



SUSTAINABILITY

AWARDS



Outstanding CSR Case Award

Outstanding CSR Case Award for
promoting Global Development
from the Chinese government



Honorable SDG Solutions" Award

Honorable SDG Solutions"
Award from the **Chinese
ministry of commerce** in
year 2022 for our CSR projects



Outstanding CSR Case Award

Outstanding CSR Case Award
from the **Chinese
Government in Y2022**. Out of
172 cases submitted, only 35
cases won this award and Zong
4G is one of them



OVERVIEW

Our strategy for year 2022 and 2023 is based on our core focus areas and is in line with the guidelines from CMCC & our respected CEO, which includes;



Digital Intelligence
Innovation



Inclusive Growth



Go 'Green and Low
Carbon'



PBM Graduation Ceremony

Graduation Ceremony of 1st batch of Digital Trainees of Women Empower Centre



Zong 4G, in collaboration with Pakistan Bait ul Mal (PBM) and with the support of the Ministry of Poverty Alleviation and Social Safety (MOPASS), held a momentous Graduation Ceremony at Zong headquarters, celebrating the achievements of the first graduates of the center's Digital Program.

The Graduation Ceremony also celebrated the achievements of 35 women from PBM's Vocational centers who had skillfully crafted handmade sleeves for Zong 4G's Sustainability Report for the year 2022, showcasing their creativity, skill, and craftsmanship. Certificates of excellence were awarded to all deserving attendees, acknowledging their exceptional achievements and dedication to personal growth and development.



Tote Bags Activity

Tote bags distributed among women at Zong 4G on Woman's Day

Execution Date: 8th March, 2023

To emphasize our focus on sustainability, we have taken another step towards our vision of achieving sustainable future by reducing the use of plastic bags. In our efforts to contribute towards better environment , we made tote bags for all females celebrating Women's day.

Focus Area: Go green and Low Carbon
& Inclusive growth



Focus Area: Go green & Low carbon

CSR Report Sleeves

Hand-made sleeves curated by skilled marginalized women.

Execution Date: May, 2023

Zong 4G provided talented women working at PBM's (Pakistan Bait-ul-Maal) vocational center with an opportunity to showcase their skills. These women were given the task of producing a total of 250 cloth sleeves for the sustainability report, adding a unique touch to the packaging while also promoting and supporting local talent.



Sehat Kahani – Breast Cancer Awareness session

Breast Cancer Awareness session was conducted for all the female Employees

Execution Date: 27-Oct-2023

Zong 4G, partnered with Sehat Kahani to deliver Breast cancer awareness session. This highlights the company's strong commitment to supporting social causes and creating a positive impact in the communities it serves.

Focus Area: Digital Intelligence
Innovation and Inclusive Growth

Partnerships for Y2023

An overview of all partnerships for the year 2023

Sehat Kahani

Surrounding four paramount domains of disease, encompassing mental well-being, the realm of mother and child care, oncology, and the water & airborne afflictions and offer 10,000 online consultations

Pakistan Bait ul Maal

The establishment of a cutting-edge digital lab in Sajawal, karachi and how the company has fostered inclusive growth by seamlessly paving the way for women to integrate into the modern world.

Knowledge Platform

Schools integrate a transformative online education system. This initiative will provide unfettered access to a diverse array of specialized skills to students, enriching the educational landscape beyond boundaries.

HANDS

The establishment of a cutting-edge digital lab in Noor Muhammad School Karachi and how the company has fostered inclusive growth by seamlessly paving the way for women to integrate into the modern world.

PAGE

Spread awareness about how the schools integrate online education system with virtual courses for skill acquisition.



PARTNERSHIPS



Focus Area: Digital
Intelligence Innovation

Sehat Kahani Partnership

Zong 4G to partner with Sehat Kahani (long-term)

Execution Date: July 1st 2023

Sehat Kahani to do online co-branded sessions on

- 1) Mother and Child health
- 2) Mental well-being
- 3) Oncology

4) Water and air borne diseases

3,000 GP consultations to be carried out

6,000 special consultations to be carried out

1,000 mental health consultations to be carried out

4 health awareness sessions to be carried out

10 on-ground health camps to be established

Intended outcome is increased awareness on aforementioned diseases.

PBM Partnership

Zong 4G to establish a Digital Lab for Pakistan
Bait-ul-Mal's Women Empowerment Centre,
Sajawal, Sindh

Execution Date: Sep 1st 2023

Digital lab to be made by providing computer systems to enable female students digitally and enhance their learning capacity.

Females will be trained on how to get hands on computers and gain a lifetime skill.

This will uplift the neglected gender and promote digital education among them to bridge the gap.

