

Organization for Advancement and Safeguard of Industrial Sector (OASIS)

Why Oasis?

Our beloved country, Pakistan, is a gold mine. A region strategically so well located, in the center of attention for the world at large. A land full of natural resources, from oil and gas to coal and minerals, from precious stones to metal ores, from food grains to fresh fruits and vegetables, it is the land of opportunities. With a history based on centuries old rich tradition in art and craft, the region boasts an equally brilliant track record of thriving trade and industry.

The people of Pakistan have globally proved their mettle as global leaders in all disciplines times and again. Be it science and technology or trade and industry, innovation in IT or excellence in medicine, championship in sports or leadership as entrepreneurs, Pakistanis have lead in past and still are leading the world.

All these factors combined, we have a world of wealth at our hand, be it material or human.

OASIS, as a Welfare Organization, stands for the industry and the industrial workforce, as a whole. It is not there to safeguard the interests of one particular industrial sector. The posture of the organization beyond affiliations on political or sector basis strengthens its ability to be heard more effectively among all stakeholders including authorities in a position to make a difference at policies front. Unlike associations existing for all different sectors of industry, which are considered to have bias towards the interests of their relevant industrial sectors, Oasis will be a representative body for the development and safeguard of the overall industry in a complete unbiased way.

“Here is God’s plenty, both in terms of talent and resources. The only thing lacking is the collective will to harness that potential.”

What is wrong then?

Despite being one of the richest nations in all terms of resources, we still are dependent on foreign aid for our survival. Our economy is constantly in doldrums and even when rarely the governments do paint a rosy picture of the economic progress, major part of their picture is based on false figure plays and a lie. While the world at large is rapidly making progress, including countries like

Bangladesh, Sri Lanka and India in our region, we practically feel like going backwards.

From the political leadership down to the common man, a self-centered approach marred the national interest. Rampant corruption, a natural outcome of such attitude, is the eating out very roots of our existence. Nepotism is giving way to a culture where capable individuals are leaving the country for greener pastures and our governance at every level is coming in the hands of incompetent and incapable people again resulting in wide spread destruction of our institutions. The key of “Unity, faith and discipline” given in our hands by our beloved Quaid has been lost somewhere amidst a dirty war of mean personal gains. The phrase “National interest” has unfortunately been reduced to a mere political slogan.

“Our industry is facing an existential threat at the hands of problems that continue to plague it”.

How to get out of it?

Instead of keep looking in expectation towards the government, which we’ve seen has not worked in past 65 years; why not come out of the shell of individual approach and get together to make the mends at the grass root level. Focusing on the root causes, together, we can not only assist, advise and pressurize governments on the effective steps required to come out of this situation but can also make huge difference on the self-help basis, together.

All we need to do is to channelize the immense wealth of resources at our hand and put them into work for collective benefit of the people of this country.

Focusing on the economic well-being of the nation down to an individual in real terms, we can make a place of respect for ourselves in the League of Nations.

In the form of OASIS, while gathering all the stakeholders of the industry on one platform, we intend to develop a team of relevant technocrat professionals to take up and handle all the issues faced by the industry on a permanent basis. This will allow the industrialists and entrepreneurs to focus completely on the development in their business and industries.

The element of protection and safeguard will be taken over by the OASIS team of professionals on a collective basis multiplying our strengths while dividing our worries.

“A serious concerted effort is need of the hour”.

Dawn of a new era in Industrialization

With a clear vision to leave no stone unturned to achieve independence in industrial sector. OASIS is formed by a group of people concerned for the state of economy and resulting effects on the citizens especially on the industrial workforce in this country. From pin pointing the problem areas and bottlenecks in all spheres of industrial sector, the organization is geared to develop road maps and work on their implementations on self-help basis.

While giving an overview of the objectives of the organization, we invite all the concerned individuals, companies and organizations to join hands with OASIS for this cause the benefits of which are bound to be shared by our present and future generations.

Mission

To protect the domestic industry against avoidable threats and to work as catalyst for sustainable industrial growth in Pakistan.

Vision

Looking into future with a vision to make Pakistan a land of opportunities by creating an environment where everything can be produced locally in an efficient, cost-effective and environment friendly manner. Where the domestic industry is protected and let to flourish without any external threats. A territory where entrepreneurship is encouraged and respected to the level it deserves. Taking Iqbal's concept of "Self-Esteem" as basis we aim to motivate our nation towards self-reliance and excellence. On one hand, we intend to make our people productive while on the other we wish to serve global community with a view to transpose the image of Pakistan into a softer and hardworking nation.

