

P@SHA

Pakistan Software Houses Association for IT & ITES

PROGRESS REPORT

OCTOBER 2020 - MAY 2021





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Highlights

- › Secretariat strengthened with recent hiring and organization of roles and responsibilities.
- › 01 press conference, 10 press releases.
- › 5 Candid with P@SHA webinars, 20+ letters to government officials.
- › Strong campaign on change of tax regime and removal of tax exemption.
- › Tax Exemption Impact Analysis report launched.
- › Membership revenue increased by 70% within 8 weeks of renewal.
- › 50+ Member Meetings.
- › 06 Member Meetups in 5 cities across Pakistan.
- › P@SHA helped in launching Amazon Seller Central with the Ministry of Commerce.
- › Strong Skill Development Program launched with 10 shortlisted training providers.
- › Approval of PC-1 from HEC to strengthen industry-academia linkages and incentives to industry representatives for teaching on weekend.
- › Coordinated with TDAP to allow member companies to operate during Eid holidays.
- › Exclusive discount for P@SHA members to participate in the upcoming LEAP Conference.

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

- P@SHA Secretariat has been expanded to a 7-member team from 4.
- Redefined focus by prioritizing organizational structure, memberships, members' engagement, and marketing.
- Streamlined organizational processes and bringing clarity in role of P@SHA.

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.

NEST I/O

- Transition of Nest I/O to the P@SHA Secretariat team after departure of President P@SHA, CEO Nest I/O.
- Request for EOIs issued to determine the way forward for the Nest I/O. See details [here](#).

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 resolution of IT Industry collective as well individual issues. As a result, they have conducted various meetings, discussions and have taken numerous initiatives in ensuring members to achieve the desired progress and success in their businesses.

FEDERAL BOARD OF 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.
- Meetings and work are still in- progress for reversal of the credit regime.

HIGHER EDUCATION COMMISSION (HEC)

Human Resource Skill Development

Two 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.

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.

TRADE DEVELOPMENT AUTHORITY OF PAKISTAN (TDAP)

Operations of IT/ITES companies to continue during lockdown

- P@SHA worked with TDAP, to allow IT companies/call centers to operate 3 days during official Eid holidays

PAKISTAN TELECOMMUNICATION AUTHORITY (PTA)

IP Whitelisting Issues

- The IP Whitelisting issue of CureMD was resolved. The discussions for the simplification of the process are underway. The current regulation for the IP Whitelisting is available [here](#).



"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 request, IT ministry 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)

- 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 and resolved by P@SHA.



"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 Zashen Pervez
CEO, Finz Games

SINDH REVENUE BOARD (SRB)

CEC Member, Shahzad Shahid

- Meetings to present recommendations.
- Tax will be exempted from exports of call centers in the upcoming budget.

PAKISTAN SOFTWARE EXPORT BOARD (PSEB)

- Chairman and CEC member, Mujeeb worked on steering committee for IT certification
- P@SHA has raised issue of irregularities in the project with the concerned authorities.
- Asked PSEB to improve the project and make it beneficial for IT companies.
- 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.

MINISTRY OF IT & TELECOM (MOITT)

Pakistan Digital Policy / Make in Pakistan

- 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).

AMAZON WEB SERVICES (AWS)

Amazon Services to set up offices in Pakistan

- Chairman, Barkan Saeed connected AWS team to different stakeholders to bring amazon web services team to Pakistan.

NATIONAL E-COMMERCE COUNCIL (NECC)

- P@SHA led by the Chair of the E-Commerce Committee, Badar Khushnood has been the leading member of the National E-Commerce Council.
- Mr. Badar Khushnood has also been the leading member for Pakistan's addition to Amazon's authorized sellers' list.

CHAINSTORE ASSOCIATION OF PAKISTAN (CAP)

- A 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 P@SHA E-Commerce Committee.

SPECIAL TECHNOLOGY ZONES (STZs)

Suggestion and Feedback

- Advice given to government on the benefits that should be in the zone.
- Feedback given on the rules for the Special Technology Zone

MINISTRY OF FINANCE

- Federal Budget Proposal sent with recommendations (accessible [here](#)).



