



FWBL NEWS

(Issue: October – December 2016)



FIRST WOMEN BANK SIGNS WITH 1LINK FOR PAYPAK



Technology and the internet have transformed the business landscape forever. Like many companies which are using technology to be more responsive and serve customers better, FWBL is also turning its attention to technology.

First Women Bank Ltd. (FWBL) has entered into an agreement with 1LINK (Guarantee) Limited that will enable FWBL to issue PayPak branded debit cards. Through this strategic alliance,

platform to offer services and features under PayPak, but will also play a vital role in attracting new customers to the Bank.

The agreement was signed by Ms. Tahira Raza, President & CEO FWBL, and Mr. Najeeb Agrawalla, CEO 1LINK.

Speaking on the occasion, Ms. Tahira Raza, President & CEO FWBL,

FWBL and 1LINK plan to achieve their mutual goal of successful financial inclusion and digital transformation. By signing this agreement, FWBL has achieved a successful milestone, as this will not only leverage the Bank's electronic

appreciated 1LINK's efforts to facilitate the industry by launching the PayPak Domestic Payment Scheme, while Mr. Najeeb Agrawalla, CEO 1LINK, said that "The issuance of PayPak cards will be a significant addition to the Bank's portfolio and will provide added value to FWBL customers."

PayPak is Pakistan's first domestic payment scheme and is aimed at supporting the underserved and banked population of the country through efficient and cost-effective payment solutions.

The Signing Ceremony was attended (from FWBL) by Mr. Kashif Karimi, Head IT, Ms. Shaheen Zamir, Head Marketing, PR & Service Quality, Mr. Saleem Shaffi, Head Operations, Mr. Muhammad Faraz Khan, Head Alternate Distribution Channels; (from 1LINK), Mr. Asif K. Durrani, Head of Business Development & Marketing, Mr. Azimullah Khan, Head of EAPD, and Mr. Adeel Asad, Manager Business Development.

'HUM HAAZIR HEIN'- FWBL CELEBRATES CUSTOMER WEEK

At FWBL, the customer is at the core of all our business decisions - from devising its financial solutions to delivering them, from offering services to providing the best customer experience. To commemorate this strong relationship, FWBL celebrated Customer Week, themed 'Hum Haazir Hein - Banking on Service' from November 28 - December 2, 2016. The last day of the week peaked with FWBL's 27th anniversary celebrations.



The objective of this week was to increase business rapport by providing quality service to existing customers, to attract new customers and to win back those lost. It also served to reiterate FWBL's commitment to customer satisfaction, boost team morale and motivation, recognize the Service Team for their hard work and dedication, and improve service quality in light of customer feedback.

‘HUM HAAZIR HEIN’- FWBL CELEBRATES CUSTOMER WEEK

The 2nd consecutive Customer Week initiative reflects the Bank Management’s commitment to providing better services to customers. The event was welcomed by both external and internal customers.

Prior to Customer Week, the Marketing Department requested the Internal Control Unit (ICU) to test the branch staff on Product & Service knowledge. All the team members were instructed to observe punctuality, to be well-dressed and display both their Bank ID cards and ‘Hum Haazir Hein’ badges. The Call Centre staff was also briefed and trained to serve as a one-stop solution for callers. A Customer Survey Form was specially designed and distributed to the branches to collect customers’ views.

All FWBL Branches, Booths, Area /

Regional Offices and Vestibules were decorated with mobile hangers, balloons and ribbons in FWBL’s corporate branding colors. A service message was displayed on the Bank’s website, Facebook page, and ATM and desktop screens. Brochures, flyers and other informative materials were kept in the waiting areas, while chocolates were placed at the counters for customers.

To evaluate the branches, Monitoring Committees were formed. The Committees assessed the branches on set criteria, based on cleanliness, staff appearance & promptness, product knowledge, new business, etc. After compilation of the reports, awards and prizes will be given in the following categories.

1. Best Branch Award
2. Best Region / Area Award
3. Best Employee Award

In addition to this, Certificates of Excellence will be awarded to the Runners-up.

During the week, Ms. Tahira Raza, President & CEO FWBL, accompanied by Ms. Shaheen Zamir, Head Marketing, visited all the branches of the Karachi area. The customers were delighted to meet Ms. Tahira Raza and enthusiastically shared their feedback. The President thanked the customers for their continued patronage.