Area like Sajawal Sindh is being targeted which is an untapped area and lacks resources.

- **100 women**
- **15 computer systems**



Focus Area: Inclusive Growth &
Digital Intelligence Innovation



Focus Area: Digital
Intelligence Innovation

HANDS Partnership

Zong 4G to establish Digital lab with HANDS for underprivileged school of Karachi

Execution Date: 01 July 2023

10 latest computer systems to be set up in the lab.
91 students from grad 9-10 to be targeted through this who will learn how to use the computer and gain skillful knowledge by practical usage. Students, both males and females, to be digitally empowered. We aim to promote Digital Education and Digital Learning and make the learning platform available for underprivileged children.

- **91 Students**
- **15 computer systems**



ZONG 4G
LET'S GET DIGITAL

**ZONG'S COLLABORATION
WITH PTA FOR
“GENDER INCLUSION IN ICTs”**

ZONG'S FOCUS ON GENDER DIVERSITY & INCLUSION



DIGITAL
PAKISTAN

ZONG 4G – Frontrunner in promoting Prime Minister's Vision of Digital Pakistan through stimulating Business Integrated CSR Collaborations

Zong 4G – Our Diversity Journey

2021

A year of Impactful
initiatives focused on
promoting
Gender Inclusion

2022

Taking it to the Next Level

Accelerating Gender
Diversity through
Digital Innovation

**Zong 4G – Relentlessly Committed to Building a more
inclusive workplace and society**

ZONG 4G - DIVERSITY FRONTRUNNER

Leader in the industry for promoting women empowerment

In 2022, Building on the Success of Last Years to further Boost Gender Diversity Initiatives and make this year a bigger success with greater contribution

OUR JOURNEY CONTINUES

Zong's Best Practices for GENDER INCLUSION in the Previous Years

ZONG – A STRONG ADVOCATE OF GENDER DIVERSITY & INCLUSION

More than 1200

female employees from diverse backgrounds are
working with Zong nationwide
across all levels of hierarchy

40+

Chinese & Pakistani
Female are in
leadership roles

GTOs

Female graduates
hired through GTO
program; trained &
provided with
opportunities to grow

