

## **E External Relations Department's Achievements**

Like other central banks, the State Bank of Pakistan also believes that continuous communication with its stakeholders is a prerequisite to play its role effectively as an architect of the monetary policy, and regulator of the banking industry of the country. With the emergence of new trends in media, especially with the advent of private electronic media in Pakistan, the importance of External Relations Department has increased manifold. To promote the image of SBP both at home and abroad, ERD is playing a proactive role in projecting SBP as an autonomous, modern, dynamic and highly professional central bank.

ERD has successfully managed proper coverage for SBP both in print and electronic media to extensively cover policy initiatives of the State Bank. To put things into perspective, a total of 216 press releases, both in English and Urdu versions, were released to media in fiscal year 09. (This number excludes routine press notes which are released on daily/weekly basis.) In addition, five press conferences of the SBP Governor were arranged in FY09 while numerous interviews/panel discussions of EDs/Directors were arranged in the electronic media.

During FY09, ERD developed and executed an extensive Media Coverage Plan on the 60th anniversary of the State Bank on July 1, 2008. Special news packages in electronic media and newspaper supplements were arranged to highlight SBP's achievements since 1948. In addition, ERD published a Special Bank News Supplement having artistic and colorful layout on the SBP's 60<sup>th</sup> anniversary. The Department also conceived and facilitated production of a documentary on SBP that was run by Aaj TV Network on July 1, 2008.

To apprise the senior management and officers of the Bank about the latest socio-economic and political developments in the country, ERD further improved the format of Daily Electronic News Update and it also started disseminating a fortnightly Electronic SBP News Bulletin, which was generally appreciated by the Bank employees. ERD also contributed towards SBP's corporate social responsibility by donating well over 25,000 copies of publications of the Bank to leading universities/educational institutions throughout the country. Distribution of SBP's publications touched the figure of 92,887 in FY09.

**List of Publications**

<b>Sr.No.</b>	<b>Name of Publication</b>	<b>Rate Per Copy (Rs)</b>
	<b>Monthly Publications</b>	
1	Statistical Bulletin	160
2	Export of Goods & Services	260
3	Import of Goods & Services	260
	<b>Quarterly Publications</b>	
1	The State of Pakistan's Economy	320
2	Quarterly Performance Review of the Banking System	50
	<b>Bi-annual Publications</b>	
1	Statistics on Scheduled Banks in Pakistan.	180
	<b>Annual Publications</b>	
1	Annual Report -Review of the Economy (Vol-I)	450
2	Annual Report-Performance Review (Vol-II)	375
3	Equity Yield on Ordinary Shares	140
4	Export Receipts	240
5	Handbook of Statistics on Pakistan's Economy	300
6	Balance Sheet Analysis of JSC Listed on KSE	600
7	Banking Statistics of Pakistan.	435
8	Banking System Review (BSR)	230
9	Foreign Liabilities & Assets and Foreign Investment in Pakistan	145
10	Pakistan Balance of Payments	150
11	Pakistan Financial Sector Assessment (FSA)	395
13	Financial Stability Review (FSR)	395
14	Index Number of Stock Exchange Securities.	150
	<b>Miscellaneous Publications</b>	
1	Foreign Exchange Manual-Vol-I & Vol-II (NA)	950
2	Islamic Banking & Finance-Theory & Practice by Muhammad Ayub (NA)	480
3	Minimum Capital Requirement for Banks.	100
4	Current Issues Pakistan Economy	170
5	Key Issues Pakistan Economy	170
6	Leading Issues Facing Pakistan Economy	170
7	Prudential Regulations for Corporate/Commercial Banking	100
8	Prudential Regulations for Consumer Financing	50
9	Prudential Regulations for SME Financing	60
10	Research Bulletin	250
11	Quaid's Property and Investment (Urdu)	200
	<b>SBP History</b>	
1	SBP History Vol- I (1948-1960)	650
2	History Vol-II (1960-1977)	550
3	History Vol-III (1977-1988)	925
4	History Vol-IV (1988-2003)	1200