

23rd Meeting of Central Executive Committee of Pakistan Advertising Association

Date: 24th November, 2020, Day: Tuesday, Time: 2:00 PM

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

Online through Zoom.

On the request of Mr. Rizwan Ashraf, Chairman Zone "C" an Emergent Meeting of Central Executive Committee of Pakistan Advertising Association was called. Mr. Ameer-Ul-Azeem, Chief Executive Officer, Future Vision Advertising & Mr. Mubeen Ahmed Malik, Chief Executive Officer, Revolution Media (Pvt.) Ltd, to discuss the DGPR 10 Million Issue.

Attendance:

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

1. Brig. (R) M. Zubair Rehan
2. Mr. Asad Inam
3. Mr. Nadeem Akbar
4. Mr. Rizwan Ashraf
5. Mr. Sohail Aziz
6. Mr. Waqar H. Haidri
7. Mr. Kanwar M. Rashid
8. Mr. Mahmood Parekh
9. Mr. Anis Thaver

Special Invitee:

1. Mr. Ameer-Ul-Azeem, Chief Executive Officer, Future Vision Advertising, Lhr.
2. Mr. Mubeen Ahmed Malik, Chief Executive Officer, Revolution Media (Pvt.) Ltd, Lhr.

PAA Secretariat: Mr. Anis Ahmed, Secretary General-PAA and Mr. Hammad Tariq-PAA.

- 1) Mr. Jawad Humayun recited ayat from Holy Quran at the beginning of the meeting. Meeting started at 2:00 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 2nd November 2020 at PAA Secretariat, Gulshan-e-Iqbal, Karachi Online through Zoom, had already been circulated among the members. 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 & Submission of the PKR 10 Million in the DGPR, Government of Punjab.**

- Mr. Jawad Humayun thanked all the participants for attending the meeting and said that agenda is the same as it was for about the last one and a half month that the matters were running with the DGPR & other Departments and Sindh Government which is becoming unbearable for us. For which the CEC had made some decision and bonded the Member's and we have had great success in this regard that the members are still stick and followed the CEC decision but due to misunderstanding our two respectable colleges and precious members of our CEC have submitted the PKR 10 Million Bank Guarantee. In this connection I and Mr. Rizwan have discussed a lot with Brig. (R) Zubair Rehan that if there is any misunderstanding & disgruntlement with another or anything else we must sit together and resolve the matter earliest and way forward. It's my own opinion that Mr. Ameer-ul-Azeem will guide us that we have reached nearby the progress of our objective and if a division is formed within us at this time it will be the poisonous murderer for the Industry and PAA, however every member is free for making his own decision making and we can't force anyone but can request as a colleague, brother and a best friend.

- Mr. Jawad Humayun, Chairman requested Mr. Rizwan Ashraf, Chairman Zone “C” to go ahead with this meeting and overhear misunderstanding & disgruntlement if there is from one by one and move the meeting to the end with consensus. Mr. Rizwan Ashraf thanked Mr. Jawad Humayun and said that It’s my experience in the last CEC meeting two things have emerged one is the **panic**, obviously all they are businessmen after decision of the CEC the actual discussion has started on **distrust**, it’s an open matter e.g. someone is doubting me and I am on the other that he is submitting the Guarantee and stopping me. The purpose of today’s meeting is to talk openly, Brig. (R) M. Zubair Rehan in particular has a lot of reservations and in this regard he has talked me several times so, I want Brig. (R) M. Zubair Rehan to start and he explained his reservations.
- Mr. Kanwar Rashid said expressing his view that the main agenda of our meeting was that either we have to submit the Bank Guarantee or not and in respective of the court we have to conclude and decide it that either we will submit the Bank guarantee or not.
- Mr. Nadeem Akbar said that matter had mishandled if a letter would have to the members by the Association mentioning that the petition has filed in the court and any member shouldn’t submit the Bank Guarantee until the decision of the court.
- Mr. Jawad Humayun, replied on the argue of Mr. Nadeem Akbar that a letter has already sent to the members requesting him to hold minimum up to next hearing i.e. 30th December 2020, further more Mr. Ameer-ul-Azeem had conducted a follow-up meeting also and the letter has again shared by me in both groups of CEC and Agencies on Thursday as a reminder and then requested Mr. Ameer-ul-Azeem to guide the members
- Mr. Ameer-ul-Azeem elucidated and told the house when you stand against the Government’s policy obviously, they do not remain silent. I was in constant touch with DGPR & Secretary Information Punjab even before writ petition filed, they kept telling me that everyone is ready but we just want to help you but they con not convince me and I conveyed them that the matter has decided and PAA has also authorized me to file the writ petition and

when the decision was made then I tried to meet them and when I met them and discussed everything I told to Mr. Rizwan Ashraf and shared it making a message, seeing my determination they laid down their arms and told its great it you get a stay order but if no stay order is gotten we will write a letter to the concerned Minister asking permission to continue the old policy until the court decides hearing this I became satisfied. I will share all these with your permission to all my friends without mentioning you name. He further said that legally we are on strong footing and attitude of DGPR and Secretary Information are also positive, if we combine PBA & APNS also straightened out IN SHA ALLAH in the end he suggested that we should leaving everything behind and go towards the solution.

- Mr. Jawad Humayun, further requested that the house if we put our personal interests aside for the time being & put the interests of the Industry first, you just imagine what a great commitment you are going to make, if once we submit the Guarantee it will be a torment for us and then all the providences will demand it. As a colleague, as a friend I appeal to Mr. Nadeem Akbar and Brig. (R) Zubair Rehan too that if you deem it appropriate kindly withdrawal your Bank Guarantee just submit a letter saying we have received a letter from PAA that no any other member has submitted the Bank Guarantee so, I want to withdraw this will make our case even stronger otherwise, you Guarantee will be presented in the court and though you are the member of the CEC. Mr. Rizwan Ashraf agreed with the narrative of the Chairman, Mr. Jawad Humayun and asked them to consider as stated by Mr. Jawad Humayun. Mr. Nadeem Akbar and Brig. (R) Zubair Rehan is agreed to withdraw their Bank Guarantee and assured that the letter will be submitted today.

- Mr. Waqar Haidri asked the house is it decided that we will submit the Guarantee or it will not be submitted for the time being only. I am talking about not now but for future otherwise; they will say there was a respite of a few days now we are going to submit what will happen then. I would say that we all need to make a decision that we never have to submit the Bank Guarantee or anything else. Mr. Jawad Humayun said that I think the immediate issue is the hearing of 30th November 2020 now we must focus on the fact that there is no such thing at the movement which the court can use as an evidence, after the 30th November 2020 we will conduct a meeting and try to create consistency ultimately the ideal situation is that we have not to give but I request to hold until decision received from the Court after then all are free & liberated.

4. To approve the membership of Paramount Advertising SMC- (Pvt.) Ltd.,

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The meeting considered the new advertising agency M/s Paramount Advertising SMC- (Pvt) Ltd Lahore for PAA membership. In light of recommendation from CEC member's present corporate membership has been granted

5. 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