

**17th Central Executive Committee Meeting of Pakistan Advertising Association
Date: 22-01-2020 Day: Wednesday, Time: 3:00 pm. Venue: PAA Secretariat, Karachi.**

The following members were present:

- 1) Mr. Waqar H. Haidri, Chairman,
- 2) Mrs. Seema Jaffer, Vice Chairperson,
- 3) Mr. M. Hassan Ansari, Chairman, Zone-A,
- 4) Mr. Tabish Waqar, Member,

By Special Invitation:-

- 1) Mr. Numan N. Ahmed
- 2) Mr. M. Zeeshan Khan
- 3) Mr. Mahmood Parekh

On Calls

- 1) Mr. Jawad Humayun
- 2) Brig. Retd. M. Zubair Rehan
- 3) Mr. Nadeem Akbar
- 4) Mr. Wasiq Ali Khan
- 5) Mrs. Fatima Kisat
- 6) Mr. Kanwar M. Rashid

Regretted:

- i. Mr. Syed Ali Raza
- ii. Mr. Ahmed Hussain Kapadia
- iii. Mrs., Fatima Kisat
- iv. Mr. Ali Mandviwalla

Absence:-

Mr. Bilal Tanveer,

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

Meeting started at 3.00 pm with the recitation of Quran-e-Pak and offered fateha for the departed souls of Late Mrs. Nazneen Abid Ali, mother of Mr. Sarmad Ali, Secretary General, APNS and Mr. Amir Saleem Mandviwalla, nephew of Mr. Ali Mandviwalla, immediate past Chairman, PAA and son of Mr. Saleem H. Mandviwalla, Deputy Chairman, Senate of Pakistan. The members also prayed that their souls may rest in eternal peace and May Allah give courage to the members of the bereaved families to bear these losses.

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To confirm/approval of Minutes of the last meeting of CEC held on 6th July, 2019 at Karachi:

Minutes of the last CEC meeting held on 6th July, 2019 at Karachi had already been circulated were placed before the meeting. There being no objection received from any member, Therefore Minutes were confirmed and approved.

Brief report on AdAsia 2019 at Lahore:

Mr. Waqar H. Haidri who was the Committee Chairman of AdAsia gave a brief on the AdAsia to the members present.

Before giving brief he thanked Mr. Javed Jabbar , Honorary Chairman AdAsia 2019, Mr. Sarmad Ali, Chairman Organizing Committee AdAsia 2019 , Mr. Shahzad Nawaz, Consultant AdAsia 2019, Mr. Omer Satti , Lieutenant Colonel Khalid Taimur Akram (Retd), Executive Director, CGSS for their tremendous support, cooperation, progressive and proactive role in making AdAsia 2019 a successful event. PAA has privileged from their Colleagues guidance and careful planning, the Chairman also thanked Advertising agencies, AFAA, Jang Group, Sponsors, foreign Delegates and local Media, Government of Punjab, Punjab University & TMUC, Mr. Hameed Haroon, President, APNS, for issuing supplement of Dawn and Aurora. He also thanked those editors of newspapers who published special supplement on the occasion these supplements carried various articles giving details of AdAsia.

He further thanked the PAA Secretariat for prompt correspondences with foreign delegates, Embassies Consulate Generals to obtain visas for the delegations, the staff was busy throughout the stay at Lahore and kept the regular duties at Registration Desks with delegates. The staff handled and prepared the Registration Cards. The Staff had been a great help in controlling the financial aspects of the AdAsia specially the bank work,

The Chairman also informed that Center for Global & Strategic Studies (CGSS) is holding a certificates Distribution ceremony to invite ambassadors for their contribution in organizing AdAsia2019. The level of Professionalism shown by them was excellent, which is deeply acknowledged by PAA. Their services shall be remembered for years.

The house thanked to Mr. Javed Jabbar, for Lunch to Mr. Waqar H. Haidri, Mr. Sarmad Ali, Mr. Numan N. Ahmed, Syed Imran Mr. Jawad Iqbal.