Other team members from Business & Operations also visited the branches and interacted with customers to answer queries and address their banking concerns.

GLIMPSES OF PRESIDENT FWBL’S VISIT TO KARACHI BRANCHES

Imperial Court



DA Golf Club Branch



Clifton Branch



Gurumandir Branch



P.E.C.H.S. Branch



Nazimabad Branch



Gulshan Branch



Gulshan Branch



Nazimabad Branch



'HUM HAAZIR HEIN'- FWBL CELEBRATES CUSTOMER WEEK

Sharfabad Branch



Malir Branch



F.B. Area Branch



The last day of Customer Week, December 2nd, is the day FWBL came into existence on the world map, and Pakistan became the first country where a bank for women was formed. This year, FWBL completed 27 years of successful banking operations. The main Anniversary Celebrations were held in Karachi, while Regional Office Central

and North also invited their customers to join them in this moment of joy and happiness. Branches also celebrated this day with their customers and invited them for a cake-cutting ceremony.

The main ceremony took place at the DA Country and Golf Club Branch, where Ms. Tahira Raza, President

FWBL, along with Ms. Akram Khatoon, Founder President FWBL, cut the cake.

Ms. Shafqat Sultana, former President FWBL, along with valued customers and FWBL's senior management team members, also attended the ceremony.



LAHORE



The FWBL Anniversary Celebrations in Lahore took place at the Regional Office where valued customers of all Lahore branches were invited. Mr. Kashif

Sheikh, Regional Business Head Central, and his team members welcomed the customers. Dr. Rukhsana David, Principal Kinnaird College for

Women, Lahore and Mr. Nayyar Ali Dada, famous Architect, cut a special cake to mark FWBL's 27th Anniversary.

‘HUM HAAZIR HEIN’- FWBL CELEBRATES CUSTOMER WEEK ISLAMABAD

Ms. Aneela Ahmad, Area Business Manager Islamabad, along with her team, welcomed guests from Islamabad & Rawalpindi at the FWBL Area Office, Islamabad.



Ms. Naheed Ishaq, Member Board of Directors FWBL, Deputy Economic Advisor, Finance Division Govt. of Pakistan, was specially invited to grace the occasion.



FWBL LAUNCHES ITS OFFICIAL FACEBOOK PAGE



The lifeline of any business is its promotional efforts, as marketing creates a demand for products & services, and bridges the gap in fulfilling customer needs. Social Media has become one of the most effective ways of communicating and translating marketing efforts into business. This non-conventional way of marketing has become an active channel for customer service. Through this medium, organizations are engaging their customer base and building relationships with their customers, and complementing traditional business marketing practices.

In an effort to gain a social media presence and also make people aware of its products and services, First Women Bank Ltd. (FWBL) launched its official Facebook page www.facebook.com/FirstWomenBank on November 28, 2016 – the opening day

of Customer Week. The page features product updates, new offers, events, contests and campaigns of the Bank. To get feedback from customers, an Email Id customerservice@fwbl.com.pk has been created and placed on the page.

While speaking on the launch of FWBL's Facebook page via video message, Ms. Tahira Raza, President and CEO First Women Bank Ltd., welcomed the digital audience to First Women Bank's Facebook page, which she called "Our new home on social media". In her message, she spoke about the purpose of launching the page, saying "We have created this page to improve our communication with you and you alone, because you are the reason of our existence. The trust and confidence you have reposed in First Women Bank Ltd.

for the past 27 years has been one of our most prized possessions. We at FWBL believe in inclusivity; we are a family bank where women are at its center.

Within a short span of time, FWBL's likes have rapidly increased and crossed the 100,000 mark

All our products and services are designed in a manner that ensures men and women both can access these products with the same ease and convenience. We are an equal opportunity employer and we hire the best talent from the market, because we believe in providing you with the best services. Through this Facebook page, we will keep you updated on our products and services and share with you important announcements that will help you take timely business decisions as well as stay close to the FWBL family. Do share this page with your loved ones, and encourage them to give their feedback and suggestions to help us continuously improve our services. We have a very strong conviction that women and men both together can make Pakistan an economically strong and prosperous country," she added.

PROMOTING SMES' DEVELOPMENT

"Ambition is the path to success. Persistence is the vehicle you arrive in."

