

CORPORATE SOCIAL RESPONSIBILITY-ZONG CMPAK

ZONG EXTENDS SUPPORT TO SOS VILLAGE KARACHI FOR GIRLS, AMID TORRENTIAL RAINS



Remembering the SOS Children's Village in Karachi during the current torrential monsoon rains, Zong 4G, Pakistan's leading network, has pledged its support to the kids' welfare organization. The development is a part of Zong's CSR strategy of partnering with key organizations across the country to help the underprivileged communities of Pakistan. As part of this partnership, Zong 4G volunteers visited the SOS Children's Village in Karachi and donated clothes to them.

Working since 1987, SOS Children's Village Karachi comprises of 16 family homes and other essential facilities. It is situated on a seven-acre site in Malir, which has been donated by the Government of Sindh. The children in SOS Village Karachi lead busy lives and, besides many extra-curricular activities, are provided with assistance in their studies. For everyday sustenance, the organization looks up to generous organizations and individuals for support.

“The ruthless spells of rain in the present monsoon season have left the needy people even more vulnerable and as an organization that cares about the people, Zong 4G has stepped forward during these difficult times to support the children of the SOS village in Karachi,” said Zong 4G spokesperson. “Our partnership with the SOS Children's Village is reflective of our commitment to reach out and care for the underprivileged communities. We hope that this little token will help the children at SOS village.”

With the proactive measures it took following monsoon disasters in Karachi and Sindh, Zong 4G has yet again proved to be a socially responsible organization. Earlier Zong 4G partnered with Bint-e-Fatima old home to the support of the elderly women of Karachi during the crisis. The extension of support to the SOS Children's Village solidifies Zong's unfaltering commitment to the social welfare of citizens.

ZONG 4G EXTENDS A HELPING HAND TO SOS CHILDREN'S VILLAGE FOR GIRLS, LAHORE



In continuation of its tireless commitment for giving back to the society, Pakistan's leading cellular and digital services provider, Zong 4G, has reached out to the SOS Children's Village Lahore to facilitate lives of young girls and children.

To help the children cope with the cold weather and the Covid-19 pandemic, Zong gifted warm clothing, among other items of basic necessity, to the SOS Village Lahore's children. The initiative was replicated across all SOS Villages in Lahore so more children could benefit from the support.

Moreover, Covid-19 awareness sessions were also organized by Zong for Lahore's SOS Children's Villages to educate the children on safety and prevention measures amid the coronavirus pandemic.

“Our association with the SOS Children's Villages has been going on for years and this latest collaboration with SOS Children's Village Lahore is an extension of our commitment to facilitating the lives of children in need,” said Zong's official spokesperson. “Our team spent some valuable time with the kids while educating them on coronavirus safety and making their everyday lives a bit more comfortable.”

“We thank Zong for their love and support for the Village's kids,” shared Almas Butt, Village Director, SOS Villages. “Any such gesture of kindness is always appreciated as the kids at the SOS Villages need love and affection like all children. Zong's gift of warm clothing for the kids and their Covid awareness session will surely help the kids in fighting both cold and the virus.”

With inclusion, diversity, and empowerment being its key driving forces, Pakistan's top cellular and digital services company, Zong 4G, has joined hands with Rawalpindi's Girls Vocational Center to facilitate and empower women of the institution.

The Girls Vocational Center is a brave initiative of two widow sisters, who, through the institute, are helping other needy and underprivileged women stand on their own feet and earn livelihood for themselves and their families.

The vocational center offer short and very low-cost courses in sewing, crafting, painting, gardening, cooking, and hosiery making to the underprivileged widows, orphans, homeless, and needy women.

In continuation of its CSR efforts, Zong 4G reached out to the Girls Vocational Center to provide new sewing machines so that more needy women can be facilitated and empowered by the institution.

ZONG 4G EXTENDS SUPPORT TO BINT-E-FATIMA OLD HOME KARACHI AMID URBAN FLOOD CRISIS



As part of its CSR efforts to support the marginalized strata of society in rain - and flood-hit Karachi, country's leading cellular and digital services provider, Zong 4G, has extended support to the Bint-e-Fatima Foundation (BFF) old home.

Being the sole source of sustenance for the elderly, Bint-e-Fatima old home is always in need of support and during these unprecedented rains, even more so. "We are grateful to Zong 4G for their support in this time of crisis as it's this kind of generosity that fuels our organization and empowers us to sustain the lives of the elderly that are in our care," Asad Ali, Bint-e-Fatima old home. "We appreciate Zong for this kind gesture and hope that other organizations will follow Zong 4G's footsteps," he added.