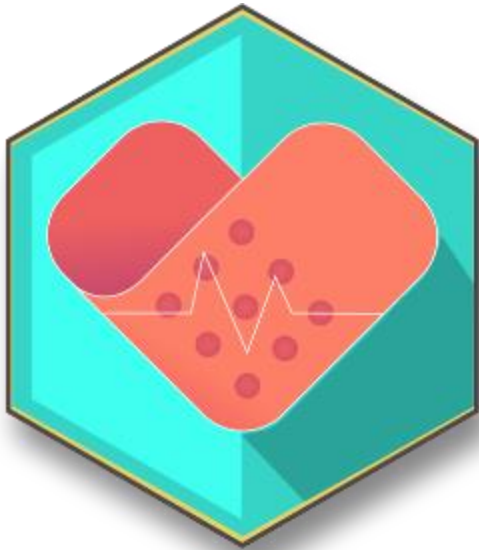
280+

Female CSOs in
Call Centers,
serving nationwide
customers

GENDER INCLUSION IN ICTs

LEADING THE DIGITAL INNOVATION – E HEALTH

ZONG 4G
LET'S GET DIGITAL



ENSURING FEMALE DOCTORS RESUME WORK THROUGH CONVENIENCE OF THEIR HOMES TO PROVIDE TREATMENT IN REMOTE AREAS

GENDER INCLUSION IN ICTs

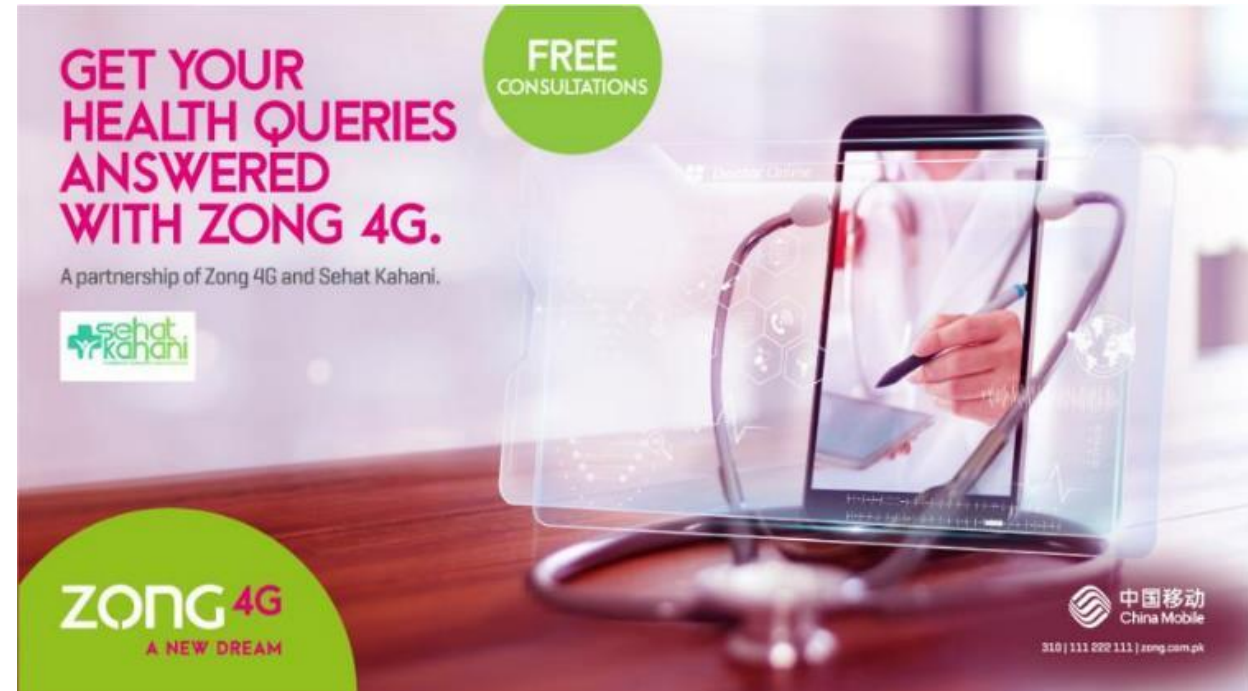


ZONG 4G

LET'S GET DIGITAL

LEADING THE DIGITAL INNOVATION – E HEALTH

12,000 free e-consultations
through female doctors
only in collaboration with
Sehat Kahani



ALIGNED WITH DIGITAL PAKISTAN;
PROMOTING WOMEN ENTREPRENEURS

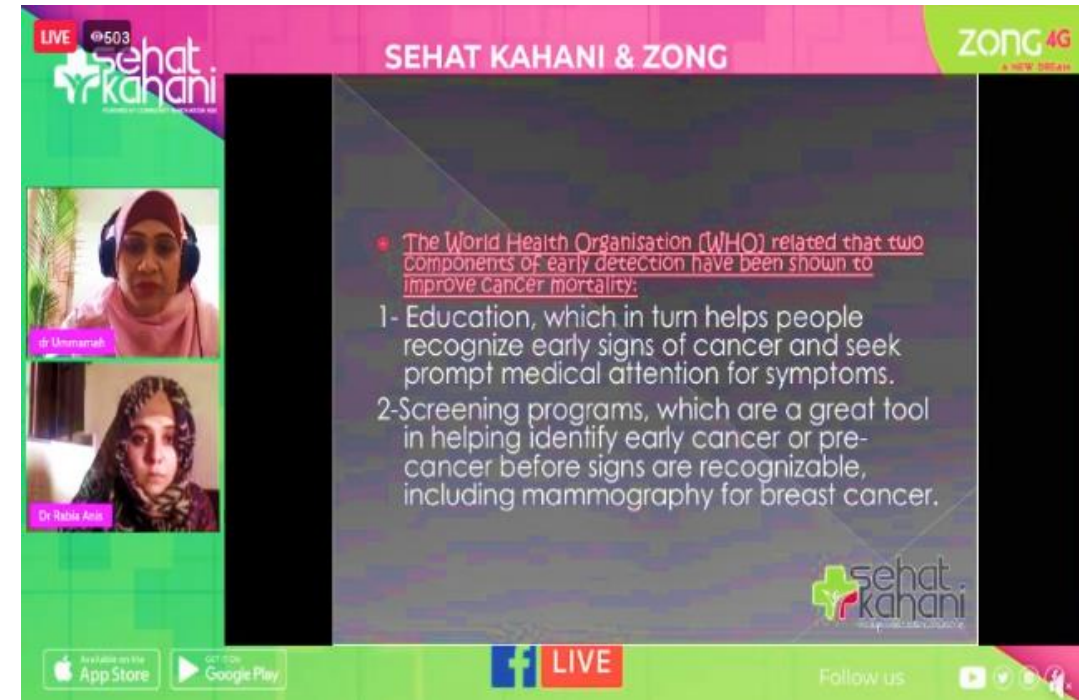
GENDER INCLUSION IN ICTs



ZONG 4G
LET'S GET DIGITAL

LEADING THE DIGITAL INNOVATION – E HEALTH

Online
“Breast Cancer Awareness”
session for all Zong employees
and their families



