



FWBL NEWS

Issue: October - December, 2013



PM'S YOUTH BUSINESS LOANS TO WOMEN THROUGH FIRST WOMEN BANK LTD.

The greatest wealth and strength of any nation is its youth. Statistics indicated that a large percentage of the youth in this country was unemployed. The Government of Pakistan has recently announced the launch of six schemes under the PM's Youth Loans to empower its youth and create more job opportunities.



Prime Minister's Youth Business Loans (PMYBL) is one such program which provides the launching

platform for young men and women of Pakistan, aged between 21 to 45 years, with entrepreneurial potential.

These loans, with tenures of up to 8 years, strictly on merit, will be disbursed to men and women SME beneficiaries across Pakistan.

50% of the total loans have been allocated for women to launch their own business and 5% quota has been reserved for families of Shaheeds, Widows and Disabled persons.

Addressing the launching Ceremony, Prime Minister Mian Mohammad Nawaz Sharif said that the Government reposes full trust on the youth of Pakistan and expects that the loans will be utilized effectively to generate business and employment opportunities.

The Honorary Chairperson of the PM Youth Program, Ms. Maryam Nawaz, said that this initiative will help transform our youth from "dependents" to "providers".

Rs. 100 billion has been allocated for this program during the current financial year and in the first phase one hundred thousand unemployed youth will be given loans through ballot. Initially these loans will be provided by the National Bank of Pakistan and First Women Bank Ltd.

FWBL branches in all 24 cities are authorized to provide these loans. Special counters have been set up to facilitate women applicants.



FWBL - THE FIRST BANK FOR WOMEN IN THE REGION

CELEBRATING 25 YEARS OF WOMEN ECONOMIC EMPOWERMENT

First Women Bank Ltd. - a Scheduled Commercial Bank and Development Financial Institution (DFI) - established for the socio-economic empowerment of women entered the 25th year of its operations on December 2, 2013.

This unique financial institute was set up in 1989 by the Islamic world's first woman Prime Minister, Mohtarma Benazir Bhutto (Shaheed), who envisioned a bank that would meet the banking needs of women entrepreneurs.

FWBL offers products and services divided into microfinance, SMEs, corporate and support categories which are customized according to the needs of the client.

Today, FWBL's mission for empowering women remains unmatched.

"To transform the status of women from passive beneficiaries of social services to dynamic agents of change."

FWBL AWARDS & ACHIEVEMENTS AT A GLANCE

The Bank has received several awards and honors over the years.

- 1992**
ILO Geneva Study
Three Major Innovations in Management in Pakistan:
 - First Women Bank Ltd.
 - Edhi Trust
 - Lahore University of Management Sciences (LUMS)
- 1994**
■ Euro Money Excellence Award
- 2001**
■ First Women Bank Limited was awarded "Leader in Micro - Finance" due to its recognition in Micro - Finance Products & Services by Women World Banking
- 2005**
■ Asian Banking Award

- Runners-up Award for FWBL / ILO / IPEC, Micro - Credit Program for combating child labor
- Global Micro - Entrepreneurship Award
- Runners-up Award for a client of FWBL / ILO / IPEC Micro - Credit Program

2008

- Citi PPAF Micro - Entrepreneurship Award
- Two awards for clients of Jafakash Aurat Project

2010

- 'Brand of the Year 2010' in the category of 'Women Banking'

2011

- 'Brand of the Year 2011' in the category of 'Women Banking'

2012

- FWBL was conferred the 8th Consumer Choice Award for being the best bank in the category of 'Women Banking'
- FPCCI Achievement Award 2012 in the field of Banking and Financial Services

MS. CHARMAINE HIDAYATULLAH, ACTING PRESIDENT, ADDRESSED THE CONFERENCE ON ‘CHALLENGES FOR ECONOMY & BANKS BEYOND 2014’

Ms. Charmaine Hidayatullah, Acting President & CEO, presided over the first-ever national Conference on the challenges and role of the banking sector in the economy entitled, ‘Challenges for Economy and Banks Beyond 2014’, organized by Daily The Pak Banker at a local hotel.

Ms. Charmaine Hidayatullah stated that luckily the banking sector in Pakistan has remained secure from crises, whereas the banks of western economies were being hit by debt burden and mortgage failure. She emphasized the need to update legislation for the banking sector as well as to devise a framework for the safety of small depositors.

Talking about Islamic banking, she stated that Islamic banking is a good asset for the banking sector. “More and more Islamic banks would be established in the near future, besides conversion of conventional banks into entirely Islamic banks, as the masses are tilting towards Islamic banking”.

