

SERENDIP PRODUCTIONS (Pvt) Ltd.



May 31, 2005

**Kofi Annan
Secretary-General
United Nations
New York, NY 10017
USA**

Dear Mr. Secretary-General,

I am pleased to confirm that Serendip Productions supports the ten principles of the Global Compact in respect to human rights, labour rights, the protection of the environment and anti-corruption. With this communication, we express our intent to support and advance those principles within our sphere of influence. We commit to making the Global Compact and its principles part of the strategy, culture and day-to-day operations of our company and undertake to make a clear statement of this commitment - both to our employees, partners, clients and to the public. We support public accountability and transparency and will report on progress made in a public manner.

Please find attached some general information regarding our company as well as the contact person responsible for contacts with the office of the Global Compact.

Sincerely yours,
SERENDIP PRODUCTIONS


**HUMA BEG
MANAGING DIRECTOR**

447, Street 38, I-8/2, Islamabad, Pakistan. E-mail : serendip@apollo.net.pk, info@serendip.tv
Ph : 92-51-4437242-3 Fax : 92-51-4437365
www.serendip.tv

Company Information to the Global Compact

Please type or use print capitals

Name of the organisation **SERENDIP PRODUCTIONS (pvt) LIMITED**

Address #447, Street 38, Sector I-8/2, Islamabad, Pakistan City: **Islamabad**

State/province Islamabad Zip/postal code _____ Country **PAKISTAN**

Telephone: 92 51 4437242-3 Fax: 92 51 4437365 Website: www.serendip.tv; info@serendip.tv

Number of employees 38(direct) 15 (indirect)

Type of activity/s:

- Production of advocacy and issue based documentaries;
- Production of Programmes for Television;
- Designing and execution of Sound & Light Shows to propagate the heritage conservation and its preservation;
- Dissemination of information and films about environmental protection
- Supporting charities related to education, sports and environment.
- Providing technical support to various NGO's namely National Paralympic Committee of Pakistan, Al-Shifa Eye Hospital, Pearl Valley Schools, working in the area of health and special education. Heart File, a leading NGO for health based issues and supporting the governmental agencies in spread of education and basic health awareness programmes through audiovisual communications.

Name and title of highest executive

Ms Huma Mustafa Beg, Managing Director

Name and title of contact person

Mr. Mohammad Sarwar, General Manager

Dr. Farooq Beg, Director Programmes

Telephone: 92 51 4437242-3 Fax: 92 51 4437365, email: humabeg@hotmail.com,
farooqbeg@hotmail.com, info@serendip.tv

Company Information to the Global Compact

Please type or use print capitals

Check if applicable: Global 500 Subsidiary of _____

Sector (please highlight only one):

- Aerospace & Aviation
- Automobiles & Auto Components
- Agriculture
- Chemical
- Commercial Services & Supplies
- Commerce & Distribution
- Construction & Engineering
- Containers & Packaging
- Construction Materials
- Education

- Finance & Insurance
- Health Care Services & Supplies
- Food & Drink
- Industrial Conglomerates
- Internet & E-commerce
- IT Consulting & Software
- Leisure Equipment & Products
- Machinery
- Media & Communications
- Metals & Mining
- Oil and Gas
- Professional, Scientific and Technical Services
- Pharmaceutical & Biotechnology
- Paper & Forest Product
- Personal Care & Household Products
- Real Estate
- Technology Hardware & Electrical Equipment
- Textile, Apparel & Luxury Good
- Transportation & Storage
- Telecommunication
- Tourism and Leisure

- Utilities
- Other

If 'Other' please specify

**SERENDIP PRODUCTIONS
ISLAMABAD**

| Principle | Serendip Policy in place | Progress in 2004 | Performance Indicators –GRI Links on Website |
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| 1. Businesses should support and respect the protection of internationally proclaimed human rights within their sphere of influence | Serendip works in full compliance to the Universal Declaration of Human Rights, to the International Covenants on Civil and Political Rights and also to the labour policies set by the International Labour Organization. | <ul style="list-style-type: none"> ➤ Serendip Productions’ mission statement “making a difference” is evident in the production and spread of humanitarian values and cross cultural integration through international and national broadcasters. ➤ Through a number of its documentaries and audiovisual presentation Serendip has initiated activities towards promotion of peace in conflict areas, voicing solidarity, advocacy of human rights and gender balance. ➤ Programmes produced highlighting the issue of human rights and propagating the just cause: <p>Moving Closer Serendip pioneered the Indo Pakistan peace movement through popular culture by a groundbreaking project that used mass media as a vehicle for change.</p> <p>Serendip was chosen to spearhead a UNDP Paragon Peace Initiative programme to promote peace through pop culture in the conflict areas of South Asia. ‘Moving Closer’ brought Bollywood (India) and Lollywood (Pakistan) together for a series that made history. It became the market leader that resulted in the initiation of peace process, and opened the floodgates for people to people contact.</p> <p>After the Bradford Boil This series focuses on the issues of the Asian community settled in the UK. This enormously successful series was the first to create a window into the lives of the Asian’s living in the UK. It tackled bold issues which were considered a taboo among the people, like arranged marriages, religion and racism. The long-term impact has given the Asian’s a platform not only to raise questions but also to attempt to find the answers themselves. The series was aired on ITV/UK in March 2004.</p> <p>Ray of Hope. Touching the hearts of millions and voicing the rights of the under privileged</p> | HR1, HR2, HR3 & HR4 |

