

DIRECTORS' REPORT

The Directors of the Management Association of Pakistan are pleased to present the Annual Report together with the audited financial statements of the Association for the year ended December 2014.

OVERVIEW

You would be pleased to note that the year 2014 was a successful year for MAP despite the political and economic uncertainty which affected the business environment and the country as a whole. It would be appreciated by our Members that since the past few years we have made a conscious effort and an emphasis on increasing the number of events held every month on diverse topics as well as partnering with strategic partners for various events. Consequently MAP's financial position at the end of the year improved with a surplus of Rs. 0.411 million against last year's deficit of Rs.2.154 million.

As you all are aware, MAP endeavors to work towards achievement of our Vision i.e. 'To Lead the Change Process towards Best Management Practices'. Keeping in line with our Vision, various events were held from the standpoint of attracting a greater interest from our members. The details of the proceedings of the year 2014 are as follows:

The current EC constitutes of the following members: Ms. Saadia Naveed -President, S. Masood Hashmi-Vice President, Mr. Asif Ikram-Hon-Secretary, and Mr. Amir J. Abbasi-Hon-Treasurer. Members: Mr. Kamal A Chinoy, Mr. Sarfaraz A. Rehman, Mr. Sarmad Ali, Mr. Talib S. Karim, Mr. Babar B. Nawaz and Syed Salahuddin Haider. MAP Secretariat is headed by Mr. Salah Uddin, Executive Director.

Our members would be pleased to note that this year too, HEC's National Business Accreditation Committee (NBEAC) invited Executive Director MAP in their committee as one of the members for accreditation of business schools of various universities in Pakistan. NBEAC is increasingly focusing on the need for corporate linkages for these business schools and has emphasized that indeed, MAP can play a vital role in the formation of such linkages.

30th CORPORATE EXCELLENCE AWARDS

This year was a landmark year for MAP as we celebrated 50 years of our existence. To mark the celebrations for this prestigious event MAP's 30th Corporate Excellence Awards ceremony was held on 7 December 2014 at Governor House Sind. The President of Pakistan, **Mr. Mamnoon Hussain** graced the occasion as the Chief Guest and the Governor Sind **Dr. Ishrat-ul-Ebad Khan** was the Guest of Honor. As per our past tradition the evaluation for the awards was carried out by an independent third party.



Winners of 30th Corporate Excellence Awards with President of Pakistan Mr. Mamnoon Hussain & Governor Sind Dr. Ishrat-ul-Ebad Khan

WINNERS OF THE 30th CORPORATE EXCELLENCE AWARDS

INDUSTRIAL CATEGORY: AMIR S. CHINYOY - CORPORATE EXCELLENCE AWARD: **THAL LIMITED**

FINANCIAL CATEGORY: **UNITED STOCK ADVANTAGE FUND**

MAP's 16th ANNUAL CONVENTION



16th MAP Convention 2014 held in Karachi on 1-2 September 2014

Speakers: Tony Buzan & Lucy Cornell were the international keynote speakers at the Convention. Many corporate luminaries & visionaries were a part of the event, Wajahat Husain, Khalid Nawaz Awan, Furqan Qureshi, Dr. Zeelaf Munir, Kimihide Ando, Sirajuddin Aziz, Asif Jooma, Nadeem Naqvi, Ali Hasnain, Naeem Zamindar, Paul Keijer, Etsko Schuitema, Pouruchisty Sidhwa, Naila Kassim, Dr. Sunil Gupta, Dr. Zsuzsanna Fajcsak .

16th Management Association of Pakistan Convention, the annual gathering of the corporate and business leaders from all over Pakistan, was held at a local Hotel on September 1 & 2, 2014.

The theme of 16th MAP Convention was "re-Think: Management", organized in continuation with the previous theme but further focused on Future of Management. The aim of the Convention was to make it imperative for the Contemporary Practitioners to 're-Think' & embrace the idea of being Innovators in Management. It was also aimed to help local businesses update themselves with key business management developments, trends, ideas and challenges for the next decade.

The convention was a unique blend of rich presentations, panel discussions and post-convention workshops on key issues & was well attended by over 300 Senior Executives from the Corporate Sector. It was organized by the Management Association of Pakistan and the lead partner for the event was Pakistan's leading training &

management services provider, Octara Private Limited.