PMYBL - NOW MEN TOO CAN AVAIL LOANS FROM FWBL

The Prime Minister's Youth Business Loans (PMYBL), launched to empower young educated Pakistani women and men aged between 21 - 45 years, is helping a lot of entrepreneurs and their families. In this scheme, 50% of the total loans have been allocated for women, and 5% quota has been reserved for the families of shaheed, widows and disabled people to start their own businesses. These loans are strictly based on merit, and offered to both genders.

First Women Bank Ltd. is determined to make a difference in people's lives by bringing financial betterment through

PMYBL. Recently, as a policy decision, FWBL has opened the door for men to also avail these loans from the Bank. All 42 branches of FWBL in 24 cities are authorized to provide these loans.

The Bank has so far received a total of 562 applications, out of which 207 have been approved, 343 have been declined, and the remaining 12 applications are under consideration. The total amount disbursed so far is Rs. 179.535 million, including adjusted cases.



FWBL PARTICIPATES IN AN EXPO/SEMINAR FOR THE PROMOTION OF SME FINANCING

FWBL participated in an Expo/Seminar for the promotion of SME Financing organized by State Bank of Pakistan (SBP) in collaboration with Small and Medium Enterprises Development Authority (SMEDA) at a local hotel in Karachi on December 19, 2016. A large number of people visited the FWBL stall to learn about the financial services offered by the Bank, and received professional assistance from the Bank's representatives.



PFOWA ANNUAL CHARITY BAZAAR 2016

The flagship event of PFOWA, the Annual Charity Bazaar, was held at the premises of the Ministry of Foreign Affairs. FWBL set up a stall at the Bazaar and provided financial assistance to the visitors. 30 embassies also participated in the event by setting up their stalls.



FWBL PARTICIPATES IN SBP KISSAN MELA

FWBL's Multan Branch, headed by Ms. Mobina Tariq, participated in the 'Kissan Mela' organized by SBP and BM, in collaboration with Muhammad Nawaz Sharif University of Agriculture. The theme of the event was the promotion of the non-farm finance schemes that will boost the overall efficiency of the loan provision process.



EMPOWERING LOW INCOME WOMEN THROUGH ACCESS TO FINANCIAL SERVICES

SMEDA, as one of FWBL's partners for its women empowerment initiatives, invited Ms. Shaheen Zamir, SVP / Head of Marketing FWBL, to make presentations on FWBL products and services to the trainees in different parts of Karachi. SMEDA, with the support of UNDP, is implementing a Self Employment Project with the aim to provide entrepreneurial skills' training to the youth in neighborhoods of Karachi.

GENDER EQUITY PROGRAM

BUILDING FWBL'S CAPACITY TO EMPOWER HOME-BASED WORKERS & SMALL SCALE ENTREPRENEURS TO LEAD CHANGE (AF/GEP/USAID GRANT)

First Women Bank Ltd. (FWBL) is determined to make a significant impact under the Gender Equity Program (GEP) of the Aurat Foundation (AF), with the support of the American people through the United States Agency for International Development (USAID). The grant of PKR 27.5 million is being used for the following activities:

1. Market Research and Product Development (inclusive of product training & awareness).
2. Soft Skills Training, including Leadership Training and Customer Service Training for the Senior Management & Front Line Staff.
3. Marketing Campaigns & Outreach Activities.

CUSTOMER SERVICE EXCELLENCE AND SELLING SKILLS - TRAIN THE TRAINER (TOT) WORKSHOP



Under the GEP, a three-day 'Customer Service Excellence and Selling Skills - Train the Trainer (TOT) Workshop' was organized to train & equip the participants to train others in the critical area of Customer Service. The training was conducted in Karachi, Lahore and Islamabad, with participants from all of FWBL's branches and offices in Pakistan. The workshop was facilitated by Ms. Rahila Narejo, Lead Consultant & Chief Executive, Narejo HR (Pvt.) Ltd. Speaking on the last day of the training held in Karachi, Ms. Tahira Raza, President and CEO First Women Bank Ltd.,

it is everyone's responsibility. Customers don't see us as different departments; they see us as one Bank. With this training, I believe that you all are equipped to delegate the learning of this training to your colleagues for better Customer Service," she added.

