



Spotlight

Q3/2024

JS PAYDAY

A Complete Employee Banking Solution

JS
3x3

LEADERSHIP
DEVELOPMENT
CENTER

CATALYST
**SUMMER
INTERNSHIP
PROGRAM**

**MARIO TESTINO
A BEAUTIFUL
WORLD**

**INDEPENDENCE DAY
CELEBRATIONS**

2ND

POSITION
IN SBP'S
BANKING
ON EQUALITY
SEGMENT

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Editors' Note

We're excited to present the penultimate edition of The Spotlight Magazine for the third quarter of 2024! We hope you enjoy this issue and continue to ride this incredible momentum into the final quarter of the year.

We'd love to hear your contributions—feel free to share them with us at communications@jsbl.com.

Happy reading!



CAMPAIGN CAMPAIGN CAMPAIGN



CAMPAIGN CAMPAIGN CAMPAIGN

PAYDAY KA STRESS DUR KARO

JS PAYDAY KO WELCOME KARO!

A **Complete Employee Banking** Solution

 [Click Here to Watch](#)

15 MN+
VIEWS

10+
OUTDOOR
LOCATIONS

JS Employee Banking is now JS PayDay!

This new name and a stronger product offering directly conveys the value proposition of giving employees faster, more convenient access to their salaries. The name change aligns with our broader vision of empowering individuals and streamlining financial processes within organizations

Companies utilizing JS PayDay enjoy the support of a dedicated account manager, streamlining communication and payroll processes. Furthermore, employees gain access to exclusive perks and benefits like discounted loans and credit cards with exciting features like cashback programs.

JS PAYDAY CAMPAIGN

FROM DIGITAL BUZZ TO NATIONWIDE IMPACT!

OUTDOOR

13 Locations
Across 6 Cities



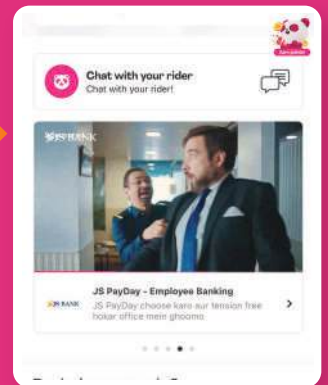
DIGITAL

Digital Campaign
on Facebook,
LinkedIn,
Instagram &
Foodpanda

Nationwide
Coverage via 10
publications

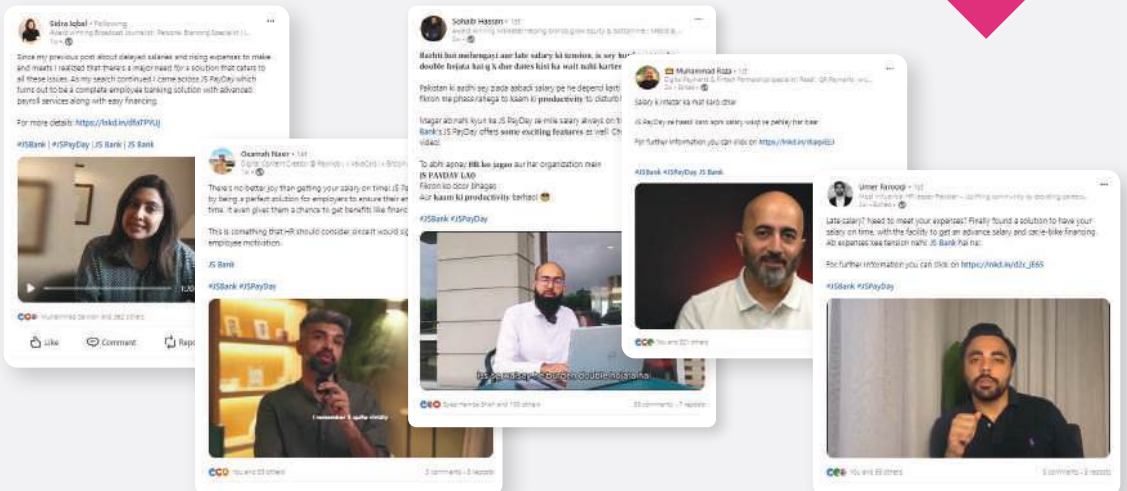


FOODPANDA



INFLUENCERS

Featured by top 5
influencers on
LinkedIn for
Targeted Outreach



FEATURE
FEATURE
FEATURE



FEATURE
FEATURE
FEATURE

MARIO TESTINO

A BEAUTIFUL WORLD



Known as one of the best portraitists of our time, Mario Testino is travelling the world working in his most personal images to date. A Beautiful World, as his latest series is called, is a journey through the markings of identity, through traditions and transgressions.

