



PTCL GROUP
CSR **REPORT**
2023



Table of Contents

EXECUTIVE SUMMARY	01
MESSAGE FROM THE PRESIDENT AND GROUP CEO	02
MESSAGE FROM CHIEF MARKETING OFFICER	03
CSR AT PTCL GROUP	04
CSR PRIORITY AREAS	05 - 06
1. Employee Volunteerism (Razakaar Force)	05
2. Education	05
3. Youth Development	06
4. Health & Safety	06
5. Environment	06
6. Disaster Response	06
7. Inclusion	06
UNITED NATION’S SUSTAINABLE DEVELOPMENT GOALS	07
CSR PRIORITY AREAS AND CORRESPONDING SDGs	08
CSR INITIATIVES 2023	09 - 21
1. Tech for Tomorrow: PTCL Group's Impactful Partnership with Pehli Kiran Schools	09
2. Bano Achai Ki Misaal	10
3. Fundraising for Shaukat Khanum Memorial Hospital	11
4. Collaboration with ConnectHear	12
5. United Against Polio: PTCL Group and UNICEF partnership for Polio Eradication	13
6. World Blood Donor Day 2023	14
7. Connected Women Strategy Workshop – Collaboration with GSMA	15
8. Tree Plantation Drive 2023	16
9. Commitment to Employee Well-Being	17
10. International Day of Sign Language 2023	18
11. Pinktober 2023	19
12. Employee Volunteerism – Razakaar Force	20
VISION 2024	21



EXECUTIVE SUMMARY

PTCL Group (PTCL, Ufone 4G & U Microfinance Bank) is the largest telecommunications and ICT services provider in Pakistan, playing a pivotal role in shaping the digital landscape of the nation. As a Pakistani company and a responsible business, PTCL Group is committed to preserving social, economic, and environmental equity while actively contributing to societal welfare through one of the largest Corporate Social Responsibility (CSR) programs in the country.

PTCL Group embodies a culture of sustainable progress, which it seeks to extend to the broader society. From championing diversity and inclusion to empowering women and fostering a growth-oriented workplace, the Group has embraced a forward-thinking, sustainable model deeply ingrained in its organizational ethics, values, and culture.

Over the years, PTCL Group has spearheaded numerous initiatives, both independently and in collaboration with national and international institutions, aimed at uplifting people and promoting economic and environmental sustainability. Most of these initiatives primarily focused on enabling and empowering marginalized groups, including women, children, and persons with disabilities.



Our Tech for Tomorrow initiative brought internet connectivity to Pehli Kiran Schools, which cater to underprivileged children.



Another initiative, Bano Achai ki Misal (Become an example of virtue) campaign, celebrated individuals contributing positively to society through acts of benevolence and virtuousness.



In addition, our fundraising support for Shaukat Khanum Memorial Hospital, which offers free treatment to cancer patients, underscores our dedication to societal welfare.



Collaborating with UNICEF, PTCL Group actively contributed to the global effort to eradicate polio, safeguarding the future of our children.

These endeavours reflect the PTCL Group's unwavering commitment to making a meaningful difference in the lives of those in need and embody the core values of social responsibility and compassion.

As part of its Diversity and Inclusion (D&I) initiative, PTCL Group collaborated with ConnectHear, an organization dedicated to the well-being of people with hearing impairments, to sensitize its employees to effectively collaborate with colleagues and serve customers with hearing impairments. Moreover, PTCL Group remains an active proponent of awareness regarding early detection and treatment of breast cancer, with awareness campaigns held annually in October in connection with the Global 'Pinktober' movement. In addition, PTCL Group, in collaboration with Fatimid Foundation, conducted a large-scale Blood Donation Drive on World Blood Donor Day 2023.

Looking ahead, PTCL Group remains dedicated to expanding the scope and coverage of its CSR program to maximize its impact on society. Through continued innovation and collaboration, the Group strives to be at the forefront of sustainable development and societal good.

Message from the President and Group CEO

We are delighted to present the PTCL Group CSR Report for 2023, which exemplifies our unwavering dedication to creating shared value for society.

As a socially responsible brand and the nation's leading telecommunications carrier, PTCL Group remains steadfast in its commitment to fostering social, economic, and environmental sustainability through impactful initiatives. Our dedication to maintaining a brand identity that prioritizes socioeconomic accountability and ethical compliance, alongside our inherent desire to give back to society, is evident throughout this report.

