

# Milestones and Marketing Events

## Big Win for JS Bank!

Representing Pakistan at the UN HQ for the Prestigious Hult Prize



JS Raabta Current Account Market Storming – Pan Country!

KB17 Karachi Biennale Pakistan's Largest Contemporary Art Event

The first commercial bank to be WWF Green Office-certified

JS Bank Sponsors Distinguished Gentlemen's Ride



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# Achievements





## Winner of the “Best bank for Environmental, Social and Governance” Award

JS Bank won the best bank for Environmental, Social and Governance award at the Pakistan Banking Awards 2017 held at a local hotel in Karachi. This award recognizes the overall environmental, social and governance impact that JS Bank initiatives have had in the areas such as health, education, sustainable development and relief efforts across the country.

The jury recognized JS Bank for being at the forefront in this domain amongst all the banks in Pakistan in criteria such as energy usage, waste disposal, social standards and transparent governance mechanisms. Among other initiatives that were instrumental in helping JS Bank's win this award were being recognized as the first commercial bank to be WWF Green Office-certified and being one of the first banks to have branches that use solar power.

The Awards were held under the auspices of the Institute of Bankers Pakistan (IBP), DAWN and A.F. Ferguson and Co. Tariq Bajwa, Governor of State Bank of Pakistan (SBP) was the Chief Guest on the occasion.

The awards were adjudged by a 5

member jury of experts comprising Syed Salim Raza- former Governor, State Bank of Pakistan; Azhar Hamid- former Banking Mohtasib Pakistan and former Country Head, SCB Pakistan; Feroz Rizvi- President & CEO Pakistan Institute of Corporate Governance; Zeelaf Munir- MD & CEO English Biscuit Manufactures Pvt. Ltd. and Shehzad Naqvi- former Regional Head of Citibank Middle East & Pakistan.

Khalid Imran, President & CEO of JS Bank commenting on the occasion said

**“I would like to thank the jury for this award on behalf of entire JS Bank. This is only the second edition of Pakistani Banking award and it has already gained tremendous credibility and importance in the financial sector. We as a bank, apart from ensuring our long term business plans are met, are very well aware of our social responsibilities and strongly believe in giving back to the community.**

**I assure you all that as a team we will continue our efforts in the best way possible.”**

## Represented Pakistan at the UN HQ for the Prestigious Hult Prize

Noman Azhar, Country Head, Branchless Banking, JS Bank, has joined Hult Prize Pakistan Board as a Mentor and Advisor. He has been selected for this honorary position due to his vast experience and expertise in the field of Digital Financial Services and his efforts towards creation and promotion of a social and financial ecosystem for the underserved people of Pakistan. He represented Pakistan at the recently held Hult Prize Finals at the United Nations Head Quarters.

Noman is one of the brightest young professionals to have been regularly raising the Pakistani flag at different platforms for his contributions in the Digital Financial Services Sector, both locally and internationally. He has a

background of working within the telecom, technology and Banking industry making him an ideal resource for the upcoming challenging era of Digital Financial Services.

He would also be mentoring the winning team of the prestigious Hult Prize, Roshni Rides. Roshni Rides constitutes a team of four Pakistan born US students, who won the 1 Million US dollar prize money for their creative idea. They proposed an idea to establish a transport network for 200 million urbanized refugees in South Asia, who do not have access to resources like markets, schools, hospitals and places of employment. The concept which made their idea unique is the use of solar powered rickshaws.

Hult Prize is the world's largest platform for the creation and launch of for-good, for-profit startups emerging from universities. In nearly a decade, the movement has deployed more than \$50M of capital into this sector and mobilized more than one million young people to re-think the future of business as it continues to breed disruptive innovation on college and university campuses across 100 plus countries. Hult prize brings together the brightest college and university students from around the globe to focus on one of the World's key social challenges and awards US \$1,000,000 in start-up capital to the winner. The Hult prize methodology focuses on launching disruptive social enterprise that are impact centered, profit minded and market driven.



Noman Azhar, Country Head - Branchless Banking JS Bank along with Roshni Rides, winning team of the prestigious Hult Prize, 2017 representing Pakistan at the United Nations.

## The first bank in Pakistan to be approved by Green Climate Fund Pakistan Board



JS Bank has become the first bank in Pakistan to have been approved by the GCF Pakistan Board, to apply to be an accredited entity for funding from The Green Climate Fund. By applying for funding from the GCF, JS Bank is committing itself to battle the effects of climate change by investing in climate-resilient development and low-emission projects.

The Green Climate Fund (GCF) is a unique global initiative by the United Nations, which was formed with the mission of keeping the temperature increase on Earth below two degrees Celsius. It was formed by 194 governments in order to limit or reduce greenhouse gas emissions in developing countries and deal with the unavoidable impacts of climate change



## Shaheen Complex Karachi crosses 100 PMYBL Careem Vehicles in less than 2 months!

In August, 2017 Shaheen Complex branch set a new record by disbursing 100 PMYBL Careem vehicles in a span of six months and set a standard for other branches. Through the dedicated efforts of Syed Muhammad Mehdi Zaidi and Hammad Waqar, Shaheen Complex is the top performing branch for PMYBL Careem to date. This achievement also

resulted in JS PMYBL Careem's portfolio crossing PKR 200 million. More than 80 branches have been trained and are actively processing PMYBL Careem cases. This growth trajectory has also enabled JS Bank to climb up the ladder in PMYBL, becoming one of the top five banks that are actively lending through PMYBL.