Values

- Dignity of work
- Self-esteem
- Integrity
- Unity, faith, discipline
- Dedication
- Loyalty
- Endurance

The four point agenda:

OASIS will follow a simple four point agenda, first two points being our immediate focus, while the other two points to be the long-term focus. Following four areas will be targeted:

Immediate focus:

1. Protection of the existing industry
2. Revival of shutdown/ sick industrial units

Long-term focus:

3. Expansion of industrial base through Earmarking and Promoting Prospective Industries.
4. Striving to create an Industrial Friendly Environment to keep the process going.

Now, for the purpose of clarity, let's elaborate each of these four points for a wider understanding among the concerned stakeholders.

Protection of Existing Industry

The existing industry is that component of our economy, which is against all odds, has not only managed to survive through thick and thin but is also the major contributor to the economic life of this country. The little of it that remains is under constant threats from a host of domestic and international factors and the war of survival is proving tougher for them every passing day. Much needs to be done, and that too on an emergent basis, to protect this remaining industry from multifarious threats it is faced with from all directions.

The biggest of these threats come from the heavy influx of imports from countries with a huge disparity as compared to us when it comes to infrastructure, facilities, laws and other factors that leave us in no position to compete with them. We need to protect our existing industries from this threat on immediate basis, till such time we are provided with conditions comparable with those exporting countries. Only then, it would be justified, to expect us to compete with them and that INSHALLAH we will.

Our immediate struggle would be targeted at gaining tariff protection against from the government against unfair trade practices that are harming the local industry. Tariff Protection is the only immediate way out to provide a level playing field to the local industry. At next step, a benchmarking study of the exporting countries' industries will be done, replicating those benchmarks at home, we would endeavor to achieve those benchmarks, and all sorts of imports would be welcome.

“Much needs to be done, and that too on an emergent basis, to protect this remaining industry from multifarious threats it is faced with from all directions.”

If we look at the example of China, one of the world leaders in industrialization, we have a viable role model to follow. For a good three to four decades after their independence, China had practically cordoned off their borders both for imports as well as exports. This was meant to nurture and strengthen their local industry. Once they achieved the milestone of a globally competitive industrial base, they opened up their borders for free trade without any threat to their local industries. Industry in Pakistan, as compared to China is still in the phase of infancy. It needs extra ordinary protection and care to grow up to that level where we can see eye to eye with leading industrial giants of the world.

In the new global scheme of things WTO plays a key role in defining the rules of the games when it comes to trade between different countries. A thorough awareness of WTO laws by the stakeholders in our industry at all levels is important so as to be aware of their rights and privileges under these laws. If we strengthen our industries on the lines mentioned above, we will be soon positioned to be more of a beneficiary of WTO laws rather than a mere victim.

It's high time, we should do something for strengthening our industries as in the times to come; industrialization is more of a compulsion than an option. We will have to turn this scenario around where risks associated with running an industry are far too many including unseen and uncertain power outages. Each industrialist, instead of getting support, has to tackle 100 different government departments. As a result, their strengths and energies fail to develop the industry and the economy.

We expect government to support our cause, as it is a matter of their survival as well. Government revenues are directly proportional to the revenues of the industry. The current imbalance of trade, where imports are a lot more as compared to the exports, negatively reflects on our balance of payments, GDP and our foreign exchange reserves, resulting finally into budgetary deficits.

If our industry is allowed just two to three decades in a conducive environment, we are positive that the entrepreneur of this nation is capable of reversing the current balance of trade, making Pakistan self-reliant, free from foreign debts and one with surplus budgets to spend on social sectors like education and health.

“Our nascent industry needs extraordinary protection and care, to grow up to that level where we can see eye to eye with leading industrial giants of the world.”

Revival of Shut Down/Sick Industrial Units

While protection is of utmost importance for the existing industry, let's not forget that part which had to give in to this fight amidst hostile circumstances.

Due to lack of protection we have talked about, short termed and not so well thought out policies and weaker muscles of many players to fight against such heavy odds, a big chunk of our industry has either been forced to close down or is on the verge of closure.

Being responsible nationals and corporate citizens, it is our duty to put in our best possible to revive this sector of the industry, as it is equally ours and can contribute a lot to the ailing national economy. Priority must be attached to this segment also because to put this existing industry into a profitable venture in relatively easier and less time consuming as setting up of new industry from scratch. This is one tree that, if given attention and care, can immediately start giving fruit to support the economy of our country.

