



FWBL NEWS

(Issue: Apr – Jun 2015)



FWBL OPENS A BRANCH AT DACGC KARACHI



Brig. Zubair Ahmed, Administrator DHA Karachi, and his wife Mrs. Humera Zubair inaugurated the Branch. Brig. Zubair appreciated the initiative taken by Ms. Tahira Raza, President & CEO FWBL, for choosing the most prestigious location for FWBL's new branch and expressed his confidence that the Bank, with its outstanding customer services, will serve the economy well and contribute significantly to achieve the economic goals of the country.

While addressing the Ceremony, Ms. Tahira Raza, President FWBL, said that the new branch is a reflection of the Bank's growing business and commitment to facilitate customers and serve them better. "We fully intend to deliver our promise of quality services by becoming the right partner for our customers and providing them with more facilities." *(More details on Page#5)*

Peace of mind and a feeling of security are the most important considerations when dealing with matters of money and other valuables. To provide customers a safe

and homely atmosphere for banking, First Women Bank Limited (FWBL) has opened a branch at the DA Country & Golf Club, Karachi.

RELAUNCH OF FWBL SALARY LOAN



FWBL relaunched its Salary Loan product. The Salary loan product (up to Rs. 500,000/-) is a term finance loan, based on an amortization concept with fixed monthly

installments/repayments. It enables customers to bridge their financial shortcomings for various purposes such as vacations, children's weddings, children's education and other general expenses.

The target market for Salary Loan constitutes salaried individuals, comprising of employees of multinational companies, government employees, armed forces personnel & employees of local private sector organizations. The product offers low mark-up rates, fast processing and flexible repayment tenure - from 6 months to 5 years. Customers between ages 25 - 57 years maintaining a salary account with FWBL, with a clean credit history, are eligible for this loan.

MR. MUDASSIR H. KHAN NEW BOARD MEMBER



The National Bank of Pakistan has appointed Mr. Mudassir H. Khan, SEVP & Group Chief - Commercial & Retail Banking Group, as a new member on the Board of First Women Bank Limited.

‘SMES ARE OUR MAIN FOCUS’ - MS. TAHIRA RAZA’



Ms. Tahira Raza, President & CEO First Women Bank Ltd., discussed the challenges confronted by the banking industry in general and FWBL in particular during her interview with the Daily Business Recorder, published in April 2015.

Following are the key takeaways from the conversation:

FWBL was set up as a result of the affirmative action of the Parliament in 1989 with a paid-up capital of Rs. 100 million as a public sector bank. Subsequently, SBP raised the Minimum Capital Requirements (MCR) for all scheduled commercial banks up to Rs. 10 billion. However, this requirement was fixed at Rs. 3 billion for FWBL in February 2014 jointly by SBP and the Ministry of Finance, the major shareholder of the Bank with 72 percent stake. The latter also injected Rs. 1 billion into the Bank last year, whereas MCB, HBL, NBP, UBL & ABL together hold 28 percent stake in FWBL.

The misrepresentation of material information by media in the wake of the moratorium on KASB Bank negatively impacted FWBL. Sections of the media wrongly reported that FWBL was also liable to meet the MCR requirements of

Rs. 10 billion. This caused a spur for the Bank at a critical time of annual closing.

Unfortunately, the Bank was hit by large NPLs which required large amount of provisioning in 2014 and is one of the major reasons for the loss, while other contributing factors include high administrative cost, high cost of deposits and leakage of income. Hence, addressing these challenges is the primary focus right now.

The Bank’s President opined that our market does not appreciate risk return relationship and the customers ask for bids to place deposits with the highest bidders not realising the high return offered may be associated with higher risks. She explained that, “Since we are a public sector bank which is potentially low risk, we are not part of this race. It is part of our strategy to replace high cost funds with funds at the declared rates with much diverse customer base. This is a slow process but is doable.”

“Our consistent focus is on improving the bottom-line by targeting specific controls and business development which is supporting the business growth”, informed the Bank’s President.

Commenting on the current banking environment she said that at present government paper is not only the least risky, it also offers relatively high returns. On the other hand, the private sector is becoming more risky due to grave energy crisis, security issues and low human resource capacity.

