



FWBL NEWS

Issue: April - June, 2014



PM'S YOUTH BUSINESS LOANS SECOND BALLOTING

The PM's Youth Business Loans Scheme aimed to enable thousands of Pakistani youth to gain financial independence, and also prove to be a source of major economic activity. The first balloting of PMYBL took place in February this year, followed by the second balloting of this scheme on 4th June, 2014, at Islamabad's Convention Center.

Addressing the Ceremony, the Prime Minister said, "I see great potential in the Youth of Pakistan who can bring about economic revolution and development in the country through their energies and dynamism". He said that "the middle and lower-middle classes have contributed to the development of nations like Germany and Japan, and therefore, I hold great expectations from the Youth of these classes in Pakistan". "The scheme is totally transparent and based on merit", added the PM. Emphasizing the role of women in the development of Pakistan, the Prime Minister said that the Government is providing equal opportunities to women in all sectors and therefore all the schemes of Prime Minister's Youth Program contains fifty percent quota for females. Later, the Prime Minister performed the 2nd computerized balloting of the Youth Business

Loan Scheme. These loans are being provided by the National Bank of Pakistan and First Women Bank Ltd.

In the second balloting, seventy seven (77) candidates who applied for the PMYBL through First Women Bank were successfully selected to receive the loans, wherein in the first balloting, sixty four (64) successful applicants were selected to receive the loan through First Women Bank Ltd.

The successful candidates selected through balloting showed interest in business areas covering; Education, Agriculture, Beauty Parlors, Boutiques, Garments, Dairy Farming, Logistics, Footwear, Handicrafts, Health Clubs and Gyms, Home Appliances / Electronic Shops, Driving Schools, Interior Designing, General Stores, Ice-Cream Parlors, Workshops, Kitchen Manufacturing and Off-Season Vegetables - High Tunnel Farming.

First Women Bank Ltd. - an active participant - is very closely in touch with the borrowers and applicants to provide assistance wherever they need. All 41 branches of FWBL, in 24 cities of Pakistan, are authorized to provide these loans.

The Bank strongly feels for those who did not meet the eligibility criteria due to weak / no exposure to business / market. It is therefore strongly recommended that females seriously



interested in doing business and availing this golden opportunity must contact FWBL for providing linkages, should they require advice and training. FWBL believes that its prime objective is to financially empower women and would not like their disempowerment by giving loans which is beyond their capacity to repay.

50% of the total loans have been allocated for women and 5% quota has been reserved for the families of Shaheed, Widows and Physically Challenged individuals. These loans are strictly based on merit, offered to both men and women aged between 21 - 45 years.

MS. TAHIRA RAZA, PRESIDENT FWBL, CALLS ON MS. MARYAM NAWAZ SHARIF, CHAIRPERSON PM YOUTH PROGRAM

Chairperson Prime Minister Youth Program, Ms. Maryam Nawaz Sharif, expressed her deep satisfaction over the paying back of loans by the young beneficiaries of the PMYBL. This she expressed during a call by Ms. Tahira Raza, President First Women Bank Ltd., who briefed the Chairperson PMYP on the paying back of loans through instalments by the beneficiaries of the PMYBLS. Ms. Raza, while apprising the Chairperson, told her that the beneficiaries of the PMYBLS have also started paying back the principal instalments, which shows the thriving profit ratio of their respective trades.

Ms. Maryam Nawaz Sharif hailed the start of depositing back of loans in the lending banks' branches. "The returning of loans by budding entrepreneurs speaks volume of their ability and success, which has turned - talented but jobless - youth into successful and emerging entrepreneurs - including women, who now enjoy the ownership of profitable and demand-driven trades, including dairy farming, e-clothing (sale of stitched clothes through online marketing), beauty salons, tuition centers, boutiques, provision and general stores, handicrafts, health clubs, interior designing, etc." she added.



FWBL WINS BRANDS OF THE YEAR AWARD 2013

First Women Bank Ltd. was awarded with the 'Brands of the Year Award 2013', in the category of Women Banking in a Ceremony held at a local hotel in Karachi. Ms. Tahira Raza, President & CEO First Women Bank Ltd., received the trophy from Mr. Muhammad Sarwar, Governor Punjab, on this occasion.

The Brands of the Year Award is a distinctive recognition for a brand recognized as champion in its industry category, based on current year market standing. Its evaluation process is comprised on a nationwide quantitative qualified consumer survey, expert analysis and attributes based qualitative brand research.



