



FWBL NEWS

Issue: January - March, 2014

Celebrating
25 YEARS
of EMPOWERING WOMEN

MS. TAHIRA RAZA APPOINTED AS PRESIDENT FIRST WOMEN BANK LIMITED



three (3) years.

Prior to her appointment as President FWBL, Ms. Raza was working with the National Bank of Pakistan

The Federal Government, in terms of Section 11(3) (a) of the Bank's Nationalization Act 1974, has appointed Ms. Tahira Raza as President, First Women Bank Limited (FWBL) with immediate effect, for a term of

as SEVP, CRO & Group Chief Risk Management.

Ms. Raza's track record has proven her to be a banker par excellence and a mission driven leader for the socio-economic development of the country. She started her banking career with MCB in 1975. In 1989, Ms. Raza opted to join First Women Bank and became one of the founding executives of FWBL.

After serving FWBL for 14 years, she joined NBP. Ms. Raza's interest, persistence and commitment enabled her to avail opportunities which helped in shaping her into a competent and successful banker. In 2012, she was honored to be the first woman SEVP in one of the

largest banks in the country – NBP.

She holds an MBA degree in Banking and Finance from the Institute of Business Administration (IBA), Karachi and DAIBP from the Institute of Bankers in Pakistan.

Ms. Tahira Raza has presented numerous papers on Credit, Risk Management and Banking & Finance at national and international conferences, seminars and symposia. Apart from her professional achievements, she is also a keen golfer.

PM'S YOUTH BUSINESS LOANS FIRST BALLOTING

The Government of Pakistan, in December 2013, launched six schemes to reduce unemployment and empower the youth of Pakistan. The Prime Minister's Youth Business Loans (PMYBL) is one such program which provides business loans to 21 - 45 year old young men and women, especially the educated: up to two million rupees at the concessionary price of 8 percent.

In this scheme, 50% of total loans have been allocated for women and 5% quota has been reserved for the families of shaheed, widows and disabled persons to start their own businesses. Initially, these loans are provided by the First Women Bank Limited and National Bank of Pakistan.

All 41 FWBL branches in 24 cities are authorized to provide these loans. Special counters have been set up to facilitate women applicants.

The first electronic balloting for the scheme took place at the Convention Center, Islamabad, on February 28, 2014. Addressing the Ceremony, Prime Minister Muhammad Nawaz Sharif said that the Government is committed to empowering the youth by providing them Rs. 3.7 billion in easy loans as it would not only help the country, but also strengthen national economy.

The Prime Minister said that in the past up to 70% of the youth population had no access to loans, as only influential businessmen were eligible to get loans from banks. He said that the youth would lead the nation, as in the developed countries, 80% of the youth were playing their role in strengthening the economy.

He said that the youth should come forward by starting their own businesses in various sectors which would not only benefit them, but they would also be in a position to provide jobs to other people. The Prime Minister particularly urged women and the youth of KPK, Sindh and Balochistan to take advantage of the loan scheme.

He said around 38,000 applications, including 28,000 from Punjab, 600 from Islamabad (Capital Territory), 3,500 from KPK, 100 from Gilgit Baltistan, 1,000 from Balochistan, 500 from AJK and 3,000 from Sindh, were received. He said out of these applications 6,127 were approved for balloting, of which 5,399 would be given loans. The Prime Minister said that the applicants were selected according to the provincial quota and that 100,000 loans would be awarded in one year. Later, the Prime Minister performed electronic balloting of the applications for awarding of loans.



Earlier, the Federal Minister for Finance, Mr. Ishaq Dar, said that the future of country's economy depends on making the youth self-sufficient. He asked banks to be a part of this scheme.

The balloting selected sixty four (64) applicants for receiving the Prime Minister's Youth Business Loans through First Women Bank Limited.

PRIME MINISTER'S YOUTH BUSINESS LOANS AWARENESS SESSIONS

To create awareness amongst potential women entrepreneurs about PMYBL, First Women Bank organized special Awareness Sessions and Seminars throughout the country. Below is the report on the sessions.