Accounts of AdAsia are under preparation. The Chairman placed before the meeting accounts of AdAsia till to date and explained the income and expenditure. The details all recoverable and payables are under consideration. The details provided by the vendors need approval of Sarmad Sahib. The meeting decided to have a meeting with Sarmad Sahib before submitting the accounts to Internal Auditor. The house discussed this successful event in length and were in opinion that the AdAsia had raised the impression of income rather than a deficit. AdAsia organizing committee is gradually paying off AdAsia's liabilities but due to heavy deficit vendor's bill could not be cleared, members present in the meeting suggested to discuss this issue with Mr. Sarmad Ali and to resolve the matter PAA is not in a position to contribute any amount.

The house unanimously adopted the following resolution.

RESOLVED that the CEC members thanked Mr. Waqar H. Haidri who initiated the idea of giving the kitbags to the delegates. The design was made by Mr. Shahzad Nawaz. The cost was paid for kitbags by Oktopus Group. The efforts made by him the CEC has put it on record that the credit of success goes to Mr. Waqar H. Haidri and his team of PAA Staff. He deserve praise for his singular personal efforts to helping the AdAsia event.

i. To appoint Auditor for accounts of AdAsia for the period 01-07-2019 to 30-06-2020

It was mutually approved that M/s Hashmi Associates & SSJ Consultant would be hired as tax consultant & Internal Auditor for AdAsia's accounts, from 01-07-2019 to 30-06-2020. A total fee of Rs. 500,000 is payable as per invoice No. 1195 dated 02-12-2019

ii. To discuss AFAA Payment of US \$ 30,000 as one time franchise for AdAsia 2019:

The Secretary General placed before the meeting an invoice dated 12-12-2019 received from AFAA being the Franchise FEE for AdAsia 2019. The matter was discussed to take a decision, the members decided to ask Sarmad Sahib for discount. As AdAsia had not entertained any Indian Delegates. The Attendance were very poor from Asian Countries, none of any delegates came from Bangladesh, Hong Kong, Nepal, Singapore, Sri-Lanka, Thailand, UAE, Vietnam. It was, however decided to discuss this matter in the next meeting.

iii. To approve Rs. 100,000/= to Mr. Tariq Rasheed for his services to PAA during last 25 years.

The members acknowledged the services of Mr. Tariq Rasheed and announced a reward of cash of Rs. 100,000/= for his outstanding services towards the PAA for 25 years. Also meeting appreciated to AdAsia Committee to giving a PAA merit of service award on 3rd December, 2019 at AdAsia Lahore.

iv. To approve Rs. 1,000,000 rewards to Ambassadors of AdAsia 2019.

The meeting approved a sum of Rs. 1,000,000 for the Ambassadors of Adasia 2019 for their services to AdAsia. The members present appreciated the extensive and hard work done by them. This efforts were greatly appreciated.

To approve the statement of PAA expenses incurred from 01-07-2019 to 31-12-2019

The Secretary General placed the following expresses before the meeting which were incurred from 01-07-2019 to 31-12-2019. The meeting approved the following expresses:

STATEMENT OF PAA EXPENSES IN INCURRED FROM 01-07-2019 TO 31-12-2019

Legal & Professional Charges	899,806
Internet Charges & Website Maintenance Charges	28,375
Postage & Courier Charges	118,533
Photocopy & Stationary	272,290
Conveyance & Travelling	55,902
AdAsia 2019 Lahore	1,050,815
Office Expenses	36,130
Miscellaneous Expense	4,720
Property Tax	39,395
Other Expenses	50,000
Meeting Expenses	66,675
Purchase of Water Dispenser	15,200
Purchase of DSLR Camera for PAA Events Photography	57,000

Grand Total: 2,694,841

To approve PAA Plan of Activities and Performance Reports for the years 2019, 2020 and 2021

The plan of activities and Performance Reports for the years 2019, 2020 and 2021 were placed by the Secretary General.

There being no observations or objections from any member, the members approved the reports for the next three years audited by M/s Salahuddin & Co. Chartered Accountants.

The house also decided to submit a copy to DGTO to get their endorsement.

