



## SENATE STANDING COMMITTEE ON FINANCE REVIEWS FWBL'S PERFORMANCE

In a presentation to the Senate Standing Committee on Finance, chaired by Senator Saleem Mandviwala, Ms. Tahira Raza, President FWBL, shared the overall performance and key initiatives taken by the Bank.

Under a special arrangement, the Central Bank has reduced the Minimum Capital Requirement from Rs. 10 billion to Rs. 3 billion for First Women Bank Ltd. The President informed the Committee that certain issues have become critical, and their resolution is required for long-term growth and survival of the Bank. These issues include acute shortfall in the Minimum Capital Requirement (MCR); weak credit rating; missing independent members of the Board of Directors by MoF; ambiguity in goals, i.e. Social vs. Commercial expectations; Human Resource Re-organization and Training;

unavailability of system-based MIS; business-driven technology solutions to aid business growth and diversification.

The Bank focused on low-cost deposits, recovery and other cost control measures, and reduction in cost of deposits from 6.66% (December, 2014) to 4.89% (June, 2015). The Bank has saved Rs. 41.6 million during 2014 by introducing cost-saving measures that will have an annual impact of Rs. 24.075 million during 2015. The recoveries of the NPL, amounting to Rs. 91 million during a six-month period, ended in June 2015. The self-implemented control by the President to travel in economy class and stay in clubs, instead of economy plus and 5 star hotels, saves 50% cost. Security and other services were re-tendered with a view to get competitive prices which had been escalating on an average rate of 10% - 15%

annually as per contract.

The presentation also highlighted the products/services launched during the said period, including the introduction of 'Smart Account', 'Loan Against Salary', 'SMS Alerts', 'IBFT' and 'Zindagi Asaan Account'.

The Additional Secretary, Ministry of Finance (MoF) informed the Committee that the Bank is not on the privatization list of the Government.

Mr. Saleem Mandviwala, Chairman of the Committee, advised the Ministry of Finance to conduct a joint meeting with FWBL, SBP and MoF to address the issues faced by the Bank to compete with other banks in the market. Consequently a meeting was called by MoF and assured its resolution ASAP.

## UN-APCICT JOINS HANDS WITH FWBL



United Nations Asian and Pacific Training Centre for Information and Communication Technology (UN-APCICT) have joined hands with First Women Bank Limited (FWBL) to support the modernization of Information and Communication Technology at FWBL. To pursue this, UN-APCICT has appointed the National IT Industry Promotion

Services (NIPA), Korea to conduct a feasibility study of ICT at First Women Bank Ltd.

The Team, headed by Mr. Hwang Sung-Ho, General Manager NIPA and Mr. Song Young-SIK, had a meeting with Ms. Tahira Raza, President & CEO and the senior management of FWBL. They discussed the scope and methodology of the project, which includes the assessment of the current Information and Communication Technologies available at FWBL, and recommendations on the road map for future development, based on FWBL's Vision, Mission and future strategy.

This support will enable the Bank to vastly improve its customer services and its capacity to reach out to women who mainly remain out of the formal financial sector due to mobility/literacy issues.

## MARK-UP RATE ON PMYBL REDUCED TO 6 PERCENT

In order to make the Prime Minister's Youth Business Loans more affordable, Prime Minister Mian Muhammad Nawaz Sharif announced a reduction in the mark-up rate from 8% to 6%, with effect from 1st July, 2015. This reduction will also be applicable on those loans which have already been availed under this scheme.

The Federal Government introduced the Prime Minister's Youth Business Loans scheme in November 2013, with a mark-up subsidy facility for the extension of small business loans up to Rs. 2,000,000.

(More details inside)

## FWBL LAUNCHES ZINDAGI ASAAN ACCOUNT

Worldwide Financial Exclusion (an environment where individuals do not have access to formal financial services due to low income or poverty) is being recognized as a risk to a sustainable world economy that impedes economic advancements. In Pakistan too, many people are not a part of the country's formal financial system.

State Bank of Pakistan (SBP) is continuously making efforts to overcome this challenge for the better economic future of Pakistan. Recently, for the development of an inclusive financial system and providing an enabling environment in the country, SBP issued Guidelines on Low Risk Accounts namely Asaan Account with simplified due diligence.

In light of these guidelines, FWBL launched a new product 'FWBL ZINDAGI ASAAN ACCOUNT', offering easy access to a Bank account and secure savings, without the complex account opening procedure.

The FWBL Zindagi Asaan Account is for the general public and is open to all low-income unbanked/under-banked masses, who often face obstacles in opening a bank account due to the normal account opening requirements, or lesser means. These segments of society may include, but are not limited to, skilled/unskilled workforce, farmers, less-educated/uneducated people, labourers/daily wagers, women/housewives,

self-employed individuals, pensioners, the young adult population, etc.

Now individuals can instantly open their FWBL Zindagi Asaan Account (in Pak Rupees) as a Savings or Current Account, with a minimum of only Rs. 100 as an initial deposit, a transaction limit of up to Rs. 500,000/- per month and no minimum balance requirement. The account holders can also avail free conversion for a Basic Banking Account, ATM Card issuance at 50% concession, Cross Border (Inward) Transactions Facility, Locker Facility (subject to availability), SMS Alerts and Nationwide Access to FWBL Banking Services.

## FWBL ANNOUNCES KNOWLEDGE BUILDING COMPETITION 2015

**'The greatest enemy of knowledge is not ignorance; it is the illusion of knowledge'**  
- Stephen Hawking

Based on last year's experience and feedback of the participants, a two-day training, prior to the competition on SBP Prudential Regulations, was organized in Karachi, Lahore and Islamabad. The training provided the participants an opportunity to seek answers to their queries and prepare for the test in a structured manner.