On his visit to Pakistan, invited by JS Bank, Testino met Kalash women and the presidential guards, Sehwan devotees, Sindhi musicians and Rabari people, to name a few. Through the lens of the artist, each community and individual shines in the expression of their identity, each a testament of Pakistan's history and cultural wealth.

Featured prominently in the first exhibition of A Beautiful World, at Palazzo Bonaparte in Rome, Pakistan became an important subject for Mario Testino, who here shares his thoughts on the country and our beautiful world.

 [Click Here to Watch](#)

What similarities do you find in your work as a fashion photographer and this new immersion in the world of tradition? What has changed?

The main change has been of theme and subjects, as in A Beautiful World my objective is documenting people and communities and bringing out the beauty of their traditional attire. However, something we must never forget is that fashion comes from these costumes, from that same desire of expressing identity. While fashion moves with the rhythm of commerce and of the world today, these outfits were designed to last and be for each group a permanent sign of belonging.

Can you discuss how your own country's traditions were an inspiration for A Beautiful World? Are there other places in the world that have inspired this art journey?

On one trip to Peru, almost twenty years ago, while working for British Vogue, I discovered an archive of traditional dresses in a dance school. They were from different regions of Cusco and used for festivities. I had searched before for the costumes of my country and having this incredible collection in front of me, I realised there was not a proper archive of dresses and their meanings, so I started documenting at the beginning just with that in mind. When the pictures were presented in Lima, my city of birth, the reaction was amazing. People were feeling proud of something they had taken for granted before, the beauty of the living culture that surrounded them. It was a rediscovery of sorts, people embracing their patrimony. In my fashion work, when doing Special Editions of different countries, I tried to incorporate what made each place unique. I would recreate traditional costumes with contemporary clothes, sometimes. Countries like Brazil, China or Japan have been a great influence that way.

After seeing so many places and meeting such different people even living in the same country, how would you define identity? Also coming from a multicultural country, do you believe it possible to equate identity and nationality?

Most of the clothes I photograph come from the idea each community has of belonging. People, no matter where they come from, want to share who they are and what defines them, be it their country, religion, a festivity they love to celebrate or even their jobs. Presidential guards are a great example, as they are always dressed in an official manner and have that distinctive military pride. However, each country's uniform has its own world. Of course, like my own country, some places hold many identities. For example in Kenya I have photographed the Samburus, the Pokots, the Maasai, among others. They all dress in a particular way and in Kenya everyone recognises each community. But the idea of belonging to one country despite the differences is also very powerful. I have photographed football fans as well, and I have seen how important it is for them to be wearing and showing the colours of their countries.



Why did you want to add Pakistan to the project A Beautiful World? Was there any particular inspiration or invitation?

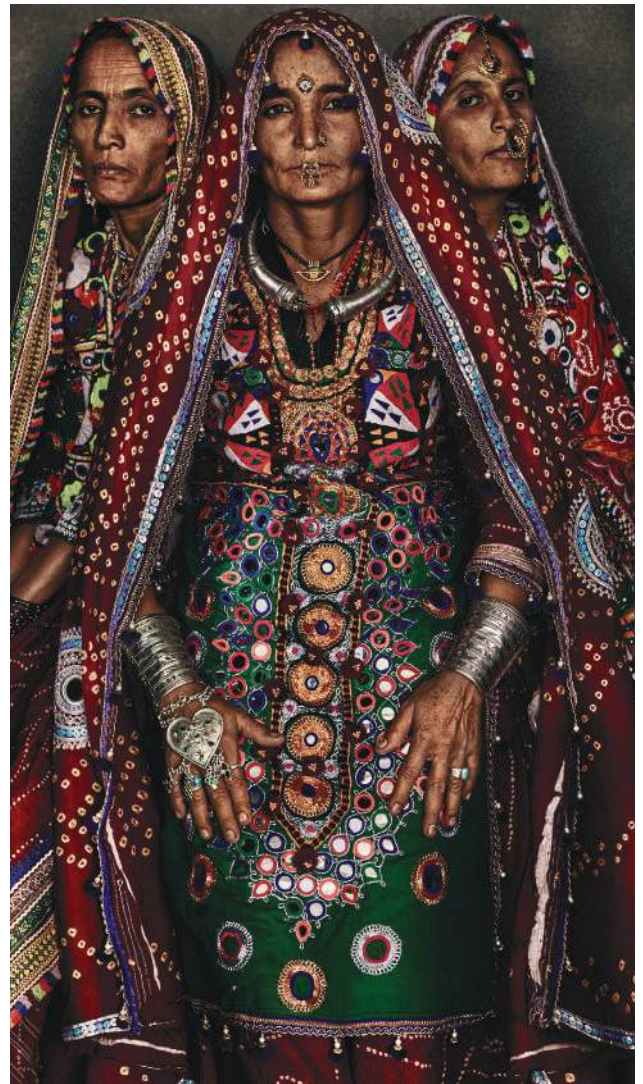
I have always been fascinated by the history of Pakistan, a country created to be home of a shared religion. I had visited India before, and as I am aware of their shared history, I was very keen on discovering their differences and the culture of Pakistan. I found a place even more incredible than what I had imagined. My team and I were invited by JS Bank and we were gladly surprised by their understanding of the project reflected on how they guided us through the country, identifying the kind of communities and groups I wanted to photograph. They were generous in their understanding of what we needed for the trip and our work days, which start early and can be very intense. Pakistan is a country that exceeds all expectations.

