

Pakistan Telecommunication Company Limited

crytical analyses on ORGANISATION’S plans and implementations WRT CSR

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Business Ethics

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# **Executive Summary:**

PTCL is the largest ICT Company in Pakistan with 18000+ employees. The company’s net worth is PKR 8.4 billion and providing internet and telephony services to almost all of the cities in Pakistan. The report is about how this large scale organization carries out its managerial tasks within the organization and what impact they are creating outside the organization’s boundaries. The report is a compilation of input from representatives from PTCL, representing their CSR methodology, and our critique & analyses on the working of company with respect to corporate social responsibilities. The report also lists the CSR activities that PTCL had already carried out and those that they are planning to deploy in future. This document provides practical advice about rules, regulations, expectations and guidance about appropriate behaviors. The guiding principle would remain “acting in the best interest of PTCL within ethical boundaries” in situations where no specific guidelines are available.

**Objective of Study:**

The aim is to provide an overview of an ethical working style of a large scale technical corporation and the activities they carryout to build the environment them a sound one to keep harmony among the society. It also enlists the critique from the perspective of an outsider as a watchdog to point out the areas they lack or things that could have been carried out in a better way within the organization’s ethical structure and in its surrounding to keep the balance maintained.

**Company Overview:**

Pakistan Telecommunication Company Limited (PTCL) is the largest integrated Information Communication Technology (ICT) Company of Pakistan. With a humble start from a telephone and telegraph department in 1947, it has evolved to offer latest digital and telecommunication technologies today. With the largest fixed line network of the country, PTCL offers products and services like high speed Broadband internet, CharJi wireless internet, Smart TV (IPTV) service, over-the-top (OTT) applications like Smart Link App, Smart TV App and Touch App, and world class digital content like Netflix, iflix and icflix. PTCL’s enterprise grade platforms like Smart Cloud, Tier-3 Certified Data Centers, Managed Services and Satellite Services are meeting the connectivity needs of organizations and enabling businesses to operate more efficiently. It acts as the communication backbone for the country with largest fiber cable network that spans from Khyber to Karachi and submarine cables connecting Pakistan to the world.

PTCL is proud of its more than 70 years heritage; connecting people of Pakistan. PTCL has always played its part in development of the country and is committed to building a prosperous and digitally connected Pakistan

**Vision & Mission of Company:**

**Corporate Vision**   
To be the leading and most admired Telecom and ICT provider in and for Pakistan.

**Mission**   
To be the partner of choice for our customers, to develop our people and to deliver value to our shareholders.

PTCL objectives and development strategy are aimed at achieving sustainable productivity and profitability and highly standards of safety, occupational health and environmental care. This entails human resource reengineering & development, and continuing growth through upgradation of existing as well as addition of new facilities. In the changing global environment and coming of WTO, corporate objective and development strategy has been defined to meet the challenges of business.

**Corporate Objectives**

• Contribute in meeting the consumer's demand of Telecommunication Cables.

• Customer's satisfaction by providing best value and quality products.

• Achieving and maintaining a high standard of Occupational Health, Safety and Environment.

• Maintain modern management system conforming to international standards needed for an efficient.

### **Data Product and Services**

* ✔ International Private Leased Circuits (IPLC)
* ✔ MPLS / International VPN
* ✔ IP Transit
* ✔ Satellite and Radio Solutions

##### International Private Leased Circuits (IPLC)

Designated to fulfill the demands of privately owned secure global networks with dispersed locations, PTCL IPLC is a dedicated point to point leased service between your various business premises around the world, providing a reliable platform for global private networks.

PTCL’s IPLC offers high speed dedicated digital connections not only from Pakistan to the world, but also links one country to another via PTCL’s vital submarine cable systems. PTCL is also able to provide the IPLC service via satellite to regions of the world unreachable by fiber optic cable systems.

**Bandwidth Transit**

Bandwidth Transit provides fast and reliable end-to-end connectivity between any two international destinations with Pakistan as a transit hub.

##### **MPLS / International VPN**

The international VPN service is one of the latest state of art IP connectivity based on Internet Protocol Virtual Private Networks (IP MPLS-VPN), which allows companies with locations spread out in PAKISTAN as well as international to connect and transfer data on a private and secure way over reliable robust network infrastructure.

This product is aimed for those requiring high security/bandwidth comparable to that provided by Private Leased Circuits as well as scalable connectivity to provide the future growth changes in size and volume of the customer business.

MPLS IP VPN will deliver a flexible, customizable, any-to-any network that lets customers to connect office headquarters, branches, distribution facilities, data centers and other locations, with ease. This converge all the existing business traffic, even latency-sensitive applications onto one network. The IP-MPLS VPN can reduce the costs and simplify operations, while ensuring to meet with the demands of today's business environment.  
.  
**PTCL is offering 2 flavors of VPN:**

* ✔ Layer 2 MPLS /VPN
* ✔ Layer 3 MPLS /VPN

**Different Quality of service as per Customer Demand**

* ✔ Platinum
* ✔ Gold
* ✔ Silver
* ✔ Bronze

PTCL presenting globally through it is own node as well as partner connectivity.

##### **IP Transit**

In today’s extremely competitive transit marketplace, providers of Internet and content services require a differentiated upstream Internet service that will complement or improve upon their existing arrangements, delivering cost-effective, rapid access to global content, together with assured reliability. They also need the flexibility to be able to react quickly to changes in demand or expectations. PTIX IP Transit is a high-performance, Internet access service that satisfies each of these requirements.

IP Transit provides ISPs, DNOPs, LDIs, Corporate, Software Exporters and other organizations with a high-speed, high-quality connection to the Internet, through access to our entire BGP routing table.  Internet content is delivered via our private, low latency and low packet loss fiber-optic and Multi-Protocol Label Switching over IP (MPLS/IP) network, which provides connectivity between key Internet and business markets across the country.  The service is underpinned by extensive customer routes and peering connections with Major Upstream Providers.

Our IP network is connected to Tier-1 IP service providers around the globe via multiple submarine cables in East and West to guarantee 100% availability in the case of any Int’l Submarine cut.

PTCL network is extend globally and having presence in Europe in AMsIX, LINX and in East in Equinix in Singapore, PTCL also having content providers presenting in Pakistan in PIE, and over all of that strong private peering connectivity made with neighbor networks, all of that strength our IP Transit product.

**We provide the following components as part of the standard IP Transit service:**

* ✔ Full access to the entire global Internet
* ✔ A fully managed connection from any of our IP gateways or city nodes
* ✔ A comprehensive SLA guaranteeing service delivery, availability, latency and packet delivery
* ✔ 24x7x365 service management and technical customer support
* ✔ Secure online performance reporting

#### **Satellite and Radio Solutions**

Providing a reliable, two-way communication link anywhere within satellite footprint, PTCL’s Global VSAT utilizes satellite based Single Channel Per Carrier (SCPC) technology, with data rates from 64Kbps to 34Mbps. It provides point to point dedicated connectivity via satellite from one customer’s premises to another. A very Small Aperture Terminal (VSAT) antenna and indoor unit is used at each customer’s premises.