FWBL CONDUCTS SEMINARS ON PMYBL IN COLLABORATION WITH PGJDC

Addressing the seminar organized by the Pakistan Gems and Jewellery Development Company (PGJDC) at its Karachi Training Center, Ms. Charmaine Hidayatullah, the Acting President of First Women Bank Limited (FWBL), said that the greatest wealth and strength of any nation is its youth and through Prime Minister's Youth Business Loans (PMYBL), the Government has reposed full trust on the youth of Pakistan and expects that the loans would be utilized effectively to generate business and employment opportunities. She highlighted the handholding measures taken by the Bank, including specialized trainings in business-related areas, Business Development and Financial Services (BDFS), including

financial education, in collaboration with SMEDA for encouraging and guiding potential women entrepreneurs. All branches of FWBL in 24 cities are authorized to provide these loans and special counters are facilitating women applicants, she stated.

Earlier, in his welcome note, Mr. Khalid Aziz, General Manager Training R&D, requested the Bank to collaborate with PGJDC for organizing such seminars in other parts of the country. The seminar was followed by a question and answer session. The Acting President, accompanied by the FWBL team, visited the Center and appreciated the facilities being provided by the Pakistan Gems and Jewellery Development Company.



FWBL also carried out seminars on Prime Minister's Youth Business Loans in Lahore and Peshawar in collaboration with PGJDC.

FWBL AND SMEDA COLLABORATE TO CREATE AWARENESS ON PMYBL

First Women Bank Limited and Small Medium Enterprise Development Authority (SMEDA) carry out informative seminars in Quetta and Peshawar to disseminate PM's Youth Business Loans' information and procedural requirements. FWBL local team members and SMEDA representatives briefed the audience.



Sialkot, told the participants that women having business acumen should apply for loan under the PMYBL scheme. She briefed the participants about FWBL in general and the PMYBL scheme in particular.

The participants were also guided by Manager SMEDA Sialkot about the process of preparing a business plan using financial calculators and online training videos available on the SMEDA website.

More than 80 women attended the Seminar, including

entrepreneurs and students from Sanat Zaar, Government Degree College for Women and Vocational Training Institute.

Ms. Shabnum Asif, Vice Chairperson Departmental Committee on Women Entrepreneurship and Ms. Maryam Nouman of Women Entrepreneurs Committee Sialkot also attended the seminar and admired FWBL's role in this scheme.

SEMINAR AT SIALKOT CHAMBER OF COMMERCE & INDUSTRY

FWBL Sialkot Branch and Area Office organized an awareness seminar on 'Prime Minister Youth Business Loan Scheme' in coordination with the Departmental Committee on Women Entrepreneurs and Small and Medium Enterprises Development Authority (SMEDA) at the Sialkot Chamber of Commerce and Industry.

Dr. Sarfraz Bashir, President SCCI inaugurated the seminar, highlighting the importance of women in society as they comprise more than 50% of the population. He said that the country needs active participation of women in business activities to realize the goals of rapid and sustainable economic development.

Ms. Sabiha Zafar, Regional Manager, FWBL



UN WOMEN COMMENDS AND RECOGNIZES FWBL

Ms. Lakshmi Puri, UN Women Deputy Executive Director, said "I would like to commend the Government of Pakistan and its Permanent Mission to the United Nations for setting up two very successful programmes we are reviewing today – the First Women Bank of Pakistan and the Benazir Income Support Program."

She was speaking at a CSW58 side event on Micro-finance and Empowerment of Pakistani Women, organized by the Permanent Mission of Pakistan in New York on March 18, 2014.

Furthermore, Ms. Puri emphasized that programs such as the First Women Bank Limited should be replicated throughout the world and integrated in the broader gender equality and women's empowerment agenda.

FWBL feels honored and privileged for being acknowledged by UN Women.

FIRST WOMEN BANK MOVES ADC OPERATIONS IN-HOUSE

First Women Bank Pakistan, having the privilege of being the first bank for women in the region, has successfully migrated its ATM Switch and Card Management in-house after staying into an outsourced setup for many years. TPS worked closely with the Bank and provided both technology as well as technical and business consultancy to enable seamless migration with no customer impact.