In 2023, PTCL Group continued its tradition of reaching out to communities in need and providing assistance during natural calamities, crises, and conflicts. Our efforts underscore our solemn commitment to supporting our compatriots whenever and wherever required, further reinforcing our role as a responsible corporate citizen.

We take immense pride in prioritizing corporate citizenship, where we consistently engage with communities, non-governmental organizations, and key stakeholders. We strategically channel our resources and leverage our expertise to bridge socio-economic gaps, create opportunities, mitigate vulnerabilities, promote gender equality, and accelerate the overall progress of the nation.

Our motivation stems from a deep commitment to the country and its people, recognizing that their well-being directly influences our operations and prosperity within the shared ecosystem. By investing in sustainable development and fostering meaningful partnerships, we strive to create a positive impact that extends beyond business success and contributes to the advancement and prosperity of society at large.

We believe CSR and sustainability go hand in hand, which is why our primary focus remains on affecting sustainable initiatives for enduring progress and development. We firmly believe in the transformational potential of digital technology, which, like a metaphoric magical wand, transforms destinies. We are the most effective in leveraging our expertise in digital technology and innovation to mobilize support for communities and work toward our shared vision of a 'Digital Pakistan'.

Nevertheless, we are actively contributing on multiple fronts in alignment with the United Nations Sustainable Development Goals (SDGs) that chart a sustainable future for the world. PTCL Group is proud to contribute towards at least 15 of the 17 SDGs through its CSR program. We are meticulous in our approach to identify genuine gaps and generous in mobilizing resources for meaningful transformation.

From fostering social and environmental sustainability within the PTCL Group to corporate philanthropy and social empowerment initiatives, our endeavours not only drive lasting change but also inspire active contributions from peers across the industry and the private sector in the country. By championing a holistic approach to sustainable development, we strive to create a ripple effect that extends far beyond our organization, fostering a culture of collective responsibility and positive impact across society.

We remain steadfast in our commitment to sustaining and expanding our CSR program to provide support where it is most needed. I extend my heartfelt congratulations to my colleagues in our CSR program for their unwavering efforts in making a meaningful difference in the lives of countless fellow citizens.

As we look ahead to 2024, I am confident that our CSR program will continue to thrive and evolve, and I extend my best wishes to the entire team for continued success.

Hatem Bamatraf
President and Group CEO



Message from Chief Marketing Officer

It is with great pleasure that we present PTCL Group's Yearly Corporate Social Responsibility Report for 2023 to apprise our esteemed team members, customers, and stakeholders about our endeavours over the past year. This report reflects the vision of our executive management and showcases the relentless dedication, unwavering commitment, and resilience of our team members who have worked tirelessly to provide meaningful support to our fellow citizens, both in times of normalcy and distress.

Corporate Social Responsibility is one of the most dynamic thematic areas for PTCL Group that remains active throughout the year. The program is meticulously tailored to align with key United Nations Sustainable Development Goals (SDGs), but it is also mobilized to swiftly respond to crises and natural disasters when our fellow citizens are often in urgent need of our support and encouragement.

As one of the largest brands in the country, we recognize our responsibility to the people and the environment. Our CSR program, which has grown into one of the largest in the nation, serves as an effective platform for fostering socioeconomic growth, digital and financial inclusion, corporate philanthropy, environmental protection, gender equity, and employee volunteerism. Through strategically targeted initiatives, we have made a significant difference in the lives of countless fellow Pakistanis.

To establish the right precedent, we initiated a transformation process within our organization by adhering to the highest standards of business ethics, transparency, meritocracy, and accountability; and by enabling and empowering our own people, with a particular focus on women and differently-abled individuals, to work and thrive on equal footing with their colleagues. Having set an example within our walls, we extended our efforts outward to promote diversity, inclusion, and women's empowerment on the back of digital technology and economic opportunities to foster a collective and inclusive contribution to the nation-building process.

The environment is another important vertical of our CSR program, where we have again set positive precedents by taking measures to reduce our carbon footprint by saving energy through flexible working hours and a mandatory work-from-home initiative. Our Razakaar Force undertakes plantation drives every year and has planted thousands of plants across different regions to help enhance the country's forest cover and mitigate the harrowing impacts of climate change.

