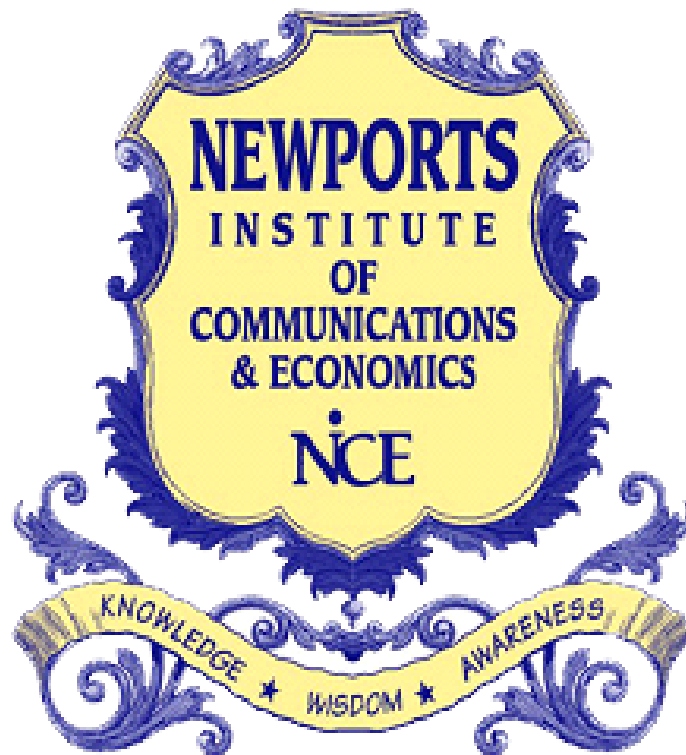


**COMMUNICATION ON PROGRESS OF  
NEWPORTS INSTITUTE OF COMMUNICATIONS & ECONOMICS**



**BY:**

**BUSHRA RAZA**

**DIRECTOR, HR & ACADEMICS**

**Newports Institute of Communications and Economics became the first higher educational institute in Pakistan to sign the UN Global Compact Program in the year 2005.** NICE is placed amongst the top ranking institution by Higher Education Commission of Pakistan. It aims to provide highest standards of quality education at the best affordable cost (specially middle & lower middle income groups) in the fields of Business Administration, Computer Science, and Textile & Fashion Design. NICE also serves as a member of Asian Universities Federation, Employers' Federation of Pakistan and Management association of Pakistan. Moreover, it was also selected amongst 50 Business Schools worldwide to formulate "Principles for Responsible Management Education".

We proudly believe that quality business education should be available to the masses and should not concentrate only on social elites. In a country like Pakistan, where literacy level even in urban populations is very low and poverty levels are increasing day by day, it became imperative for the Institutions to make quality education accessible to the middle & lower income groups, which comprise the masses of our society and need better attention for developing future business leaders. Moreover, future business leaders are groomed to become social welfare agents for their respective communities in whichever organization they work. It was with this background that the Board of Governors of NICE decided to be the first ones to respond to the call of Mr. Kofi Annan by becoming the signatory of UN Global Compact Program.

At NICE, we feel it our utmost responsibility to inculcate professional and social values amongst our students, so that they make their most productive contribution to the socio-economic development of our country. We try to make them understand their social obligations so that we produce socially aware as well as intellectually groomed individuals for the corporate world. One major aspect of their social skill development program lies in the Social responsibility project launched by NICE to involve its students in empowering the less privileged class of our society.

As part of our commitment, we embrace to adopt the ten principles of United Nations Global Compact in the areas of human rights, labor, environment and anti-corruption. The ten principles in these four areas have been incorporated in our company policies and have been practiced within the organization. But more than that, we feel extremely important to take this message across to the incoming business leaders by designing and launching a course of Corporate Social Responsibility (CSR) as a mandatory course in all our under graduate and graduate programs in the faculty of business administration and computer science.

In order to gain a practical exposure of CSR, students were also introduced a membership of International Association of Lions Clubs to undertake communal based activities. The students are put into an interesting practice of undertaking humanitarian projects related to health, environment, community and other such areas, which help them in realizing the importance of CSR for development of nations. Newport Institute strongly commits to abide by the UNGC Principles to make our communities, societies, nations and world as a whole, a better place to live.

## **STATEMENT**

Being a good corporate citizen is an ambition enthusiastically embraced at all levels within our company. As a member of the Global Compact, we believe that our business policies incorporate and support the ten principles. Our board fully supports our actions in working towards sustainability goals – in particular those contained in the UN Global Compact. Through our support of the United Nations Global Compact, we also aim to move the agenda forward on performance related to human rights, labour rights, the environment and the fight against bribery and corruption in Pakistan. Here we summarised the progress we have made against these principles and we will continue to follow them up in future.