She was of the view that there is a vast potential for the banking sector in the local economy. She urged the

banking sector to expand their branch network as per vast vacuum across the country and said, “Although Pakistan is considered the 27th largest country in terms of purchasing power, there is an acute lack of banking branches in rural areas”.

Ms. Hidayatullah also stressed the need to bring reforms in the taxation system to bring the entire economy under the tax net. She also highlighted the dire need of documentation of the local economy, which in her view, would transform the entire economic scenario.

She appreciated The Youth Business Loan Scheme announced by the Government, and termed it as a good idea to utilize young blood in the country. “The Scheme is quite viable and has ability to take off”, she said. She was of the

view that the Scheme is a blessing for those willing to enter entrepreneurship.

The Conference brought together stakeholders from various sectors of the economy, including bankers, columnists, economists and entrepreneurs to discuss the vital issues of the local economy as well as the banking sector. On the occasion, notable speakers shed light in detail on the challenges and way forward to meet them.



BUSINESS MEETING – REGION SOUTH

The Region South Business Meeting was held at the Head Office to review the performance of the branches. The meeting was chaired by Ms. Charmaine Hidayatullah, Acting President & CEO, FWBL.

While addressing the participants, the Acting President emphasized that everyone needs to put their best step forward to achieve regional targets and meet organizational goals. She further appreciated the efforts of the Branch Managers and Regional Heads. The meeting was attended by the Divisional Heads, Regional Head South and Branch Managers.

Region South includes fifteen branches – Quetta, Larkana, Sukkur, Hyderabad, Shikarpur, Khairpur, F.B. Area, Nazimabad, Sharfabad, Malir, Gurumandir, Clifton, Gulshan-e-Iqbal, P.E.C.H.S. and Imperial Court - headed by Ms. Shahida Memon, SVP / Regional Business Head South.



MARVI VISITS FWBL LARKANA BRANCH

Ms. Marvi Memon, Coordinator for the Prime Minister’s Youth Business Loans (PMYBL), visited the First Women Bank Ltd. branch in Larkana. During her visit she checked the process of application forms being distributed under the recently launched Business Loan Scheme for the unemployed youth. Ms. Nusrat Mangi, Branch Manager, FWBL Larkana briefed the PMYBL Coordinator about the facilities being extended in regards to the PM Loans. Ms. Memon also talked to the youth who were present and applying for loans and assured them that loans will be given purely on merit.



NEW PRODUCTS & SERVICES

PM YOUTH BUSINESS LOANS

PURPOSE OF SCHEME:

To provide small business loans in the shape of Term Loan focusing on (but not restricted to) the unemployed youth, especially educated youth looking to establish or extend business enterprise.

ELIGIBILITY CRITERIA:

Females aged between 21 to 45 years, holding a valid CNIC, with the ability to start their own business or intend on expanding an existing business. Applicants should have some experience in a relevant field or hold a business-related diploma / certificate pertaining to the trade of a proposed business setup.

PRICING / MARK-UP RATE:

8% p.a.

TENOR:

Maximum 8 years. The tenor will depend upon the nature of business, pattern of income and repayment capacity.

FINANCE LIMIT:

Maximum up to Rs. 2,000,000/-

PROCESSING TIME:

Processing time will not exceed 15 working days after the submission of complete basic documents by the applicant.

BORROWERS CAPITAL:

10% of the loan amount.

REPAYMENT OF LOAN:

Mark-up on a monthly basis with a grace period of 12 months for principal payment.

COLLATERAL / SECURITY:

1- Personal guarantee of high net / credit worthy individuals:

- Any person including blood relatives / family member having a net worth of 1.5 times the loan can give the guarantee. No post-dated cheques or wealth statement (by the guarantor) is required. Net worth also includes person's property value as assessed by the Bank's approved evaluator
- It is not mandatory for the guarantor to reside in the same city as the applicant
- No net worth is required if the guarantor is a Government Employee
- There is no age limit for guarantors who are not Government Employees
- Any Grade 15, or above, Govt. Officer with 8 or more years remaining in service can be a guarantor. Only a salary slip is required
- More than one person with a cumulative net worth of more than 1.5 times of the loan can give guarantees on a single loan application
- A single person, having a net worth higher than 1.5 times of cumulative loan amounts, can guarantee more than one applicants
- Anyone with a net worth more than 1.5 times the loan can give her own guarantee
- Must have a clean credit history
- Must not be an employee of FWBL

- One guarantor per loan
- Cannot be an applicant

2- If a person cannot arrange an eligible guarantor, then alternatively she can provide mortgage of immoveable property in lieu of guarantee.