SPREADING HEALTH AWARENESS REGARDING
BREAST CANCER PREVENTION

GENDER INCLUSION IN ICTs



ZONG 4G
LET'S GET DIGITAL

LEADING THE DIGITAL INNOVATION – E HEALTH

Online open house
awareness session on
COVID-19 Omicron Variant
for all Pakistanis

The poster is for a Zong Sehat Hour session. At the top left is the Sehat Kahani logo. At the top right is the Zong 4G logo with the tagline 'A NEW DREAM'. The main heading is '#ZONGSEHATHOUR'. Below this, the topic is 'TOPIC THE OMICRON VARIANT: EVERYTHING YOU NEED TO KNOW!'. The date and time are '22nd January, 2022 | at 12:00 PM'. A circular profile picture of Dr. Nisha Zahid is shown next to her name and title 'MODERATOR DR. NISHA ZAHID'. On the right, a smartphone displays a video call interface with Dr. Sadia Khalid. Below the phone, her name and title 'DR. SADIA KHALID GENERAL PHYSICIAN' are listed. At the bottom left is a QR code and the text 'LIVESSESSION' with a Facebook icon. At the bottom right are social media icons for YouTube, Instagram, and Twitter, along with 'Follow us' and download links for Google Play and the App Store.

ZONG SEHAT HOUR, AN ON-GOING DIGITAL LEARNING AND HEALTH
AWARENESS INITIATIVE

GENDER INCLUSION IN ICTs

LEADING THE DIGITAL INNOVATION – E EDUCATION

ZONG 4G
LET'S GET DIGITAL



200 +

Families benefitted



DIGITAL LAB ESTABLISHED AT PAK CHINA FRIENDSHIP SCHOOL FOR 200+
FEMALES IN GAWADAR

GENDER INCLUSION IN ICTs

LEADING THE DIGITAL INNOVATION – E EDUCATION

ZONG 4G
LET'S GET DIGITAL



**100 + Families
benefitted**



**DIGITAL TRAINING AND SOCIAL MEDIA PROGRAM FOR 100+ FEMALES
AT SOS VILLAGE SIALKOT**

GENDER INCLUSION IN ICTs

LEADING THE DIGITAL INNOVATION – E EDUCATION

ZONG 4G

LET'S GET DIGITAL



200 + Families
benefitted



IT SKILLS/ DIGITAL LITERACY TRAINING FOR 200+ FEMALES AT
DUMBA GOTH, KARACHI

GENDER INCLUSION IN ICTs

ZONG 4G

LET'S GET DIGITAL

LEADING THE DIGITAL INNOVATION – CIVIC DUTY



100 + Families
benefitted



WOMEN VOCATIONAL CENTER AT
DUR-E-YATEEM ORPHANAGE IN ISLAMABAD FOR 100+ FEMALES

GENDER INCLUSION IN ICTs

ZONG 4G

LET'S GET DIGITAL

LEADING THE DIGITAL INNOVATION – CIVIC DUTY



**50 + Families
benefitted**



WOMEN VOCATIONAL CENTER IN RAWALPINDI SUPORTING
50+ FAMILIES

GENDER INCLUSION IN ICTs

LEADING THE DIGITAL INNOVATION – CALL CENTERS MODEL

ZONG 4G

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CALL CENTERS WITH **49% FEMALE STAFF**, BOTH LOCAL AND CHINESE. WORK-FROM-HOME MODEL OF CALL CENTERS IS OF INTERNATIONAL STANDARDS

GENDER INCLUSION IN ICTs

LEADING THE DIGITAL INNOVATION – GTO PROGRAM

ZONG 4G
LET'S GET DIGITAL



DEVELOPMENT AND CAREER GROWTH OPPORTUNITIES FOR FEMALE
GRADUATES THROUGH GTO PROGRAM

GENDER INCLUSION IN ICTs

**LEADING THE DIGITAL INNOVATION –
CLEAN GREEN PAKISTAN**

ZONG 4G
LET'S GET DIGITAL



150+

Female Students



**PLANTATION DRIVE WITH 150+ FEMALE STUDENTS IN KARACHI TO
PROMOTE VISION OF GREEN PAKISTAN**

OTHER INITIATIVES



1. Yearly Celebration of **International Women's Day**
2. Focus on **Mental & Physical health** of female employees
 - Regular health check-ups
 - Free medical coupons
 - Health awareness and mental well-being sessions
 - Breast cancer awareness programs
 - Provision of sports facilities and well-equipped gym
 - Regular yoga sessions for females
3. Facilitation services for **working mothers**
 - State-of-the-art day care facilities
4. **CSR Ambassador Program:** A Platform for Zong Female Volunteers to Uplift Women in Society
5. Supporting females in **times of crisis and calamities**
 - Continuous support during COVID-19 pandemic (SOS Village collaborations)
 - Support during floods to Bint-e-Fatima Old Age Homes

