



Pakistan Society for
Training & Development

WIBCON



13TH WIBCON

01st March, Pearl Continental, Lahore
9:00AM - 5:00PM



PSTD takes pride in harnessing the true potential of thousands of Pakistanis for over five decades, through professionally crafted trainings and comprehensive developmental programs.

WIBCON (Women in Business and Leadership Conference) is one of the many effective initiatives of PSTD. It acknowledges and celebrates accomplished women who have achieved their goals and realized their dreams. It also serves as an inspirational platform for women who are willing to break the glass ceiling and prove their worth.

It is a unique stage where the learned and the learning energies unite to rise in strengths...

And this uplifting and exquisite phenomenon is what we call, **'RISing'**.



RISING 2023

There is no denying the fact that with time women are gaining the courage and confidence to challenge shallow perceptions. They are acquiring the skills to channel their positive energies and thinking of new means to Rise against the tide.

To succeed and rise further; today's woman does not only need to think but also think deeply about the way she thinks. This process of **'Metacognition'** involves thinking about one's own thinking and learning. Paying heed to our thoughts and closely observing the thought patterns enables us to rewire the thoughts or even set them in a more desired, success prone manner.

I'M RISING

We are an amalgamation of our thoughts; hence we need to plant them with both purpose and passion. Applying a positive filter over our thoughts and thinking process enhances productivity and progress. It gives an optimistic perspective to all our struggles and sets us on a path to unobstructed, constant RISING.

میں ہوں

"وجودِ زندگی"

گرتی دیوار سے اٹھی ہوں بجھتی راہ سے جسلی ہوں
گہری رات سے گزر کے میں سورج بن ابھری ہوں
تاریکی کی بے باک — نفی ہوں میں خود وجودِ زندگی ہوں
سوچ کی چلتی چلی ہوں تخلیق کی بھڑکتی بھٹی ہوں
حسام خیالوں کو کندن کر کے منتق کے من تک — جاتی ہوں
سچ کی سچی لوسلگاتی ہوں خودی کا شعلہ بھڑکتی ہوں
کہ میں

خود وجودِ زندگی ہوں

CONFERENCE AGENDA

08:30 - 09:00	Registration	
09:00 - 09:15	Qirat & National Anthem	
09:15 - 09:30	Conference Launch Video	
09:30 - 09:40	Welcome Address	Fahd K. Chinoy (President, PSTD CEO, Pakistan Cables)
09:40 - 10:00	Conference Introduction	It Starts With Me... Shireen Naqvi (Senior Associate, Carnelian)
10:00 - 10:30	Keynote	Justice (retired) Nasira Iqbal (Law Professor, Pakistani Jurist)
10:30 - 11:00	Tea & Networking	
11:00 - 12:00	Panel Discussion	The Hot Seat: Championing for Change Fiza Farhan (Convenor, Male Champions of Change Pak; CEO, ORA Global Development Advisors) Anees Khawaja (CEO, MG Apparel) Ali Gulfaraz (CEO, Bank of Khyber) Masam Abbas (BEO, Juices Nestle) Syed M Abul Hassan Kazmi (Sr. Director Supply Chain PakBU & Sustainability, PepsiCo)
12:00 - 12:20	Rising Story	Buss Mauqa Chahiye: On the Road to Financial Empowerment... Aqsa Bibi (Milk Collection Agent, Friesland Campina) Zeeshan Ul Rab (GM Milk Procurement and Agriservices, FrieslandCampina)
12:20 - 12:40	Rising Story	Sheroes of Revolution: Driving Change Forward Varda Altaf (Sr. Area Sales Manager, Sheroes PepsiCo) Pari Badi-Ul- Jamal (Territory Sales Manager, Sheroes PepsiCo)
12:40 - 01:00	Rising Story	Sparks Flying! Kahani Aik Female Meter Data Maint. Officer Ki Durdana Shoaib (MDMO, K-Electric)
01:00 - 02:00	Lunch & Networking	

