

22nd Meeting of Central Executive Committee of Pakistan Advertising Association

Date: 2nd November, 2020, Day: Monday, Time: 4:00 PM

Venue: PAA Secretariat - Gulshan-e-Iqbal, Karachi.

Online through Zoom.

On the request of Mr. Rizwan Ashraf, Chairman C, an Emergent Meeting of Central Executive Committee of Pakistan Advertising Association was called & Mr. Ameer-Ul-Azeem, Chief Executive Officer, Future Vision Advertising very kindly gave the brief in the progress on the legal proceeding against the DGPR's new ruling on the advertising policies.

Attendance:

Meeting was head by Mr. Jawad Humayun, Chairman PAA and attended by the following:

1. Brig. (Retd) M. Zubair Rehan
2. Mr. Asad Inam
3. Mr. Nadeem Akbar
4. Mr. Rizwan Ashraf
5. Mr. M. Zeeshan Khan
6. Mr. Waqar H. Haidri
7. Mr. Kanwar M. Rashid
8. Mr. Anis Thaver

Special Invitee:

1. Mr. Ameer-Ul-Azeem, Chief Executive Officer, Future Vision Advertising, Lahore.

PAA Secretariat: Mr. Hammad Tariq-Pakistan Advertising Association.

- 1) Mr. Jawad Humayun recited ayat from Holy Quran at the beginning of the meeting. Meeting started at 4:00 PM and was conducted in a very professional way.

2) Confirmation/ Approval of Minutes of the Last Meeting:

Minutes of PAA, CEC's last meeting, held on 12th October 2020 at House No. 21/295, Tufail Road Cantt, Lahore., had already been circulated among the members and were placed before the meeting. The Approval was proposed by Mr. Rizwan Ashraf, Chairman, "Zone C" & seconded by Mr. Jawad Humayun, Chairman, PAA. Therefore, minutes were confirmed and approved.

3. Discussion about The New Punjab Policy & Briefing from Mr. Ameer-ul-Azeem

- Mr. Jawad Humayun thanked all the participants for attending the meeting and said that the agenda is very clear that we are facing a new challenge given by the Government of Punjab and we are trying to come out from it with our collective & positive efforts. He also thanked the PAA members and said that it is the first time in PAA's history that all the members of PAA have said Lub-baik on one call and no PAA's member has submitted any guarantee and thus, there can be no greater success than this.
- Mr. Jawad Humayun, Chairman thanked Mr. Ameer-ul-Azeem for giving his precious time to participate in the meeting and praised him that he is doing his best for the betterment of advertising community
- Mr. Ameer-ul-Azeem thanked all the members and informed that he met Mr. Azam and has told him to prepare a draft and also discussed with him about the appointment of lawyer. Mr. Zia-Ud-din Ansari, Former Secretary General of District Bar Association, Lahore High Court has been appointed.

PAA Secretariat has provided all the required documents for the petition, whereas Pakistan Broadcasters Association (PBA) & All Pakistan Newspapers Society (APNS) have been taken on board. Mr. Ameer – ul – Azeem confirmed that he has spoken with Mr. Sarmad Ali, Secretary General, APNS and has asked him to come and express his opinion, and told that we are the regularity body and the government should not do this job. He said it will become a good form as PAA, APNS and PBA together will file a Law suit.

- Mr. Nadeem Akbar told that the DGPR is pressurizing the advertising agencies to submit the guarantee, otherwise DGPR will block business and it has happened earlier and several businesses were blocked but un-blocked after a few days. He further told that once there was similar situation in Sindh Government but at that time, the matter was handled earlier. Then he had sought a Bank Guarantee and after that they had cleared. He said that we should submit all the documents along with the petition as supporting document. Mr. Ameer-Ul-Azeem endorsed him and said that if all these papers/documents are provided, then our case will become stronger.

4. Progress about the Appointment of Secretary General:

- Mr. Jawad Humayun informed the house that the advertisement for the position of Secretary General was published in Daily Jang Karachi on Sunday 18th October 2020 but we have received a very little response. We received only three applications including one of Mr. Hammad Tariq. He further said that ad should be put on the social media and circulated among the PAA members.

5) Progress about the Writ Petition No. 1168-2020 - Mr. Tariq Rasheed Secretary General of Pakistan Advertising Association V/S Federation of Pakistan and another:

- Mr. Jawad Humayun informed that Registrar of Honorable High Court Islamabad called our new Advocate Ch. Khanzada and told that all the previous notices have been made NULL&VOID and all those notices will be taken back and new notices will be issued. This process will take about 20 to 25 days instead; we should go for the next hearing. He is very much hopeful and assured that we will get something better.

6) Other matter with the permission of the Chair.

- Mr. M. Zeeshan Khan, Secretary Finance-PAA, said that APNS has started suspending us and publishing the advertisement directly. So how can we continue our operations, when the money is to be taken from the client and

they are publishing the ad of the same client? Now what threat we can give the client for holding the Advertisement. Mr. Jawad Humayun, Chairman said that in this regard we have sent a letter to the concerned authority and now we should send a letter once again. Actually a meeting was scheduled with Mr. Sarmad Ali, Secretary General, All Pakistan News Papers Society in which all these issues were to be discussed but unfortunately he is not feeling well & could not come to Islamabad to attend the meeting and thus the meeting had to be cancelled.

- Mr. Waqar H. Haidri said that as I have told in the last meeting about the AdAsia 2019 final accounts, we got Mr. Sarmad Ali on board, as this time COVID-19 is active and spreading again very speedily, I think we should have a meeting with Mr. Sarmad Ali soon on zoom video link.
- Mr. Waqar H. Haidri pointed out that in the last letter, sent to Mr. Sarmad Ali when I was Chairman, it was very clearly mentioned that we will claim 15% agency commission and it is not possible that APNS member publications are publishing the advertisements of regular and listed clients of agencies directly, for which we are not getting any commission. Whereas according to APNS rules & regulations, we have the right to take commission. I think it should be continued. Mr. Rizwan Ashraf, & Mr. Nadeem Akbar endorsed the narrative and said that all we should be together and on one page.

7) Ending Remarks

At the end Mr. Jawad Humayun, Chairman, concluded the meeting and thanked all the members of the house for their participation and Valuable suggestions given in the said meeting.



Anis Ahmed
Secretary General