“As an organization that places a huge emphasis on the well-being of the underprivileged echelons of the society, Zong 4G has always stepped forward to help the people in their times of need,” Zong 4G’s spokesperson said. “We’re pleased to have partnered with Bint-e-Fatima Old Age homes and are glad to have a chance to help these elderly people during this unprecedented monsoon spell which has wreaked havoc in Karachi and its surroundings,” he added.

Bint-e-Fatima Foundation is a non-governmental and nonprofit organization providing shelter to the senior citizens and Gender-based Violence Survivors (Women with accompanied children and Girls) of society. Registered with the government of Pakistan under the deed of Foundation, BFF was established to care for the homeless elderly and neglected senior citizens who have no personal support or have been living on their own.

ZONG 4G ORGANIZED DIGITAL BREAST CANCER AWARENESS SESSION FOR EMPLOYEES AND THEIR FAMILIES



Zong has joined hands with Shaukat Khanum Memorial Cancer Hospital and Research Center to spread awareness about breast cancer in Pakistan. In view of the current Covid-19 crisis, the awareness sessions were held online to keep the employees safe amid the pandemic.

The two-hour online awareness and learning session was hosted by the renowned and experienced doctors of Shaukat Khanum Hospital. The purpose was to apprise participants with an overview of symptoms, prevention, self-assessment, and cure techniques. The session was followed by a question and answer session where all queries about the disease were addressed by SKMCH's expert doctors.

"At Zong 4G, we want to get the most of the current Breast Cancer Awareness Month to help save lives and ensure better health for all, irrespective of gender," said Zong 4G spokesperson. "Our people must know that 1 out of every 9 women is likely to suffer from this disease at

some point in their lives. But if diagnosed early, the survival rates can approach as high as 90%. So we must educate ourselves and our loved ones on this potential health risk and that is what this awareness session aims to achieve.”

“Breast cancer is becoming a frequent occurrence the world over and it’s a cause for concern in Pakistan too,” said Zeeshan Sarwar, Marketing and Resource Development Officer, Shaukat Khanum Hospital. “According to the Pakistan Medical Association, Pakistan alone has the highest rate of breast cancer than any other Asian country as approximately 90,000 new cases are diagnosed every year out of which 40,000 die. Early detection is the key here and awareness sessions like the one with Zong 4G help create much-needed awareness.”

The awareness drive is part of Zong’s impetus for the well-being of the employees as well as a prosperous Pakistan. The company is the industry’s CSR frontrunner and with the passion for giving back to society, it swiftly responded to lessen the impacts of Covid-19 in the shape of medical equipment to hospitals, discounted services to deliver seamless connectivity amid lockdowns, and many other social initiatives.

ZONG 4G FACILITATED NAUREEN ZIANDAGI TRUST ORPHANAGE FOR GIRLS IN RAWALPINDI:



Naureen Zindagi Welfare Trust is an orphanage for Girls and children in Islamabad's Ghauri Town. NZWT has also started work on establishing a school for children with hearing and speech impairment in Islamabad. As part of the initiative, Zong 4G visited the orphans at NZWT and provided them with furniture along with school uniforms and winter clothing.

The New Hope Volunteers of Zong 4G also spent time with children and organized an awareness session on Covid-19 with free health check-ups by qualified doctors.

“Our support for the Naureen Zindagi Welfare Trust is a reflection of our commitment to the Pakistani society and its people,” said Zong 4G’s official spokesperson. “Organizations like NZWT face multifarious challenges and as a consequence of Covid-19, these challenges have increased multifold. As a responsible organization, Zong 4G recognizes

the need to support the underprivileged strata of the society and will continue working towards its goal of an inclusive society.”

“We strongly believe that all the children have the right to a better life and education, irrespective of their background,” said Naureen Shahid, NZWT. “We thank Zong for their kind support to the NZWT kids during these difficult times. We encourage others too to make organizations like ours a part of their CSR programs.”

Besides being a leading connectivity partner for Pakistanis, Zong 4G also leads corporate social responsibility, and support to NZWT is a testament to that commitment. The company also extended support to the SOS Children’s Village and Bint-e-Fatima Old Home in Karachi amid the urban flood crisis in the recent past. Zong’s proactive Covid-19 response has also been highly effective and helpful for Pakistanis.

ZONG 4G FACILITATED GIRLS ORPHANAGE IN ISLAMABAD WITH DIGITAL VOCATIONAL CENTER



In continuation of its social empowerment efforts, Pakistan's digital services leader and CSR frontrunner, Zong 4G, has joined hands with Dur-e-Yateem Welfare Trust Orphanage for Girls in Rawalpindi. As part of its support, Zong 4G established a digital lab and offered digital vocational training to the girls of the orphanage in order to up-skill them and enhance their employability in today's increasingly digital job market.

