

## 5. PUBLIC AWARENESS, PUBLIC RELATIONS & EDUCATION COMMITTEE

(3 meetings held in the period October 1, 2011 - September 30, 2012)

<u>Member</u>	<u>Meetings Attended</u>	<u>Member</u>	<u>Meetings Attended</u>
Farid Ahmed Khan ( <i>Chairman</i> )	3 of 3	Hassan Reyaz Khan	1 of 3
Ahmed Ateeq*	0 of 0	Shahid Gul Motiwala	2 of 3
Imran Azim	2 of 3	Syed Raza Ali Bukhari	2 of 3
Hassan Khan	2 of 3	Yasir Qadri	1 of 3

### TERMS OF REFERENCE

- To draw up and conduct public awareness campaigns for promoting mutual funds and pension schemes;
- To promote goodwill between the industry and public;
- To organize workshops/ seminars for investors/ industry personnel; and
- To draw support from SECP.

### ACTIVITIES' REPORT

The Committee after its print ad campaign on money market funds last year, held two awareness seminars for specific target audiences this year.

1. The Committee in collaboration with the Federation of Pakistan Chambers of Commerce and Industry (FPCCI) and Central Depository Company of Pakistan (CDC) organized a seminar on "Mutual Funds and Voluntary Pension Schemes – An Efficient Way to Save" on February 3, 2012 at FPCCI Auditorium. This was attended by FPCCI members and executive committee members, businessmen and industrialists. The seminar highlighted reasons to invest in mutual funds rather than keeping savings in conventional bank accounts. It also emphasized that the regulatory body and the trustee have put in place checks and balances to protect the interests of investors. Need for planning for post-retirement to attain financial self-sufficiency in old age was emphasized so that in old age, people can financially sustain themselves.
2. In order to facilitate understanding of options for personal tax benefits and retirement funds investment avenues, the Committee in collaboration with the Overseas Investor Chamber of Commerce and Industry (OICCI) and CDC organized a seminar on the subject of "Mutual Funds and Voluntary Pension Schemes", on April 4, 2012 at the OICCI office. This customized event for OICCI members was attended by a large number of senior executives of OICCI member companies and MUFAP members. Presentations were made on "How Mutual Funds can help you save efficiently", "Voluntary Pension Schemes" and on the "Role of the Trustee and Regulatory Bodies".
3. MUFAP is also coordinating with the Institute of Capital Markets to hold a number of seminars on Mutual Funds and Voluntary Pension Schemes for which preparations are underway.