P@SHA

Pakistan Software Houses Association for IT & ITES

ANNUAL PERFORMANCE REVIEW REPORT 2021

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P@SHA Central Executive Committee 2020-2021

Barkan Saeed
Chairman

Amin Ansari
SVC & Treasurer

Shamim Rajani
Vice Chairperson

Ammara Masood

Badar Khushnood

Mujeeb Zahur

Naseer Akhtar

Salman Dar

Shahzad Shahid

Syed Ali

Waqas Khan Pitafi

We thank the Chairman and CEC Members for being an integral part of this journey!

P@SHA
Pakistan Software Houses Association for IT & ITES

P@SHA
Secretariat Team

Hira Zainab

Secretary General

Talha Bin Afzal

Director Marketing &
Communications

Noman Shahid

Creative Manager

Rida Sajjad

Industry Engagement
Manager

Filza Maniar

Finance Manager

Hashim Shehzad

Industry Relations
Lead

Aleena Arshad

Marketing &
Communications
Associate

Zain Tariq

Industry Relations
Officer

Achievements

INDUSTRY

> **Historic package approved from Federal Ministry of Finance**

P@SHA took the following initiatives with the support of Ministry of Commerce and Ministry of IT with the facilitation provided by PM IT Task Force. The aim was to resolve IT industry issues by bringing all major stakeholders on-board.

- 5% Cash Reward for IT Exports performance

- PKR 3 Billion allocation for Export Marketing to PSEB

  - 1% of IT & ITES annual exports would be allocated to PSEB each year to carry out HR Skills Development, capacity enhancement of IT companies, branding/marketing & business development, & establishment of software technology parks across Pakistan.

- Committee formed with P@SHA, Ministry of IT and Finance to resolve tax issues with FBR

- Long standing demand of the IT Industry is addressed: as per the directions of the Finance Minister, FBR would revise & expand the tax definition of IT/ITES Industry in consultation with the members of the above-mentioned committee formed to ensure coverage of all sub-sectors.

  - P@SHA has already submitted a revised definition of IT and ITES industry to FBR

- "Special Foreign Currency Accounts": Agreement to take steps for facilitating opening foreign currency accounts under the FCA regime for IT & ITeS industry, startups & freelancers.

> **Significant achievements on P@SHA Provincial Policy Engagement Activities**

Call Centers in Sindh get the tax exemption on the exports. Previously, call centers were charged 3% sales tax on the exports in Sindh and similarly the rate varies in other provinces.

❯ Significant achievements from P@SHA e-Commerce Committee

- ❯ Enabled Pakistani Sellers' access to Amazon.
- ❯ Worked with State Bank of Pakistan to launch the SAAF Scheme to enable SMEs to get finance from banks without needing collateral.
- ❯ POS notification re-issued to allow existing companies (and P@SHA members) to continue operating.
- ❯ P@SHA membership necessary for obtaining POS license from FBR based on strong advocacy by Chairman P@SHA, Barkan Saeed.
- ❯ Positive advancements on reducing the requirement of paid-up capital for the POS license.

SECRETARIAT

- ❯ The P@SHA secretariat was strengthened by the Human Resource committee

- ❯ P@SHA Secretariat has expanded to a team of 8 members by hiring 5 new resources. This is a milestone in the growth of P@SHA and an achievement for the P@SHA CEC and HR Committee.
- ❯ Hiring of new resources in Lahore and apart from two resources in Karachi for industry engagement is in-progress. Budget has been allocated for all planned hiring.

Highlights

- Strong campaign during budget - leading to the historic package for the industry!
- Launch of P@SHA flagship initiative, P@SHA Salary Survey 2021 after 4 years.
- P@SHA ICT Awards 2021 planned on October 23, 2021 - bigger and better this year! Sponsorship from 5 top-tier companies has been raised so far!
- Strong campaign on change of tax regime and removal of tax exemption.
- Tax Exemption Impact Analysis Report launched.
- Close coordination with FBR in escalating issues with Tax Exemption Certificates - survey launched to present a summary of issues and recommended solutions, a weekly report of cases being sent to Ministry of Finance.
- The case against PSEB Registration Fee for P@SHA members sent to MoITT.
- Policy inputs provided:

  - National Priority Sector Export Strategy (NPSES) for BPO and Software Export.
  - Pakistan Bureau of Statistics: Comparative analysis of indicators across different countries.
  - Board of Investment: Difficulties Faced by Business Enterprises due to Excessive/Primitive Regulations (Registration/Approval/NOC/Licenses etc.)
  - Asian Development Bank (ADB): "Assessing the Implications of Industry 4.0 (4IR) on Jobs and Skills in High-Growth Industries in Central Asia."
  - Higher Education Commission: Case sent for 2-year Associate Degree Program.
  - Google: Feedback submitted for Google Economic Impact Report.
  - Digital Pakistan Policy Sessions led with MoITT and PM IT Taskforce.
  - Economic Outreach Initiative Inputs.