The competition is open to all FWBL employees, irrespective of their postings at Branches, Regional Offices or the Head Office. However, participation of Branch Managers, Operation Managers, Credit Officers, Regional Managers and Regional

Business Heads is mandatory.

The test paper will be set by the Institute of Bankers of Pakistan (IBP), which will contain multiple choice questions, single sentence descriptions, problem-solving and case studies – due to take place in the third week of October.

The winners of this competition will be selected as Key Resource Persons (KRPs) and will be awarded as follows:

- Position holders who achieve the top 3 positions in the Competition will be recognized as 'The Key Resource Persons' (KRPs) to guide other colleagues and answer queries on the issues faced related to the above regulations.

- The Key Resource Persons will receive Bank-wide recognition, through the publication of their profiles with photographs, which will be published in FWBL's quarterly newsletter.

- All winners will receive cash awards as follows:-  
1st position - Rs. 20,000 each  
2nd position - Rs. 15,000 each  
3rd position - Rs. 10,000 each

The Human Resource Division (HRD) at the Head Office will coordinate this entire exercise, i.e. conducting the test, finalization/announcement of results/merit list, etc.

This Knowledge Building Competition has become an annual event in FWBL, and will be held once in every year as started from 2014.

## JICA TEAM CALLS ON PRESIDENT FWBL



JICA is a Japanese Government Agency that coordinates Official Development Assistance (ODA) for economic and social growth in developing countries, and the promotion of international cooperation. The JICA team,

headed by Ms. Suzuka Sugawara-Sato, Senior Advisor Poverty Alleviation JICA, Ms. Hiroko Matsuki, Consultant Community Development Kaihatsu Management Consulting Inc., and Ms. Nazia Seher, Senior Program Officer Japan International Cooperation Agency, visited the Head office and called on Ms. Tahira Raza, President & CEO FWBL. Ms. Raza briefed the team about the performance of the Bank and the key initiatives to improve the services of the Bank. Ms. Mussarat Jabeen, Deputy Secretary Women Development Department Government of Sindh was also present on the occasion.

## FWBL AND FAZAIYA HOUSING SCHEME KARACHI JOIN HANDS

First Women Bank Ltd. (FWBL) and Fazaia Housing Scheme Karachi have joined hands to provide banking services, including financing to the allottees, as per the Bank's specified criteria and collection of installments from the allottees, etc. The Ceremony was held at the office of the Fazaia Housing Scheme Karachi, and was attended by senior officials of both sides.

## FWBL OPENS BOOTH AT GOVT. GIRLS DEGREE COLLEGE, QUETTA CANTT.

FWBL inaugurated its booth at the Govt. Girls College Quetta. Begum Corps Commander Southern Command Lt. Gen Nasir Khan Janjua was the Chief Guest at the occasion.

Begum Janjua expressed her satisfaction and said that it was very heartening to note that the Women's Bank is exposing the younger generation to the formal banking system, which is necessary for their independence. She also urged that the Bank and College Management arrange orientation sessions for the students and encourage them to open accounts.



Earlier Ms. Tahira Raza, President FWBL, said that FWBL is not a new name, it is a 25 year old institution. She also informed the audience that this is a very good opportunity to serve the needs of 5000 students and approximately 400 employees

at their doorstep, which is one of FWBL's key objectives. The President thanked the Chief Guest for accepting the invitation and gracing the occasion. She appreciated the efforts of the Branch Manager, Ms. Uzma Naqvi, Credit Officer, Ms. Firdous Jatoi and their team for making excellent arrangements.

Mr. Kaiser Bengali, a high-profile development economist, said that people generally question 'why have a separate bank for women?' He said that if we have a separate allocation for women's seats in parliament to ensure women participation, then why not a women's bank. He also said that it is the state's responsibility to create equal opportunities to everyone, and to give special treatment to people who are unable to compete because of structural imbalances. He also said that this Bank, with its development objectives, should not be run on a commercial basis; the Government must set aside an annual allocation for it to carry out its developmental role.

Dr. Shagufta Iqbal, Principal of the College and a great supporter of the Booth, was very happy on this occasion. She said that it was her dream to see a Bank in the

College premises to facilitate students and help them learn about the banking system. The Ceremony was very well attended by women and men from different walks of life. They were represented by Women Chamber of Commerce, Ms. Uzma Khalid (VP) and Chamber of Commerce Executive Member, Mr. Lal Gul, Women Development Dept., Ms. Jahanara Tabassum, CEO Women Business Association, Ms. Sana Durrani, State Bank, Mr. Shahzada, IG Women Prison, Begum Mumtaz, Ms. Zahida Channa, SVP and Regional Business Head & Ms Farhana Shakeel, VP/Deputy Head Centralized Processing & Business Initiatives of FWBL were also present on the occasion.



## FWBL INSTALLS TWO OFF-SITE ATMS



In the banking sector, Alternate Delivery Channels (ADCs) are effective mediums for providing banking services directly to customers. ADCs have proven their ability to meet customers' expectations by ensuring accuracy, convenience and timeliness in service 24/7. To facilitate customers, FWBL is in the process of setting up off-site ATMs at various locations in the country. Off-site ATMs save cardholders both transportation costs and time by bringing self-service banking into convenient, non-branch locations

near where they live, work and shop in a variety of locations.

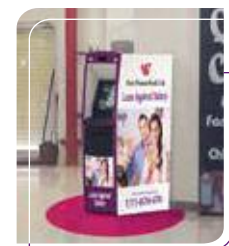
First Women Bank Ltd. placed its first off-site ATM in the premises of Creek Vista, DHA Phase VIII, Karachi with an aim to provide safe and secure banking services to the residents. The ATM was inaugurated by Brig. Zubair Ahmed, Administrator DHA Karachi, and his wife Begum Humera Zubair on the occasion of Pakistan Independence Day. The Ceremony was graced by Ms. Tahira Raza, President & CEO FWBL and senior executives of the Bank.