We would conduct a detailed study to explore and define the factors responsible for bringing the sick units to their present level, propose and develop a workable remedial strategy and endeavor to get this strategy implemented by the relevant authorities.

We firmly believe that reactivating these industries can prove to be turnaround in the shortest possible time as against the solutions based on starting from scratch all over.

[“Revival of sick units should be a priority as it is relatively easier and less time consuming as compared to setting up of new industry from the scratch.”](#)

Expansion of Industrial Base through Earmarking and Promoting Prospective Industries

The potential of the Pakistani nation is immense and intense and the best of still remains unexplored. Be it the material resources of this country or the mental ones, they are extremely under utilized.

Best of our brains are sitting elsewhere in the world adding huge shares to the economies of different countries. Not that they didn't want to do it for their own country. It's only because we never recognized their potential, denied them the opportunity what to talk of the reward which had never been their priority. These people wanted to and still want to work for Pakistan. All we need to do is to create that atmosphere conducive to creativity, imagination, growth, security and independence.

Our material resources, the gold mines, lie in a deep slumber unexplored. We need to give them priority as the key to all our problems.

Based on domestic skills and raw materials, exploring newer avenues for investment, we intend to develop and market products that are not only second to none in their quality but are competitive around the globe.

“Our material resources, the gold mines, lie in a deep slumber unexplored. We need to give them priority as the key to all our problems.”

Striving to Maintain an Industrial Friendly Environment to keep the process going

Last but not the least is the challenge, having achieved the above mentioned three targets, to maintain the scenario that makes them happen. Not that the first three targets are easier, but this one is the toughest of all. Constant vigil, watch and ward are then our collective responsibility. Only then can we achieve newer milestones of progress and prosperity every passing year and make this nation proud of its industrial strength and potential.

We are positive that combining our collective wisdom and resources, with a sincere and strong effort, this is doable!

OASIS

Scope and Objectives

To make it happen, OASIS shall take the following initiatives:

- **Tariff Protection:**
To work for the protection of domestic industry against unfair trade practices i.e. dumping, subsidized imports or sudden surge in imports causing irreparable loss to the domestic industry.

To monitor trade statistics and import data on perpetual basis with a view to initiate timely probe against such unfair trade practices.

To provide legal assistance to the affected industries against such practices under relevant WTO laws i.e. Anti-dumping, countervailing and safeguard measures.

To monitor material threat of injury to the prospective or infant industries and to take timely measures against such threats.

To support Government of Pakistan, in identifying mis-declaration at import stage, smuggling of dutiable goods and other circumvention of duties and taxes causing loss to the national exchequer as well as to the domestic industry.

To support Customs Department in reaching at the fair valuation of goods competing directly with the like products produced in Pakistan in order to safeguard the interests of revenue, as well as, of the domestic industry.

To support Government of Pakistan in identifying other non-tariff and technical barriers for specific industries where tariff based protection is either not relevant or ineffective. These measures may include conformance to quality standards, physical inspections, clearance through specific ports etc.

- **Anomalies identification:**
To monitor and identifying anomalies in Budgets or Subordinate Regulatory Orders with a view to safeguard the interests of local industry against unfriendly or erroneous amendments through SROs or other legislative instruments.
- **Budget proposals:**
To participate in making budget proposals for Federal Board of Revenue on year to year basis with a view to achieve overall objectives of the Government Revenue and the domestic industry.
- **Tax Culture promotion:**
To play our role in promoting tax culture in the country by supporting Federal Board of Revenue through media campaigns, moral persuasion, meetings with local traders, trade bodies, Chambers and Associations.

To devise practical ways and means through which the ultimate goal of Documentation of Economy may be achieved.

- **Mediation**
To provide assistance to the industrialists, businessmen and every other person associated with the business or industry directly or indirectly against undue treatment by any government department or agency causing loss of money, property, goodwill or any other belonging of the aggrieved.

To play our role as mediator or arbitrator between the Government and such aggrieved industrialists or businessmen with a view to reconcile differences through negotiations.

To provide every possible assistance i.e. moral, legal or of advisory nature to such aggrieved persons.

- **Rationalization of Industrial Laws:**
To conduct continuous research on our legal system and devising amendments in civil, criminal and commercial laws with a view to provide enhanced level of security to the local as well as foreign investors.

To ensure legal protection through effective implementation of industrial and commercial laws with a view to achieve trust, confidence and sense of security among existing as well as prospective investors.

