

NBP play pivotal role by giving back society through CSR

From Our Correspondent

KARACHI: Corporate Social Responsibility, you may call it corporate conscience; corporate citizenship, social performance, or sustainable responsible business is a form of corporate self-regulation integrated into any business module. Any CSR-focused business would proactively promote the public interest by encouraging community growth and development, and voluntarily eliminating practices that harm the public sphere, regardless of legality. CSR is basically the deliberate inclu-

sion of public interest into corporate decision-making. National Bank of Pakistan, a bank serving the nation with international presence as well is not behind on the CSR front. The Bank is running a full fledged CSR Program aimed at discharging its responsibilities towards the society. Being fully aware of its social obligations, it continues to proactively contribute towards social welfare, healthcare, education etc. to help improve the quality of life for the underprivileged

members of the country. In the last 6 months NBP's social support activities were speeded up, and it also extended support to a number of charitable institutions too.

NBP sincerely believes that education is the panacea to most problems prevailing in the country and that is the area where concerted efforts are needed by all segments of the society. Therefore, NBP kept its focus on different activities supporting the cause of education whether it's setting up a library in a

down-trodden area like Lyari (Karachi) or the rehabilitation and renovation work of Degree College at Khairpur Nathan Shah, on completion of which about 3000 students will be able to resume their educational activities. Since the very purpose of the education has always been enlightening the minds and creating leadership qualities among the recipients, NBP is seen organizing Motivational Volunteer Empowerment (MOVE) training program for IBA Sukkur students.