Are there any similarities you have noticed between our nations or among other indigenous communities of the world?

It is quite incredible how you find similarities wherever you go. In Peru, when looking at the relics of certain cultures I would see similarities to Chinese artefacts. I always thought it so strange to find such common ground between two countries so far away. When I photographed the Kalash women in Islamabad, I was amazed by their use of wool and how similar it was to Peru's, where alpaca wool has been part of people's lives for millenia. In both countries, black plays an important role in bringing out the brightness and vividness of other colours. Another even more valuable thing in common is that those traditional garments are still worn in both Pakistan and Peru. They are not in a museum or reserved for special ceremonies, they are part of daily life. I find it very magical that in a world where everyone strives to look the same, some people and certain countries still hold dear expressions of their history.

Of the three images of Pakistan people included in your current show, two are of the Thari women. Can you share with us what was it about them that caught your eye?

Thari women have a perfect sense of haute couture. They made me think of dresses made to measure and created from a designer's personal perspective to enhance the woman wearing it; designed to make her look regal and beautiful. Thari women and their outfits have that same sophisticated energy. They cover themselves from men as a way of modesty, which has its own kind of elegance, rooted in discretion and in appreciation for not revealing themselves all at once but in due time.



When discussing the exhibition, you have mentioned many times it is an ongoing project. What is next for you and for A Beautiful World?

I think I'm going to carry on doing this project for as long as I can, for as long as life allows it. I like to think we have a mission in our lives. When I was young, I never imagined myself as a photographer and despite that life has given me so much appreciation for my work. Nowadays, I am putting all that knowledge into this project, documenting something incredibly valuable that is fading away. We live in a world that consumes rapidly and moves fast from one thing to the next. A Beautiful World is the way I found to let us appreciate the beauty of these costumes a bit longer.



We have seen the comments in the press and in social media, are there any reactions to the A Beautiful World exhibition that surprised you or that you specially appreciated?

As a fashion photographer I got used to getting a reaction to my pictures, many people seemed to really enjoy them, to find something of themselves in them. When I was starting A Beautiful World, as we do when beginning something new, I had insecurities about how it would be perceived. I worked very hard in presenting the exhibition so the message and intention would be clear, and to show what had impressed me so much about the portrayed communities. And I feel people have really responded to that, to the idea that all of us, with all our differences, are part of the same world, and that there is so much we share with each other, as our necessity to belong somewhere, to feel part of a community, and to protect, enjoy and love our country as much as we can.

The inclusion of Pakistan in the A Beautiful World project was made possible through the generous support of JS Bank. Their dedication to honoring and preserving Pakistan's rich heritage and traditions has brought to life an unforgettable experience that beautifully showcases the profound cultural tapestry of this remarkable country.

ACHIEVEMENTS ACHIEVEMENTS ACHIEVEMENTS



ACHIEVEMENTS

ACHIEVEMENTS
ACHIEVEMENTS



Accelerated ATM Experience - Transaction Time Improved by 35%

We've boosted the speed of 127 ATMs, cutting average transaction times from 65 seconds to less than 40 seconds. That's a remarkable 35% improvement.