- P@SHA Chairman Meetings: More than 10 meetings with different boards (PITB, KPITB, PM IT Taskforce)
- Launch of D&I Framework Report: For IT companies of Pakistan.
- A D&I Pilot program is initiated with 6 member companies across Pakistan.
- 01 Press Conference, 10+ press releases.
- 6 Candid with P@SHA webinars.
- Over 30 letters to government officials to escalate different issues.
- 1,000+ total P@SHA members registered, 430+ active members in 2021.

- Membership revenue increased by 122% during this year.
- 100 new member companies joined in last six months.
- Membership revenue increased by 122% during this year.
- 80+ Meetings by the Senior Director Industry Engagement with members across Pakistan.
- Bi- Annual Press Report released in June, followed by a Progress Webinar.
- 09 Member Meetups in 5 cities across Pakistan.
- Member-driven social media campaigns launched.
- Established a progress of updating members, starting with bi-annual progress update and progress update webinar.
- P@SHA helped in launching Amazon Seller Central with the Ministry of Commerce.
- Strong Skill Development Program Launched with 13 shortlisted training providers.

  - A total of 5 programs have been launched recently.
  - Overall 540 participants benefited through these programs
  - A total of 133 active P@SHA member companies benefited from these programs. Out of which 53 companies were from the Central Region, 35 from North and 45 from South.
  - Master Class sessions conducted are 10
  - P@SHA Skills Development Program sessions conducted are 40

- P@SHA Academia-Bridge Program launched with first pilot MOU with SSUET.
- Coordinated with TDAP to allow member companies to operate within Eid holidays.
- Exclusive discounts for P@SHA members by partnering with different companies.
- Exclusive subsidy for P@SHA members by TDAP to participate in the LEAP, Riyadh & GITEX, Dubai exhibitions. Further subsidy by PSEB for GITEX participants.
- Completion of the IT Skills Survey in collaboration with the International Development Center of Japan and JICA.

P@SHA Secretariat

P@SHA Secretariat has been recently revamped to provide effective and timely support to its members. It is determined to streamline the engagement processes & activities to strengthen P@SHA communication with its members and look for ways to nurture strong inter and intra industry linkages.

HIRING & ORGANIZATION STRUCTURE

All hiring was done by HR Committee led by Chairman P@SHA, along with Shahzad Shahid, Amin-ud-din Ansari, Syed Ahmed and Talhah Munir Khan.

- P@SHA Secretariat has been expanded to a team of 8 members by hiring 5 new resources.

- Redefined focus by prioritizing organizational structure, memberships, members' engagement, and marketing.

- Streamlined organizational processes and bringing clarity in role of P@SHA.

- Hiring budget allocated for all future hiring.

- The team being expanded: hiring planned for Policy lead in Islamabad.

- The team is expanded to other cities within the next three months: hiring planned in Lahore and Karachi apart from the two existing resources in Karachi.

OPERATIONS AND INSTITUTIONALIZATION

- Functions and roles clearly being defined.

- Templates being created for standardization.

- P@SHA Membership Renewal Process revamped.

- P@SHA Membership Brochure and marketing collateral being created.

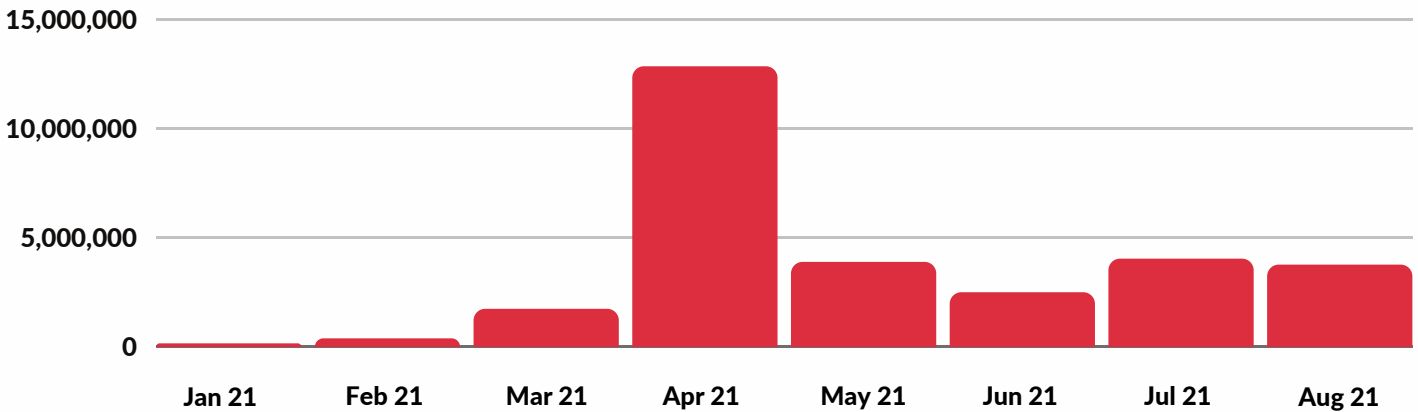- HR and Operational Policies are revamped

FINANCIAL STABILITY

We have made some difficult financial improvements in the recent past. However, we have much more challenges ahead to achieve the high goals we have set for P@SHA Secretariat to serve industry interest in all areas.

P@SHA has covered the journey from PKR 10 million organization to PKR 30 million organization.