Through our Razakaar Force, we conduct annual plantation drives, where we have planted thousands of trees across various regions. These efforts not only contribute to enhancing the country's forest cover but also help mitigate the devastating impacts of climate change. We remain dedicated to our environmental goals, striving to make a tangible and lasting positive impact on the planet for future generations.

I have no qualms in saying that CSR at PTCL Group transcends mere corporate obligation; it is deeply ingrained in our ethics and organizational values and permeates both our collective culture and individual ethos. Our Employee Volunteerism program, the 'PTCL Razakaar Force', is central to many of our initiatives and serves as the primary driving force behind our endeavours. We firmly believe that instilling a sense of responsibility for creating social good at the individual level will catalyse a paradigm shift in our society by fostering a culture of active participation and positive impact for the greater good.

I express my sincere gratitude to our esteemed President and Group CEO, Mr. Hatem Bamatraf, and the executive leadership for their unwavering support of our CSR program. I am immensely proud of my team for their dedication and hard work in building this program, which has emerged as a role model in the industry. With the energy and momentum, we have generated, I am confident that we can continue making a positive difference for our economy, community, and the environment.

Syed Atif Raza
Chief Marketing Officer

CSR at PTCL Group

PTCL Group stands as a crucial pillar of the nation's infrastructure and is strongly committed to promoting economic development and societal well-being. The Group embraces a robust Corporate Social Responsibility (CSR) policy, aligning its operations with transparency, ethics, and sustainability, in order to manage its impact on the economy, environment, and community. This commitment extends to diverse initiatives aimed at adding tangible value to society while encouraging employee engagement as philanthropic partners.

Social responsibility is deeply ingrained in the core philosophy of the Group and serves as a robust self-regulatory framework that holds us accountable to both ourselves and the communities we serve. With an extensive nationwide network and massive infrastructure, we serve millions of customers each day.



However, we strongly believe that businesses have a responsibility not only to generate profit but also to contribute positively to the economy, society, and the environment. We are strongly committed to not only eliminating any undesirable impacts of our operations on the people and the environment, but also to making positive contributions in these areas.

Our CSR philosophy revolves around the principles of transparency, accountability, and sustainability. We strive to integrate social, environmental, and economic considerations into our business strategy and decision-making processes. By aligning our CSR efforts with the United Nations Sustainable Development Goals (SDGs), we aim to address some of the most pressing challenges facing our society.



PTCL Group leverages the CSR program to foster socioeconomic progress, gender inclusivity, women empowerment, social mobility, and environmental and livelihood protection. The Group is particularly keen to enable and empower marginalized social segments by providing them with opportunities, skills, and means to progress and transform their lives.

Beyond our efforts to integrate marginalized communities, we are fully committed to the development and inclusion of women and persons with disabilities to help them play a role in the nation-building process. At PTCL Group, we believe that by empowering individuals and communities, we contribute to a more equitable and prosperous society for all.

At the heart of our CSR philosophy is the belief that businesses can be a force for good in the world. We are committed to leveraging our resources, expertise, and influence to make a positive impact on the lives of our stakeholders, including employees, customers, suppliers, and the broader community. Through collaboration, innovation, and responsible business practices, we aspire to create a better, more sustainable future for all.

CSR PRIORITY AREAS

Seen below are the key priority areas of the PTCL Group CSR program, which have been strengthened through strategic initiatives and resource mobilization.



PTCL Group stands as a crucial pillar of the nation's infrastructure, committed to promoting economic development and societal well-being through a robust Corporate Social Responsibility (CSR) policy. Our initiatives add tangible value to society, encourage employee engagement, and hold the company accountable to the communities we serve. Believing in businesses' responsibility to positively impact the economy, society, and the environment, PTCL Group integrates social, environmental, and economic considerations into its strategy, aligning efforts with the United Nations Sustainable Development Goals. By fostering socioeconomic progress, gender inclusivity, women empowerment, and environmental protection, PTCL Group empowers marginalized communities and contributes to a more equitable and prosperous society.

01 Employee Volunteerism (Razakaar Force)

This program serves as a cornerstone of PTCL Group's Corporate Social Responsibility efforts, fostering a culture of giving back within the organization. Through PTCL Razakaar, employees are empowered to become ambassadors of goodwill, engaging in various humanitarian activities aimed at addressing critical needs in communities nationwide.

