Central Executive Committee Meeting

Tuesday | March 15, 2022 | 5.00 PM – 7.00 PM

Attendees

CEC Members		Secretariat
1. Ali Ihsan	6. M. Zohaib Khan	Hira Zainab
2. Ammara Masood	7. Salman Dar	
3. Barkan Saeed	8. Dr. Shoab A. Khan	
4. Bilal Hashmat	9. Waqas Khan Pitafi	
5. Khuram Rahat	10. Badar Khushnood (Chairman)	

Agenda

- Policy Updates
- Committees Progress Status
- RFP: Industry-led Boot Camps
- Secretariat Updates

Action Items from the last CEC meeting

- As suggested, one more CEC member (Dr. Shoab) has been added to the HR Committee

Policy Updates

Cash Reward

- There are 1,346 IT companies qualified for the cash reward incentives. Around 80 companies have applied for it. A webinar with PSEB and SBP is scheduled on 18th March to discuss frequently asked questions.

PM Announcement

- P@SHA was recognized for its efforts at the e-Commerce convention arranged by Government.

E-Commerce

- Announcement of the historic package by PM. There are follow-up meetings planned with PSEB and MoITT.
- The 'Future of Retail' event was conducted and supported by P@SHA in Karachi and was attended by 300+ participants.

Secretariat: Daftarkhwan - North, Street no. 7, Sector I-10/3 , Islamabad, Pakistan | +92-51-8736624, +92-51-8736625
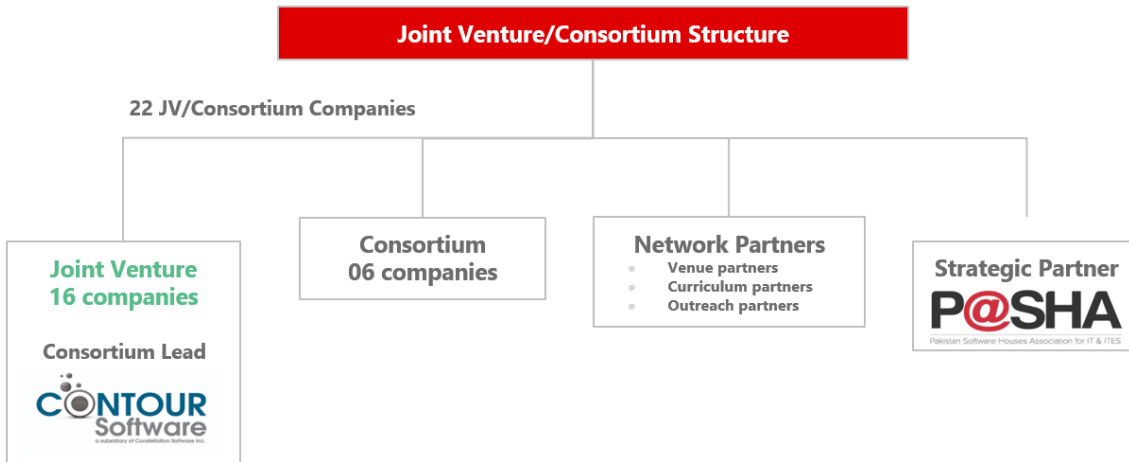
Regional Office: Office 301 CitiView, BYJCHS Shaheed e Millat Road, Karachi, Pakistan | +92-21-34304796, +92-21-34144795

www.pasha.org.pk | secretariat@pasha.org.pk

www.pasha.org.pk

Nominations and Commitments Status:

SG shared the nominations from P@SHA for different activities.

- **National Center of Robotics and Automation**: Dr. Shoab
- **PSEB Infrastructure Committee**: Khuram Rahat, Waqas Pitafi
- **PSEB Industry Landscape Report Evaluation**: Mujeeb Zahur, Salman Dar
- **PSEB Whitepapers**: Ali Ihsan, Khuram Rahat
- **PSEB Branding Committee**: Barkan Saeed, Muhammad Zohaib Khan
- **Karachi Software Technology Park**: Muhammad Zohaib Khan
- **NTISB**: Badar Khushnood
- **Internet Registration**: Dr. Shoab
- **FPCCI**: Muhammad Zohaib Khan
- **FPCCI Sub-committees**: IT: Muhammad Zohaib Khan, Cyber Crime: Muhammad Munaf Majeed

Ongoing and Planned Items:

Coordination with MoITT and PSEB on PM announcement will be led by Badar Khushnood

- Campaign about Crypto Currency which will be led by Ali Ihsan
- Involving lawyer for #MakeInPakistan initiative
- Budget recommendations and campaigns are currently underway
- STZA Questions have been prepared and shared with the STZ Committee
- Comparative Analysis of IT industries of various countries (in-process)
- Coordination for Cash Reward Incentives (PSEB)
- Tax Analysis Research (in the planning phase)

Committee Progress Status

Committee Name	New Chair: 2021- 2022	Meeting with previous chair	Sync with SG	Members Finalized	TOR Submitted	Committee Meetings	Secretariat POC
Animation and Games (new)	Ali Ihsan	Co-Chair last year				3	Fatima
Awards & Judging	Dr. Shoab	NA				3	Talha
Brand Pakistan	Zohaib Khan	Co-Chair last year				1	Talha
Diversity and Inclusion	Ammara Masood	Member last year					Rida
E-Commerce	Badar Khushnood	Chair last year				1	Zain
Fintech (new)	Ammara Masood						Basma
Governance	Khuram Rahat					2	Filza
Human Resources	Badar Khushnood (Chairman)					3	Hira
Industry Sub-Sectors *not having their own committee*	Waqas Pitafi	NA				2	Rida
Membership & Member Services	Salman Dar	Chair last year				5	Hashim
Skills Development & Training	Shamim Rajani (Non-CEC)	Chair last year				15	Rida
Special Technology Zones	Bilal Hashmat					5	Hira
						40	

RFP: Industry-led Boot Camps

Proposal Overview

It aims in bridging the gap in skilled resources between industry and academia. The project formation consists of 22 companies (16 JV companies and 6 consortium companies), Contour Software is the authorized JV lead, and P@SHA is a strategic partner along with network partners for venue and curriculum.