PTCL also provides the low cost radio solutions for the terrain which is not apt for cable solutions especially mountain areas:

* ✔ Cellular Backhaul
* ✔ Video Transmission Service
* ✔ Broadband VSAT Network
* ✔ Managed End-To-End VSAT Service
* ✔ Maritime (Inmarsat)
* ✔ Radio Links (DRS)

**Ethical Code of Conduct/Ethics Policy:**

## **People and Safety**

Organizations achieve their business goals and targets by effectively utilizing their available assets. Human resource is one such prime asset which needs to be nurtured and kept motivated and engaged to deliver at its best. Therefore, efforts must be made to provide them an honest, open and enabling environment where they feel safe and secure.

01 - Preventing Harassment & Violence

**What it means?**

A behavior that appears disturbing or threatening. For example, using inappropriate language or keeping or posting inappropriate materials in work areas.  
**PTCL’s Standard**

* PTCL is firmly against harassment by means of any action that creates an intimidating, hostile or offensive environment.
* PTCL does not tolerate violence of any type in its premises.

**Expected Behaviors**

* We neither engage in harassment of any type, nor conduct ourselves in a way that could be construed as such.
* We treat everyone including our team members, customers, business partners and other stakeholders—with dignity & respect as they are entitled to a safe & respectful environment.
* We stay polite and respectful at all times even if we disagree with a team member or other persons at work and do not possess or bring weapons of any type to our workplace. We resolve our differences in a calm manner without resorting to bullying, threatening, intimidating or harming another person or their property through either verbal behavior (written or oral) or non-verbal behavior (such as gestures or expressions).

02. Equal Opportunity & Diversity

**What it means?**

* Equal opportunity can be defined as giving a fair chance of success and growth to everyone regardless of any personal or professional affiliations. A workplace with equal opportunities for all creates the perfect recipe for an organization to achieve its objectives.
* Diversity is the difference of opinion / views arising as a result of gender, age, experience, expertise, education, disability and socio-economic status.

**PTCL’s Standard**

PTCL is an equal opportunity employer and treats everyone with dignity & respect and is firmly against discrimination of all forms including disparaging remarks based on gender, age, experience, expertise, education, disability and socio-economic status.

**Expected Behaviors**

* We provide equal opportunity to all current and prospective employees in induction process, promotions, talent development and rewards without any regard to race, gender, age or physical ability.
* We respect all inherent differences and recognize that having diverse views / experiences in the workplace facilitate in the development of PTCL.

**Safe and Healthy Working Environment**

**What it means?**

Everyone at PTCL is entitled to a safe, secure and healthy work place having the requisite facilities and measures to handle / deal with emergency situations.

**PTCL’s Standard**

PTCL is committed to providing a safe, secure and healthy work environment, to observing environmentally sound business practices and to take effective steps to prevent workplace accidents and injuries.

**Expected Behaviors**

* We love to work in a clean environment and would work hard and co-operate in keeping our work place healthy and free from pollutants. We also dump the wastage in proper designated areas and avoid disrupting the work place by littering.
* We ensure compliance with environmental, health, and safety regulations and report any environmental or health related issues to the management immediately.
* Our workplaces are Non-Smoking Zones and arrangements have been made to protect non-smoking staff from secondary smoke. We do not smoke in corridors, rooms, canteen / cafeteria, toilets or the recreation room and only use the designated areas for smoking.
* We comply with all the security policies and procedures to ensure that no unauthorized access is granted and human lives, premises and assets are protected

**Politics Free Workplace**

**What it means?**

Engaging in politics or political activities that leads to biasedness, unwanted disturbance and unrest. Political activities do not include CBA activities within the provisions of law.

**PTCL’s Standard**

PTCL acknowledges and respects the legal right of its employees to support and have political affiliations in their own private capacity. However, PTCL is a strictly apolitical organization and does not engage in political activities, support political parties or have any political affiliations.

**Expected Behaviors**

We do not use and authorize usage of PTCL’s resources to support personal ventures and political activities.  
We do not become a part of political campaign and do not use influence for any political party.  
We do not contest in any election of National, provincial or local bodies.  
We do not try to get any benefit in the Company by using political intervention.

## **Safeguarding Information & Assets**

Information is the key and vital ingredient in making informed and appropriate business decisions. In today’s competitive corporate world, protection of an organization’s assets such as those generating or preserving information has become more important than ever. Organizations invest heavily in safeguarding their assets but no system can work unless the people recognize and respect importance of an organization’s assets.

01. Protection of Assets

**What it means?**

Corporate assets can be financial, physical or intangible which include buildings, equipment, funds, information, data, patents and other intellectual property etc.

**PTCL’s Standard**

PTCL’s assets and interests shall be secured and safeguarded in the best interest of PTCL’s business and in a manner that ensures protection of their value.

**Expected Behaviors**

* We protect PTCL assets against waste, loss, damage, misuse, theft, misappropriation or infringement. We also respect physical and intangible assets of others.
* We use PTCL's assets only for business purposes (except where employment terms allow otherwise) in an appropriate and responsible manner complying PTCL’s policies & guidelines.
* We comply with PTCL’s Information Technology (IT) security & related policies to ensure security of IT assets.
* We do not sublet c Company provided accommodation.
* We acknowledge PTCL’s right to monitor the use of its resources, including its IT resources.
* We own PTCL and play our role in its positive image building
* We take care of PTCL's resources as if these are our own

02. Confidentiality of Information & Record Keeping

**What it means?**

“Confidential information” is used to describe important or valuable business information belonging to PTCL that is not generally available to the public. It includes internal communications, employee records, various reports, business plans, suppliers & vendor information, customers & other stakeholder’s information that has been disclosed to PTCL under obligations of confidentiality.    
“Record” contains information that is evidence of a business activity or required for legal, tax, regulatory and accounting purposes or is important to PTCL business or corporate memory. It may also include contracts, financial information, product specifications, corporate policies & procedures etc.

**PTCL’s Standard**

PTCL will take every appropriate action to preserve confidential information and records. PTCL complies with the applicable laws and regulations in respect of retention of all records.

