



PSW
PAKISTAN SINGLE WINDOW

CORPORATE SOCIAL RESPONSIBILITY (CSR) REPORT 2024-25



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EXECUTIVE SUMMARY

The Pakistan Single Window (PSW) Corporate Social Responsibility (CSR) Report 2024–2025 reflects PSW's continued commitment to advancing sustainable, inclusive, and transparent trade while fostering positive social and environmental impact. Aligned with the United Nations Sustainable Development Goals (SDGs), PSW's initiatives are designed to balance efficiency in trade facilitation with broader responsibilities toward people, communities, and the planet.

This year, PSW has:

- Strengthened trade facilitation and governance through various initiatives aimed at enhancing transparency and accountability across trade processes.
- Built capacity and knowledge by launching training partnerships, change management programs, and youth-focused internships that bridge academia and industry.
- Advanced women's empowerment via the Khadijah Women's Entrepreneurship Program, women focused awareness campaigns, and workplace inclusivity initiatives.
- Contributed to environmental sustainability by expanding PSW's operations to B2B services, and highlighting the impact of paperless trade on climate as well as organizing awareness campaigns for PSW staff related to environmental sustainability.
- Promoted innovation and institutional integrity within the company through knowledge management, streamlining of HR services, and reinforcing branding and communication standards.
- Conceptualized and implemented social impact projects on limited scale such as Ramadan ration box distributions, ensuring dignity, compassion, and wellbeing for staff and their families.

Collectively, these initiatives underscore PSW's holistic approach to corporate responsibility—where economic growth, social equity, gender inclusivity, and environmental stewardship move forward hand in hand. Through innovation, collaboration, and integrity, PSW continues to set benchmarks for sustainable trade facilitation and corporate citizenship in Pakistan.



INTRODUCTION

Pakistan Single Window (PSW) proudly embraces its role as a socially responsible and forward-looking organization. As an ICT-driven innovation hub, PSW facilitates Pakistan's integration into global trade and logistics networks by providing a unified platform for data submission. This streamlined approach reduces the time, cost, and complexity of cross-border trade.

Recognizing that sustainable growth requires more than efficiency alone, PSW has established a comprehensive Corporate Social Responsibility (CSR) framework. This policy directly addresses key challenges aligned with the United Nations Sustainable Development Goals (SDGs), with the aim of fostering a fair, healthy, and environmentally sustainable society.

PSW remains steadfast in delivering on its CSR commitments by serving stakeholders, communities, and society with integrity. Its business and operations are guided by principles of transparency, ethical practices, and a balanced focus on economic, social, and environmental sustainability. Through these efforts, PSW continues to raise the bar for social development standards across Pakistan.

Corporate responsibility is woven into the fabric of PSW's operations, ensuring that the benefits of global trade, international investment, and economic progress translate into sustainable development. The CSR Report 2024–2025 highlights initiatives undertaken under PSW's CSR and Sustainability Policy, which is seamlessly aligned with the organization's Vision, Mission, Values, and Objectives, and with the UN SDGs 2030.

Throughout the year, PSW has leveraged its digital services and innovative capabilities to pursue opportunities that contribute to a sustainable future. These initiatives reflect PSW's long-term commitment to cultivating an environmentally conscious, socially responsible, and economically inclusive business environment in Pakistan.

KEY INITIATIVES

1. Driving Efficient and Transparent Trade Facilitation

PSW is committed to building a trade ecosystem that is efficient, transparent, and responsive to the needs of all stakeholders. Through targeted initiatives, PSW ensures that businesses face fewer delays, enjoy greater institutional accountability, and benefit from globally aligned trade processes. Some key activities closely aligned to SDG goals are:



Time Release Study (TRS)

In compliance with Article 7(6) of the WTO Trade Facilitation Agreement, PSW launched a Time Release Study (TRS) at major customs stations, including seaports, airports, and land borders. The TRS measures clearance times across multiple agencies, identifies procedural bottlenecks, and provides data-driven insights for process improvements. Overseen by a Steering Committee comprising PSW, Pakistan Customs, and the Pakistan Business Council



(PBC), the initiative supports **SDG 8.2** by improving productivity through efficient trade processes and **SDG 9.1** by strengthening trade-related infrastructure and connectivity.

Outcome: The TRS is expected to help PSW identify systemic inefficiencies, strengthen collaboration among agencies, and lay down the groundwork for faster, more transparent, and globally competitive trade processes.