SERVING THE MARGINALIZED STRATE OF SOCIETY

Zong's Continuation of Gender Initiatives – Future Plans

GENDER INCLUSION IN ICTs

ZONG 4G

LET'S GET DIGITAL

Year 2022, A Year of
Further Milestones for
Zong on Gender Inclusion



GENDER INCLUSION IN ICTs

ZONG 4G
LET'S GET DIGITAL

Zong's collaboration with PTA



**We Applaud PTA's efforts for
Paving the Path Towards
Gender Diversity & Inclusion
and Commit to Excel this
journey through Zong's
Collaboration with PTA**



Zong's Sustainable Gender Inclusion Goals in collaboration with PTA

ZONG 4G

LET'S GET DIGITAL

SPECIAL PRODUCTS FOR NEW & EXISTING FEMALE CUSTOMERS

1

For New Sales

Special tariff packages/ incentives in new sales for female customers in forms of **extra minutes and data**

2

22% of current registered CNIC are against Females

Ambition is to grow by 5% in 2022

3

For Existing Customers

Special package/ subsidized bundles for existing female customers to cover all their communication needs in an economical way

Targeted Campaigns on Digital & Social Media

ZONG 4G
LET'S GET DIGITAL

4

Special internet awareness campaigns on electronic and social media to ensure continued affinity with its female audiences

Days

International Day of Women and Girls in Science

International Women's Day

International Girls in ICT Day

International Day of the Girl Child

International Day of Rural Women

Breast Cancer Awareness Day

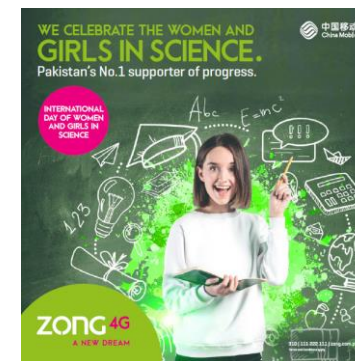
Platforms

Facebook

Instagram

Twitter

YouTube



Zong's Sustainable Gender Inclusion Goals in collaboration with PTA



5. Dedicated [Female Priority Queue](#) at all Zong CSCs to facilitate women consumers
6. Franchises to follow same SOPs of [Female Priority SIM Issuance](#)
7. [Female representatives](#) in the sales channels of the company, especially in rural areas
8. [Special SIM sale activity](#) for females across Pakistan and AJK GB on quarterly basis

Zong's Sustainable Gender Inclusion Goals in collaboration with PTA



9. Design female staff group for staff activates and DOD activities for SIM Sale Activity
10. Design Special SIM Card Artwork to promote Gender Inclusion in Pakistan
11. Franchises and retailers to make Women Inclusion part of every event
12. Celebration of women-focused days at all CSCs through branding

Zong's Sustainable Gender Inclusion Goals in collaboration with PTA



- 13. Female Volunteer Digital Education Program for the under-privileged women
- 14. Online Awareness Programs- on women safety & security
- 15. Digital Labs for across the country for promoting women growth and empowerment
- 16. Promotion of e-education through various partnerships

COLLABORATION WITH EHSAAS PROGRAM

WOMEN EMPOWERMENT PROGRAMS

- **Ehsaas-Women Empowerment Centers**
- **Digital Learn & Earn Model for Females at Home**
- **Collaboration with Women Oriented Partners**





COLLABORATION WITH PSDF

E-EDUCATION

- **10,000 STUDENTS FREE E-EDUCATION ON FREE LANCING**
 - **5000+ FEMALE STUDENTS**
 - **FREE DATA BUNDLES**
- **TOP PERFORMING FEMALE STUDENTS SHALL GET TABLETS FOR PROMOTION OF DIGITAL EDUCATION**
 - **300 TABLETS**

E-EDUCATION

- **DIGITAL LABS ACROSS THE COUNTRY FOR FEMALES**
- **IT SKILLS/ DIGITAL LEARNING AND FREELANCING EDUCATION TO FEMALES IN FAR FLUNG AREAS**
- **DONATION OF TABLETS FOR FEMALE STUDENTS**

E-HEALTH

- **ONLINE HEALTH AWARENESS SESSIONS AND CAMPAIGNS**
- **FREE E-CONSULTATIONS FOR FEMALES**

Thank you!