Later, Letters of Appreciation were given to Mr. Karim Huddani, Manager Internal Control Unit, Mr. Furqan Ahmed Qureshy, Senior Officer Information Technology and Mr. Syed Mubashir Hussain Abidi, Officer Information Technology, all of whom completed the task assigned above and beyond the call of duty.

### ATM at Vincy Mall

On the eve of Eid-ul-Azha, FWBL placed its second Off-site ATM at Vincy Mall, Clifton, Karachi.



## MS. TAHIRA RAZA, PRESIDENT & CEO FWBL, TALKS IN AN EXCLUSIVE INTERVIEW WITH CEO CLUB PAKISTAN

Below is the excerpt of the interview published in the best-selling book '100 Performing CEOs, Leaders & Companies of Pakistan 2015', based on KPIs (Key Performance Indicators) driven from Forbes.

**Q.) What type of corporate culture did you find in the First Women Bank when you joined it and what steps did you take to change it?**

**A.)** The corporate culture in FWBL is largely associated with its general perception or image. Since its inception in 1989, instead of running it on purely commercial footing, it has been treated as a development financial institution or an NGO that supports women. Thus a sense of pathos, compassion, concession and charity has been attached to it, so much so that in many cases recruitment is also done on compassionate grounds rather than on the basis of merit or competence. Since I have the advantage of being a pioneer in FWBL and have re-joined after almost 11 years and have continuously been following up its developments, my first agenda was to bring in a strong commercial focus.

The main objective of any commercial organization is to make money, for the simple reason that if an organization itself is not financially strong and stable, it cannot serve its purpose. So in order to make it a viable commercial entity at par with other competitors in the market, we took certain key steps.

1. Cut unnecessary costs and brought broader financial discipline.
2. Introduced profit-based targets.
3. Developed concept of value creating customers.
4. Improved governance and management through introduction of MIS and hiring on key positions purely on technical competencies and merit.

In 1989, FWBL was incorporated as a Scheduled Commercial Bank under the Companies Ordinance, 1984 as a joint venture of the five largest Commercial Banks and Government of Pakistan. The FWBL model initially catered to women at all levels of economic activity - micro, small, medium and corporate.



FWBL was the first Commercial Bank to launch Micro-Credit in Pakistan. In 2001, Women's World Banking in its Global Directory profiled FWBL for Banking Innovation in Micro-Finance, and acknowledged that FWBL features among the world's micro-finance leaders. The Bank has always looked at its micro-finance borrowers as potential SME and Corporate clients. Over the years, with promotion or specialization of Micro-Finance banks, which are set up to cater to financial needs of low-income communities, FWBL shifted its focus to a range of financial services other than MF.

The Bank's unique credit policies promote asset ownership for women by providing financing to business entities with 50% women shareholding or where a woman is the Managing Director, or 50% or more employees are women. However; the Bank seeks deposits from and provides services to both genders. The Bank has facilitated financial inclusion of 50,856 customers who have availed financing facilities of Rs. 60,076.949 million and 90,000 customers who are maintaining their savings and other business accounts. The Bank has a network of 42 branches in 24 cities of Pakistan. The model of FWBL has been adopted by Tanzania and India in 2009 and 2013 respectively.

**Q.) What is the total number of employees in all 42 branches of your Bank and what is the percentage of men in it?**

**A.)** We have around 547 employees, out of whom 62 are drivers and messengers, etc. Among the remaining employees, less than 5 percent are men. This is also a serious issue. We always claim that diversity, whether ethnic, regional or gender, brings in a lot of synergy to an organization and we always demand that the number of women employees should be increased in male-dominated organizations. I strongly believe that First Women Bank should also have a slightly higher share of male staff to create a synergy and spirit which is the right of the women of this institution; this will help everyone improve and perform better.

**Q.) Would you like to throw light on some of the major challenges you have been confronting since taking over as President of First Women Bank?**

**A.)** The first and foremost challenge was to meet the Minimum Capital Requirement as laid down by the SBP. Although in view of the special nature of this Bank, MoF and SBP have reduced its MCR from Rs. 10 billion to Rs. 3 billion, this Capital size is yet to be achieved. The second challenge is to complete the Board with the appointment of independent Directors, but unfortunately both of these are not in control of the management. We are doing our best to facilitate, however the financial decision rests with the shareholders. The third challenge was placing the right people for the right job, reorganizing the ORG chart to enable the Bank to function effectively with the available resources as far as possible, and fill in the long-vacant critical positions like Head of HR, Treasury, Business, Internal Control, etc. through a competitive hiring process.

The Bank is lost in its direction as it believed that it is a commercial bank and a DFI, although there is no funding stream committed for FWBL to perform developmental activities. It is a purely commercial bank, and generates its resources from the same market on competitive terms. We were running after customers with needs that this small institution, with its limited network, cannot serve in a superior manner, hence there were frustrations and the only option was seen as offering exorbitantly high rates for deposits.

*(More details on page 6)*

## FWBL PRESIDENT VISITS PNWA



Ms. Tahira Raza, President & CEO First Women Bank Ltd., said that the Pakistan Navy Women Association (PNWA) has demonstrated noble efforts for the benefit of widows and families of martyrs & men of the Pakistan Navy, as well as civil communities. She was talking to the office bearers of PNWA during a familiarization visit to the PNWA Karachi set-up.