Customer Support – Ticket Desk

PSW introduced a dedicated Customer Support – Ticket Desk to provide traders with a centralized, transparent, and efficient channel for resolving queries. The system allows users to create, track, and follow up on support tickets, ensuring issues are addressed in a timely and structured manner. This initiative not only improves the overall support experience but also empowers businesses with reliable access to assistance, reduces uncertainty, and builds greater trust and confidence in Pakistan’s digital trade ecosystem, while advancing **SDG 8.2** by enhancing efficiency and productivity in trade facilitation and **SDG 16.6** by fostering effective, accountable, and transparent institutional support.

Outcome: The Ticket Desk has significantly improved service responsiveness, reduced delays, and provided traders with greater confidence in the reliability of Pakistan’s trade support systems.

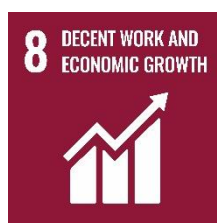
Feedback Mechanism for Quality Assurance

To ensure services remain responsive to stakeholder needs, PSW implemented a structured feedback mechanism supported by quarterly bilingual user surveys. With an average open rate of **44.83%**, these surveys provided valuable insights into user experiences, which were shared across departments to guide actionable improvements. These efforts advance **SDG 9.5** by fostering innovation and building institutional capacity for continuous improvement, and **SDG 16.6** by strengthening accountability, ensuring responsiveness, and promoting effective, transparent communication practices. The feedback received through the survey is analyzed by a User Experience Committee which recommends appropriate action to incorporate the feedback into PSW operations and governance.

Outcome: The feedback mechanism has reinforced institutional accountability, fostered a culture of continuous improvement, and ensured that PSW’s services evolve in alignment with the expectations of its stakeholders.

2. Building Knowledge and Capacity for Trade Excellence

To strengthen Pakistan’s trade ecosystem, PSW prioritizes knowledge-sharing and capacity-building as cornerstones of sustainable progress. By investing in training programs and stakeholder engagement, PSW empowers businesses, institutions, and individuals to confidently adopt digital solutions, maximize efficiency, and contribute to an integrated trade environment. Some of the key initiatives during the year are:





PSW Training Partnership Program

PSW launched its Training Partnership Program to bring together organizations with expertise in trade, compliance, and capacity-building. The initiative opens access to PSW's network of over **94K** traders and businesses, enabling partners to deliver certified training on trade facilitation and digital adoption. Beyond knowledge-sharing, it creates opportunities for collaboration, innovation, and the development of tailored solutions that support Pakistan's transition toward a digitally enabled trade environment. In doing so, the program advances **SDG 4.4** by equipping stakeholders with relevant skills for work, **SDG 8.3** by supporting entrepreneurship and business development opportunities, and **SDG 17.17** by fostering multi-stakeholder partnerships that enable knowledge sharing and inclusive growth.

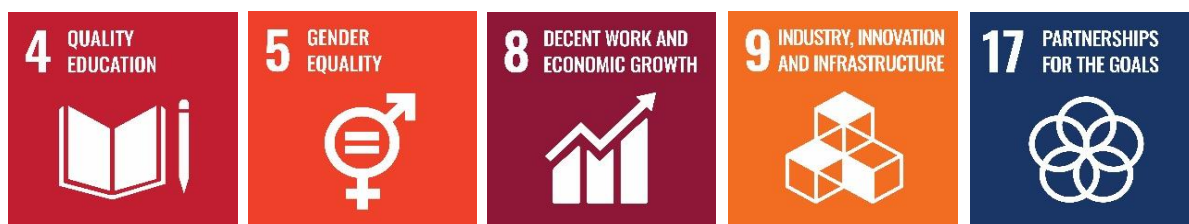
Outcome: The Training Partnership Program expands learning opportunities for stakeholders, strengthens professional capacity across the trade community, and builds a collaborative ecosystem that promotes inclusive and sustainable economic growth.

Change Management Initiative

To ensure seamless adoption of its digital trade platform, PSW implements a robust Change Management program. Through nationwide seminars, webinars, and interactive workshops, the program equips traders, Other Government Agencies (OGAs), and stakeholders with practical knowledge of the system. These sessions address technical queries, bridge knowledge gaps, and provide hands-on demonstrations, ensuring users can operate the platform with confidence. By fostering dialogue and collaboration, the initiative strengthens trust and enhances collective ownership of Pakistan's trade transformation, while advancing **SDG 4.4** by building digital skills, **SDG 8.2** by enhancing productivity in trade, and **SDG 17.17** by promoting effective multi-stakeholder partnerships.