- **Capacity Building:**
To work in close coordination with Ministries of Industries, Trade & Commerce, Engineering Development Board, National Tariff Commission, Pakistan Industrial Development Corporation, National Industrial Parks Development & Management Company, Trade Development Authority of Pakistan and all other institutions in public, private or semi-government sectors working for the industry.

To work for building of the capacity of these institutions in order to strengthen them so that they might deliver according to the changing needs of the industry.

To work directly for enhancement of capacity of the local industry to enable it to produce hi-tech, heavy mechanical, engineering and all other value added products which are not being produced currently in Pakistan.

To work for international collaborations with a view to bring technology and investment in Pakistan so that a short cut may be found to speedy building of our capabilities and capacity.

- **Market Access:**
To watch treatment of other countries with Pakistani products and to make every possible effort to achieve a level playing field for our products all over the world.

To ensure maximum use of information technology in all areas, especially in marketing, with a view to achieve objectives more efficiently and in a cost-effective manner.

To motivate industrialists and businessmen to equip themselves with latest IT developments especially development of search engines, websites, website optimization, e-commerce and other IT based products so that remote markets may be accessed through these latest IT tools.

To encourage setting up of sourcing companies and equip them with latest tools in order to enable them to bring international business.

- **Investment Persuasion:**
To persuade, local as well as foreign investors, investing in Pakistan especially in industrial sectors.

To motivate potential investors to invest in industrial sectors instead of investing in interest based investment ventures with a view to eliminate curse of interest from society.

To promote a belief that if a secured investment is ensured through legally protected business opportunities within industrial sectors it will encourage investors to invest in the manufacturing sectors.

To play our role for the elimination of interest and to divert the flow of capital towards productive use instead of non-productive investment in interest based schemes leading towards fake economy and inflation.

To identify various industrial sectors and make focused research to find potential areas where there is room to explore opportunities.

To support, revive and develop the industrial undertakings and the workmen associated directly or otherwise with the industrial establishments.

To motivate overseas Pakistanis to invest in various industrial sectors in Pakistan by advocating and ensuring safe and legally protected financial markets

- **Trainings & HR Development:**

To conduct training programs in order to provide skilled workforce to various sectors of the industry.

To work for development of human resources and promotion of social and economic well being of the masses, improvement of social status, social mobilization for prosperous society.

To work for eliminating gender discrimination in Pakistan with a view to make every citizen productive for the country irrespective of its gender.

To build exposure, potential and vision in human resources through trainings, foreign visits, workshops, seminars and other purposeful activities in order to make them useful and suitable for the production and promotion of Pakistani products.

To keep on searching for the talented people so that a valuable resource may be provided to the industry.

- **Unconditional support to the State:**

To support the Government of Pakistan irrespective of the political affiliation of the Ruling Party with the core objective to strengthen the economy of the country by making every endeavor to mobilize resources through industrialization.

To continue to devise ways and means to strengthen domestic industry in order to create job opportunities and engage youth in creative, healthy and economically beneficial activities.

To engage skilled workforce in productive activities and converting the unskilled workforce in the skilled useful work force so that they should no longer be a burden on the economy rather they might add some value to it.

To engage unemployed/under employed people into constructive and positive activities with a view to reduce sense of deprivation from our people ultimately reducing extremism from our society.

To work for the improvement of industrial growth and striving for the removal of every hurdle on the way of existing industries as well as to work for the revival of sick industrial units.

To convince the policy makers to include our submissions while making policies, legislation, short, medium and long term plans.

To find out reasons for industrial units who have become sick or stand at the verge of closure and providing them all the possible assistance with a view to making them operational and profitable.

To conduct sector studies, analysis, presentations, feasibility studies and other analytical reports in order to evaluate and determine the factors which have restrained us from producing various products locally and to submit recommendations to the concerned quarters on the basis of such studies.

To keep on identifying, major factors behind negative industrial growth in Pakistan.

- **Infrastructure & Environment:**

To work for creation of an environment where the local industrialists may be encouraged to produce every product locally and may be able to compete with international products in all respects i.e. quality, quantity, variety and price etc.

To make all out efforts to ensure arrangement of basic infrastructure for the Pakistani domestic industry i.e. peaceful environment, provision of land, electricity, gas, roads, industrial zones etc at internationally competitive prices in comparison with other countries of the world.

To work for setting up of industrial parks, industrial clusters, eco-industrial parks (EIPS) and industrial societies etc. with a view to facilitate manufacturing sectors in Pakistan.

To work for the support of existing Government departments and NGOs already engaged in setting up of such infrastructure and in order to speed up the process we need to initiate such projects at our own motion.