FWBL, after evaluating various financial models, found hosting ADC operations in-house as the favorable alternative. Successful migration has not only improved its products and services but also lowered the recurring costs and proved to be more reliable. An in-house setup improves control over operations and quality of service, reduces time to market new initiatives, removes the risk of sharing confidential information to an external entity and facilitates enhancement of products and services as per the Bank's roadmap.

The Bank had earlier been connected to MNET shared switch network and had its card production



and ATM acquiring outsourced. With the migration done, the Bank is now connected to ILINK, having its card production and ATM acquiring driven from Phoenix in-house and will now be able to launch various e-banking initiatives timely.

After the successful completion of the initial project, which was a smooth transition from the outsource to the in-house model, the Bank now aims to provide customers with latest e-banking services such as person to person funds transfer (both intra-bank and inter-bank), utility bill payment and access to ILINK POS network.

FWBL LAUNCHES GOLDENCASH ON THE OCCASION OF INTERNATIONAL WOMEN'S DAY

Every year, women all around the world commemorate International Women's Day to celebrate, acknowledge and reflect on the achievements made by fellow women through the consistency and courage shown in their countries and communities. This day also gives a voice to other challenges faced by women around the world.

The role of women in the world is understated and the status elevation of women is yet to reach common ground with men.

To help women meet the financial needs of their businesses, this Women's Day FWBL brings a golden opportunity for them to take loans against gold ornaments. Businessmen can also benefit from the scheme.

GOLDENCASH

GoldEncash – a product that lets you meet your business needs as well as safeguard your assets. Get a loan of up to 60% of the value of your gold deposit, to be repaid in monthly instalments of up to 3 years.

FEATURES OF THE SCHEME

ELIGIBILITY CRITERIA

As per the Credit Policy of the Bank (Businesswomen and Businessmen both are eligible)



PURPOSE / NATURE OF FACILITY

To meet business related needs

AGE LIMIT

Maximum age 65 years

RUNNING FINANCE

One year (Renewable) as per satisfactory repayment behavior / history of the Borrower

TERM FINANCE

Financing facilities up to 3 years

FINANCE AMOUNT

60% of the gold value
Minimum Rs. 50,000 to Maximum Rs. 2,000,000

PRICING / SERVICE CHARGES

6 month KIBOR + 600 bps

INSURANCE – Fully covered

COLLATERAL / SECURITY

Gold Cover / Gold Ornaments

VALUATION OF GOLD

By the approved jeweler on the Bank's Panel

REPAYMENT PERIOD

Flexible and Rollover facility

TURNAROUND TIME

10 working days from date of receipt of complete documentation

DESIGNATED BRANCHES:

KARACHI

Shop # 8 & 9, Abdullah Regency, Plot # 15/124, BMCHS, Block – 3, Main Jamal-ud-Din Afghani Road, Sharfabad. Phone: 021-34122447, 021-34122448

LAHORE

S-19, R-34, Commercial Building, Mall Road
Phone: 042-37123400, Fax: 042-37123401

ISLAMABAD

Umar Plaza, G-9 Markaz
Phone: 051-9261700, Fax: 051-9261427

ENTREPRENEURSHIP DEVELOPMENT

Women Economic Empowerment Through Capacity Building and Skill Development

"To win without risk is to triumph without glory." - Corneille

BD & TC – KARACHI

The First Women Bank's Business Development and Training Center, Karachi organized a seminar to brief women about the Prime Minister's Youth Business Loans. The seminar was conducted by Ms. Shaheen Zamir, SVP/Head of Marketing and Entrepreneurship Development and Uzair Ali, Business Consultant SMEDA.

The participants of the seminar were informed about the loan procedure and making business plans. A large number of FWBL trainees, potential borrowers, members of Karachi Chamber of Commerce and Industry headed by Ms. Durr-e-Shahwar Nisar, Chairperson Women Entrepreneurs Sub-Committee, attended the Seminar. The Seminar was followed by a Question and Answer session.