85% E-Commerce Activations Go Digital

From June to August 2024, an impressive 85% of e-commerce activations and blockings, both local and international, were managed through digital channels. This transition from traditional call centers highlights our dedication to reducing customer wait times and enhancing the overall convenience and efficiency of our services.



Celebrating 2nd Position in SBP's Banking on Equality Segment

We have clinched the 2nd spot in the SBP's Banking on Equality initiative. It's a huge win that reflects our commitment to diversity and inclusion.

Our COO, Atif Salim Malik and Former Head of HR, Zubina Sadick, celebrated this milestone, praising the team's dedication and inspiring us to reach even greater heights. Let's keep the momentum going!

Hat-Trick at Global Banking & Finance Awards 2024

We have won three prestigious awards at the Global Banking & Finance Awards 2024. Our dedication to innovation, customer satisfaction, and sustainable financing has been recognized on an international platform.

We have been awarded the following titles:

- Fastest Growing Private Bank**
- Fastest Growing Corporate Bank**
- Best Renewable Energy Financing**



Thrive Wins Workplace Wellness Programme Award

We have been recognized for our commitment to employee well-being, winning the Workplace Wellness Programme Award for JS Thrive at the **ESG Business Awards 2024**. This award reflects our dedication to creating a positive and supportive work environment that promotes employee health and happiness.



EVENTS EVENTS EVENTS



EVENTS EVENTS EVENTS



Admin Teams Recognized for Project Success

Our admin team hosted an appreciation ceremony to celebrate the successful completion of the Admin Complaint Portal and Air Travel Management projects, recognizing the hard work and dedication of the team members. Our COO, Atif Salim Malik, and CEO of Decibel, Faisal Qamar, attended the event and commended the teams for their achievements. Atif Salim Malik highlighted how automation will enhance individual performance and reduce complaint resolution times, while Faisal Qamar expressed his gratitude and reaffirmed Decibel's commitment to supporting future initiatives.

JS Her Boot Camp - Networking & Expert Insights

Our Banking on Equality team partnered with Inspiring Women Pakistan to host a successful boot camp for our JS Her Entrepreneurial Community. The event offered networking opportunities and valuable insights from industry experts Varah Musavvir (Crafter's Guild) and Maheen Bajwa (Springs Store).



Feet On Street (FOS) Digital Training

We launched digital account opening for Personal Banking Consultants and Team Leaders via mobile phones. Our Feet on Street team is now trained to open accounts digitally. We trained central PBCs, RSMs, and TMs from the Central and North regions, boosting our digital onboarding capabilities.

INDEPENDENCE DAY CELEBRATIONS



INITIATIVES INITIATIVES INITIATIVES



INITIATIVES INITIATIVES INITIATIVES

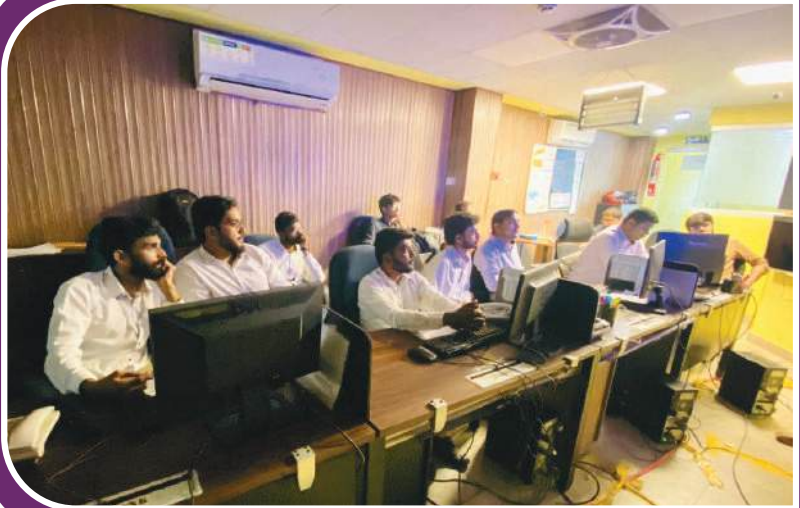


Successful Fire Drill at F-7 Markaz

We successfully conducted a fire evacuation drill at F-7 Markaz Islamabad. All departments situated at F-7 Markaz participated, ensuring everyone is prepared for emergencies. Our Security team led the drill, reinforcing safety protocols and ensuring a smooth exit.

