

# Corporate Social Responsibility

Meezan Bank believes in creating value for its stakeholders and society simultaneously, in a manner that is integrally linked to its values and the Islamic principle of Ihsan. The Bank recognizes that it is part of the community at large and that there is a strong need to contribute to the society. Throughout 2017, the Bank partnered with various organizations to design and implement initiatives, primarily in the healthcare and education sectors, benefitting the society.

Some of our most recent and also the most ambitious projects are mentioned below:

## Education

### Employee Volunteering for TCF Rahbar – Youth Mentoring Programme



The Citizens Foundation (TCF) is one of Pakistan's leading non-profit organizations in the field of education for the less privileged. The Rahbar Programme forms part of the many volunteering initiatives of the organization, and is designed specifically for eighth and ninth grade students of TCF with an aim to mentor the youth to become responsible and productive members of the society.

Meezan Bank supported this mentoring program, which is driven by 'Thought to Destiny' theme whereby Bank employees voluntarily mentored TCF students by dedicating their six Saturdays during the last cycle of Rahbar in 2017.

### Commercial Partnership with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and Vocational Training Institute for Women (VTIW)



Cooperative Vocational Trainings (CVTs) are based on the modified 'Dual Training' concept in order to equip the youth with skills that will enable them to get employment in future. Meezan Bank, in partnership with Deutsche Gesellschaft für Internationale Zusammenarbeit – Deutsche Company for International Cooperation (GIZ) and Vocational Training Institute for Women (VTIW), Bufferzone supported the TVET (Technical and Vocational Education and Training) Reform Support Programme launched for the first time in Sindh Province.

Through this program, the Bank shortlisted eight female candidates from the underprivileged sections of the society and sponsored a one-year training program for each candidate to equip them with skills necessary to enter the job market. The candidates received a 6-month classroom training at the partner institute and were later provided with a 6-month on-job training program, which commenced with rigorous branch banking training and in the second phase by placement at various departments of the Head Office.

Meezan Bank, through this unique certified program has been able to groom and empower the candidates with the necessary training and skills, enabling them to now earn better livelihood and support their families.

Given the positive and progressive impact of this initiative

that also falls in line with our robust gender action plans to encourage more female participation, the Bank has employed three candidates from this Programme, offering them permanent positions at different departments.

### Centres for Excellence in Islamic Finance at Lahore University of Management Sciences (LUMS), Institute of Business Administration (IBA) and IM Sciences (Peshawar)

Lahore University of Management Sciences (LUMS), Institute of Business Administration (IBA) and IM Sciences are among Pakistan's leading private sector educational institutions. Meezan Bank entered into cause-related partnerships with these institutions in order to help foster the learning and development of Islamic banking and finance across the country by supporting their newly established Centres for Excellence in Islamic Finance. With an altruistic motivation to support the cause of Shariah-compliant banking services and increase awareness about Islamic finance, Meezan Bank worked closely with these institutes to facilitate development and launch of training programs on Islamic banking and finance and co-author case studies and research papers. Meezan Bank's employees also participated as guest speakers in several executive programs at these educational institutions. This contribution plays an instrumental role in the promotion of ethical practices across the country, as the Bank aims to equip students and executives with adequate Islamic knowledge and professional skills.

The partnerships have proved to be a great success and more than 1500 students have benefited from this initiative since inception.



### IBA Ihsan Trust National Talent Hunt Program

Meezan Bank's partnership with Institute of Business Administration (IBA) for the Ihsan Trust National Talent Hunt Program to select meritorious, yet needy students of various Intermediate Boards of the country entered its ninth successive year in 2017. Meezan Bank facilitated IBA in the selection process by providing its branches as well as its talent management resources (HR) for interviews at provincial and federal capitals of the country. A total of 40 students were selected and given admission in IBA out of the 57 students who were shortlisted following the Orientation Program and Admission Test.

### Professional Education Foundation (PEF)



Professional Education Foundation (PEF) is a not-for-profit organization established in 2009 with the sole aim to

financially support the underprivileged students in their professional education. Since its establishment, PEF has funded around 1200 students at 34 public sector universities across Pakistan.