Ms. Raza said that it would be an honor for FWBL to work with PNWA in order to enhance the scope of development work initiated and established by the Association. She said that the work of PNWA is an excellent example of Corporate Social Responsibility that the Pakistan Navy is doing. It covers all facets of development, which begin from facilitation of women through skill development, coaching, production facilities, well-managed and economical day-care centers,

fitness centers and marketing outlets. She said that the entire theme of PNWA is beautifully sequenced to meet the standards of support activities for women. FWBL has high appreciation for the spirit and dedication with which this welfare work is voluntarily done by PNWA.

To promote economic prosperity and self-reliance in women of Pakistan by transforming the status of women from passive beneficiaries of social services to dynamic agents of change, we at FWBL strongly believe that women have great potential and they just need a fair opportunity, she said.

During a day-long visit, the FWBL team visited the PNWA Gift Shop, Day-Care Center, Industrial Home, Display Centre, High School, Fitness Centre and the Institute of Art & Textile Design.

## WELL DONE MALIR BRANCH!

FWBL Malir Branch Karachi successfully managed the issuance of fresh notes under the Mobile SMS Service launched by State Bank of Pakistan, in collaboration with the Pakistan Banks' Association on Eid-ul-Fitr. The following team members were awarded a Letter of Appreciation.

- Ms. Nargis Zaki - Branch Manager
- Ms. Roohi Zafar - Officer
- Mr. Yasir - Cash Sorter

Under this facility, people were required to send an SMS to 8877 from their mobile phones containing their CNIC/Smart Card numbers, along with the codes of the bank branches where they wanted to collect the notes. The reference codes of the

nominated 'e-branches' were available on the SBP website ([www.sbp.org.pk](http://www.sbp.org.pk)) and PBA website ([www.pakistanbanks.org](http://www.pakistanbanks.org)). The applicants got the SMS containing the transaction code, branch address and transaction validity date. The transaction code was valid for a maximum of two working days. The people approached the concerned bank branches, along with their original CNICs/Smart Cards and short codes received from 8877, and got the defined quota of fresh notes. The quota of fresh notes which was issued comprised one packet each of Rs. 10, Rs. 20 and Rs. 50 with an optional packet of Rs. 100 as per availability of stock at the branch concerned.

## PRIME MINISTER'S YOUTH BUSINESS LOAN



The Scheme focuses on helping the unemployed youth, especially those who are educated and looking to establish or extend their business enterprises.

All men/women holding a valid CNIC, between 21 - 45 years of age, with entrepreneurial potential may apply for a loan at the designated branches, mapped within the areas of residence/business.

The loans offered through this Scheme are strictly based on merit. 50% of the total loans are allocated to women and 5% quota has been reserved for the families of shaheed, widows and physically-challenged individuals.

First Women Bank Ltd. has so far received 462 applications from women, out of which 154 applications were approved and Rs. 118.430 million has been disbursed, with a loan size ranging from Rs. 200,000 to Rs. 2,000,000. 209 applications were declined as they did not meet the eligibility criteria due to weak/no exposure to business /market. The remaining 99 applications are under consideration.

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## TAHIRA RAZA, PRESIDENT FWBL, INTERVIEW EXCERPT FROM '100 CEOS' BEST-SELLING BOOK

The Bank had a very limited range of products which needs to be increased. From January 12, 2015, we have launched two services; 'E-Banking facility', and 'Smart Account' which is a current account, with lockers, free pay orders and other related services.

**Q.) The success of an organization depends on its team. How did you manage to develop a good team? Did you call some people from outside or decide to retain the existing ones?**

**A.)** Bringing in a lot of new people is neither easy nor suited to any organization due to cultural setbacks that delay team formation. Plus we do have a number of competent people and are fully capable of delivering quality services. For this reason, we are hiring people from outside only if no in-house resource of that competency is available. We are attempting to maintain a balance to move forward steadily.

**Q.) Which was the most difficult or most challenging decision of your life?**

**A.)** When I was working with the National Bank, the Bank had an IT project which had almost failed. I had always been associated with Credit and Risk Management and had no expertise of IT. But one day, to my utter surprise, the President Mr. Qamar Hussain asked me to take over the project and revive it. It was a huge challenge which I also see as a great opportunity as well. I decided to accept it and honor the trust of the President. The Project was successfully put back on track in 8 months and was fully revived in 18 months.

**Q.) Who in your opinion is a genuine leader?**

**A.)** A genuine leader, irrespective of gender, is one who can envision the future of the organization to make it ahead of the competition, puts in place strategy to move towards it, has an independent mind-set, analysis of the facts/situation and takes right decisions without the influence of the majority or under coercion, leads by example, builds the team and keeps them motivated.

**Q.) As a woman with a family, how are you able to maintain work-life balance?**

**A.)** I am a strong believer in the old maxim 'where there is a will, there is a way.' If you are really determined and passionate to do something, there is nothing that can stop you from achieving your goal. Same is the case with work-life balance. Though it is not a hundred percent possible to maintain perfect balance, yet one can strike a reasonable balance in work and family life.

**Q.) What techniques do you apply for managing stress in the hectic routine of your life?**

**A.)** Stress management is an art that can be learnt with the increase in the maturity level of a person. There was a time when I was used to get disturbed easily when something that I did with total commitment and sincerity was not appreciated or approved of by others. But now, instead of bothering about the opinion or criticism of others, I do what I wish to do and what I believe is good for me and for others. This self-confidence

and self-assurance saves me from a lot of unnecessary tension and stress.

**Q.) What core competencies do you like to see in good managers and entrepreneurs?**

**A.)** First of all, they should have total and unwavering commitment to whatever they are doing. Furthermore, to portray themselves as leaders in the real sense of the word, they should excel in whatever they are doing to reach the level of mastery and excellence as an example for others.