> 122% increase in membership revenue collected

> 99% PDF Retrieval Rate

> New revenue stream added with P@SHA Salary Survey 2021

> More than 5 sponsors locked for P@SHA ICT Awards 2021

NEW REVENUE 2021

Policy Advocacy & Members' Support

CEC and Chairman P@SHA along with all office bearers played a pivotal role in advocating and providing support to members in the resolution of the IT Industry collective as well individual issues. As a result, they have conducted various meetings, discussions and have taken numerous initiatives in ensuring members achieve the desired progress and success in their businesses.

MINISTRY OF FINANCE (MOF)

Budget Proposal

- Federal Budget proposals submitted.

- Case on budget announced submitted to Prime Minister Taskforce on IT and Telecommunications.

- Comparative analysis was done for P@SHA Budget Proposal vs. Economic Advisory Committee (EAC).

- Strong Budget Campaign run around lack of benefits provided to IT industry in Pakistan.

- Appeal to Prime Minister Advertisement published in Newspapers.

- Appeal to Prime Minister Video created for the social media.

- Budget recommendations compiled for Budget Anomaly Committees.

FEDERAL BOARD REVENUE (FBR)

Tax exemption

- Chairman P@SHA, Federal Minister for IT & Telecom, Secretary IT and MD PSEB call upon the Chairman FBR.

- P@SHA did a press conference to create awareness on adverse effects of the tax credit system.

- Chairman made appearances on TV - Kamran Khan Show & 92 News and made a strong case on major issues facing our industry.

- To escalate the tax exemption issue P@SHA wrote a letter to the Prime Minister.

- Published a Tax Credit Impact Report, which was highly appreciated by stakeholders.

- Conducted a webinar on the "Impact of Tax Credit System" as part of the "Candid with P@SHA" series to help members understand the implications of the tax credit regime and its summary was prepared.

- A survey done among members, and a documented case submitted to FBR with challenges and solutions

POS integrated retailers with FBR System

- A meeting was planned with FBR, which resulted in a revised notification.

- Detailed feedback was compiled with the help of the industry and was submitted to FBR - to which FBR has responded positively to the majority of the recommendations.

- Implementation of rules stopped after P@SHA's meeting with FBR, allowing existing companies to continue operating.

- P@SHA Membership made mandatory for the POS license by FBR

- Two documents on the compliance requirements and e-Commerce definition are being compiled.

HIGHER EDUCATION COMMISSION (HEC)

Human Resource Skill Development

Four concept notes were shared with HEC/MOIT on improving the graduate quality:

- Sending IT Professionals to Universities for teaching industry courses on weekends/evenings with healthy remuneration.

- Bootcamps by IT companies depending on their size and capacity to train graduates.

- Standardization of Student Skills Assessment by P@SHA.

- A concept note of a 2-year Associate Program was shared with HEC.

SINDH REVENUE BOARD (SRB)

CEC Member, Shahzad Shahid along with Nadeem Elahi, Asif Peer, and Zohaib Khan

- Meetings to present recommendations.

- Sales tax removed on exports from Call Centers in Sindh. Previously, call centers were charged a 3% sales tax on the exports in Sindh.

INTERPROVINCIAL SALES TAX COMMITTEE COUNCIL

> Harmonization of sales tax regime and definition of the IT & ITES across all provinces and ICT.

> Removal of sales tax in Sindh on call centers is in-progress.

NATIONAL E-COMMERCE COUNCIL (NECC)

CEC Member, Badar Khushnood

> P@SHA led by the Chair of the E-Commerce Committee, Badar Khushnood has been the leading member of the National E-Commerce Council.

> P@SHA connected the Amazon Web Services (AWS) team to different stakeholders to bring the amazon web services team to Pakistan.

> Mr. Badar Khushnood also led the conversations to ensure Pakistan's addition to Amazon's authorized sellers' list.

CHAINSTORE ASSOCIATION OF PAKISTAN (CAP)

An MoU was signed between P@SHA and CAP to help retail businesses and SMEs to explore 'indigenously developed technologies' for their retail and e-commerce operations. This MoU was facilitated by the P@SHA E-Commerce Committee.

TRADE DEVELOPMENT AUTHORITY OF PAKISTAN (TDAP)

Operations of IT/ITES companies to continue during lockdown

> Chairman P@SHA, Barkan Saeed and Director Marketing & Comms, Talha Bin Afzal closely worked with TDAP to allow IT companies/call centers to operate 3 days during official Eid holidays.

> 60% Subsidy for P@SHA Members at GITEX and LEAP exhibitions.

PAKISTAN TELECOMMUNICATION AUTHORITY (PTA)

IP Whitelisting Issues

CEC Member, **Mujeeb Zahur** assisted in escalating IP Whitelisting issues with PTA.

> The IP Whitelisting issue of CureMD was resolved with the help of letters sent by P@SHA. The discussions for the simplification of the process are underway. The current regulation for the IP Whitelisting is available here.

> The flow of the new system for IP Whitelisting which is developed by PSEB was reviewed by P@SHA.

"Grateful to P@SHA for their amazing, passionate and all out support regarding PTA matters. The team is always available at all times, regardless of weekends. Much Appreciated."