## CRBG's Terrific Achievement in Consumer Financing - Over Rs. 500 Million for the Month of August 2017.



August 2017 was a splendid month for CRBG - JS Bank, specifically for Retail Assets. Disbursements in the month amounted to a record PKR 542 million, a first for CRBG. With mortgage leading the show and Prime Minister Youth Business Loan (PMYBL) witnessing remarkable growth, the month closed with the following figures:

Product	No. of Cases	Financing Amount
Mortgage	10 cases	Rs. 196 million
Auto	150 cases	Rs. 167 million
PMYBL	89 cases	Rs. 87 million
GoldFinance	151 cases	Rs. 73 million
Credit Cards	75 cases	Rs. 19 million

## Joining Pakistan Business Council

JS Bank became a member of the prestigious Pakistan Business Council (PBC). Set up in 2005, the Council constituted of members from 14 of the largest private sector companies in Pakistan and currently has 60 member institutions.

The PBC is a pan-industry advocacy platform constituting of only the country's top private sector organizations. It conducts research and awareness seminars regarding issues that plague business in Pakistan, compiles data and statistics regarding business opportunities and interacts with governments to foster economic and social growth.

**The  
Pakistan  
Business  
Council**

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**F O S T E R I N G   E C O N O M I C   G R O W T H**

(A Company set up under Section 42 of the Companies Ordinance 1984)

# Initiatives





## JS Raabta Current Account Market Storming – Pan Country!

2017 is all about connectivity. With the aim of spreading awareness for JS Raabta Current Account, a pan country Market Storming Activity was conducted in September 2017. For three weeks, JS Bank representatives in their bright JS Raabta Current Account T-shirts marched to different market areas of Pakistan putting the word out for JS Raabta Current Account – Powered by Telenor 4G. From Karachi to Lahore, Islamabad to Rawalpindi, be it Bahawalpur, Sukkur, Tando Allahyar or Larkana, JS Bank representatives could be seen marketing JS Raabta Current Account everywhere. JS Raabta is the only account that offers free talk time and internet along with a host of banking benefits. Specially designed Raabta giveaways were also shared with potential customers during this activity.

Throughout the market storming activity the JS Raabta radio ad was also aired which will continue throughout October 2017. Highlights of the market storming activities taking place in different cities were also shared on a daily basis on facebook & twitter. The product team also kept all branches updated on the market storming activity by sharing regular updates. At the end of the campaign, more than 600 Raabta Accounts has been opened with a deposit balance of over than Rs. 200 Million.

Big up to the all branch staff and the sales channel for their tremendous efforts and Team Spirit!

# Implementation of Foreign Exchange Sales Blotter

A key project for the Foreign Exchange Sales Desk for this quarter was automation of foreign exchange dealings blotter. The project is a reiteration of our desk's commitment to improving efficiency and enhancing the dealing process for our trade and remittance customers. This was a proactive step to accommodate the healthy rise in trade volumes and customer base in last couple of years as well as the expected growth going forward.



Accordingly, with the aim of increasing efficiency we introduced a new access-based blotter management and reporting system. SANTASOFT, a pioneer software house known for its automated solutions for MM and FX Desk applications in banking industry, developed the access-based program with input from treasury dealers and relevant departments.

Through this system the processing units (trade/remittance) have real time viewership to foreign exchange deals confirmed by treasury. As a result, we save time that was previously consumed waiting for periodic transaction reporting between treasury and any processing unit. Moreover, this system facilitates generation of customized reports to evaluate performance of sales desk and line of business in terms of volumes and profitability. The system has multiple support functions which supports in inter desk dealing, reconciliation and record keeping. This is essential for measuring our key foreign exchange exposures and hence keeping such exposures at a desirable level.

We are proud to have accomplished this installation and appreciate the efforts of all involved stakeholders in making this endeavor possible. This project is a necessary stepping stone to ultimately integrating foreign exchange dealings with the T-24 system. The migration of our dealing infrastructure to the T-24 is lined up for the coming quarter and we are confident that our experience from this quarter will provide the much needed impetus and enthusiasm for upcoming projects.

## Facilitated SBP'S Green Banking Initiative



In May 2015, the State Bank of Pakistan (SBP) introduced the Green Banking Guidelines (draft), for which it has begun its initiatives in collaboration with the International Finance Corporation (IFC). The guidelines are geared towards Green Finance - a strategic approach to involving the financial sector in the move towards low-carbon emissions and resource efficiencies. The SBP therefore aims to institutionalize environmental risk management practices and avoid unwanted sources of risk. It hopes to recognize climate change as a systemic risk and is committed to facilitating the economy.

JS Bank has provided its input towards these guidelines. These are expected to improve the risk profile of our current portfolio, capitalize on new business opportunities and effectively utilize energy cost savings.

## Tremendous Launch of JS Islamic Active Allocation Fund – Plan!

JS Islamic Active Allocation Fund - Plan I offered a unique Shariah Compliant way of investing in mutual funds and was launched in August 2017. Prior to the launch successful training sessions were carried out in May 2017 in Karachi, Lahore, Islamabad and Hyderabad where an overwhelming positive response was received from the JS Bank branch staff. The training sessions were soon after followed by the launch of the Plan, where it was opened for general public to place their investments and make a wise decision. The active participation of JS Bank staff and the sales team during the open period of the Plan ensured maximum outreach and awareness of JS Islamic Active Allocation Fund – Plan II. This was the first time any mutual fund was solicited by JS Bank staff that embraced

the challenge and brought in a total business of Rs. 71 Million in a little over a month only! JS Bank became a member of the prestigious Pakistan Business Council (PBC). Set up in 2005, the Council constituted of members from 14 of the largest private sector companies in Pakistan and currently has 60 member institutions.

The PBC is a pan-industry advocacy platform constituting of only the country's top private sector organizations. It conducts research and awareness seminars regarding issues that plague business in Pakistan, compiles data and statistics regarding business opportunities and interacts with governments to foster economic and social growth.