TAHIRA TO GALVANIZE FWBL - DAILY PAKISTAN OBSERVER



TAHIRA Raza's appointment as President of First Women Bank Limited (FWBL) has been well received in the banking industry of Pakistan and all those associated with the women specific bank appear to be rightly jubilant, as she is no stranger to them and the banking sector. She worked at FWBL & MCB and, before her appointment, was the SEVP at National Bank.

FWBL needed a committed and professionally competent head to put it on sound footing, at a time when the banking industry is witnessing phenomenal growth in Pakistan. We say so because the First Women Bank was conceived with a lofty agenda, and it was, among other things, believed to inspire and empower women by extending loans to businesswomen for establishment of new business / development of existing business and for working capital.

The objectives to mainstream women in economic sectors and enhance women's entrepreneurial development and employability through capacity building and skill development through this exclusive Bank could not be fully

realized and the institution somewhat became rather dormant. A stage came when this Newspaper heard murmurings in 'Q' Block of its winding up or merger with some other Bank. However, Finance Minister Senator Ishaq Dar has come up with a way out and has appointed a towering lady in the banking industry who is known as an experienced and successful banker, and we hope she will galvanize the all-important institution. She is recognised as workaholic and has the capacity to infuse a new life in FWBL. Her appointment is in line with the PML-N Government's agenda to appoint heads of financial and other institutions on the basis of merit and experience. We may point out that what the Bank ignored in the past was its lack of interaction with the women entrepreneurs and to create a higher level of awareness among women folk that FWBL was exclusively meant for them and they should take full advantage of its services. We hope the new President will go through all the lacunas in its functioning and at the same time urge the Government to create a more enabling atmosphere for FWBL by injecting more resources to enable it to expand its operations.

On the appointment of Ms. Tahira Raza as President & CEO of the First Women Bank Ltd., Daily Pakistan Observer wrote an editorial in its April 9, 2014 publication. Below is the text being reproduced for our readers.

BANKING SECTOR IS A REAL FORCE BEHIND SOCIO-ECONOMIC GROWTH. FWBL COMMITTED TO PLAY ITS DUE ROLE IN ECONOMIC TURNAROUND OF PAKISTAN - PRESIDENT FWBL

The first ever interview of Ms. Tahira Raza, President & CEO FWBL, was conducted by Mr. Amanullah Khan for the Annual Issue of Weekly Pakistan & Gulf Economist, which was simultaneously published in the Daily Pakistan Observer. Excerpts from the interview:

Tahira Raza, who recently took over as the President of First Women Bank Ltd. (FWBL) on the back of her extensive exposure to the banking industry, to her professional credit, is quite determined to build up the image of the banking with capacity building of the team associated with the Bank.

The First Women Bank, which has now to celebrate 25 years of its existence, has yet to achieve its due market share through innovative financial products and competitive innovative solutions, not only for female customers, but will focus the entire market as a real commercial bank. She carefully commented on the performance of the Bank during the past 24 years, where more focus was given as a developmental bank like an NGO, rather than a commercial bank.

PO: Would you like to share your feelings after assuming the prestigious office of the President FWBL?

Tahira: It is really a proud privilege to have this position and I was definitely aspiring for this position, because being in the banking industry for such a long time, I used to look at things which can be transformed into much better shape, but without having any lever in hand you cannot do anything in spite of the fact you know how you can put things to perform better. FWBL is very close to my heart because I joined this Bank as a pioneer when the Bank was started in 1989, when some of the women bankers had joined FWBL to develop this as a Bank. I always wanted to see this Bank second to none in the industry.

PO: Pakistan's banking industry, known as the

best banking industry in regulatory compliance set by the State Bank of Pakistan, what is the position in FWBL?

Tahira: (with a smile on her face) A sense of achievement that State Bank of Pakistan has issued a regulatory circular to the banks that there should be no charge of mark-up upon mark-up, or compound interest and ensured that this issue of compound interest should be eliminated once and for all from the Bank. After that I left and joined National Bank, when after three four years SBP once again issued the circular regarding mark-up upon mark-up, and I was so happy to see that there was not a single instance of changing mark-up upon



mark-up in First Women Bank, so we are committed to regulatory compliances which not only puts us on the safe track, but helps in enhancing quality of assets of the Bank.

PO: Since you are in a position to implement your ideas to improve the image and the Bank, what are your future plans in this regard?

