



FWBL NEWS

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UPGRADES FIRST WOMEN BANK'S RATING



The Pakistan Credit Rating Agency (PACRA) has upgraded the long-term entity rating of First Women Bank Limited (FWBL) to "A-" (Single A Minus) [Previously BBB+], while maintaining the short-term entity rating at "A2" (A Two). These ratings denote a low expectation of credit risk while the capacity for timely payment of financial commitments is considered strong.

The ratings reflect a recent change in the ownership structure of the Bank wherein the Government of Pakistan (GoP) has become the major shareholder (60%). Notably, this has been achieved through fresh equity injection in the Bank. This is expected to bring clarity to the Bank's future strategy, likely to be instituted post-recomposition of the BoD. On a standalone basis, the business and financial profile of the Bank improved slightly owing to enhanced profitability and better liquidity. However, the Bank continues to feature small size, limited outreach, restricted asset deployment avenues

and asset quality as challenges. Although the Bank's nominal capital is well short of the statutory requirement, it has managed to secure its grounds on the basis of high capital adequacy, while respective exemptions from the Central Bank are in place.

The ratings are dependent on the focused support of the major sponsor which is vital for the Bank to secure sound business prospects. At the same time, capacity building, in terms of induction and retention of seasoned human capital and fortification of a sound technological platform, is critical. The Management expects to achieve the status of a nationalized bank under the terms of the Bank Nationalization Act (BNA) 1974, enjoying a deposit guarantee from the GoP. This will further boost the Bank's profile.

About The Bank

Formed in 1989, FWBL's mandate is to cater to the

special banking needs of women in Pakistan. FWBL operates through a network of 40 branches spread over 23 cities nationwide as at end March 2012.

The Bank has recently witnessed change in its ownership structure, whereby the Government of Pakistan now owns majority stake (60% through Ministry of Finance and NBP) in the Bank. The remaining stake is held by the four big commercial banks - HBL, MCB, UBL and ABL. The President of the Bank is appointed by the Federal Government. The current BoD has one nominee of each shareholder; this is likely to be changed with changes in the ownership structure. Mrs. Shafqat Sultana, who took over as President of FWBL in 2009 has been with the Bank since inception and has received various awards for her contributions to the Bank. She has been instrumental in enhancing the Government's patronage to FWBL.

FWBL is Committed to Providing Quality Services to the Women in the Country;

says Mrs. Shafqat Sultana, President & CEO

Addressing the Annual Conference of the Bank in

Karachi, Mrs. Shafqat Sultana President & CEO expressed her satisfaction over the performance of the Bank. She said that the Bank, in its endeavors to provide quality service, is catering to the special needs of women in the country. The theme of the Conference was 'Connecting Vision to Reality with Strategic Thinking, Planning & Action'.

The changing environment requires us to make our business strategies and innovation processes more flexible, more agile and more participative. Corporate strategies should no longer be seen as an ultimate solution, but rather as guidelines, directions that contain options or scenarios to enable the steering of future action or non-action. Strategy is dynamic & must respond to the realities of the environment & market and should not be considered fixed, she said.

(More details inside)

Certificate Awarding Ceremony - Branch Banking Training Program

The Certificate Awarding Ceremony of the first batch of Branch Banking trainees under the Benazir Bhutto Shaheed Youth Development Program was held in Karachi. The 5 month program was organized by the First Women Bank Ltd. under its Capacity Building & Skill Development Program in collaboration with the Youth Affairs Department, Government of Sindh. Addressing the Ceremony, Mr. Faisal Subzwari, Minister for Youth Affairs, Government of Sindh appreciated the initiatives taken by FWBL towards the empowerment of women.



(Further details inside)



SUCCESS STORIES

Farooq Medicose Khola Wasti



Mrs. Khola Wasti and Mr. Sohail Wasti have been running their drug store business since the year 2000 in Wah Cantt. They both

worked hard to establish their business and have earned credibility in the area. They have set up a small clinic in their store for visiting doctors in the evenings, which has benefitted the business greatly - more customers come to the store, and the business gets liquidity from the monthly fee from visiting doctors. They have a long relationship of approximately eleven years with FWBL, and when they found out about the Bank's loan schemes, they made a request for working capital to run their business smoothly. FWBL has financed their business under the BLW (Business Loan for Women) scheme for their working capital needs. FWBL's main

objective is to encourage women to actively participate in business.