**Q.) How do you define success?**

**A.)** Success is when you have a sense of achievement of achieving any milestone you set for you, that makes you happy and contented.

**Q.) What message would you like to give to our youngsters, especially women?**

**A.)** Take control of your own life and never depend on or wait for the support of others. If support comes, welcome it, otherwise, continue your own struggle without blaming others.

**Q.) What type of books do you like to read? Would you like to recommend some good books for the benefit of managers and business leaders?**

**A.)** I like to read books on management and leadership. I am particularly interested in the Harvard studies on this subject. I have recently read a highly inspirational book called 'Leadership on the Line' by Ronald A. Heifitz. It shows how a person can mould himself to become a great leader.

## FWBL FAMILY WELCOME ABOARD

Mr. Saleem Shaffi has joined as Head of Operations. He brings with him 28 years of diverse banking experience, starting from Faysal Islamic Bank of Bahrain E.C., ANZ Grindlays/Standard Chartered Bank, Faysal Bank Limited & lastly Samba Bank Limited.

His last held position at Samba Bank was at the position of Senior Vice President & Head of Centralized Operations.



## OBITUARY

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

- The Uncle of Ms. Sobia Iqbal, Officer Legal Division, left for the eternal abode on Monday, July 6, 2015
- The Father of Ms. Aowj Nawaz, Manager Gujranwala Branch, passed away on Thursday, July 9, 2015.
- The Mother of Ms. Bilquees Parveen, Officer Operations Division, expired on Friday, July 24, 2015.

FWBL 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. May the departed souls rest in peace. Ameen.

## HAPPENINGS

### INDEPENDENCE DAY CELEBRATIONS

Independence Day is the most important day in the history of any nation. It is a day to celebrate the values on which the country was founded and commemorate its founder & fighters' struggles. This year, Pakistan celebrated its 69th Independence Day. Pakistanis across the world celebrated this day with great pride and jubilation.

The FWBL family at the Head Office, Regions and Branches also showed their patriotic fervor and love for the country by decorating the offices with



national flags, bunting, balloons and ribbons of different shapes & sizes. The staff members were also enthusiastically attired in green and white. National songs were also played which rejuvenated patriotism in everyone.

The main Ceremony was held at the FWBL Head Office, Karachi. Ms. Tahira Raza, President/CEO FWBL, hoisted the flag in the patriotic echoes of the National Anthem and also cut the cake. Special prayers were also offered for the prosperity of the country.

### FWBL HOLDS AN AWARENESS SESSION AT NCA



The First Women Bank Ltd. Region Central team organized an Awareness Session on Financial Inclusion, FWBL



Products and Services at the National College of Arts in Lahore. The Session was opened by Ms. Riffat Hussain, VP, who

briefed the participants about FWBL's Charter, Vision/Mission and various Products & Services of the Bank. Later, Ms. Farida Yasmin, Manager Mall Branch, informed the participants about FWBL's Zindagi Asaan Account and its simple account opening procedure, which just requires a valid CNIC and an initial deposit of Rs. 100/-. A large number of teachers and students attended the session. It was followed by a Q&A session.



## ON THE LIGHTER SIDE



#### COFFEE

Customer: "Excuse me, this coffee takes like mud."

Waiter: "Yes Sir, it's fresh ground."

#### Beans

A teacher asked her class for sentences using the word 'beans'.

"My Father grows beans," said one student.

"My father cooks beans," said another.

Then little Johnny spoke up: "We are all human beans."

#### Opening

A candidate went to apply for a job through a walk-in-interview. After filling out his application, he waited anxiously for the outcome.

The employer read his application and said, "We have an opening for people like you."

"Oh, great," the man said, "What is it?"

The employer responds, "It's called the door!"

#### Customer

A client comes to a Bank. The Banker welcomes him and asks, "How may I help you?"

"My cheque was returned with a remark 'Insufficient funds'," said the client. "I'd like to know whether it refers to mine or the Bank."

## "QUOTES,"

- Think 100 times before you take a decision, but once that decision is taken, stand by it as one man.

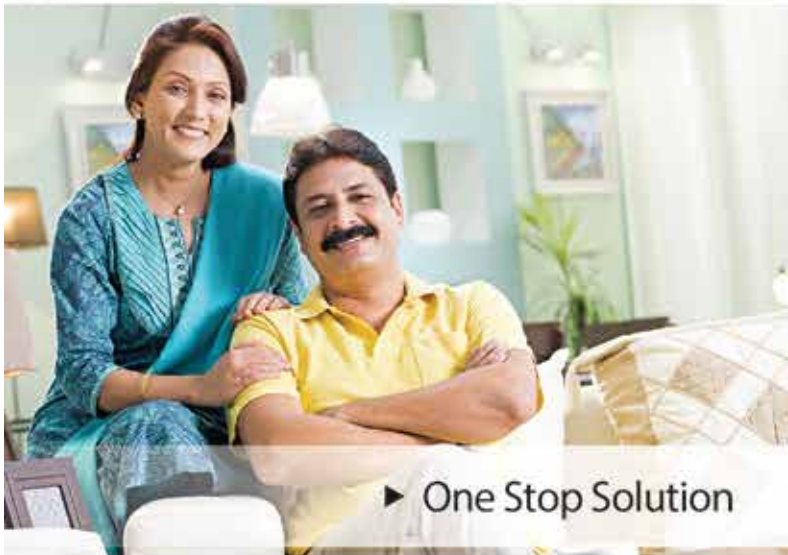
- Quaid-e-Azam Mohammad Ali Jinnah

- No power can save that country where education and health become a highly profitable business. - Nelson Mandela

- Respect is the most important element of your personality, it is like an investment, whatever you give to others; it will return you with profit. - Anonymous

- Raise your words, not your voice. It is rain that grows flowers, not thunder. - Rumi

# 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\*

\*Terms & Conditions apply

*Empowering Women, Empowering the Nation*



**First Women Bank Ltd.**

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# Loan Against Salary

آپ کی تنخواہ... دلائے آسان قرضہ!