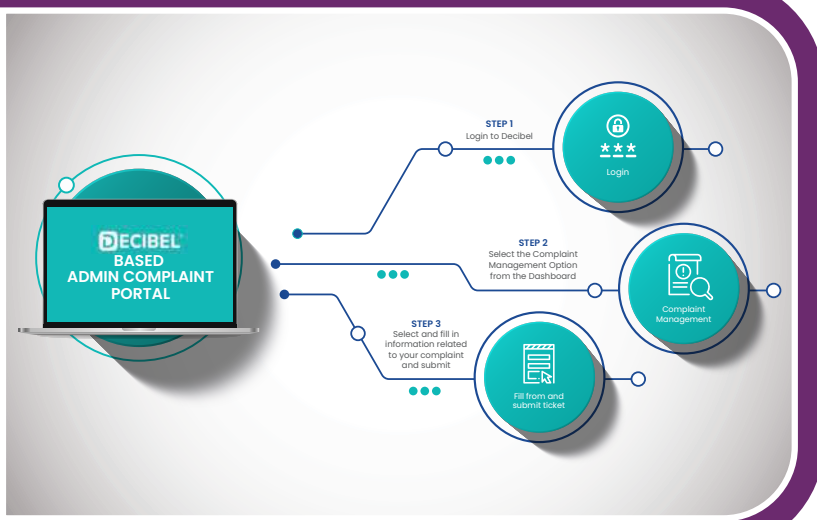
Karachi Control Room Receives DSS Server, AI & Remote CCTV Training

We organized a training at our Karachi Control Room to upgrade our staff's technical skills. Dahua Technology's experts taught them to use DSS servers, AI features, and remote CCTV management. This initiative aims to boost our efficiency and improve service delivery.



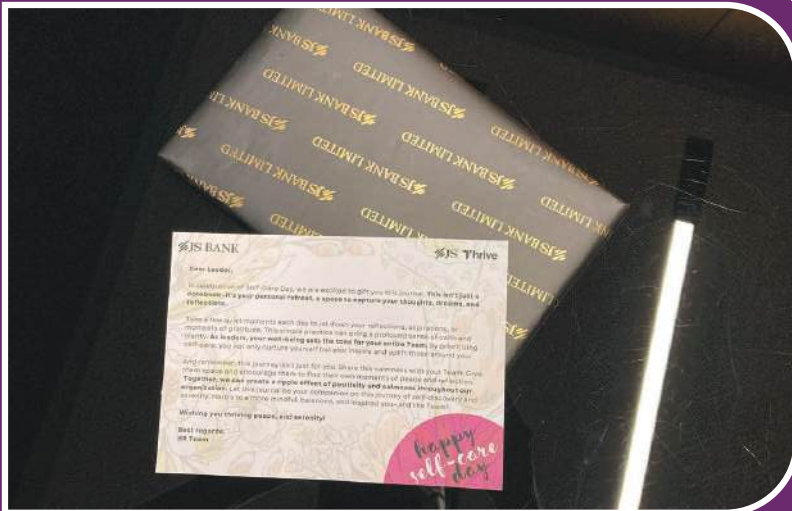
Launch of Admin Complaint Portal on Decibel

We have launched our new Admin Complaint Portal on Decibel. This platform streamlines the complaint process, offering a more efficient and user-friendly experience. This portal allows us to resolve complaints promptly.



Self-Care Day Celebration at JS Bank

In honor of International Self-Care Day, we distributed gratitude journals to our Leadership and Extended Leadership Team. By promoting stress management and reflection, we aim to foster a culture of well-being that benefits the organization. This initiative emphasizes the importance of self-care in maintaining focus, balance, and productivity.



Sponsoring Rangreeti x Habitt City Workshop

Banking on Equality sponsored a workshop for Karachi Henna Artists, promoting natural henna and financial literacy. The event aimed to support safe, sustainable practices and empower women in the community.



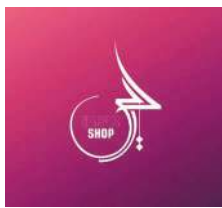
New Entrepreneurs in "JS Her Entrepreneurial Community"

We're happy to welcome Mumtaz, Asian Dresses by Huda, The Hijab Shop, Nyra Homes, and Idea Dose to our JS Her Entrepreneurial Community. JS Bank is committed to empowering home-based women entrepreneurs.



Asian Dresses
by Huda

NYRA





Employee Pulse Survey

We conducted an Employee Pulse Survey to gain deeper insights into our team’s experiences and perceptions of JS Bank’s strengths and areas for improvement. This survey focused on listening to our people’s voices to better understand how we can support their growth and well-being.