The training sessions were monitored by Ms. Shahida Sajid and Ms. Muneezah in Karachi and Ms. Sumera Saleem in Lahore. In Islamabad, Ms. Mahpara Shakil, Deputy Chief of Party Aurat Foundation, observed the sessions.

said "The customer is the very reason of our (FWBL's) existence." She emphasized that "Customer Service is not just one department;

AURAT FOUNDATION CHIEF OF PARTY VISITS FWBL

The new Chief of Party Aurat Foundation, Mr. M. Younas Khalid, accompanied by Ms. Mahpara Shakil, Deputy Chief of Party, and Ms. Mahnaz Rahman, Resident Director Aurat Foundation, visited Ms. Tahira Raza, President FWBL, to discuss the progress of the project. Ms. Fouzia Janjua, Project Coordinator, was also present on the occasion.

THE IFC TEAM CALLS ON PRESIDENT FWBL

Ms. Milagros Rivas Saiz, Global Head Cross-Cutting Advisory Solutions Department IFC, and Mr. Marco Indelicato, Program Manager Lighting Pakistan & Afghanistan IFC, called on Ms. Tahira Raza, President FWBL. They discussed opportunities to build linkages between FWBL and IFC World Bank Group Lighting Pakistan. Ms. Tahira Raza said that FWBL is interested in becoming partners in the initiatives of IFC World Bank Group to provide bright, clean and affordable lighting, and viable Smart Renewable Energy options from the footprint of FWBL's branch network.



FWBL HOLDS AWARENESS SESSIONS

FWBL's Hyderabad Branch Team, led by Branch Manager Ms. Shaista Memon, conducted Awareness Sessions at Government Degree College Qasimabad, Zubaida Girls College and University of Sindh Jamshoro. The participants took a keen interest in FWBL's offerings.



HAPPENINGS

MEHFIL-E-MILAD



Like every year, First Women Bank Ltd. organized a Mehfil-e-Milad for its customers and staff at the Marriott Hotel, Karachi.

Ms. Shaheen Zamir, SVP / Head of Marketing & PR, hosted the program. Ms. Ghazala Arif, Ms. Dilshad Mirza, Ms. Sarah Moeen, Ms. Samina Kamal, Ms. Ruby Alvi, Ms. Mahrukh Khan, Ms. Imrana Annie Naeem and Ms. Omaira recited the Naats and Durood.

Prof. Dr. Shaista Zaidi, while speaking on Seerat-e-Tayyaba (PBUH), described the concept of Accountability in Islam and highlighted the importance of living

according to the life of the Holy Prophet (Peace be Upon Him).

A large number of women from all walks of life attended the program. Amongst prominent guests were Ms. Akram Khatoon, Ms. Arifa Shamsa, Ms. Ayesha Aziz, Ms. Geti Ara Sherwani, Ms. Humera Zubair, Ms. Sharmeen Usmani, Ms. Sheher Bano, Dr. Saleema Ahmed, Ms. Safia Kazim, Dr. Zehra Kazim, Ms. Safia Hasan, Ms. Ishrat Farooqui, Ms. Sabiha Shah and Ms. Shaheena Faisal



Malik.

The participants lauded the efforts of the Bank on arranging a well-organized Mehfil-e-Milad.

SHIFTING OF SIALKOT BRANCH

The FWBL Sialkot Branch has been shifted to a new location.

Address: Property No. 1 to 4 & 5 to 8, Survey No. 261, Aziz Bhatti Shaheed Road, Sialkot Cantt.
Phone: 052-4296091, 052-9250220-1
Fax: 052-4290890

OUR PEOPLE ADIEU

Ms. Rahila Imtiaz, Assistant Vice President Faisalabad Branch, retired from Bank services on October 18, 2016 after attaining the age of superannuation. She served First Women Bank Limited for 23 years.

We wish her the best of luck in her future endeavors.

OBITUARY

The angels are always near to those who are grieving, to whisper to them that their loved ones are safe in the hand of God.
-Eileen Elias Freeman

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

- The father of Ms. Laila Masood, Vice President / Deputy Head Treasury Division, passed away on Sunday, October 02, 2016.
- The brother of Ms. Azmat Bibi, Branch Manager Gujrat Branch, passed away on Friday, October 07, 2016.
- The mother of Ms. Rubina Mukhtar, Operations Manager Quetta Branch, left for her eternal abode on Friday, October 14, 2016.
- The father of Mr. Noman Rasheed, Assistant Treasury Operations, passed away on Saturday, October 22, 2016.