02:00 - 02:50	DE&I Breakout	<p>One Big, Happy Family! 3 Must-Have Interventions for Creating Equitable Workplaces</p> <p>Faiza Savul (HR Director, K-Electric)</p>
	Leadership Breakout	<p>Women in the Boardroom: Leadership Development to Get Us There</p> <p>Naveen Balkhi (SSGB, ProSci, Insights; CHRO & Director, Global Talent BSG)</p>
02:50 - 03:15	Rising Story	<p>One Amongst Many: The Empowered Female Farmers of Pakistan</p> <p>Bappan Mai (Farmer, Syngenta)</p>
03:15 - 04:45	Workshop+Tea	<p>Dare to Dream - A Vision Board Workshop</p> <p>Fariha Salahuddin (Founder, Farihas)</p> <p>Rubina Jamal (CEO, Insolito Associates)</p> <p>Kehkashan Awan (Transformation Consultant; Trainer)</p> <p>Hina Sarwat (HR Director, CCL Pharma)</p> <p>Wajeeha Mohsin (HR Director, servicePath Canada)</p> <p>Aisha Sarwari (Director Public Affairs, Comm. & Sust. Pak & Afg, Coca-Cola Company)</p>
04:45 - 05:00	Closing Remarks	Adeel Shareef (GM), PSTD

Entertainment

<p>Learning Lounges (Full-day) Ball Room (B)</p>	<p>Sheroes Stepping Towards Revolution Powered by PepsiCo Meet the team of the first female led distribution in Pakistan & learn how to ride motorbikes with them!</p>
	<p>Kick Some Glass! Women Shattering Limitations Powered by Center for Creative Leadership - Abacus Leadership Development Partner</p>
	<p>Family Planning and Women Health Powered by DKT Pakistan</p>
	<p>Women on Wheels! Motorbike Learning Lounge by Atlas Honda</p>

WELCOME ADDRESS

FAHD K. CHINOY

President, PSTD | CEO, Pakistan Cables

Fahd Kamal Chinoy is an MBA from INSEAD (France) and has a Bachelor of Arts in Economics and Political Science from the University of Pennsylvania, USA. Prior to becoming CEO, he headed various departments including Sales, Marketing, Supply Chain and Informational Technology at Pakistan Cables Limited.



Fahd Kamal Chinoy has previously served in the banking industry, having worked with TD Securities in New York and Toronto as an Associate in various departments including Loan Syndications and Corporate Banking. He is currently also a Director of Atlas Battery Limited, Focus Humanitarian Assistance Pakistan and the Amir Sultan Chinoy Foundation. He also serves on the Board of Advisors of NOWPDP and is a certified director from the Pakistan Institute of Corporate Governance.

KEYNOTE ADDRESS

JUSTICE (RETIRED) NASIRA IQBAL **Law Professor, Pakistani Jurist**

Justice Nasira Javid Iqbal is a Pakistani jurist and law professor who served as a justice of the Lahore High Court from 1994 to 2002. Nasira Iqbal has a degree in intellectual property law from Punjab University, a Master of Laws degree (cum laude) from Harvard Law School, and a Master of Laws from Punjab University.



She was one of the first five women to be appointed to the Lahore High Court, where she served as a justice from 1994 to 2002. She is also the president of an activist group, the Concerned Citizens of Pakistan Society (CCP). Among other honors, she received the Fatima Jinnah Medal for Women's Rights in 2006, the Woman of the Year Star Award in 2007, and the Wonder Woman Award in 2011.

It Starts with Me

A session that emphasizes the power of 'me' and that change starts from us. While external factors will always exist, our mindset and willingness to pursue and grow is what will help us RISE.

A stimulating session with rapid fire questions and self-reflection exercises to get women questioning and thinking...

SHIREEN NAQVI

Senior Associate, Carnelian; Trainer and Consultant

Shireen works with management and non-management in the corporate sector; Bureaucrats and Parliamentarians in the Public sector; foreign delegates, expats of donor organizations and NGOs/CBOs in the Social Sector; Vice Chancellors, university/college faculty, heads of schools and teachers and with officers of the Pakistan Navy and Air Force.

She is a senior consultant at Carnelian; Founder and Advisor at School of Leadership; Trustee of the School of Leadership Foundation and Founder of Amwaj. She is on the Board of the Hashoo School of Hospitality and RLCC and on the advisory Board of Taskeen. She is closely associated with GDIB (Global Diversity and Inclusion Benchmarks) and with BGRS, training expats on cultural attunement.