## JS Elite Clients' Corporate Shows for the Quarter – Mulzim ya Mujrim and Date Night!

JS Bank Product Management Team in collaboration with the Marketing Team organized two events exclusively for Employee Banking clients for enhancing the customer relationships. Mulzim ya Mujrim was a theatre play following an adaptation of an award winning 1957 American motion picture, 12 Angry Men. For the audience, it was a roller coaster ride instilling a series of emotions, from laughter and joy to solemnness and tears. JS Elite clients were invited by the Employee Banking Team to watch the remarkable adaptation presented by the makers of Court Martial, Stage Nomad Productions. The punch lines were delivered with accuracy and the dialogues were laced with potency. "Date Night" on the other hand was an adaptation of Derek

Benfield's script and adapted for Pakistani audiences. Held at the Arts Council, the Musical Comedy show was an extremely fast paced and humorous show that left the audience in fits of laughter!

Each of the events was just as successful with the audience leaving them with a huge smile on their faces. The exclusivity of the Corporate Events is provided to the Employee Banking Clients, in order to improve the customer relationship and maximize customer satisfaction. Looking forward to many more events and interactions with the valued JS Elite clients!



# Partnerships and Alliances



## Introduced Instascan - Pakistan's First Mobile-Based Biometric Solution

JS Bank and Paysys Labs signed an agreement to launch the first ever mobile-based biometric solution in Pakistan, Instascan. Imran Soomro, Chief Information Officer, JS Bank, Khurram Shaikh, Chief Digital Officer, JS Bank and Karim Jindani, Chief Executive Officer, Paysys Labs Private Limited, graced the ceremony with their presence.

Integrated with JS Bank's mobile application JCash, this mobile based, touchless biometric solution verifies customers for over the counter transactions. JCash customers can now avail higher limits of PKR 50,000 for domestic remittances. Also, agents can easily verify customers sending or receiving domestic remittances by their finger's scan. Biometric data from the finger is extracted and sent to NADRA for authentication.

Financial service providers in remote areas can take onboard more customers without investing in capital, in terms of hardware and branches. It can be facilitated without customers being physically present in the branch.

Speaking on the occasion, Khurram Shaikh said,

**“JS Bank is proud to be the 1st bank in Pakistan to introduce the mobile-based biometric authentication technology that will cater to our banking customers' needs by providing a convenient way to authenticate themselves and avail our banking services instantly”.**

Karim Jindani, Chief Executive Officer of Paysys Labs commented,

**“We strongly believe that identity verification through digital channels is a major challenge in Pakistan today. The biometric ID verification solution, Instascan will give financial service providers a seamless digital onboarding process to authenticate and verify potential customers anywhere, anytime.”**



Signing Ceremony between JS Bank and Paysys Labs for the launch of Instascan, Pakistan's 1st Mobile-based Biometric Solution attended by Imran Soomro, Chief Information Officer, JS Bank, Khurram Shaikh, Chief Digital Officer, JS Bank and Karim Jindani, Chief Executive Officer, Paysys Labs, along with senior members from both the organizations.

## Collaborated with Zameen.com



Partnership signing ceremony between JS Bank and Zameen.com was attended by Basir Shamsie (Deputy CEO, JS Bank) and Ahmed Bhatti (Country Head Sales, Zameen.com) along with senior members from both organizations.

JS Bank Limited and Zameen.com have signed a MoU that would offer their customers mortgage finance facility. This partnership would enable the customers to easily purchase, construct and renovate their properties across Pakistan. Overseas Pakistanis looking to invest in properties would also benefit from this portal.

Basir Shamsie, Deputy CEO of JS Bank stated,

**“This strategic alliance is to facilitate Pakistanis in purchasing their dream homes at affordable rates”.**

Country Head of Sales, Zameen.com, Ahmad Bhatti also added, “Over 4 million customers visit this portal monthly for innovative solutions for their purchasing and

renovation needs. JS Bank’s mortgage finance facility will add to Zameen.com’s fast growing Home Partner Program, as it offers a win-win solution for all, in the real estate and associated industries”.

Through similar industrial collaborations, Zameen.com’s Home Partner Program provides value additions to its customers. Pakistanis living anywhere in the world also depend on Zameen.com to make property arrangements, related to services and products in mortgage finance, architecture, construction materials, landscaping, paints, home interior, furnishing and much more. This partnership between JS Bank and Zameen.com is an ideal platform for services and products including mortgage financing, construction material, home interiors, furnishings and much more.

## Establishing a Digital Pakistan' with BlueEast

To establish Pakistan's first IoT banking alliance, a Memorandum of Understanding was signed between JS Bank Limited and BlueEast Pvt. Ltd. Under this agreement, both parties will come together to endorse a 'Digital Pakistan' that will enable smart payment getaways to promote customer centric banking and e-commerce solutions.

BlueEast and JS Bank aim to develop an innovative Pakistan, which will empower customers to enjoy the advantages of IoT banking in the luxury of their homes. Moreover, BlueEast with its professional expertise will support JS Bank in granting access to its exclusive IoT solutions.

The MoU guarantees a prominent joint effort between the two companies and maintains proposed activities to fortify the connection between the banking industry and the IoT/E-trade sector.

At the event, Chief Digital Officer JS Bank, Khurram Shaikh stated, "The IoT can possibly affect everything from new innovative products, to savvy homes, urban communities and government's improvement. We trust this collaboration will pave the way for bringing smart home solutions for common buyers of BlueEast and JS Bank into reality."

Expressing his thoughts at the union, the CEO BlueEast Mian Abdul Rehman Talat said,

**"The MoU will result in both BlueEast and JS Bank pooling their assets to address computerized innovation shifts and quicken IoT adoption at a national level across the industry".**



Signing ceremony between JS Bank and Blue East was attended by Khurram Shaikh, (Chief Digital Officer, JS Bank) and Mian Abdul Rehman Talat (CEO, BlueEast) along with senior members from both the organizations.

