

### MINUTES

13<sup>th</sup> meeting of CEC members of PAA held at 5:00 PM on 10<sup>th</sup> December, 2018 at Karachi Boat Club, Karachi.

The following members were present:

1. Mr. Ali Mandviwalla	Chairman, PAA
2. Mr. Sohail Kisat	Senior Vice Chairman & Chairman Zone "C" PAA
3. Mr. Numan N. Ahmed	Vice Chairman, PAA
4. Mr. Waqar H. Haidri	Secretary Finance
5. Mr. M. Zeeshan M. Khan	Chairman, Zone "A"
6. Mr. Mubin Ahmed Malik	Chairman, Zone "B"
7. Mr. Wasiq Ali Khan	Member CEC PAA
8. Mr. Mahmood Parekh	Member CEC PAA
9. Mr. Bilal Tanveer	Member CEC PAA
10. Ms. Fatima Kisat	Member CEC PAA
11. Ms. Seema Jaffer	Member CEC PAA

#### **Leave of Absence:**

Syed Ali Raza, Mr. Omer Y. Murad and Mr. Tabish Waqar were unable to attend the meeting due to prior engagements.

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

- Mr. Tariq Rasheed recited Ayats from the Holy Quran-e-Kareem and the meeting was called to order.

#### **2. CONFIRMATION OF MINUTES**

Minutes of the last three meetings dated 28<sup>th</sup> September, 2018, 26<sup>th</sup> October, and 14<sup>th</sup> November 2018 which had already been circulated, were placed before the meeting there being no objection or no observation from any member, all minutes were confirmed.

Mr. Ali Mandviwalla, the Chairman, CEC was in the chair and he welcomed members for the meeting. This was the first meeting for the current year 2018-2019 period.



3. **Report regarding AGM AFAA and DIGIASIA Congress (14-17 November 2018) and to discuss AdAsia 2019 issues and setting up of AdAsia advisory council.**

- The AGM held on 14<sup>th</sup> November 2018
- PAA was represented by Mr. Ali Mandviwalla and Mr. Jawad Humayun.
- Mr. Sohail Kisat and Mr. Sarmad Ali attended as corporate members of AFAA
- Mr. Sarmad Ali, Chairman Organizing Committee AdAsia Lahore 2019 highlighted that core Committee of AdAsia Lahore 2019 has been formed with the following members

- 1) Mr. Sarmad Ali
- 2) Mr. Ali Mandviwalla
- 3) Mr. Sohail Kisat
- 4) Mr. Jawad Humayun
- 5) Mr. Waqar H. Haidri

Further Sub-Committee and advisory Councils will be formed shortly when he returned to Pakistan.

- He also informed that the website [www.adasialahore.com](http://www.adasialahore.com) will be launched very soon.
- The names of Speakers are in final stage.

At the end Mr. Sarmad Ali requested all AFAA members to give full support to AdAsia Lahore 2019 by sending delegates.

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Mr. Waqar H Haidri have given voluntarily his services to look after registration of delegates coming for AdAsia Lahore, 2019.

4. **To discuss IAA Congress at Kochi-India (20-22 Feb,2019)**

Mr. Ali Mandviwalla presented a Flyer to all members present and requested Secretary General to circulate this information to PAA member ad agencies, for their information. Mr. Sarmad Ali informed the house that next meeting regarding IAA Congress will be held in second week of January 2019 at Lahore. Meanwhile Mr. Waqar H. Haidri has started to get best travel plans for PAA members which will be circulated very soon.



5. **Opening of a new PAA account at MCB Bank Limited.**

Mr. Waqar H. Haidri Secretary Finance informed the members that PAA has opened MCB Smart Business account (Pak Rupees) on 22 November, 2018 at Maryam Centre phase II Ext. DHA Karachi.

Mr. Ali Mandviwalla and members present congratulated Mr. Waqar H. Haidri for his efforts and the hard work for opening the account.

6. **To discuss PAA property, next hearing is on 14-12-2018**

Mr. Ali Mandviwalla briefed the house regarding the case. He informed the members that PAA Lawyers have send two Legal Notices to M/s Al- Nasir Educational Trust, Karachi on 27<sup>th</sup> November, 2018

- 1) For the vacation of demised rental property
- 2) For demolition of unlawfully constructed 3<sup>rd</sup> floor.

He also advised members to wait & see the court procedures.

7. **PAA delegation meeting with Mr. Fawad Chaudhry, Minister of Information & Broadcasting on 12<sup>th</sup> October, 2018.**

Mr. Ali Mandviwalla informed the house that a PAA delegation met Mr. Fawad Chaudhry, Minister for Information & Broadcasting and Mr. Shafqat Jalil Secretary on 12<sup>th</sup> October, 2018 at Islamabad.

He informed the members discussion related outstanding dues against Federal / Provincial Governments made with Federal Minister.

