

## MINUTES

**Meeting of Pakistan Advertising Association with All Pakistan Newspapers Society**

**Date: 17-08-2019 Day: Saturday, Time: 11:30 AM. Venue: APNS House,**

The following Office Bearers and Secretariat were present from APNS:

1. Mr. Sarmad Ali - Secretary General
2. Mr. Shahab Zuberi - Finance Secretary
3. Dr. Tanvir A Tahir - Executive Director
4. Mr. Ghazanfar Mangi - Assistant Director
5. Mr. Mahmood Ahmad, Coordination Officer
6. Mr. Saeed Ahmed Khan, Accounts Officer
7. Mr. Faisal Hussain, Information Technology Executive

The following CEC members were present:

1. Mr. Ali Mandviwalla, Chairman, PAA
2. Mr. Numan N. Ahmed, Vice Chairman, PAA
3. Mr. Waqar H. Haidri, Secretary Finance, PAA
4. Mr. Mahmood Parekh, Member CEC, PAA
5. Mrs. Seema Jaffer, Member CEC, PAA

By Special Invitation:-

1. Mr. Viqar Azeem Kidwai, Head of Finance, Adcom (Pvt) Ltd.,
2. Mr. M. Raza, Chief Accountant, Synergy Group
3. Mr. Umer Rathore, Head (Accounts & Finance), Oktopus Media Group.
4. Mr. Muhammad Shadab, Manager Finance, TNI Communications

In attendance: Mr. Hammad Tariq, Accounts Officer, PAA

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The following were the major points discussed:

**APNS Online Clearance System:**

APNS Online Clearance system is very similar to the existing PBA online clearing system which was explained. Some of the CFO's heads of finance present from Agencies raised their questions. It was decided that PAA would facilitate a joint training program for all agencies of Agency finance and accounts personnel at APNS House to understand the whole system and get the required clarifications. The new system would be operational for clearances starting July – Aug 2019 clearance. PAA members suggested to keep some flexibility and margin for understanding and operating on the new system for agencies.

**Billing Mechanism of Advertising Agencies Print Vs Electronic:**

This issue was discussed to streamline the billing process which currently is different in case of APNS & PBA. To propose changes as discussed with Federal Board of Revenue earlier this month by PAA, it is necessary that uniformity is maintained in our billing process. This will require that one billing system be followed as being done in Electronic billing in which media invoice is raised separately and agency invoice is attached along with the same. This is required to separately show the revenue of agencies on which the applicable taxation laws may be applied. APNS has given its consent and has conveyed that if that is a need to bring uniformity in billing the same would be adopted and APNS would have no issue. It was informed to APNS that PAA would come back to them in a short while after discussing the same internally and deciding timelines etc.

**Advertisement policy Draft for print, Electronic, digital / online of Federal Government:**

Following major points were discussed / conveyed related to the above policy and views of APNS were sought in terms of points related to Advertising Agencies.

- PAA does not agree to the classified business including tender notices being directly released to the print, electronic and online media as suggested in the policy. Many Agencies employ resources and solely depend on this business and having this done directly will alleviate all forms of checks and balances as well as become the sole cause of shutting down many agencies and their employees who rely solely on the classified business.
- PAA does not agree to the division of payments on 15% and 85% as suggested in the draft as it has multiple negative effects on the dynamics of all stakeholders and would make controls at all levels redundant. Many Agencies make payments from their own resources to the APNS & PBA and have to bear extra costs of late payment charges and financial charges for not receiving payments in time from Government clients / departments.
- PAA does not agree to any online / any form of digital business to be placed directly and the same process existing currently to place print and electronic business should be followed.

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- PAA does not agree to any material change in the Federal Government Advertisement policy unless and until all undisputed and justified old dues of all member agencies of PAA have been settled pertaining to all past years with the Federal Government of Pakistan and its allied departments.

APNS has given their concurrence to all the above points and that the same would be their contentions as well.

However, APNS has put forward concerns for consideration for all PAA members specially the ones handling business of Provincial and Federal Governments to streamline a mechanism of timely payments to publications as and when amounts do get received from the Government departments.

APNS mentioned an issue of different agencies being paid amounts related to Federal Government dues in July 2019 and that the same amount of payments to publications had not been forwarded. This was stated by Mr. Sarmad Ali & Mr. Shahab Zuberi.

It was suggested by PAA that APNS inform details of such payments as soon as possible to the PAA secretariat which have been made by The Federal Government and to which agencies and their relevant details so that PAA may take input from their own members and verify the actual situation with members as comments without factual support do not yield any results.

APNS confirmed that they would be sharing the same in the coming week.

In the end, it was suggested that a joint stakeholders' meeting be arranged within the next two weeks to discuss the issues on the policy draft along with members of APNS, PAA & PBA with the Secretary Information and Broadcasting so joint concerns / recommendations can be put forward. The recommendations of PAA on the draft were also requested by APNS to be shared with them which would be done in this week.

The Meeting ended with a vote of thanks.

  
  
TARIQ RASHEED  
Secretary General