## Formed a Digital Consumer Lending Partnership



Signing ceremony attended by Raja Abdullah (Group Head Consumer Banking and Specialized Products JS Bank), Khurram Shaikh (Chief Digital Officer) and Owais Zaidi (Founder and CEO CreditFix) along with senior members from both organizations.

JS Bank Limited and CreditFix Limited signed a Memorandum of Understanding to form a Digital Consumer Lending Partnership. As per the agreement, CreditFix will provide JS Bank credit scores of consumers and leads that will enable faster and efficient lending without any risk. The purpose of this partnership is to bring innovation to consumers, allowing them to relish the perks of credit scoring and help lenders make accurate credit decisions. With the use of social media and on-device data, it provides consumers with their credit scoring that is quicker and is easily accessible.

At the occasion Raja Abdullah (Group Head Consumer Banking and Specialized Products JS Bank) said,

**“This partnership is going to revolutionize credit scoring mechanism in Pakistan. It will allow us to spread our consumer credit products to a much larger population.”**

## Agreement with Google and Abacus

JS Bank Limited and Abacus Consulting signed an agreement for the implementation of Apigee, Google's API Management Platform at Google's Dubai office. The initiative aims to create a JS Bank led Open Banking ecosystem where partners, customers, fintech players and a developer community can participate in building a Digital Financial Services API economy. The implementation would accelerate JS Bank's strategic plans of becoming a leading digital bank by providing its customers an enhanced frictionless banking experience.

Sharing his thoughts, Denis Dorval Vice President Google, said, "These are exciting times for the banking industry in Pakistan where we see great emphasis on digital banking whilst

disruptive challengers emerge from the Fintech space. We believe API management can be leveraged to bring opportunities and growth for all players, new and old. We are proud to partner with JS Bank and will work with them closely to implement their vision of a digital bank for the masses."

Speaking on the occasion, Khurram Shaikh, Chief Digital Officer, JS Bank said, "We are heavily focused on becoming a truly digital bank in Pakistan. This partnership with Google and Abacus will certainly accelerate our Fintech Collaboration Strategy and enable us to engage the first ever financial developer community. APIGEE is a

proven cutting-edge platform which will enable us to offer banking APIs in a very agile environment to keep up with the pace of fintech development globally and especially in Pakistan."

Abbas Ali Khan, Managing Director Abacus Consulting stated, "We are delighted to have been selected by JS Bank as partners in their digital journey. Building on our extensive work with Google over the past two years, we are confident that a strong API management strategy will help bring JS Bank to the forefront of digital banking in Pakistan."



Signing ceremony between JS Bank and Abacus Consulting for the implementation of Apigee, Google's API Management Platform, was attended by Denis Dorval (Vice President, Google), Khurram Shaikh (Chief Digital Officer, JS Bank) and Abbas Khan (Managing Director, Abacus) along with other senior members.

## Partnership with Thardeep Microfinance Foundation

JS Bank Limited and Thardeep Microfinance Foundation (TMF) signed Memorandum of Understanding to promote Consumer Banking activities. Under the agreement, JS Bank will offer all Consumer Products to 132,000 customers of Thardeep Microfinance Foundation, in Mithi Tharparker and other cities of Sindh.

Furthermore, Special Consumer Durable Products will be designed for these customers. Thardeep Microfinance Foundation will also facilitate JS Bank for marketing Leasing Products to its customers.



The MOU signing Ceremony between JS Bank and Thardeep Microfinance Foundation was attended by Raja Abdullah Khan, Group Head Consumer Banking and Specialized Products JS Bank & Dr. Sono Khangharani, CEO of Thardeep Micro Finance Foundation.

## Partnership with HinoPak Motors Limited



The MOU Signing Ceremony between JS Bank & HinoPak Motors Limited was attended by Raja Abdullah Khan, Group Head Consumer Banking and Specialized Products JS Bank & Yoshihiro Kondo, MD HinoPak along with members from both organizations.

JS Bank Limited and HinoPak Limited signed the Memorandum of Understanding to facilitate their customers. Under the agreement, JS Bank will offer competitive rates based on the financial status of the customer and case will be processed within two weeks' time period. Furthermore, HinoPak Ltd. will offer 1-Year Service Contract to the customers with priority delivery of the vehicle. HinoPak will also arrange joint visits with JS Bank's Specialized Team to customers in Lahore, Multan and Karachi.

## Strategic Partnership with Atlas Honda



The MOU signing ceremony between JS Bank & Atlas Honda was attended by Zulfiqar Lehri, Shah Faisal, Rashid Rafiq and Naeem Waraich from Consumer Banking and Specialized Products JS Bank & Suhail Ahmed, Kashif Yaseen and Marrium from Atlas Honda Ltd.

The strategic alliance between JS Bank and Atlas Honda will:

- Provide services and deliver priority products to JS Bank's customers.
- Offer special rates for JSBL Consumer Durables and JSBL Credit card customers.

## Strategic Partnership with Dysin Automobile Limited



The MOU Signing Ceremony between JS Bank & Dysin Automobiles Limited was attended by Mir Asad Waseem, COO Dysin Automobile Ltd and Khalid Amir, Head of Leasing JS Bank.

The Bank will facilitate Dysin customer's flexible tenure and priority processing. An additional 6 months' service contract and priority delivery to JS Bank's customers will be provided by Dysin.

## Strategic Partnership with Ali Akbar Group

Ali Akbar Group is a leading crop protection company in Pakistan and consists of a diversified group of five companies. Agriculture being the backbone of Pakistan's economy, the company was established in 1993, to meet the ever increasing demand for agricultural inputs. Initially, the core business of the company was manufacturing and marketing of agrochemicals.



The MOU signing ceremony between JS Bank & Ali Akbar Group was attended by Waqas Shujat, Director HR, Ali Akbar Group and Naeem Waraich, Head of Consumer Durables JS Bank.