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19/12/2011, **Bushra Raza,**  
**Head, HR & Services**

**Contact: Bushra Raza**

**Email: bushraf@newports.edu.pk Phone: 0092-21-4541074, 4547417 Fax: 0092-21-4541089**

<b>Global Compact Principle</b>	<b>Action Taken</b>
<b>1:</b> Businesses should support and respect the protection of internationally proclaimed human rights;	Newports Institute strongly endorses the protection of human rights. Being an educational Institute, the same concept has been passed on to our students at all levels and is also mentioned in our company code.
<b>2:</b> and make sure that they are not complicit in human rights abuses.	Newports Institute is not involved in any such activity and commits to follow the same in future. The impact ensures a peaceful and satisfied work environment in the organization.
<b>3:</b> Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;	Newports strongly supports the freedom of association and Not Applicable
<b>4:</b> the elimination of all forms of forced and compulsory labour;	Newports Institute is not involved in any such activity and commits to follow the same in future.
<b>5:</b> the effective abolition of child labour;	Newports Institute is not involved in any such activity and commits to follow the same in future.
<b>6:</b> and the elimination of discrimination in respect of employment and occupation.	Newports Institute enjoys a balanced position in offering equal employment opportunities irrespective of gender, religion, caste, creed etc. We encourage more females specially to enter in the field of education (both as students and staff members) and wish to offer equal employment and educational facilities in future.
<b>7:</b> Businesses should support a precautionary approach to environmental challenges;	An environment activity was arranged, where 2000 plants were distributed to the masses, in one of the biggest park in Karachi. In future, we wish to adopt community parks for plantation purposes.
<b>8:</b> undertake initiatives to promote greater	The students have been frequently taken to the plant visits in such organizations, who have taken initiatives to reduce environmental pollution

environmental responsibility;	and promoting environment friendly products including Toyota Indus Motors & Philips Electrical Industries of Pakistan. These visits promote greater environment responsibility amongst the students. In future, we are planning to conduct research-based activities in collaboration with the corporate sector.
<b>9:</b> and encourage the development and diffusion of environmentally friendly technologies.	We are involved in developing research-based projects for diffusion of environmentally friendly technologies in collaboration with various corporations.
<b>10:</b> Businesses should work against all forms of corruption, including extortion and bribery.	Newports Institute is not involved in any such activity and commits to support the same in future. Moreover, NICE also hosted various business talk series on issues related to anti-corruption.

One of the major initiatives in the area of social responsibility include the following:

**CONFERENCE ON CORPORATE SOCIAL RESPONSIBILITY HOSTED BY  
NEWPORTS INSTITUTE IN COLLABORATION WITH UN GLOBAL COMPACT  
PAKISTAN LOCAL NETWORK**

A conference was hosted by Newport Institute, which was attended by Mr. George Kell, Executive Director, UNGC along with President, Secretary and senior representatives of UN Global Compact Pakistan Local Network as well as Youth Minister and Advisor to Chief Minister, Government of Sindh. The purpose of the event was to enhance the awareness of social responsibility amongst the educated youth ready to enter the corporate world. It was largely covered by media and was attended by 150 participants from various business schools in Karachi, Pakistan.

## ANNUAL NATIONAL HRD CONVENTIONS ORGANIZED BY NEWPORTS INSTITUTE IN COLLABORATION WITH UNGC PAKISTAN LOCAL NETWORK

### 1<sup>st</sup> NATIONAL HRD CONVENTION 2009—BRIDGING THE GAP BETWEEN GOVERNMENT, CORPORATIONS, ACADEMIA AND MEDIA

We believed that our National development depends upon our Human Resource development and so, decided to initiate a National Movement on Human Resource Development in the year 2009 by organizing a National HRD convention. The idea was to bring together Academia, Government and Corporate sector on one platform in order to develop such a force, which could be termed as “**Developed Human Resource**”.

### 2<sup>ND</sup> NATIONAL HRD CONVENTION 2010—SOCIAL DEVELOPMENT AS A PRELUDE TO NATIONAL DEVELOPMENT

In continuation to our cause of social empowerment, the theme of 02<sup>nd</sup> HRD convention was based on Social development as a prelude to National development and targeted major social stakeholders including government, corporate sector, academia and media for a discourse analysis on important social areas. **The convention concluded with a commitment to sustainable social development and social empowerment.**

### EMPOWERMENT THROUGH EMPLOYMENT-A UNIQUE CSR INITIATIVE BY A HIGHER EDUCATIONAL INSTITUTE

The main objective of this unique project is to promote social responsibility amongst youth as well as to practically **DEMONSTRATE that how youth of a developing nation has assumed its social responsibility** and has been contributing to the socio-economic development of a country.