General Development Ayesha Siddiqui

Ms. Ayesha Siddiqui is the sole proprietor of the General Development Company (GD), which was established in 1985 as a construction



company. Over the last 3 decades, it has undertaken many projects in Karachi such as Port Qasim Trade Centre at

Port Qasim (just beside Bank Square), Port Trade Tower at Port Qasim, Spanish Homes on Main Korangi Road, DHA, Centre Point on Main Korangi Road, DHA, Zehra Luxury Apartments in DHA, Ahmed Luxury Apartments in DHA and Sky Garden at Shahrah-e-Faisal.

Customer Corner

FWBL's valued customer Ms. Zeenat Saeed Ahmed organized a 3-day fun fair shopping gala at her outlet "Emporio Taneez". The gala ranged from designer clothing to Taneez's acclaimed range of crafts, silver-plated wares & jewellery. FWBL News congratulates Ms. Zeenat Saeed on organizing such a successful fun filled event featuring lots of entertainment for women.

FWBL Family

"The first step to eternal life is you have to die."

The following members of the FWBL family lost their loved ones:

- The husband of Ms. Fauzia Janjua, Regional Head Business North, died in Islamabad.
- The elder brother of Ms. Seema Moulvi, Deputy Head Reconciliation, Operations Division, Head Office Karachi, passed away after a short illness.
- The brother-in-law of Ms. Zahida Channa, Off. Head of HRD, expired after a short illness.

The FWBL family expresses heartfelt condolences to them and their bereaved families. May Allah give them the courage to bear this irreparable loss & rest the departed souls in eternal peace (Ameen).

Annual Conference 2012



The Annual Conference was attended by the Divisional Heads, Regional Business Heads and Branch Managers from all over the country. Strategies were discussed and a line of action was formulated to achieve the December 2012 targets. Later Mrs. Shafqat Sultana, President awarded the management and staff for their outstanding performance in the year 2011.



You will be Remembered...

Mr. Shershah Khan, Driver President Secretariat, passed away on June 25 due to Cardiac Failure. A dua ceremony was held at the President's Secretariat for the eternal

peace of the departed soul.

Mrs. Shafqat Sultana, President & CEO of the Bank, expressed her deep grief over the sad demise of Mr. Shershah Khan. She appreciated his loyalty towards his work & announced that FWBL will help the bereaved family to lessen their grief and financial load.

The FWBL family also expressed its condolences and prayed that Almighty Allah rest the departed soul in peace and give patience to the bereaved family and his colleagues to bear this irreparable loss (Ameen).

Mr. Shershah Khan was a dedicated and committed employee, and was associated with the Bank since 1994.

ENTREPRENEURSHIP DEVELOPMENT

Women's Economic Empowerment through Capacity Building and Skill Development

“I have always maintained that no nation can ever be worthy of its existence that cannot take its women along with the men. No struggle can ever succeed without women participating side by side with men”- Quaid-e-Azam M. Ali Jinnah

FWBL Training Fair for Women - Lahore & Karachi

BD & TC Lahore



A two day training fair for women, organized by First Women Bank Ltd. Business Development & Training Centre Lahore, was held at Kinnaird College for Women. The training fair was an excellent opportunity for women who wished to acquire abilities and develop skills to set up their own businesses.

Women from all walks of life, including entrepreneurs, professionals, NGO members and students attended the fair.



Highlighting the importance of the Business Development & Training Program of the Bank, Ms. Charmaine Hidayatullah, Executive Vice President Head of Legal and Chairperson of the Women Entrepreneurship Development Committee (WED), said that FWBL is fully committed to the goal of realizing the potential of women as active participants in the economic development of Pakistan by facilitating their access to entrepreneurial activities and formal

employment. The Bank endorses Pakistan's national and international commitment highlighted in the Beijing Platform for Action, 1995, the National Plan of Action for Women, 1998 and the National Policy for Development & Empowerment of Women, 2002.