Motor Bike financing facility will be provided by JS Bank to the Ali Akbar Group employees when purchasing Motorcycles. The deduction of installments from employees' salaries will be ensured by Ali Akbar Group and further will facilitate in collection of funds (If any).

Partnered with PakWheels.com - Pakistan's #1  
Automotive Portal



**PAKWHEELS.COM**  
PAKISTAN'S #1 AUTOMOBILE WEBSITE

JS Bank joined hands with PakWheels.com, undisputed market leader in online-classified automobile market, in July 2017. PakWheels.com gets over 25 million visitors annually who view more than 250 million pages on the website. In 2016 alone, close to 50% of Pakistan's internet population visited PakWheels.com to buy and sell over 400,000 vehicles. Today, PakWheels.com is the first name that comes to mind if anyone is looking for a solution to their automotive needs.

This is where JS CarAamad adds value to customers of PakWheels, who are looking for Auto Financing solutions. With this initiative, all branches will be receiving leads to successfully capitalize and on board new customers.

# Sponsorships



## Distinguished Gentlemen's Ride



JS Bank Limited sponsored the Distinguished Gentlemen's Ride Karachi, held on 24th September. It was an iconic biking event with International esteem and recognition. In the event, people from different walk of life participated and drove around the city of Karachi. There were over two hundred people who participated in the event with their powerful two-wheelers. The most interesting aspect of this whole concept was that it took place on the same day in more than 600 different cities; involving approximately around 100,000 people thus sponsoring this event paved a way for Pakistan's representation in a truly global affair.

Beside the entertainment factor, this event also had a special purpose and which was to support the cause of raising

awareness for men's health. In this regard, Distinguished Gentlemen's Ride has successfully raised approximately \$4m to date.

Commenting on the occasion, Deputy CEO JS Bank, Basir Shamsie said

**“We are delighted to be a part of this initiative. Not only I enjoyed my ride but I feel this initiative is a great step in creating awareness regarding men's health. We look forward to be part of such initiatives in future as well.”**



# Karachi Biennale 2017 - Pakistan's Largest Contemporary Art Event

22nd Oct - 5th Nov 2017



LEAD SPONSOR



JS Group is pleased to be the lead sponsor of the first Karachi Biennale 2017. Karachi Biennale 2017 (KB) is the city's largest, most exciting and inclusive yearlong art event with the aim to connect art, the city of Karachi and its people. Its primary objective is to showcase the Art from Pakistan, the region and the rest of the world in exhibitions to a wider audience, which will include art enthusiasts from the country and overseas.

JS Group is committed to expanding the audience to 'the man on the street', for which an extensive public outreach program has been undertaken. The group from the beginning has understood the Karachi Biennale Trust's (KBT) vision to hold this special art event that will put Karachi on the global art map.

KB17 is a two week-long event, consists of exhibitions at 12 venues that have been designed to bring art into the public space and connect it with the city and its people.

Held in over a 100 countries across the world, art biennales have played an important role in transforming the perception of cities and it is hoped that release, by organizing this inclusive

cultural activity in Karachi, KB17 will foreground the city's vibrant art scene. Local audiences will experience art from other countries and understand its vital link to life, like literature and music.

The Karachi Biennale is Pakistan's largest international contemporary art event that brings together innovation, excellence and criticality through a multiplicity of curatorial strategies that will strengthen a global art exchange. It will showcase art from over 30 countries that responds to the KB17 theme 'Witness'. The works of internationally renowned artists like Yoko Ono, Shahzia Sikander, Richard Humann, Michelangelo Pistoletto, ORLAN, Bani Abedi, Meher Afroz, Miro Craemer, Bankleer, and Ruby Chishti, among others, will be on display for a large audience. Public programming for visitors will include educational art activities for school and college students and tours that introduce general visitors to the works on display.

The art exhibitions will take place at 12 venues from Karachi School of Art, the city's longest running art school, to Frere Hall, the city's first Town Hall and the Mahvash & Jahangir Siddiqui Art Gallery at the Alliance Francaise. It has five venues

located on MA Jinnah Road, which was once the cultural core of the city. A series of conversations and lectures will feature Meher Afroz, Savita Apte, Saquib Hanif, Dr Marcella Sirhandi, Paolo De Grandis, Carlos Aceros Ruiz, Adriana Almada, and Dannys Montes de Oca Moreda. These will be held at the ZVMG Rangoonwala Community Centre and the State Bank Auditoriums.

Public events such as poetry and book readings by writers and poets like Nurul Huma Shah, Shakil Jafri, Natasha Japanwala, Kashif Raza and Spoken Stage are also a part of the program. Frere Hall will be the venue for spectacular performative work by Jamal Shah, titled 'Situation 101', a sound and light Installation by Wolfgang Spahn, titled

'Entropie', and Dholi Taro (Drum Circle). Weekend activities for families will take place at Frere Hall, NJV School on MA Jinnah Road, and ZVMG Community Centre in Dhoraji Society. Parents and children can be a part of art activities like 'Chaos Theory' and 'Ma Kay Hath Ka Khana'.

Furthermore, Biennale offers two Art Prizes to participating artists. Firstly, KB17 Mahvash and Jahangir Siddiqui Foundation Juried Art Prize that will be awarded to an artist whose work is selected as the most outstanding by a jury of prominent art professionals.

Lastly, KB17 Shahneela and Farhan Faruqi Popular Choice Art Prize that will be selected by visitors through a secret

ballot. Every venue will have ballot boxes where visitors over 18 years of age will vote for their favorite work of art.

"Biennial" is any event that happens every two years and is most commonly used within the art world to describe large-scale international contemporary art exhibitions. The term was popularized by Venice Biennale, which was first held in 1895.

All exhibitions and programmes are open for public and there is no entrance fee.



