SHARING INFORMATION ON PROGRESS BY
NEWPORTS INSTITUTE OF COMMUNICATIONS & ECONOMICS

BY:

BUSHRA RAZA
DIRECTOR, HR & ACADEMICS
Newports Institute of Communications and Economics became the first higher educational institute in Pakistan to sign the UN Global Compact Program in the year 2005. Later, it became the first institute in Pakistan to become a member of the task force on PRME. NICE is placed amongst the top ranking institution by Higher Education Commission of Pakistan. It aims to provide highest standards of quality education at the best affordable cost (specially middle & lower middle income groups) in the fields of Business Administration, Computer Science, and Textile & Fashion Design. NICE also serves as a member of Asian Universities Federation, Employers’ Federation of Pakistan and Management association of Pakistan. Moreover, it was also selected amongst 50 Business Schools worldwide to formulate “Principles for Responsible Management Education”.

We proudly believe that quality business education should be available to the masses and should not concentrate only on social elites. In a country like Pakistan, where literacy level even in urban populations is very low and poverty levels are increasing day by day, it became imperative for the Institutions to make quality education accessible to the middle & lower income groups, which comprise the masses of our society and need better attention for developing future business leaders. Moreover, future business leaders are groomed to become social welfare agents for their respective communities in whichever organization they work. It was with this background that the Board of Governors of NICE decided to be the first ones to respond to the call of Mr. Kofi Annan by becoming the signatory of UN Global Compact Program.

At NICE, we feel it our utmost responsibility to inculcate professional and social values amongst our students, so that they make their most productive contribution to the socio-economic development of our country. We try to make them understand their social obligations so that we produce socially aware as well as intellectually groomed individuals for the corporate world. One major aspect of their social skill development program lies in the Social responsibility project launched by NICE to involve its students in empowering the less privileged class of our society.

As part of our commitment, we embrace to adopt the six principles of PRME along with the ten principles of United Nations Global Compact. But more than that, we feel extremely important to take this message across to the incoming business leaders by designing and launching a course of Corporate Social Responsibility (CSR) as a mandatory course in all our under graduate and graduate programs in the faculty of business administration and computer science incorporating the six principles of PRME well before they step into the professional world.

In order to gain a practical exposure of CSR, students were also introduced a membership of International Association of Lions Clubs to undertake communal based activities. The students are put into an interesting practice of undertaking humanitarian projects related to health, environment, community and other such areas, which help them in realizing the importance of CSR for development of nations. Newports Institute strongly commits to abide by the UNGC Principles to make our communities, societies, nations and world as a whole, a better place to live.
STATEMENT

Being a good corporate citizen is an ambition enthusiastically embraced at all levels within our company. As a member of the Global Compact and PRME, we believe that our business policies incorporate and support the six principles. Our board fully supports our actions in working towards principles of socially responsible management education. Through our support of the principles of Responsible Management Education, we aim to produce business leaders who are equipped with the necessary knowledge and tools required to effectively assume their social responsibility, both at individual and organizational levels. Here we summarised the progress we have made against these principles and we will continue to follow them up in future.

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19/12/2011, Bushra Raza,
Head, HR & Services

Contact: Bushra Raza

Email: bushraf@newports.edu.pk  Phone: 0092-21-4541074, 4547417  Fax: 0092-21-4541089
CONFERENCE ON CORPORATE SOCIAL RESPONSIBILITY HOSTED BY NEWPORTS INSTITUTE IN COLLABORATION WITH UN GLOBAL COMPACT PAKISTAN LOCAL NETWORK

A conference was hosted by Newports Institute, which was attended by Mr. George Kell, Executive Director, UNGC along with President, Secretary and senior representatives of UN Global Compact Pakistan Local Network as well as Youth Minister and Advisor to Chief Minister, Government of Sindh. The purpose of the event was to enhance the awareness of social responsibility amongst the educated youth ready to enter the corporate world. It was largely covered by media and was attended by 150 participants from various business schools in Karachi, Pakistan.

ANNUAL NATIONAL HUMAN RESOURCE DEVELOPMENT (HRD) CONVENTIONS ORGANIZED BY NEWPORTS INSTITUTE IN COLLABORATION WITH UNGC PAKISTAN LOCAL NETWORK

1st NATIONAL HRD CONVENTION 2009—BRIDGING THE GAP BETWEEN GOVERNMENT, CORPORATIONS, ACADEMIA AND MEDIA

We believed that our National development depends upon our Human Resource development and so, decided to initiate a National Movement on Human Resource Development in the year 2009 by organizing a National HRD convention. The idea was to bring together Academia, Government and Corporate sector on one platform in order to develop such a force, which could be termed as “Developed Human Resource”.

2nd NATIONAL HRD CONVENTION 2010—SOCIAL DEVELOPMENT AS A PRELUDE TO NATIONAL DEVELOPMENT

In continuation to our cause of social empowerment, the theme of 02nd HRD convention was based on Social development as a prelude to National development and targeted major social stakeholders including government, corporate sector, academia and media for a discourse analysis on important social areas. The convention concluded with a commitment to sustainable social development and social empowerment.
EMPOWERMENT THROUGH EMPLOYMENT-A UNIQUE CSR INITIATIVE BY A HIGHER EDUCATIONAL INSTITUTE

The main objective of this unique project is to promote social responsibility amongst youth as well as to practically demonstrate that how youth of a developing nation has assumed its social responsibility and has been contributing to the socio-economic development of a country.

