



**PSW**  
PAKISTAN SINGLE WINDOW

# ANNUAL MONITORING AND EVALUATION REPORT 2023-24



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# Pakistan Single Window

Annual Monitoring Report

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## Executive Summary

To ensure smooth operations and effective monitoring of the Pakistan Single Window, a monitoring and evaluation framework with quarterly, biannual, and annual benchmarks has been established and approved by the Governing Council of Pakistan Single Window (PSW). This is the second annual report of PSW activities for Jul 2023 to June 2024.

This year multiple OGAs rolled out successfully for PSW services, as per the rollout plan of Phase III–FY23–24 OGAs, including the Drugs Regularity Authority of Pakistan (DRAP)—Phase II, the Trade Development Authority of Pakistan (TDAP), the Provincial Revenue Authorities, the Pakistan Tobacco Board, and Special Technology Zones Authority.

In FY 2024–25, PSW will further integrate cross-border, trade-related processes of more OGAs, including Civil Aviation Authority, Ministry of Aviation, Ministry of Climate Change (National Ozone Unit), Chief Inspector of Boilers, Ministry of Foreign Affairs, Pakistan Telecommunications Authority, and Oil and Gas Regulatory Authority, and will complete the integration of the remaining processes of DRAP (exports and Medical Devices), FSC&RD Exports etc. Further IRMS enhancements, the Department of Plant Protection's product registrations, Treatment Providers Registrations, and Warehousing will also be targeted for FY24–25 in addition to providing support to Pakistan Customs in developing the new version of WeBOC.

In terms of Global Integrations, this year PSW has successfully integrated the IPPC e-Phyto Hub for the electronic exchange of phytosanitary certificates. At the same time, projects related to regional or international integration e.g., China National Single Window, Tajikistan, Uzbekistan, and Egypt International Integrations for Data Exchange are also in progress. In addition, several other initiatives such as digitizing marine insurance policies, bank guarantees, and integration with private sector service providers are also in progress. This year PSW will also be rolling out its flagship Port Community System (Tradeverse) and will be continually adding new features, services, and modules to it.



**Date of submission: 5<sup>th</sup> August 2024**

# 1. Expected vs. actual progress for the year







## Key for Traffic Lights rating:





- Indicator on track with expected
- Indicator slightly off track
- Indicator significantly below expected progress

INDICATOR <sup>1</sup>	OVERALL TARGET	ANNUAL TARGET <sup>2</sup>	CURRENT VALUE	TRAFFIC LIGHT RATING	MEANS OF VERIFICATION	REMARKS
1.1 - # of OGAs integrated with PSW	77	15	15	<span style="color: green;">■</span>	MoU Agreement document with OGA	OGA (DPP, FSC&RD, EDF, AQD, PSQCA, MFD, MMD, MNC, ET&NC, DRAP Phase I, DRAP- Phase II, TDAP, PRA, PTB, and STZA) has been successfully integrated with PSW in FY21-24.
1.2 - # of OGAs in phase 2 under process	10	5	5	<span style="color: green;">■</span>	PSW reporting	OGA (MFD, MMD, MNC, ET&NC, DRAP Phase I) has been successfully integrated with PSW by Jun 2023. DRAP- Phase I now Operationalized in FY22-23.
1.3 - # of OGAs in phase 3 under process	18	5	5	<span style="color: green;">■</span>	PSW reporting	DRAP- Phase II, TDAP, PRA, PTB, and STZA has been successfully integrated with PSW in FY23-24.
1.4 - # of Stakeholder Advisory Committee Meetings held	At least 1 Meeting per year	1	N/A	<span style="color: green;">■</span>	Meeting minutes	Pertains to the GC Secretariat. Although the Stakeholder Advisory Committee has been notified by the Secretariat, no meeting has yet been called hence this target could not be met.
1.5 - # of Value Added Services added	2	June 2024	In Process	<span style="color: orange;">■</span>	PSW reporting	Meetings with 2 private sector companies are in progress for onboarding of their products from the PSW platform. Delay is on the part of the firms due to product or approval related issues.
1.6 - # of posts on twitter	20 posts per week	960 posts	1,514	<span style="color: green;">■</span>	PSW Twitter Profile	A total 1,514 number of posts were completed in FY23-24. This makes 32 posts per week.