“Therefore, we see a reverse situation of ADR & IDR,” she also added that, “laws governing recovery of loans and the decision making process in courts also affect

banks’ motivation to lend to private sector.” Switching gears to comment on the Bank’s intended focus in the year ahead, the Bank’s President informed that as a strategic move, FWBL is repositioning itself as, “the Bank for the people” by focusing on:

1. Small saving mobilization
2. Lending to small businesses (S of SME Sector)
3. Bringing diversity to the customer base as well as to its employees while meeting commercial objectives
4. Focusing on need assessment and aligning product development with such need
5. Developing strategic alliances
6. Focusing on capacity building of the staff and other resources
7. Dispelling the misperceptions about the Bank

Common misperceptions about FWBL are:

- That FWBL provides concessional loans and services as against being an efficient, competitive and customer-friendly bank.
- The Bank is primarily lending to improve women’s access to credit as against the fact that it is to mobilize savings, sell need-based commercial products, including loans.
- Belief that women can be beneficiaries of banking services only if they take loans for business purposes. All women cannot be entrepreneurs, just like every man cannot venture into business.

The Bank is also pioneering within the realm of human resource management. “We are working to introduce flexible working hours for women” she informed adding that “women often have to take some time off and leave their jobs for a while which adds as a disadvantage if they want to re-enter the job market.” She expressed confidence that the flexi-hours policy will help retain valuable team members during their productive careers. Ms. Raza called for more government attention towards similar initiatives to help improve financial/economic inclusion across genders.

(Continued on page 3)

FWBL BIDS FAREWELL TO TWO MEMBERS OF THE BOARD

FWBL bids farewell to two members on the Board of Directors, Mr. Ali Sameer Farooqui of UBL and Mr. Muhtashim Ashai of MCB. The Ceremony was held at a local hotel in Karachi.

Mr. Ali Sameer resigned from the Board in February 2015. He was serving as

Chairman Board of FWBL and also heading the Board Risk Management Committee (BRMC), while Mr. Muhtashim Ashai was chairing the Board Human Resource & Compensation Committee (BHRCC).

The Iftar dinner was attended by the Board members, including Ms. Naheed

Ishaq - Ministry of Finance, Mr. Asif Saeed Sindhu - UBL, Ms. Nausheen Ahmad - HBL and Mr. Mudassar H. Khan - NBP. Ms. Tahira Raza, President & CEO FWBL, appreciated the services of the retiring directors and wished them good luck and success for their future endeavours.

PM YOUTH BUSINESS LOANS

میرے نوجوانو!
مجھے ہے تم پہ یقین

وزیراعظم یوتھ بزنس لون

ملکی تاریخ میں پہلی بارہ 50% تک قرضے
صرف خواتین کے لیے

Prime Minister's
Youth Business Loan

www.pmo.gov.pk

First Women Bank Limited (FWBL), an active participant of Prime Minister's Youth Business Loans Program, aims at the economic upliftment of Pakistani women. The loans offered through this program are strictly based on merit, for both young men and women aged between 21 - 45 years. 50% of the total loans are allocated to women and 5% quota has been reserved for the families of Shaheeds (martyrs), widows and physically challenged individuals.

The applications received indicate that the successful applicants of PMYBL are more inclined towards business areas covering Education, Agriculture, Beauty, Textiles, Dairy Farming, Logistics, Footwear, Handicrafts, Health Clubs and Gyms, Home Appliances/Electronics, Driving Schools, Interior Designing, General Stores,

Ice-Cream Parlours, Workshops, Kitchen Manufacturing and Off-Season Vegetables - high tunnel farming.

So far the Bank has disbursed loans amounting up to Rs. 118.430 million. FWBL has received a total of 460 applications from all over Pakistan; out of which only 155 applications were approved, 214 were rejected, and 91 are under consideration. The approved loans were disbursed to the successful candidates with a loan size ranging from Rs. 200,000 to Rs. 2,000,000.

All 42 branches of FWBL in 24 cities are authorized to provide these loans, wherein special counters have been set-up to facilitate the customers.

First Women Bank is committed to empowering women and is therefore ready to provide advice and training linkages to all those applicants who were unable to meet the Bank's criteria, especially those women with an earnest passion of doing business.

(Interview excerpt from page 2)

"Our branch network extends to 41 branches and its further expansion will be based on the availability of required capital. We are also exploring options for expansion other than investing in physical infrastructure and are considering a network expansion using e-platforms," she said. The Bank is also embarking on "multidimensional training program for capacity building within the organization." This program will be administered

using the support of national and international experts.

"Our deposits have started picking up gradually and we have readjusted our KPIs into becoming quality deposits. On the asset side of Rs. 9 billion, nearly one-third is commodity financing. Being a public sector bank, we are sitting on Rs. 1.4 billion NPLs which are on the higher side, but we are making efforts for their recovery," she concluded.