اپنی تمام مالی ضروریات کے لیے آسانی قرضہ حاصل کریں

FWBL آپ کے لیے لایا "Loan Against Salary" جس میں تنخواہ کے بدلے ملے مالی ضروریات کو پورا کرنے کے لیے نہایت آسان اور فوری قرضہ۔

- 50,000 روپے سے 500,000 روپے تک قرضے کی سہولت (15 مجموعی تنخواہوں تک)
- مساوی ماہانہ اقساط میں قرض کی ادائیگی
- قرضے کی ادائیگی کے لیے 6 ماہ سے 5 سال کا دورانیہ
- مارک آپ 18.5 فیصد

مزید معلومات کے لیے قریبی FWBL برانچ تشریف لائیں یا 0331-1006767 پر رابطہ کریں

\* شرائط و ضوابط لاگو ہیں۔

Empowering Women, Empowering the Nation



**First Women Bank Ltd.**

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## گورنمنٹ گرلز ڈگری کالج کونٹہ میں فرسٹ ویمن بینک لمیٹڈ کے بوتھ کا قیام

فرسٹ ویمن بینک لمیٹڈ نے گورنمنٹ گرلز ڈگری کالج، گلستان روڈ، کونٹہ کینٹ میں اپنا بوتھ قائم کیا ہے جس کا افتتاح کورکمانڈرسدرن کمانڈ، لیفٹیننٹ جنرل ناصر خان جنجوعہ کی اہلیہ نے کیا۔ تقریب سے خطاب کرتے ہوئے بیگم جنجوعہ نے اپنے اطمینان کا اظہار کرتے ہوئے کہا کہ یہ بات انتہائی

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تقویت کا باعث ہے کہ فرسٹ ویمن بینک نوجوان نسل کو باضابطہ بینکنگ سسٹم میں آگے لارہا ہے جو معاشی خودکفالت کے لیے ضروری ہے۔ انہوں نے

بینک انتظامیہ پر زور دیا کہ بینک کالج کی انتظامیہ اور طالبات کے لیے آگاہی پروگرام منعقد کرے۔ اس سے پہلے اپنے خیرمقدمی کلمات میں بینک کی صدر طاہرہ رضوان نے کہا کہ فرسٹ ویمن بینک لمیٹڈ کوئی نیا نام نہیں، یہ ادارہ 25 سال پرانا ہے۔ انہوں نے کہا کہ اس بوتھ کے قیام سے بینک کو 5 ہزار طالبات اور 400 کے قریب کالج کے اساتذہ اور انتظامیہ کے دیگر افراد کی خدمت کا موقع ملے گا جو بینک کے قیام کے اولین مقاصد میں شامل ہے۔

اس موقع پر خطاب کرتے ہوئے ممتاز ماہر معاشیات قیصر بنگالی نے کہا کہ خواتین کے لیے علیحدہ بینک کیوں؟ اگر پارلیمنٹ میں خواتین کی شرکت کو یقین بنانے کے لیے علیحدہ نشستیں مختص کی جاسکتی ہیں تو ویمن بینک کیوں نہیں۔ انہوں نے کہا کہ یہ ریاست کی ذمہ داری ہے کہ ہر فرد کو ترقی کے مساوی مواقع



## فرسٹ ویمن بینک لمیٹڈ کی جانب سے دو آف سائٹ اے ٹی ایمر کی تنصیب

وٹا، فیئر- VIII، ڈی ایچ اے کراچی میں کیا گیا جس کا مقصد رہائش پذیر افراد کو بینکاری کی آسان اور محفوظ خدمات مہیا کرنا ہے۔ اے ٹی ایمر کا افتتاح ڈی ایچ اے کراچی کے ایڈمنسٹریٹر ریگیڈ میگزینر احمد اور ان کی اہلیہ حمیرا زبیر احمد نے کیا۔ یوم آزادی کے موقع پر منعقدہ اس تقریب میں بینک کی صدر طاہرہ رضا اور سینئر



بینکنگ سیکٹر میں متبادل رسائی کے ذرائع (alternative delivery channels) سے مقبول ہو رہے ہیں، اس کی وجہ آسانی، وقت کی بچت اور کسٹمرز کی سہولت ہے۔ بینک سے دور پہلے آف سائٹ اے ٹی ایمر کا افتتاح کریک

### اے ٹی ایمر نسی مال

بینک کے دوسرے آف سائٹ اے ٹی ایمر کا افتتاح نسی مال کلفٹن کراچی میں عید الاضحیٰ کے موقع پر کیا گیا۔



## فرسٹ ویمن بینک لمیٹڈ اور فضائیہ ہاؤسنگ اسکیم کے درمیان معاہدہ

فرسٹ ویمن بینک لمیٹڈ اور فضائیہ ہاؤسنگ اسکیم کراچی نے معاہدہ کی ایک یادداشت پر دستخط کئے ہیں جس کے تحت بینک الاٹری سے قسطوں کی وصولی کے علاوہ انہیں بینک کی قرضے کی شرائط کے مطابق قرضوں کا اجرا بھی کر سکے گا۔ یادداشت پر دستخطوں کی تقریب کراچی میں ہوئی جس میں دونوں جانب سے سینئر عہدیداروں نے شرکت کی۔