16th MAP Convention featured renowned global thought leaders and eminent speakers like Tony Buzan - Inventor of Mind Maps and Lucy Cornell - YPO Speaker and Linklater Voice Coach. It also featured leading visionaries such as Wajahat Husain, President & CEO - UBL, Khalid Nawaz Awan, Chairman - TCS Holdings, Furqan Qureshi, CMO - PTCL, Dr. Zeelaf Munir, Chairperson, Executive Management Board - EBM, Kimihide Ando, CEO - Mitsubishi Corporation, Sirajuddin Aziz, CEO - Habib Metropolitan Bank, Asif Jooma, CEO - ICI Pakistan, Nadeem Naqvi, MD - Karachi Stock Exchange, Mr. Ali Hasnain, Head Retail Banking - UBL to name a few. The most distinguished features of the convention were the two powerful panel discussions on the topics "re-Think: Leadership" and "re-Think: HR Management", where young & experienced leaders along with international speakers shared their profound insights and perspectives on contemporary leadership and HR challenges.

The Convention was also followed by two unique workshops on September 2, 2014. These half-day (each) workshops "Connect to Inspire" and "Mind Maps for Business" were led by Lucy Cornell and Tony Buzan, respectively.

STRATEGIC PARTNERSHIPS

MAP continues its successful alliance with the All India Management Association (AIMA), EMEC of IoBM (Institute of Business Management) and ICC (International Chamber of Commerce). These partnerships have allowed MAP members to avail the opportunity of participating in programs being organized by these bodies at discounted rates.

MAP's Collaboration with Asian Association of Management Organizations (AAMO)



ED MAP Mr. Salah Uddin with AAMO Council Members

AAMO is an association of seventeen national management organizations of Asian countries of which MAP is a full member. As in the previous year, in 2014, MAP selected 2 of its members, as per the set criteria, to participate in AAMO's program on 'Leadership challenges to Young Members'. The program was aimed at enhancing the participants' knowledge and experience in the areas of building performance culture with a focus on sharing the leadership development experience in strategic thinking, leading change and quality management. This is for the fourth consecutive year that such an opportunity was offered by MAP in co-ordination with AAMO. MAP hopes to keep bringing more of such opportunities for its members in the future.

Executive Director, Mr. Salah Uddin represented MAP at AAMO's Council meeting held in September 2014

in Kathmandu. During this meeting MAP conveyed its interest in developing Management Capability Index for Pakistan.

For the first time, MAP launched the Asian Management Game online, organized by AAMO, in Pakistan. A 4 member team was shortlisted from qualifying MAP Members from all over Pakistan. The team was able to qualify up to the final stage of the online simulation game.

Collaboration with Asian Institute of Management (AIM)

MAP continued its efforts as the official representative for Asian Institute of Management (AIM) Manila, Philippines, in Pakistan. This year too, MAP conducted AIMAT (Asian Institute of Management Admission Test) for candidates wanting to avail the opportunity to take up their studies at the prestigious AIM. MAP processed 25 cases for admission in the MDM Program at AIM, Philippines. MAP's alliance with AIM has given the students in Pakistan the opportunity to pursue their further education at a renowned institution.

MAP ON SOCIAL MEDIA

MAP is aware of the important role that social media plays for any organization. Keeping up with the trend, MAP has an active Facebook presence which allows us to connect with our members, keep them updated on MAP's activities and the current trends in the field of Management. If you have not already done so, please LIKE our page and join us on **Facebook** using the following link: <https://www.facebook.com/MAPPakistan>

MAP is also on **Twitter** to keep our members updated in real time on the happenings in MAP. Please follow us at Twitter using https://twitter.com/MAP_Pakistan

Our **LinkedIn** page has been active for two years and our members are growing rapidly. We would encourage all our members to join the Group site at LinkedIn or contact our Executive Director, Mr. Salah Uddin for help. Even though we get regular visits, we would like to encourage you all to be more expressive and participate actively in the ongoing discussions on our LinkedIn page.

Our **website, www.mappk.org** offers a more user friendly and aesthetically appealing experience to our visitors. All our events' videos and photographs are uploaded; interesting articles and news items pertaining to the field of management are also shared regularly on our site.