JS Bank Partners with Shirkat Gah to Strengthen Workplace Safety

We've partnered with Shirkat Gah to enhance our implementation of the Protection Against Harassment Act. Shirkat Gah will lead capacity-building efforts for JS Bank employees, focusing on workplace safety for women. This collaboration aims to foster a safer and more inclusive work environment.



Coaching Session for Women Leaders

We hosted a leadership coaching session with Arshy Ahmad, an INSEAD-certified coach, exclusively for our senior female executives. This initiative aimed to empower our leaders and help them navigate their career paths successfully. We witnessed our senior female leaders engage deeply, gaining valuable insights and tools. We are committed to fostering an inclusive and supportive environment where talent flourishes and aspirations are realized.





Female Personal Banking Consultants Onboarded

We've launched the first cohort of our remote Personal Banking Consultants (PBC) program in the Central region. This inaugural cohort includes six women who will bring valuable contributions while working remotely. They recently completed a two-day orientation that covered essential regulatory and mandatory policies, the bank's mission and vision, and critical sales skills.

Paternity Leaves Enhancement

To support new fathers in spending quality time with their families, we've extended paternity leave to 5 working days. We recognize fathers' vital role and encourage our male employees to support their families and bond with their newborns actively.



Session with Leadership on Sexual Harassment Laws in Pakistan

To enhance workplace safety, a session for our senior leadership was held in partnership with Shirkat Gah and Foreign, Commonwealth & Development Office UK (FCDO). The session was moderated by Nausheen Ahmed, an accomplished lawyer who educated our leaders on sexual harassment prevention, relevant laws and creating a more inclusive and respectful workplace culture. JS Bank reaffirms its zero-tolerance policy towards harassment and commitment to creating a safe environment for all employees.





Launch of JS 3x3 Leadership Development Center

We have partnered Engage Consulting for our JS 3x3 Leadership Development Center. This initiative is part of our continuous drive to become a world-class financial services organization. We invest in our leaders to ensure they stay a step ahead of the curve.

Catalyst Summer Internship Program

Our JS Catalyst Summer Internship Program concluded after six enriching weeks. Over 3,000 applicants applied, and we welcomed 17 exceptional interns. During the program, interns engaged in interactive workshops, received mentorship from industry professionals, and worked on hands-on projects. We are confident these young talents will achieve great things and look forward to their future contributions to our industry.



Nationwide AML/CFT/CPF Training

JS Learning & Organizational Development Team organized bank-wide training sessions on Anti-Money Laundering, Countering the Financing of Terrorism, and Countering Proliferation Financing (AML/CFT/CPF). The training aimed to promote a compliance culture within the bank and equip staff with knowledge about potential risks and threats related to AML/CFT/CPF. These sessions were conducted in Lahore, Karachi, Hyderabad, and Islamabad, covering various departments, with a total of 143 participants.





Fraud Risk Management Training for Customer Experience Team

We conducted half-day training sessions on fraud risk management for our Customer Experience team. The training aimed to equip staff with the knowledge and skills to identify, prevent, and report fraudulent activities. 94 team members attended the sessions, led by internal trainers from our Fraud Risk Management department.

Personal Branding Training for Our Staff

We organized multiple full-day classroom sessions on "Personal Branding." The training aimed to help participants develop a concise and compelling personal brand statement to strategically promote themselves, build a significant presence, and create positive first impressions. The training was attended by Branch Banking, Branch Banking Ops, and Consumer & Retail Banking teams, with a total of 76 participants. Experienced senior external trainer Mr. Ali Saeed facilitated these sessions.



Enhancing Project Management Skills with Multiple Training Sessions

JS Learning & Organizational Development team organized multiple classroom sessions on 'Project Management Professionals' and 'Project Management Professionals with Agile Methodology.' These programs aimed to improve project management skills using a human-centered approach. Participants from various departments attended the sessions, and Mr. Asadullah Chaudhary, an external subject specialist, facilitated both programs.





Managers Attend Leadership Training

We sent four floor managers to a three-day external training on 'Negotiation & Leadership' in Islamabad. The training focused on enhancing their negotiation and leadership skills, addressing conflict management, and handling difficult people.