فیزیبلٹی اسٹڈی کے لیے مقرر کیا ہے۔ ٹیم نے ہوانگ سنگ ہو، جنرل نیچر NIPA اور سوگنگ بینک سک کی قیادت میں فرسٹ ویمن بینک لمیٹڈ کی صدر طاہرہ رضا اور سینئر مینجمنٹ سے ملاقات کی اور اس منصوبے کے طریقہ کار پر تبادلہ خیال کیا۔

## UN-APCICT اور فرسٹ ویمن بینک لمیٹڈ کے درمیان معاہدہ

اقوام متحدہ کے ایشیائی اور پسیفک ٹریڈنگ سینٹر برائے انفارمیشن و کمیونیکیشن ٹیکنالوجی (UN-APCICT) نے فرسٹ ویمن

بینک لمیٹڈ میں انفارمیشن اور کمیونیکیشن ٹیکنالوجی میں جدت لانے کے لیے بینک کے ساتھ مل کر کام کرنے کا فیصلہ کیا ہے۔ اس مقصد کے لیے UN-APCICT نے کوریا کی نیشنل آئی ٹی انڈسٹری پرموشن سروسز (NIPA) کو فرسٹ ویمن بینک لمیٹڈ کی



## فرسٹ ویمن بینک لمیٹڈ کی صدر کا PNWA کے زیر اہتمام اداروں کا دورہ

عہدیدار خواتین سے گفتگو کرتے ہوئے کہی۔ انہوں نے ایسوسی ایشن کے کردار کو سراہتے ہوئے کہا کہ بیواؤں، شہداء کے خاندانوں، پاکستان نیوی کے ملازمین اور عام شہریوں کے لیے ایسوسی ایشن کی خدمات قابل فخر ہیں۔ ایک روزہ دورے کے دوران فرسٹ ویمن بینک لمیٹڈ کی ٹیم نے پاکستان نیوی ویمن ایسوسی ایشن (PNWA) کے زیر انتظام گفٹ شاپ، ڈے کیئر سینٹر، انڈسٹریل ہوم، ڈسپلے سینٹر، ہائی اسکول، فٹنس سینٹر اور انٹیٹیوٹ آف آرٹ اینڈ ٹیکسٹائل ڈیزائن کا دورہ کیا۔

فرسٹ ویمن بینک لمیٹڈ، پاکستان نیوی ویمن ایسوسی ایشن (PNWA) کے کام کے دائرہ کار کو آگے بڑھانے کے سلسلے میں اپنا کردار ادا کرنے کو باعث فخر سمجھتا ہے۔ یہ بات فرسٹ ویمن بینک لمیٹڈ کی صدر طاہرہ رضا نے ایسوسی ایشن کے زیر انتظام چلنے والے اداروں کے تعارفی دورے کے موقع پر



## ویل ڈن ملیر برانچ

فرسٹ ویمن بینک لمیٹڈ، ملیر برانچ، کراچی کے درج ذیل ٹیم ممبران کو تعریفی اسناد سے نوازا گیا جنہوں نے عید الفطر کے موقع پر کامیابی سے نئے کرنسی نوٹوں کا اجرا کیا تھا۔

- نرگس ذکی - برانچ نیچر
- روجی ظفر - آفیسر
- یاسر - کیش سوڈر

اسٹیٹ بینک آف پاکستان نے پاکستان بینک ایسوسی ایشن کے اشتراک سے SMS شارٹ کوڈ (8877) کے ذریعے نئے کرنسی نوٹوں کا اجرا کیا تھا۔ یہ طریقہ تجرباتی طور پر 28 شہروں میں شروع کیا گیا تھا۔ اس نظام کے تحت ہر صارف کو 10 روپے، 20 روپے اور 50 روپے کا ایک ایک پیکٹ جبکہ 100 روپے کے نوٹ کا ایک پیکٹ اسٹاک کی دستیابی کے مطابق فراہم کئے گئے۔

## فرسٹ ویمن بینک لمیٹڈ - زندگی آسان اکاؤنٹ

ہیں۔ اس اکاؤنٹ میں ہر ماہ مجموعی طور پر 5 لاکھ روپے تک کی ٹرانزیکشن ہو سکتی ہے اور BBA یعنی بینک بینکنگ اکاؤنٹ رکھنے والے اکاؤنٹ ہولڈر بلا معاوضہ اپنا اکاؤنٹ، زندگی آسان اکاؤنٹ میں تبدیل کر سکتے ہیں۔ ATM کارڈ کے اجرا پر 50% رعایت بھی حاصل کر سکتے ہیں۔ یہ بینک اکاؤنٹ کم آمدنی والے لوگوں اور ان افراد کے لیے سہل طریقہ فراہم کرتے ہیں جنہیں بینک اکاؤنٹ کھولنے میں دشواری کا سامنا ہے۔ یہ اکاؤنٹ سیونگ اور کرنٹ دونوں طرح سے کھلوائے جاسکتے ہیں۔

اسٹیٹ بینک آف پاکستان نے گذشتہ دنوں کم خطرے کے حامل کھاتوں پر رہنما خطوط جاری کیے ہیں جو سادہ، ضروری مستعدی (due diligence) کے حامل ہیں۔ ان کا نام آسان اکاؤنٹ رکھا گیا ہے۔ یہ کھاتے کم از کم 100 روپے کے ابتدائی ڈپازٹ سے کھولے جاسکتے ہیں اور ان پر کم از کم بیلنس کی کوئی شرط عائد نہیں۔ فرسٹ ویمن بینک لمیٹڈ نے اسٹیٹ بینک کی گائیڈ لائنز پر مبنی اکاؤنٹ کا اجرا کیا ہے جسے ”زندگی آسان اکاؤنٹ“ کا نام دیا گیا ہے۔ یہ اکاؤنٹ صرف شناختی کارڈ دکھا کر کھولے جاسکتے