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Lease Agreement of PAA Building dated 01-10-2019 with Al-Nasir Educational Society

The Secretary General placed before the meeting a copy of Lease Agreement dated 1st October, 2019, signed between Pakistan Advertising Association and M/s Al-Nasir Educational Society. The house paid tribute and offered special thanks to Mr. Ali Mandviwalla, Immediate Past chairman and congratulated him for successful agreement. The members lauded and clapped on the efforts made by Ali sahib.

The house was informed that both PAA and Al-Nasir will withdrew all their cases against each other.

Formation of a Trust:

On the proposal of Chairman, the members decided to form a Trust and following actions to be taken:

- (i) Formation of a Committee
- (ii) Names of the Trustee
- (iii) Evolve a Logo
- (iv) Name of Trust

The Chairman placed the matter and explained that this would save the property of PAA (Building at Gulshan-e-Iqbal) and would also help obtain donations as the CBR will allow exemption of Taxes on the Trust. He also proposed to make Trust By Laws and adopt the same into Memorandum and Articles of Association of PAA. The meeting also approved and get the Trust registered with Government of Sindh.

To discuss plan for holding 3rd Advertising Congress at Karachi & PAA Excellence Awards:

The Chairman placed before the meeting a proposal of Two days Congress to be arranged by the PAA in collaboration with APNS/PBA/PAS/MAP/Terrabiz. The meeting considered the proposal and accepted to be collaborated. The meeting also decided to request all member agencies to come forward and join the proposed Committee of Congress. This permanent committee will continue to function till December 2020. The Congress will be held in the month of August or September. It was also decided to request APNS/PBA/PAS/MAP/Terrabiz to send their representatives for Congress Committee.

The meeting also proposed to hold PAA EXCELLENE AWARDS and form a Committee. The Committee will invite the entries for the Awards and will made 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 committee will also decide to whom Pioneer/Silver/Golden Decade Awards and a Life Time Achievement Award from PAA platform be awarded to advertising fraternity. The Chairman 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.

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To discuss holding of joint meetings with APNS/PBA/PAS with members of PAA

PAA is enjoying good relationship with APNS/PBA/PAS and PAA is grateful to APNS/PBA/PAS for extending their full cooperation. PAA hope that this relationship will strengthen further. However, The Chairman informed the members that no joint committees meetings were held during the last six months. The meeting discussed the matter and agreed to request APNS/PBA/PAS to hold joint meeting with PAA.

To discuss and approve some renovation work required at PAA Secretariat

The Chairman presented the proposed renovation of PAA Secretariat to all members present in the meeting. Complete renovation of Toilets rooms, removal of unnecessary walls, Fixing of Tiles, Polishing the doors. Removal & re shifting of AC outers, plumbing & electrical work etc etc. The Chairman suggested to purchase office furniture because 25 years old furniture and fixture are in bad shape the members decided to change the furniture of the Secretariat also. The Chairman informed members that cost of construction will not increase to Rs. 1 million however the cost of furniture is yet to be decided and approval will be taken in next CEC meeting.

Application for grant of admission into PAA:

The meeting took up the application of M/s Adage Communication (Pvt) Ltd., Islamabad for admission into PAA the members found the application okay and granted membership of PAA.

Any other matter with the permission of Chairman.

(i) To discuss and approve Zonal Chairmen's visits to various Government Departments.

The Chairman requested the Chairmen of Zonal and various councils to visit Government departments. The output of the meetings agencies for their benefits to be communicated to all member advertising agencies.

(ii) To discuss designing/Tariff of MPT book of PAA.

Chairman informed the members that art work, title, color schemes etc. of the drafted MPT by Mr. Iqbal Farhat and prepared at M/s Midas Communications (Pakistan (Pvt) Ltd., have been handed to the PAA for printing under the guidance of the Mr. Nadeem Akbar. The rates of MPT were discussed and decided to circulate the CEC members for their review and feedback. Furthermore the Chairman requested the members to finalize the rates of Digital and Social Media. It was also resolved that all members agencies will purchase a minimum 10 copies of MPT to offset the printing cost. The cost of MPT per copy will be advised later on and it will be available at PAA Secretariat.