FWBL-GEP TRAINEE SELECTED FOR MASTERCHEF PAKISTAN



Ms. Samina Ahmed, FWBL-GEP Trainee of Food Production course of Business Development and Training Center Karachi, has been selected and shortlisted for Master Chef Pakistan. Master Chef is an interna-

tionally acclaimed cookery competition taking place in different parts of the world to discover the finest chefs. FWBL wishes Ms. Samina Ahmed all the very best in her endeavors.

BD & TC – LAHORE

The Business Development and Training Center in Lahore conducted a financial advisory and counseling session for Faces Pakistan ladies and FWBL-GEP trainees. They were briefed about the products and services of the Bank specially the Prime Minister's Youth Business Loans.

BD & TC – ISLAMABAD

An exhibition was organized by BD & TC Islamabad to display the work of its skilled trainees. The products displayed at the exhibition included garments,



UN WOMEN IN PAKISTAN CALLS ON FWBL

Ms. Sangeeta Thapa, Representative of UN Women in Pakistan, visited the First Women Bank Limited Head Office and called on the Acting President, Ms. Charmaine Hidayatullah, to discuss women empowerment initiatives and progress in the region.

UN Women in Pakistan is the UN organization dedicated to gender equality and the empowerment of women.

handicrafts, jewellery, gemstones and food. Product displays are a regular feature at Islamabad BD & TC.

ENTREPRENEURSHIP NEWS

■ BD & TC Karachi & Lahore have announced courses in the areas of Business Entrepreneurship and Computer Skills for women while Islamabad Center announced Beautician course.

■ Business Development & Training Centers Karachi and Lahore (formerly known as Business Centers) invited old trainees to contact them for more support and information. FWBL intends to offer more customized services for them.

ENTREPRENEURSHIP "QUOTES"

■ "Entrepreneurial profit is the expression of the value of what the entrepreneur contributes to production."
– Joseph A. Schumpeter

■ "Teachers open the door but you must enter by yourself."
– Chinese Proverb

■ "When we do the best we can, we never know what miracle is wrought in our life, or in the life of another."
– Helen Keller

■ "We must believe that we are gifted for something, and that this thing, at whatever cost, must be attained."
– Marie Curie

■ "One of the most courageous things you can do is identify yourself, know who you are, what you believe in and where you want to go."
– Sheila Murray Bethel

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

FWBL Business Development & Training Centers

HAPPENINGS

FWBL PARTICIPATES IN TDAP – DAWN CONFERENCE “WOMEN HOLD UP HALF THE SKY” – CELEBRATING WOMEN LEADERSHIP

“When men thrive society prospers, but when women thrive generations prosper,” said Ms. Charmaine Hidayatullah, Acting President and CEO FWBL, at the conference organized by The Trade Development Authority of Pakistan in collaboration with Dawn at the International Expo Centre Lahore. Women’s voices and their participation in all aspects of society, including business, are becoming inevitable in the wake of the economic crisis, she said.

The Conference, with its theme, “Women Hold Up Half The Sky” highlighted successful women leaders and entrepreneurs across different sectors along with their professional and social contributions.

The welcome address at the Conference was given by Ms. Rabiya Javeri Agha, Secretary TDAP.

Ms. Josette Dikhuizen, representative of the women of the Netherlands to the UN General Assembly, presented the keynote address and emphasized that entrepreneurship leads to empowerment and women who have their own income have a stronger position and enjoy respect while contributing to the family’s earnings.

Other speakers and panelists at the Conference included TDAP Chief Executive, S.M. Munir, prominent women leaders and professionals of the country such as Ayesha Bux, Pakistan Honorary Investment Consular to Australia, Shireen Khan,

Chairperson Aahan, Nasreen Mahmud Kasuri, Chairperson Beaconhouse School System, Sajida Vandal, Director THAAP Crafts and Khadija Bakhtiar, CEO Teach for Pakistan.



