

CEC Meeting

Meeting Date: April 19th, 2025

Attendees (Part 1)

CEC Members

1. Sajjad Syed (Chair)
2. Umair Nizam
3. Raheel Iqbal
4. Haris Naseer
5. Munaf Majeed
6. Salman Dar
7. Sheikh Abdul Qadir
8. Usman Akbar
9. Abdul Wahab Ahmed
10. Dr.Sonia Saleem

Secretariat

1. Ali Hasani
2. Filza Maniar

Agenda

1. Gilgit Baltistan Delegation & CXO Meetup

The meeting initiated with a recitation of Holy Quran

Gilgit Baltistan Delegation & CXO Meetup

The Secretary General (SG) briefed the Central Executive Committee (CEC) on plans for the upcoming Gilgit Baltistan (GB) Delegation and CXO Meetup, which align with the Asia Pacific Summit (AP Summit). P@SHA has requested inclusion of members in the startup pitch battle and a panel discussion. Secretariat team members will attend the summit and related engagements, with some participating exclusively in the CXO Meetup. CEC members were invited to confirm their availability for roundtables and meetups.

Industry Engagement & Membership Growth

The importance of leveraging this visit to grow P@SHA's membership base, particularly in GB, was emphasized. Suggestions included setting up a facilitation desk and offering incentives to local companies. The CEC supported making this a results-driven, membership-focused initiative.

CXO Meetup Highlights

The upcoming CXO Meetup will include the launch of P@SHA's Diversity & Inclusion (D&I) Report. The inclusion of GB success stories and a short feature video was proposed. Coordination is ongoing with potential sponsors.

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The expected attendance is between 100–150 participants. While an additional event in collaboration with a development partner was initially planned, it has been rescheduled for May due to time constraints.

The SG reiterated the need to raise at least PKR 2 million in sponsorships. It was clarified that while some partner funding exists, additional sponsorships are necessary for financial sustainability. The Chairman emphasized maintaining a minimum 30% profit margin for events to ensure operational viability.

Event Planning & Coordination

The need for improved planning, role clarity, and timely internal communication was discussed. The SG has been tasked with enhancing coordination and overseeing execution. A working committee has been formed to lead the planning and ensure smooth event delivery.

Despite concerns about tight timelines, it was mutually agreed that the event will proceed as scheduled to align with strategic commitments and external coordination.

External Relations & Governance

The Chairman underscored the need for consistent and structured communication with partners. All external engagement must follow designated points of contact to avoid miscommunication. The matter has been referred to the Governance Committee for oversight.

Revenue & Payment Collection

P@SHA's two primary revenue streams memberships and sponsorships were reiterated as essential for financial stability. The Chairman encouraged setting clear revenue targets and exploring mechanisms such as optional donations within MoUs to support broader goals.

Membership payment delays were also discussed. It was reaffirmed that election-related membership payments must be received by the 20th, with no exceptions beyond that date. The SG confirmed strict compliance, and the Chairman reinforced the need for transparency and discipline in all financial processes.