Realizing the ultimate need of incorporating social values and obligations amongst our youth, we became the first business school to launch the course of **Corporate Social Responsibility as a mandatory course in all academic programs.** The objective of the course was to promote the importance of social responsibility amongst our future business leaders during their academic life and to equip them with the tools, which help them in practicing social responsibility in their respective organization. This course highlighted the ten principles of UN Global Compact Program along with the understanding of Social Responsibility in a corporate environment. The course curriculum took many shapes from theory to practice, till last year, when we decided that this course should not only be taught as a theoretical course but should also involve the students in its practical implications too.

Therefore, we initiated a **project titled “Empowerment through Employment”** in which students have to identify a needy individual, conduct his skill analysis and based on that, setup a small appropriate business for that individual. Every project is monitored for three months to ensure that the business enters into profitability mode. The most significant part of the project is that the **entire fund raising for project establishment including operating expense for the first month is being done by the students themselves**. The students establishing the projects become the partner in the business with a certain share in profitability secured by a legal document. So far, **fifty six projects have been successfully established since July 2009, none of them is closed down rather expanded and all of them are successfully generating profits till to date**, the details of which include:

**TOTAL PROJECT COST—RS. 2.8m**  
**BENEFITTING 56 INDIVIDUALS AND**  
**THEIR FAMILIES**

**The glimpses of few major projects are shared below:**

**BUSINESS TYPE—AUTO RICKSHAW**

**TOTAL PROJECT COST—RS. 1,75,000**

**MONTHLY INCOME EARNED—RS. 25,000**



**BUSINESS TYPE— FRUIT CART**

**TOTAL PROJECT COST—RS. 15,000**

**MONTHLY INCOME EARNED—11,000**



**BUSINESS TYPE— GENERAL STORE**

**TOTAL PROJECT COST—RS. 50,300**

**MONTHLY INCOME EARNED—RS. 10 ,000**







**BUSINESS TYPE— FRENCH FRIES STALL**  
**TOTAL PROJECT COST—RS. 6,000**  
**MONTHLY INCOME EARNED—RS. 7,000**

**BUSINESS TYPE—SEWING MACHINE**  
**TOTAL PROJECT COST—RS. 7,000**  
**MONTHLY INCOME EARNED—RS. 5,000**



**BUSINESS TYPE— GARMENT SHOP**  
**TOTAL PROJECT COST—RS. 40,000**  
**MONTHLY INCOME EARNED—RS. 10,000**



**BUSINESS TYPE—SEWING MACHINE**  
**TOTAL PROJECT COST—RS. 10,000**  
**MONTHLY INCOME EARNED—RS. 8000**



**BUSINESS TYPE— CONFECTIONARY ITEMS**  
**TOTAL PROJECT COST—RS. 5,000**  
**MONTHLY INCOME EARNED—RS.7 ,000**

**JOB NATURE—DRIVER**  
**DONATED EAR PHONES—RS. 6,000**  
**MONTHLY SALARY—RS. 8,000**



**BUSINESS TYPE—BICYCLE CART**

**TOTAL PROJECT COST—RS. 8,000**

**MONTHLY INCOME EARNED—RS. 7,000**



**BUSINESS TYPE—SEWING MACHINE**

**TOTAL PROJECT COST—RS. 6,000**

**MONTHLY INCOME EARNED—RS. 5,000**

**BUSINESS TYPE— FRENCH FRIES STALL**

**TOTAL PROJECT COST—RS. 9,000**

**MONTHLY INCOME EARNED— RS. 7,000**



**BUSINESS TYPE—REPAIR AND MAINTENANCE OF REFRIGERATORS AND AIR CONDITIONERS**

**TOTAL PROJECT COST—RS. 5,000  
(STARTED THROUGH SMS MARKETING AND NOW THE INDIVIDUAL HAS A RENTED SHOP FOR RUNNING OPERATIONS)**

**MONTHLY INCOME EARNED—RS. 13,000**



**BUSINESS TYPE— SEWING MACHINE**

**TOTAL PROJECT COST—RS. 5,000**

**MONTHLY INCOME EARNED—RS. 4,000**

**BUSINESS TYPE— KEY MAKING MACHINE**

**TOTAL PROJECT COST—RS. 12,000**

**MONTHLY INCOME EARNED—RS. 13,000**

What better output can be given to a nation than a team of socially aware and responsible youth as role models, who have put in their all out efforts in bringing about a socio-economic uplift in the society and are ready to inculcate these social values in the organizations that they serve.

At this platform, we extend an invitation to other educational institutes and social stakeholders to come forward and join us in expanding the project and promoting social responsibility at much larger scales. By doing so, the young blood will positively play their due role in national prosperity. We believe that this project is just a beginning, and it's an ongoing journey of successful initiations so, we pray to God that he give us the strength to fulfill our social obligations and to make the world a better place to live in.