Realizing the ultimate need of incorporating social values and obligations amongst our youth, we became the first business school to launch the course of Corporate Social Responsibility as a mandatory course in all academic programs. The objective of the course was to promote the importance of social responsibility amongst our future business leaders during their academic life and to equip them with the tools, which help them in practicing social responsibility in their respective organization. This course highlighted the ten principles of UN Global Compact Program along with the understanding of Social Responsibility in a corporate environment. The course curriculum took many shapes from theory to practice, till last year, when we decided that this course should not only be taught as a theoretical course but should also involve the students in its practical implications too.

Therefore, we initiated a project titled “Empowerment through Employment” in which students have to identify a needy individual, conduct his skill analysis and based on that, setup a small appropriate business for that individual. Every project is monitored for three months to ensure that the business enters into profitability mode. The most significant part of the project is that the entire fund raising for project establishment including operating expense for the first month is being done by the students themselves. The students establishing the projects become the partner in the business with a certain share in profitability secured by a legal document. So far, fifty six projects have been successfully established since July 2009, none of them is closed down rather expanded and all of them are successfully generating profits till to date, the details of which include:

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<tr>
<th>TOTAL PROJECT COST—RS. 2.8m</th>
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<td>BENEFITTING 56 INDIVIDUALS AND THEIR FAMILIES</td>
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The glimpses of few major projects are shared below:
BUSINESS TYPE—AUTO RICKSHAW
TOTAL PROJECT COST—RS. 1,75,000
MONTHLY INCOME EARNED—RS. 25,000

BUSINESS TYPE—FRUIT CART
TOTAL PROJECT COST—RS. 15,000
MONTHLY INCOME EARNED—11,000

BUSINESS TYPE—GENERAL STORE
TOTAL PROJECT COST—RS. 50,300
MONTHLY INCOME EARNED—RS. 10,000
BUSINESS TYPE — FRENCH FRIES STALL
TOTAL PROJECT COST — Rs. 6,000
MONTHLY INCOME EARNED — Rs. 7,000

BUSINESS TYPE — SEWING MACHINE
TOTAL PROJECT COST — Rs. 7,000
MONTHLY INCOME EARNED — Rs. 5,000

BUSINESS TYPE — GARMENT SHOP
TOTAL PROJECT COST — Rs. 40,000
MONTHLY INCOME EARNED — Rs. 10,000
BUSINESS TYPE—SEWING MACHINE
TOTAL PROJECT COST—RS. 10,000
MONTHLY INCOME EARNED—RS. 8000

BUSINESS TYPE—CONFECTIONARY ITEMS
TOTAL PROJECT COST—RS. 5,000
MONTHLY INCOME EARNED—RS. 7,000

JOB NATURE—DRIVER
DONATED EAR PHONES—RS. 6,000
MONTHLY SALARY—RS. 8,000
BUSINESS TYPE—BICYCLE CART
TOTAL PROJECT COST—RS. 8,000
MONTHLY INCOME EARNED—RS. 7,000

BUSINESS TYPE—SEWING MACHINE
TOTAL PROJECT COST—RS. 6,000
MONTHLY INCOME EARNED—RS. 5,000

BUSINESS TYPE—FRENCH FRIES STALL
TOTAL PROJECT COST—RS. 9,000
MONTHLY INCOME EARNED—RS. 7,000
BUSINESS TYPE—REPAIR AND MAINTENANCE OF REFRIGERATORS AND AIR CONDITIONERS

TOTAL PROJECT COST—RS. 5,000
(STARTED THROUGH SMS MARKETING AND NOW THE INDIVIDUAL HAS A RENTED SHOP FOR RUNNING OPERATIONS)

MONTHLY INCOME EARNED—RS. 13,000
BUSINESS TYPE—AUTO RICKSHAW
TOTAL PROJECT COST—RS. 1,75,000
MONTHLY INCOME EARNED—RS. 25,000

BUSINESS TYPE—VEGETABLE CART
TOTAL PROJECT COST—RS. 20,000
MONTHLY INCOME EARNED—RS. 8,000
BUSINESS TYPE— TAILORING SHOP AT HOM (FEMALE)

TOTAL PROJECT COST—RS. 15,000
MONTHLY INCOME EARNED—RS. 8,000

GLIMPSES OF RECENT LAUNCHING CEREMONY OF SOCIAL ENTREPRENEURSHIP PROJECTS WITH GROUPS OF ENTREPRENEURS
What better output can be given to a nation than a team of socially aware and responsible youth as role models, who have put in their all out efforts in bringing about a socio-economic uplift in the society and are ready to inculcate these social values in the organizations that they serve.

At this platform, we extend an invitation to other educational institutes and social stakeholders to come forward and join us in expanding the project and promoting social responsibility at much larger scales. By doing so, the young blood will positively play their due role in national prosperity. We believe that this project is just a beginning, and it’s an ongoing journey of successful initiations so, we pray to God that he give us the strength to fulfill our social obligations and to make the world a better place to live in.