JS Private Banking Launches Innovative Automated Reporting Solution

JS Private Banking has launched a new automated reporting solution for clients. This tool provides a real-time 360-degree view of their assets and liabilities. Clients can access detailed reports instantly, including month-to-date and year-to-date returns, tax information, and more. This solution is a first of its kind in Pakistan and simplifies the reporting process for financial advisors.



Going Digital - JS Private Banking Offers Paperless Bank Account Opening

JS Private Banking has launched paperless bank account opening through Blink on Branch. This new process is quick, convenient, and eliminates paperwork. We prioritize applications, enhance efficiency, and reduce our environmental impact. Clients can easily navigate the process and receive instant notifications.





JS Private Banking Introduces Pre-Approved Credit Cards

JS Private Banking has launched pre-approved credit cards for our Private Banking clients. This offering enables eligible clients to enjoy a seamless application process, bypassing extensive documentation and prolonged approvals. This proactive approach simplifies the credit card issuance process while reaffirming our commitment to delivering exceptional service and support.

JS Private Banking & Core Partner to Offer Exclusive Benefits

JS Private Banking and Core have partnered to offer exclusive benefits to Signature, Corporate, and Platinum credit card holders. The partnership offers discounts, fee waiver privileges, premium personal training discounts, and complimentary visits.



Launch of Innovative Global Health Concierge

JS Private Banking has introduced a new premium Global Health Concierge service in partnership with TPL Life Insurance Limited. This service offers 24/7 teleconsultation with top-tier healthcare professionals, second medical opinions, home delivery of medicines, discounts on lab tests, and home doctor visits. This app-based service provides convenient and accessible healthcare solutions for our Private Banking clients.



CORPORATE SOCIAL RESPONSIBILITY
CORPORATE SOCIAL RESPONSIBILITY
CORPORATE SOCIAL RESPONSIBILITY



CORPORATE SOCIAL RESPONSIBILITY
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CORPORATE SOCIAL RESPONSIBILITY



Commitment to Sustainability - Plastic Free July

As part of our commitment to sustainability, we joined the Plastic Free July challenge. Our team pledged to refuse single-use plastics, from bottles and cups to food wrap. By making this small change, we're contributing to a cleaner planet for future generations.

Partnering with AHD to Provide Safe Drinking Water to Needy Communities

We joined hands with Association for Humanitarian Development (AHD) to provide safe drinking water solutions to those in need. Our Nadi filter initiative brought clean drinking water to 60 families in Thatta. These sustainable filters, approved by the UN, help prevent waterborne diseases and empower communities. We're elated to support a healthier, more sustainable future.



JSBL x APHA Wheelchair Distribution Ceremony

On Independence Day, we partnered with Association of Physically Handicapped Adults (APHA) to provide electric wheelchairs. This initiative empowers individuals with physical disabilities, promoting mobility and inclusion. We're committed to creating a more accessible society for all.





Celebrating World Cleanup Day 2024

On World Cleanup Day 2024, JS Bank joined forces with WWF to make a positive impact on our community. Our team actively participated in cleaning efforts, demonstrating our commitment to a cleaner, greener future. By reducing waste and pollution, we're taking steps toward a more sustainable world.

Partnering with DOW Hospital for Blood Donation Drive

We partnered with Dow University Hospital (DUHS) in August to host a blood donation drive across four key locations in Karachi. This initiative aimed to support healthcare efforts and ensure a steady blood supply for those in need. Employees from various departments actively participated, showcasing our unwavering commitment to community welfare.



Raising Awareness on Hepatitis

We held a Hepatitis Awareness Session featuring Dr. Khurram Baqai in collaboration with Ziauddin Hospital. The session emphasized the importance of early diagnosis and preventive measures for hepatitis. The Ziauddin team offered free hepatitis screening tests, encouraging proactive health management and promoting a culture of wellness.



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Forbes Spotlights Noman Azhar - A Pioneer in Digital Banking

Forbes spotlights Noman Azhar, a pioneering leader in digital banking, in a special interview—the first-ever feature of a Pakistani Tech Leader. Noman's insights into the digital transformation of the banking industry offer valuable perspectives for businesses and individuals alike. His recognition by Forbes underscores Pakistan's and JS Bank's growing prominence in the global tech landscape.

Zindigi Signs MOUs to Support "Suthra Punjab"

Zindigi has signed MOUs with waste management companies in Punjab to support the "Suthra Punjab" initiative. This initiative aims to digitize local government services and enhance waste management in Punjab. Zindigi's digital solutions will enable seamless fee collection and payment enablement for businesses and households. This collaboration is part of the Punjab government's efforts to create jobs and promote digitization in the province.