(iii) To discuss the discontinue of services of Legal Advisor to PAA Dr. Amjad H. Bokhari

The proposal was disused. The members have been very satisfied with the services of Dr. Sahib, but due to unavoidable circumstances faced by PAA, the members present decided to discontinue the services of Dr. Sahib.

(v) Loan of Fifteen million for AdAsia Account:

The Chairman and The Secretary Finance of PAA informed the members that a loan of three million have been taken from M/s Spirit Business Enterprises, Karachi for AdAsia Expenses at the rate of 5% per month and shall be return back with interest through Midas cheques.

(vi) To review and discuss the harassment letters received from FBR

The issue of Show cause notices have been discussed and meeting decided to send a letter to FBR Chairman. The letter was drafted by PAA Tax Consultant and few amendments were made by Mr. Ali Mandviwalla, PAA's Council Chairman on Legal Affairs and Taxation Council.

(v) To discuss possibilities of PAA correspondences with members via email/online digital

The meeting decided to send all circulars and PAA mail to Member Advertising Agencies through e-mail and online digital. The Chairman requested to all members to update their email addresses and inform to PAA.

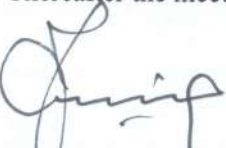
(vi) To approve US\$ 1000 being Annual Subscription for the year 2020 to AFAA.

It was mutually approved that a sum of US\$ 1000 to be paid AFAA for 2020 annual subscription. The members decided to request PAA Banker to remit the amount urgently.

(vii) To hold workshop at PAA Secretariat regarding Taxation

The meeting approved the workshop to be held in the month of February 2020 at PAA Secretariat inviting all CFOs of PAA member advertising agencies.

Thereafter the meeting was adjourned with the vote of thanks to the Chair.


TARIQ RASHEED
Secretary General



PAA CERTIFICATES OF PARTICIPATION

The success of AdAsia 2019 left us with some beautiful memories. Thanks a lot for students, faculty members and management of Punjab University and The Millennium University College (TMUC). To acknowledge their efforts and services a ceremony took place on 30th January, 2020 at 10.30 am at Al-Razi Hall, Punjab University, at Lahore. Dr. Niaz Ahmed Akhtar, Vice Chancellor of University was the Chief Guest. PAA was represented by Mr. Waqar H. Haidri, Chairman PAA. Certificates were signed by Mr. Waqar H. Haidri, Chairman PAA, Mr. Jawad Humayun, Senior Vice Chairman PAA and Mrs. Seema Jaffer, Vice Chairman PAA. These Certificates were distributed in collaboration with the Management of Center for Global & Strategic Studies (CGSS) to all Ambassadors. After the Ceremony Dr. Niaz Sahib invited the Chairman PAA and team of CGSS in his Chamber and tea was served. During the meeting, a discussion took place to offer internship to the students of Punjab University by Advertising Agencies based at Lahore. Chairman PAA supported the idea.

Lt. Col. Khalid Taimur Akram confirmed that Rs.1 million given by PAA it is decided that on behalf of PAA coins will be distributed to all ambassadors.

Another ceremony took place on the same day at The Millennium University College (TMUC) at 3.00 pm. Chaudhry Faisal Mushtaq Sb. Founder & CEO Millennium Roots School was the Chief Guest. Chaudhry Faisal Mushtaq welcomed Mr. Waqar H. Haidri, Chairman PAA on his arrival. A warm reception was also given by the students of TMUC and a flower Bouquet was presented to Mr. WaqarH. Haidri on his arrival. Mr. Sarmad Ali, Chairman, Organizing Committee, AdAsia 2019, Mr. Shahzad Nawaz, Consultant, AdAsia 2019, Brig. (Retd) M. Zubiar Rehan, Chairman, Zone "B", PAA & Chief Executive Officer, Creative Junction (Pvt) Ltd., were also present on the occasion. Chaudhry Faisal Mushtaq & other speakers lauded the students' efforts and contribution towards AdAsia 2019.

In the end refreshment was served.