FWBL EXHIBITS AT THE 8TH WEXNET EXHIBITION

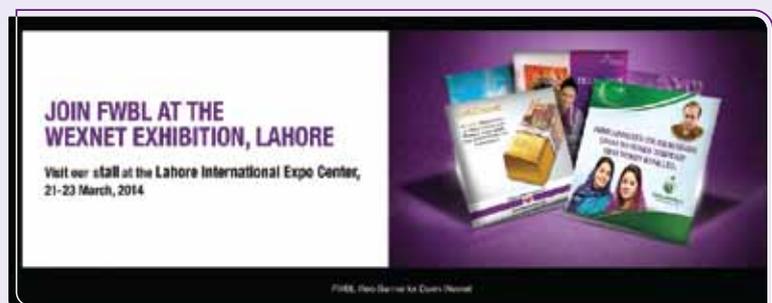


FWBL placed a Help Desk stall at the 8th WEXNET 2014 exhibition, held in the International Expo Center Lahore from 21-23 March, 2014. The First Women Bank Limited team provided financial and technical guidance to women entrepreneurs and potential women entrepreneurs. Besides this, special sessions on the Prime Minister’s Youth Business Loans and Export Refinancing facility were also held by the Bank. The FWBL team also made a presentation on financial inclusion of women being an opening to empowerment and the inclusion of non-financial services helping poor women to use

resources effectively.

The Chief Guest of the event, Mr. S.M. Muneer, Chief Executive TDAP, visited the stall and appreciated the role of FWBL in supporting women entrepreneurship.

A large number of people including women and men also visited the stall.



FWBL PARTICIPATES IN THE INTERNATIONAL WOMEN'S DAY CONFERENCE ORGANIZED BY ILO AND EFP



The Employers' Federation of Pakistan (EFP), in collaboration with the International Labour Organization

(ILO), organized an International Women's Day Conference on March 11, 2014 at a local hotel in Karachi.

The Conference was a day long event where the keynote address was presented by the Acting President First Women Bank Limited on the theme 'Inspiring Change' which was also the official theme for International Women's Day, 2014.

While speaking at the occasion she expressed that, "With the changing workforce dynamics around the world, there is a dire need for more women in leadership roles in almost all fields to inspire change." Ms. Charmaine Hidayatullah also invited men and boys to realize, encourage and give equal rights to women starting from their own homes. "This way we can bring change," she added.

Mr. Noor Muhammad Khan Laghari, Secretary Labor Government of Sindh, Mr. K.M. Nauman, President EFP and Mr. Saghir Bukhari, Senior Program Officer ILO, were amongst the prominent speakers at the Conference.

The event gathered women from a diverse cross section of society to mark women's solidarity.

FWBL FAMILY

WELCOME ABOARD



Ms. Siddiqueh Khalil has joined FWBL as Divisional Head Operations. She is a seasoned banker with over 34 years of experience. Her active banking experience spreads over Banking

Operations, International and Correspondent Banking. Prior to joining First Women Bank Ltd., she was working as the Senior Vice President at Soneri Bank Ltd.

In 1979, Ms. Khalil started her banking career with Habib Bank Limited. After 10 years experience in the banking industry she became the founding member of First Women Bank Ltd. where she had the honor of being FWBL's first Branch Manager. In 2006, she left FWBL and joined Soneri Bank Ltd.

Ms. Khalil holds a Master's Degree in Business Administration from the University of Lancaster, United Kingdom and a Bachelors Degree in Law from S. M. Law College, Karachi.

Widely travelled, Ms. Khalil has attended numerous training programs within and outside the country. She is a natural environment admirer.

ORGANIZATIONAL CHANGES

- Ms. Seema Moulvi, Vice President / Head Reconciliation have been re-designated as 'Head Recovery' effective from February 12, 2014.

OBITUARY

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

- The father of Ms. Naushaba Shahzad, Head of Risk Management Division, passed away on January 7, 2014.
- The brother of Ms. Shaista Memon, Manager Hyderabad Branch, passed away on January 11, 2014.
- The mother of Ms. Shazia Mansoor, Officer Compliance Division, Head Office, passed away on January 26, 2014.
- The son of Ms. Qudsia Khokar – OG - II, Bahawalpur Branch, passed away on January 30, 2014.
- Father and Mother of Ms. Fouzia J. Janjua, SVP / Regional Business Head North, passed away on February

13, 2014 and February 25, 2014 respectively.

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.