- The property must be in the applicant's name and must be free from any charge or lien
- It shall be appraised by PBA approved valuers and the cost of this valuation shall be borne by the applicant
- The appraised value of the property must be equivalent to at least 1.5 times of the total funds required. FWBL Branch to create Equitable Mortgage in favor of FWBL with 1% token Registration
- Valuation and mortgage charges to be borne by the applicant
- The valuation of the property will be done after sanction of the loan at the time of completion of legal documentation. PBA approved valuers shall be used for this purpose
- Loan disbursement will be subject to the valuation of the property

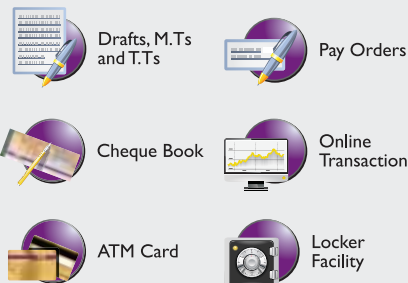
3- Hypothecation of business stocks

SECTOR & PRODUCTS

All sectors. Borrowers will be encouraged to obtain standardized schemes / projects / undertakings from SMEDA or any other body, but this will not be mandatory for the borrower.

HAMARA BUSINESS ACCOUNT

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:

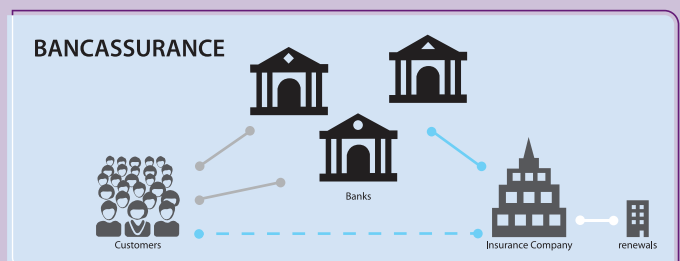


Note: Terms & Conditions apply.

BANCASSURANCE

FWBL and State Life Insurance Corporation (SLICO) signed an agreement to sell insurance products under Bancassurance this year. Now all FWBL branches will sell the insurance plans in partnership with State Life Insurance Corporation (SLICO). The SLICO Products offered through FWBL

branches will provide FWBL customers an avenue to protect themselves against future uncertainties, i.e. financial protection in case of the Policy Holder's demise or disability and will also help FWBL customers in planning for their futures through the Savings Feature available in all these plans.



The following three product plans will be offered in partnership with SLICO:

ENDOWMENT PLAN

An exceptional insurance plan which allows savings and protection for you and your loved ones by providing a lump-sum payment of Sum Assured + Bonuses at maturity or in the case of death of the life assured.

It is a unique saving and protection money at a specific time speculated on the

basis of his / her future requirements. Endowment Plan is most suitable for people who are farsighted and want to fulfill their future needs.

This Plan is suitable for entrepreneurs, businessmen, lawyers, doctors, engineers, service-oriented people and teachers. It is also a viable plan for newly married couples as well as middle class individuals with limited income.



SADA BAHAR PLAN

Sada Bahar is an anticipated Endowment type With-Profits Plan that provides a lump-sum benefit, at certain stages during the premium paying term or on earlier death. In addition, this Plan has a built-in Accidental Death Benefit (ADB) rider, so that the Policy Holder gets an additional Sum Assured, in case of death due to an accident.

This Plan is a safe instrument for cash provision at the time of need. With this Plan, the Policy Holder can secure greater protection and continued prosperity for the family at an affordable cost.

This Plan is available to all members of the general



public aged 20-60 years, to the nearest birthday. Both males and females may purchase this Plan. Terms offered in this Plan are 12, 15, 18, 21, 24, 27 and 30 years.

3 PAYMENT PLAN

A unique Insurance Plan that allows customers to plan for their 3 financial needs through ONE PLAN. 3 Payment Plan is a unique Endowment Assurance as it provides an option to avail the benefit of 25% withdrawal of the Sum Assured on the completion of one-third and two-third Term of the Policy. This

Plan also provides an option for pre-determined, periodic withdrawals during the Currency of Policy. In case of death (God forbid) during the Term of Policy, the Plan provides a lump-sum payment to the beneficiaries.



CONSUMER FINANCING (PERSONAL LOANS)

FIRST CASH

A need-based unsecured term loan that the borrowers can avail to meet their immediate financial needs and pay back through equal monthly installments.

