

3rd Pakistan Cables Children's Art Contest 2024 showcases creative ideas for Pakistan Climate Action Plan 2025

The 3rd Pakistan Cables Children's Art 2024 was organized by Pakistan Cables recently. The contest invited entries from the Company employees' children from two age groups between 6-11 years and 12-14 years old. This year the theme, Pakistan Climate Action Plan 2025, was selected to highlight the climate change issues and the priorities to combat impact of climate change on the country.



Contestants attended a colorful prize distribution ceremony held at the TDF Magnificence Centre, Karachi. The Chief Guest at the ceremony, Mr. Faraz Maqsood Hamidi, a well known creative leader of Pakistan's advertising industry, encouraged children to challenge the norms and never give up their creative pursuits. An esteemed panel of judges included renowned visual artist, Ms. Durriya Kazi, Ms. Bina Ali (Founder ARTEL) and Mr. Naveed Shaikh, Project Manager, Sindh SDGs Unit, UNDP. This year the contest received 87 entries from six cities across Pakistan.

Speaking on the occasion, Ms. Bina Ali encouraged the children to continue using art as a form of expression and authenticity. Mr. Naveed Shaikh also appreciated the participants who have expressed their vision on difficult but yet essential topic. An engaging story telling session was conducted by the CEO of GOREAD, Ms. Nusser Saeed, which was enjoyed by everyone in the auditorium. The event was widely attended by participants, parents, esteemed judges and senior management of the Company. Winners were awarded special prizes and certificates alongside contestants who also received certificates, story book from Goread.pk and gift vouchers.

Pakistan Cables is an advocate of environmental conservation and through the art contest it engages its employees and their families to support the cause.

About Pakistan Cables Ltd.

Founded in 1953, Pakistan Cables is the premiere and most reputable wires and cable manufacturer in Pakistan. Being the only wires and cable manufacturer listed on the PSX since 1955, it has the largest geographical footprint in Pakistan with presence in over 200 cities. It is also a member company of the Amir S. Chinoy group. It is ISO 9001:2015, ISO 14001:2015 and ISO 45001:2018 certified and various cables type tested by KEMA, Netherlands. The Company's science-based emission reduction targets are validated and approved by SBTi. It is also a signatory of the UN Global Compact and net zero commitment.



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