## سینیٹ کی قائمہ کمیٹی برائے خزانہ کا فرسٹ ویمن بینک لمیٹڈ کی کارکردگی کا جائزہ

بینک کے صارفین کے لیے نئی پروڈکٹس، جن میں اسمارٹ اکاؤنٹ، ایڈوانس سیلری لون، ایس ایم ایس المرٹ، IBFT اور زندگی آسان اکاؤنٹ شامل ہیں، متعارف کرائی گئی ہیں۔ ایڈیشنل سیکریٹری، وزارت خزانہ نے کمیٹی کو بتایا کہ بینک، حکومت کی نج کاری کی فہرست میں شامل نہیں ہے۔ سلیم ماڈوی والا، چیئر مین کمیٹی نے وزارت خزانہ کو ہدایت کی کہ بینک کو مارکیٹ میں دیگر بینکوں سے مقابلے کے حوالے سے درپیش مسائل کے حل کے لیے فرسٹ ویمن بینک لمیٹڈ، اسٹیٹ بینک آف پاکستان اور وزارت خزانہ کے ایک مشترکہ اجلاس کا انعقاد کرے۔ اس ضمن میں وزارت خزانہ کی طرف سے ایک اجلاس طلب کیا گیا اور ان مسائل کے جلد از جلد حل کی یقین دہانی کرائی گئی۔

باعث اس کے cost of deposit میں 6.66% سے 4.89% کی کمی ریکارڈ کی گئی ہے۔ ان اقدامات کے باعث بینک نے 2014 کے دوران 41.6 ملین روپے کی بچت کی ہے، جس کا سالانہ اثر جون 2015 میں 24.075 ملین روپے ریکارڈ کیا گیا ہے۔ بینک نے گذشتہ چھ ماہ کے دوران (NPL's) نان پرفارمنگ قرضوں کے ضمن میں 91 ملین روپے کی ریکوری کی ہے۔ بینک کی صدر کے رضا کارانہ کفایتی اقدامات کی بدولت، جن میں صدر کا 15 اشارہ ہٹوں کے بجائے کلبوں میں قیام اور کانوئی کلاس میں سفر شامل ہے، اخراجات میں 50% تک کمی آئی ہے۔ سیکپورٹی اور دوسری خدمات کے ضمن میں، جن کے اخراجات 10% سے 15% سالانہ کی شرح سے بڑھ رہے تھے، دوبارہ ٹینڈر طلب کئے گئے ہیں۔

فرسٹ ویمن بینک لمیٹڈ کی صدر طاہرہ رضوانے ایک پرنٹیشن کے ذریعے سینیٹ کی قائمہ کمیٹی برائے خزانہ کو بینک کی کارکردگی اور نمایاں اقدامات سے آگاہ کیا۔ قائمہ کمیٹی کا اجلاس سینیٹر سلیم ماڈوی والا کی صدارت میں ہوا۔ انہوں نے بتایا کہ فرسٹ ویمن بینک لمیٹڈ کے لیے اسٹیٹ بینک نے کم از کم سرمائے کی حدود ارب روپے سے کم کر کے تین ارب روپے مقرر کی ہے۔ بینک کو طویل المدتی ترقی اور بقا کے لیے اہم مسائل کا سامنا ہے، جن میں کم سے کم سرمائے کی شرح، کمزور کریڈٹ ریٹنگ، خود مختار ڈائریکٹروں کی تقرری، اس کے مقاصد میں ابہام، سماجی/تجارتی توقعات، انسانی وسائل کی تنظیم نو اور انفارمیشن ٹیکنالوجی کے مسائل وغیرہ شامل ہیں۔ بینک کم لاگت کے ڈپازٹ پر انحصار کرتا ہے اور دسمبر 2014 سے لے کر جون 2015 تک بینک کے خصوصی اقدامات کے

## پرائم منسٹر یوتھ بزنس لون... مارک آپ کی شرح میں کمی

خواتین کے لیے مخصوص ہیں جب کہ شہداء کے خاندانوں، بیواؤں اور جسمانی طور پر متاثر افراد کے لیے 5% کا خصوصی کوٹہ مختص کیا گیا ہے۔

فرسٹ ویمن بینک لمیٹڈ کو اب تک خواتین کی جانب سے قرضوں کی 462 درخواستیں موصول ہوئی ہیں، جن میں سے 154 خواتین کو 118.430 ملین روپے کے قرضے جاری کئے گئے ہیں۔ 209 درخواستوں کو قرضوں کے لیے نااہل قرار دیا گیا جبکہ 99 درخواستیں زیر غور ہیں۔ ان قرضوں کی فراہمی کی حد 20 لاکھ روپے تک ہے۔



پرائم منسٹر یوتھ بزنس لون کو زیادہ آسان اور سہل بنانے کے لیے وزیراعظم میاں محمد نواز شریف نے مارک آپ کی شرح 8% سے کم کر کے 6% کرنے کا اعلان کیا ہے۔ اس کا اطلاق یکم جولائی 2015 سے تمام نئے اور جاری قرضوں پر بھی ہوگا۔

وفاقی حکومت نے نومبر 2013ء میں پرائم منسٹر یوتھ بزنس لون کا اجرا کیا تھا۔ 21 سال سے لے کر 45 سال کے مرد و خواتین، جو کاروباری رجحان رکھتے ہیں اور پاکستان کے شہری ہیں، اس اسکیم سے استفادہ کر سکتے ہیں۔ یہ قرضے خالصتاً میسر کی بنیاد پر دیے جا رہے ہیں۔ 50% قرضے