Segment B:

- Permanent female employees of organizations of segment "A & B" under MOU with Blue Chip organizations / institutions

EASY CASH

An unsecured revolving credit facility primarily meant to cater to emergency cash needs of borrowers. The repayment of this facility is through minimum monthly payments where the mark-up is charged based on the utilized amount.

Segment C:

- Permanent / contractual female employees of organizations of Segment "C" (other than A & B) under MOU with Blue Chip organizations / institutions
- Third party contractual female employees under MOU only

ELIGIBILITY

1. Salaried Individuals:

Segment A:

- Permanent female employees of Govt. maintaining payrolls with FWBL
- FWBL permanent and contractual employees

2. Self-Employed Female Professionals (E.g. Chartered Accountants, Doctors and Architects, etc.)

3. Self-Employed Businesswomen

Courtesy of First Women Bank Ltd.

ENTREPRENEURSHIP DEVELOPMENT

Women Economic Empowerment Through Capacity Building and Skill Development

“To be successful, you have to have your heart in your business and your business in your heart.”

Thomas J. Watson

BD & TC

FWBL - GEP

The First Women Bank Ltd. is the only Bank managed and run by women in the country. Its dual role (that of a Commercial Bank and a Development Finance Institution) makes it ‘a uniquely positioned public institution providing financial services to women in Pakistan’.

In line with its development role, in 2011 FWBL submitted / negotiated a project and received a sub-grant of Rs. 13.8 million. This sub-grant was provided by the Asia Foundation (TAF) through the generous support of the United States Agency for International Development (USAID) under the Gender Equity Program being implemented by the Aurat Foundation (AF) in close collaboration with TAF. The monies received under the sub-grant were for implementing a two-year pilot project supporting Women’s Economic Empowerment activities under the umbrella of FWBL’s Capacity Building & Skill Development Program (CB&SD) launched in July, 2011. In undertaking the two-year

project, FWBL affirmed its development role and endorsed national and international commitments to women’s economic empowerment activities, in particular for entrepreneurship development.

- 32 trainings for 640 women were implemented in two years
- Potential businesswomen provided opportunities at various forums to display their products
- 640 trainees were familiarized on FWBL’s financial services, including credit facilities
- Trainee linkages established with reputed Resource Training Institutes and with potential employers
- Employability of all trainees was enhanced through the capacity building and skill development trainings
- 50 trainees have started their businesses while 31 women have enhanced their existing businesses
- Few trainees have got jobs as Chefs at the Governor House Punjab, Park Plaza Hotel, Lahore, Royal Palm and PC Hotel, Lahore
- Loan requirements of trainees are ascertained and linkages with the Prime Minister’s Small Business



Loan are being made. For this purpose a special desk at BD & TC Karachi is set up in collaboration with SMEDA

REMARKS

“I would like to take this opportunity to reiterate that FWBL’s performance has been exceptional, and one we are very proud of at GEP.”

Aysha Adil, The Asia Foundation

BD & TC ISLAMABAD

Trainings were imparted to 185 women in 2013 while a number of exhibitions were organized by the centre, in and outside the premises with an aim to enhance the mobility, accessibility, connectivity and visibility of businesswomen so as to ensure their upliftment and empowerment.



Entrepreneurship “QUOTES”

- “The most dangerous poison is the feeling of achievement. The antidote is to every evening think what can be done better tomorrow”
- “The secret to successful hiring is this: look for the people who want to change the world”
- “What do you need to start a business? Three simple things: know your product better than anyone. Know your customer and have a burning desire to succeed”
- “Get a mentor in the applicable field if you’re at all unsure of what you’re looking for”

TRAINING OPPORTUNITIES FOR WOMEN ENTREPRENEURS / POTENTIAL ENTREPRENEURS

For details, please contact:

BD & TC Karachi: 021-34532183

BD & TC Lahore: 042-35874012

BD & TC Islamabad: 051- 2284404

HAPPENINGS

MEHFIL-E-MILAD

Rabi-ul-Awwal is the most significant month in the Islamic calendar as humanity was blessed by the birth of the Holy Prophet Muhammad (SAW) in this Holy month.

To commemorate Eid-e-Milad-un-Nabi (SAW) in the Holy month of Rabi-ul-Awal, FWBL organized a Mehfil-e-Milad attended by its valued customers, professionals and employees at Marriott Hotel, Karachi. Women from all walks of life attended the Milad.

Ms. Samina Kamal, Ms. Ghazala Arif, Ms. Tabinda Lari, Ms. Sherin Shahzad, Ms. Dilshad Mirza, Ms. Sarah Moeen, Ms. Farheen Qaisar, Ms. Ruby Alvi and Ms. Omaima Aadil recited the Naats and Durood.