02 Education

The PTCL Group recognizes the transformative power of education in breaking the cycle of poverty and empowering individuals to reach their full potential. Through strategic partnerships with educational institutions, PTCL Group endeavours to expand access to quality education for underprivileged children, particularly those residing in remote or marginalized areas.

03 Youth Development

As a forward-thinking organization, PTCL Group recognizes the importance of nurturing the next generation of leaders and innovators. Through partnerships with educational institutions and vocational training centres, PTCL Group is committed to equipping youth with the technical skills, soft skills, and entrepreneurial mindset needed to thrive in today's competitive job market.

04 Health & Safety

PTCL Group is dedicated to promoting the health and well-being of both its employees and the communities it serves. Through structured medical camps and healthcare initiatives, PTCL Group extends vital medical services to individuals living in underdeveloped or remote geographical locations, where access to healthcare may be limited.

05 Environment

Recognizing the urgent need to address environmental challenges, PTCL Group is committed to making positive contributions to environmental conservation and sustainability. From reducing its carbon footprint through energy-efficient practices to implementing waste reduction and recycling initiatives, PTCL Group is taking proactive steps to minimize its environmental impact.

06 Disaster Response

In times of crisis, PTCL Group stands ready to support communities affected by natural disasters and emergencies. Through ad hoc fundraising campaigns and material donation drives, PTCL Group mobilizes resources and coordinates relief efforts to provide immediate assistance to those in need.

07 Inclusion

At PTCL Group, fostering a culture of diversity and inclusion is paramount, where each individual is esteemed, respected, and empowered to thrive. Through our comprehensive CSR program, we remain steadfast in our dedication to promoting inclusion across all segments of society.





SUSTAINABLE DEVELOPMENT GOALS



CSR Priority Areas and Corresponding SDGs

The Sustainable Development Goals (SDGs) are a set of 17 global goals established by the United Nations to address pressing social, economic, and environmental challenges by the year 2030. These goals encompass a broad range of issues, including poverty, hunger, health, education, gender equality, clean water, and climate action, among others. The SDGs serve as a universal call to action, urging governments, businesses, and individuals to work collectively towards creating a more sustainable and equitable world.

PTCL Group prioritizes the consideration of the SDGs in its Corporate Social Responsibility (CSR) initiatives due to their comprehensive and globally recognized nature. Aligning CSR efforts with the SDGs provides a structured framework that helps PTCL Group contribute meaningfully to addressing societal challenges. By incorporating the SDGs into its CSR planning, PTCL Group ensures that its initiatives are not only impactful on a local level but also contribute to broader global goals. This strategic alignment not only enhances the effectiveness of PTCL Group's CSR endeavours but also reinforces its commitment to being a responsible corporate citizen with a positive and lasting impact on communities and the world at large.

PTCL Group's Priority Areas	Relevant SDGs
 Employee Volunteerism	1, 2, 3, 4, 5, 8, 10, 12, 15, 17 
 Education	4, 10 
 Youth & Development	4, 8, 10 
 Health & Safety	3 
 Environment	6, 7, 11, 12, 13, 14, 15 
 Disaster Response	11 
 Inclusion	5, 8, 10 

CSR INITIATIVES 2023



01

Tech for Tomorrow: PTCL Group's Impactful Partnership with Pehli Kiran Schools

PTCL Group showcased a strong commitment to advancing education and bridging the digital gap through its philanthropic collaboration with JAQ Education Trust - Pehli Kiran Schools. To improve access to quality education for underprivileged children, PTCL Group provided 10 Evo Charji Devices to Pehli Kiran Schools in Islamabad.



Situated in underserved areas of Islamabad, Pehli Kiran Schools serve children facing limited access to basic everyday facilities. Recognizing the vital role of connectivity in modern education, PTCL Group's contribution plays a key role in ensuring internet access for these students. This initiative not only addresses the immediate need for connectivity but also strives to empower children in marginalized communities by providing equal internet access and educational opportunities, making a positive impact on the lives of marginalized children, and equipping them with the tools necessary for a brighter future.

Through the provision of Evo Charji Devices, PTCL Group created an environment at Pehli Kiran Schools where students can engage in online learning seamlessly, leveraging the benefits of reliable internet connectivity. PTCL Group's commitment to promoting education in underserved areas, along with the provision of internet-enabled devices, underscores its dedication to making a positive impact on the lives of marginalized children, equipping them with the tools necessary for a brighter future.



