

Corporate Social Responsibility

We approach corporate social investment as an end in itself rather than as a way to promote ourselves

At Pakistan Tobacco Company we aim to demonstrate responsible corporate conduct across all aspects of our operations.

Our philosophy "from appropriate marketing and consumer information to supporting sensible tobacco regulation; from respecting work place human rights and reducing our environmental impacts to contributing to local communities" guides us in all our endeavours. We seek to work continuously to engage with our stakeholders, to balance their views and to align our business decision-making with reasonable societal expectations of a modern tobacco company.

We recognise that Corporate Social Responsibility (CSR) presents particular challenges for a tobacco company. Tobacco products pose real risks to health and raise important questions about how best to define responsible product stewardship. We, therefore, believe that for our business, the only meaningful approach to CSR is one based on candidly dealing with the issues around our products and on ways of responding to sometimes strongly held views of our stakeholders.

During the course of the year, one of our most notable CSR activities has been the 'block' afforestation drive we undertook in partnership with the Government of Pakistan. The mass plantation was conducted at the Baurghushti National Park in Attock District.

In addition to the above, we continue with our key CSR initiatives, which are as follows:

Better Health Facilities

We run Mobile Doctor Units (MDUs) in Mansehra, Buner, Yar Hussain, Shergarh and in outskirts of Akora Khattak Factory. The MDUs follow a five day schedule and in total provide health services to about 3,000 residents of these areas in a month. We also provide eye care through our partner Layton Rahmatullah Benevolent Trust (LRBT) benefiting over one thousand people per year.

Our latest initiative is a partnership with the National Institute of Health/Ministry of Health and the Prime Minister's Programme for the Prevention and Control of Hepatitis. This will be launched in district Swabi in February 2008.

Water Filtration Units

Four water filtration plants are currently operational in Buner, Akora Khattak, Isori Payan and Yar Hussain with a capacity of 2,000 gallons/hour. In the year 2007 we installed another four units in partnership with the District Governments and the Community Citizen Boards of NWFP.

Learning Resource Centres (LRCs)

We have one LRC in each of our regions, namely, Buner, Mansehra, Yar Hussain, Shergarh and Akora Khattak Factory. The one operating in Akora Khattak town is dedicated especially for teaching women. All these centres are affiliated with Skill Development Council NWFP. So far, over 1,200 students have graduated from these centres with basic computer literacy.

Non Formal Education Schools

This programme was initiated about four years ago through an NGO called Adult Basic Education Society (ABES). We have sponsored nine schools in the Yar Hussain district and there are approximately 300 students enrolled currently in various classes of the primary school. Over 80% of these students are girls.

The Citizen Foundation (TCF) School in Nowshera

PTC has donated Rs 3.8 million to The Citizen's Foundation for building a primary school in Nowshera to cater to the educational needs of the more disenfranchised children from the locality. The school opened its doors in March 2007.