



**PSW**  
PAKISTAN SINGLE WINDOW

# CORPORATE SOCIAL RESPONSIBILITY (CSR) REPORT 2023-24



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## PREFACE

Pakistan Single Window (PSW) takes pride in its role as a socially conscious and responsible organization. As an ICT-based innovation hub, PSW aims to streamline Pakistan's integration into global trade and logistics networks by offering a centralized data submission point. This approach significantly reduces the time, cost, and complexity of international trade processes. Understanding the critical role of corporate responsibility in harnessing the benefits of global trade and investment, PSW has established a robust Corporate Social Responsibility (CSR) policy. This policy is designed to tackle challenges linked to the United Nations Sustainable Development Goals (SDGs), fostering a fair, environmentally sustainable, and healthy society.

PSW is dedicated to upholding its CSR commitments by serving stakeholders, society, and communities with integrity. The organization conducts its business and operations following principles that ensure economic, social, and environmental sustainability. These principles are characterized by transparency, ethical conduct, and the aim to elevate social development standards across Pakistan.

Corporate responsibility is ingrained in the fabric of PSW's operations, significantly contributing to sustainable development. This commitment amplifies the advantages of global trade, international investment, and economic growth. The PSW CSR Report 2023-2024 highlights the initiatives undertaken to fulfill the goals set out in the CSR and Sustainability Policy. This policy is seamlessly integrated with PSW's Corporate Vision, Mission, Values, and Objectives, guaranteeing that the company's pursuits are aligned with serving society and local communities, in alignment with the United Nations Sustainable Development Goals (SDGs) 2030.

Throughout 2023-2024, PSW has leveraged its digital services and innovation potential to capitalize on opportunities that contribute to promote a sustainable future. These initiatives reflect PSW's ongoing commitment to fostering an environmentally responsible and eco-conscious business environment in Pakistan.

## CSR AND SUSTAINABILITY INITIATIVES

### EXTERNAL

#### Introduction of Russian Helpline

In a strategic move to enhance international trade facilitation, Pakistan Single Window (PSW) has introduced a [dedicated Russian-language helpline](#) to benefit transit trade with Central Asia. This service addresses language barriers faced by traders, particularly from Uzbekistan and Tajikistan, using Pakistani ports for their import/export activities. The helpline aims to bridge communication gaps and provide guidance on complying with Pakistan's Customs and trade regulations for transit trade.

The helpline operates Monday to Saturday, from 9 am to 5 pm. Traders can contact PSW's helpline at 021-111-111-779 and dial 3 for assistance in Russian. Traders and entrepreneurs can access timely, accurate, and official information regarding import/export processes and trade regulatory requirements. This dedicated helpline underscores PSW's commitment to providing comprehensive support and fostering robust international trade connections. This



initiative is expected to reduce language barriers and foster increased trade by providing ease of access to information and business facilitation.

#### SDG Alignment

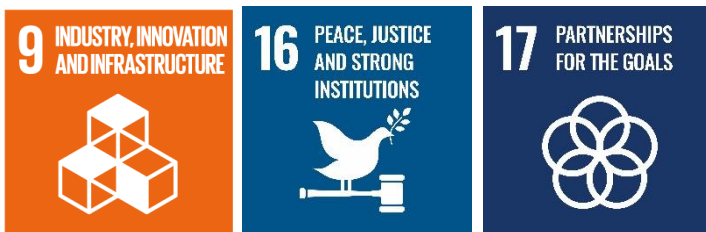


### Feedback Mechanism for Quality Assurance

The PSW Communications department maintains its commitment to effective two-way communication and consistent information sharing, ensuring all communications are visible, accessible, timely, flexible, and clearly convey the PSW vision. The focus is on using information to make improvements and meet the requirements of stakeholders, thereby reducing resistance, fears, uncertainty, and misinformation, while continuously monitoring and measuring feedback.

To enhance the responsiveness of PSW services to client needs, four bilingual user feedback surveys were conducted quarterly throughout the year, garnering over [1,520 responses](#) from PSW subscribers. The feedback collected has been shared with the relevant departments, and actionable insights are being implemented to improve services in line with stakeholders' requirements.

#### SDG Alignment



### SME Survey

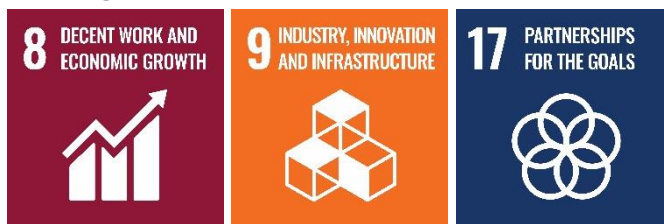
In alignment with PSW's Corporate Social Responsibility (CSR) and customer-centric focus, the PSW Marketing & Communication Team, supported by external consultants, conducted a comprehensive nationwide survey of Small and Medium-Sized Enterprises (SMEs). This initiative aimed to gauge SMEs' interactions with PSW, focusing on their satisfaction levels with the system.