**Expected Behaviors**

* We are responsible and diligently active in protecting PTCL’s confidential information, inclusive of all information related to our customers, business associates & other stakeholders.
* We take reasonable physical and electronic precautions to safeguard the information and store it in secure location or on secure devices and limiting access.
* We do not share such information with outsiders including our friends and family & ensure that confidential information of PTCL & its stakeholders is not left open in an unsecured area.
* We do not share confidential information until and unless we are required by a court of law or Law Enforcement Agencies (LEAs).
* We take appropriate approvals and measures including signing a Non-Disclosure Agreement, whenever there is a business requirement to share PTCL’s information (including giving access to PTCL’s systems) with third parties.
* We dispose of confidential information and records securely—shred hard copy documents and use secure and effective methods for deleting electronic information.
* Even if we leave PTCL, we are still legally and contractually obligated to maintain the confidentiality of PTCL’s information.
* We understand that improper record management can lead to significant business risks that may have negative financial, competitive, reputation, compliance and regulatory consequences and can breach legal, accounting, tax and regulatory requirements.
* We maintain PTCL's confidentiality under all circumstances except where the disclosure is required as per law.

03. Intellectual Property

**What it means?**

Intellectual property includes trademarks, logos, copyright works, inventions, patents, trade secrets and information. These assets are integral to success of organizations and brand values are built around them. Unauthorized use of PTCL’s intellectual property can lead to reputational as well as financial loss / damages. Furthermore, inappropriate use of intellectual property of other organizations may expose PTCL to lawsuits, fines and penalties and can have a damaging effect on our reputation.

**PTCL’s Standard**

PTCL’s intellectual property will be protected from unauthorized use, sharing and access by placing adequate safeguards. Similarly, PTCL respects the intellectual property rights of others.

**Expected Behaviors**

* We protect and ensure authorized use of PTCL’s intellectual property internally as well as at the time of lending these to external parties.
* We ensure that the intellectual property is used in the best interest of our business and product line.
* We understand the implications of using the intellectual property of others.  We comply with all usage policies and obligations in relation to product utilization as well as trade secrets disclosed by other organizations.
* We obtain input from our legal team before accepting / entering into agreements with any other business that involves accepting / using proprietary information or letting others have access of our proprietary information.

## **Communication & Reporting**

Information no matter how carefully prepared and accurate will not add value unless it is communicated in a proper manner and through proper channel

01. Business Communication

**What it means?**

This includes every kind of correspondence including mail, electronic documents, instant messages, websites, social media tools, postings on Workplace, paper documents, facsimile, voice and voice mail recordings.

**PTCL’s Standard**

PTCL stands committed and firmly practices providing clear, consistent and accurate information in its business communications.

**Expected Behaviors**

* We do not mislead;
* We do not write speculative opinions;
* We do not exaggerate;
* We do not engage in ‘casual conversation’ on sensitive or confidential matters; and
* We do not joke about serious matters.

02. Public Disclosure

**What it means?**

Any written or oral communication made publicly on behalf of PTCL in any medium (electronic, print, social) is a public disclosure. Information disclosed must be based on explicit authorization by PTCL.

**PTCL’s Standard**

PTCL has strong focus towards ethical practices and believes in providing correct, honest, consistent and timely information to its stakeholders.

**Expected Behaviors**

* + We do not make public disclosures about PTCL’s business activities if we are not authorized.
  + We protect confidential information. If we are authorized to disclose information, we ensure that it is true, accurate, consistent and not misleading.
  + We follow PTCL disclosure policies before making public disclosures.
  + We do not engage in communication in any media (social, electronic, print etc.) that is damaging to the public image of PTCL or contrary to the ideology of Pakistan or propagate / incite sectarian creed.
  + We do not engage with the media without clearance from PTCL’s corporate communication Team.
  + We do not engage with investment community without clearance from CFO.
  + We ensure that PTCL’s financial records fairly reflect transactions we are responsible for and PTCL’s financial position

03. Insider Information & Securities Trading

**What it means?**

Insider information includes unpublished financial results, changes in top management, new products or services, pricing, mergers & acquisitions, dividend announcement etc., not otherwise publicly available and may impact the share prices. Insider trading occurs when someone has used or disclosed insider information for personal gain / benefit.

**PTCL’s Standard**

PTCL complies with all applicable laws and regulations relating to securities trading and prohibit disclosure and use of insider information or insider trading.

**Expected Behaviors**

* + - We do not disclose or use insider information or indulge in insider trading.
    - We make appropriate disclosure about our dealings in PTCL securities in accordance with the applicable laws and PTCL’s policies.

## **Conflict of Interest**

“A conflict of interest is a situation or a combination thereof when a PTCL representative has a personal or outside interest that conflicts with PTCL’s best interests. This personal interest could be direct or indirect i.e. direct holding of a financial (investment) interest or indirect holding through immediate family”.   
When faced with a potential conflict, you should ask yourself:

* + Would this activity create a direct or indirect incentive (financial or otherwise) for me or for my close family and personal relationships?
  + Would others perceive this situation to apparently create an incentive for me or for my close family and personal relationships?
  + Would this situation create an incentive for an associated business at the expense of PTCL?
  + Would this situation create a constructive or legal obligation on my part to give favor to entities or organizations dealing with or against PTCL?
  + If the answer to any of above is “yes,” the relationship or situation is likely to create a conflict of interest, so you should avoid it. Some common areas (not an exhaustive list) where conflicts of interest often arise are given below along with guidelines.

01. Financial Personal Interest

**What it means?**

* + This means having a direct or indirect financial interest in an entity, business and organization having dealings with PTCL which could potentially have an impact on PTCL’s best interests.
  + This also includes accepting an external opportunity or starting own business.

**PTCL’s Standard**

* + PTCL personnel will not hold (directly or indirectly) any financial interest (significant or otherwise) in an organization having business with PTCL unless appropriately disclosed and the person so involved does not take any business decision on behalf of PTCL.
  + PTCL staff will not hold external appointments / positions or duties which may impact their ability to work in the best interest of PTCL. However, the staff may engage themselves in charitable, educational or professional activities or affiliate with such bodies after proper approval. PTCL does not bar its personnel from taking part in sports activities or membership of recreational clubs.

**Expected Behaviors**

* + We avoid direct investments or any business interest (financial interest) that could affect, or appear to affect, our decision making on behalf of PTCL.
  + We do not accept External appointments which may affect our ability to work in the best interest of PTCL.
  + We do not engage in financial transactions (purchase/sales of immovable property, lending or borrowing money, letting etc.) with whom we have authority or influence in respect of PTCL’s official dealings. This does not apply to arms-length lending & borrowing from financial institutions / DFI’s whose primary business is lending & borrowing provided if some personnel deal with such banks / DFIs then (s)he must make appropriate disclosure with EVP HRO.
  + We make all such disclosures of lending and borrowing with HR upon appointments / transfers.

02. Relationship within / Outside PTCL

**What it means?**

This means being involved in a relationship at PTCL with a co-worker, friend or a relative (or outside PTCL) that may have an impact on the employee working in the best interests of PTCL.   
Relationships such as marriage between co-workers depending on work roles & positions create conflict of interest.