INDICATOR <sup>1</sup>	OVERALL TARGET	ANNUAL TARGET <sup>2</sup>	CURRENT VALUE	TRAFFIC LIGHT RATING	MEANS OF VERIFICATION	REMARKS
1.7 - # of videos/tutorials uploaded on YouTube	120 by Jun 2024	229 videos / tutorials	229		PSW YouTube Channel	229 videos/tutorials uploaded on YouTube in FY23-24.
1.8 - # of Time Release Studies completed	2 reports per year	Ongoing	N/A		Time Release Study `Report	TOR for TRS is prepared. PSW intends to issue the RFP for onboarding an external consultant.
2.1 - % of LPCOs issued through the PSW system for integrated OGAs	90%	90%	71.43%		System reports from PSW portal and customs reports stating total LPCOs issued	71.43% of LPCOs issued through the PSW system for integrated OGAs in FY23-24.
2.2 - # of calls received on PSW helpline <sup>4</sup>	N/A	N/A	62,397		PSW Customer Support Report	Total 62,397 number of Calls handled/received by L1 (Tier 1) Support in FY23-24.
2.3 - # of support requests received on helpdesk email	N/A	N/A	87,846		PSW Customer Support Report	Total 87,846 number of emails handled/received by L1 (Tier 1) Support in FY23-24.
2.4 - % of support requests from helpdesk email that are resolved	Above 90%	Ongoing	99.80%		PSW Customer Support Report	99.80% Maximum support requests from helpdesk emails are resolved in FY23-24
2.5 - % of (email) queries resolved at tier 1	60%	Ongoing	77.6%		PSW Customer Support Report	Total 77.6% of emails resolved by L1 (Tier 1) Support in FY23-24.
2.6 - % of (email) queries resolved at tier 2	40%	Ongoing	22.3%		PSW Customer Support Report	Total 22.3% of emails resolved by L2 (Tier 2) Support in FY23-24.
2.7 - # of seminars/conferences etc. on which PSW is presented or represented	10	Ongoing	71		Invites, minutes, notes etc. as appropriate	71 seminars / conferences etc. on which PSW is presented or represented in FY23-24.
2.8 - PSW's own data center to house data is established	Established	N/A	Established		Technical update as needed	<ul style="list-style-type: none"> <li>o All links are deployed and integrated with the system</li> <li>o Communication with WeBOC non-production and production environment is established</li> <li>o PSW UAT migration is completed.</li> <li>o Other lower environments and production migration is planned for July 2024.</li> </ul>
2.9 - Data Governance Policy is approved	Approval of Policy	N/A	N/A		Data Governance Policy Document and notification of approval	This is dependent on the availability of the Data Governance vertical, as recommended by an independent 3rd party assessment of PSW's

INDICATOR <sup>1</sup>	OVERALL TARGET	ANNUAL TARGET <sup>2</sup>	CURRENT VALUE	TRAFFIC LIGHT RATING	MEANS OF VERIFICATION	REMARKS
						enterprise data maturity. This vertical establishment in PSW is in progress.
2.10 - Information Security Policy is Developed	Approval of Policy	Dec 2023	Completed		Information Security Policy Document	Information Security Policy was approved on 23-Feb-2024.
2.11 - Information Security Policy is reviewed	Once a year	Ongoing	Completed		Annual Review report	Information Security Policy was reviewed on 03-Jan-2024
2.12 - Information Security Management System is created	ISMS design Created	Completed	Completed		Information Security Management System design report	Key ISMS documents are developed and approved.
3.1 - # of workshop, seminars or trainings held with ministries of the governing council, OGAs and other relevant audiences as agreed with the governing council	Average 20 sessions per month	240 sessions per Year	212		Training reports	212 workshops, seminars, or training held with ministries of the governing council, OGAs, and other relevant audiences as agreed in FY23-24.
3.2 - # of engagements with Associations	Minimum 6 per year	6 Per Year	86		Invites, minutes, notes etc. as appropriate	86 Change Management sessions organized at different chambers in FY23-24.
4.1 - Review of Integrated Risk Management System takes place and updates shared with governing council	4 meetings per year	4 meetings per year	0		IRMS update report	A phased implementation approach has been adopted for IRMS and meetings are continually being held with the OGAs being onboarded. However, no updates have been shared with the GC as the system is still evolving.
4.2 - % of integrated OGAs that have operationalized Integrated Risk Management System	80% by June 2024	80% by June 2024	50%		IRMS update report	IRMS on OGAs (DPP, FSC&RD, AQD, PSQCA) has been operationalized in FY23-24 while implementation of IRMS on further completed OGAs (MFD, MMD, MNC, DRAP) are in process.
4.3 - % of consignments cleared using IRMS	60%		<b>AQD</b> <ul style="list-style-type: none"> <li>o Export Certificate: 89% in FY23-24</li> </ul> <b>DPP</b> <ul style="list-style-type: none"> <li>o Import Permit: 98% in FY23-24</li> <li>o Export Certificate: 88% in FY23-24</li> </ul>		IRMS update report	