The survey revealed that PSW's digital marketing efforts were effective in reaching and engaging SMEs. However, it also identified areas for improvement, which were shared with the relevant departments. These recommendations include enhancing user interface accessibility, streamlining service delivery processes, and providing more targeted support to SMEs navigating PSW's offerings and greater number of partnerships with stakeholders. Implementing these suggestions aligns with PSW's commitment to continuous improvement and ensuring its services meet the evolving needs of SMEs and other stakeholders.





### SDG Alignment



## PSW Training Partnership Program

PSW is inviting organizations with relevant experience to join our Training Partnership Program, aimed at enhancing the training and capacity-building of stakeholders involved in Pakistan's cross-border trade. Partners in this program will have the chance to offer their services to PSW's extensive client base of over 80,000 traders and businesses, operating on a revenue-sharing basis.

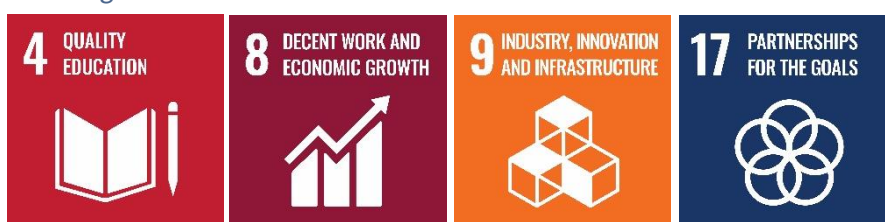
This year, Pakistan Learning Nest (PLN) was onboarded as a training partner and has been providing various training sessions to stakeholders. This initiative aims to increase awareness about PSW and its services within the trade-related community and help boost the adoption of PSW system.

For more information, visit <https://docs.psw.gov.pk/psw-resources/>

### Benefits of Partnership

- **Client Base Access:** Gain access to PSW's extensive network of traders, associated businesses, and international trade service providers for PSW-endorsed training and capacity-building sessions.
- **Collaborative Development:** Work with the PSW team to develop and deliver new knowledge products that better serve our clients.
- **Business Expansion:** Expand your reach and generate new business opportunities.
- **Service Promotion:** Benefit from the promotion of your services to our large subscriber base through our newsletter and social media channels.
- **Training Participation:** Participate in PSW's dedicated in-house trainings and change management sessions on new services, features, and modules.

### SDG Alignment





## Khadijah – Women’s Entrepreneurship Program

PSW is committed to increasing female participation in international trade in Pakistan by leveraging its innovative digital system to reduce cross-border barriers. We build women’s capacity to upscale their businesses through targeted training programs and resources. These initiatives enhance their understanding of trade dynamics, compliance, and digital tools. By providing this support, PSW empowers women entrepreneurs to overcome barriers and succeed globally.

### Outreach highlights

#### Social Media Campaign

- Total number of posts (multiple social platforms): 60
- Campaign Duration: 7 days

#### Event: 1 Lahore

- Total number of women attendees: 70+
- Engaged participants (business and trading community): Women entrepreneurs, SMEDA, FPCCI, Trade Chambers, Lahore, Islamabad and Rawalpindi), WCCI Lahore, REMIT.
- Trade Talks Podcast launched [2 episodes](#) under the banner of ‘Khadijah,’ PSW’s women entrepreneurship program empowering women to bridge Pakistan’s trade gaps.

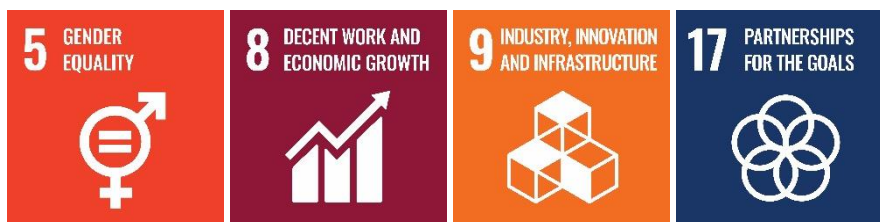
## Khadijah Delegation at Kazakhstan Trade Forum for Women

The Khadijah program provided 15 Pakistani women entrepreneurs with increased access to trade opportunities in Kazakhstan and Central Asia. These women were sent in collaboration with USAID Pakistan. The forum facilitated networking, knowledge exchange, and partnerships. Participants formed valuable Business to Business (B2B) and Business to Government (B2G) connections.

#### Social Media Campaign

- Total number of posts (multiple social platforms): 30
- Campaign Duration: 5 days

### SDG Alignment



## Women’s Awareness, Inclusion, and Empowerment

PSW has undertaken several initiatives aimed at raising awareness and promoting female participation in international trade. These efforts are designed to elevate general awareness of PSW’s role while actively empowering women in the trade sector. Through targeted programs and outreach, PSW is committed to fostering an inclusive environment that supports and encourages female traders, enhancing their opportunities for success and empowerment in the global market.