Outcome: The Change Management Initiative has increased stakeholder readiness, improved system adoption rates, and fostered stronger collaboration across the trade ecosystem, paving the way for a more connected and future-ready Pakistan.

3. Strengthening Collaboration for Inclusive Trade



PSW has built a series of strategic partnerships to strengthen capacity building, promote inclusivity, and accelerate digital trade transformation in Pakistan. Some of the notable partnerships fostered by PSW are as listed below:

- i. With the **Professional Development Centre (PDC) at NUST**, PSW launched the **NextTech Internship Program** to equip students with real-world exposure in artificial intelligence (AI), machine learning (ML), and digital innovation, bridging the gap between academic learning and industry practice.
- ii. To advance women's economic empowerment, PSW partnered with **CARE Pakistan** and the Mastercard Center for Inclusive Growth under CARE's global Strive Women



initiative through the Khadijah Women Entrepreneurship Program, delivering digital upskilling, mentorship, and policy advocacy to enhance women-led participation in e-commerce and cross-border trade.

- iii. In the pharmaceutical sector, PSW and the **Drug Regulatory Authority of Pakistan (DRAP)** introduced the **DRAP Clearance Gateway** to digitize regulatory processes, enabling real-time tracking, faster approvals, and timely access to life-saving medicines and vaccines for organizations like UNICEF.
- iv. Supporting exporters, PSW worked with the **Export Development Fund (EDF)** to simplify services and reduce costs by proposing the waiver of export Goods Declaration (GD) fees, improving fund allocation, and offering targeted sector support through data-driven insights.
- v. Finally, PSW partnered with the **Small and Medium Enterprises Development Authority (SMEDA)** to enhance digital trade facilitation for SMEs, expanding access to digital tools, e-commerce platforms, and market intelligence, while enabling women-led businesses to compete globally.

Collectively, these partnerships reflect PSW's commitment to inclusive growth, innovation, and the modernization of Pakistan's trade ecosystem, and advance **SDG 4.4** by equipping youth with skills for employment and innovation, **SDG 8.3** by fostering entrepreneurship and inclusive economic growth, **SDG 9.c** by expanding ICT access and digital trade infrastructure, and **SDG 17.17** by creating synergies with academia, industry, and donors to strengthen trade facilitation, youth skills, and women's empowerment.

Outcome: These partnerships create synergies with academia, industry, and donors to strengthen trade facilitation, build youth skills in digital innovation, and empower women entrepreneurs, ultimately fostering an inclusive and resilient trade ecosystem in Pakistan.

4. Empowering Women in Trade and the Workplace



PSW is committed to advancing gender-inclusive trade facilitation by removing barriers for women-led businesses and empowering female professionals within its own workforce. Through training programs, awareness campaigns, and workplace initiatives, PSW champions women's participation in the global economy, building a more equitable and sustainable trade ecosystem.

Khadijah – Women's Entrepreneurship Program

PSW is dedicated to expanding women's participation in international trade by leveraging its digital platform to reduce cross-border barriers and create opportunities for women-led businesses to access global markets. To support their growth, PSW provides tailored training and practical resources that enhance capacity, deepen understanding of trade dynamics,



ensure compliance, and promote effective use of digital tools. In Phase 2, PSW extended outreach to underserved cities, partnered with CARE Pakistan under the Khadijah Program, and launched the **Khadijah Webinar Series** to increase access for women nationwide. These initiatives have enabled more women entrepreneurs to overcome traditional barriers, upscale their businesses, and engage in international trade with confidence, and were highlighted at WECON '25 as a model for advancing women's economic empowerment.

As part of this work, PSW has contributed to public awareness by creating more than 100 gender specific posts across all platforms, engaged with more than 500 women participants at in person events held in Quetta, Peshawar, and Multan, as well as more than 550 women through webinars, in partnership with FPCCI, SMEDA, Care International Pakistan, National Incubation Centers, Chambers of Commerce and Trade bodies.

For its pioneering work in gender-inclusive trade facilitation, PSW received the inaugural WTO's **International Award for Gender Equity in Trade**, underscoring its leadership in building a more inclusive, equitable, and sustainable trading ecosystem, while advancing **SDG 5.5** by promoting equal leadership, **SDG 8.3** by supporting entrepreneurship, **SDG 10.2** by empowering marginalized groups, and **SDG 17.11** by boosting developing countries' share of exports through women-led businesses.