FINANCE

(January to December 2014)

Income:

(Rupees)

Subscription from members	5,717,533
Net income from seminars and courses	1,251,829
Return on investments	1,076,782
Net income from management convention / conference	3,520,561
Entrance fee	410,301
Other income	697,708
	<u>12,674,714</u>
Less: Expenditure (Includes provision for bad debts amounting to Rs.200,000/-)	<u>12,263,056</u>
Surplus for the year	<u>411,658</u>

WRITE OFF OF OUTSTANDING SUBSCRIPTION

Despite repeated follow up of subscription fee from members there are still amounts outstanding. As per our Articles and to maintain prudence in accounting Rs. 200,000/- pertaining to receivables from subscription are being provisioned for bad debts.

STAFFING

MAP Secretariat continues to serve the association with diligence, dedication, enthusiasm & responsibility.

TRAINING ACTIVITIES

MAP Secretariat, under the guidance of the Programmes Sub-Committee, continued its efforts to organize quality events during the year. In 2014, 14 events were held on carefully selected and scrutinized topics, some of which were organized in collaboration with our partners. These events included 1 seminar, 12 workshops on topical issues and 1 Management Convention. Compared to last year, the number of events was significantly less, the main reason being the prevalent security situation in the country. Despite the numbers being less, the overall Income for the year from these programs was 12% higher than last year. The details of the programs held are given elsewhere in this report.

MEMBERSHIP

MAP Secretariat, under the guidance of the Membership Sub-Committee, continued their efforts to increase the membership. During the year 21 members were added to the membership roll which included 12 Institutional and 9 Individual members. Some members discontinued their membership because of various reasons. At the end of 2014 the membership strength was as under:

Institutional Members	=	265
Individual Members	=	422

SUB-COMMITTEES

The Sub-Committees are as follows:

Convention

Chair: Mr. Babar B. Nawaz
Vice-Chair: Mr. Talib S. Karim

Corporate Excellence Awards

Chair: Syed Masood Hashmi
Vice-Chair: Mr. Asif Ikram

Finance

Chair: Mr. Sarfaraz A. Rehman
Vice-Chair: Mr. Amir J. Abbasi

HR & Admin

Chair: Ms. Saadia Naveed
Vice-Chair: Mr. Sarmad Ali

Education / Programmes

Chair: Mr. Talib S. Karim
Vice-Chair: Ms. Saadia Naveed

PR & Media

Chair: Mr. Sarmad Ali
Vice-Chair: Syed Salahuddin Haider

Membership

Chair: Mr. Asif Ikram
Vice-Chair: Mr. Kamal A. Chinoy

Memorandum & Articles

Chair: Mr. Kamal A. Chinoy
Vice-Chair: Mr. Sarfaraz A. Rehman
Member: Mr. Amir J. Abbasi

IT / Website

Chair: Mr. Amir J. Abbasi
Vice-Chair: Syed Masood Hashmi

Fundraising

Chair: Syed Salahuddin Haider
Vice-Chair: Mr. Babar B. Nawaz

ATTENDANCE

The Executive Committee held 6 meetings during the period under review. The attendance record at the meetings is as under:

Name	Designation	Meetings Attended
Ms. Saadia Naveed	(President)	4/6
Syed Masood Hashmi	(Vice-President)	5/6
Mr. Asif Ikram	(Honorary Secretary)	4/6
Mr. Amir Jamil Abbasi	(Honorary Treasurer)	6/6
Mr. Kamal A. Chinoy	(Member)	5/6
Mr. Sarfaraz A. Rehman	(Member)	4/6
Mr. Talib Syed Karim	(Member)	6/6
Mr. Sarmad Ali	(Member)	1/6
Mr. Babar Bashir Nawaz	(Member)	1/6
Syed Salahuddin Haider	(Member)	0/6

The Executive Committee greatly appreciates the support extended by the regulatory authorities, strategic partners and all our esteemed members. The EC would also like to place on record its appreciation of the MAP Secretariat staff for their hard work and dedication.

* The President/CEO is presently out of the country therefore the Director's Report has been authenticated and signed by the Honorary Secretary (Member Executive Committee) on behalf of the Executive Committee.



ASIF IKRAM

Honorary Secretary
Karachi

Dated: March 10, 2015