**PTCL’s Standard**

* + PTCL does not allow direct supervision of a family member.
  + PTCL’s system of internal control, hiring practices, award of work (PO issuance) etc. involve fair and equal opportunity to all applicants and is not subordinated to personal likes / dislikes.

**Expected Behaviors**

* + We do not participate in potential/existing PTCL business relationship involving our family or personal relations.
  + We do not award work to a potential vendor based on our personal likes / dislikes.
  + We do not indulge in unfair business dealings that may have a bias towards anyone.
  + We do not take hiring / on boarding decisions based on our personal commitments or affiliation.

03. Gifts, Entertainment and Other Business Courtesies

**What it means?**

PTCL awards business to vendors delivering goods (core or non-core) to or performing certain services for PTCL on basis of considerations such as quality, pricing, technical abilities and ability to deliver in a timely manner. In the general course of business, vendors send gifts to the staff / personnel having direct dealing with these persons. The gifts may appear to be a gesture of goodwill and appreciation and may even be customary business practice, but the staff and employees should take note of the fact that such gifts may also be given with the intent to influence a current or future business decision and accepting such gifts can therefore create conflicts of interest.

**PTCL’s Standard**

* + PTCL believes in providing equal opportunities to all and thus we do not accept or offer lavish, extravagant gifts including cash or its equivalents.
  + Gifts of symbolic value, such as trophies, logos, pens, diaries and shields that are inscribed in recognition of a business relationship, may be accepted.
  + Gifts/discounts offered to a large group of employees or their families as part of agreement between PTCL & a customer or supplier may be accepted and used as intended by the customer or supplier.

**Expected Behaviors**

* + - We do not accept gifts of more than modest value. Further, as a general rule if offered a gift, sponsorship, meal or entertainment that exceeds the limit of PKR 5,000/-, the employees are expected to politely decline and explain the Company’s rules.
    - We do not accept/ask for meals, sponsorship or entertainment in exchange for an act or promise something.
    - If invited by a vendor to an event involving out-of-town / country travel or overnight stay etc., other than the training covered under purchase contracts, we politely refuse the same. If such travel/ sponsorship / trainings have adequate business rationale, then we take special approval of CHRO for such travels.
    - In case an employee or staff receives a gift from partner / vendor without information the same may be disclosed to HR department.

## **Fighting Corrupt Practices**

PTCL stands committed to promoting a culture of honesty, integrity, fair and impartial dealings with all its concerned stakeholders. We, as an organization, have zero tolerance against all forms of corrupt practices and expect the same from all our personnel.

01. Corrupt Conduct

**What it means?**

Corrupt Conduct is defined as when a person or group carries out his / their duties dishonestly or unfairly, breaches customer trust, misuses PTCL’s information or resources, or become involved in unwanted activities such as:

* + - Influencing or attempt to influence a decision by offering bribes
    - Committing fraud by employing deception to gain / obtain some benefit (monetary or otherwise) at the expense of PTCL’s assets / properties / resources or personnel
    - Living beyond known means.

**PTCL’s Standard**

* + - PTCL has a zero-tolerance policy towards corrupt conduct and believes in ethical and fair dealings.
    - PTCL stands firmly opposed to all forms of corruption and deceptive practices.

**Expected Behaviors**

* + - We do not give or accept bribes. Nor do we take part in, or facilitate, any forms of corruption.
    - We ensure that our actions and day-to-day business activities do not risk creating the perception of bribery or corruption.
    - We also ensure that the transactions and activities we take part in are not, and cannot be perceived as, an improper inducement for business.
    - We disclose our personal wealth and their source as and when required by the Company.
    - We make appropriate disclosure with HR of such situations where we are convicted for a crime in any court of law.
    - We do not influence or try to influence PTCL, through any external or internal means, to get any favor for ourselves or family members.
    - We act in an ethical way since it is the foundation of our business
    - We demonstrate honesty, behave in a positive & consistent manner and keep commitments & promises
    - We seek guidance from the moral compass that ensures fairness and respect for all individuals

**Money Laundering**

**What it means?**

Money laundering is the acquisition, conversion, possession, use / transfer of property, by concealment or disguise of nature / origin and participation in these acts, while having knowledge or reason to believe that such property is acquired through illicit means & includes holding it or possession on behalf of others.

**PTCL’s Standard**

PTCL believes in generating income and business through legal and fair means, we are against violating laws and regulations of Pakistan and strongly oppose all forms of money laundering.

**Expected Behaviors**

* + We are against deriving income from illegal means and strongly oppose all types of money laundering.
  + We interact and deal only with those organizations who have ethical mindset and are involved in legitimate activities.
  + We take all appropriate steps to prevent and detect any illegal form of payments.

**PTCL Whistle Blowing Policy:**

Pakistan Telecommunication Company Limited (PTCL) is committed to the highest possible standards of openness, probity and accountability. In line with that commitment PTCL expects employees and others that it deals with, who have serious concerns about any aspect of PTCL’s work to come forward and voice those concerns.

Specific examples of circumstances where a Whistle Blower can raise concerns could include but shall not be limited to:

* - Over-invoicing, demanding, seeking or acceptance of kick-backs, payment for goods or services not supplied or rendered and any act of fraud,     bribery and corruption.
* - Forgery of company documents and financial instruments like cheques and securities.
* - Theft or misappropriation of company’s funds and property.
* - Conflicts of interest and abuse of office.
* - Disclosure of business secrets and other confidential company information obtained during the course of employment.
* - Financial or Non-financial maladministration or malpractice or fraud that has been/is likely to be committed.
* - Usage of confidential information to obtain a personal reward or advantage.
* - Compromising the interests of PTCL in dealings with vendors or contractors, consultants or suppliers.
* - Misuse of PTCL property.
* - Misuse of authority.
* - Unethical behavior.
* - Misuse of systems or sharing of passwords.
* - Discrimination towards any staff member, customers or any stakeholders on the grounds of sex, race or nationality.
* - Engaging in illegal or unlawful acts; and
* - Compromising PTCL’s Safety Health & Environment (SHE) standards.

PTCL will make every effort to keep confidential the identity of the individual raising a concern if so desired by the individual. In which case, the identity of the individual raising the concern or making the report will not be revealed without his/her prior permission unless PTCL is required to reveal the identity of the individual by law.

An investigation of unspecified wrongdoing or broad allegations may not be undertaken without verifiable evidentiary support.

Where there are deliberate false allegations, no matter how minor, disciplinary actions in case of employees and black listing and/or legal action for defamation may be taken against the Whistle Blower.

**Recommendations:**

PTCL code of conduct binds most of things that are required to check ethical code of conduct of the organization. In our opinion, these things must also be included into the charter to make it more impactful for themselves and the society.