INDICATOR <sup>1</sup>	OVERALL TARGET	ANNUAL TARGET <sup>2</sup>	CURRENT VALUE	TRAFFIC LIGHT RATING	MEANS OF VERIFICATION	REMARKS
			<b>PSQCA</b> <ul style="list-style-type: none"> <li>Release Order: 96% in FY23-24</li> </ul>			
4.4 - % of consignments going through the IRMS green channel	20% by Jun 2024	20% by Jun 2024	<b>DPP</b> <ul style="list-style-type: none"> <li>Import Permit: 80%</li> <li>Export Certificate: 13%</li> </ul> <b>AQD</b> <ul style="list-style-type: none"> <li>Export Certificate: 1%</li> </ul> <b>PSQCA</b> <ul style="list-style-type: none"> <li>Release Order :0%</li> </ul>		IRMS update report	
4.5 - # of PSW Company IRMS committee meetings held	8 per year	ongoing	0		Meeting minutes	Meetings are being continually held with the OGA Committees for the onboarding of OGAs into IRMS.
5.2 - Design of Airport Community System completed	1	Completed	Completed		Design Document	
5.3 - Development of Airport Community System	Development Initiated		N/A		10% Development of ACS achieved	<b>Key Updates</b> Request for Proposal (RFP) for the development of the Airport Community System (ACS) in Pakistan has been published.  <b>Next Steps</b> Vendors evaluation and contract awarding for the development of the Airport Community System (ACS).
6.1 - # of technical issues occurring in the system	<6 per year	<3 (in all 4 Quarters)	19,285		PSW Reporting	19,285 number of emails resolved by L2 (Tier 2) Support in FY23-24.
6.2 - Time taken to resolve technical issues in system	<24 hours	<24 hours (in all 4 Quarters)	9:05:01		PSW Reporting	Since Technical issues require detailed analysis or consultation with other teams which takes time, therefore avg. handling time is given. <24 Hours taken to resolve technical issues in the system in FY23-24.

INDICATOR <sup>1</sup>	OVERALL TARGET	ANNUAL TARGET <sup>2</sup>	CURRENT VALUE	TRAFFIC LIGHT RATING	MEANS OF VERIFICATION	REMARKS
7.5 - Average OGA processing time (hours)	72 Hrs.	72 Hrs.	<b>AQD</b> Export Certificate: 7.36 Hrs. Release Order: 62.76 Hrs.  <b>DPP</b> Export Certificate: 11.92 Hrs. Release Order: 64.48 Hrs. Import Permit: 8.58 Hrs.  <b>FSC&amp;RD</b> Release Order: 76.95 Hrs. <b>MFD</b> Export Certificate: 1.58 Hrs.  <b>PSQCA</b> Release Order: 492.59 Hrs. <b>MMD</b> Export Certificate: 13.55 Hrs.  <b>MNC</b> Import Permit: 122.69 Hrs. Export Permit: 36.28 Hrs.  <b>DRAP</b> Release Order: 65.60 Hrs.		PSW Reporting	
8.1 - Pakistan Single Window Established	PSW operationalized and notified to WTO	Completed	Completed		WTO updates 10.4 compliance status	Pakistan Single Window has been established.
8.2 - Information Available Through Internet (Tradeverse/TIPP) Established	TIPP operationalized and notified to WTO	Completed	Completed		WTO updates Article 1 compliance status	Information has been available Through the Internet (Tradeverse/TIPP) Established.
9.1 - % of goods declarations filed through PSW	60%	60% by Jun 2024	21.89%		Systems data	21.89% of goods declarations filed through PSW in FY23-24

## 1. Progress and Next Steps on Priority Areas

### 2.1 Integration of OGAs with PSW

#### # of OGAs fully integrated with PSW:

- (15) OGAs have been successfully integrated with PSW.