"The budget recommendations look excellent! The government always asks for help at the eleventh hour. It's good to see how the P@SHA team managed to nail the buzzer-beater."

Ali Ihsan
CEO, Frag Games



"Lots of respect for P@SHA team for always dealing with the usual last-minute calls and requests!"

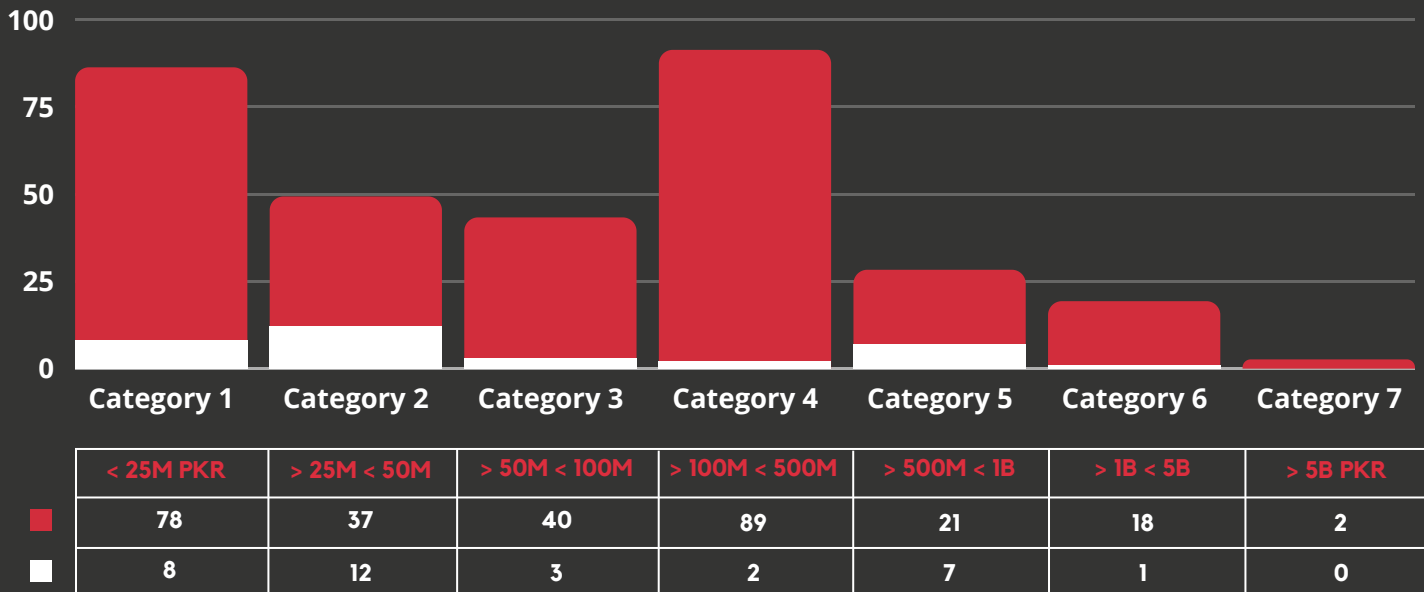
Bilal Mahmood
MD, Contour Software

Members' Outreach & Engagement

P@SHA MEMBERS BY REVENUE CATEGORIES

New Members = 33
 Renewed Members = 285

Total Members = 318



MEMBERSHIP RENEWAL

70%

Increase in membership revenue in 8 weeks

3 WEEKS

Time taken to reach last year's membership revenues

NEW MEMBERSHIPS

33

New membership registrations for April 2021 to March 2022



Finalized Outreach Strategy to register at least 500 members

Member Engagement

2 MEMBER DRIVEN CAMPAIGNS LAUNCHED

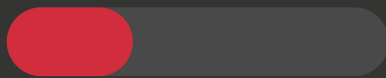
#MondayMotivation

Learn From the CEOs! What better way to kill the Monday blues than starting your week with inspiration, that too from someone relatable! Monday Motivation encourages members to share their stories and uplift the fellow CEOs. Submit your words of motivation using this [link](#).