02

Bano Achai Ki Misaal

PTCL Group's Bano Achai Ki Misaal campaign, launched during the holy month of Ramadan, stands as an important initiative that exemplifies corporate social responsibility and community engagement. This impactful campaign sought to bring attention to individuals dedicated to the welfare of their communities by providing them with a platform for visibility and support.

At its core, the campaign utilized television, offering free airtime to those actively involved in these endeavours. By doing so, PTCL Group aimed to shed light on the often unsung heroes contributing significantly to the betterment of society. This strategic use of resources not only acknowledged the efforts of these individuals but also provided them with a broader reach to share their stories and causes.



An essential component of the campaign was its call to action for the audience. PTCL Group actively engaged viewers, encouraging them to contribute to these initiatives by making donations through UPaisa. This dual approach of recognition and active involvement fostered a spirit of compassion, empathy, and collective responsibility within the community. By connecting viewers directly with the causes showcased on television, the campaign aimed to bridge the gap between awareness and actionable support.

The emphasis on community involvement during the holy month of Ramadan, a time widely associated with charity and compassion, added a cultural and religious element to the initiative. PTCL Group utilised its extensive reach and resources to not only amplify the voices of individuals dedicated to community welfare but also inspire a wider audience to actively participate in charitable endeavours.



03 Fundraising for Shaukat Khanum Memorial Hospital

PTCL Group has taken a leading role in supporting Shaukat Khanum Memorial Hospital, emphasising a robust commitment to philanthropy and advancing healthcare endeavours. The Group demonstrated its commitment through strategic engagement in a dedicated Short Message Service (SMS) campaign. This proactive initiative aimed to leverage the Group's extensive influence, rallying public participation and financial support for Shaukat Khanum Memorial Hospital. PTCL's SMS campaign proved highly effective in mobilising the masses, urging them to contribute to the cause through charitable donations.

The campaign's success can be attributed to PTCL Group's skilful use of its communication infrastructure, ensuring the message reached a broad audience. By engaging the public, PTCL's campaign underscored the collective responsibility required to support Shaukat Khanum, emphasising unity and collective action for the greater good.

This collaborative approach not only showcased PTCL Group's corporate social responsibility but also demonstrated its dedication to the community's overall well-being. The concerted efforts to raise awareness and funds for Shaukat Khanum Memorial Hospital were part of a broader mission to impact the hospital's ability to pursue its life-saving mission and ensure universal access to healthcare.



04 Collaboration with ConnectHear

Ensuring equal access to the internet is paramount in fostering an inclusive society, and this commitment to inclusivity has taken a significant leap forward with the collaboration between Ufone 4G and ConnectHear. Recognising the importance of addressing the needs of differently-abled individuals, Ufone 4G joined forces with ConnectHear, a social enterprise dedicated to enhancing accessibility for the differently-abled community and promoting their socioeconomic integration.

Ufone 4G pledged to provide complimentary data access to ConnectHear's innovative digital app, which serves as a bridge, offering instant access to sign language interpreters. By harnessing the reliability and swiftness of Ufone 4G's data connection, individuals with hearing impairments are enabled to communicate with ease, irrespective of their geographical location within the country.

Ufone 4G's commitment to social responsibility is evident in this partnership, as it contributes to the broader goal of creating an inclusive environment where everyone, regardless of their abilities, has the opportunity to participate fully in society. The impact of this collaboration extends beyond technology, touching the lives of those who have often faced challenges in expressing themselves and connecting with others.





05

United Against Polio: PTCL Group and UNICEF Partnership for Polio Eradication

Polio, a highly contagious viral infection that primarily affects children, continues to pose a threat in Pakistan, where it remains one of only two countries where the disease is still prevalent. According to recent figures, Pakistan reported six polio cases, underscoring the urgent need for comprehensive intervention. Recognising the severity of the situation, PTCL and Ufone 4G took proactive measures to support the National Emergency Centre and the Government of Pakistan to eradicate polio.

PTCL and Ufone 4G leveraged their extensive network to create awareness about the importance of vaccination against polio. Through their outreach, these Pakistani telecommunications giants were dedicated to emphasising the urgency of immunising children to safeguard them from the potential life-altering consequences of this preventable disease. PTCL and Ufone 4G recognise the critical role they can play in reaching communities across the nation, using their communication infrastructure to disseminate information and encourage vaccination.