PANEL DISCUSSION

The Hot Seat: Championing for Change

A panel discussion which features male champions who have worked for the empowerment of women, to take on burning questions on their contribution towards DE&I, its progress in their organization and what's next for **2023**?

M. ANEES KHAWAJA

CEO, MG Apparel

Muhammad A. Khawaja joined Mahmood Group of Industries in 2003 as a member of the Board of Directors. Under his leadership and guidance, Mahmood Group nourished with his strategic decision-making. He has made untiring efforts to empower and facilitate women.



In his project MG Apparel, he has ensured a 75% women workforce to create more employment opportunities for women. He is also a staunch supporter of women-led organizations and businesses like GBGFL. He has also helped launch Karishma Ali Foundation which gives girls a forum to channel their dreams when it comes to sports. He is currently the Director of Mahmood Group; Mahmood Textile Mills Ltd., CEO of MG Apparel, Founder & CEO of Ground Up, Vice Chairman of APTMA (P) and many more.

ALI GULFARAZ

CEO, Bank of Khyber

Ali Gulfaraz is a senior banking executive with over 25 years of diverse professional experience in global corporate and investment banking. Prior to joining The Bank of Khyber (BOK), he was member of the Board of Directors Fauji Foundation Pakistan, MD & Head of Corporate & Investment Banking for UK, Ireland and all Nordic countries at Mizuho Bank's European Head Office in London.



He began his professional career at Apple Computer's global HQ in Cupertino, California working in consumer research. He has been a competitive athlete and holds athletics records at Cadet College Hasan Abdal dating back to 1986.

SYED KAZMI

Senior Director Supply Chain & Office of Sustainability, PepsiCo

Syed M Abul Hassan Kazmi is an experienced senior leader with a demonstrated history of working in the food & beverages industry across Asia, Middle East & Africa. Skilled in Food & Beverage, Operations Management, Supply Chain Optimization, Quality Management, and Manufacturing.



He is a strong consulting professional with a Bachelor of Science (BS) focused in Mechanical Engineering from GIK Institute of Engineering Sciences & Technology.

MASAM ABBAS

BEO, Juices Nestle Pk

Masam is Business Executive Officer for Juices at Nestlé Pakistan. He joined the company in 2012 and has progressively moved through various roles in Marketing. He started his career as Brand Manager on NIDO Growing Up Milks where he delivered double digit growth over the course of his stay.



In 2021, Masam was inducted into the Nestlé Pakistan Management Committee. Prior to joining Nestlé, Masam has worked at Procter Gamble in brand management across multiple categories.

FIZA FARHAN

Convenor, Male Champions of Change Pak; CEO, ORA Global Development Advisors

Fiza Farhan is a leading global expert on issues pertaining to inclusive economic growth, sustainable development, financial inclusion, women empowerment, access to energy and multi-sectoral partnerships.



Fiza was featured in the US Magazine Forbes "30 Under 30 List of Social Entrepreneurs" twice in 2015 and then in 2016, in addition to becoming the youngest member of the UN Secretary General's High Level Panel on Women Economic Empowerment, Future Energy Leader at the World Energy Council, and Chairperson to Chief Minister Punjab's Task Force on Women Empowerment.

RISING STORIES

BUSS MAUQA CHAHIYE: ON THE ROAD TO FINANCIAL EMPOWERMENT...

AQSA BIBI

Milk Collection Agent, FrieslandCampina

Aqsa Bibi is a milk collection agent at FrieslandCampina Engro Pakistan who received her milk collection and extension training in 2019 from Enhancing Women's Income through Dairy Interventions (EWID), a project initiated under FCEPL's Dairy Development Program. In the small village of Vehari, Aqsa was not only able to defy rigid stereotypes, but also become an inspiration for other girls in her community to lead a life with financial independence and confidence.



ZEESHAN UR RUB

GM Milk Procurement and Agriservices,
FrieslandCampina Engro Pakistan

Zeeshan ur Rub will be giving some insights about the program Aqsa has been a part of. He has over 22 years of experience in Milk Procurement and Dairy Development. He has been with FrieslandCampina Engro Pakistan since the last 12 years. At FrieslandCampina, Zeeshan is responsible for training dairy farmers through dairy development via veterinary and agricultural services. He is leading a team of more than 30 veterinary professionals and providing services to over 80,000 small and medium size dairy farmers, associated directly or indirectly with FrieslandCampina Engro Pakistan.