Zindigi x BNU - Pakistan's First Cashless University Campus

Zindigi and Beaconhouse National University have partnered to create Pakistan's first cashless university campus. This initiative aims to digitize the entire campus experience, offering students digital banking services, streamlined fee payments, diversified campus payment options, and a hub for financial innovation. The partnership aims to revolutionize financial accessibility for youth and foster sustainability.



ZINDIGI LAUNCHES
**US DOLLAR BASED
FREELANCER
ACCOUNT**

- Instant account opening
- Keep income in US Dollars
- Lowest international transaction fees
- Convert Dollars into PKR anytime



Zindigi Introduces US Dollar-Based Freelancer Account to Support Global Transactions

Zindigi has launched a US Dollar-Based Freelancer Account to address the challenges faced by Pakistan's growing freelancer community. This account offers seamless global transactions, allowing freelancers to receive payments in US Dollars and convert them to PKR as needed. With features like instant account opening, competitive rates, in-app account certificates, and IBAN account numbers, Zindigi aims to empower freelancers to thrive in the global marketplace.

Introducing Zindigi Pay - Our Innovative Contactless Payment Solution

Zindigi Pay, powered by JS Bank, is an inclusive contactless payment solution in Pakistan. Unlike other solutions, Zindigi Pay allows all digital wallets to participate, making it the preferred choice for individuals and businesses. With Zindigi Pay, customers can easily transfer money to others using contactless technology. Zindigi Pay is among the largest contactless payment networks in the country, ensuring broad availability.



DIGITAL LEADER OF THE YEAR

Noman Azhar
Founder & CO, Zindigi



Noman Azhar Named Digital Leader of the Year

Noman Azhar, Chief Officer of Zindigi, has been honored with the title of "Digital Leader of the Year" at the prestigious Pakistan Digital Awards. This recognition highlights his exceptional leadership and contributions to the digital transformation of the banking industry. His expertise and innovative approach have been instrumental in Zindigi's success.

MOU SIGNING CEREMONY



Zindigi x The King's Trust x PAGE Empowering Young Girls with The Achieve Programme

Zindigi, The King's Trust International, and PAGE Pakistan have partnered to expand "The Achieve Programme," a social and emotional learning program that empowers young girls in Pakistan. Building on the success of its initial pilot, the program aims to reach out to an additional 200 young girls and equip them with the education and skills they need to succeed.

Zindigi Prize - Pakistan's Largest Entrepreneurial Competition

Zindigi Prize, Pakistan's largest entrepreneurial competition, has successfully completed its regional rounds. Over 5,000 startups participated, with 12 finalists advancing to the Grand International Finals in Islamabad. The regionals were held in four major regions: KPK, Punjab, Sindh, and Islamabad. Notably, Zindigi Prize has expanded internationally, with 15 universities from Kenya also participating.



Advance Salary+ Realtime Advance Salary for the First Time in Pakistan

Zindigi has launched an industry-first Advance Salary+, a loan offering that provides financial convenience to salaried individuals in real-time. This AI-driven loan solution offers hassle-free borrowing without documentation. With flexible tenure options and personalized loan amounts, Advance Salary+ aims to meet the immediate financial needs of users in a convenient and efficient manner.



Independence Day Celebrations at Zindigi

Our Independence Day celebration at Zindigi was a resounding success! The office was adorned with patriotic decorations, creating a festive atmosphere. We indulged in delicious traditional Pakistani cuisine and refreshing drinks while our talented colleagues showcased their skills with cultural performances and speeches.

Men's Mental Health Awareness Week

To highlight the importance of men's mental health, we organized a special awareness week at Zindigi. Activities included workshops and seminars on mental health topics relevant to men, guest speakers sharing their personal experiences and insights, support groups for men to connect and discuss challenges, and stress-relieving activities like yoga and meditation.



Zindigi's Super Women Initiative Empowering Women Through Education and Awareness

Zindigi is committed to promoting women's health and well-being. Our Super Women initiative aims to raise awareness about hygiene and health issues specifically affecting women. Through educational workshops, expert talks, and community outreach programs, we strive to empower women with knowledge and resources to lead healthier lives.



The background features large, stylized, light-colored letters 'J' and 'S' on a dark yellow background. The 'J' is on the left side, and the 'S' is on the right side, both rendered in a thick, rounded font style.

 **JS BANK**
SPOTLIGHT 2024 - Q3