

CEC Meeting

Meeting Date: January 29th, 2025

Attendees

CEC Members

1. Sajjad Syed
2. Umair Nizam
3. Raheel Iqbal
4. Haris Naseer
5. Munaf Majeed
6. Salman Dar
7. Hassan Bin Rizwan
8. Sheikh Abdul Qadir
9. Usman Akbar
10. Abdul Wahab Ahmed
11. Dr.Sonia Saleem
12. Zohaib Khan (Former Chairman)

Secretariat

1. Filza Maniar

Agenda

- Approval of previous minutes
- Chairman's Report
- Brands Agenda

The meeting was initiated with the recitation of Holy Quran.

Discussion Items:

Approval of previous minutes

The CEC members requested for previous minutes of the meeting to be shared with them.

Chairman's Report

The Chairman provided an update on recent meetings with officials and sought input from the Central Executive Committee (CEC) on budgetary recommendations. He emphasized that while engagement with chambers is an option, most decisions are pre-discussed before implementation. Transparency was reaffirmed, with the Chairman stating openness to sharing necessary information when required.

Budgetary Recommendations

Discussions on budgetary recommendations continued, with the Chairman inviting feedback on meetings with the establishment. Updates were shared regarding an upcoming discussion with the State Bank and the

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proposal submission planned for the end of the week. It was noted that taxation and financial regulatory matters had already been deliberated and should now move forward for submission.

Key Policy Pillars

The Chairman outlined four key policy pillars that will guide economic growth and advocacy efforts: Market Access, Infrastructure, Fiscal Connectivity (focused on taxation and enabling smooth financial transactions, including Roshan Digital Accounts), and Skills Development to enhance workforce competitiveness.

Skills Development & Industry Recommendations

In the discussion on skills development, concerns were raised about account deactivations and negative media portrayals of VPN usage. It was suggested that P@SHA could establish itself as a certification body, while an alternative proposal recommended partnering with recognized institutions like Pearson or Coursera for certifications rather than issuing them directly. An existing P@SHA skills assessment covering six semesters was highlighted, with results available for review by the Skills Committee.

Cybersecurity & Data Privacy

Cybersecurity and data privacy were also addressed. Questions were raised about the security of WhatsApp data packets and whether encrypted messages could be accessed. It was clarified that, from a technical standpoint, encrypted data remains inaccessible without the encryption key. A recommendation was made for P@SHA to maintain neutrality on such matters and avoid making official statements.

MOUs & Partnerships

The committee reviewed ongoing and potential partnerships. A recent MOU with a business association resulted in a donation, with a suggestion that future agreements should include market-value contributions in recognition of the value P@SHA provides. Additional MOUs are under discussion, including a potential collaboration to support startups. It was emphasized that P@SHA should ensure compliance by partnering only with registered associations and organizations.

Brand's Agenda

The role of Brands in both international and domestic events along with the efforts of the department were discussed. The Industry Engagement (IE) team will continue outreach efforts, while the branding team will oversee event evaluation. Coordination improvements were suggested, including ensuring both the Branding and IE teams remain in communication for seamless execution. A Standard Operating Procedure (SOP) outlining responsibilities exists and is maintained for reference. The Chairman requested a formal document on the branding structure, with feedback to be incorporated for any necessary revisions.

The meeting ended with a note of thanks to Chairman and members.