- The mother of Ms. Fareeha Sarfaraz, Officer Sargodha Branch, passed away on Sunday, November 13, 2016.
- The mother of Ms. Zeenat Batool (OG-III), Officiating BOM Jhelum Branch, left for her eternal abode on Thursday, November 24, 2016.
- The mother of Ms. Zahida Begum, Credit In-charge Imperial Court Branch, passed away on Thursday, December 15, 2016.

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

HAPPENINGS

“WOMEN’S RIGHTS ARE THE BASIS FOR PEACE & DEVELOPMENT” SAYS MS. TAHIRA RAZA



Women, in collaboration with the HR Club IBA Karachi, organized a workshop on the “Socio Economic Protection of Single Women” at the IBA City Campus, Karachi.

Ms. Tahira Raza, President and CEO FWBL, while speaking to the guests said that women, either unmarried,

Ms. Raza said that BISP is a program that, by widely covering the widows and single women in Pakistan, has proved to be a huge success in bringing about change in the economic lot of women through timely intervention.

Earlier Ms. Shamim Kazmi, President National Association of Business, Professional and Agricultural Women, said that the condition of women is nearly the same all over the world. She urged the women’s movement and organizations to strive for the rights of widows and single women.

Prof. Dr. Pirzada Qasim Raza Siddiqui, Vice Chancellor Ziauddin University, and Mr. Zia Awan of PILDAT also spoke on the occasion. Speakers urged the use of the term ‘women-headed households’ instead.

Women have played an important role in societies from the very beginning. But little do we recognize the social and economic challenges faced by women, particularly single women, at different stages of life, either in a societal set-up or at work. In order to highlight these challenges, the National Association of Business, Professional and Agricultural

married, married or divorced (with or without children), are more vulnerable to harassment. The women’s movement in Pakistan believes in creating new human rights ideas as it believes in the supremacy of human rights and women’s rights as the basis for peace and development.

Talking about Government initiatives,

ON THE LIGHTER SIDE

RIDDLES

Q: I’m tall when I’m young, and I’m short when I’m old. What am I?

A: A candle.

Q: What goes up when the rain comes down?

A: An umbrella!

Q: Take away my first letter, and I still sound the same. Take away my last letter, I still sound the same. Even take away my letter in the middle; I will still sound the same. I am a five letter word. What am I?
A: EMPTY.

Q: What starts with the letter “t”, is filled with “t” and ends in “t”?

A: A teapot!

Q: We see it once in a year, twice in a week, and never in a day. What is it?

A: The letter “E”.

Mirror

If someone calls you ‘Ugly’, have a good comeback. Say:
“Excuse me, I am not a mirror.”

“QUOTES,”

“It’s fine to celebrate success but it is more important to heed the lessons of failure.” - **Bill Gates**

“The function of leadership is to produce more leaders, not more followers.” - **Ralph Nader**

“A good leader is a person who takes a little more than his share of the blame and a little less than his share of the credit.” - **John Maxwell**

“I don’t pay good wages because I have a lot of money; I have a lot of money because I pay good wages.”- **Robert Bosch**

“If your actions create a legacy that inspires others to dream more, learn more, do more and become more, then you are an excellent leader.” - **Dolly Parton**

“No man will make a great leader who wants to do it all himself, or to get all the credit for doing it.” - **Andrew Carnegie**

“A person who never made a mistake never tried anything new.” - **Albert Einstein**

CONCEPT, COORDINATION & EDITED BY:

Shaheen Zamir (SVP/Head of Marketing, PR & Service Quality)
Assisted by: Jane James Din (Marketing Officer), First Women Bank Ltd.

Head Office: S. T. S. M. Foundation Building, Beaumont Road, Off Dr. Ziauddin Ahmed Road, Civil Lines, Karachi.

Ph.: 021-35657630, UAN: 111-676-767

Website: www.fwbl.com.pk

Facebook: [f/FirstWomenBank](https://www.facebook.com/FirstWomenBank)

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

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 2,000,000 روپے تک قرضے کی سہولت (15 مجموعی تنخواہوں تک)
- قرضے کی ادائیگی کے لیے 1 سال سے 5 سال کا دورانیہ
- مساوی ماہانہ اقساط میں قرض کی ادائیگی
- مارک اپ 18.5 فیصد

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

* شرائط و ضوابط لاگو ہیں۔

Empowering the Nation Together



First Women Bank Ltd.

