales' as a regular feature about touching and challenging or amusing personal experiences of employees overcoming work hurdles or acting beyond the call of duty.

If you would like to share your side of the story; kindly call at 021-34304767 or send it at [editornbp@hotmail.com](mailto:editornbp@hotmail.com)

# CORPORATE SOCIAL RESPONSIBILITY



## Sixth CSR Summit Excellence Award

The National Forum for Environment & Health in collaboration with National Bank of Pakistan organized 6<sup>th</sup> International Summit at Karachi. Representatives of large business and corporate houses attended the summit and displayed their achievements at their respective stalls. To appreciate the companies' efforts, CSR Excellence Awards were distributed by the Commissioner Karachi. NBP was also among the recipients of Excellence Awards.



## Project for Mobile Emergency

Network for Human Social Development (NHSD) and partners are jointly conducting pilot project for Mobile Services Response for Disaster Response Management Team in Peace and Emergency. Initially it will only cover the rural area around Islamabad. To activate such services Mobile unit was donated by the Government and NBP provided the emergency kit and uniform for the volunteers.



## Begum Noor Memorial Charity Hospital Chakwal

To provide medical facilities to the rural population of Chakwal, Bin Qutub Foundation has started development of well equipped hospital in the area. NBP has supported the project and adopted an Emergency Trauma Centre comprising of Laboratory and X-Ray room. The Foundation has started the OPD at the hospital and free medicines are being given to poor patients.



## NBP Equipment Support to DHQ Mansehra, (Hazara Division)

King Abdullah (DHQ) Hospital Mansehra is a public sector secondary level hospital, providing health care facility. Patients come from District Mansehra, Toghbar, Battagram, Koshin and some far flung areas to this hospital. To upgrade their operation theater, Bank provided Oxygen Concentrator & Pulse Oxymeter.



## Equipment Support to Foundation Public School

The Pakistan Foundation School is one of the girls' school in Lahore. About 600 girl students are enrolled. NBP encouraged and supported the school by upgrading the computer lab and provided benches and other accessories for students.



## Singing, Acting & Tableau Competition

NBP in collaboration with Kiran Vocational Training Center organized a singing, acting & Tableau competition for special children. Around 400 persons with disabilities from all over Karachi and 25 NGOs participated. The commissioner Karachi attended the event and appreciated the performance of participants.



## ICU Monitors Donated to Ghulab Devi Hospital

The Ghulab Devi is the oldest chest hospital of Lahore. It provides free of cost diagnostic facilities and medical treatment to more than 800 outdoor patients and equal number of TB patients are admitted in the hospital. The ICU department replaced the obsolete monitors with new ones. While NBP Regional Head Lahore contributed ICU monitors.



## Ninth All Pakistan Declamation Contest

NBP in collaboration with St. Patrick's High School organized 'All Pakistan Declamation Speech Contest, Karachi'. The competition not only attracted distinguished schools from Pakistan but also from countries such as India, Sri Lanka, Bangladesh and Dubai. Students from various schools participated in the contest and the winner and runner up of the events were awarded trophies and cash prizes.



## NBP Support Professional Education Foundation

The main purpose of the foundation is to provide equal opportunity and alleviate poverty by providing financial assistance to the deserving students who long to get professional education but don't have enough resources. The PEF has already funded for the education of 300 students in 2013, while 600 students are waiting for help in the current year. NBP has been financially supporting PEF in its noble cause.



## NBP Scholarship for Students

The Hunar foundation is a non-profit organization which was founded by dedicated group of individuals, with a vision to create "A Skilled Pakistan." The Bank has funded for 40 students to take up one course consisting of two semesters.





**NBP Blind Cricket Tournament at Islamabad**

Mr. Pervaiz Rashid, Information Minister graced the final day of NBP Blind Cricket Tournament at Islamabad. Islamabad team won the finals, whereas Peshawar was runners up of the tournament. The Minister distributed the prizes and trophies to winners and runners up teams.



**Women Sports Festival Organized by Jinnah University for Women**

To provide healthy activity for girls students, Jinnah University organized in-house sports festival. About 100 students participated in various games which include Cricket, Hockey, Football and Athletic As a sponsor, NBP provided trophies and all technical assistance to arrange such healthy activities for women.



**Fifth NBP Wheel Chair Users Cricket Tournament**

NBP sponsored the 5th All Pakistan NBP Wheelchair users Cricket Tournament Islamabad. Teams from Balochistan, Azad Kashmir, Khyber Pakhtun Khwa, Multan, Lahore and Karachi participated. The tournament was won by Multan team. The Regional Head Islamabad distributed prizes to the winners.



**Inter Collegiate (Girls) Sports Tournament**

NBP in collaboration with the Director of College Education, Karachi organized sports tournament for girls' college to encourage girls to take part in sports activities. About 20 girls' colleges and more than 700 girls participated in the competition. The Honorable Nisar Khoro Education Minister was the chief guest and distributed the prizes to the winner and runner up.