Ms. Shaheen Zamir, Head of Marketing & Entrepreneurship Development of the Bank, briefed the participants about the Training Program of the Bank in general and the Gender Equity Program of the Bank in particular. Aurat Foundation has awarded a grant of Rs. 13.8



million to First Women Bank Ltd. under the Gender Equity Program supported by the American people through USAID. The pilot project will cover two FWBL Centres in Karachi and Lahore for a period of two years. Approximately 640 women will acquire entrepreneurial skills. Nearly 320 women will set-up and run their own businesses. All 640 women will be facilitated and made probable to access loans through FWBL and employability of trained women will be facilitated, she said.

Ms. Shagufta Alizai, Senior Technical Advisor Development, Ms. Bushra Ahsan, Regional Head Business, Lahore, Ms. Ayesha Arif, Regional Head Entrepreneurship Development, Lahore, Ms. Ruhi Syed of APWA, Ms. Farha Jehangir, Vice President Women Chamber of Commerce, Lahore and Ms. Laila Nusrat, Chairperson Bali Memorial Trust also spoke on the occasion.

A credit desk was set up by the Bank while entrepreneur's stalls were also displayed. Depilex and the KFC Women Forum also set up their stalls at the fair.

BD & TC Karachi

‘FWBL is fully committed to working for the betterment of society; addressing the participants of the Training Fair’ - Mrs. Shafqat Sultana, President/CEO First Women Bank Ltd., expressed these views during the sequel of the two day Training Fair held at the BD & TC Karachi.



She further urged the female entrepreneurs to play a vital role in the economic development of the country. She visited the stalls exhibited by the entrepreneurs.

The fair was basically organized to enhance the entrepreneurial skills of women & make them a useful fraction of society. A large number of women from every walk of life attended consecutive sessions at the fair.



ENTREPRENEURSHIP DEVELOPMENT

Women's Economic Empowerment through Capacity Building and Skill Development

Visitors Diary

Views of the Dignitaries who visited the Fair

"Atlast after a long struggle we have achieved our dream for women empowerment truly, please keep up the good work. ALLAH is with you because ALLAH is with the people who really want to do selflessly for all."

Mrs. Shafqat Sultana
President FWBL

"I am very happy to see that this important movement has finally taken off, and training will commence soon.
Congratulations FWBL GEP team & well done!

Ms. Simi Kamal, Chief Party
Aurat Foundation GEP, Islamabad

Very impressive, you have a really hardworking, committed and creative team. All the best.

Ms. Mehnaz Rahman
Aurat Foundation-GEP

This is a very impressive inauguration of BD & TC with an innovative idea. I hope it will help women improve their skills.

Ms. Shahida Sajid Ali
Aurat Foundation GEP

Good step towards women empowerment. These programs will provide the deprived sections of society with income-generating opportunities.

Mr. Abbas Ali
Aurat Foundation GEP

The Women Development Department, Government of Sindh, in collaboration with FWBL Training Centre, will certainly be enhancing the businesswomen's capabilities and give them a conducive learning environment.

Ms. Mussarat Jabeen
Deputy Secretary Women Development Department
Government of Sindh

The event hosted by First Women Bank Ltd. is a great endeavour towards women empowerment. We will be very pleased to have a collaborative role with FWBL.

Mr. Saleem Ahmed Siddiqui
Deputy Secretary Youth Affairs
Government of Sindh

This institution is serving the best for the women of Pakistan and this training will help a lot of women. Best of Luck!

Ms. Shaheen Ibrahim
Colour Chem

It is very important for our women to get training to become an earning member of the family. I am very impressed with the efforts being made to help train women.