PTCL and Ufone 4G's inclusive approach focuses on leveraging technology to create a safer and more secure environment for children. Through their telecommunications infrastructure, they provide a platform for educational initiatives, online safety campaigns, and awareness programmes that empower parents, educators, and children with the knowledge to navigate the digital world responsibly.

In addition to their technological contributions, PTCL and Ufone 4G recognise the importance of community engagement. They initiate and support community-driven projects designed to improve the overall well-being of children. By taking a holistic view of child welfare, PTCL and Ufone 4G not only contribute to securing the lives of the nation's children today but also play an important role in building a positive and sustainable future.



06

World Blood Donor Day 2023

Communities around the world continually grapple with the constant demand for blood donations, a critical aspect of healthcare that saves lives and supports individuals facing different medical conditions. Recent statistics underscore the urgency, revealing that someone in the world needs blood every two seconds. Recognising this imperative, PTCL Group organised a large-scale blood donation campaign at its headquarters in Islamabad, coinciding with 'World Blood Donor Day'.



The successful execution of the blood donation drive is a testament to the Group's dedication to corporate social responsibility. Beyond the numbers and statistics, it signifies a tangible effort to make a positive impact on the lives of those in need. As the community rallies together in such initiatives, it reinforces the notion that simple acts of kindness, like donating blood, can indeed make a difference in the lives of individuals facing health challenges.



In collaboration with the Fatimid Foundation, this initiative extended over two days, highlighting a commitment to creating shared value and contributing meaningfully to society. The inclusivity of the campaign, involving not only the employees but also top management, senior executives, and even tenants of PTCL Group Tower, emphasised the collective dedication towards the noble cause.





07 Connected Women Strategy Workshop – Collaboration with GSMA

Recent statistical data highlights a stark discrepancy in internet access between men and women in Pakistan, with only 20% of women having regular access, compared to 43% of men. This gap extends beyond connectivity; it encapsulates limited digital literacy, restricted access to educational resources, and diminished economic opportunities for women across the country. The Mobile Gender Gap Report 2023 by GSMA highlights that family disapproval is a significant barrier to women's mobile ownership, contributing to these disparities. Additionally, 31% of female mobile internet users in Pakistan rely on someone else's phone to access the internet, indicating the challenges women face in having personal access to digital resources.



In response to the critical need for targeted interventions, PTCL Group collaborated with GSMA to materialise the 'Connected Women Strategy Workshop,' designed to address the gender-digital gap in Pakistan. The workshop drew insights from the Mobile Gender Gap 2023 report, aiming to develop strategic solutions that go beyond providing internet connection. The workshop's key objectives revolved around identifying practical measures to enhance women's digital literacy, connectivity, and economic empowerment. By leveraging the expertise of GSMA in mobile technology usage, the collaborative efforts sought to develop innovative approaches tailored especially for women micro-entrepreneurs.



08 Tree Plantation Drive 2023

In 2022, Pakistan ranked eighth in the 'Countries Most Vulnerable to Long-Term Climate Risk' index, with a 0.54% contribution to global carbon emissions. Despite its relatively low emissions, Pakistan is committed to addressing climate change and has set a goal to reduce its projected emissions by 50% by 2030. This plan entails a cumulative effort, with 15% financed domestically and the remaining 35% relying on international grant finance, totalling USD 101 billion dedicated to the energy transition.



In a move toward environmental protection and climate resilience, PTCL Group collaborated with the Parks & Horticulture Authority (PHA), Rawalpindi. Together, they conducted a tree plantation campaign at Khajut on the Murree Expressway, with active participation from senior management, employees, staff, and interns, showcasing a commitment to sustainable practices.





09 Commitment to Employee Well-Being



In alignment with the significance of employee well-being, PTCL Group, in collaboration with Advanced International Hospital, organised a comprehensive two-day health initiative in Islamabad. This initiative was designed to prioritise the health and wellness of its workforce, reflecting the organisation's commitment to fostering a culture of well-being.

The event featured complimentary health screening camps, where employees had access to free check-ups. Experienced health specialists were on hand to provide complimentary medical consultations, addressing immediate health concerns. Additionally, exclusive discounted packages for advanced testing were made available, ensuring that employees could proactively manage their health.



On the second day of the programme, a renowned cardiologist led an informative health session. The expert shared valuable insights aimed at educating PTCL and Ufone 4G's employees about the importance of maintaining a healthy heart. Such sessions contribute not only to individual health awareness but also create a better understanding of the significance of preventive healthcare measures.