#### # of OGAs in the process of integration with PSW:



- 11 additional OGAs that includes DRAP Exports, DRAP Medical Devices, Civil Aviation Authority, Ministry of Aviation, Ministry of Climate Change (National Ozone Unit), Chief Inspector of Boilers, Ministry of Foreign Affairs, Export Facilitation Scheme, Pakistan Telecommunications Authority, Oil and Gas Regulatory Authority & FSC&RD Exports.

## # Average OGA processing time:

Statistics as pre the recent quarter:



LPCO Processing Detail Report (1st Apr, 2024 - 30th Jun, 2024)

Agency	Import Permit	Import Permit Avg Hours	Export Certificate	Export Certificate Avg Hours	Release Order	Release Order Avg Hours	Export Permit	Export Permit Avg Hours
Animal Quarantine Department	0	0.00	7,942	9.54	773	178.63	0	0.00
Department of Plant Protection	4,522	7.38	27,952	13.15	9,199	78.22	0	0.00
Drug Regulatory Authority of Pakistan	0	0.00	0	0.00	417	65.74	0	0.00
Federal Seed Certification and Registration	0	0.00	0	0.00	399	90.59	0	0.00
Marine Fisheries Department	0	0.00	4,176	1.83	0	0.00	0	0.00
Mercantile Marine Department	0	0.00	397	11.97	0	0.00	0	0.00
Ministry of Narcotics Control Department	16	525.24	0	0.00	0	0.00	5	41.48
Pakistan Standard Quality and Control Authority	0	0.00	0	0.00	3,618	430.16	0	0.00
Pakistan Tobacco Board								
<b>Total</b>	4,538		40,467		14,406		5	

## Key Updates

- Below OGAs and integrations have been successfully completed by June 2024.
  - ✓ MFD (Marine Fisheries Department)
  - ✓ MMD (Mercantile Marine Department)
  - ✓ ET&NC (Excise, Taxation & Narcotics Control)
  - ✓ DRAP Phase 1
  - ✓ MNC (Ministry of Narcotics Control)
  - ✓ LMS (Lab Management System)
  - ✓ DPP
    - PSI (Pre-Shipment Inspection)
    - Treatment Provider Registration/Onboarding
    - Treatment Request Filing (After Single Declaration)
  - ✓ Drugs Regularity Authority of Pakistan (DRAP)- Phase II
  - ✓ Trade Development Authority of Pakistan (TDAP)
  - ✓ Provincial Revenue Authorities.
  - ✓ Pakistan Tobacco Board
  - ✓ Integration between PSW & Special Technology Zones Authority for PSW Services.

## Next Steps

- Below OGAs and integrations are targeted to be completed by June 2025.
  1. DRAP Exports
  2. DRAP Medical Devices
  3. Civil Aviation Authority
  4. Ministry of Aviation
  5. Ministry of Climate Change (National Ozone Unit)
  6. Chief Inspector of Boilers
  7. Ministry of Foreign Affairs
  8. Export Facilitation Scheme
  9. Pakistan Telecommunications Authority
  10. Oil and Gas Regulatory Authority
  11. FSC&RD Exports

## 2.2 Trade Information Portal (TIPP)

### Key Updates

- The TIPP has gaining traction in the business community. Several awareness sessions for TIPP were organized during last year.
- 7400 users visited the portal during the period April 2024 to June 2024.
- Total product names till June 2024 are 29000+ at TIPP.
- OGAs Focal Points are being contacted for updates at the TIPP and meetings with the FP (Focal Persons) are also being conducted. Last year, meetings with focal persons of the AQD, NTC, and PCSIR, MoC, MNC, and PTB, Board of Investment and National Disaster Management Authority, IPO, FDB, EXIM Wing, DoE, MoC, OGRA, MFD were conducted.
- New pages have been updated on TIPP;
  - Customs Clearing Agents
  - Duty-Free Import of car by disabled person
  - PCSIR Testing Facilities
- Pakistan International Freight Forwarding Association data list uploaded in the Logistic Ecosystem.
- Bonded Carrier and Bonded Warehouse flow chart/map created and published on TIPP.
- Trade Data transfer has been integrated and within the first week of every month, Trade Data is updated on TIPP. As of now, the Trade Data is available till June 2024.
- Trademark Registration flow chart/map created.
- Trade Data in US Dollar currency added from FY:2019-2020 to FY:2023-24.

### Next Steps

- Tariff updates as per budget 2024-25.
- Reviewing of procedures and measures for the LIVE OGAs.
- Disaster Relief Goods Import /Export measures as regulated by National Disaster Management Authority (NDMA) are being displayed at TIPP.
- Focal people are being approached for updates and meetings.