Ms. Mussarat Bushra
Fashion Designer & ex-trainee
of FWBL Business Centre

BD & TC Islamabad

BD & TC Islamabad organized two consecutive innovative sessions of technical trainings for women who wished to acquire abilities and attend skill development trainings to set up their own businesses. The trainings were offered in Advanced Beautician, Home Textiles and Spoken English courses. The aim of the trainings was to upgrade the status of women & make them an equally productive part of society.

FWBL-GEP (Gender Equity Program)

FWBL is implementing a two year pilot project for the provision of Capacity Building & Skill Development Trainings, particularly to women from low income groups, at its Business Development & Training Centres (BD & TC). This program is being implemented under the Gender Equity Program of AF USAID in collaboration with the Aurat Foundation.

In May 2012, FWBL-GEP trainings started simultaneously in Karachi & Lahore. Most of the training programs will be organized in collaboration with the top institutes of the country. An advertisement announcing the training programs was placed in a largely circulated Urdu daily, as well as on the website of the Bank. Nominations through NGOs and women's colleges are also being facilitated. The FWBL WED Committee in Karachi, and the Regional Head BD & TC in Lahore, along with the Training Coordinator, are interviewing the

applicants and their screening is being done on the basis of the aptitude of the applicant in their respective field. Selection is being made on merit only. Each program has been designed with the aim of providing quality trainings to women. At the beginning of the program an orientation session is a must, wherein participants will be briefed about FWBL-GEP, Bank credit facilities and employment opportunities of the respective program.

BD & TC Karachi

In BD & TC Karachi Fashion Designing and Business Entrepreneurship programs were started. To provide quality training to women,



FWBL BD & TC Karachi has collaborated with NIDA (National Institute of Design Analysis) for Fashion Designing while for Business Entrepreneurship with SMEDA, Karachi.

The other courses being offered by BD & TC Karachi are Food Production in collaboration with PITHM, Beauty with Depilex, Computer Skills (in-house) and Tailoring with NIDA. The Certificate Distribution Ceremony for all the courses, followed by an exhibition, will be held in Karachi after Eid-ul-Fitr.

ENTREPRENEURSHIP DEVELOPMENT

Women's Economic Empowerment through Capacity Building and Skill Development

BD & TC Lahore

Under the FWBL-GEP, the Food Production course was organized by BD & TC Lahore in collaboration with COTHM (College of Tourism & Hotel Management), Lahore. A total of 20 participants attended the course.

Certificate Distribution Ceremony & Cookery Competition

The Certificate Distribution Ceremony and the



grand finale of the Cooking Competition were organized by BD & TC Lahore. All the trainees participated in the competition. The food was evaluated by a panel of judges from the Hospitality industry. These included Ms. Muneezeh Khalid, a TV Chef, Ms. Laila Nusrat, Chairperson Bali Memorial Trust, Mr. Zubair Khan, Chairperson of the All Pakistan Chef Association and Ms. Samia Javed, COTHM.

The trainees were divided into four groups of five participants each. They were assigned separate tasks. Group 1, comprising of Ms. Safoora Akhtar, Ms. Robina Iqbal, Ms. Hadeeqa Iqbal, Ms. Saira Yousaf and Ms. Shakeela Manzoor were given Starters & Salad for evaluation. Ms. Humera Chaudhry, Ms. Wajeeha Yasir, Ms. Rida Azher, Ms. Tayyaba Alam and Ms. Maleeha Siddiq were the participants of Group 2. They were assigned Chinese Cuisine. Group 3's members, Ms. Rahela, Ms. Naseema Naqshbandi, Ms. Hira Ameen, Ms. Fayza Azeem and Ms. Farkhanda Naqshbandi were given the task of Thai Cuisine. Desserts



were assigned to the members of Group 4 i.e., Ms. Kauser Parveen, Ms. Fozia Sheikh, Ms. Najma Khokar, Ms. Nosheen Jalal and Ms. Arshi Naz. The major evaluation was done by the panel of judges who took into consideration the presentation, texture of the dish and taste. This was followed by a viva session where each participant was asked two questions. Some weightage was given to the preparation of the recipe book and class participation. Group 4 got the highest score. The contestants securing 85% and over were further evaluated in consultation with the Lead Trainer Chef, Mr. S. Qamar-ul-Zaman.