## 56th National Amateur Golf Championship

The much anticipated 56th National Amateur Golf Championship of Pakistan was sponsored by JS Bank. The iconic 4 day golf event was held at the Defense Authority Country and Golf Club, where Pakistan's best amateur golfers competed with the leading players from Bangladesh and Sri Lanka. More than 100 golfers from all over the country participated in the championship.

The tournament produced exciting and thrilling matches throughout and brought about Ashiq Hussain winning the 56th National Amateur Championship men's title, whereas Ania Farooq won the women's title.

Commenting on the occasion, Imran Shaikh, Head of Marketing, JS Bank, said,

**“It is JS Bank’s immense pleasure to be part of this event as JS Bank has always believed in promoting sports. This event is another important step in that direction and we look forward to continue supporting Golf in Pakistan.”**



Imran Shaikh, Head of Marketing, JS Bank, receiving a memento from DG Rangers Sindh, Major General Muhammad Saeed, at the 56th National Amateur Golf Championship.

# Corporate Social Responsibility



## Mahvash and Jahangir Siddiqui Foundation Collaborated with European Academy of Diplomacy for the Third Time in a row

Mahvash and Jahangir Siddiqui Foundation sponsored young professionals for the 3rd consecutive year, from Pakistan, to attend a summer program at the European Academy of Diplomacy in Warsaw, Poland.

Mahvash and Jahangir Siddiqui Foundation (MJSF) sponsored a week long summer program at the European Academy of Diplomacy in Warsaw, Poland. The participants were selected from all over Pakistan, after extensive interview

sessions, for the program "Diplomatic Skills' Masters' Class."

MJSF collaborated with the European Academy of Diplomacy for the 3rd consecutive year. It provided a great opportunity to the aspiring diplomats and young professionals, as part of its strong belief in investing in progressive learning programs for the progress of Pakistan. MJSF has also been involved in similar summer programs taking place at National University of Singapore and Weill

Cornell Medical College, Qatar.

Through this program, the participants engaged in 30 hours of simulations, workshops and lectures. The participants were further prepared for challenges of diplomacy, public speaking, bilateral negotiations and fundamentals of leadership, diplomatic protocol, international business and working in multinational organizations.



Mahvash and Jahangir Siddiqui Foundation sponsored young professionals for the 3rd consecutive year, from Pakistan, to attend a summer program at the European Academy of Diplomacy in Warsaw, Poland.

# Mahvash and Jahangir Siddiqui Foundation Renews its Commitment to Acumen Pakistan

Commitment renewal signing ceremony between Mahvash and Jahangir Siddiqui Foundation and Acumen, was attended by Muhammad Ali Charanya, COO MJSF, Naeem Zamindar, Director Acumen Pakistan, Zoha Arshad, Business Development Associate Acumen and Zaid Haroon, Senior Vice President Communication, JS Bank, along with their team members.

Mahvash and Jahangir Siddiqui Foundation (MJSF) has announced to contribute \$1M to support Acumen's Pakistan Fellows' Program and its Pakistan Fund over the next 5 years. The partnership with Acumen is a non-profit venture to support the country's emerging leaders, catalyse social and economic development through business. MJSF and JS Bank were one of the first to support Acumen's presence in Pakistan and share a decade long

history of tackling poverty related issues in Pakistan. Over the last 15 years, Acumen has invested \$16M in 16 companies locally, impacting 4.8M lives.

Through this leadership development program, emerging social leaders from around the globe get to polish their skills, knowledge and moral imagination, to drive change in their communities. Pakistan Fund along with MJSF will invest in emerging companies that help improve the living standards through innovative business models in education, energy, healthcare and agriculture sectors.

Naeem Zamindar, Acumen Pakistan's Director, said, **"With MJSF's undying support, Acumen has been able to invest in dynamic leaders and companies that help eradicate poverty in**

**Pakistan". He further said, "Mr. Ali J. Siddiqui has played a pivotal role in establishing Acumen here in Pakistan. His support has been instrumental in helping Acumen grow and deepen its impact across the country".**

Muhammad Ali Charanya, COO MJSF, said, **"MJSF is focused on sustainable development and our partnership with Acumen has enabled us to work on several specialized projects including Jassar farm, Pharmagen and low cost housing projects. Moreover, this collaboration has helped develop many young and dynamic entrepreneurs to enter the social impact sector."**



Commitment renewal signing ceremony between Mahvash & Jahangir Siddiqui Foundation and Acumen was attended by Mr. Muhammad Ali Charanya (COO, MJSF), Mr. Naeem Zamindar (Director of Acumen Pakistan), Ms. Zoha Arshad (Business Development Associate, Acumen) & Mr. Zaid Haroon (Senior Vice President, Communication, JS Bank) along with their team members.

## Inaugurated Jahangir Siddiqui Government School in Thatta

Mahvash and Jahangir Siddiqui Foundation (MJSF) in a joint effort with Uqaily Family and Friends Association (UFFA) elevated a current government school at Mori, Thatta. Numerous noticeable figures from educational sector attended the inauguration event of Jahangir Siddiqui Government School in Thatta

Sindh Education Foundation, alongside Education and Literacy Department of Sindh, initiated the aforesaid venture. State-of-the-art facilities, such as modern computer and audio visuals labs, library and sports ground, will be made accessible for 200 youngsters in the school, for their benefit. JS Group conducts Corporate Social Responsibility through beneficent establishments working across the country, driven by MJSF.

Jahangir Siddiqui, entrepreneur and Chairman JS Group, inaugurated the school and stated,

**“We are committed to providing support for all sectors of the society with a special focus on education”.**

Secretary Education, Sindh, Abdul Aziz Uqaily, additionally concluded,

**“We are thankful to MJSF and particularly to Mr. Jahangir Siddiqui for supporting the education sector.”**



Jahangir Siddiqui, Chairman, JS Group, inaugurates the Jahangir Siddiqui Government School in Thatta.



