

Corporate Social Responsibility/ Community Cooperation

Bank Alfalah CSR Programme

Philanthropic investments and donations are instrumental in enhancing the Bank's reputation, projecting a positive image amongst its internal and external stakeholders. Throughout the year 2020, Bank Alfalah remained at the forefront in playing its role in supporting the vulnerable and underserved segments of society through their hardships and helping them to fight against COVID-19.

We continued our commitment to serve society as responsible corporate citizens, and aim to support both infrastructural and capacity-building endeavours through our philanthropic investments in line with our motto of 'giving back to our communities'.

Our Corporate Social Responsibility (CSR) initiatives help us support the community and play our role in alleviating the hardships of the less privileged in the society.

The priority areas for the Bank have always included education, health, social welfare, environmental sustainability, leadership development, and promotion of sports, arts and culture.

• Social Welfare

We are always willing to support causes that work towards improving the social welfare of our country. This includes extending support to disadvantaged people such as the poor, elderly, disabled, students, unpaid workers like mothers and other caregivers, and underprivileged groups.



• Ration Distribution

We coordinated with NGOs like Parents Voice Association (Ujala), Karachi Relief Trust (KRT), Alamgir Welfare Trust, Dar Ul Sukoon and Children Youth Through Education (CYTE) to provide ration to deserving families whose household income had been adversely affected due to the lockdown.

• Prime Minister's Ehsaas Emergency Cash Disbursement Programme 2020

Bank Alfalah partnered with the Government to support the most affected communities of Pakistan, across the Northern Areas such as Azad Jammu & Kashmir, Gilgit-Baltistan and Khyber Pakhtunkhwa.



• Ehsaas Ration Distribution Programme

We partnered with the Government of Pakistan's Poverty Alleviation and Social Safety Division's Ehsaas Ration Distribution Programme to provide ration bags to the vulnerable and marginalised communities of Pakistan.



• Donations for COVID-19 Relief Fund for Daily Wage Earners

Bank Alfalah has set up a fund to support daily wage earners of the country with the support of its employees volunteering to assist in the distribution of funds and ration to deserving people. During 2020, a total of Rs. 24 million was contributed in the fund by the Bank and its employees.



- **Education**

In Pakistan, availability of education to the public at large needs more attention. Through our philanthropic investments, we aim to uplift the lives of the citizens of Pakistan and empower them in their journey to gain knowledge. In 2020, we provided funds to The Citizen’s Foundation, Family Education Services Foundation (FESF), and The Association of Children with Emotional and Learning Problems (ACELP) to support these organisations in their efforts to offer care and education to deserving children.

- **Health**

Health remained a central focus area for Bank Alfalah in the year 2020 amid the pandemic and the ensuing global health crisis faced during the year. We supported organisations such as Patients’ Aid Foundation, Child Aid Association, Pakistan National Polio Plus Trust, Karachi Relief Trust (KRT), The Indus Hospital, Dar Ul Sukoon, and Milestone Society for the Special Persons in their continued endeavours. The funds given were utilised for providing better healthcare to underprivileged communities and towards fighting COVID-19.

- Bank Alfalah donated to the Patients’ Aid Foundation to help the organisation to procure testing kits and equipment, PPEs and ventilators.
- The Bank supported Pakistan National Polio Plus Trust and Karachi Relief Trust (KRT) in setting-up portable hand wash stations at key locations across the city to promote a culture of hygiene and self-safety.
- The Indus Hospital received funds to establish a complete mobile treatment unit for those affected by COVID-19.



- Bank Alfalah supported Dar Ul Sukoon and Milestone Society for the Special Persons by funding their requirements such as hand wash stations, ventilators (HDU), medical supplies and special wheelchairs.

- **Environment**

We believe that initiatives directed towards the conservation of the environment can play a vital role in mitigating the damage from climate change at large, and we are always willing to invest in such causes. Due to COVID-19, the Bank focused on maintaining a clean, distant and hygienic environment for its customers, employees, service providers, vendors, regulators and other stakeholders accessing the Bank’s premises.

- **Youth Programmes**

The Bank is keen to support the opportunities and causes that promote healthy outcomes for the country’s youth. The causes supporting our area of interest include special clubs and service programmes, scholarships, community service organisations, academic enrichment programmes, etc.

- **Sports**

We believe that sports play an important role in fostering development and communication in any society, and help shape the image of a country across local and international forums. Sports have always remained an essential part of our CSR agenda, and we are always proud to help and be associated with sportsperson, who are promising and who strive to make us proud.

