

18th Central Executive Committee Meeting of Pakistan Advertising Association

Date: 26-02-2020 Day: Wednesday Time: 2:00 pm.

Venue: Channel 7 Communications (Pvt) Ltd., Islamabad

The following members were present:

- 1) Mr. Waqar H. Haidri, Chairman
- 2) Mr. Jawad Humayun, Sr. Vice Chairman
- 3) Brig. (Retd). M. Zubair Rehan, Chairman, Zone "B"
- 4) Mr. Nadeem Akbar, Chairman Zone "C"
- 5) Mr. Ahmed Hussain Kapadia, Member, CEC
- 6) Mr. Wasiq Ali Khan, Member, CEC
- 7) Syed Ali Raza, Member, CEC

Regretted:

- 1) Mrs. Seema Jaffer, Vice Chairman
- 2) Mr. M. Hassan Ansari, Chairman Zone "A"
- 3) Mr. Sohail Aziz
- 4) Mr. Tabish Waqar
- 5) Mr. Kanwar M. Rashid

The above members were unable to attend the meeting due to prior engagements.

Absence:

- 1) Mrs. Fatima Kisat
- 2) Mr. Bilal Tanveer

In attendance: Mr. Tariq Rasheed, Secretary General, PAA

- Mr. Tariq Rasheed recited Ayats from the Holy Quran-e-Karim and the meeting was called to order.
Meeting started at 2:00 pm. and it was conducted in a very professional way.

➤ **Agenda:**

- **To confirm / approve Minutes of the last CEC meeting of held on 22nd January, 2020 at PAA Secretariat, Karachi.**

Minutes of the last CEC meeting held on 22nd January, 2020 at PAA Secretariat, Karachi had already been circulated among the members and were placed before the meeting. The approval was proposed by Mr. Jawad Humayun, Senior Vice Chairman and seconded by Brig. (Retd) M. Zubair Rehan, Chairman Zone "B". Therefore minutes were confirmed and approved.

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➤ **To discuss draft of New Advertisement Policy & measures taken by APNS, PBA and PAA.**

First of all Mr. Waqar H. Haidri gave the brief on the meeting held on 14th February 2020 with Mr. Hammed Haroon, Mr. Sarmad Ali, Mr. Ali Almani and Mr. Asif A. Zuberi.

The draft policy debated thoroughly by the members present and the following decisions were taken unanimously.

- i. The members thanked Mr. Hameed Haroon for inviting PAA to give proposals on behalf of PAA in the draft policy.
 - ii. Mr. Waqar H. Haidri thanked Mr. Nadeem Akbar, Brig. (Retd) M. Zubair Rehan and Mr. Numan N. Ahmed who have sent their feedback and proposal on draft policy.
 - iii. Disappointment was shown by Chairman that large number of CEC members did not send their proposals.
 - iv. PAA membership should be mandatory for eligible advertising agencies.
 - v. PAA –MPT should be implemented.
 - vi. Clearance from outgoing advertising agencies regarding payable by clients should be compulsory before new panel of agencies are appointed
 - vii. Policy draft should be a common draft between APNS/PBA and PAA.
 - viii. The policy should indicate for previous outstanding amounts of ad agencies. The government owes huge amount to ad agencies. Any change be only implemented when previous outstanding amount of ad agencies is cleared.
 - ix. PAA should be invited in all discussions at APNS and PBA.
- **To make plan of holding 3rd Advertising Congress and PAA Excellence Awards together at Karachi. Formation of Committees for Advertising Congress and Excellence Awards.**

The Chairman placed before the meeting a proposal to have 3rd Advertising Congress & PAA Excellence Awards ceremony at Karachi. The two days Congress to be arranged by the PAA in collaboration with APNS/PBA/PAS/MAP and Terrabiz. The proposed month for the Congress is August or September 2020 or March 2021. The meeting decided to form a Congress. Committee which will manage to get sponsors partners to meet the expenses of the Congress.

