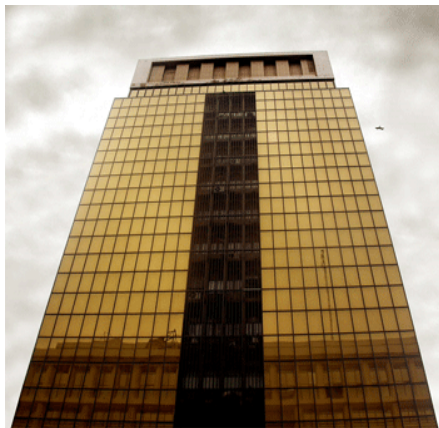




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Serving the Nation in More Ways

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Corporate Social Responsibility for a business entity is an ongoing commitment to behave ethically and contribute to economic development while improving the quality of life of the local community in which it is operating and the society at large. In a nutshell it is about capacity building for sustainable development.

Being the Nation's Bank, National Bank of Pakistan always remains committed to exploring opportunities and avenues for uplifting people's lives across all provinces. Be it in any sphere of society, the Bank's CSR Program leaves no stone unturned in the way of removing and reducing the challenges faced by individuals from different walks of life.

NBP believes that among the pillars on which the entire structure of a society rests, education is the most significant. It is the one that promises growth, development and ultimate survival in this fast-paced world. Therefore, NBP's CSR Program undertook a number of projects relating to promotion and enhancement of education in the country.

Working in collaboration with various schools, colleges, government and non-government organizations, the Bank assisted in organizing an array of debate programs in various institutions of Pakistan. Important among these were: Pakistan Day Girls Inter Collegiate Debate Competition 2010 in association with Khatoon-e-Pakistan Girls College, Independence Day Inter School Debate Competition in collaboration with Sir Syed Town Public School & College, Quaid-e-Azam Day Inter Collegiate Debate Competition at Govt. Technical High School, Jamrud in collaboration with Directorate of Sports & Culture, Youth Affairs, FATA, and Pakistan Day Inter Collegiate Debate Competition 2011 with Govt. Frontier College for Women, Peshawar.

The exciting competitions were attended by prominent educationists and journalists as judges where the competing students were rewarded with attractive cash prizes for perfecting their art of speech. At one of the venues, national songs sung by some students filled the air with emotions and tremendous enthusiasm, displaying love for our dear country.

Apart from the above, NBP also participated in a fund raising effort for the deserving students of SST Public School in Rashidabad near Tando Allayar, Sindh. The Bank sponsored a Musical Program at PAF Museum on 18th April 2010 for the cause. Furthermore, one of the lower class localities in Karachi, Lyari, witnessed two important education related events unfolding in its vicinity:

One event was the development of NBP-Kiran Library. The library will house modern multimedia facilities together with a host of books on various subjects. The objective is to facilitate and provide additional means for the underprivileged students to gain knowledge. Lyari's other major NBP funded event was the Pakistan Day Education Festival 2011. As the word festival suggests, this event had a lot to be excited about: Debates and Drawing Competitions, Cultural Songs, Tableau, Science Exhibition and Quiz Programs. The Provincial Minister for Women Development inaugurated the festival.

Recent floods in the country have caused havoc, particularly in the interior of Sindh. In Khairpur Nathan Shah, all schools and the Govt. Degree College, KP Nathan Shah, Dadu were almost completely destroyed. The local government began the reconstruction work and NBP actively participated and monitored the whole project, so that the work gets done quickly and the 3000 plus students resume their academic activities as soon as possible.

Health is another pillar of a society which determines how strong, prosperous and happy a nation's future would be. Without sound health and adequate health facilities, the dream of a progressive, dynamic country can never be materialized. It is this realization that keeps the NBP CSR program involved in quite a few healthcare related projects every year. During 2010-2011, some of the significant ones were: Upgrading of Emergency Ward in Civil Hospital Mirpurkhas, where NBP provided sensitive and costly equipment such as Diathermy and Anesthesia Machines, Ventilator, Multi-Para meter Monitor, ECG Machine, Defibrillator, Radiolucent Operation Theatre Table, Wheel Chairs, Stretchers and a Generator. Thanks to this support medical equipment it is now possible for the Hospital to handle serious emergency cases like heart problems and severe accident injuries.

In order to reach out and extend medical facilities to residents of remote areas, NBP organized free medical and eye camps at Ibrahim Hyderi, Charsadda, Nowshehra, Pabbi, Bahawalpur, Burewala and Gaddani. Thousands of patients with different ailments got registered in these camps and were provided free medical advice and medicines. Additionally, quite a few of them were operated upon for cataract, a good number were given spectacles and a great many underwent ultrasound tests ... all for absolutely no charges.

Perhaps, the most vital components of a society are the mother and child. Whereas, one nurtures the other; the other holds the key to the future. Hence, their well-being and encouragement should be an essential part of any social development program. Playing its part in this context, NBP has taken a number of initiatives which include arranging vocational training program for flood affected women, sponsoring musical and theater program for fund-raising, women's

hockey championship and children's benefit concert, distributing sewing machines to destitute women and donating hearing aids for special children.

One needs to bear in mind that not all of us are blessed and privileged. There are also those who are mentally or physically challenged. NBP takes special care in making them an active part of our society. The Bank organized various sporting events in different cities for these people. Enthusiastically participating in these, the special players displayed tremendous courage, skills and determination. Moreover, in collaboration with Abbotabad District Government, NBP distributed sewing machines as part of self employment scheme for disabled tailors.

As is the case with any other Pakistani, NBP is proud of its heritage culture and art. To promote artists, athletes, community workers and other distinguished personalities, NBP was proudly associated with the 3rd Annual Shaheed Mohtarma Benazir Bhutti Award of Excellence – 2010 ceremony held in Islamabad.

Having managed all the above, NBP CSR Program revolves around the doctrine that it's never a done deal. There's more to come – ambitious plans, higher degree of commitment and a strong belief to make the nation one of the greatest in the world.

<http://www.thenewstribes.com/2011/06/06/serving-the-nation-in-more-ways/>