SPARKS FLYING!

THE STORY OF A FEMALE METER DATA MAINTENANCE OFFICER

DURDANA SHOAIB

MDMO, K-Electric

Durdana Shoaib joined Roshni Baji Program in February, 2021 and she was part of 1st cohort. Durdana belongs to a Baloch speaking community living in Malir, married and having 02 kids. Durdana never went out for any work. The approval from family to go in the field was a challenge itself. Durdana is also part of Pakistan's 1st certified female electrician Program.

She attended a lot of key skills training including self-defense, financial literacy, motor bike etc. She is part of KE family now and fully supports her family & kids. Durdana, is a role model for many other women in her community who later on joined the Roshni Baji program as well.



ONE AMONGST MANY: THE EMPOWERED FEMALE FARMERS OF PAKISTAN

BAPPAN MAI

Female Farmer

Bipan Mai a courageous widow who nurtures her own crops on her seven acres of land near Multan city, situated on the bank of river Chenab. After the tragic loss of her husband, 18 years ago, the only option she had was to take up farming on this small piece of land that she owned. With her hard work and strong will, Bipan Mai has been able to sustain her household, feed and educate her 5 children for almost two decades now.

We came across Bipan Mai through Syngenta, who through its Naya Savera franchise network not only protected her crop against different pests and diseases but also increased the quality and quantity of her farm's yield.



SHEROES OF REVOLUTION: DRIVING CHANGE FORWARD

VARDA ALTAF

Senior Area Sales Manager, Sheroes PepsiCo

Ms. Altaf has been part of PepsiCo for over three years. She is currently taking charge of Local Modern Trade business in Lahore. Ms. Altaf is responsible for a major restructuring in Modern Trade businesses, having paved the way for future fit digital distributions.

Ms. Altaf is a Diversity Equity & Inclusion champion in sales. She was previously associated with Nestle for three years within the Sales function.



PARI BADI-UL- JAMAL

Territory Sales Manager, Sheroes PepsiCo

Pari, who has been working with PepsiCo for almost two years as a Territory Sales Manager in Sialkot, has been a driving force in elevating the business to new heights. She played a key role in launching a distribution network that is exclusively run by women, while pursuing aggressive growth strategies for the region.



DE&I BREAKOUT

ONE BIG, HAPPY FAMILY! MUST-HAVE INTERVENTIONS FOR CREATING EQUITABLE WORKPLACES

The rules are different for women! That which applies to men is not the same for all. The time is ripe for organizations to incorporate policies and practices that will support their working women to create a more happy, productive and equitable workplace. In this breakout, we will explore a few women-centric interventions that will solve the gender pay gap, support expecting mothers, and tap into the real power of 'connect', which must-haves for organizations in the future of work.

FAIZA SAVUL

Director HR – Centre of Expertise, K-Electric

With over 21 years of corporate experience, Faiza Savul is currently the Director HR, heading Centre of Expertise at K-Electric. She was leading Talent Acquisition and Culture in her last role at ICI Pakistan Limited. Faiza studied from McGill University, Canada, and has over the years gained diversified expertise in Recruiting, Training and Development, Talent Management, Employee Engagement, Diversity & Inclusion, HR Strategy & Rewards.

With experience in development of innovative HR initiatives to streamline processes and capitalize on organizational growth opportunities, she advocates not only being a strategic partner within the organization but is also a sponsor and advocate for employees.



LEADERSHIP BREAKOUT

WOMEN IN THE BOARDROOM: LEADERSHIP DEVELOPMENT TO GET US THERE

What does Nelson Mandela, the poem 'Invictus', a CEO and YOU, have in common?

Resilience and Influence (among several other traits!)

Regardless of where we are in our career, it's good to prep early, set targets and understand how to build our careers starting now. Join us as Naveen Balkhi interactively leads a dialogue with you on influence at the top levels of our organizations: Non-profit, public or private.

Fresh grad, mid-level or senior-professional - if our vision is to keep progressing to the boardroom, this breakout is for you. Ms. Balkhi will share strategic and tactical tools that have the potential to transform your most critical relationships. She will focus on 3 key areas:

- Influencing Skills
- Speaking the Language of Business
- Building Trust

This leadership trifecta is key for RISING to the top of our game.