CONCEPT, COORDINATION & EDITED BY:

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Assisted by: Jane James Din (Marketing Officer)

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

FWBL DISSEMINATED INFORMATION AT THE FAIR ORGANIZED BY PFBPWO

Pakistan Federation of Business and Professional Women's Organization (PFBPWO) celebrated International Women's Day by organizing an entrepreneurship seminar and fair in Karachi on March 9, 2014.

The First Women Bank Limited was one of the sponsors of the event. The Bank set up a stall at the fair to facilitate and counsel women on diverse financing products offered by the Bank.

The FWBL Clifton Branch team was assigned to counsel potential customers on loans. The women entrepreneurs present at the event were briefed about the Bank's products, including GoldEncash, Hamara Business Account, Business Loans for Women and other offerings.

FWBL SUPPORTED THE SARTYOON SANG CRAFTS EXHIBITION

First Women Bank Limited was one of the sponsors of Sartyoon Sang Crafts Exhibition, organized by the Sindh Rural Support Organization from January 24 to 26, 2014 at The Ocean Mall in Karachi.

The exhibition showcased Sindh's incredible art and crafts – from traditionally colorful Sindhi apparels to exquisitely handcrafted home linens and quilts. The visitors admired the skills of women artisans and also purchased items of interest.

The event provided a platform to women artisans of rural Sindh to come forward and exhibit their work to the masses.

FWBL SPONSORED WIBCON 2014

The Pakistan Society for Training and Development (PSTD) organized the 6th Women in Business and Leadership Conference (WIBCON) titled 'Bias for Action' at a local hotel in Karachi on February 26, 2014. The Conference aimed to encourage women to step into leadership roles and be the agents of change in Pakistani society. Female professionals from the corporate world, keynote speakers, heads and senior managers of various companies also spoke at length of their accomplishments to inspire and mentor those attending and stimulating the next generation drivers of change.

FWBL was one of the sponsors of the event. The FWBL team also attended the Conference.

ON THE LIGHTER SIDE

SELF APPRAISAL

A little boy went to a telephone booth which was at the cash counter of a store and dialled a number. The store owner observed and listened to the conversation:

Boy: "Lady! Can you give me the job of cutting your lawn?"

Woman [on the phone]: "I already have someone to cut my lawn!"

Boy: "Lady, I will cut your lawn for half the price than the person who cuts your lawn now."

Woman: "I'm very satisfied with the person who is presently cutting my lawn."

Boy [with more perseverance]: "Lady, I'll even sweep the floor and the stairs of your house for free!"

Woman: "No, thank you."

The store owner who was listening to all this walked over to the boy.

Store Owner: "Boy, I like your positive spirit and would like to offer you a job."

Boy: "No thanks."

Store Owner: "But you were really pleading for one!"

Boy: "No Sir, I was just checking my performance at the job I already have. I am the one who is working for that lady I was talking to!"

FINANCIAL ADVISORY

Two friends, Sam and John, were discussing their uncontrollable expenses.

Sam: "How can I double my money?"

John: "The quickest way to double your money is to fold it over and put it back in your pocket."

THE RAISE

Sam walks into his boss' office and says "Sir, I'll be straight with you – I know the economy isn't great, but I have over three companies after me and I would like to respectfully ask for a raise."

After haggling, the supervisor finally agrees to give a 5% raise and Sam happily gets up to leave.

Boss: "By the way," asks the boss, "Which three companies are after you?"

Sam: "The electric, water and phone company!"

"QUOTES"

- "Every single person I know who is successful at what they do is successful because they love doing it." – Joe Penna
- "Leaders don't force people to follow. They invite them on a journey." – Charles S. Lauer

- "The difference between a boss and a leader: a boss says 'go!' A leader says, 'let's go!'"
- "Put the product into the customer's hands – it will speak for itself if it's something of quality."

A Golden Business Loan Opportunity

FWBL's **GoldEncash** allows you to take loans against your gold with ease and convenience

Are you thinking of selling your gold to meet your business needs? Now, you no longer have to. FWBL introduces GoldEncash, a facility for both businesswomen and businessmen. Benefit from a quick loan, flexible repayment scheme and most importantly, the security of your gold.