Bilal Hashmat
CEO, CureMD

FEDERAL INVESTIGATION AUTHORITY (FIA)

FIA Raid Against Companies

> P@SHA took a strong stand and issued a press release on FIA raids on companies.

> Chairman P@SHA also wrote a letter to the FIA Director General.

> On P@SHA's request, MoITT has worked with Interior ministry to get the matter investigated with the Interior Ministry to ensure matter to be investigated and find the real culprits.

STATE BANK OF PAKISTAN (SBP)

CEC Member, **Shahzad Shahid** led the discussion in resolving these issues with the SBP.

> Feedback on the policy of equity holding and investment abroad was shared with State Bank by CEC and some of its general body members.

> Payment issues of members i.e. Game District and Finz were escalated & resolved by P@SHA.

> Proposal to SBP for increasing the limit of outward forex remittances to 33% of the revenue for P@SHA member companies.

"

"I have been very frustrated for the last couple of months, we are not able to make a payment to Google and it was affecting our business. The payment was around 200K$ per month for google services and all banks and also SBP was taking a lot of time and I tried all my personal contacts too. Finally Team P@SHA helped me with getting it done. The response and the effort they put is remarkable and I am really thankful to all of them and even before my bank P@SHA team updates me that my payment gateway is clear."

Saad Hameed
CEO, Game District

"

"We are proud as well as pleased to have an association with P@SHA. The moment when we were disapproved and restricted to get approval of SBP for Foreign outward remittance related to Google Services, it was very stubborn and awkward for us to adjust in this new ambience. But really thanks to Mr. Barkan Saeed and Talha Bin Afzal who helped us to get designated status from SBP to proceed the outward remittance."

Mirza Zasheen Pervez
CEO, Finz Games

PAKISTAN SOFTWARE EXPORT BOARD (PSEB)

- Chairman and CEC member, Mujeeb Zahur worked on steering committee for IT certification.

- P@SHA raised the issue of irregularities in the project with the concerned authorities based on which an inquiry was performed and involved employees were laid off.

- Asked PSEB to improve the project and make it beneficial for IT companies.

- The issue of PSEB doing internet business and taking fees from P@SHA members was raised with PSEB and that PSEB should not charge any recurring fee from members.

- Feedback on projects initiated by PSEB was given by CEC.

- P@SHA communicated offer to PSEB to build PSEB Software Parks on PPP model.

- Consulted industry and feedback provided on Industry Whitepapers.

- The Industry Internship Program for efficient placements was led by Salman Dar.

- Participation by Barkan, Mujeeb, and Salman in the Evaluation Committee for the hiring of a vendor for the IT Industry Landscape Study of Pakistan.

MINISTRY OF IT & TELECOM (MOITT)

Pakistan Digital Policy / Make in Pakistan

- The case against PSEB Registration Fee for P@SHA members sent to MoITT.

- P@SHA is working on 'Make in Pakistan' policy along with MoITT. Proposal for the changes in PPRA rules was presented.

- Assisted MoITT in leading the "Digital Policy" roundtable meetings as design-thinking workshops led by Chairman P@SHA, other CEC members and the former chairman P@SHA, Syed Ahmad (Chair PM task force).

- A proposal is submitted to Ministry IT to conduct Diversity Survey.

- P@SHA reviewed and consulted on the TORs of the Feasibility Study and Consultancy for the Development of STZs for the MoITT.

SPECIAL TECHNOLOGY ZONES (STZs)

Suggestion and Feedback on STZs

> P@SHA raised the issue of inclusion of industry and P@SHA representation on the board of STZA.

> P@SHA lobbied for the provision of benefits in STZA which were approved later on.

> Inputs for provided in drafting rules for the special technology zone.

> Meeting with STZA to provide feedback on building liaison between the two entities.

> MOIT is conducting study under PM IT Task force on establishing STZs in Islamabad, Karachi and in Lahore.

PUNJAB INFORMATION TECHNOLOGY BOARD (PITB)

> An MoU has been signed with PITB to promote collaboration between public and private sectors including sharing of expertise, supporting each other in supporting each other as partners in the digitization drive of the Punjab Government, and exploring avenues of potential growth for the IT & ITES Industry.

POLICY SUGGESTIONS & RECOMMENDATIONS

> National Priority Sector Export Strategy (NPSES) for BPO and Software Export.

> Pakistan Bureau of Statistics: Comparative analysis of indicators across different countries.

> Board of Investment: Difficulties Faced by Business Enterprises due to Excessive/Primitive Regulations (Registration/Approval/NOC/Licenses etc.)

> Asian Development Bank (ADB): "Assessing the Implications of Industry 4.0 (4IR) on Jobs and Skills in High-Growth Industries in Central Asia."

> Inputs shared on Web-based Proposal Management Portal by EDF.

> Inputs shared on Economic Outreach Initiative.