8. **To discuss Draft Print Electronic and Digital Advertising Policy 2018 received from Ministry.**

The Secretary placed before the meeting draft Advertisement Policy 2018 received from Ministry of Information Broadcasting.

After lengthy discussion the meeting decided to opposed the draft. The members criticized the proposed draft of a new policy for the print, electronic and digital media. Members viewed and decided to request other stakeholders like the All Pakistan Newspapers Society and the Pakistan Broadcasters Association would not accept the proposals.



9. **PAA delegation meeting with APNS / PBA at Haroon House, Karachi.**

Mr. Ali Mandviwalla briefed the house regarding the meeting with APNS held on 10<sup>th</sup> December, 2018, regarding extension of clearance date. The house thanked to Mr. Hameed Haroon, President and Mr. Sarmad Ali, Secretary General, APNS for giving relief to pay clearance in two installments i.e. 15<sup>th</sup> & 24<sup>th</sup> December, 2018.

10 **To discuss Ad Agencies outstanding Dues issues**

Mr. Waqar H. Haidri briefed the house that 32 ad agencies reported to PAA Secretariat and submitted their outstanding statements upto 10<sup>th</sup> December, 2018. Instructions were given to PAA Secretariat to make three files (a) Electronic Media (b) Print Media & (c) Total outstanding of Electronic & Print Media. Print Media outstanding statements were handed over to Mr. Sarmad Ali during the meeting of 10<sup>th</sup> December, 2018 with a request to APNS cooperation to resolve the matter in the best interest of PAA members.

11. **Proposed calendar of Activities of PAA & Setting up of PAA Advisory Council.**

The following formation of PAA Advisory councils were approved unanimously by the house.

a) **Mr. Omer Y. Murad, Chairman**  
**Legal Affairs & Taxation Council**

**Members**

- 1) **Mr. Ali Mandviwalla**
- 2) **Mr. Jawad Humayun**
- 3) **Mr. Zeeshan M. Khan**
- 4) **Syed Jawaid Iqbal**
- 5) **Mr. Shahnoor Ahmed**
- 6) **Mr. Jamal Mir**



**b) Mr. Mahmood Parekh, Chairman  
FPCCI Council**

**Members**

- 1) Mr. Ali Mandviwalla
- 2) Mr. Zeeshan Khan
- 3) Mrs. Seema Jaffer
- 4) Mr. Bilal Tanveer
- 5) Mr. Hassan Ansari

**c) Mr. Numan N. Ahmed, Chairman  
Electronic Media Council**

**Members**

- 1) Mr. Ali Mandviwalla
- 2) Mr. Jamal Mir
- 3) Mr. Aleem Durrani
- 4) Mr. Zeeshan M. Khan
- 5) Mr. Waqar H. Haidri
- 6) Mr. Omer Y. Murad
- 7) Mr. Jawad Humayun
- 8) Mr. Sohail Kisat

**d) Mr. Zeeshan M. Khan, Chairman  
Print Media Council**

**Members**

- 1) Mr. Ali Mandviwalla
- 2) Brig. (Retd) M. Zubair Rehan
- 3) Mr. M. Hassan Ansari
- 4) Mr. Numan N. Ahmed
- 5) Mr. Mahmood Parekh
- 6) Mr. Waqar H. Haidri
- 7) Mr. Sohail Kisat
- 8) Mr. Jawad Humayun
- 9) Mr. Wasiq Ali Khan



- e) **Mr. Sohail Kisat, Chairman**  
**Govt. Affairs Council**

**Members**

- 1) **Mr. Ali Mandviwalla**
- 2) **Mr. Jawad Humayun**
- 3) **Mr. Danish Sohail**
- 4) **Brig. (Retd) M. Zubair Rehan**
- 5) **Mr. Mubin Ahmed**
- 6) **Mr. Zeeshan M. Khan**
- 7) **Mr. Mahmood Parekh**
- 8) **Mr. Waqar H. Haidri**
- 9) **Mr. Nadeem Akbar**

- f) **Brig. (Retd) M. Zubair Rehan, Chairman**  
**Press Media Council**

**Members**

- 1) **Mr. Mubin Ahmed**
- 2) **Mr. Jawad Humayun**
- 3) **Mrs. Fatima Kisat**
- 4) **Mr. Danish Sohail**
- 5) **Mr. Zeeshan M. Khan**
- 6) **Mr. Mahmood Parekh**

- g) **Mr. Ali Mandviwalla, Chairman**  
**PAA Properties**

**Members**

- 1) **Mr. Waqar H. Haidri**
- 2) **Mr. Mahmood Parekh**
- 3) **Mr. Zeeshan M. Khan**
- 4) **Mr. Numan N. Ahmad**
- 5) **Mr. Wasiq Ali Khan**
- 6) **Mrs. Seema Jaffer**
- 7) **Mr. Omer Y. Murad**



- h) Mrs. Seema Jaffer, Chairperson  
PAS Council

**Members**

- 1) Mr. Khalid Rauf
- 2) Mr. Jamal Mir
- 3) Mr. Ali Mandviwalla
- 4) Mr. Numan N. Ahmed
- 5) Mr. Mahmood Parekh
- 6) Mr. Zeeshan M. Khan
- 7) Mr. Tabish Waqar
- 8) Mr. Shahnoor Ahmed

12. **To appoint AFAA Staff and AFAA Office at DHA.**

Regarding the appointment of AFAA staff and office were discussed and following suggestions were given:-

- i. AFAA staff & office should be opened in Lahore where the event is took place.
- ii. Mr. Zeeshan M. Khan has offered his office. He told the members that vast space is available in his office
- iii. AAP's office Wheel House is also available.