Outcome: The Khadijah Program has enhanced women entrepreneurs' visibility, capacity, and competitiveness, creating long-term opportunities for inclusive economic growth.

Women's Empowerment and Inclusive Workplace Initiatives

In addition to awareness campaigns targeted at women entrepreneurs, PSW has also worked diligently to empower its women employees through a series of trainings, workshops, and advocacy campaigns. Key highlights in this regard are:

- i. **International Women's Day 2025:** On International Women's Day, PSW celebrated women traders and professionals driving Pakistan's economic progress. Through workshops, campaigns, and storytelling, PSW amplified women's voices and reaffirmed its mission of enabling equitable access to trade opportunities.
- ii. **Mother's Day 2025:** On Mother's Day, PSW celebrated the invaluable role of mothers within the organization and beyond. Special recognition was given to working mothers, with emphasis on policies and practices that support work-life balance. Employees shared personal tributes, acknowledging the strength, resilience, and inspiration provided by mothers and female role models.
- iii. **Lady Leaders Lounge** (a dedicated women's resource group promoting mentorship, networking, and leadership development), the **Mat2Work Transition Program** (a three-month reintegration initiative for mothers returning from maternity leave), and **Diversity, Equity, and Inclusion (DEI) workshops** (comprehensive training to address bias and embed inclusivity across the organization) are some of the other initiatives directed at PSW's own employees and staff.

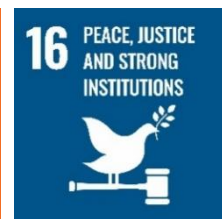
Together, these programs strengthen gender diversity, support women's career advancement, and cultivate a culture where all employees feel valued, respected, and empowered to succeed. These initiatives specifically advance **SDG 5.1** by working to end discrimination against women in trade and **SDG 10.2** by fostering inclusivity and empowering marginalized groups to participate fully in economic life., while also contributing to **SDGs 5.4, 5.5, 8.5, 10.3, and 16.b.**



Outcome: These initiatives collectively empower women employees, enhance retention, and build a more inclusive organizational culture where diversity and equity drive collaboration, innovation, and sustainable growth.

5. Strengthening Systems, Innovation, and Institutional Governance

PSW is building resilient systems and fostering institutional governance that strengthens transparency, efficiency, and collaboration. By investing in digital platforms, standardized communication practices, and knowledge management tools, PSW is enhancing its organizational capacity to operate with integrity and agility in a fast-evolving trade environment.



Digital Platform for Knowledge Management-PSW Connect

PSW Connect, the organization's intranet platform, evolved in 2024-25 into a strategic knowledge management tool. This digitalization reduced manual reporting, improved collaboration, and substantially reduced response times for internal queries. As part of this digitalization, the HR Ticketing System has been launched on PSW Connect (SharePoint) to streamline HR-related queries and requests. The system enables staff to submit queries directly to the relevant HR sections, such as People Services, Talent Acquisition, Learning & Development, and Organizational Development, which ensures faster, more transparent, and efficient resolution. By embedding ICT solutions in internal governance, PSW advances **SDG 9.c** by expanding access to ICT-driven services and **SDG 16.6** by enhancing transparency, accountability, and efficiency within institutional processes.

Outcome: PSW Connect has streamlined staff support processes by reducing manual dependency, improving accountability, and ensuring timely, transparent resolution of HR queries.

Internal Communication and Branding Alignment

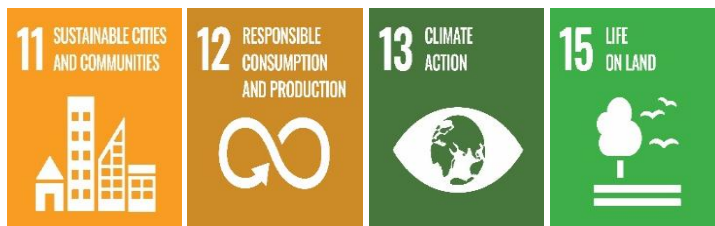
At PSW, effective communication and cohesive branding are viewed as pillars of institutional integrity. To strengthen internal alignment, PSW introduced structured guidelines on branding consistency, including official fonts, email body styles, and standardized email signatures. By raising awareness through informative communications and reinforcing brand standards across internal and external correspondence, PSW promotes a unified organizational identity. This initiative not only advances **SDG 9.5** by fostering institutional capacity and innovation, but also reinforces **SDG 16.6** by developing effective, accountable institutions that support transparency and reliability in organizational governance.