Media
Appearances

Chairman made appearances on TV - Kamran Khan Show & 92 News and made a strong case on major issues facing our industry.
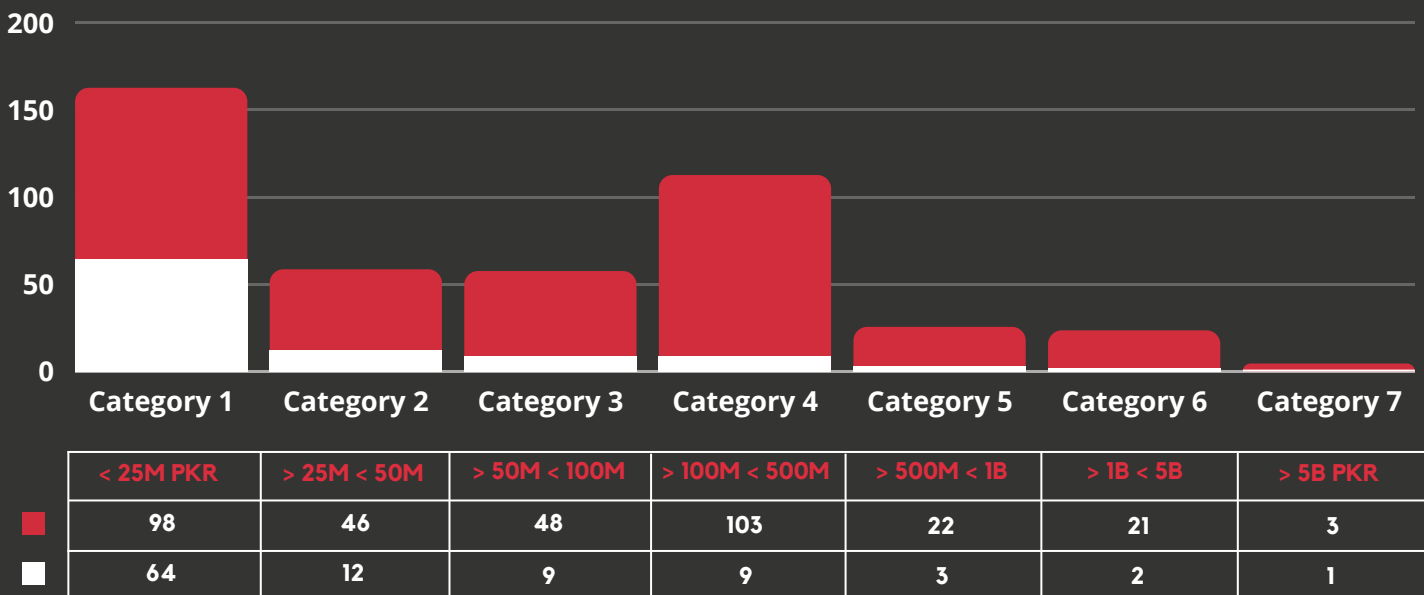
Naseer Akhter, Shahzad Shahid, Waqas Pitafi and others also voiced out at TV programs.

Members' Outreach & Engagement

Total Members = 438 active members for April 2021 - March 2022

- ⬜ New Members
- 🟥 Renewed Members

	Category 1	Category 2	Category 3	Category 4	Category 5	Category 6	Category 7
	< 25M PKR	> 25M < 50M	> 50M < 100M	> 100M < 500M	> 500M < 1B	> 1B < 5B	> 5B PKR
🟥	98	46	48	103	22	21	3
⬜	64	12	9	9	3	2	1

MEMBERSHIP RENEWAL

122%

Increase in
membership revenue

3 WEEKS

Time taken to reach last
year's membership revenues

NEW MEMBERSHIPS

100

New membership registrations
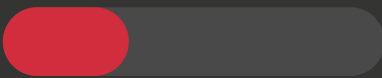for April 2021 to March 2022

Outreach Strategy finalized and being
executed to expand membership base

Member Engagement

2 member-driven campaigns launched: **LearnwithCEOs (#MondayMotivation)** and **Celebrating Member Achievements (#FeatureFriday).**

Campaigns	No. of Posts	Center	North	South
LearnwithCEOs #MondayMotivation	11	06	02	03
Celebrating Member Achievements #FeatureFriday	17	10	01	05

Industry Feedback

Phase 1 - Casual

Meet-ups conducted in major cities to connect with members

Phase 2 - Structured

50 + individual meetings with CXOs to gather inputs on P@SHA's engagement strategy

Phase 3 - Inclusive

Industry Feedback Survey to gather input from members to finalize yearly roadmap of activities

Collaboration with Google

P@SHA collaborated with Google on the upcoming report 'Unlocking Pakistan's Digital Potential: The Economic Opportunities Of Digital Transformation and Google's Contribution'. P@SHA members were given an opportunity to submit their success stories which will further be shortlisted by Google to feature in the report.

Knowledge Production Efforts

REPORT PUBLICATIONS

P@SHA IMPACT ANALYSIS OF REMOVAL OF TAX EXEMPTION

P@SHA released an impact analysis of removal of tax exemption to create understanding for the industry as well as raise awareness in the relevant government stakeholders. It also included a comparison of benefits provided to Pakistan vs. other countries which went viral and became the basis of the campaign by P@SHA during the budget cycle and eventually led to the historic package for the IT and ITES industry by the government.