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# Articles

# To Be a Great Leader, You Have to Learn How to Delegate Well

One of the most difficult transitions for leaders to make is the shift from doing to leading. As a new manager you can get away with holding on to work. Peers and bosses may even admire your willingness to keep “rolling up your sleeves” to execute tactical assignments. But as your responsibilities become more complex, the difference between an effective leader and a super-sized individual contributor with a leader’s title is painfully evident.

In the short-term you may have the stamina to get up earlier, stay later, and out-perform the demands you face. But the inverse equation of shrinking resources and increasing demands will eventually catch up to you, and at that point how you involve others sets the ceiling of your leadership impact. The upper limit of what’s possible will increase only with each collaborator you empower to contribute their best work to your shared priorities. Likewise, your power decreases with every initiative you unnecessarily hold on to.

While it may seem difficult, elevating your impact requires you to embrace an unavoidable leadership paradox: You need to be more essential and less involved. When you justify your hold on work, you’re confusing being involved with being essential. But the two are not the same — just as being busy and being productive are

not necessarily equal. Your involvement is a mix of the opportunities, mandates, and choices you make regarding the work you do. How ancillary or essential you are to the success of that portfolio depends on how decisively and wisely you activate those around you.

This means shaping the thoughts and ideas of others instead of dictating their plans, having a sought-after perspective but not being a required pass-through, and seeing your own priorities come to life through the inspired actions of others.

On the surface this advice may sound like common sense; it’s what motivational leaders should do. Yet too many of us are in a constant state of over extension, which fuels an instinctive reaction to “protect” work. This survival instinct ultimately dilutes our impact through an ongoing, limited effect on others.

To know if you’re guilty of holding on to too much, answer this simple question: If you had to take an unexpected week off from work, would your initiatives and priorities advance in your absence?

If you answered no or if you’re unsure, then you may be more involved than essential. To raise the ceiling of your leadership potential, you need to extend your presence through the actions of others. Regardless of your

preferred methodology for delegation, here are four strategies that I’ve found to work for leaders at all levels.

Start with your reasons. When people lack understanding about why something matters and how they fit into it, they are less likely to care. But if you give them context about what’s at stake, how they fit into the big picture, and what’s unique about the opportunity, then you increase personal relevance and the odds of follow-through. Instead of giving just the business justification, make it a point to share your reasons. You can’t motivate somebody to care when you can’t express the reasons why it matters to you, so this essential step sets the table for effective partnering. Otherwise, you leave people to come to their own conclusions about what you’re asking them to do and why. The risk of misalignment is highest during the first conversation, so make sure you articulate your reasons from the start.

Inspire their commitment. People get excited about what’s possible, but they commit only when they understand their role in making it happen. Once you’ve defined the work, clarified the scope of their contribution, and ensured that it aligns with their capacity, carefully communicate any and all additional expectations for complete understanding. This is crucial when you have

a precise outcome or methodology in mind. They can’t read your mind, so if the finished product needs to be meticulous, be equally clear-cut in the ask. Once clarity is established, confirm their interpretation (face-to-face, or at least voice-to-voice, to avoid email misinterpretations). “But I told them how I wanted it done!” will not be the reason the ball got dropped; it will simply be the evidence that you didn’t confirm their understanding and inspire their commitment.

Engage at the right level. It’s essential to stay involved, but the degree matters. You should maintain engagement levels sufficient for you to deliver the agreed-upon mix of support and accountability. However, there are risks when the mix is not right: Too involved, and you could consciously or inadvertently micromanage those around you; too hands-off, and you could miss the critical moments where a supportive comment or vital piece of feedback would be essential. To pick your spot, simply ask people what the right level is based on their style. This not only clarifies the frequency of touchpoints they will find useful but also gives them autonomy in how the delegated work will move forward.

Practice saying “yes,” “no,” and “yes, if.” This is the art and science of being selective. Successful investors don’t divert their money

# To Be a Great Leader, You Have to Learn How to Delegate Well

into every opportunity that comes their way, so we should be equally discerning with our time. Start by carefully assessing every demand that comes your way, and align the tasks with the highest-valued contributions that you're most skilled at making. For those requests that draw on this talent, you say yes and carve-out the time and attention to be intimately involved. But for those requests that don't align, you say yes, if... and immediately identify other people to accomplish the goals through their direct involvement. You may still consult, motivate, and lead — but you're essential as the catalyst, not as the muscle doing the heavy lifting. This discerning approach may mean delegating some tasks to others, negotiating a reduction in your direct contribution, or just saying no while making the business case for why your effort and attention will have a greater impact elsewhere.

To illustrate these strategies in action, consider Anika. The word no was not in her vocabulary, and as a result she involved herself in every team priority. As demand continued to rise, Anika could no longer remain credibly engaged in everything. But since she staked out her territory in the middle, various initiatives began to stagnate. As members of her team stood idly by waiting for some of her precious time to consult on, review, or approve various items, their frustration grew. Anika found herself on

the edge of burnout, while confronting a potential loss of credibility with her team.

The first step for Anika was challenging the definition of her leadership mandate. Up to that point, she defined her core responsibility like this: "I'm the one in charge of getting the job done." As she reflected on this, she recognized it as a doer's mindset, that lowered the ceiling of her potential impact. The proof was that in recent months her peers were included in various strategic conversations and business development opportunities with senior leaders, yet Anika, with no energy or space for these endeavors, was dealt out of these opportunities to demonstrate her upside.

She recognized that her focus on executing work was not only holding her back from the big-picture work of leading, but also was the source of frustration among her junior staff. Although it was uncomfortable, she wanted to start giving them more rope. As Anika considered her obligation to develop others — upskilling, providing tangible leadership experience, and so on — she redefined her leadership mandate to avoid being involved and not being essential: "I lead people, priorities, and projects — in that order — and the work will get done because the right people are focused on the right tasks."