Tahira: Some unproductive branches which have failed to produce results either will be streamlined with fresh and capable staff or may be shifted to other commercially viable places. We cannot allow ill-performing units to cast their shadows on well-performing branches of the Bank.

The Bank has a strength of around 625 employees - out of that 135 are drivers and other supporting categories, while core banking staff are estimated around 435. We need to either go for capacity building of non-banking staff or to do the right sizing to reduce overheads.

PO: You look more aggressive towards image building of the Bank - what steps are in your mind to achieve that goal?

Tahira: Actually it is not an easy task and cannot be done single-handedly, so we have formed a focus group, or you may call it a think tank to provide us with a guideline for achieving the much sought-after goal of image building of the Bank in all respects. This focus group has the support of some well known, you may call them financial wizards, like Dr. Ishrat Hussain, Ali Raza, Zubair Somroo, Zafar A. Khan, Azhar Hamid, Dr. Faisal Bari and other prominent leaders in the finance and economic regime who were kind enough to provide us guidelines for growth, progress and innovation solutions which I believe would certainly help to address certain issues faced by the Bank.

PO: What do you think of the new tax relaxation given to the corporate sector in the recently announced Federal Budget and how has the banking industry responded to this tax relief which is equally applicable on banking industry as well?

Tahira: The tax relief given in the budget was really a positive step towards encouraging investment in the corporate sector and hopefully this will also help attracting investment as well which is the key to growth in all economic segments of society.

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DEPOSIT MOBILIZATION CAMPAIGN 2014

'If you don't drive your business, you will be driven out of business.' - **B. C. Forbes**

Keeping in mind the growing prospects of the Bank, First Women Bank Limited launched a Deposit Mobilization Campaign. In this Campaign, all staff members are invited to participate and contribute to the Bank's growth, irrespective of Grade / Cadre. Bench-marked targets have also been spelled out,

which are linked to the performance of all the Officers and Executives of FWBL, in addition to commission. This Campaign is purely related to CASA Deposits i.e. Current and Saving Accounts. The basic target will be the new customers, who can create a major impact in deposit targets. To develop and inculcate team spirit, branches / Regions where 100% employees have achieved targets will get a super award.

EXTENSION IN BUSINESS HOURS

In order to facilitate customers and to be in line with the banking industry, FWBL has extended the business hours of all branches from May 2, 2014.

Details are:

Monday to Thursday: 9 am to 5 pm
(with lunch break from 1.30 pm to 2.15 pm)

Friday: 9 am to 5 pm
(with lunch break from 1.00 pm to 2.30 pm)

BANCASSURANCE CONTEST APRIL 2014

Income through bancassurance sales is the surest way to generate sufficient revenue for banks without risking their funds. This also helps generate personal income for those who are selling the policies. To generate further interest, a Contest with adequate recognition / compensation to individual producers was launched by State Life Corporation under the title 'Best Opener of the Second Quarter 2014',

from 11th April, 2014 to 30th May, 2014. All branches participated in the Contest. This was a great opportunity for the FWBL team to set a new milestone for the second quarter 2014 in the bancassurance business. The minimum qualifying base was Rs. 100,000/- NFYP (New First Year Premium).

Details of the prizes were:

1) Qualifying Prize: Appreciation Certificate with minimum qualifying base of Rs. 100,000/-

2) KarKardagi Shield and Appreciation Certificate: Minimum qualifying base of Rs. 200,000/- NFYP.

3) Position Holders: Minimum qualifying base Rs. 500,000/- NFYP.

THE CONTEST WAS WON BY REGION CENTRAL AND NORTH BRANCHES.



Ms. Mobina Tariq - Manager Multan Branch stood first, having sold 20 new policies. She got a cash prize of Rs. 15,000/- (fifteen thousand only), a winner shield and a certificate.



Ms. Aowj Nawaz - Manager Gujranwala Branch sold 8 new policies, and scored second position. She received a cash prize of Rs. 10,000/- (ten thousand only), shield and a certificate.



An Appreciation Certificate was awarded to Ms. Nighat Sultana - Manager Fatima Jinnah Women University Branch, Rawalpindi.

BANCASSURANCE – RAMZAN EIDI CONTEST

In the month of Ramzan a contest titled "Ramzan Eidi Contest" from 25th June, 2014 to 24th July, 2014 was

also been launched by SLIC, where minimum qualifying base was kept for Rs. 50,000/-. Appreciation Certificates

plus Eidi will be awarded to qualifying contestants.