P@SHA IT SALARY SURVEY 2021

P@SHA successfully resumed its much-awaited flagship initiative. The aim of P@SHA IT Salary 2021 is to help the IT and ITES industry in performance evaluation and increments, allow salary benchmarking, analyze, and address reasons behind employee turnover rates. It includes an analysis of salaries, benefits, and increments of employees working in the IT industry of Pakistan. This time P@SHA IT Salary Survey Report 2021 covers **62 roles** and **225 jobs**. We have received overwhelming participation from **175 companies** and **30,000 employees** to make it more comprehensive than ever! It included a section on University Rankings which has gone viral. The report will lead to different planned initiatives (Industry Readiness Framework) and other reports.

The total list of sections included:

- Participating Companies' Overview
- Salary Benchmarking Highlights
- Perks and Benefits
- Increment Trend
- Employee Turnover
- Employee Enablement and Training
- Academia-Industry Linkages: University Ranking
- Detailed Salary Benchmarking By company location, size, offering, type, etc.

P@SHA D&I Framework for the IT companies of Pakistan

The report provides guidelines that can enable companies to improve and ensure diversity and inclusion at their workplaces. This report has covered in detail; D&I benchmarking toolkit, D&I action plan, P@SHA's D&I certification plan, diversity-based hiring practices & policies, infrastructure support for a diverse workplace, government laws and policies regarding diversity and inclusion, and employee engagement initiatives and policies.

EMPOWERING & STRENGTHENING MEMBERS

P@SHA has recently launched its 'D&I Pilot program' to implement the recommended D&I benchmarking tool and action plan with the six companies. For this purpose, six companies of different backgrounds are selected from each region to ensure fairness and inclusivity. Moreover, it will also test the effectiveness of the framework and benchmarking tool concerning the demographics of different regions.

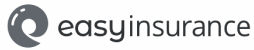| NORTH REGION	CENTRAL REGION	SOUTH REGION
Fiber Mountain	**CureMD**	**Convex Interactive (Pvt.) Ltd.**
Out2Sol	**Arbisoft**	**Cogilent Solutions (Pvt.) Ltd.**

On the basis of the findings of this pilot, P@SHA will launch the D & I Certification Program to recognize all companies playing their role in improving diversity in their teams.

Partnerships

easy insurance	Finalized with exclusive discount for members.
telenor	MoU signed to provide exclusive discounts for members.
OffiSys BY MASTER	Deal with Masters Office on Furniture.
ACCA	MOU signed with ACCA.
IDCJ	Completion of the IT Skills Survey by IDCJ
discretelogix	Website Partner
daftarkhwan	Venue Partner for P@SHA Events

Ongoing partnership discussions - with planned announcements of exclusive discounts for P@SHA members.

INTERNATIONAL PARTNERSHIP OPPORTUNITIES FOR MEMBERS

P@SHA has connected two of its member companies, Teknoloje Solutions & iTack Solutions with a multinational company, Azeemi Technologies. They were looking for hospital information solution providers for the KSA region.

"

Teknoloje Solutions is the global provider of innovative IT solutions and services within the Healthcare and e-payments domains. P@SHA facilitated building relationships with KSA-based organization Azeemi Technologies. We are in the process of developing synergy with Azeemi Tech. Efforts of P@SHA are well appreciated in this regard.

Muneer Hussain
CEO, Teknoloje

Events & Activities

P@SHA ICT AWARDS

For the P@SHA ICT Awards, a total of 350+ applications were received and around 166 presentations were held under 40 categories. There were more than 50 judges this time around. The planning for the awards ceremony is going to take place on October 23rd in Karachi at the Beach Luxury Hotel, keeping in consideration the limitations posed by COVID - 19.

MEMBER MEET-UPS

09
PHYSICAL MEET-UPS
Islamabad, Karachi, Lahore, Peshawar and Bahawalpur

01
VIRTUAL MEET-UP
For the Software Companies operating in Gilgit Baltistan

01
NETWORKING DINNER
Member CXOs with Overseas Pakistani Leaders

CANDID WITH P@SHA - WEBINAR SERIES

Over the course of last few months, P@SHA organized 6 webinars on industry related matters with distinguished industry experts as panelists.

- Apprehension of Budget 2021-2022 for IT & ITES Sector

- SECP Policies Overview for EoDB & Deep Dive into ESOP

- Business Generation and Lead Development

- P@SHA ICT Awards Special Episode

- Special Technology Zones - A Game Changer for the IT Industry

- Impact of Tax Credit System on the IT Industry

INTERNATIONAL WEBINARS

- Webinar with the help of Trade Mission in Riyadh and connected two member companies Teknoloje Solutions and iTack Solutions with Azeemi Technologies that is an established firm in the Middle East.

- Webinar with the Embassy of Pakistan in Sao Paulo, Brazil.

APPROVED LIST OF EVENTS WITH TDAP

- CeBIT Australia - October 1st, 2021

- GITEX Dubai - October - 17th - 21st October, 2021

- Web Summit in Lisbon - November 1st - 4th, 2021

- LEAP 2021 - postponed to Feb 2022

OTHER EVENTS

- B2B Matchmaking with JICA.

- B2B Matchmaking with counterpart organizations in Mexico and some of the Western European countries.