With this refreshed vision, her next step was

to reassess her portfolio. She looked at her calendar for the two weeks prior and two weeks ahead, then she counted the hours devoted to each effort (for example, through meetings, working sessions, and conference calls). Once she finished the time count, she ranked each item on a 10-point scale to assess how important the initiative was to the team's overall success.

This two-column exercise quickly revealed a few mismatches where Anika was devoting too much time and energy to priorities that were not in the top five. These were candidates for delegation, so her next step was to consider each team member's unique mix of skills and development needs in order to make an intelligent match regarding who could take on more responsibility. Some of the initiatives could be completely handed off, while others could be broken down into a few smaller pieces in order to involve others without a full transfer of responsibility.

With these new assignments in mind, she devoted 15–20 minutes preparing for each conversation. She brainstormed ways to share her reasons for the change, as well as how she could inspire their commitment. With eight team members, this was a significant investment of time on an already overloaded schedule, but Anika recognized it as a short-term cost to create long-term benefits.

Within a short period of time, Anika became considerably less involved in the details, but she remained essential to the purpose and momentum of each critical initiative. Said differently, her influence was ever-present, but the bottleneck dissolved.

Finally, with the additional bandwidth she created for herself, Anika was concerned that her knee-jerk tendency to say yes could quickly erase the gains. So moving forward she made a commitment to apply the strategy of saying yes, no, or yes, if to new requests in order to avoid diluting her impact through involvement in areas that didn't align with her desired growth and personal brand, and to ensure an objective perspective, Anika asked a colleague to act as an ongoing sounding board for her when the factors were ambiguous and the right answer wasn't evident.

Staying mindful of these four strategies, working out the kinks like Anika did, and becoming proficient at empowering others to deliver their best, builds your capacity to get the job done through the contributions of others. With this momentum you'll be able to focus on the secondary potential of your deliberate collaboration: to leverage each delegated task as an opportunity for others' development. Then, over time, they too can be more essential and less involved.

# What is Open Banking?

Open banking is the concept that allows banks to share customer data with third-party companies or apps securely and in real time, through the use of open application interface (API) platforms. Making that data accessible to other parties allows them to build a better customer experience and offer the bank's customers convenience and banking services, available when and where they need them.

Open Banking is the possibility of creating new digital business and ecosystems through APIs provided by the banks.

In other words, when banks start opening their APIs (or even exclusively to partners), the possibilities of generating business are widely increased. This use of APIs means banking data will be available in real-time for use in third-party applications that will provide consumers with better ways to transact, save, lend and invest their money, than currently available.

But how will the banks do that? What kind of advantages can the banks and Open APIs' combination have?

Well, it only depends on the banks' creativity and the people that are consuming those APIs. If APIs were entirely open, there would be the phenomenon that we know as Open Innovation.

But you are now thinking:

**“What? But does the bank have to open our data to anyone? It doesn't make sense, everybody will check my bank statements!!!”**

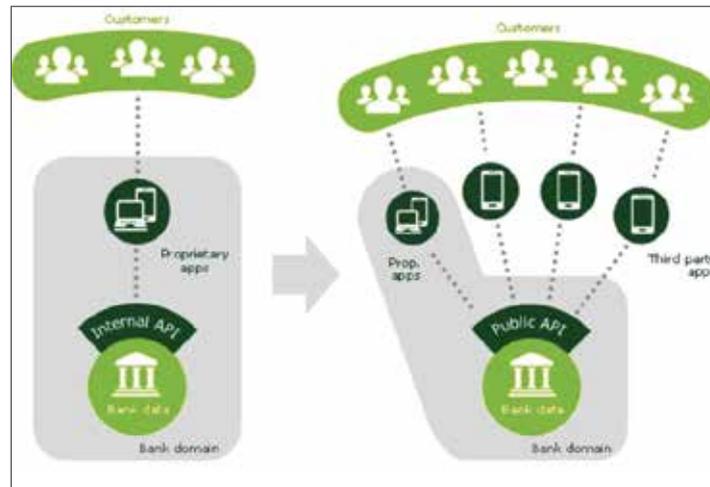
It's not like that. APIs being used in banking business and technology are a perfect fit, and you're right, security is a

great issue, but with open banking, the third-party provider accesses a user's bank information through a token, allowing the bank to be the gatekeeper of the information so that the app or external party does not need to store any of the information. It's a process that's intended to work seamlessly.

## How?

Open banking is dependent on banks sharing their APIs with third parties. At a broad level, APIs are what's happening at the back end of one piece of software to allow it to interact with another.

It's really a pipe which connects two software components and through it data is circulating.



So, in an open banking environment, bank APIs are available to outside developers to allow the development of other apps, with the goal that the customer has as many resources as possible with which to access banking services.

## What about Security?

One of the main concerns about launching an Open Banking project is the security of the customer's data, and also to prevent the bank itself from hacker attacks.

But how should they fight this? The answer is pretty simple: a good structure of API's Design and great development practices, aligned with an extremely strict control of API Management's Full Cycle make all those security problems disappear.

Banks are already security-experts' companies. And in a digital world, with APIs being used in banks, it's natural that security tools already available are used in their best way.

Therefore, not only banks, but also every segment of the industry can have a fine control of its exposed services, improving all the functionalities.

## Nice. What effect would this have?

The ultimate objective is the creation of a universe of apps that use your bank account information to offer as broad a range of products as possible to suit a customer's needs. Imagine a world in which banks are not only integrated with partners and applications through APIs, but also can suffer a new digital disruption, changing the services and improving them.

This way, the banks can always be competitive, always improving, and being able to deliver to the consumers the best interaction experience ever, doing what Fintechs are doing, but inside the structure already known for years by them.

The entire industry will be in the digital path, delivering a better and more specialized service to the customers, besides providing a unique user experience.



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