ہیڈ آفس: ڈاکٹر سیدنا طاہر سیف الدین میموریل فاؤنڈیشن بلڈنگ، CL-10/20/2، بیومونٹ روڈ، متصل ڈاکٹر ضیا الدین احمد روڈ، سول لائنز، کراچی۔

فون: 021-35657684-9 فیکس: 021-35657756 یو ایس این: 111 676 767 ویب سائٹ: www.fwbl.com.pk

فیس بک پیج: www.facebook.com/FirstWomenBank



ہم حاضر ہیں... فرسٹ ویمن بینک کے زیر اہتمام کسٹمر ویک

لاہور:

لاہور میں ساگرہ کی تقریب کا اہتمام ریجنل آفس میں کیا گیا جس میں کینز ڈکاج کی پرنسپل مسز رخسانہ ڈیوڈ اور ممتاز آرکیٹیکٹ نیر علی دادا نے ریجنل بزنس ہیڈ کاشف شیخ کے ساتھ کیک کاٹا۔

اسلام آباد:

اسلام آباد اور راولپنڈی برانچ کے کسٹمرز کے لیے تقریب کا اہتمام ایریا آفس اسلام آباد میں کیا گیا جس میں بینک کی ممبر بورڈ آف ڈائریکٹرز مسزناہیدہ اسحق نے خصوصی طور پر شرکت کی اور ایریا مینیجر انیلہ احمد کے ساتھ کیک کاٹا۔

کسٹمر ویک کا آخری روز 2 دسمبر تھا۔ 2 دسمبر بینک کی تاریخ کا وہ دن ہے جب 27 سال پہلے بینک نے اپنے سفر کا آغاز کیا تھا۔ بینک کی سالگرہ کی مناسبت سے برانچوں میں کیک کاٹا گیا جس میں کسٹمرز نے بھی شرکت کی۔

کراچی:

کراچی میں ساگرہ کی تقریب گالف کلب برانچ میں منعقد ہوئی جس میں بینک کی صدر طاہرہ رضا کے ساتھ بینک کی بانی صدر مس اکرم خاتون نے کیک کاٹا۔ بینک کی سابق صدر مسز شفقت سلطانہ نے بھی تقریب میں شرکت کی۔

فرسٹ ویمن بینک کی آفیشل فیس بک کا اجرا

انتخاب کرتے ہیں اس لیے کہ بہترین خدمات کی فراہمی ہمارا نصب العین ہے۔

اس سماجی ویب سائٹ کے ذریعے ہم آپ کو اپنی خدمات سے آگاہ رکھیں گے تاکہ آپ اپنے اور اپنے کاروبار کے لیے بروقت فیصلہ کر سکیں۔

اس صفحہ کو اپنے خاندان اور دوستوں سے شیئر کریں اور ہمیں اپنی آراء سے نوازیں۔ ہم آپ کی تجاویز کی روشنی

میں خدمات کو بہتر سے بہتر بنائیں گے۔

ہم اس بات پر مکمل یقین رکھتے ہیں کہ خواتین اور مرد دونوں شانہ بشانہ کام کرتے ہوئے ہی پاکستان کو معاشی طور پر طاقتور اور خوشحال بنا سکتے ہیں۔

نہایت مختصر عرصے میں فرسٹ ویمن بینک لمیٹڈ facebook کو like کرنے والوں کی تعداد ایک لاکھ سے تجاوز کر گئی۔



باعث ہیں، “گذشتہ 27 برسوں کے دوران ہمارا آپ سے تعلق ہمارے لیے ایک قیمتی اثاثہ ہے۔

ہم ایک ایسا بینک ہیں جو خواتین اور ان کے خاندانوں کی خدمت پر مامور ہیں۔ ہم نے اپنی پروڈکٹ اور خدمات اس طرح ڈیزائن کی ہیں کہ وہ خواتین اور مرد دونوں کے لیے قابل استعمال ہیں ہم سماجی مساوات پر یقین رکھتے ہیں اور ہمارے دروازے بہترین ٹیلنٹ کے لیے بلا تفریق جنس کھلے ہیں۔ ہم مارکیٹ سے بہترین ٹیلنٹ کا

