

Corporate Social Responsibility [CSR]

Your Company's strategy for corporate social responsibility focuses on giving back to its environment by protecting and nourishing it and by looking after the comfort and security of its immediate workforce. Since its inception, PICT has undertaken various initiatives in the areas of health, safety, education, environmental protection and preservation, and other social activities of individuals and groups, attached directly or indirectly to its business activities. CSR is an important part of who we are and how we operate. We measure our success not only in terms of financial criteria, but also in building customer satisfaction and employee engagement, and supporting the communities we serve.



During the year, the Company has donated Rs.3.5 million to Rabia Azim trust [an associated undertaking] for financial assistance for the infrastructure maintenance and day to day expenses of the company's adopted school for under privileged children in its neighboring community. As part of CSR activity, this year PICT donated water heaters (geysers) and school shoes for the children of SOS village. The employees of the company also visited the children's shelters at the SOS village for distribution of gifts amongst the children. This year the company also recommitted its support to the needy talent of Pakistan by sponsoring a student for higher IT education.

