

CORPORATE SOCIAL RESPONSIBILITY (CSR) REPORT 2022-23

Document Version: 1



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PREFACE

PSW believes that corporate responsibility plays an important role in maximizing the benefits of international trade and investment in development. To be a powerful complementary component to open global trade, international investment, and economic growth in support of sustainable development, corporate social responsibility is an embedded feature of PSW operations.

The PSW CSR Report 2022-23 provides an overview of initiatives undertaken to meet the objectives outlined in the CSR and Sustainability Policy. The Policy is closely aligned with PSW's Corporate Vision, Mission, Values and Objectives and confirms that the objectives of the Company serve the society and communities in a much better way by complimenting the United Nation's Sustainable Development Goals (SDGs) 2030.

All initiatives undertaken during 2022-23 build upon opportunities that PSW and its digital services can provide towards building the sustainable society of the future.

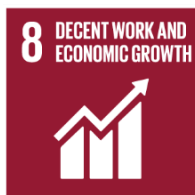
CSR AND SUSTAINABILITY INITIATIVES

EXTERNAL

24-hour helpline

To enhance women's participation in cross-border trade through gender-responsive trade facilitation measures PSW [launched a dedicated women's helpline](#) 021-111-111-779 to provide women traders and entrepreneurs with timely, accurate, and official information on import/exports and trade regulatory requirements. This dedicated line also supports female entrepreneurs in providing information about various federations/chambers and their regulatory requirements for imports and exports including sales tax, income tax, and IRIS.

SDG Alignment



Feedback Mechanism for Quality Assurance

The PSW Communications department has established two-way communication and continuous information sharing which ensures that each communication is consistent with the principles of being visible and accessible, timely, flexible, appropriate, and clearly communicates the PSW vision. The focus is on continuous information sharing and reinforcement to reduce resistance, fears, uncertainty, misinformation; and monitor and measure feedback. A feedback mechanism has been integrated onto the PSW website and Tradeverse. To make PSW services more responsive and relevant to the client's needs, a bilingual user feedback survey was conducted and over 700 responses were collected from



PSW subscribers. The relevant departments are working on improvements that were identified by PSW's stakeholders.

Feedback forms: [English](#), [Urdu](#)

User responses: <https://tinyurl.com/mr42h5p5>

SDG Alignment



Khadijah – Women's Entrepreneurship Program

Trade facilitation initiatives that simplify and harmonize trade procedures and documentation, establish single window systems, and enable electronic filing of import/export documents, help to level the playing field for women. To increase female participation in international trade in Pakistan and promote PSW as a platform, we are striving to build the capacity of women entrepreneurs in Pakistan to sustain and upscale their businesses specifically in international trade through enabling and equipping them with requisite knowledge, skills, expertise, and support.

The Khadijah program aims to increase Pakistani women's participation in international trade by 10% in 3 years.

Outreach highlights

- Events: 5 (including [launch event](#)) held in Karachi, Peshawar, Lahore, Rawalpindi and Islamabad
- Total number of women attendees: 230
- Engaged participants (business and trading community): SMEDA, BOI (KPK), Trade Chambers (KPK, Lahore, Islamabad and Rawalpindi)
- Awareness and Advocacy Partnership: Under the Khadijah program awareness sessions for women traders & SMEs were held in partnership with the Sustainability Development Policy Institute (SDPI) of Pakistan to create a better understanding of PSW services and their benefits.
- A newsletter has been designed specifically for women entrepreneurs and disseminated to the Khadijah program participants.

SDG Alignment





Women's awareness, inclusion, and empowerment

PSW has undertaken several awareness initiatives to elevate both general awareness and of PSW, promotion of female participation in international trade and female empowerment both externally and internally.

- International Women's Day – [Social Media Campaign](#)
 - Theme: Embrace Equity
 - Total Number of Posts: 22
 - Duration: 3 days
 - Engaged participants and audience: Women traders, PSW Support Staff, PSW employees
- Girls in ICT – [Social Media Campaign](#)
 - Total number of posts: 10
 - Duration: 2 days
- Breast Cancer Awareness Session – Internal
Objective: Awareness of general risk factors of breast cancer, prevention, and assessment
 - Participants from Islamabad: 9
 - Participants from Karachi: 17
- Self-defense Awareness – Internal
Objective: Awareness of essential self-defence techniques for females
 - Participants from Islamabad: 9
 - Participants from Karachi: 17

SDG Alignment



PSW Training Partnership Program

PSW is offering a unique opportunity for organizations with relevant experience to partner with us and support the training and capacity building of the various stakeholders associated with Pakistan's cross-border trade. PSW training partners will have the opportunity to offer their services to our client base of over 60000 traders and businesses and earn on a revenue-sharing basis. <https://docs.psw.gov.pk/psw-resources/>

BENEFITS OF PARTNERSHIP:

- Access to PSW's vast client base of traders, associated businesses, and service providers in international trade for PSW-endorsed training and capacity-building sessions.
- Collaboration opportunities with the PSW team to develop and deliver new knowledge products to better serve our clients



- Expansion of partner reach and generating new business.
- Promotion of partner services to our large subscriber base through our newsletter and social media channels
- Opportunities to participate in PSW's dedicated in-house training and change management sessions on new services, features, and module.