According to the results, Ms. Humera Chaudhry won first prize (Group 2), Ms. Saira Yousaf (Group 1) won the second prize and Ms. Kauser Parveen (Group 4) won the third prize.

The Aurat Foundation team, Lahore, led by Ms. Nasim Zehra, Director Aurat Foundation and Ms. Shabnam Saeed Khan also attended the Ceremony. Later Ms. Shabnam Saeed Khan (Aurat Foundation) presented gifts to the successful trainees followed by certificates to all the participants. Ms. Ayesha Arif Kitchlew,



Regional Head Entrepreneurship Development, presented shields to the panel of judges and appreciated their participation and valuable advice to the trainees. She also appreciated the support offered by Mr. Babar Sheikh of COTHM, who extended his full cooperation and encouraged all the trainees in the Food Production course.

Ms. Bushra Ahsan, Regional Head Business, Lahore and Ms. Rukhsana Bukhari, from the Regional office also attended the Ceremony.

“ENTREPRENEURSHIP QUOTES”

- Entrepreneurs and their small enterprises are responsible for almost all the economic growth in the country.

Ronald Reagan

- Entrepreneurs are risk takers, willing to roll the dice with their money or reputation on the line, in support of an idea or enterprise. They willingly assume responsibility for the success or failure of a venture and are answerable for all its facets.

Victor Kiam

- Innovation is the specific instrument of entrepreneurship; it is an act that endows resources with a new capacity to create wealth.

Peter Drucker

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HAPPENINGS

FWBL Sponsored Musical Comedy Play “AVANTI”

Performing Arts is one of the forms of art in which artists use their body or voice to convey artistic expression. The term 'Performing Arts' first appeared in the English language in the year 1711. It includes dance, music, opera, theatre and circus arts.



FWBL for the first time in its history has taken the initiative of sponsoring a performing arts musical comedy theater play “AVANTI”. Two exclusive Sunday nights were booked for customers, employees and their families.

Ms. Shaheen Zamir, Head of Marketing, PR & Entrepreneurship Development welcomed the guests. She appreciated the cast & the whole team of AVANTI for their superb effort, confidence & marvelous performance.

A production of Entertainment Xtra - AVANTI mesmerized FWBL's customers & family members. Prominent businessman and Chairman SME Bank Mr. Majyd Aziz and his wife, Mr. Khalid Ben Shaheen, SEVP/Group Chief National Bank of Pakistan, Mr. Anwar Maqsood

& Mrs. Imrana Maqsood, Ms. Rahila Baqai, Director Marketing Oxford University Press, Ms. Kausar Asif, Senior Marketing Manager Cupola Group, Ms. Sophia Khan, Marketing Manager Stile (Shabbir Tiles) were among the prominent guests of the night.



Singer Pakistan Display at BD & TC Islamabad



In 2011 First Women Bank Ltd. (FWBL) and Singer Pakistan Ltd. with its brand name 'Singer', a globally recognized brand for the last 160 years, entered into an agreement to facilitate customers at Singer Plus retail stores. Singer has more than

160 nation-wide Singer Plus retail stores, representing the largest retail chain in Pakistan. As per the agreement, FWBL ATM card holders get excellent discounts on the purchase of Singer and Skyworth products at any Singer Plus retail store. Recently, the Singer Pakistan team



exhibited its products at the FWBL Business Development and Training Centre Islamabad and received an overwhelming response from customers.

FWBL Participates in SME (BSF) Financial Mela Lahore

FWBL Regional Office Lahore participated in the SME Business Support Fund (BSF) Financial Mela 2012 by setting up a stall. The Mela was organized by the SME Business Support Fund (BSF), Ministry of Finance, Government of Pakistan, under the auspices of The State Bank of Pakistan.

FWBL sponsored IWCCI's Women Expo

First Women Bank Ltd. sponsored (IWCCI) Islamabad Women Chamber of Commerce and Industry's mega event “Islamabad Expo 2012”. The topic of the event was 'Women in Creative Industries'.