## 2.3 Integrated Risk Management System (IRMS)

### Key Updates


- Last year, IRMS module has successfully gone live, and OGAs onboarding took place throughout the year. Following OGAs have been onboarded.
  - DPP (Import Permit, Export Certificate, Release Order)
  - AQD (Export Certificate, Release Order)
  - FSC&RD (Release Order)
  - PSQCA (Release Order)
- IRMS risk rules SRO have been notified by the Government in Dec 2023

### Next Steps

- The PSW Business and Technical Team are working on further fine-tuning and enhancements in IRMS accordingly.


## 2.4 Change Management and Communication

### Key Updates



**Throughout last year, the Change Management Team has made a significant increase in outreach to diverse stakeholders. Some of the key highlights are listed below:**

- Pakistan Single Window has effectively implemented Capacity Building Programs, aligning them with the implementation plan and meeting stakeholder requirements. PSW has organized various sessions for the Trade Associations and Regulatory Departments.
- The primary objective is to enhance the capabilities of stakeholders in diverse sectors by improving technical proficiency and facilitating the dissemination of knowledge crucial for cross-border trade.
- Pakistan Single Window participated in a Conference organized by the Federation of Pakistan Chamber of Commerce and Industry focused on the S.R.O.642(I)/2023 issued by the Ministry of Commerce about Barter Trade. The event saw the active involvement of key officials from various governmental bodies, including the Ministry of Commerce, the Trade Development Authority of Pakistan, and the Federal Board of Revenue. A comprehensive presentation was delivered by the Pakistan Single Window team, providing a detailed overview of the Barter Trade system and its core features. The PSW team also shared in-depth insights into the mandatory checks that apply to barter trade, as well as the mechanisms and processes for issuing quotas in this context.
- Pakistan Single Window in collaboration with the Trade Development Authority of Pakistan has conducted a Webinar for the PSW Orientation and Trade Information Portal of Pakistan. Chambers, Trade Associations, Small and Medium Enterprises (SMEs), and Women Entrepreneurs from various cities and districts of the country participated in the session
- Pakistan Single Window organized a comprehensive full-day workshop for Women Entrepreneurs in Lahore under the Khadijah Program. This was arranged under PSW's dedication to promoting gender equality and economic empowerment for women.
- PSW also conducted an extensive session dedicated to the Women's Trade Community associated with the Dera Ghazi Khan Women's Chamber of Commerce and Industry. Furthermore, in collaboration with the Federation of Pakistan Chambers of Commerce and Industry. PSW has conducted a Webinar for the Women Entrepreneurs of Islamabad. These initiatives collectively aim to provide essential resources to female entrepreneurs and business owners, facilitating the initiation and expansion of their businesses.
- Pakistan Single Window has reached a noteworthy achievement by successfully incorporating two new training partners. This marks a strategic expansion for PSW. These partnerships will enhance PSW training capabilities and drive sustained growth.
- Pakistan Single Window conducted a series of engagement sessions, including two online sessions and one onsite session at various universities. These sessions aimed to engage young entrepreneurs and students, integrating them into the cross-border trade ecosystem. By providing comprehensive insights into the PSW platform and its pivotal role in facilitating international trade, these sessions serve to empower the next generation of professionals.
- PSW completed a thorough online survey to assess the impact of its change management initiatives. The insights gained from this survey will offer valuable perspectives on the effectiveness of change management strategies, enabling the PSW Change Management Team to make well-informed decisions for future enhancements and improvements. In addition, PSW has conducted two onsite sessions across



different cities, engaging with a wide range of stakeholders to gather diverse insights and feedback.

**Specifically, during the fourth Quarter of 2023-24, the Change Management Team has made a significant increase in outreach to diverse stakeholders. Some of the key highlights are listed below:**