NAVEEN BALKHI

**SSGB, ProSci, Insights; CHRO & Director,
Global Talent, BSG**

A global leader, based in Pakistan, Canada, & the UAE, Naveen partners with Boards & leaders, to transform business & people practices. Educated at a top US university, her leadership spans Chemicals, Oil & Gas, Banking, Manufacturing at global giants such as Engro, Exxon/Agrium, J.P.Morgan on Wall Street, Indus Hospital, local family businesses and sovereign wealth investment funds. Naveen has lived & worked in 6 countries, advised in 23 countries, & is an intl speaker, master-trainer & thought-leader.



She gives back by creating meaningful global connections; and mentoring emerging leaders.

WORKSHOP

DARE TO DREAM - A VISION BOARD WORKSHOP

Highlight of the day! A mind opening, thought-provoking, innovative, interactive, and creative workshop; a space to draw (literally) the future you want. Attendees will go through a step-by-step creative process for clarifying and achieving their goals and identify learning techniques to master themselves and live the life of their dreams!

FARIHA SALAHUDDIN

Founder, Farihas

Fariha is a highly compassionate transformation coach and personal branding expert with over two decades of global HR career in executive roles with fortune 100 companies such as GSK, Citi, Unilever, ABN AMRO, and Pepsico, spanning three continents.

With her journey starting as a customer service representative in a bank and rising to the role of Senior VP with one of the largest global food and beverage companies, Fariha has gained invaluable experience in leadership, personal brand, and courage. Her 120-day transformation coaching program is designed to shift clients' energy and build a credible personal brand inspiring them to make meaningful changes and live the life of their dreams.

Based in Dubai, Fariha brings a unique, multicultural perspective to clients across the globe. She is a certified Professional Coach from iPEC (globally ranked #1 in life coaching), a Master Practitioner of Reiki, and a Certified Image Consultant.

She has a Master's in Family Relations and Child Development from Pakistan and a Master's in Human Resource Development from the US.



RUBINA JAMAL

CEO, Insolito Associates

Rubina Jamal, CEO of Insolito Associates, is known for her sense of adventure and leads outbreaks with highly challenging activities pushing participants to their limit. She believes teams come together as a community when they have experienced a variety of emotions and had the opportunity to introspect and share authentically with each other. She has led treks to the Nanga Parbat, Rakaposhi, K2 and most recently Everest base camps.



Rubina was awarded the prestigious Fatima Jinnah Award on August 14, 2021, for her contribution to the field of Women Empowerment. Her passion is working with organizations on the law covering Sexual Harassment, Women in Leadership Positions, Gender Sensitivity as well as Diversity and Inclusion. Rubina is a Management Consultant with a Masters' degree in Psychology and an M.Sc. in Industrial Psychology from the States.

KEHKASHAN AWAN

Transformation Consultant; Trainer

Kehkashan Awan is a Transformation Consultant to businesses and has extensive experience in Business Management, Training and Coaching. Kehkashan's consulting work is a unique integration of the disciplines of business management and psychology with an expertise in managing change at individual, team and organizational level. Kehkashan has attended Babson College, USA for Marketing Management studies and is also a level-5 qualified Psychotherapist from CPCAB, UK.



As an individual, Kehkashan is passionate about solving problems and is an advocate of Women's Empowerment for which she has developed a group coaching program called 'The Colour of my Shadow is Pink', which helps women connect with their unique strengths.

HINA SARWAT

HR Director, CCL Pharma

Hina is a Human Resources professional and leadership coach with 22 years of experience in Pakistan and Middle East. Holds MBA degree majoring in Human Resources. Has leadership coaching certification from Harvard Business School. Worked for Fortune 500 and highly matrixed organizations in several industries including Technology, Oil & Gas, Education, Insurance, Engineering and Pharmaceutical.



WAJEEHA MOHSIN

HR Director, servicePath Canada

Wajeeha has over ten years of experience working with industry leading mega-corporations with a global outreach, collaborating with cross-geo teams demonstrating strong cultural intelligence and a thorough understanding of leading diverse employee units with excellent results. She is skilled in designing, developing and delivering frameworks and programs that are aligned with the organization's strategic priorities.