* Personal cell phone usage during work hours is discouraged, except in extreme cases such as an emergency.
* A professional appearance is important when employees work with customers or potential customers. Employees should be well groomed and dressed appropriately for the business and for their position.
* Investing in companies that are competitors to PTCL must be discouraged and checked.
* The company should monitor, access, and disclose employee communications and other information on their corporate facilities or on premises where there is a business need to do so, such as protecting employees and users, maintaining the security of resources and property, or investigating suspected employee misconduct.
* Contact-base developed must be useful for the whole company and not for the personal gain alone.
* Business conducted with the local government bodies must be documented.
* Employees may not discuss prices or make any formal or informal agreement with any competitor regarding prices, discounts, business terms, or the market segments and channels in which the Company competes, where the purpose or result of such discussion or agreement would be inconsistent with applicable antitrust laws
* The Legal Department will designate certain employees who, based on their level of responsibility or the nature of their work, will be required to certify periodically that they have read, understand and complied with the Code of Conduct.
* There should be [anti-corruption compliance program](http://www.coca-colacompany.com/our-company/governance-ethics/anti-corruption/)s  dedicated to ensuring that business throughout the PTCL system is conducted in a fair, ethical and legal manner.

**Steps Taken for Developing Ethical Organization:**

**CSR Activities:**

PTCL has come a long way with its focused approach in creating an exception experience for our employees and customers who are the driving force behind the success of the PTCL.As a part of this progressive stream to create the best experience for employees and customers, we are bringing you the all new insight with a fresh perspective to life at PTCL and view of our diversified world this is more captivating than ever,. You will get to have the different flavors of PTCL from astounding achievements, heart touching CSR activities.

The following areas are the focus of PTCL’s CSR Plan:

1. PTCL Razakaar – A structured employee volunteer program through which employees act as ambassadors of the organization and participate in humanitarian activities pertaining to areas of need.
2. Education
3. Youth Development
4. Health & Safety
5. Environment
6. Disaster Response
7. Inclusion

Pakistan Telecommunication Company Limited (PTCL) as a socially aware and responsible entity is determined to do its utmost in furthering worthy causes that contribute to the lives of individuals and help better the standards of society as a whole.

Corporate Social Responsibility is a way of life at PTCL which focuses on the areas of Health, Education, Environment and Community Development.

**2016**

PTCL undertook numerous initiatives in 2016 to benefit the Pakistani society country-wide. PTCL brought onboard 400 young talented graduates of the country through its flagship CSR (Corporate Social Responsibility) initiatives - Management Associates Program (MAP) and Experia to provide them with hands-on exposure to compete in the corporate world with practical experience in the dynamic environment of PTCL along with trainings on cutting-edge technology platforms, leadership skills and best industry practices.

On the education side, PTCL donated its state-of-the-art appliances to Kaghan Memorial Trust - a charity school in earthquake affected areas of Pakistan, to help generate funds through a lucky draw for funding the school’s operational costs. Throughout the year, PTCL arranged special medical camps for under-privileged segments of society in rural areas and also for the educational institutes of orphans and special children. A total of 452 mobile medical units were set up and health awareness activities were conducted in far flung areas facilitating around 30,000 patients. PTCL also collaborated with local authorities to participate in the Monsoon Tree Plantation Campaign by planting more than 3,000 saplings across various offices and buildings in all the regions.

**Promoting education through online learning**

Pakistan Telecommunication Company Limited (PTCL) continues to promote education and boost knowledge revolution by providing youth access to online learning through the company’s Illuminating Learning Movement (ILM) program. PTCL firmly believes that an educated Pakistan is a brighter Pakistan.

PTCL ILM program comprises a free 1-year subscription of a progressive online learning solution (Click2Learn) to the youth of the country.  The subscription will help 5000 deserving Matriculation and Intermediate students to prepare for their Board Exams and Entry Tests.

Click2Learn is a comprehensive and interactive online learning solution provider with state-of-the-art methodologies covering learning, testing, practicing and training. It improves the performance of students in exams and increases their chances of achieving good results.

Syed Mazhar Hussain, PTCL Chief Human Resources Officer (CHRO) said, “PTCL believes in empowering people through its ICT platforms. This initiative will open alternative learning opportunities for talented youth and empower them to enhance their development and take control of their own future. ”

**PTCL holds Eco-hike and tree plantation drive to preserve environment**

Pakistan Telecommunication Company Limited (PTCL) organized ‘Eco-Hike and Tree Plantation Drive’ in the Margalla Hills to raise awareness about preservation and protection of environment.

The event was held as part of PTCL’s ‘Go Green’ vision, which is a manifestation of the company’s corporate social responsibility policy, aimed at preserving the environment in a sustainable manner.

The initiative emphasized the importance of keeping the surroundings clean and raised awareness in the community about environmental issues.

More than 230 hikers including PTCL employees and students participated in the hike, which started at the base of Margalla hills on Trial 3 & 5 and culminated at the picturesque Pir Sohawa.

The participants also collected litter along the trails, with an aim to raise awareness among the general public about the need to keep the environment clean. Students and faculty members from various universities including Iqra, FAST and Bahria University were also invited to take part in this CSR initiative.

**PTCL launches one-year internship program to empower youth**

Pakistan Telecommunication Company Limited (PTCL) has opened its doors to the talented youth of Pakistan through its One-Year Paid Internship Program 2014. The program enables fresh graduates to develop essential skill-set and experience required to compete in today’s fast-paced and challenging job market.

“At PTCL, we believe in contributing towards the socio-economic progress of the country through various community development initiatives and we would continue exploring innovative ways like this to serve the society”, said the President & CEO PTCL.

“I am confident that such programs should play an important role in capacity building and nourishment of country’s human capital and future leaders”, he further added.

Carrying this tradition of serving the society forward, the company decided to enter the realm of capacity building of the country's youth in 2012, by offering One-year Paid Internships in various disciplines including engineering, finance, marketing, customer care, IT, HR etc

**PTCL holds workshop to nurture the youth**

Pakistan Telecommunication Company Limited (PTCL) has held an innovative program for children of PTCL employees, aimed towards nurturing the children to be more responsible, creative and tolerant of differences.

**PTCL awarded ‘Best HR Practices in Telecom Sector’ award**

Pakistan Telecommunication Company Limited (PTCL) has been presented with the ‘Best HR Practices in Telecom Sector” award at the 4th Global HR Excellence Awards 2013 held in Karachi.

**PTCL makes Hajj dream of employees come true**

Pakistan Telecommunication Company Limited (PTCL) held a reception in honor of the hajjis who have been sponsored by PTCL under the employee welfare scheme for the hajj pilgrimage.