- Expo 2020 discussions with PSEB, MoITT, and TDAP Consultant in Dubai

- Participation in ASOCIO Board Meetings and APICTA Executive Committee and Economy Coordinator meetings for the APICTA Awards.

Candid with P@SHA, International webinars, and events with TDAP have been spearheaded by the P@SHA Brand Committee.

INTERNATIONAL WOMEN'S DAY

P@SHA launched 3 campaigns this year in the month of March in the spirit of International Women's Day:

- **#ChooseToChallenge:** Testimonials of women choosing to stand against social and gender norms and stereotypes.

- **#StanThyEnablers:** An appreciation for women led organizations working for the professional development of women.

- **#DidYouKnow:** Awareness around the impact and importance of women at the workplace.

This campaign was led by the Chair of Gender Diversity & Inclusion Committee, Ms. Shamim Rajani.

Enablement Programs

Under the on-going initiatives that were led by the P@SHA Skills Development and Training Committee, a total of 540 participants have availed programs from November 2020 to September 2021. A total of 133 active P@SHA member companies benefited from these programs. Out of which 53 companies were from the Central Region, 35 from North and 45 from South. So far 14 MoUs have been signed by the Skills Development and Training Committee.

P@SHA SKILL DEVELOPMENT PROGRAM

Under the guidance of Chair P@SHA Skill Development & Training Committee, Shamim Rajani along with other committee members, P@SHA Secretariat has launched the following programs recently.

CXO MENTORSHIP PROGRAM

From one CXO to another, this initiative enables the flow of knowledge and experiences of the larger companies with the smaller ones with great potential to grow with respect to lead generation, operational matters, skills development, retention, scaling, organizational policy and others.

10
MENTORS

11
MENTEES

Mentees from 11 active P@SHA member companies participated in the P@SHA CXO Mentorship Program. Out of which 03 mentees were from the Central Region, 03 from North and 05 from South.

DEPARTMENTAL COACHING PROGRAM

P@SHA's Departmental Coaching Program has been created to provide coaching to member companies who require guidance and direction on day-to-day departmental issues. The training has received excellent response from our member companies in terms of improving skill set and staying afloat with the latest technology trends.

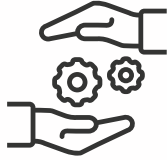**5 TRAINING PARTNERS**

65 HOURS OF TRAINING

37 PARTICIPANTS

Participants from 22 active P@SHA member companies completed their one-to-one probono coaching through P@SHA Departmental Coaching Program. Out of which 08 companies were from the Central Region, 06 from North and 08 from South.

P@SHA SKILL DEVELOPMENT PROGRAM (PSDP)

PSDP was launched in March 2021 , based on the survey analyzing the top training requirements of the member companies. The identified areas were Agile Methodologies, MEAN & MERN stack, Cloud technologies including Azure, AWS and Google Cloud, Artificial Intelligence, Big Data and Data Sciences, DevOps and Quality Assurance.

10 VETTED PARTNERS

40 TRAININGS CONDUCTED

134 APPLICANTS

For the 1st cohort, 20 companies signed up, out of which 10 of them were onboarded after the initial screening process. For the 2nd cohort, 13 companies showed interest to offer their training services, out of which 4 of them passed the initial screening process. An MoU will be signed with them in early October.

Participants from around 20+ active P@SHA member companies availed the discounted training courses offered by our esteem training partners under the P@SHA Skill Development Program. Out of which 07 companies were from the Central Region, 06 from North and 08 from South.

MASTER CLASS

Started in April, Master Class by P@SHA is a series of interactive free workshops, training and panel discussions revolving around the latest technologies, skill-sets and best practices. All Skill initiatives have been led by the P@SHA Skill Development and Training Committee.

08 PARTNERS

10 CLASSES

180 ATTENDEES

Attendees from around 80 active P@SHA member companies participated in the P@SHA Master Class Program. Of which 34 companies were from the Central Region, 19 from North and 24 from South.

P@SHA ACADEMIA-BRIDGE PROGRAM

Launched Academia-Bridge Program with the first tripartite MOU with Contour Software, one of Pakistan's leading companies, and Sir Syed University of Technology, Karachi. As part of this partnership, a core course (Web Engineering) will be taught by Contour professionals to students from SSUET. The response has been overwhelming. They have already enrolled 250 students in the Web Engineering elective course.

PLANNED INITIATIVES

P@SHA Skills & Development committee has collaborated with PSEB for the Certification Training and Internships Placement Program.

> An MOU was signed with SZABIST and COMSATS.

> MOU with Punjab Skill Development being signed with P@SHA as Technical Advisor

> Industry Readiness Framework

All Skill initiatives have been led by the P@SHA Skill Development and Training Committee.

WOMEN'S DAY CAMPAIGN

A strong social media campaign was launched on Women's day which included entries from companies, influencers, and leaders across Pakistan.