The Digital Vocational Center being set up by Zong at Dur-e-Yateem Welfare Trust Orphanage for girls educated girls aged 16-25 years on digital learning for freelancing and earning a livelihood with respect and dignity while staying at home amid the current pandemic. These young girls were trained on how to work with freelancing websites such as Fiverr, YouTube, Google AdSense, Article and Blog writing, Instagram, graphic designing, Photoshop, video editing, audio editing, mixing, voiceovers, and more.

"Pakistan is undergoing a swift digital transformation that is led by Zong being the country's digitalization frontrunner," shared Zong's official spokesperson. "This makes it imperative for our youth, girls and boys alike, to become digitally- savvy and equipped with the right skills to enhance their employability in these competitive times. We hope that these young and talented girls of Dur-e-Yateem Welfare Trust Orphanage will not only prove to be fast learners but will also gain financial independence to stand on their own feet."

"We thank Zong for their kind support that is unique in a way that it prepares our young girls for the jobs of today so they can go out and earn with respect and dignity. We want these

girls to stand on their own feet, be able to support themselves and raise their own families, and become active and contributing members of the society. I'm confident that Zong's support will make that happen." shared Abu Bakr, Dur-e-Yateem Welfare Trust Orphanage for Girls.

Besides being a leading connectivity partner for Pakistanis, Zong 4G also leads corporate social responsibility and support to Dur-e-Yateem orphanage is a testament to that commitment. The company also extended support to the SOS Children's Village, Bint-e-Fatima Old Home in Karachi, and more in the recent past. Zong's proactive Covid-19 response has also been highly effective and helpful for Pakistanis.

EMPOWERING WOMEN, ZONG 4G SUPPORTED AND FACILITATED WOMEN VOCATIONAL CENTER IN RAWALPINDI:



With inclusion, diversity, and empowerment being its key driving forces, Pakistan's top cellular and digital services company, Zong 4G, has joined hands with

Rawalpindi's Girls Vocational Center to facilitate and empower women of the institution.

The Girls Vocational Center is a brave initiative of two widow sisters, who, through the institute, are helping other needy and underprivileged women stand on their own feet and earn livelihood for themselves and their families.

The vocational center offer short and very low-cost courses in sewing, crafting, painting, gardening, cooking, and hosiery making to the underprivileged widows, orphans, homeless, and needy women.

In continuation of its CSR efforts, Zong 4G reached out to the Girls Vocational Center to provide new sewing machines so that more needy women can be facilitated and empowered by the institution.

In addition, Zong 4G also arranged free health checkup and Covid-19 awareness by qualified doctors and physicians for the institute's teaching staff as well as trainees. This will help the Girls Vocational Center pursue its noble cause without any pandemic-caused disruptions.

"We're grateful to Zong 4G for identifying our institution and recognizing the work we are doing to empower vulnerable women of the society," said Rehana Kausar, spokesperson Girls Vocational Center. "Their help will enable us to train more women on earning their livelihood while spreading awareness on staying safe from the Covid-19 pandemic."

"The work that the Girls Vocational Center is doing is truly remarkable and an example of real-world empowerment of the women," said Zong 4G's official spokesperson. "Being the country's CSR frontrunner, we are always on the lookout to support such initiatives. We hope that our little support helps the institute empower more needy women, enabling them to break the shackles of poverty."

Besides being a leading connectivity partner for Pakistanis, Zong 4G also leads a comprehensive corporate social responsibility program. In addition to the Girls Vocational Center, Zong recently extended support to the Naureen Zindagi Welfare Trust Orphanage Islamabad.

The company also provided support to the SOS Children's Village and Bint-e-Fatima Old Home in Karachi amid the urban flood crisis in the recent past. Zong 4G's proactive Covid-19 response has also been highly effective and helpful for Pakistanis.

ZONG 4G EDUCATED ORPHANS OF SOS VILLAGE FOR GIRLS, SIALKOT ON DIGITAL TRANSFORMATION



In continuation of its efforts to accelerate digitalization in Pakistan and reduce the digital divide in the country's education sector, Zong has now joined hands with SOS Village in Sialkot to train young minds on digital education and earning opportunities.

The initiative also aligns well with the company's motto of "Let's Get Digital". Moreover, to help the children cope with the cold weather, Zong gifted warm clothing and stationery, as well as indoor games and school necessities to support the educational endeavors of the SOS Village Sialkot's children.