Held at a local hotel in Islamabad, the reception was attended by Chief Human Resource Officer (CHRO) PTCL, EVP HR Operations PTCL, EVP Leadership and Organizational Development PTCL and EVP HR Services PTCL along with other senior management of the company.

As part of the company’s commitment to provide incentives and encouragement for the employees, PTCL sponsors Hajj of 40 employees each year.

**PTCL signs agreement with CBA entailing huge benefits for employees**

Pakistan Telecommunication Company Limited (PTCL), has inked an agreement with the CBA, extending numerous financial benefits to the employees, coupled with additional EOBI pension benefits safeguarding their post retirement life.

**PTCL kicks off ‘Future Leaders Program’ for employee development**

The Company has launched a comprehensive top-end leadership program for its junior and middle managers.

**PTCL participates in Team Etisalat’s Diabetes ride across Europe**

In a bid to support the fight against diabetes, Pakistan Telecommunication Company Limited (PTCL), a part of Etisalat Group, has sent the five winners of PTCL cycling championship to UAE for making their way to participate in the first GSMA mHealth Grand Tour for Diabetes awareness

**PTCL launches EXPERIA Summer Internship Program**

Committed to promote education and community welfare in which it operates, the company has launched ‘Experia Summer Program 2013’, an extensive learning and development platform for the students of top Pakistani universities.

The six-week long rigorous internship program hosts a good mix of fifty technical and business students from prestigious universities including IBA, LUMS, NUST and GIKI

**PTCL connects Election offices of ECP**

PTCL has extended its full support for the preparation of upcoming elections in the country.   In this regard, PTCL has successfully connected 535 Election offices of the Election Commission of Pakistan (ECP) using the flagship voice and broadband range of services including wireline and wireless broadband. Some remote sites have been connected via VSAT technology.

Concurrently, more than 500 central, district and regional offices of Returning Officers (ROs) of ECP are being connected through PTCL network and additional locations will also be connected shortly. It is a unique capability of PTCL to bring forth Telecom Systems Integration to render services for customer like ECP with a demand for the widest possible national coverage.

The state of the art connectivity has been provided to ECP and UNDP office bearers across the country. It will enable ECP and UNDP offices in all parts of the country to transmit data whilst remaining connected with ECP Headquarters in Islamabad. This is a significant step forward towards ensuring timely delivery of information which in turn helps to render transparency in the election process.

**PTCL sets up medical camp for the participants of Sports Week**

Pakistan Telecommunication Company Limited (PTCL) has set up a medical camp through which it is providing free healthcare to more than 3000 children participating in the Annual Sports Week being held from March 19 -24 at Sports Complex Islamabad.

PTCL physicians and dentists, aided by necessary paramedical staff and ambulance service, are providing the children with OPD cover, updating of medical record, dental examination, blood grouping and screening and emergency services including minor surgical procedures at the medical camp.

**PTCL’s annual report earns SAFA’s award**

PTCL had won distinction for the country, with South Asian Federation of Accountants (SAFA) conferring the ‘Best Presented Accounts Award 2011’ to the company, in the category of ‘Communication and Information Technology’. The award is presented to companies that exceed industry standards in quality and transparency of financial reporting parameters.

**PTCL holds Hepatitis awareness drive**

Pakistan Telecommunication Company Limited (PTCL) organized a seminar on ‘Prevention and Awareness of Hepatitis’ at a local school in Karachi as part of the company’s Corporate Social Responsibility (CSR) initiatives. PTCL is organizing a nation-wide drive to create awareness about Hepatitis and its preventive measures.

The doctor of PTCL Medical Services while giving information to students said, “Hepatitis is growing at an ever alarming rate now, with women and children at an increasing risk”.

“More than 12 million Pakistanis are infected with hepatitis due to frequent use of therapeutic injections, re-use of syringes, inappropriate sterilization practices and poor hospital waste management,” he said.

**PTCL takes employee development to new heights**

Pakistan Telecommunication Company Limited (PTCL) stands committed in its resolve of development and welfare of its employees and deeply values the commitment and dedication exhibited by employees.

Numerous initiatives have been taken in this regard. Recently, the company has provided motorcycles on ownership basis to its Customer Services Representatives and technicians of field units as part of the company’s employee development initiatives. This major initiative has been taken aligning the personal welfare of employees with business sustainability.

In the first phase of this program, employees are being provided Motorcycles in 48 easy installments on ownership basis. In addition, 30 liters of fuel will also be provided by the company every month. This facilitation exercise brings convenience for the employees and also strengthens the field resources for provisioning of better services to the customers.

#### PTCL employees donate One-Day salary for IDPs

Pakistan Telecommunication Company Limited employees have contributed their one day salary that amounts Rs. 20 million for the support of internally displaced people of Swat and other affected areas.  
CEO and President of PTCL called on Prime Minister Syed Yousuf Raza Gilani at PM’s House and presented him a cheque of Rs. 20 million on behalf of PTCL employees for PM’s Special Fund .While thanking PTCL employees for their generous contribution and appreciating their willingness to help IDPs, he said that "PTCL employees have exhibited their   
“Contribution from our employees during these days specially donating one day salary for IDPs in these testing times shall be greatly helpful in mitigating IDPs miseries and will go a long way in their rehabilitation process."

**Donation to SOS Villages**

PTCL keeping with its healthy tradition of supporting non-governmental organizations recently donated a sum of Rs.2.5 million to the SOS Villages. As most people would be aware, SOS is an organization that looks after the well-being and education of orphans and the destitute.   
  
PTCL organized a special event at the SOS Village Rawalpindi, which the then Prime Minister of Pakistan, Mr. Shaukat Aziz, attended. He handed over a cheque of Rs.2.5 million, donated by PTCL for this noble cause, to the SOS Children’s Village.

**Scholarships for Persons with Disabilities**

Another recent CSR initiative taken by PTCL was announced at the World Telecommunication Day held on May 17, 2008. This year the worldwide theme for the Day was “Connecting Persons with Disabilities.” To raise awareness of this theme and support initiates focusing on less privileged persons, PTCL chose to become the lead sponsor of the World Telecom Day event in Islamabad contributing PKR 6.8 Million.  
  
During his address at the event, PTCL’s President and CEO announced five academic scholarships per year for persons with disabilities so that they could pursue their career of choice by obtaining higher education at any university with Pakistan. PTCL would bear the full tuition costs and living expenses of those awarded these scholarships. PKR 1.5Million was announced focusing on the education of the special people

#### **Collaboration with Universal Service Fund (USF)**

The Universal Service Fund (USF) and PTCL have entered in a contract to provide basic telephony and data services to the population in the yet un-served areas of Baluchistan districts of Pishin, Killa Abdullah and Quetta. PTCL is making consistent efforts to enhance Pakistan’s capacity to develop and produce a globally competitive telecom sector and industry.  
  