KNOWLEDGE BUILDING COMPETITION ON SBP PRUDENTIAL REGULATIONS CONTEST 2014

‘An investment in knowledge always pays the best interest.’ - Benjamin Franklin

In line with the President's vision to augment knowledge base of all employees of FWBL, a competition on SBP Prudential Regulations has been launched by the Bank. State Bank of Pakistan's Prudential Regulations broadly cover the following four categories.

1. Risk Management (R),
2. Corporate Governance (G),
3. Customer Due Diligence and Anti Money Laundering (M), and
4. Operations (O)

Any violation or circumvention of these regulations may render the Bank / DFI / Officer concerned liable for penalties under the Banking Companies Ordinance, 1962 which can erode the profitability of the institutions. Due to this, it is essential for every banker to have adequate knowledge of these guidelines.

This competition is open to all regular

employees of the Bank, irrespective of their posting at branches, Control Office or Head Office. Participation of Branch Managers / Regional Managers / Regional Business Heads is mandatory but they will not be entitled for awards. Participants will have to prepare well for this competition, as they will be given approximately 3 weeks time to study all the above Prudential Regulations.

The competition will be held in two stages:

Stage-1. A written test will be held containing Multiple Choice Questions, Single Sentence Description and Problem Solving / Case Studies. The duration of this test will be two hours (120 minutes) and qualifying marks will be 60%.

Stage-2. A panel interview (Viva Voce) for all those who qualify in the written test. This stage will carry 40% marks.

Based on the above mentioned evaluation process, three top position holders will be selected to act as “The Key Resources Person” (KRPs) to guide their other colleagues and answer the queries raised by them on the issues related to above regulations. To

encourage and further motivate these Key Resource Persons, their profiles along with their photographs will be published in the FWBL Newsletter.

All the three winners in their respective Regions will be recognized with an appreciation award, along with a special monthly allowance @ Rs. 5000/= (Rupees Five Thousand only) per month, till the selection of new KPRs for the year 2015 from the date of announcement of the merit position.

The award will be given by the President / CEO in a formal Ceremony held in Karachi. It will be an annual event at FWBL and will be held once every year from 2014 onwards.

It is expected that the participant would thoroughly study the Prudential Regulations on Corporate, SME & Consumer Banking, Housing Finance, especially those related with KYC / DDC, AML, Suspicious Transactions, Assessment of Financing Proposal, Risk Management, Documentation, Follow-up and Recovery of Advances and Corporate Governance before appearing in the written test and interview.

Tahira Raza Interview (continued from page # 3)

PO: So far the Bank is exclusively run by female staff, while there are certain things where male professionals are equally important to support the concept of women empowerment through women banking. What is your opinion?

Tahira: Yes, I agree that it was not fair enough to have extreme gender discrimination in the early days. We had a policy that we would hire male professionals on contractual basis to provide training to female staff, this I think was not a good decision and now we are considering to give a second thought to our policy and may go for hiring of male professionals as well to have a balanced approach and accelerate in the market. This change of policy I think may bring a positive change in the performance of the staff as

well as the Bank in the market.

PO: One of the basic slogans of FWBL was the economic empowerment of women. Do you think your Bank has succeeded in achieving this goal?

Tahira: Actually, I firmly believe that the real power is knowledge which helps in sustainable growth, so we tried to impart knowledge among females by providing them trainings in different fields and provide micro-financing, however, this idea did not click because you cannot make one an entrepreneur by force, it is in the chemistry of a person. So instead of moving as a developmental bank, now our focus will be as a commercial bank, and even as a commercial bank we can provide financial products and services not only on concessionary basis but purely on professional basis, to lend a strongly

supporting hand to the females having passion to grow and hopefully our commercially feasible products would bring a change in the women folk of the country.

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HAPPENINGS

INAUGURATION OF NEW REGIONAL OFFICE LAHORE

During her first visit to Lahore, Ms. Tahira Raza, President & CEO First Women Bank Ltd., inaugurated the Regional Office which has been

shifted to new premises owned by the Bank.

Address of the new office:

FWBL Regional Office Lahore,

51- C/2, Maisonette Plaza, Ghalib Road, Gulberg III, Lahore. Phone: 042-35771371



RECEPTION IN HONOR OF MS. TAHIRA RAZA, PRESIDENT & CEO FWBL, BY MS. KAZMI

Ms. Shamim Kazmi, National President Association of Business Professional and Agricultural Women, held a reception to celebrate the appointment of Ms. Tahira Raza as the President & CEO of First Women Bank Ltd.