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The meeting also proposed to hold PAA Excellence Awards. The Committee will invite the entries for the Awards and will make the Rules and Entry Forms for the Awards. The members also decided that new categories to be introduced as is done in some of international awards. The Chairmen proposed that PAA should raise funds by printing a SOUVENIR and get sponsors and clients of advertising agencies to meet the cost of dinner, awards, shields, and other petty expenses.

- **To discuss activation of IAA Pakistan Chapter & delegates registration for IAA World Congress on 27, 28 & 29th May, 2020 at Saint Petersburg, Russia.**

The Chairman placed before the meeting detailed of IAA Congress. The members decided to activate the IAA Pakistan Chapter. In this connection request will be made to Mr. Sarmad to give the details of the members and induct the new members from Pakistan to strengthen the Pakistan Chapter.

Members also decided to wait due to health precautions with regard to the Coronavirus.

- **To discuss printing of PAA new MPT.**

The Chairman placed before the meeting a dummy of MPT Book. Members present appreciated the efforts made by Mr. Nadeem Akbar and approved the MPT Book for printing unanimously.

While the matter was under discussion Mr. Jawad Humayun and Brig. (Retd) M. Zubair Rehan pointed out that the members should reconsider the matter of advertisements to be published in MPT. It was further decided that the thank you page should also be included in the MPT.

The Secretary General was requested to issue circular to the member agencies to place the advertisement in MPT, so that PAA could generate some funds to an offset printing cost.

The meeting also decided that MPT is only applicable for advertising companies who are member of PAA.

- **To discuss progress on collection of Annual Subscription fee**

The Chairman briefed the house that most agencies have sent their Annual Subscription to PAA Secretariat. Instructions were given to PAA Secretariat to follow up for those agencies who have not paid the Annual Subscription as yet and to make sure that each member pays the annual subscription before 31st March, 2020.

- **To get approval for purchasing of new furniture for PAA Secretariat, most of the furniture items are more than 20 years old and are in very bad shape, approx. Rs. 6 Lac is required.**

RENOVATION work has been started in PAA Secretariat. The Chairman requested to purchase office furniture, the present furniture is 25 years old and are in bad shape. The members present decided to change the furniture of Secretariat and approval of 6 Lacs was made.

- **To save Association building from Qabza in future / initial work to begin for changing current status to S.H. Hashmi Education Trust Building with the help of professional lawyer - CEC approval is required.**

The proposal was discussed in the meeting and was deferred to next meeting subject to approval of Legal opinions of the PAA legal lawyers. The meeting also discussed the possibilities to make changes in the Memorandum and Articles of Association of PAA. The members present proposed to make a Committee for this purpose and the name of Mr. Waqar H. Haidri was proposed to lead the Committee the members unanimously approved the proposal.

- **Any other matter with the permission of the Chair.**

ADASIA 2019

Brig. (Retd) M. Zubair Rehan asked Chairman to discuss the present position of AdAsia's Account. With the approval of the house, the Chairman gave a brief on AdAsia's account and recorded with regret that no fruitful action has been taken to date. The liabilities stand as on February, 2020, the bills and invoices received from vendors are still unchecked by Sarmad sahib. The members present also requested Sarmad Sahib to review the bills of the CGSS, OSC & SxN and deduct the amount of taxes in their bills which is in millions of rupees. The members also demanded to verify and approve the bills by Sarmad Sahib. The Chairman also informed the members that PAA's financial year ended on 30-06-2020 so Sarmad sahib should talk to vendors and get the discounts. As soon as PAA gets details Audit will start and it will include AdAsia's account in PAA's balance sheet for the period ended 30-06-2020.

Ending Note:

At the end Mr. Waqar H. Haidri thanked Mr. Jawad Humayun Senior Vice Chairman for hosting the CEC meeting in his office and also thanked everyone present for their participation and value able suggestions put forward in the meeting.

The meeting was adjourned after a vote of thanks to the chair.

The next CEC meeting will be at Lahore on Wednesday 15th April, 2020


TARIQ RASHEED
Secretary General

