

Corporate Social Responsibility

In the year 2020 the Banking sector was confronted with the dual challenges of providing regular banking services to its clients as well as ensuring safety and health of its employees.

Furthermore, NBP was cognizant of its responsibilities as a corporate citizen of Pakistan. Therefore, the Bank mobilized to play its role through its CSR Program of providing support to households affected by the lockdowns and its adverse economic consequences. In a nationwide effort, NBP provided support to over 26,000 low income households using Karachi Relief Trust as well as various microfinance organizations.

In addition to its demarcated and pre-defined areas of Education, Health, Special Persons, Women & Children, the Bank is always there for the relief of affected people in case of natural disaster or calamity. We believe that looking after underprivileged communities is synonymous to serving the Nation. NBP has a well-funded CSR Program focusing on Education, Healthcare, Forestation, Water Resource Development and enhancing Livelihood Generation skills.

During the year, NBP spent around PKR 85 million on CSR activities. To ensure progress, quality of work and transparency in utilisation of funds under CSR schemes, NBP regularly monitors project activities. The Bank has initiated a wide range of projects, including provision of free primary healthcare, hospitals, mobile dispensaries, scholarships for local students, infrastructure development and upgradation of academic institutions.



Key CSR Contributions

	(PKR '000)
Karachi Relief Trust (KRT)	20,000
Rural Community Development Programme	20,000
National Rural Support Programme	25,000
SAFCO Support Programme	5,000
Thardeep Microfinance Foundation	5,000
Aga Khan Rural Support Programme	5,000
Namal College-Mianwali	5,200



Health Care

Throughout the year, the executive management remained in contact with its field staff and customers creating awareness on how to prevent and fight against Covid-19. We strictly adhered to the SOPs advised by the health authorities for the safety of our frontline employees and customers visiting its branches and offices. During the year 2020, the Bank became part of the Pink Ribbon Campaign for creating awareness in society about breast cancer.



Financial Inclusion

Effective measures were taken to ensure the provision of uninterrupted banking services to the public during a very tough operating environment. The Bank remained at the forefront for ensuring easy access of credit to the business community, enabling them to continue their business activities. As a step towards the financial inclusion strategy, 300,000+ new customers were added. NBP is key partner to the Government of Pakistan in disbursement of financial assistance to millions of needy persons.



Growth Opportunities

During these difficult times, the Bank is playing its due role to create employment opportunities for the youth by providing GoP / SBP incentivised finance facilities under the Prime Minister's Kamyab Jawan – Youth Entrepreneurship Scheme. The Bank is also participating in the Government of Pakistan initiative directed towards the provision of low cost housing facility to the public.



Education

At NBP, we believe that education plays a vital role in economic development and poverty alleviation in society. With this perspective in mind, the Bank is performing its social duty of uplifting educational standards in the country by financially supporting various educational institutions on a yearly basis. NBP also extends support through educational programmes and other skills to financially constrained students.

Considering the importance and impact of quality education on the socioeconomic lives of individuals and society, the Nation's Bank contributed PKR 5.2 million.