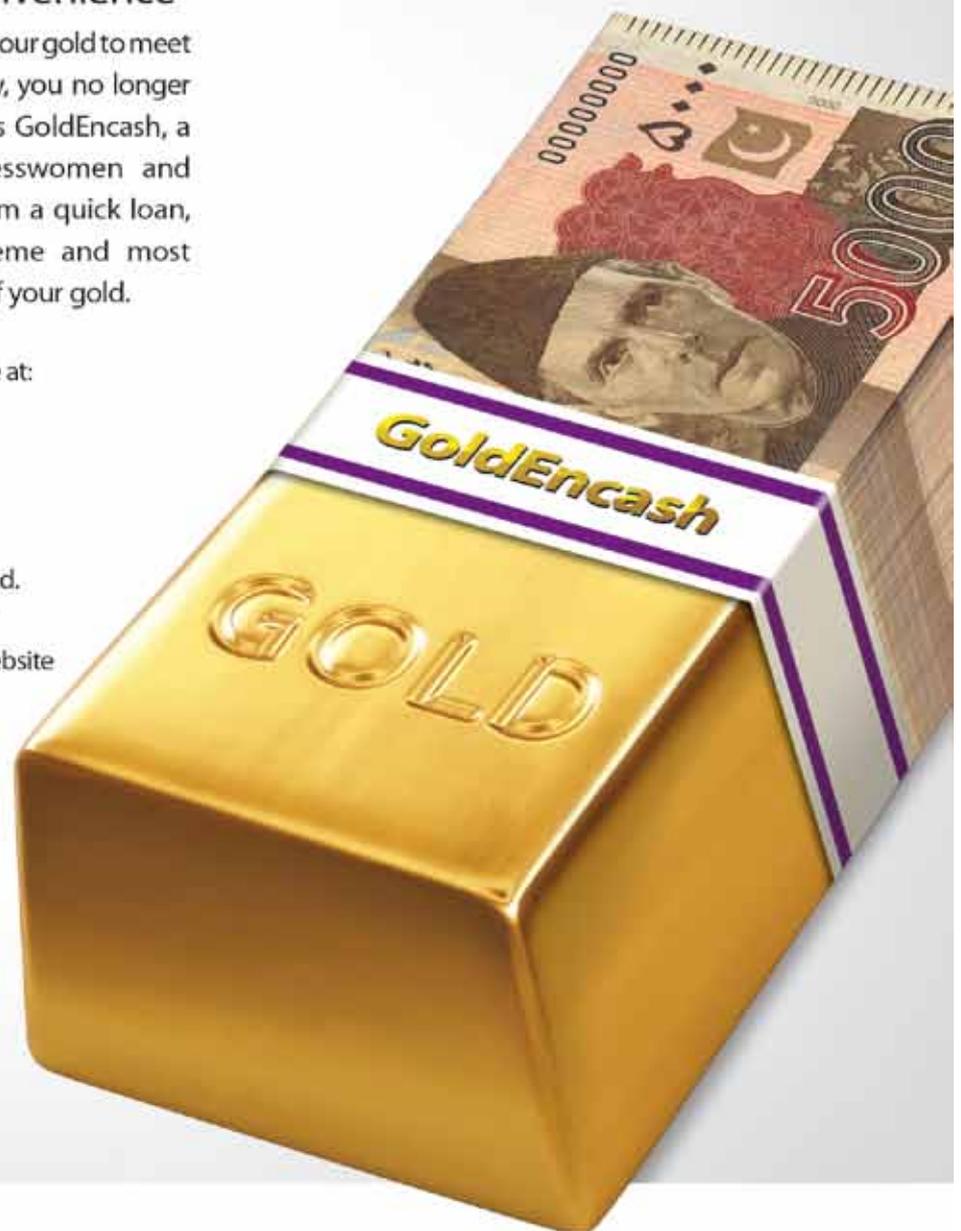
Initially this facility is available at:

Sharafabad Branch, Karachi.
(Tel.: 021-34122447-8)

Mall Branch, Lahore.
(Tel.: 042-37123401)

G-9 Markaz Branch, Islamabad.
(Tel.: 051-9261700, 9261427)

For details, please visit our website
www.fwbl.com.pk



Giving women the power to succeed



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