"Pakistan is undergoing a swift digital transformation that is led by Zong being the country's digitalization frontrunner. This makes it imperative for

our youth, girls and boys alike, to become digitally- savvy and equipped with the right skills to enhance their employability in these competitive times,” said the official spokesperson of Zong.

“We hope that these young and talented students of SOS Village will not only prove to be fast learners but will also gain financial independence to stand on their own feet,” the spokesperson added.

Besides being a leading connectivity partner for Pakistanis, Zong 4G also leads corporate social responsibility, and support to SOS Village is a testament to that commitment. Previously, the company also extended support to Dur-e-Yateem Welfare Trust Orphanage, Bint-e-Fatima Old Home in Karachi, and more in the recent past.

ZONG 4G ESTABLISHED DIGITAL LAB IN PAK CHINA FRIENDSHIP SCHOOL FOR GIRLS, GAWADAR



Zong has teamed up with Pak-China Friendship School Gwadar to establish a digital lab there under its agenda of "Let's Get Digital". With the aim to digitally transform the country, Zong continued with the endeavor to provide a computer lab for digital and curriculum learning at the school.

The Pak-China Friendship School is one of the first Government schools in Gwadar to have a fully functional computer lab. Zong's digital lab will enable both students and teachers to access digital education and keep up with the rest of the world in terms of modern education.

The official spokesperson of Zong commented, "The digital lab at Pak-China Friendship School aims to bridge the digital divide; that is a

significant inhibitor to economic progress. Zong's efforts of digitalizing the underprivileged strata of the country are in-line with the Government of Pakistan and PTA's agenda of digital and gender inclusivity."

"This is just one of the numerous efforts we've made and will continue in the future to digitally empower Pakistanis and provide them with opportunities," said Zong's official spokesperson.

Zong has increased its efforts in Pakistan to promote digital education. The company recently partnered with the Punjab Skills Development Fund (PSDF) to develop an online course "How to E-lance" along with the recent inauguration of a computer lab for the students of Maluvi Abdul Haq School, Karachi.

The goal is to broaden the reach of digital learning and assist even more young people, particularly females, who face mobility and safety barriers in becoming digitally connected and establishing online careers.

ZONG ORGANIZES TREE PLANTATION DRIVE IN COLLABORATION HANDS SCHOOL FOR GIRLS, KARACHI



Pakistan's cellular and digital services frontrunner, Zong 4G collaborated with HANDS to launch a tree plantation drive in the megacity of Karachi. The move is part of the company's environmental sustainability efforts to combat air pollution in the country.

HANDS is one of the leading non-profit organizations in Pakistan working towards improving health, promoting education, alleviating poverty, building infrastructure, and developing social institutions for community empowerment. HANDS' strength is 13 volunteer board members, 10,000 workforce and thousands of community-based volunteers of more than 6,300 partner organizations.

In a bid to fight the lack of trees in the city, Zong's volunteers from the Karachi region participated alongside the children of HANDS School, Karachi to plant trees across different areas of the city.

“We realize that the city of Karachi has an unfortunate dearth of trees, a serious problem that needs urgent addressing. This collaboration with HANDS is a testament of Zong's passionate commitment to environmental sustainability and creating a positive impact on the city's environment.” shared Zong's official spokesperson.

Also sharing his thoughts, Shaikh Maaz Tanveer, Head of Communication and Natural Resource Management Department, HANDS Pakistan, said, “We're happy and excited to have collaborated with Pakistan's telecom leader for the tree plantation drive in Karachi. We share the goal of fighting the adverse effects of climate change in Pakistan with Zong, and are confident that our volunteers will put in the best of their efforts to make this drive a success.”

Besides leading the digital transformation in the country, Zong is also leading the CSR front in the ICT industry. The brand stays committed to social empowerment and preservation of the environment, creating a better tomorrow for the younger generations.

ZONG 4G & SEHAT KAHANI PARTNERSHIP FOR E-HEALTH SOLUTIONS

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Sehat Kahani is a female startup by Dr Sarah Saeed. Zong 4G, Pakistan's leading cellular and digital services provider, collaborated with Sehat Kahani to offer thousands of free remote and online consultations for the marginalized strata of society.

The underprivileged members of the community who are Zong4G users can now avail more than 12,000 e-health consultations via the Sehat Kahani Retail app. The process is simple and requires Android/IOS users to download & signup for Sehat Kahani App. After signing up users can search for doctors that are available online on the App offering consultations in different fields of medicine. Users from the marginalized strata of Pakistan would be able to avail free consultations by utilizing promo code ZONGSEHAT.

Once this process is complete, users from low-income communities would be able to connect to a doctor in less than 60 seconds, making healthcare services more accessible and inclusive.