Making a determined effort develop Pishin, a far flung area of Baluchistan is a clear manifestation of PTCL’s resolve to bridge the digital divide. With the support of USF, PTCL is set to extend the benefits of its ubiquitous network coverage to the under-served communities in the un-served areas. PTCL is contributing Rs. 149 million to this endeavor in an effort to bring information and communication technology to the remotest areas. The total cost of the project is PKR 2000 Million out of which PTCL contribution is PKR 1275 Million while USFCo contribution is PKR 725 Million.  
  
Thus, PTCL, as a socially responsible corporate entity, has been pursuing different social causes touching on areas of culture, sports, music, environment and general welfare by supporting different initiatives. As such, PTCL’s CSR activities and new ventures are warmly welcomed.

#### **Donation to Earthquake victims in Baluchistan**

Earthquake struck the western telecom region Quetta leaving terrifying effects in the region. President & CEO PTCL donated Rs.10 Million for the reconstruction and rehabilitation of the area.

#### **Donation to Benazir Income Support Program**

President & CEO PTCL donated Rs.10 Million to the Benazir Income Support Program. This program directly focuses on the poor populace of Pakistan.

#### **Sponsoring Event at LUMS**

PTCL was the lead sponsor for Synergies 2008; the 1st ever Business School Competition in Pakistan organized by Lahore University of Management Sciences costing PKR 1 Million.

#### **PTCL President & CEO announces Rs 10 Million for National Press Club Islamabad**

The President of PTCL has said that PTCL was still one of the most profitable National organizations, despite all economic and financial crisis and back draws.

Addressing the inaugural of the new building, alongside president NPC (National press Club), Tariq Chaudhry, general secretary Afzal Butt, and other luminaries including SEVP PTCL, President and CEO PTCL expressed the company's willingness and readiness to tackle any impending challenges with élan and preparedness.

He also assured press club about his full cooperation and assistance, and during the lunch hosted in his honor by NPC also announced a grant of Rs. 10 million, DSL Internet services, IPTV and other facilities

He said that PTCL would continue to work for betterment of media in Pakistan, and also lauded media services rendered during the last few years

#### **PTCL Gets Environment Friendly**

The Pakistan Telecommunication Company Limited (PTCL) has decided to introduce a new bill format for its customers, effective February 2009.

This decision was taken to ensure that PTCL stir towards adopting environmental-friendly and customer-friendly policies in line with the government of Pakistan's efforts, which recommends companies and institutions to go green.

This initiative of PTCL also coincides with the Government’s decision to celebrate 2009 as the "Environment Year". PTCL's decision to reduce the number of billing pages is an environment friendly initiative and is a way forward towards becoming a paperless enterprise.

According to SEVP Commercial PTCL, preceding bill format comprising multiple pages, would be replaced with a new one-page bill format, thus packing all the essential billing details on a single page. This single page bill format would help save, at least 12 million papers every month that are being used for printing the billing details.

To facilitate the customers, itemized billing details would remain obtainable and accessible. Customers would be able to obtain their itemized billing details by visiting any customer service centre of PTCL and would also be able to access essential billing details through IVR by dialing 1200. PTCL Call center is also expected to start taking orders from customers for their itemized billing details. Subsequently, these details would be delivered to the customers through courier within a certain time frame.

He said, “PTCL is determined to improve and build good relationship with its customers by providing novel and superior telecom products and services to its valued customers and is striving hard to meet their expectations.”

**PTCL, CISCO and NUST to establish Center of Excellence for Internet Technologies**  
  
Islamabad: Under the banner of PTCL, CISCO and NUST, Center of Excellence for Internet Technologies is being established at NUST SEECS, Islamabad. The Center – a brainchild of President and CEO, PTCL - is to be set up in the state of the art. An MOU to this effect was signed yesterday by the three parties, with the Chief Guest being Dr.Ata-ur-Rahman, Chairman HEC. The occasion was also graced by high officials from public sector, academia and industrial organizations. The ceremony was a huge success and PTCL, CISCO and NUST’s leading role in taking up new challenges to improve the quality of IT education in Pakistan was greatly lauded by members of academia, industry and the media present at the ceremony.  
  
Executive Vice President Corporate Development speaking on the occasion said that by setting up such a Center, PTCL will be able to benefit from world class research that will be of immense value to them. In addition, the human resources that will be developed at this Center will be able to export their skills and expertise to the region and beyond. This will spur growth in the Pakistani IT s  
  
The Center, staffed by researchers from NUST, will work closely with Cisco engineers in the US who will provide the thematic direction of the joint research. The Center’s research is to be funded by the National ICT R&D fund. Dr. Qasim Sheikh, the CEO of ICT R&D fund, stated that his organization is pleased that PTCL, NUST and CISCO are forming a joint research group that will work on significant problems that are relevant to Pakistan. A research project under similar arrangements, funded by the National ICT R&D Fund, is currently underway with Cisco scientists and Pakistani researchers collaborating to develop open source tools for performance monitoring of network traffic. The output of this work has already generated An application for a US patent is being filed as a result of the work carried out during the course of that research. In addition to its research ambitions, the Center will also be providing high quality professional training courses to PTCL and other telecom companies.

**Recommendations:**

In our opinion, company can take these measures to further enhance their CSR activities that will result beneficial for both the company itself and the environment.

* PTCL can further strengthen their approach to universities by providing sponsorships, seminars and fancy induction drive programs to students related to IT. Companies like Teradata provides stipend internship to on campus students for remote working and ZONG is a major role of most of the IT events held all around Pakistan’s IT related university departments.
* PTCL should also provide incentives to their employees who wants to pursue further studies and still want to maintain their jobs after their education. A lot of American based companies send their employees for advanced studies without releasing them from the contract.
* PTCL should also consider environmental campaigns like “Go Green” and “Clean Air” In their exchange offices. It will provide a pleasant working environment for the workers and will definitely leave a good impact on the new/current customers that are visiting the offices.
* PTCL have to restructure a lot of their remote offices as they have been a mess for a long amount of time. It doesn’t project a good perspective of the company to the visitors visiting the offices.
* PTCL should consider replacing their backup generators to Solar-Powered batteries solutions or other clean form of energy as these are quite harmful for the environment around their offices.
* PTCL should remodel their ONU/MSAG deployed on the sides of the roads as these are definitely hazardous to the people passing by.
* PTCL should consider repurposing their DPs. Exposed wires passing over the streets creates a lot of clutter and pollute the cleanliness and tidiness of the streets.

**Marketing Ethics:**

PTCL provides many flavors to satisfy their current and new customers. The marketing teams at PTCL provides these rules to be strictly followed while marketing their product or services.