#FeatureFriday

Celebrating Member Achievements! As a close-knitted & strong community, P@SHA takes pride in the success of its members. We believe their achievements need to be highlighted & appreciated. Share your achievements with us [here](#) to get featured!

Industry Feedback



Phase 1 - Casual

Regular 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

Partnerships



Events & Activities



P@SHA ICT AWARDS

For the P@SHA ICT Awards 2020, a total of 166 presentations were held under 9 categories. The planning for the awards ceremony is currently in progress and will be announced soon, keeping in consideration the limitations posed by COVID - 19.

MEMBER MEET-UPS

06

PHYSICAL MEET-UPS

Islamabad, Karachi, Lahore,
Peshawar and Bahawalpur

01

VIRTUAL MEET-UP

For the Software Companies
operating in Gilgit Baltistan

CANDID WITH P@SHA - WEBINAR SERIES

Over the course of last few months, P@SHA organized 5 webinars on industry related matters with distinguished industry experts as panelists:

- > Workplace Safety - Creating Safe & Inclusive Work Cultures
- > 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 the Azeemi Technologies that is an established firm in the Middle East.
- 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 - November 28th - 31st, 2021

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

P@SHA SKILL DEVELOPMENT PROGRAM

Under the guidance of P@SHA Skill Development & Training Committee, the P@SHA Secretariat has launched the following 4 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.

12

MENTORS

13

MENTEES

DEPARTMENTAL COACHING PROGRAM

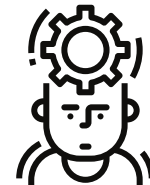
P@SHA's Departmental Coaching Program has been created to provide coaching to member companies who require guidance and direction on day-to-day departmental issues. The training has received excellent response from our member companies in terms of improving skill set and staying afloat with the latest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



5 TRAINING PARTNERS



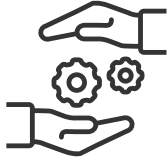
65 HOURS OF TRAINING



40 ACTIVE PARTICIPANTS

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**



**04 TRAININGS
CONDUCTED**



**16 TRAININGS
IN THE PIPELINE**



**52
APPLICANTS**

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.

02

PARTNERS

03

CLASSES

56

ATTENDEES

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

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.

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.

P@SHA Sub-Committees

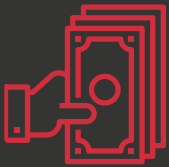
- › Awards & Judging
- › Brand Pakistan
- › E-Commerce
- › Gender Diversity & Inclusion
- › Human Resource
- › Memberships & Member Services
- › Taxation
- › Skill Development & Training
- › Special Technology Zones
- › Business
- › Governance

New committees that are going to be formed now are Gaming & Animation and Fintech. Visit [here](#).



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.



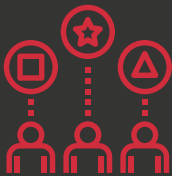
Annual P@SHA
Salary Survey



Quarterly
Newsletter



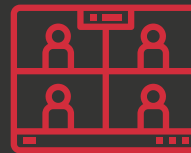
P@SHA ICT
Awards



Diversity
Benchmarking
Tool & Framework



Diversity
and Inclusion
Certification



Candid with
P@SHA
Webinars



Report Of IT Skills
Survey in partnership
with JICA



Industry Feedback
Incorporation in
Planning/Execution



Communication Plan
For Secretariat &
Members

P@SHA Central Executive Committee 2020-2021



Barkan Saeed
Chairman



Amin Ansari
Senior Vice Chairman



Shamim Rajani
Vice Chairperson



Shahzad Shahid
Treasurer



Ammara Masood



Badar Khushnood



Mujeeb Zahur



Naseer Akhtar



Syed Ali



Salman Dar



Waqas Khan Pitafi

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

Gallery





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