SDG Alignment



External Partnerships and Events

- Sustainability Development Policy Institute (SDPI): MoU signed on 5 December 2022 to cooperate on impact assessment of major components of PSW and relating them to SDGs and ease of doing business. Other objectives include the establishment of a Private Sector Stakeholder Advisory Committee and the execution of joint advocacy campaigns.
- Drug Regulatory Authority of Pakistan (DRAP): Integration of DRAP with the PSW system to digitalize submission of applications, issuance of licenses etc. and the implementation of an electronic User Management System (UMS) and User Registration System (URS).
- Peer Learning Initiative (PLI): International conference on Single Windows Implementation and Management organized by the International Trade Centre in the framework of the European Union-funded Ready4Trade Central Asia (R4TCA) and hosted by PSW
 - Attendance: 70
 - Reach: Kazakhstan, the Kyrgyz Republic, Tajikistan, and Uzbekistan
 - Broadcast interview of CEO: <https://tinyurl.com/3nwxmpss>
- Pan Asian E-Commerce Alliance (PAA): PSW has been [granted associate member status](#) in the Pan-Asian E-Commerce Alliance. The alliance will enable the establishment a secure and efficient IT infrastructure to enhance global trade and logistics services through trusted and reliable value-added facilities.

SDG Alignment





Remote Internship Program

With remote work on the rise globally, virtual work experience is more popular (and more beneficial) than ever. There are endless benefits of remote internships, ranging from accessibility and cost to flexibility and relevance to the modern workforce. To provide students and recent graduates aspiring to a career in Marketing & Communications with first-hand experience in the required skill set. In addition, the interns support the Communications department by developing content, graphics, and media-related material, helping PSW further its outreach on various platforms.

- Internship period: April to June 2023
- Number of participants: 6
- Reach: Islamabad and Karachi

SDG Alignment

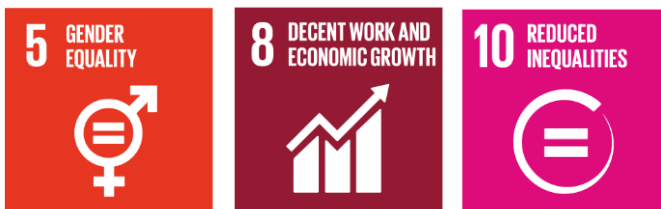


INTERNAL

Gender Action Plan (GAP)

Developed on the basis of results and recommendations from the Gender Audit Report, the GAP ensures instituting a process of compliance within PSW functions, including a) internal organizational HR, gender, and anti-harassment policies; and b) PSW's single subscription forms and PSW platforms such as the Trade Information Portal, and Port Community System. The GAP aims to strengthen PSW's internal and external policies, systems, and procedures by mainstreaming gender considerations and compliance areas, establishing a baseline level of performance on gender integration within PSW.

SDG Alignment



Digital platforms for communication and knowledge management

At PSW, we believe it's important to keep the lines of communication open and transparent. PSW fosters an environment of collaboration and two-way communication. This encompasses both official and unofficial communication that goes on among and between the staff members - the exchange of ideas and opinions, the development of personal relationships, and the exchange of knowledge and information.



- [PSW Connect](#) – intranet is maintained by the Marcom department. It serves as a secure and centralized hub for information, resources, and interactive tools, fostering effective communication, knowledge sharing, and collaboration within the organization to create a productive work environment. All internal communications assets, templates, photos, videos, news, policies and MOUs are available on PSW Connect to improve internal communication, help employees find information, simplify employee onboarding, boost recognition & reward, provide organizational clarity, encourage knowledge sharing and reinforce PSW's brand and values.
- To strengthen internal communications the MarCom team introduced Viva Engage as the official internal social media network for PSW employees with the objective of strengthening employee engagement and fostering a sense of community. Engage is a space for employees to share their achievements, recognize and appreciate their peers' contributions, and build social connections.
- A complete Enterprise Resource Planning (ERP) solution for complete automation of PSW's internal processes has been procured and being implemented for processes related to HR, Finance and Procurement

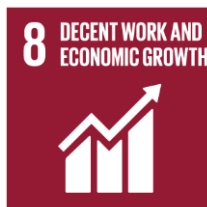
SDG Alignment



Eid ration hampers for support staff

In Ramadan, rewards of all good deeds are multiplied manifold, many Muslims offer Zakat and engage in activities of charity, donations, food drives to help needy people. To celebrate Eid, PSW provided Metro Online Ramadan 2023 Ration hampers to all the support staff members. These Ration hampers consisted of all vital and necessary high-quality grocery products needed for household consumption such as Flour, Sugar, Oil and Ghee, Pulses, Rice, Tea, Salt and more.

SDG Alignment





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