* Advertise what can be provided to the subscriber at a given destination.

PTCL strictly binds its marketing team to avoid fabricated gimmicks to attack customers as it damages company’s overall reputation within the country and overseas.

* Feedback is important.

PTCL has developed effective feedback mechanisms to take input from the customers on how they can improve their service and structure. It is achieved via toll free landline numbers and online portal for feedback.

* Services that a subscriber has subscribed to shall be provided with technical support free of cost.

PTCL offers free services for most of the technical affairs that is to be catered via remote operator or on-spot deployment teams.

* Swift processing of Corporate Customer requests and convenient registration procedure.

PTCL takes registration both exchange offices and online with very simple steps to subscribe to a service. Exchange offices are open 9-5 for customers to visit the respective managers to lodge complains if they have been unheard for a considerable period of time.

* Minimum documentation for hassle-free registration.

PTCL requires very minimum amount of documents and fast application processing to facilitate the customer as soon as possible with their services.

**Recommendations:**

In our opinion, PTCL is not good at providing services what they market. We can suggest some notions that could help the company to function better regarding this part.

* PTCL provides rapid complain lodging mechanisms, yet they still take a lot of time to solve the issue that are not even of high technical qualification. PTCL should have more technical teams deployed within the cities to solve-out problems on the spot.
* PTCL relies heavily on third party vendors for lots of technical support and it takes a lot of times to deploy new technology. PTCL should start its own sound R&D departments so that both the product and the teams are home-brewed to manage the product better at later stages.
* PTCL has advertised and started a lot of services in the areas without upgrading their existing infrastructure of these offices. Services have been sold but the existing infrastructure is incapable to handle these loads .So, PTCL should beef-up their infrastructure to provide services with less downtime.
* PTCL should shift from existing PPOE1.2 mode to PPOE 2.3 as it is the current world standard and it should cover remote areas with more ease. It can definite beef-up their product market.
* PTCL should also include packet-switched networking mode as it has been a terrible need for large scale IT firms as they require reserved bandwidth without any tearing. This could bring a lot of revenue as a lot of firms are looking for such technology in Pakistan.
* PTCL should also launch door-to-door campaigns to enhance their customer base and tell them about their services as a lot of people in Pakistan are still skeptic of the internet.

**Critical Analysis of the Company:**

## **Strength:**

PTCL have largest infrastructure throughout the country or we can say that PTCL own the basic infrastructure of telecom in country. PTCL is the cheapest broadband provider through the world .As the past serving and current Significant Market Player (SMP), PTCL, no doubt, has got the largest operational network and infrastructure within ICT (Information & Communication Technologies) section. PTCL don’t lack in numbers and potential, if we talk about human resources or in other word PTCL have good HR. Data center is another strength of PTCL and its financial and strategic position become more stronger when Etisalat has joined them as investment arm as compare to other competing firms. PTCL is enjoying monopoly in fixed line telephone or landline. PTCL (Ufone) is market challenger in GSM segment. Overall they have the one of the largest consumer power on average in the whole Pakistan telecom or cellular companies. PTCL having over 2 million lines, PTCL is the largest WLL provider and 1134 base stations cover 720 cities still increasing the capacity. PTCL market share more than 94% share in fixed line or land line segment.

**WEAKNESS:**

PTCL customer service is still not good and this is one of their main weaknesses and due to this there is very less number of brand loyal customer. The monopolistic culture of PTCL won’t let then to improve their service. PTCL have over employment and low productivity as well. PTCL HR department is not up to set standards on the bases of appraisal system of their employees. PTCL waste huge amount of resources. Their staff won’t get any benefit for their higher qualification and since 12 year their promotions are stopped. Underutilization of resources e.g. they have complaint management system but still customer complaints are not rectified on time. PTCL corporate culture is similar to the government offices. PTCL is not properly marketing their new services and product

**Opportunity**

PTCL have huge opportunity to increase their profit ability by improving customer services. They can improve the broadband market share by trading their technical staff and replacing copper wire with Optical fibers. PTCL can save a lot of resources if they bring so betterment in their planning process. PTCL can easily raise their market share by improving their marketing tactic. The Company must grab bright opportunities like WI-MAX.

**Threat:-**

PTCL is facing huge threat of migration from landline to mobile phone. Increasing involvement of rivals in social activities can badly effect PTCL Image and market share. Brilliant customer service of rivals is a huge threat for PTCL. Increasing rate of cybercrime is also threat for PTCL high speed internet devices like EVO, EVO nitro. Continuously improving quality of Nayatel is also threat for PTCL.

**Recommendation:-**

**PTCL must have to focus on their employees**

Till now PTCL is just a procedure-oriented company but It should be shifted from that to an employee oriented company to satisfy and motivate their HR. PTCL have to value their staff.

**PTCL must have to motivate their employees**

PTCL HR management is continuously saying that it motivates and appreciate their employees but according to the employees there is no motivational aspect present, which put positive impact on their performance.

**PTCL have to unfreeze the promotion**

PTCL have to unfreeze the promotion program which is closed since 12 years. Due to this motivation and positivity decreases in employee.

**PTCL lacks in Professionalism**

PTCL is not following a very professional attitude. A lot of biasness and personal favoritisms exist their and employees are evaluated on the Bases of personal relations with their respective upper management, without taking performance much into consideration.

**PTCL have to invest in training their employees**

Till now PTCL doesn’t give his employees required training opportunities but now they have to invest in this area if they want to improve their market standing and service quality And at the same time PTCL have to make contract with their employees that can’t leave PTCL for a specific period of time after training.

**PTCL have to invest in Customer service**

Poor customer service is the main problem of PTCL and competitors are hitting PTCL through this area and now PTCL have to invest in that area to convert this weakness into strength.

**Proper appraisal system**

PTCL must have proper appraisal system or proper reward system which raise the motivation level between employees and also improve productivity, Improve marketing strategy

PTCL management have to improve the marketing strategy because now days they mainly advertise their services on Smart TV. They have to advertise on other channels too.

**More Outreach Programs**

PTCL is a lot self-centered around their corporate offices. They have to attract new graduates which have the potential to work for their company in a better way. The scene from a perspective of a new employee or a new customer still horrible as the crippling environment of their exchange offices and bad reputation about the general public is a huge concern.

**Conclusion:**

PTCL is a huge ICT company and with huge structure comes a lot of positive and negative aspects. PTCL should strengthen their structure and induct more fresh graduates to create more job opportunities as it is good for the country and the company itself. PTCL should come out of its ancient practices that may have worked in the past but in this digital era and growing IT industry, the company could face huge critical crisis. Problems related to employee-employee and employee-customer are still not solely the responsibility of PTCL alone as it is the representation of unprofessional culture that runs within the country but that doesn’t means it shouldn’t be fixed.