To work for environment friendly production of goods with a view to eliminate all types of hazardous contaminations from industries emissions.

To make sure that all industrial areas in Pakistan, existing as well as prospective, may be designed keeping in view the treatment of all types of industrial

emissions so that Pakistan may lead in providing environment friendly production atmosphere internationally.

- **Entrepreneurship:**

To work for enhancement of entrepreneurship skills in our people through skills development programs with a view to make them self-propelled and self-reliant.

To make targeted efforts in identifying those people who have potential to become a complete entrepreneur and to ensure all the possible assistance to make them stand on their own feet.

To put all out efforts for the eradication of unemployment from Pakistan by generating opportunities for the unemployed within their home land.

To work for the engagement of intellectuals within the country and make best efforts to stop brain drain from Pakistan.

- **Motivational Activities:**

To motivate and create healthy competition among different groups of people, within various sectors of industry, for creation and improvement of overall variety, innovative designs, up to date products in line with internationally changing trends.

To set export targets for different industrial sectors and evaluate performance of various sectors on the basis of their target achievements and arrange events to motivate target achievers by giving awards, appreciation shields or certificates etc.

- **Competitiveness:**

To carry out in depth analysis of issues concerning cost effectiveness in respect of various industrial sectors and to make endeavors to reduce cost of production and remove hurdles in making every sector cost effective in Pakistan.

- **IP Laws & Branding:**

To encourage and motivate small brands to expand their operations beyond territories and make endeavors to penetrate into foreign markets.

To conduct detailed studies in finding key hurdles to expand such operations and to assist them in all those areas where they need support.

To create awareness of intellectual property laws and to motivate the businessmen to get their intellectual properties registered under these laws.

To persuade Government of Pakistan for implementation of intellectual property laws so that the business community may be encouraged towards branding.

- **Quality Assurance:**
To create awareness about Quality Management Systems and motivating the local industrialists and businessmen to get ISO as well as other certifications, that is in their own interest.

To create awareness about corporate culture, good governance, code of conduct and business ethics and to promote corporate culture among entrepreneurs in order to become stronger and be able to expand their operations beyond their homeland.

To ensure quality in all areas including management system, production processes, products, resources and all other elements involved in the overall manufacturing cycle.

- **Research & Development:**
To conduct research and development in all areas including technology, human resource development, product development, innovations, information technology, process development and all other areas having impact on local industry.

- **Media & Communication:**
To conduct trade fairs, exhibitions, permanent displays, events and to work on market access in liaison with the concerned Government agencies so that due access may be provided to Pakistani products as compared to the developing countries of the world.

To hold seminars, TV and radio programs and other like activities to motivate investors to invest in Pakistan by identifying and offering feasible and viable projects to foreign as well as local investors in order to convince them to invest their money in Pakistan.

- **Resource Mobilization:**
To motivate and convince the concerned quarters to explore our own natural resources i.e. mineral deposits, raw materials, oil, metals, gems, stones etc. so that precious foreign exchange may be saved rather to bring foreign exchange to Pakistan through export of these resources after making maximum value addition.

- **Sensitization & Advocacy:**
To keep an eye on the current issues concerning the domestic industry and raise timely voice to the concerned quarters to advocate the rightful in the interest of domestic industry.

- **Benchmarking:**
To keep on identifying key differences in policies, technologies, human resources, infrastructure and all other advantages available to the industries in

different countries with a view to provide all those immunities, facilities and resources to our local industry enabling it to compete in the local as well as in the international markets.

- **Reverse Engineering:**
To create an environment where a technology once imported into our country may be analyzed by our engineers to build their exposure and to ensure its production in Pakistan through reverse engineering.
- **Energy Solutions:**
To work in close coordination with all regulatory bodies as well as energy supply institutions or companies, with a sole objective to resolve energy crisis from the country.

To ensure provision of industry's support and assistance at all levels to these institutions to enable our Government to come out of this very dilemma.

- **Facilitation:**
To work for the facilitation of the industry starting from procurement of raw materials till the final output of finished goods. This may include facilitation in transportation, supply of utilities, electricity transmission lines, water supplies, material testing laboratories, common facilitation centers etc.
- **Workers Welfare:**
To work for the welfare of the workers engaged in the industry with a view to provide well satisfied and motivated workforce to the industry.

To work for workers' residential colonies, medical treatment, children's education & marriage funds, Hajj schemes, pension & provident funds, group insurance and post-retirement benefits etc.