CONCEPT, COORDINATION & EDITED BY:

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Ph.: 021-35657630, UAN: 111-676-767
Website: www.fwbl.com.pk

Designed by: SPECTRUM | Y&R

FWBL ORGANIZED AN INVITATIONAL GOLF TOURNAMENT



- 1 point for Bogey (1 over par)
- 0 point for Double Bogey or above (2 or plus over par)

Mr. Faisal Qureshi and Mr. Nadeem Arif were declared as winners while Mr. Mashkoor Khan and Mr. Taha Paracha secured second position. Third prize was given to Mr. Jawad Afzal and Col. Saleem Zafar.

At the launch of DACGC Branch, FWBL organized the Invitational Golf Tournament on June 13, 2015. Around 100 golfers including Ms. Tahira Raza, President & CEO FWBL (who is a keen golfer), participated in the event. The tournament was played over 9 holes with stable ford

format and the points were assigned on net scores.

- 5 points for Albatross (3 under par)
- 4 points for Eagle (2 under par)
- 3 points for Birdie (1 under par)
- 2 points for Par

The FWBL Invitational Golf Tournament was recorded and aired on Pakistan Television Sports Channel (PTV Sports).



The subsidiary prizes for the Women's category were awarded to Ms. Humaira Khalid – Longest Drive, Ms. Shabana – Nearest to Pin.



Men's category prizes were given to Brig. Jalil Anwar – Longest Drive, Maj. Shujauddin – Nearest to Pin and Mr. Husam Khalid – Closest to Line.



Later, trophies were awarded to the winners. The tournament was partly sponsored by National Bank of Pakistan and State Life Insurance Corporation of Pakistan.

OPENING OF FWBL DA COUNTRY & GOLF CLUB BRANCH



The DACGC branch is equipped with specially designed locker rooms that are also accessible to customers using wheelchairs, enabling them to personally



Government of Pakistan owns majority shareholding (72%) in the Bank while the remaining shares are held by the five leading commercial banks.



handle their banking transactions and operate lockers.

Since its inception in 1989, FWBL has come a long way in providing innovative and personalized banking solutions. It is important to note that FWBL's doors are open for everyone, regardless of gender.

A large number of senior bankers, business community members, members of DA Country & Golf Club and the Bank's customers were present during the Opening Ceremony.



placed pylon signs in the nearby areas to create awareness among the residents of the area.

Ms. Raza said that the branch will be offering a suite of products and services. FWBL may go a step further in facilitating account holders by offering extended banking hours on weekdays and limited hours on Saturdays or Sundays, depending on their needs.

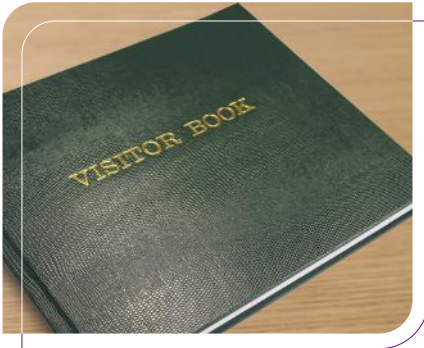
Prior to the launch of the branch, the Bank



She said that First Women Bank Ltd. (FWBL) is a unique financial institution, a Scheduled Commercial Bank. The



VISITORS' DIARY



"I am extremely happy to be the Chief Guest of this wonderful inauguration ceremony of FWBL Branch at DA Country & Golf Club. The event has been organized in a wonderful manner. I wish and pray for the success of a competent team headed by Ms. Tahira Raza.

Be the best at everything and Godspeed."

- Brig. Zubair Ahmed

"I am very pleased to see the First Women Bank's opening at DA Golf Club."

- Mrs. Humaira Zubair

"It's a good step, specially the locker in front of the convention hall."

- Ms. Kamila Tariq

FWBL DA COUNTRY & GOLF CLUB BRANCH

The contact details of DACGC Branch are:

Branch Code: 0042
Address: DA Country & Golf Club,
Zulfiqar Street #1,
Phase VIII, D.H.A., Karachi.
Phone: 021-35250511 - 4



FWBL FAMILY

PERFORMANCE ASSESSMENT OF MANAGEMENT STAFF CONCLUDES

With the culmination of calibration by the Calibration Committee (CALCOM) of performance exercise for the year 2014, the management staff underwent Relative Ranking and based on the rankings, salary increments were announced amongst the staff effective from January 1, 2015.

ORGANIZATIONAL CHANGES

Recently some organizational changes have been made by the Management at FWBL. Details are as follows:

- Ms. Farhana Shakeel, VP has been designated as Deputy Head Centralized Processing & Business Initiatives
- Ms. Sabiha Zafar, SVP has been entrusted with the responsibility of Senior Manager, Business Development – Sialkot

MS EXCEL TRAINING OF STAFF AT PSTD

First Women Bank Ltd. organized a two-day long MS Excel training session for its staff. The training session was held at the Pakistan Society for Training & Development (PSTD) in Karachi.