Meezan Bank facilitated PEF in its Zakat/Donation collection campaign during the month of Ramadan while also serving as their awareness partner, providing visibility to the organization through placement and distribution of flyers at selected branches across Pakistan.

## Healthcare

### The Indus Hospital



Since its inception in 2005, the Indus Hospital (TIH) has been running an unparalleled and unique health care business model, whereby it provides premium healthcare at no cost at all to low income populations. The Bank, in collaboration with The Indus Hospital, has taken the following initiatives as part of its CSR activities:

#### Blood Donation Drive

Since 2014, the Bank is supporting The Indus Hospital through successful voluntary Blood Donation Drives at its Head Office located in Karachi. This year, as always, the Bank held a blood donation drive with the objective of encouraging people to donate blood while at the same time keeping track of their health conditions. Staff members from Head Office and branches participated in this activity with great enthusiasm. In addition to proper screening for blood donation, the staff members were also screened for various diseases including Hepatitis as well as other infectious diseases for free.

#### TIH Golf Fundraiser

Meezan Bank, with its aim to support quality healthcare for all segments of the society, supported The Indus Hospital in its Golf Fundraiser, held at Karachi Golf Club. The event engaged more than 100 golfers and top CEOs of several organizations. This fundraiser not only helped create awareness about the philanthropic activities of TIH, Karachi but also helped collect voluntary financial support to expand the number of beds in the hospital vicinity.

### Layton Rahmatulla Benevolent Trust (LRBT) Golf Tournament 2017



Layton Rahmatullah Benevolent Trust (LRBT) is Pakistan's largest non-governmental organisation working to fight blindness in the country. Established in 1984, it is based in Karachi with hospitals and primary eye care centres throughout the country.

Meezan Bank participated in the LRBT Golf Tournament, held at the Karachi Golf Club. This was the first charity golf tournament held by the organisation to raise funds for the treatment of Cataract, Glaucoma, retinal and corneal diseases among underprivileged children and adults who cannot afford the treatment. The event also helped raise awareness regarding LRBT reaching another milestone of

treating its 37<sup>th</sup> million patient - a 6 year old girl from Malir, Karachi.

### Shaukat Khanum Memorial Cancer Hospital (SKMCH)



Shaukat Khanum Memorial Cancer Hospital (SKMCH) and Research Centre has established itself as a centre of excellence providing comprehensive care, free of cost, to thousands of cancer patients in Pakistan.

Meezan Bank first joined hands with the SKMCH in 2010, when an MOU was signed, whereby the Bank has placed collection boxes in all Meezan Bank branches within Sindh and Balochistan. Under this agreement, the collected amount is directly deposited to the hospital's main collection account through Meezan Bank's free online banking service.

The initiative has shown extremely positive results as the collection from these boxes has increased significantly, especially in those areas where the hospital did not have prominent presence or donation collection channels.

### Sindh Institute of Urology Transplant (SIUT)



Sindh Institute of Urology Transplant (SIUT) is one-of-its-kind centre for kidney transplantation in Pakistan and has been providing free medical treatment for kidney and liver diseases to patients, predominantly from the rural and poor urban strata with virtually no access to medical facilities. SIUT's extensive facilities, which house state-of-the-art equipment, enable them to provide free treatment to Pakistanis.

Meezan Bank contributed to SIUT by raising their awareness amongst its customer population through information leaflets and banners strategically placed within the branches.

### Behbud Association Karachi



Behbud Association, Karachi is a registered non-profit organization, working for over 50 years, focusing on poverty alleviation and empowerment of underprivileged and marginalized communities through interventions in education, health, vocational training, income generation and disaster relief. Meezan Bank sponsored Behbud Association Karachi in holding the Behbud Carnival Sunset Club, Karachi. The Carnival aimed to raise funds for Behbud's development projects and charitable activities, encompassing education, health and vocational training for the empowerment of women.