FWBL set up a stall in the exhibition which was the major centre of attraction during the event and provided firsthand knowledge of its creative products and services designed especially for the female segment of society.

FWBL BD & TC trainees were invited by UNIDO in the exhibition to display their products in the Expo, which included a complete range of Bedroom & Dining room sets.

UNIDO Country Chief Ms. Shadia Yousaf Bakhait praised the outcome of the training.

The event overall was a great success as it linked women of various cities to rural areas, which formed the productive links of the cluster. It also provided an exclusive platform to women entrepreneurs to strengthen their products in local & international markets for export purposes.



HAPPENINGS

FWBL Participates in the SBP Agricultural, SME & Microfinance Convention

State Bank of Pakistan (SBP), in collaboration with leading commercial banks, insurance companies and microfinance banks organized an Agricultural & Industrial Convention at Hazara University, Haripur Campus.



FWBL Regional Office North participated in the Convention and set up a stall. Ms. Rubina Nasir, Manager CAD, Ms. Zainab Manzoor, Officer, Ms. Humaira Kanwal, Officer & Ms. Shagufta Khanum represented FWBL in the the Convention. The Convention was an overall successful event which provided an excellent opportunity to disseminate FWBL's financial products in a promising way.



FWBL participates in WCCI Mardan's 1st Industrial Exhibition

The Women Chamber of Commerce and Industry, Mardan organized a three-day industrial exhibition. FWBL was one of the sponsors of

the event. A stall was also set up by the Area Office KPK. The exhibition aimed at encouraging the women entrepreneurs of Mardan city and its surrounding areas.

Certificate Awarding Ceremony

Branch Banking Training Program

Mr. Sabzwari appreciated the efforts of FWBL for conducting a successful Branch Banking Training Program. Mrs. Shafqat Sultana, President FWBL said the Bank will continue its efforts towards the empowerment of women as

the provision of a respectable place in society as that is FWBL's top agenda. Mr. Shoaib Ahmed Siddiqui, Secretary Youth Affairs, Government of Sindh highlighted the policy of women empowerment of the present Government and hoped that successful trainees would get their jobs in the banking industry. Veteran banker, author and a renowned trainer Dr. Asrar H. Siddiqui, who conducted/supervised the whole program, also spoke on the occasion.

Later, Mrs. Shafqat Sultana & Mr. Faisal Sabzwari distributed the certificates among the successful trainees. The training program was conducted at BD & TC Karachi while the trainees were sent to branches for internships.



ON THE LIGHTER SIDE

Pink Curtains

A blonde enters a store that sells curtains. She tells the salesman, "I would like to buy a pair of pink curtains". The salesman assures her that they have a large selection of pink curtains. He shows her several patterns, but the blonde seems to be having a hard time choosing. Finally she selects a lovely pink floral print.

The salesman then asks what size curtains she needs. The blonde promptly replies, "Fifteen inches". "Fifteen inches???" asked the salesman. "That sounds very small, what room are they for?" The blonde tells him that they aren't for a room; they are for her computer monitor. The surprised salesman replies, "but Miss, computers do not need curtains!"

The blonde says, "Hello...I've got Windows!"

A Child's Query

Attending a wedding for the first time, a little girl whispered to her mother, "Why is the bride dressed in white?"

"Because white is the color of happiness, and today is the happiest day of her life." The child thought about this for a moment, then said, "So why is the groom wearing black?"

What was the Problem Before?

Taxiing down the tarmac, the jetliner abruptly stopped, turned around and returned to the gate. After an hour-long wait, it finally took off.

A concerned passenger asked the flight attendant, "What was the problem?"

"The pilot was bothered by a noise he heard in the engine," explained the flight attendant, "and it took us a while to find a new pilot."

The Boss Tells Some Jokes

The boss returned from lunch in a good mood and called the whole staff in to listen to a couple of jokes he had picked up. Everybody, but one girl laughed uproariously.

"What's the matter?" grumbled the boss. "Haven't you got a sense of humor?"

"I don't have to laugh," she replied. "I'm leaving Friday."

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