The member requested Mr. Waqar H. Haidri to do the needful and finalize the issues with the approval of Chairman, Organizing Committee AdAsia Lahore 2019. This will be discussed in the next coming AdAsia meeting to be held in the first week of January 2019 at Lahore.

13. **To approve expenses of PAA incurred from 01-07-2018 to 30-09-2018**

The Secretary General placed the following expenses before the meeting which were incurred from 1-07-2018 to 30-09-2018. The meeting approved the expenses of Rs. 2,62,210/=

**LEGAL AND PROFESSIONALS**

Dr. Amjad Bokhari (Advocate)	Rs. 105,000/=
(@ Rs. 35,000/- per month)	
Mr. M. Faisal (Advocate)	Rs. 70,000/=

**INTERNET AND WEB CHARGES**

M/s Wateen Telecommunications	Rs. 21,000/=
Mr. Naveed Ahmed	Rs. 30,000/=
(@ Rs. 10,000.00 per month)	



**POSTAGE & COURIER**

Leopards Courier Services (Pvt) Ltd.,  
(2 Months)

Rs. 5,680/=

**PHOTOCOPY & STATIONARY:**

Printer Drum Refill

Rs. 2,650/=

Visiting Cards Printing

Rs. 7,880/=

**OFFICE EXPENSES:**

14<sup>TH</sup> August Panaflex

Rs. 10,000/=

PAA Panaflex

Rs. 10,000/=

Rs. 2, 62,210

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14. **To approve Legal Expenses of PAA:-**

The meeting decided to request PAA members ad agencies to contribute the legal expenses which were already paid by PAA to concerned Lawyers.

- i. Those members advertising agencies who presented their outstanding report to Honourable Supreme Court of Pakistan.  
(these members will pay 0.020% of Sum claimed)
- ii. All members will pay contribution of Rs. 12,000/= Legal Expenses for Sindh High Court against Interim Order Dated 15-09-2017 against FBR.
- iii. All members will pay contribution of Rs. 16,000/= to Legal expenses for Sindh High Court PAA Building Case against Al-Nasir Educational Society

The meeting also decided to include above Legal expenses in the invoice of Annual Subscription to be issued on 2<sup>nd</sup> January 2019.

15. **Approval of following new advertising agencies for PAA membership:-**

The meeting took up the following applications for admission into PAA and granted membership of PAA with immediate effect.

- |                                       |             |           |
|---------------------------------------|-------------|-----------|
| 1) Design N Advertising               | (Corporate) | Karachi   |
| 2) Prestige Communications (Pvt) Ltd. | (Corporate) | Karachi   |
| 3) Media Pulse (Pvt) Ltd.,            | (Corporate) | Karachi   |
| 4) Admax (Pvt) Ltd.,                  | (Corporate) | Islamabad |
| 5) Oak Media (Pvt) Ltd.,              | (Corporate) | Lahore    |



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

- (a) The following RESOLUTION was approved unanimously by the members present.

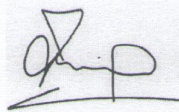
“RESOLVED that Mr. Sarmad Ali, Chairman, Organizing Committee, AdAsia Lahore 2019 CNIC No. 42301-9497714-7, Mr. Ali Mandviwalla Chairman, PAA, CNIC No. 42301-6236210-9, Mr. Waqar H. Haidri, Secretary Finance, PAA, CNIC No. 42000-0565701-9 and Mr. Tariq Rasheed, Secretary General, PAA, CNIC No. 42201-3849658-5 are authorized to operate PAA-AdAsia 2019 Pak Rupees & US Dollar Accounts in any schedule Banks at Karachi.”

- (b) Mr. Ali Mandviwalla appreciated and thanked Mr. Maqsood Ansari, Mr. Hassan Ansari, Mr. Ahmed Kapadia, Mr. Shahnoor Ahmed for their cooperation and support for AAP funds recovery , Mr. Waqar H. Haidri informed members present in the meeting that the amount of Rs. 22,88,565/= From AAP account has been transferred in PAA account.

**Ending Note:**

At the end Mr. Sohail Kisat Senior Vice Chairman thanked Mr. Ali Mandviwalla Chairman, PAA for hosting the CEC meeting and also thanked everyone present for their participation and valuable suggestions put forward in the meeting.

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



TARIQ RASHEED  
Secretary General