Outcome: Standardized communication practices strengthen institutional identity, enhance brand credibility, and reinforce PSW's values across all channels.



6. Promoting Environmental Responsibility and Advancing Green Trade

PSW is committed to driving sustainability in trade by embedding environmental responsibility into both its internal culture and external thought leadership. Through awareness campaigns, staff engagement, and research on the environmental benefits of paperless trade, PSW is contributing to greener business practices and global climate action.



Green Trade Impact Research

PSW contributed to the global dialogue on sustainable trade by presenting a research paper “**Empirical Analysis of Paperless Trade in Pakistan: Measuring the Greening Impact of Pakistan Single Window (PSW)**” at the Asian Development Bank (ADB) and UNESCAP Paperless Trade Week 2025 in Bangkok. The research paper developed by PSW’s Domain Officer explored how digital trade systems, such as PSW, can significantly reduce the reliance on paper, contributing to lower carbon emissions and resource conservation. The study sparked meaningful discussions with international delegates and partner agencies on the vital role of paperless systems in enabling carbonless trade. These efforts promote **SDG 11.6** by cutting paper waste that reduces urban environmental impacts, **SDG 12.5** by preventing resource waste, **SDG 13.2** through measurable carbon reductions, and **SDG 15.2** by lowering pressure on forests through reduced paper demand.

Outcome: This study highlighted digital platforms as an effective tool in sustainable trade facilitation, reinforcing the environmental benefits of paperless trade and paving the way for future collaborations and peer-reviewed research.

Earth Day 2025 Campaign

In celebration of Earth Day, PSW launched a dual campaign that combined public awareness with internal engagement. On social media, PSW shared impactful content highlighting the importance of sustainable practices and the role of digital trade solutions in conserving natural resources. Internally, the Earth Day 2025 Pledge Campaign encouraged employees to make personal commitments, such as reducing energy consumption, minimizing waste, and avoiding single-use plastics, while also sharing ideas for greener workplace practices through a dedicated feedback channel. Such campaigns emphasize **SDG 11.6** by reducing the environmental impact of cities, **SDG 12.5** by substantially reducing waste generation, **SDG 13.2** by integrating climate change measures into policies and planning, and **SDG 15.2** by ending deforestation.

Outcome: The campaign strengthened PSW’s culture of sustainability, raised awareness among staff and stakeholders, and reinforced its role in promoting climate-conscious trade facilitation.



7. Caring for Communities and Employees

At PSW, caring for people, both within the organization and beyond, is central to our values. We believe that sustainable growth is not only about advancing trade and technology but also about fostering compassion, supporting vulnerable groups, and building a workplace culture where employees feel valued.



Ramadan Ration Boxes Distribution

In the spirit of generosity during the holy month of Ramadan, PSW launched a ration box distribution drive for its dedicated support staff. Essential food packs were provided to ensure that staff and their families could celebrate the month with comfort and dignity. This initiative offered financial relief at a critical time and nurtured a culture of care and belonging, in line with **SDG 1.3** (offering social protection and relief), **SDG 2.1** (supporting food security and access to essential nutrition), and **SDG 3.4** (contributing to overall health, well-being, and reduced stress for vulnerable staff and their families).

Outcome: Such initiatives improved food security for support staff while fostering compassion, dignity, and community spirit within PSW.

Looking Ahead

PSW's CSR journey is an evolving commitment to sustainable development and inclusive growth. In the coming years, PSW aims to expand its efforts in the following areas:

- Deepening digital inclusion for SMEs and underserved communities to ensure equitable participation in trade.
- Enhancing environmental stewardship by embedding green practices across trade processes and institutional operations.
- Strengthening global partnerships to bring international best practices to Pakistan's trade ecosystem.
- Expanding training and mentorship opportunities for youth and women, ensuring a future-ready workforce that thrives in a digital economy.

Through these forward-looking priorities, PSW reaffirms its dedication to building a trade ecosystem that is efficient, equitable, and sustainable—one that empowers people, protects the environment, and contributes to Pakistan's prosperity.



+92-51-9245605



info@psw.gov.pk



www.psw.gov.pk



PSW - Head Office, Islamabad:
2nd Floor, NTC headquarters, Sector G-5/2, Islamabad.