Prof. Shahista Zaidi, a renowned scholar, spoke on Seerat-e-Tayyaba and emphasized the role of women in society in the light of Islamic teachings. The program was conducted by Ms. Shaheen Zamir, SVP / Head of Marketing, PR & Entrepreneurship Development.

This was a well-organized program and was highly praised by the participants.



FWBL PARTICIPATED IN THE FINANCIAL SERVICES EXPO

First Women Bank Limited participated in the Financial Services Expo by setting up a stall, organized by the Aga Khan Economic Planning Board Pakistan, near F.B. Area, Karachi. A large number of visitors visited the stall and got information about the products and services of the Bank.

Ms. Shaheen Zamir, Head Marketing & WED, conducted a session and made a presentation about the process of acquiring the PM Youth Business Loans.



FWBL SPONSORED MOHTARMA FATIMA JINNAH FOOTBALL TOURNAMENT 2013



FWBL was one of the sponsors of the First Madr-e-Millat Football Tournament 2013, organized by Marta Women Football Club to pay tribute to Mohtarma Fatima Jinnah. The event was held at the Aga Khan Gymkhana, and 6 teams participated in the event. The winning team was awarded a shield.

OBITUARY

- The brother of Ms. Masooma A. Firdousi, VP/President Secretariat passed away on October 10, 2013
- The mother of Ms. Abida Begum, Messenger &

FWBL SPONSORED EDUCATION & LITERACY MELA

“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn.” - Alvin Toffler

The District Education Section for Females, Karachi organized a three-day, ‘Education & Literacy Mela

2013’ which was organized to create awareness and interest for education among girls in order to make them productive contributors of society.

The event was held at the D.H.A. Creek Club, Karachi. Girls from different Government and Private (Secondary & Higher Secondary) schools participated in the event. FWBL was one of the sponsors of the Mela.

FWBL FAMILY

FWBL News

- Ms. Bushra Ehsan, Regional Business Head (Region Central - A) has taken charge of the Sialkot Area on December 3, 2013. Now FWBL has 3 Regions: South, Central and North
- The Information Technology Department of FWBL successfully completed Phase I of the ATM Infrastructure Revamping Project, marked by the installation of 11 new ATMs

Mr. Rashid Mansoor, Assistant, Head Office, passed away on November 23, 2013

- The brother of Ms. Shazia Noreen, Officer, President Secretariat / Legal Division, passed away on December 21, 2013

FWBL News expresses its heartfelt condolences to all of them and their bereaved families. May Almighty Allah give them the courage and patience to bear this irreparable loss and we pray that may the departed souls rest in peace. Ameen.

ON THE LIGHTER SIDE

WHAT KIND OF COAT...

Q: What kind of coat is always wet when it is put on?
A: A coat of paint.

CUSTOMER SERVICE

I bought a pint of Häagen-Dazs icecream at the supermarket. As the cashier rang it up, I asked, “How do you pronounce that?”

Speaking slowly and distinctly, he said, “Four dollars and seventy-nine cents.”

PHYSICS

A college physics professor was explaining a particularly complicated concept to his class when a pre-med student interrupted him.

“Why do we have to learn this stuff?” the young man blurted out.

“To save lives”, the professor responded before continuing the lecture.

A few minutes later the student spoke up again. “So how does physics save lives?”

The professor stared at the student for a long time. “Physics saves lives,” he said, “because it keeps the idiots out of medical school.”

TAKING INSTRUCTIONS

The teacher to a student: “Conjugate the verb ‘to walk’ in simple present.”

The student: “I walk. You walk...”
The teacher interrupts him: “Quicker please.”

The student: “I run. You run...”

BEING CONCISE

A man looking for a job landed an interview.

Interviewer: “Please remember we are very keen about cleanliness. Did you wipe your shoes before entering?”

The candidate replied: “Oh, yes Sir, with the doormat.”

The manager narrowed his eyes and said, “We are also very keen about the truth. There is no mat.”

“QUOTES”

Nelson Mandela was born a freedom fighter and died as a hero. Below are a few of his quotes:

- “Education is the most powerful weapon which you can use to change the world”
- “It is better to lead from behind and to put others

in front, especially when you celebrate victory when nice things occur. You take the front line when there is danger. Then people will appreciate your leadership”

- “If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart”
- “In countries where innocent people are dying, the leaders are following their blood rather than their brains”
- “No country can really develop unless its citizens are educated”

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Designed by: **SPECTRUM | Y&R**

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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