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| | | <p>people from all over Pakistan Serendip ventured into the project commissioned by Pakistan Bait-ul-Mal. The documentary was screened at a special ceremony held to inaugurate Pakistan's first specialized Burn Centre at Lahore.</p> <p>Light & Hope Serendip is the flag bearer of propagating the right of education and basic health care to the impoverished communities in Pakistan. Based on National Commission for Human Development drive for literacy Serendip highlighted the need for an organized system of education and free and hygienic medical care.</p> <p>Voice of the People Scripted, choreographed and produced for the Pakistan Development Fund 'Voice of the People' was a 15 minutes play highlighting the plight of the common people of Pakistan. It was presented at the request of the Prime Minister of Pakistan in front of major international donor agencies, heads of NGO's ministers and ambassadors. The play aptly portrayed the current. Human rights scenario in the country, the cost of living and the deprivation the society faces. It provoked the conscience of the spectators to bring about a social change to help the people help themselves.</p> | |
| 2.Make sure that they are not complicit in human rights abuses | | Serendip partnered and was the media coordinator of the International Conference on Gender Mainstreaming and Millennium Development Goals in Islamabad. The three-day session highlighted the discriminatory policies meted towards the women all over the world. Attended by the Prime Minister Shaukat Aziz at the inaugural ceremony and the President of Pakistan Pervaiz Musharaff in the ending session the conference ended with the 10 Millennium Development Goals presented by Serendip ranging from policies apposite for health development, education, clean drinking water, basic hygiene and sustainable development. A documentary on the towering personality of the first lady of Pakistan Begum Rana Liaquat Ali Khan was also screened at the conference. It depicted the rise of women and how they can combine their efforts to eradicate | HR2 & HR3 |

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ISLAMABAD**

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| | | poverty and illiteracy. | |
| 3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining | Serendip recognizes everyone's right to choose whether or not they wish to be represented collectively. Serendip supports the International Labour Organization Declaration on Fundamental Principles and Human rights at Work. | | HR5, LA 3 & LA 4 |
| 4. The elimination of all forms of forced and compulsory labour. | Serendip has followed suit the Pakistan Government Policies regarding the employment of under age employees. The company does not employ forced, bonded or child labour. | <ul style="list-style-type: none"> ➤ Per government Policy no employee at Serendip is below the age of 18. ➤ The minimum salary accorded to each employee is as Per Government Policy. ➤ All employees are accorded with relevant employee protection legislation. ➤ In 2005 all departments were in conformance with these requirements. | HR7 |
| 5. The effective abolition of child labour | | <ul style="list-style-type: none"> ➤ Serendip supports its janitorial staff by providing monetary relief as well as enrolling them in adult literacy classes. ➤ Serendip has at all times and venues voiced the plight of bonded and forced child labour. ➤ The company in its recent endeavors to fight this evil has utilized the genre of media and communications to highlight the issue. | HR6 |

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| | | <p>➤ The Programmes produced in this context;</p> <p>Kundan, Tabeer-e-Khawab & Mata-e-Hayat A 3*30 minutes programme based on the child labour issues in coal mines, scavengers, football industry, surgical/goods industry and domestic servants in the invisible sector. Serendip also documented the atrocity meted towards children kidnapped or sold as camel jockeys in the Gulf States, by showing a rare footage secretly filmed on the grounds of these races. These films were commissioned by the International Labour organization to create awareness amongst the general public about the Child Labour issues & problems..</p> <p>New Dawn This documentary unveils the untiring efforts of the Independent Monitoring association for Child Labour to eliminate child labour in Sialkot region.</p> <p>Scoring for the Future This film documents the changes brought about in the soccer ball industry of Sialkot and how children have been given relief of stitching footballs and are enrolled in schools now.</p> | |
| 6. Eliminate discrimination in respect of employment and occupation. | Serendip employs on the basis of merit and job requirement and does not discriminate against gender, religion, age or politics. | <p>➤ The company does not discriminate in employing on basis of caste, creed, religion, social origin or political perspectives.</p> <p>➤ At present 5% employees at Serendip are non- Muslims.</p> <p>➤ Serendip offers leniency in time frame to working mothers.</p> <p>➤ Serendip advances sufficient maternity leave with pay to expecting mothers.</p> <p>All religious holidays of every religion are observed, and leave is extended to non-Muslim employees on their religious events.</p> | HR4, LA10 & LA11 |
| 7. Businesses should | Since its inception | Serendip regularly conducts campaigns on health and environment issues | 3.13 |