A large number of women attended the reception. In her remarks, she warmly welcomed Ms. Raza and said, "You indeed have always upheld values with hardwork, tolerance and great sense of commitment. Your achievement is an inspiration for the women of Pakistan."

Ms. Tahira Raza thanked Ms. Kazmi for holding a reception in her honor. Addressing the ceremony, she shared her plan to strengthen the Bank by offering competitive and innovative solutions to market it as a real commercial bank.



FWBL FAMILY

WELCOME ABOARD

- Ms. Ayesha Menai has recently joined FWBL as Head Human Resource Division. She brings with her 25 years of valuable experience. Before joining FWBL, she was associated with ICIL.

OBITUARY

‘Though nothing can bring back the hour of splendor in the grass, of glory in the flower, we

will grieve not; rather find strength in what remains behind.’ -**William Wordsworth**

The following FWBL Family members lost their loved ones during the past few months.

- The mother-in-law of Ms. Siddiqueh Khalil - SVP/Head Operations - passed away on May 29, 2014.
- The sister-in-law of Ms. Naheed Firdous (Operations Manager, AIOU Branch - Islamabad). She passed away on Friday, 6 June, 2014.
- Ms. Najma Saira’s (Senior Officer Region

Central) sister along with her whole family, passed away on Saturday, 7 June, 2014.

- The mother-in-law of Ms. Zeba Shehanshah (Officer - Recovery Department) passed away on Thursday, 12 June, 2014.
- The mother of Mr. Andrew Patrick (President Secretariat). She passed away on Saturday, 21 June, 2014.

FWBL News expresses its heartfelt condolences to all of them and their bereaved families and prays that may the departed souls be rest in peace. Amen.

ON THE LIGHTER SIDE

JOKES

Sales

A Sales manager, addressing an underperforming sales force at the start of a new month, said: "We are going to have a sales contest this month. The winners will get to enter next month's contest."

The Boss

One day a man goes to a pet shop to buy a parrot. The assistant takes the man to the parrot section and asks him to choose one.

The man asks, "How much is the yellow one?"

The assistant replies that it costs \$2,000. The man is shocked and asks the assistant why it's so expensive. "This parrot is a very special one. He can type really fast."

"What about the green one?" the man asks. "He costs \$5,000 because he can type, answer incoming phone calls and takes notes."

"What about the red one?" the man asks. The assistant says, "That one's \$10,000."

Curious, the man asks, "What does he do?" The assistant says, "I don't know, but the other two call him boss."

Employee Motivation

The owner of a company tells his employees:

"You worked very hard this year, therefore the company's profits increased dramatically. As a reward, I'm giving everyone a check for \$5,000."

(Thrilled, the employees gather round and high five one another).

"And if you work with the same zeal next year, I'll sign those checks!"

“QUOTES”

- ‘Equipment, procedures - those things can be duplicated. Human capital is the only area where companies can really differentiate themselves.’ - **Meldron Young**
- ‘Climbing to the top demands strength, whether it is to the top of Mount Everest or to the top of your career.’ - **Abdul Kalam**
- ‘I've always believed that if you put in the work, the results will come.’ - **Michael Jordan**

- ‘Business has only two functions - marketing and innovation.’ - **Milan Kundera**
- ‘If you want to make peace with your enemy, you have to work with your enemy. Then he becomes your partner.’ - **Nelson Mandela**
- ‘A person who never made a mistake never tried anything new.’ - **Albert Einstein**

“Did you know?”

- Paper money was first used in China
- The most commonly used letter in the alphabet is E
- The least used letter in the alphabet is Q
- The average human brain contains around 78% water
- French fries are originally from Belgium
- 96% of candles sold are purchased by women
- The tea bag was invented in 1908

FACILITATING FAMILIES TO DO BUSINESS FROM A SINGLE POINT



FWBL's **Hamara Business Account** makes doing business even easier – enabling families to meet all business requirements from one place. Avail many benefits for free*, including a special one where the higher the balance in your account, the higher the number of free transactions:

- Drafts, M.Ts and T.Ts
- Pay Orders
- Cheque Book
- Online Transaction
- ATM Card
- Locker Facility

For more details, contact your nearest branch or visit www.fwbl.com.pk

* Terms & Conditions Apply

Giving women the power to succeed



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