## International Women's Day 2024

### Social Media Campaign

- Theme: Inspire Inclusion
- Total number of posts (multiple social platforms): 49
- Duration: 7 days
- Engaged participants and audience: Women traders, PSW Support Staff, PSW employees
- Maria Shams, Senior Manager of Business Process Management at PSW, discussed women's role in tech and their advancing intellectual ability on [GTV Network Show](#) for International Women's Day 2024.

### Workplace Issues for Women Awareness - Internal

**Objective:** To identify and address workplace issues faced by women and raise awareness about these challenges, promoting a more inclusive and supportive environment at PSW.

### SDG Alignment



## External Partnerships

### **Traders Prosper Through PSW's Integration with the IPPC e-Phyto Hub**

Pakistan Single Window (PSW) started receiving electronic phytosanitary certificates (e-Phyto) for agricultural imports following its integration with the E-Phyto Hub in November 2023. This integration facilitated the exchange of over 10,000 e-Phyto certificates for exports to 77 countries, digitizing supply chain transactions and reducing time and costs for traders.

### **Third-Party Assessment for Continuous Advancement**

PSW has partnered with Ipsos-Reenergia for an independent assessment. This review will evaluate how effectively PSW is facilitating cross-border trade and will identify areas for improvement, with a focus on enhancing support for traders in Pakistan.

This will be one of the first assessments of any country's National Single Window (NSW) since the formal release of the SWAM (Single Window Assessment Methodology) and will greatly help in exploring whether the Single Window initiative in Pakistan is delivering the intended benefits to its users.

### SDG Alignment





## Promoting Environmental Responsibility and Sustainable Trade Practices

### World Environment Day

In recognition of World Environment Day, the PSW team joined forces with WWF - Pakistan for an impactful Tree Plantation Drive in Karachi. While the act of planting trees is commendable, it also serves as a powerful symbol of PSW's unwavering dedication to environmental responsibility through paperless trade. PSW plays a vital role in reducing paper consumption by actively promoting and facilitating the digitalization of trade documents. This Tree Plantation Drive serves as a reminder that environmental responsibility and efficient trade practices can go hand-in-hand.

#### Social Media Campaign

- Total number of posts (multiple social platforms): 30
- Trade Insights: Episode 101 [Pioneering a Sustainable Future for Pakistan's Trade](#)

#### *SDG Alignment*



### Strengthening Diversity, Equity and Inclusion in the Workplace

In pursuit of last year's Gender Action Plan, PSW has demonstrated a strong commitment to diversity, equity, and inclusion (DEI) through a series of impactful initiatives. These efforts have placed a greater focus on fostering an inclusive environment, promoting gender equality, and addressing unconscious bias. Our comprehensive DEI training sessions, targeted at all levels of the organization, are designed to enhance cultural competence and ensure that DEI principles are deeply integrated into our daily operations. Through these initiatives, PSW is actively working to create a workplace where everyone feels respected, valued, and empowered. PSW has demonstrated a strong commitment to diversity, equity, and inclusion (DEI) through a series of impactful initiatives.

- Diversity, Equity, and Inclusion (DEI) sessions by external consultants: 04
- Awareness sessions: 04
- Interactive trainings: 04

#### *SDG Alignment*







## Digital Platforms for Communication and Knowledge Management

PSW recognizes the critical importance of digital platforms for communication and knowledge management. These tools enable real-time collaboration and information sharing across teams and stakeholders, enhancing operational efficiency and streamlining decision-making processes. Embracing digital innovation ensures PSW remains agile and responsive in today's dynamic business environment.

**PSW Connect** – intranet is maintained by the Marcom department. It serves as a secure and centralized hub for information, resources, and interactive tools, fostering effective communication, knowledge sharing, and collaboration within the organization to create a productive work environment. All internal communications assets, templates, photos, videos, news, policies and MOUs are available on PSW Connect to improve internal communication, help employees find information, simplify employee onboarding, boost recognition & reward, provide organizational clarity, encourage knowledge sharing and reinforce PSW's brand and values.

### Enhancing Internal Communication and Team Collaboration

At Pakistan Single Window (PSW), we prioritize effective internal communication as essential for teamwork and success. Our Marketing & Communications team recently conducted workshops on branding, workplace communication, and conflict resolution in Islamabad and Karachi. The interactive sessions offered practical skills to enhance internal communications, bolster PSW's visibility, and ensure adherence to brand guidelines, which improves the effectiveness of our communication.

#### SDG Alignment



### Ramadan Ration Boxes Distribution

During Ramadan, PSW organized a drive to support our dedicated support staff by providing essential ration packs. Recognizing the importance of community and compassion, our team distributed these packs to ensure our staff and their families had the necessary supplies for a comfortable and joyous Ramadan. This initiative expressed our gratitude for their hard work and strengthened our organization's bond by fostering care and solidarity.

#### SDG Alignment





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