The training was based on intermediate Excel skills to refresh and address the needs of the staff.

OBITUARY

The following FWBL family members lost their loved ones during the past few months:

- Father of Ms. Humaira Mubashir,

Assistant - F.B. Area Branch Karachi, passed away on Wednesday, May 6, 2015.

- Father of Ms. Rozina Raja, AVP - Regional Audit North, left for eternal abode on Monday, June 1, 2015.

The FWBL News expresses its heartfelt condolences to all the employees and their bereaved families. We pray that Almighty Allah give their families the courage and patience to cope with this irreparable loss and may the departed souls rest in peace. Ameen.

HAPPENINGS

MS. TAHIRA RAZA MEETS MR. ARIF ELAHI



Ms. Tahira Raza, CEO & President First Women Bank Ltd., called on Mr. Arif

Elahi, Chairman Pakistan National Shipping Corporation, for a meeting. During the meeting, matters related to mutual interest and possibilities of exploring joint business opportunities were discussed.

PRESIDENT FWBL VISITS DHA KARACHI OFFICE

Ms. Tahira Raza, President & CEO First Women Bank Ltd., called on Administrator DHA Brig. Zubair Ahmed in his office. They discussed matters pertaining to enhancing

cooperation and partnership between the two institutions.



ON THE LIGHTER SIDE

“My Boss and I”

When I take a long time,
I am slow.
When my boss takes a long time,
He is thorough.
When I don't do it,
I am lazy.
When my boss doesn't do it,
He is too busy.
When I do something without being
told,
I am trying to be smart.
When my boss does the same,
That is initiative.
When I please my boss,
I'm apple-polishing.
When my boss pleases his boss,
He's cooperating.
When I do good, my boss never remembers,
When I do wrong, he never forgets.

WATER

Customer: Is the water you serve here healthy?
Waiter: Yes Sir, we only use well water.

INSURANCE

Employee: I would like to get fire insurance.
Agent: Sure, for your home?
Employee: No, it's for me. Every time I get a job, I get fired.

LAWYER

What is the difference between a good lawyer and a great lawyer?
A good lawyer knows the law and a great lawyer knows the judge.

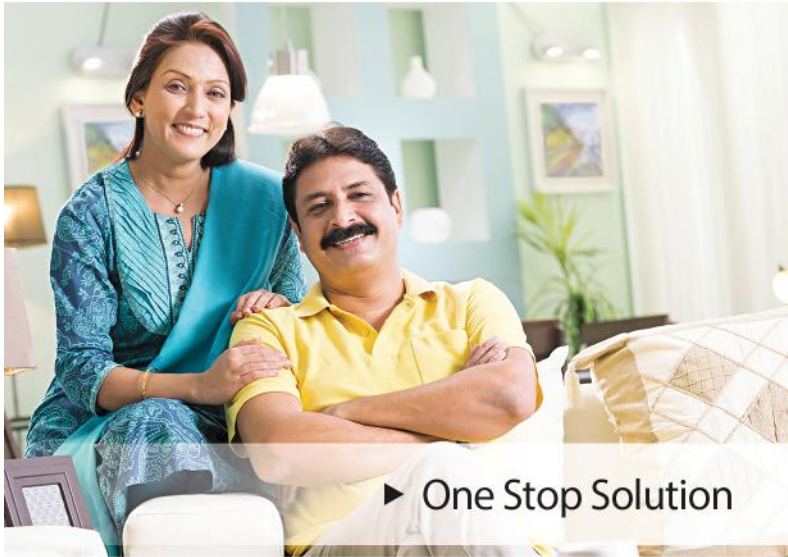
COMMON SENSE

Teacher: What do you call a person who cannot hear?
John: You can call him whatever you want because he cannot hear anything.

“QUOTES”

- God always gives His best to those who leave the choice with Him.
- **Jim Elliot**
- Discipline is the bridge between goals and accomplishment.
- **Jim Rohn**
- Educating the mind without educating the heart is no education at all.
- **Aristotle**
- Hope lies in dreams, in imagination, and in the courage of those who dare to make dreams into reality.
- **Anonymous**

Smart choices, successful lives!



FWBL **SMART** Account, for smart people

Success is the art of making the right decisions at the right time... but this can only be done by those who are smart. For these men and women, FWBL presents SMART Account, which not only fulfills personal needs, but also helps meet business requirements.

- FREE starter cheque book & SMS alerts
- FREE intracity online transactions
- FREE pay orders, TT & MT
- FREE ATM card
- **70%** financing facility on deposited amount
- No deduction of Zakat
- Mini Statement
- Locker Facility*

Empowering Women, Empowering the Nation



First Women Bank Ltd.

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