10 International Day of Sign Language 2023

Supporting differently abled individuals is essential for cultivating a society that truly embraces diversity and inclusivity. In line with this commitment, PTCL Group, on International Day of Sign Languages, collaborated with ConnectHear to improve accessibility for individuals with hearing impairments, particularly in the North and South regions. By providing sign language training for Customer Service Centre representatives, PTCL Group not only made their services more inclusive but also set an example for other organisations to follow. This initiative highlights the positive impact that corporate engagement can have on promoting inclusivity and breaking down barriers for differently abled individuals in our society.



The engaging and interactive training session included various activities and real-life case studies, designed to sensitise PTCL Group's customer service staff to the unique needs of customers with hearing impairments. The effort is aligned with the company's Corporate Social Responsibility (CSR) policies, emphasising inclusivity as a cornerstone of their commitment.

During the training session, Amir Pasha, Group Director of Public Relations, Media, CSR & Corporate Communications at PTCL & Ufone 4G, highlighted the role of inclusivity in driving socioeconomic change. Emphasising that every customer should have equal access to services, regardless of their abilities, he also expressed confidence that the sensitisation training would improve customer experience.





11

Pinktober 2023



Global statistics indicate that breast cancer stands as the most prevalent cancer among women globally, witnessing millions of new cases annually. This widespread disease impacts individuals, communities, and healthcare systems, highlighting the urgent need for awareness and early detection. Addressing this, PTCL Group partnered with Pink Ribbon Pakistan to launch a month-long campaign aimed at educating the public and raising awareness. The campaign included transforming company logos to pink, an internal awareness messaging campaign, and various employee engagement activities.

A significant event was a panel discussion with experts, including Dr. Erum Najeeb and Dr. Asma Mahfooz, to foster open dialogue and understanding about breast cancer. The campaign also featured a Pink Futsal Match, pink attire days, and a donation drive through UPaisa for Pakistan's first specialised breast cancer hospital. Extending its reach beyond the workplace, the campaign included an awareness session at Edhi Homes Islamabad. The session was intended to educate women and young girls about breast cancer, contributing to fostering broader community awareness.



12

Employee Volunteerism – Razakaar Force

Corporate Social Responsibility (CSR) is a crucial aspect of a company's identity, reflecting its commitment to making a positive impact beyond profit margins. Engaging in initiatives that give back to the community is not only a responsibility but also an opportunity to contribute to social betterment. For corporations, allocating resources towards community development projects is a tangible way to fulfil their CSR objectives.

By actively participating in the improvement of community welfare, companies play a vital role in fostering sustainable and inclusive growth. PTCL Group, recognising the importance of social responsibility, initiated a registration drive for the Razakaar Force. This employee volunteer force was designed to actively participate in a diverse range of CSR initiatives throughout the year across all PTCL Group locations. The launch of the programme witnessed an outstanding response, with a substantial number of employees eagerly registering for the drive.

The CSR initiatives included environmental sustainability, education support, and community welfare projects. This robust engagement underscored the deep-seated commitment of PTCL Group employees to contribute meaningfully to various social causes. It became evident that the employees were not just participants but active agents of positive change within their communities.





VISION 2024

As we look ahead to 2024, our commitment to fostering inclusion remains steadfast. Our focus for the upcoming year will be on creating an inclusive environment that aligns with the United Nations Sustainable Development Goals (SDGs), particularly SDG 5 (Gender Equality) and SDG 10 (Reduced Inequalities).

We are excited to continue our 'Ba-Ikhtiar' project, which aims to empower women entrepreneurs in Haripur by equipping them with essential digital and financial skills. This initiative will not only enable these women to build and manage their businesses independently but will also contribute to their economic empowerment and overall community development.



Furthermore, we are dedicated to enhancing disability inclusion, specifically by improving accessibility for persons with disabilities (PWDs) through the use of technology. By leveraging our extensive network, we aim to create a more accessible and inclusive digital landscape for all. Our efforts in this direction are geared towards ensuring that everyone, regardless of their abilities, has equal access to the opportunities provided by the digital world.



“**NEVER WORRY ABOUT NUMBERS.
HELP ONE PERSON
AT A TIME,
AND ALWAYS START WITH
THE PERSON
NEAREST YOU.**”

~Mother Teresa~