مارکیٹنگ کے روایتی ذرائع کے ساتھ ساتھ سوشل میڈیا مارکیٹنگ تیزی سے مقبول ہو رہی ہے۔ کسٹمرز ویک کے انعقاد پر فرسٹ ویمن بینک نے سماجی رابطے کی سائٹ فیس بک کا اجرا کیا۔ اس موقع پر بینک کی صدر طاہرہ رضا نے اپنے ایک خصوصی ویڈیو پیغام میں ڈیجیٹل میڈیا کے صارفین کو خوش آمدید کہا۔ انہوں نے کہا کہ ہم نے اس کا اجرا آپ کے لیے کیا ہے کہ ہم آپ سے رابطے کو بہتر بنانا چاہتے ہیں۔ ”آپ ہماری موجودگی کا

فرسٹ ویمن بینک کے زیر اہتمام ویک۔ صدر بینک کے دورے کی تصویری جھلکیاں

صدر بینک مسز طاہرہ رضانے کراچی کی تمام برانچوں کا تفصیلی دورہ کیا اور کسٹمرز اور اسٹاف سے ملاقات کی۔

گلشن برانچ



گرومندر برانچ



امپیریل کورٹ



گلشن برانچ



پی ای سی ایچ ایس برانچ



ڈی اے گالف کلب برانچ



ناظم آباد برانچ



ایف بی ایریا برانچ



کلفٹن برانچ



ناظم آباد برانچ



ملیر برانچ



شرف آباد برانچ



28 YEARS
of EMPOWERING WOMEN

پرائم منسٹر یوتھ بزنس لون

فرسٹ ویمن بینک نے اپنی نئی قرضوں کی پالیسی جاری کی ہے جس کے تحت اب 21 سے 45 سال کے نوجوان بھی قرضہ حاصل کرنے کے اہل ہوں گے اس سے پہلے یہ قرضے صرف خواتین کو فراہم کیے جا رہے تھے۔



فرسٹ ویمن بینک اور 1 لنک کے درمیان معاہدہ

ٹیکنالوجی کے حصول کے لیے سرگرداں ہے۔ گذشتہ دنوں فرسٹ ویمن بینک نے 1 لنک (گارنٹی) لمیٹڈ کے ساتھ ایک معاہدے پر دستخط کیے ہیں جس کے تحت فرسٹ ویمن بینک پے پاک ڈیبٹ کارڈ کا اجرا کر سکے گا۔



فرسٹ ویمن بینک کی جانب سے معاہدے پر مسز طاہرہ رضا صدر اور 1 لنک کی جانب سے نجیب آگرہ والا چیف ایگزیکٹو آفیسر نے دستخط کیے۔

ٹیکنالوجی اور انٹرنیٹ نے کاروبار کو آج ایک نئی جہت عطا کی ہے۔ ٹیکنالوجی کے بڑھتے ہوئے استعمال کو مد نظر رکھتے ہوئے، اپنے صارفین کی ضروریات کے عین مطابق فرسٹ ویمن بینک بھی

ہم حاضر ہیں... فرسٹ ویمن بینک کے زیر اہتمام کسٹمر ویک

کے جذبے کو فروغ دینے کے لیے تین مختلف کیٹیگریز بہترین برانچ، بہترین ریجن/ ایریا اور بہترین ایمپلوائی ایوارڈ کا اجرا کیا گیا۔

امتحان بھی لیا گیا، برانچوں کی کارکردگی کی جانچ کے لیے مانیٹرنگ ٹیمیں بھی تشکیل دی گئیں اور ساتھ ہی اسٹاف کو متحرک رکھنے اور ان کے درمیان آگے بڑھنے

فرسٹ ویمن بینک میں کسٹمرز کو کلیدی مقام حاصل ہے اس لیے کہ یہ بینک کی بنیادی اقدار کا ”پہلا جزو“ ہے۔ اسی خیال کی تجدید کے لیے 28 نومبر سے 2 دسمبر کے ہفتے کے دوران کسٹمر ویک کا انعقاد کیا گیا جس کا بنیادی خیال تھا ”ہم حاضر ہیں“ کسٹمر ویک کے انعقاد سے پہلے اس کی خاص منصوبہ بندی کی گئی جس میں برانچوں کی تزئین و آرائش کے ساتھ ساتھ اسٹاف کو ایک واضح گائیڈ لائن مہیا کی گئی، انہیں سروس کو بہتر بنانے کے لیے خصوصی ٹریننگ بھی فراہم کی گئی۔ ساتھ ہی انٹرنل کنٹرول یونٹ کے زیر اہتمام فیلڈ اسٹاف کا آن لائن