**NBP PFF Football Challenge Cup-2014 at Karachi**

NBP in association with Pakistan Football Federation organized NBP PFF Football Challenge Cup-2014 at Karachi. Departmental Teams Like WAPDA, KPT, PIA, KRL, Air Force, Army and NBP participated. Air force was the winner of the Challenge Cup-2014. The tournament was played at KPT ground Lyari. Large number of spectators witnessed the competition and NBP's efforts were lauded by the print and electronic media.



**Cricket Tournament**

The team of NBP Inter District Cricket Tournament, Ormara Gawadar



**Football Tournament**

NBP Junior Football Team played Final of All Pak-Colony Sports Football Tournament.



# Farewell

Colleagues of Economic Research Wing organised a farewell lunch in honour of **Ayesha Mahmud** on her retirement.



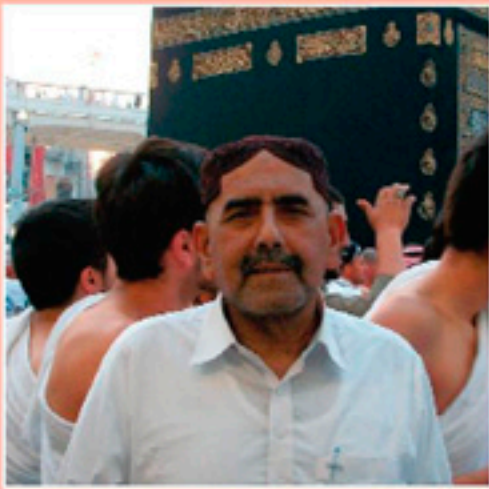
Staff members of Economic Research Wing arranged a tea party for friends and colleagues of Ayesha Mehmud



A Farewell party was held at the Regional Office Abbottabad in honour of



Shabbir Akhtar Ex-AVP, Pervez Akhtar Ex-OG-I, Muhammad Javed Ex-OG-I and Zia-ud-Din Ex-OG-I. Souvenirs were presented by Moeenuddin/SVP, Regional Head Abbottabad. Also seen in the picture are Naveed Sultan, Compliance Chief and Naveed Jadoon, Union President



## Umrah Mubarak!

**Mr. Abdul Jabbar Soomro**, OG-I, NBP, Retail & Production Section R.O Hyderabad recently performed UMRAH



## Souvenir Presented

**Moinuddin**, Regional Head, Abbottabad, presented a souvenir to **Murtaza Javed Abbasi**, Deputy Speaker, National Assembly on behalf of CSR Division.



## CSR Efforts Praised!

**Muhammad Ishaq Dar**, Minister of Finance met the team of NBP CSR. He praised the efforts of CSR Division. The Minister is seen with **Ghulam Muhammad Khan**, CSR Coordinator, **Azmatullah Khan** and **Christopher Delma**.



## Steady Growth

**Ghulam Ali Mashori**, OG-I, NBP Compliance Wing, Regional Office Hyderabad has passed AIBP Examination of IBP with flying colours. A well-deserved success for his untiring efforts.



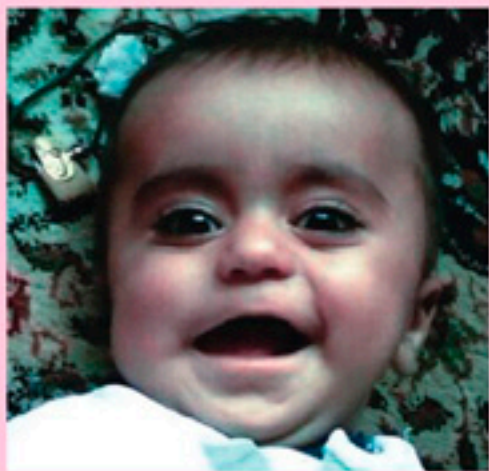
## Positive Result!

**Jan Muhammad Memon**, OG-II / MTO Batch XII, Business Wing, Regional Office Hyderabad has passed AIBP Examination of IBP in 1st attempt. Hard work and dedication helped him sail through this examination.



## Gold Medalist

**Muhammad Aamir**, Technology Support Officer/OG-I, Operations Wing, Regional Office South, Karachi. He recently obtained M.S. Degree in Information Technology (Computing) from SZABIST, Karachi. He was also awarded GOLD MEDAL for distinguished performance and research in the subject of Cluster Computing.



## Blessed

**Muhammad Akram Khosa**, OG-III, NBP City Branch Quetta, was recently blessed with a baby boy **Haseeb Ahmed**.



## First Birthday!

**Khurram Shaikh**, OG-III, NBP, CAD Department, R.O Hyderabad, celebrated first birthday of his daughter, **Eshal Fatima**.



## Baby is a Blessing

**Waheed-ud-Din**, AVP (MTO)/Chief Financial Officer, National Bank of Pakistan, Kabul Branch, Afghanistan Operations, has been recently blessed with a baby boy **Muhammad**.

