

## **NBP plays pivotal role by giving back to society through its Corporate Social Responsibility (CSR) initiatives**

### **RECORDER REPORT**

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 organising 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 organisation 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 organised 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 organised 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.

Women have also proved their prowess in the field of sports by winning many titles and laurels for the country. NBP is always a step ahead in acknowledging their contribution. In appreciation of the same which is evident from the fact that NBP supported Women Hockey Championship in Karachi in January, 2011.

To alleviate the sense of deprivation in the Special Children and bringing them in the mainstream of the society, NBP also arranged numerous events for special children to include National Wheel Chair Cricket Tournament in Islamabad. Not only that, NBP has also sponsored the just concluded All Pakistan Wheel Chairs Cricket Tournament in Karachi. The Final was telecast live on nation-wide by PTV.

As the NBP always praised the National heroes, in appreciation of the achievements of two-time World Champions Pakistan Blind Cricket Team, the Bank organised an All Pakistan Blind Cricket Tournament at Bahawalpur. Another objective of that tournament was grooming and polishing the young and upcoming talented blind cricketers.

NBP has never overlooked the global perspective, As such, to mark solidarity with the Special Children throughout the World, NBP in alliance with Professor Iqbal Memorial Welfare Trust, organised a series of sporting events for Special Children at National Sports & training Centre, Karachi.

And to add another feather of achievement, NBP, in collaboration with the Family Education Services foundation, organised Children benefit Concert at PAF Museum Karachi. Prominent artists like Najam Sheraz, Shazia Khushk, and the International fame Heartbeat Band performed for the handicapped and under-privileged children.

Culture is another subject of importance for the NBP CSR program in which it has been supporting different organisations. One such organisation is the peoples Culture Wing, the aim of which is to promote culture, artists and heritage. PCW organised the 3rd Annual Shaheed Mohtarma Benazir Bhutto Award of excellence in June, 2010 at PNCA auditorium, Islamabad. In this program, Awards were presented to all those distinguished personalities, artists, athletes and community workers who played a significant role for the promotion of culture, arts, communal services, economics and other fields of life and served the nation.

In a nutshell if we look at the history of NBP, it has always been playing vital roles in uplifting the society especially for the people living in remote down-trodden areas and bringing them in parity with other parts of the country. As such, I feel no hesitation in acknowledging that NBP is truly the leader in banking sector both in terms of banking practices as well as performing its social responsibilities.

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