Program Management & Execution	Contract
More than **50 meetings** *(20+ internal, 30+ external meetings)*	
• JV meetings and follow-ups • Problematic Partners discussions • Finalized commitments • Venue Research: Isb, Lhr, Khi (21 potential venue partners identified) • Hardware Research: 6 potential partners identified • Nomination of Project Manager, Curriculum Experts, etc. • Mobilization of trainers • Project Plan • Screening Test SOW • ATS Demo • Curriculum Partner Meetings • RFPs: LMS, M&E	• Financial bid opening • Project Award • AOP Contract • PSEB Contract *Latest status:* • 2 weeks wait • Grievance • Legal advice

- P@SHA is evaluating the legal aspect regarding involvement in the program
- SG shared about P@SHA's role and resources for the program

Other Skills Initiatives

- Concluding report on an academia bridge program between Contour and SSUET
- P@SHA monthly training calendar is an ongoing initiative
  - Karachi – June 24, Islamabad – June 30, Lahore – June 8

Secretariat: Daftarkhwan - North, Street no. 7, Sector I-10/3 , Islamabad, Pakistan | +92-51-8736624, +92-51-8736625

Regional Office: Office 301 CitiView, BYJCHS Shaheed e Millat Road, Karachi, Pakistan | +92-21-34304796, +92-21-34144795

www.pasha.org.pk | secretariat@pasha.org.pk

www.pasha.org.pk

Secretariat Updates

License Renewal

- SG shared that P@SHA's DGTO license has been renewed. She shared about the effort that went into it from the Secretariat side over the past few months.
- More than 15 letters were sent and more than 15 visits have been done in renewing the DGTO license

Membership Renewal

- The renewal process is currently in the execution process. An official email has been already shared with all members. Follow-ups are being made with in-active companies.
- Renewal highlights and yearly updates for members are planned to be launched soon.
- The renewal form has been carefully designed to identify and address concerns regarding IT revenue and related details. Barkan raised the concern about membership criteria, but Salman proposed to finalize it in the membership committee first.

Outreach Plan

- Industry meet-up session conducted with TechNation (Bahawalpur) and FITCO (Islamabad)
- The membership committee has proposed regional chapters outside KLI
- Roles and responsibilities of regional chapters will need to be created

International Women's Day Campaign

- #Breakthebias campaign was launched along with a few other campaigns including #CelebratingHer, #Didyouknow, and #YourVoiceMatters

Industry Engagement Event – AGG Meetup
- The first sub-sector meet-up, for AGG (Animations, Graphics, and Games), was conducted in Lahore. Miniclip is also interested in sponsoring future events.

Knowledge Production Efforts

- Pakistan IT Skills Survey 2021 – in collaboration with JICA will be launched in March.
- Policy Comparative Analysis is currently in-progress
- Skill Gap Analysis and D&I Landscape report are also in progress
- Five other reports are in discussion and the planning stage

APICTA 2022

- Pakistan will be considered to host APICTA 2022
- APICTA ExCo meeting will be planned in mid of April
- Sponsorship discussions with PSEB and other private entities are in the plan
- Hira, Badar, and Dr. Shoab will be pitching for APICTA 2022. The budget proposal is currently in-progress.

Secretariat: Daftarkhwan - North, Street no. 7, Sector I-10/3 , Islamabad, Pakistan | +92-51-8736624, +92-51-8736625

Regional Office: Office 301 CitiView, BYJCHS Shaheed e Millat Road, Karachi, Pakistan | +92-21-34304796, +92-21-34144795

www.pasha.org.pk | secretariat@pasha.org.pk

www.pasha.org.pk

CXO Proposed dates

- Lahore – March 30
- Karachi – April 1st
- Islamabad – March 28

Hiring

SG updated on the team status, the shared team split, and discussed responses to raised questions

- 6 new hires are being hired, and 2 new hires didn't join after the selection
- Orientation and training are being planned and are in-process

Priorities for Secretariat: Mar-Apr

- Secretariat development
- Industry-led boot camps
- Membership Renewal
- Budget Campaign
- Industry Research
- Other activities

Other Updates

- Membership Renewal: Salman shared that as per his knowledge, if a member doesn't renew before March 31st then they're not entitled to go to the next year. SG said that she'll check, but she and rest of CEC members suggested to have an exception this year since it'll be unfair to make such an announcement now.
- Pakistan Leadership Conference (ACCA) conducted in Islamabad
- AI Conference planned in Islamabad
- Research with PWC is also currently in progress. A meeting was scheduled to provide them with feedback.
- Preparation for GDC Conference is currently underway
- Letters are sent to PSEB for the following initiatives:
    - Reskilling/Upskilling for employees' survey
    - Promoting Brand Pakistan at International events

Conclusion: Proposed date for the next meeting is April 19, 2022

Secretariat: Daftarkhwan - North, Street no. 7, Sector I-10/3 , Islamabad, Pakistan | +92-51-8736624, +92-51-8736625

Regional Office: Office 301 CitiView, BYJCHS Shaheed e Millat Road, Karachi, Pakistan | +92-21-34304796, +92-21-34144795

www.pasha.org.pk | secretariat@pasha.org.pk

www.pasha.org.pk