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| support a precautionary approach to environmental challenges. | Serendip has worked towards the global cause of saving and maintaining the degenerating environment through systems built to identify, assess and manage environmental risks. | assessing and implementing policies to generate sustainable environment through seminars, meetings, print ads and audiovisual communications | |
| 8. Undertake initiatives to promote greater environmental responsibility | Since its inception Serendip has worked towards the global cause of saving and maintaining the degenerating environment through systems built to identify, assess and manage environmental risks | <ul style="list-style-type: none"> ➤ Serendip participated in the International Media Forum on the Protection Nature at the ‘Grancia Museum’ of Rapolano Terme, Sienna. The managing director Huma Beg represented the South Asian television industry. Media representatives from across the globe met and consulted special interest and formulated policies on environmental themes. ➤ Serendip co-hosted and organized the first ever International Conference on Global Forum for Sports and Environment in Lahore in August 2004. Attended by the heads of UNEP, World Federation of the Sporting Goods Industry, Director of Green Football France and Director of WWF Pakistan along with government officials the conference ended with a global pact to raise awareness and create concern for the environment through sports. ➤ As part of its ongoing efforts to save the environment, Serendip has also delved into the preservation and restoration of crumbling world heritage sites. To this effect Serendip has produced till date five sound and light shows encompassing the Mughul history of the sub-continent against the backdrops of the Forts and Palaces in Lahore. These shows have helped immensely in creating public awareness towards the crumbling state of these grand buildings and prompted the government to work towards their preservation. ➤ The efforts to save these Forts from further dilapidation are evident from the fact that although permitted by the authorities to hold the show in the | EN1, EN2, EN3, EN4, EN5, EN6, EN7, EN10, EN11, EN12, EN13, EN14, 1.1 |

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| | | <p>Jahangir Quadrangle of the Lahore Fort, Serendip chose not to use the preserved area as a conscious effort on its behalf.</p> <p>The following programmes were produced to highlight environmental challenges faced in various regions</p> <p>Keeping the Promise for Kirthar Serendip productions undertook the production of a 20 minutes documentary in collaboration with Premier-Kufpec Pakistan on a controversial subject concerning a gas exploration project in the Kirthar National Park and its surrounding areas. It incorporates the point of view of stakeholders, the critics and supporters alike, the media, the government and environmental organizations. Serendip was lauded for its balanced coverage.</p> <p>BBC Earth Report Serendip has recently concluded a film on culture and sustainable development in the North of Pakistan to be aired on BBC World in autumn.</p> <p>Ozone Asia The film looks at the remaining challenges in Asia and the Pacific of implementing the Montreal Protocol signed by the governments of the world to help save the ozone layer from nearly 100 man-made chemicals that damage it when released into the atmosphere. A film for UNEP and TVE Asia Pacific.</p> <p>Shadbaad Manzil-e-Murad Made for IUCN covering themes of the Northern Area Strategy for Sustainable Development. The documentary inspired hope and desire for a better future and development, harnessing human and natural resources on equitable and sustainable basis.</p> <p>TVE Video Resource Centre The International Television Trust for the Environment (TVE International) is an</p> | |

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| | | international not-for-profit organization working globally and locally to raise awareness of environment, development, health and human rights issues through the media. Serendip Productions is the TVE designated VRC in Pakistan and represents TVE in this region. Serendip houses a sizeable number of TVE produced documentaries and is authorized to distribute these programmes to NGO's, universities, schools and activist organizations for education, advocacy, training and activist purposes. | |
| 9. Encourage the development and diffusion of environmentally friendly technologies. | | <ul style="list-style-type: none"> ➤ Serendip staff and management are involved in participating in different forums and voicing concerns on environment degradation. ➤ The company has a track record of indulging creating media awareness on all forms of issues on sustainable development. ➤ Serendip is in the midst of organizing an Eco-Adventure Marathon where the relationships of adventure sports in environment will be highlighted. ➤ All Serendip departments use recycled paper as its stationery. ➤ The company utilizes non- bleached paper for its print materials. ➤ Serendip supports biodiversity strategies for this purpose the company holds the policy of not working for/with Tobacco and Baby Food manufacturers. ➤ As per Serendip policy the company has been involved in free of cost or cost to cost services rendered to NGO's working towards the cause of environment. Heartfile, Marie Stopes Society and Imran Khan's Shaukat Khannum are the few NGO's, that Serendip fervently supports. ➤ Serendip regularly supports the Adventure Foundation of Pakistan, an organization that raises awareness towards environment through adventure sports. | EN17 |

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| | | <ul style="list-style-type: none"> ➤ Serendip supports all kinds of environmental research being undertaken in a wide range of topics and locations both within Pakistan and internationally. ➤ The company was invited to the IUCN Environmental Tribunals Conference to present its strategy on the implementation of public litigation through environmental tribunals. ➤ Serendip is in the process of producing environmentally friendly games shows to be aired on Pakistan Television. These shows incorporate people from the street participating in various games in parks and cultural heritage sites. | |
| 10. Business should work against corruption in all its forms, including extortion and bribery | | Serendip strictly adheres to a clean and conscious policy of refraining from an illegal or immoral act in any business it undertakes. | SO2. |