

National Bank's initiatives for the nation

Corporate social responsibility (CSR) is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders. Corporate social responsibility is the initiative to assess and take responsibility for the company's impact on the environment and social welfare. Any CSR-focused business would actively promote the public interest by stimulating the growth and development of the community and purposely, eradicating the practices that harm the community sphere, irrespective of legality. CSR is fundamentally the willful inclusion of public interest into corporate decision-making.

National Bank of Pakistan having global presence is serving the nation is actively functional at the CSR front. The Bank is managing a comprehensive CSR Programme, aimed at fulfilling its responsibilities towards the community in general. Being well ac-

quainted with its social duties and responsibilities, it actively contributes to societal prosperity, healthcare, and education, to aid in ameliorating the quality of life of impoverished people of the nation. In the course of last six months, NBP's national support activities pace was escalated and intensified, and it enhanced its support to innumerable philanthropic and humanitarian institutions too.

NBP genuinely believes that education is the best cure for social problems existing in the country and that is the area which needs intensive efforts of all sections of the society. Therefore, NBP is primarily focusing on supporting academic activities whether it's setting up a library in an area like Lyari (Karachi) or rehabilitation and restoration work of Degree College at Khairpur Nathan Shah, which once completed, will permit 3,000 students to recommence their

scholastic activities. As always, the basic objective and goal of education has been developing the minds and bringing about leadership qualities among the participants. NBP is seen organising Motivational Volunteer Empower (MOVE) training programme for IBA Sukkur students with the prime objective to initiate leadership qualities and inspire individuals to bring constructive change in the society.

Being an established and foremost financial organisation in Pakistan, NBP undertakes its community development role very seriously and is never unmindful of the reality that it is a significantly important and essential part of the nation's society. That is why it gives momentous importance to health sector and this fact is substantiated from upgradation of Emergency Ward in Civil Hospital, Mirpurkhas, which is the only

government hospital in the area that serve to the medical needs of the population of the city and the villages located in 50 kilometers of radius of Mirpurkhas. In addition to that NBP organised scores of Free Medical and Eye Camps in different areas of the country and these camps proved advantageous to almost 4,700 patients and more than 1,150 received medicines, eyeglasses, etc. and all these were financed by NBP.

Self-reliance and financial freedom are the two crucial elements that maintain the self-esteem of a person. The unprecedented flooding of 2010 brought serious challenges of economic rehabilitation of the flood affected families. NBP stood by nation in this time of gigantic calamity. NBP together with the Social Welfare Department, Government of Sindh, carried out a one-month vocational training programme of stitching &

embroidery for women of affected families at Karachi. Two hundred women participated in the programme. NBP distributed sewing machines and Training kits to the trainees. Likewise, NBP carried out similar endeavors for the poor women of Mandian Village of Abbottabad where NBP organised an additional vocational training programme for female inhabitants of Darul Aman.

Women have also demonstrated their exceptional talent in numerous sports by winning many titles and laurels for the country. NBP has always remained a step forward in expressing gratitude for their precious contribution. In recognition and gratitude of the same, NBP assisted Women Hockey Championship in Karachi in January, 2011.

For lessening the sense of physical or mental deprivation in the Special Children and

bringing them in the mainstream society, NBP also arranged plenty of events and activities for special children, for instance the National Wheel Chair Cricket Tournament in Islamabad. Not only this, NBP has also financed the All Pakistan Wheel Chairs Cricket Tournament in Karachi, which just concluded and was also telecasted live by PTV, countrywide.

As always, NBP expresses admiration for the national heroes, in recognition of the accomplishments of two-time World Champions Pakistan Blind Cricket Team, the bank made arrangements for All Pakistan Blind Cricket Tournament at Bahawalpur. Another objective of that tournament was grooming and polishing of the young and forthcoming talented blind cricketers.

NBP has always been mindful of global perspective. For showing solidarity with

the Special Children all over the world, NBP in association with Prof Iqbal Memorial Welfare Trust arranged a string of physical recreation/sporting events for Special Children at National Sports & Training Centre, Karachi.

NBP in cooperation with the Family Education Services Foundation arranged Children Benefit Concert at PAF Museum, Karachi. Renowned singers and performers like Najam Sheraz, Shazia Khuskh and the globally celebrated Heartbeat band performed for the pleasure of the physically challenged and underprivileged children.

Culture is another important area for the NBP CRS programme through which it has extended its support to numerous organisations. Peoples Culture Wing is one of those organisations, whose objective is to promote cul-

ture, assist artists, and preserve local heritage. PCW organised the 3rd Annual Shaheed Mohtarma Benazir Bhutto Award of Excellence in June, 2010 at PNCA Auditorium, Islamabad. In this award ceremony, awards were presented to all those eminent personalities, artists, athletes and community workers who have contributed greatly for the service of promotion of culture, arts, and communal services, economics and other walks of life and served the nation likewise.

As a whole, if we look at the history of NBP, it has always been playing essential roles in undertaking the projects whose aim is to uplift the society especially for the people living in remote brown-beaten areas and bringing them at par with prosperous parts of the country. As such, the facts merit in acknowledging that NBP is the true leader in banking sector in terms of both; core banking practices and performing its social responsibilities.