Before servicePath, she was working as the Lead Talent Sustainability at Fatima Group, and in various capacities at VEON.

AISHA SARWARI

Director Public Affairs, Comm. and Sustainability Pak & Afg (Eurasia and Middle East OU), The Coca-Cola Company

Aisha is a US-educated professional with leadership experience in communications and public relations at globally recognized organizations. She has worked with USAID, USIP, World Bank, Adam Smith International, Jazz, CNN, NPR, Bill and Melinda Gates Foundation, and DFID.



Aisha has written over 500 opinion pieces for various publications including the Guardian, Gulf News; TRT world, Arab News, the Express Tribune and Dawn. Her interview features ran on National Public Radio, BBC World News, BBC Urdu, and Al Jazeera. She is a published author with two books on gender equality under her belt available on Amazon.

Twitter: @AishaFSarwari

LEARNING LOUNGES

SHEROES: STEPPING TOWARDS REVOLUTION (POWERED BY PEPSICO)

Sheroes is the first female led distribution in Pakistan where ladies are breaking barriers and smashing stereotypes. From riding bikes to booking orders, they can do it all! Visit them to learn more. They will also be your motorbike trainers for the day so go for a spin with these empowered ladies.

KICK SOME GLASS!

WOMEN SHATTERING LIMITATIONS (Powered by Center for Creative Leadership - Abacus Leadership Development Partner)

Rise with Purpose. Lead so that others will follow.

Break through your glass ceiling and uncover what you really want, what your definition of success is, what your values are, and how to set the goals to reach your potential. The learning lounge will teach you some strategies for advancement one can apply personally or as a mentor, sponsor, or women's initiative leader.

Family Planning and Women Health *Powered by DKT Pakistan*

WOMEN ON WHEELS! Motorbike Learning Lounge by Atlas Honda

The learning lounge comes equipped with a bike simulator as well as two motorbikes for women to ride and experience. Trainers will be there every step of the way to assist the participants who want to learn the basics of motorbike riding, thus ultimately breaking stereotypes for women on wheels!

MASTER OF CEREMONY

XENAB F. ANSARI

Reformist, Speaker and Founder of Empower Yourself | Facilitator - PSTD

Xenab founded a Think Tank that focuses on developing training tools and spreading awareness about Mastery of Fear, Self Preservation and Dominance in 6 fundamental areas of a person's life: Psychological, Verbal, Physical, Digital, Financial, and Legal.

Having worked primarily as an Entrepreneur throughout her career, Xenab has started up an export fashion brand (Xenab's Atelier), joined as a junior partner to relaunch and establish a well-known fashion brand (House of Zunn), provided companies in Karachi and Lahore with training and wellness services (DXD) and founded a platform (Empower Yourself) which collects research and data on six common forms of abuse and manipulation, and aims to find solutions to help people manage situations where they are being fearful, manipulated, abused or in danger.

Xenab has also spent over 2 decades in the public speaking domain and has extensive experience on the stage and in theatre, as well as TV and Radio talk shows, panel discussions, as Master of Ceremony and as a guest speaker in a number of events with clients including the Pakistan Navy and Army.



LAHORE

Pearl Continental Hotel
09:00 a.m. – 05:00 p.m.

01ST March, 2023

CONFERENCE REGISTRATION

Organizations may buy corporate tables and invite their stakeholders, partners and guests.

REGISTRATION	MEMBER	NON-MEMBER
Per participant	Rs. 21,000/-	Rs. 22,500/-
Group of 8	Rs. 160,000/-	Rs. 170,000/-

Terms & Conditions:

- Registration will be confirmed on advance payment
- PSTD is tax exempted, WHT will not be applicable to this amount
- We encourage organizations to send male delegates too

For registration enquiries please contact:

LAHORE

Shazia Saad
Conference Lead – North
M: 0344-2941875
shazia.saad@pstd.com.pk

Bushra Umair
Sr. Program Manager – North
M: 0333-2406753
bushra.umair@pstd.com.pk

Mehtab Hafeez
Program Manager
M: 0334-7783344
mehtab.hafeez@pstd.com.pk

Simra Imtiaz
Associate Program Manager
M: 0332-2604931
simra.imtiaz@pstd.com.pk



*We hope you'll join us for
a riveting and
enlightening experience!*