DIVERSITY & INCLUSIVITY FRAMEWORK

P@SHA Diversity & Inclusion Sub Committee is currently working with the Secretariat on a D&I benchmarking tool and framework. This framework and benchmarking tool will be used by companies to ensure D&I policies and practices implementation in the IT industry.
The framework has led to the launch of the D&I Pilot with 6 companies across Pakistan to test and improve the benchmarking toolkit. In addition to this, partnerships with S&P Global and SheReturns have been done to promote diversity initiatives across Pakistan

PROWOMEN - DIRECTORY OF FEMALE PROFESSIONALS

In 2019, P@SHA collaborated with CodeGirls Pakistan to create ProWomen, an accessible platform where female professionals can be contacted as speakers, trainers, consultants, board members and for other relevant jobs and assignments. Today, details about 1,250 women from various fields have been documented in the ProWomen directory in over 32 industries.

P@SHA Sub-Committees

Committee Name	Chair	Committee Composition	Members
Human Resources	Barkan Saeed	3 CEC	Barkan Saeed Shahzad Shahid Amin uddin
		2 Non-CEC	Syed Ahmad Talhah Munir Khan
Governance	Amin uddin	3 CEC	Amin uddin Salman Dar Ammara Masood
		1 Non-CEC	Talhah Munir Khan
Skills Development & Training	Shamim Rajani	3 CEC	Shamim Rajani Barkan Saeed Salman Dar
		2 Non-CEC	Bilal Mahmood Ali Ihsan
Awards & Judging	Ali Syed	3 CEC	Ali Syed Barkan Saeed Badar Khushnood
		3 Non-CEC	Dr. Shoab Khan Syed Ahmad Misbah Naqvi

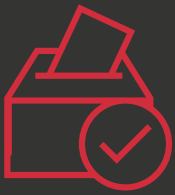| Committee Name	Chair	Committee Composition	Members
Membership & Member Services	Salman Dar	6 CEC	Shahzad Shahid Salman Dar Barkan Saeed Amin uddin Syed Ali Waqas Pitafi Shamim Rajani
Diversity & Inclusion	Shamim Rajani	4 CEC	Shamim Rajani Ammara Masood Amin uddin Mujeeb Zahur
		4 Non-CEC	Sadia Khan Faiza Yousuf Sana Hussain Samar Hassan
Brand Pakistan	Ammara Masood	5 CEC	Badar Khushnood Ammara Masood Barkan Saeed Waqas Pitafi Shamim Rajani
		1 Non-CEC	Zohaib Khan
Special Technology Zones	Barkan Saeed Mujeeb Zahur	4 CEC	Barkan Saeed Mujeeb Zahur Shahzad Shahid Salman Dar
		1 Non-CEC	Syed Ahmad

Committee Name	Chair	Committee Composition	Members
E-Commerce	Badar Khushnood	3 CEC	Badar Khushnood Shahzad Shahid Naseer Akhtar
Nest I/O Business Committee	Barkan Saeed	5 CEC	Barkan Saeed Badar Khushnood Mujeeb Zahur Shamim Rajani Salman Dar
		1 Non-CEC	Syed Ahmad
Games and Animation	Waqas Pitafi	3 CEC	Waqas Pitafi Barkan Saeed Ammara Masood
		4 Non-CEC	Ali Ihsan Fasieh Mehta Waqar Azim Daniyal Noorani
Fintech	Shahzad Shahid	3 CEC	Shahzad Shahid Naseer Akhtar Salman Dar

To view the committees, please visit: **https://www.pasha.org.pk/about-us/pasha-committees/**

Planned
Activities

P@SHA is continuously thriving to work for uplifting and empowering the Pakistan IT Industry. We are determined to create a positive and robust environment for our member companies so they can prosper and add value to Pakistan's economic growth.

P@SHA CEC
Elections 2021

P@SHA Annual
General Meeting 2021

P@SHA ICT
Awards 2021

Diversity and
Inclusion Certification

Industry Feedback
Incorporation in
Planning/Execution

Communication Plan
For Secretariat &
Members

The Nest I/O

WAY FORWARD

The transition from Nest I/O was completed after the departure of P@SHA President and CEO, Nest I/O . A request of expression of interest was released to gauge interest from potential partners, and different proposals were discussed.

With the rapid evolution of the startup ecosystem across Pakistan, we believe that Nest I/O also needs to realign for more market relevance by offering mentorship, access to industry networking, and acting as a connector to potential investors' 'at scale.' This is also aligned with P@SHA's larger vision to unleash the potential of the IT and ITeS industry in Pakistan.

Nest I/O physical space will be let go. Notice will be served and payment will be made till October 31, 2021.
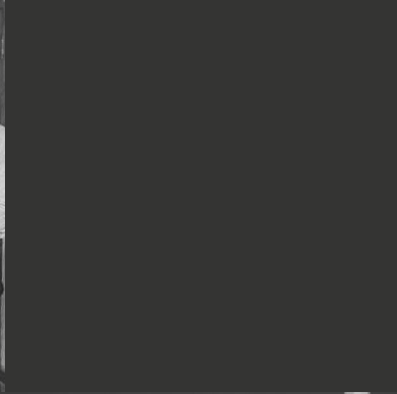
The way forward is being finalized for assets, and future activities.

Acknowledgements

discretelogix   Revamping P@SHA's website in 2019.

CODEGIRLS   Development of the ProWomen website.
LEARN CREATE LAUNCH

Gallery

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