

# Planet Green

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## NFEH holds regional CSR summit

# Experts urge corporate sector involvement for masses uplift

ISLAMABAD: Experts at a seminar have called for effective corporate sector involvement for socio-economic uplift of masses and better their lives through development projects and conserving environment. "Rural poor need education, they need better health facilities and proper infrastructure," the experts stated at the regional seminar on Corporate Social Responsibility (CSR), organized by National Forum on Environment and Health along with its partners OGDCL, Binqutub foundation & HDF.

The participants from the corporate and development sector as well as the government departments underlined the need for collective efforts to achieve the goal of ending deprivation of rural poor. Managing Director OGDCL Masood Siddiqui



Naeem Qureshi, President NFEH presenting a memento to Masood Siddiqi, Managing Director OGDCL at regional seminar on CSR at local hotel

said, there has been lot of demand for projects in health, education and sanitation and mentioned his organization has been doing its bit to meet masses needs. "We take CSR seriously. We made mistakes in the past, but we continued doing our bit. Today we are far ahead as we spent manifold than that what we required to.

"He stated that as community we are not good in delivery system and post project care. "We seek help from others and our lethargy as community calls in question the sustainability of our projects." Therefore, he said, it is important to involve communities ensuring their monetary share in the project no matter if it is a cent out of a dollar.

"It will promote among them sense of responsibility and owner-



Masood Siddiqi, Managing Director OGDCL, Naeem Qureshi, President NFEH, Azhar Saleem, CEO HDF, Basharat Mirza, Executive Director OGDCL, Bashir Malik, Chairman Bin Qutub Group, Brig (R) Riaz Raja, Shahid A. Khan, Mehmood Tareen and other are seen in the picture and the occasion of regional Seminar on CSR held at local hotel

ship of the projects." He also stressed to ensure transparency in spending and identify feasible projects keeping in view the sustainability as well. In his keynote address, Chairman Science Foundation, Dr Manzoor Hussain Soomro said, industry should take long term steps in rural areas development with special focus on health and education. He also underlined the need for organizing communities, empower them through a role in decision making and ensure that they take ownership of the projects.

"Awareness raising can be another important component of CSR. Education is a vital sector having effect on sector as well," Soomro said. However, he laid stress on communities involvement through a mechanism and said, "it should be learning by doing. Communities involvement is vital." He also proposed an endowment fund for the community welfare oriented projects.

President NFEH Naeem Qureshi highlighted the aims and objectives of the seminar and reiterated commitment of his organization for continued working for better health and environment. Bashir Malik, Chairman Bin Qutub Group stated that role of decision making is very important in CSR and those who fail to make on time decisions for communities welfare should be held responsible.

Basharat Mirza Executive Director SBP, OGDCL and Azhar Saleem, CEO Human Development Foundation, Dr, Riaz Ahmed Raja also spoke on the occasion as they mentioned to suffering on rural communities and insufficient measures taken in the past for their welfare.

The speakers also stressed that CSR should include welfare of communities and workforce and suggested to re-arrange resources, monitor and analyze projects and ensure judicious allocation of funds. ■



## Javed Jabbar to advise NFEH

KARACHI: Former federal Information Minister, prominent media person, social worker and environmental expert Javed Jabbar has assumed the responsibilities as an Honorary Advisor of National Forum for Environment and Health (NFEH), a non-governmental organization engaged in environment protection activities in the country. He will counsel NFEH on its environmental programmes, awareness, training and social affairs. Jabbar has accepted this responsibility on the request of NFEH at a recently held ceremony in Federation House. FPCCI president Fazal Qadir Sheerani, chairman FPCCI Committee on Environment Gulzar Firoz, chairman NFEH Dr Kaiser Waheed, president NFEH Mohammad Naeem Qureshi, Zaheer Beg, Afia Salam, were also present on the occasion. FPCCI president and office bearers of NFEH welcomed the inclusion of Javed Jabbar in the fold as an honour and hoped that this will not only help in promoting the cause of the Forum but strengthen it further. Javed Jabbar has remained the global vice chairman of International Union for the conservation of Nature (IUCN) twice during 2004-2008 and 2008-2012. He is the founder of a prominent and one of the oldest NGOs in Pakistan - Banh Beli, working in over 900

villages of remote Thar area since 1985, providing drinking water facility and education and promoting small businesses among locals. The United Nations, on its 50th anniversary, has conferred award upon Javed Jabbar in recognition of his meritorious services in these fields. Javed Jabbar is also the chairman and director of community support organization in Pakistan - Strengthening Participatory Organization (SPO), and founder and chairman advisory council of SPO village since 1982. He is also associated with Pakistan National Council and United World Colleges Scholarship since 1982 and remained founder chairman of South Asian Media Association Colombo, founder convener of South Asian Editors Forum and



Javed Jabbar signing on Invitation for Honary Advisor of NFEH. President FPCCI. Fazal Qadir Sheerani, Gulzar Firoz, Chairman NFEH Dr. Kaiser Waheed, President Naeem Qureshi and Ruqliya Naeem also seen in the picture.

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Commission. He is also working as co-founder of Kunese International Karachi Chair, Trustee and director international Institute of Communications London, and honorary chairman International Institute for Peace and Conflict Resolution. Javed Jabbar, who also authored several books, has remained renowned critic and producer of documentary films and column writer. ■