- **Women Economic Empowerment**

We strongly believe that there is a need to increase the opportunities available to women to access economic resources. We wish to empower them to make decisions that benefit them, their families, and their communities. Our CSR philosophy acknowledges women’s economic empowerment, and we are always willing to support the causes relevant to it.

The Bank strives for women economic empowerment, and it has been working for women’s economic uplift on various platforms.

- **Volunteering in the Community**

- **Employee Volunteering Leave**

In order to become a socially responsible organisation and to provide our employees an opportunity to volunteer their time and talents to the communities around them, we have introduced an Employee Volunteering Leave of up to two days.

- **Raah-e-Falah – Our CSR Initiative**

We have collaborated with The Citizen’s Foundation to offer the following programmes for which our employees can volunteer for:

- Career Counselling - A one-day session with the students of graduating batches to help them choose their future career path.
- Rahbar Programme - A full day session to mentor students of grades 8 and 9. The programme is run every Saturday for six weeks.

- Baghban Programme - A fundraising programme where volunteers brainstorm ideas to raise funds to support the education of TCF students.

Staff Welfare

• Bank Alfalah Employee Welfare Programme

We at Bank Alfalah care for our employees and their families' safety and well-being.

In view of the recent challenging times, the Bank came forward with different welfare schemes for its employees, specifically those in the junior tiers. These welfare schemes help the Bank in improving employee engagement, morale and motivation, in addition to providing them security. This ultimately leads to higher productivity and greater loyalty.

The Bank initiated an Employee Welfare Programme, which is contributory in nature, and aimed at providing financial assistance to employees in need for the following purposes:

- Health/Medical emergencies or treatments, where coverage is not provided or insufficient under the Bank's Medical Policy – ideally for employees and their dependent family members
- Grants for marriage of daughters and sons
- Educational grants for higher education
- Any other purpose as the Employee Welfare Programme Committee deems appropriate

The Employee Welfare Programme was launched to assist employees during the pandemic. The programme was extended to provide flood relief assistance, in wake of the devastating urban floods in Karachi, and adjoining areas in Sindh and Balochistan.

• COVID Relief Fund

This fund was introduced immediately after the pandemic hit the country with a view to support the employees for any critical testing and other medical payments they might have to make with regards to the disease. The testing fees for COVID-19 were also reimbursed to employees who had undergone the tests.

• Learning Resources for Well-being amid COVID-19

Never before has there been a need for us to be emotionally, physically and mentally resilient. While HR is constantly working to support employees in these tough times via programmes, a few tailored e-Learning programmes - namely 'Becoming Stress Resilient' and 'The Well-being Journey' - were launched through which employees could remain motivated and resilient.

• Employee Well-being Survey

As the COVID-19 pandemic was on a rise initially, it was in these challenging times that we needed each other the most. Keeping the spirit of community in mind, and to maintain high morale, HR devised a way to allow us to be there for our Bank Alfalah family through these testing times. We divided all our staff members across Pakistan among our HR team so that they could call and check up on each other.

Economy

Intermediation – Key Trade and Banking Figures

The Bank intermediated the economy by channelising the business for various traders/business firms in the imports and exports business. Serving the business adds to the country's economy. During 2020, the Bank transacted Rs. 570 Bn imports and Rs. 251 Bn exports.

Contribution to the Government

The Bank contributed Rs. 6.2 Bn to the Government against income taxes. The Bank also collected and deposited indirect taxes to the government treasury. Paying taxes is one of the Bank's focus towards being a responsible tax payer.

Remittances from Workers Abroad

The Bank has been a noticeable contributor in the flow of remittances to Pakistan through its global network of partner banks, money transfer operators, and exchange companies that rely upon our technological rails to offer overseas Pakistanis smarter and faster ways of sending home remittances to Pakistan. The Bank has invested in various initiatives for financial inclusion comprising the launch of Asaan and Digital Remittance Accounts, and marketing activities to promote cash over the counter payments through our network of over 700+ branches in over 200 cities across the country. During the year, the Bank contributed to the economy by facilitating over 4 million customer payments in Pakistan valued in excess of USD 2.37 billion, leading to the Bank's remittance market share of 9.1% for the year 2020.

Jobs

The Bank has consistently created employment opportunities across Pakistan through its extensive recruitment programmes. In the year 2020, we have on-boarded 1,945 resources to drive our vast business operations network. Moreover, through diverse batch hiring programmes, the Bank also taps into the country's fresh talent pool to create commendable opportunities for young applicants.