- Two onsite sessions were held with the officers and senior management of the Financial Monitoring Unit (FMU) at the PSW Karachi Office and at the FMU (SBP) office. The primary objectives of the sessions were to shed light on the PSW System, providing attendees with a comprehensive understanding of PSW and FMU initiatives and forthcoming projects. A thorough discussion was conducted on the Authorized Dealers module, covering aspects related to Data Exchange Elements and Business Rules followed by the Trade Finance products and Process Flows.
- Pakistan Single Window has begun to utilize the services of the training partners that were onboarded in the previous quarter. A significant paid workshop was designed and arranged by the training partner and PSW on Trade Based Money Laundering in the last quarter which will continue to take place in different cities in the first quarter of FY 2024-2025.
- Represented PSW in different events to create awareness about PSW such as Empowering Women Leaders in AML/CFT and Navigating the Future of AML: Sustainable Solutions for Financial Integrity arranged by FMU, Shevolution arranged by Chairperson FPCCI and others.
- Effectively implemented Capacity Building Programs, aligning them with the implementation plan and meeting stakeholder requirements. PSW has organized various sessions for the Trade Associations and Regulatory Departments.
- The main objective is to enhance stakeholders' capabilities in diverse sectors by improving technical proficiency and facilitating the dissemination of knowledge crucial for cross-border trade.

### **Next Steps**

- Pakistan Single Window Sign an MOU with the Women Chamber of Commerce and Industry to engage and empower women traders.
- Pakistan Single Window Sign an MOU with the Financial Management Unit for efficiency in trade and processes.
- Pakistan Single Window Sign an MOU with Daraz for the training sessions along the lines of e-commerce and digital trade.
- Collaborate with the Trade Development Authority of Pakistan for the National Exporters Training Program to engage male and female traders across Pakistan including small cities.
- Conduct Change Management sessions on TIPP in relevant trade bodies and academia with an objective to develop TIPP as a brand with significant top of mind recall among the relevant target audience.
- Organize a study tour for one relevant body/ association to another to provide a firsthand look at how different PSW modules work in practice. The goal is to show the bodies/ association the real benefits of PSW modules, building trust and encouraging them to consider adopting relevant modules in their own organization

## Marketing & Communication

### ○ **SME Survey for System Satisfaction Level:**

The PSW Marketing & Communication Team successfully surveyed SMEs with the help of consultants from Markematics. The final presentation was held in the last week of March and was attended by the CEO and C-Suite. The survey delved into SMEs' engagement with PSW, offering invaluable insights into PSW brand awareness and system satisfaction levels. Notably, results underscored the need for enhanced awareness and engagement initiatives aimed at trade associations and chambers by the Change Management and TIPP teams. The SME survey affirmed the effectiveness of PSW's digital marketing endeavors, particularly on social media and the website. As per the survey report, PSW's communications strategy will further expand with greater emphasis on traditional mediums such as TV and newspapers, as well as the creation of Urdu brochures and pamphlets to better resonate with our target market, which is geographically dispersed across Pakistan. This strategic shift marks a significant milestone in PSW's ongoing efforts to amplify brand visibility and engagement across diverse channels.

### ○ **User Testimonials:**

The PSW Marketing & Communication Team adheres to consistent two-way communication with PSW's stakeholders. User testimonials are powerful endorsements of PSW services' effectiveness and reliability at PSW. These testimonials provide valuable insights into the firsthand experiences of PSW users, highlighting the tangible benefits and advantages they have gained by utilizing the PSW platform. PSW Marketing & Communication Team leverages these testimonials across various channels, including the PSW website and social media platforms, to build trust and credibility with prospective users. By showcasing real-life success stories, the aim is to inspire confidence in PSW services and encourage others to experience the transformative impact of PSW firsthand. As part of the PSW User Testimonials initiative, the PSW Marketing & Communication Team contacted some PSW users, who agreed to share their success stories for our digital channels. These testimonials showcased the accomplishments of CEOs from various trading companies and members of multiple associations, including the Rice Export Association of Pakistan (REAP).

- [PSW - Transfiguring imports/exports of solar solutions ft. Mazhar Maqbool](#)
- [PSW - Benefits of the Platform for the Printing Industry ft. Ihsan Ullah Bhatti](#)
- [PSW - Boosting Rice Exports of Pakistan via PSW ft. Chela Ram Kewlani](#)
- [More Time, Less Hassle: PSW Makes Trade a Breeze for Businesses ft. Muhammad Noman](#)
- [PSW - Driving Business Growth Through Electronic Innovation by PSW Platform ft. Faisal Anees](#)

### ○ **Trade Insights 100 Episodes Milestone:**

PSW's Trade Insights series on YouTube reached a milestone with its 100th episode, featuring an interview with CEO Syed Aftab Haider. The interview highlighted PSW's remarkable 3-year journey since 2021, marked by successful integrations and international recognition, and PSW's plans which include expanding international collaborations, onboarding private sector partners, and prioritizing B2B collaborations.

Below are the reach and impressions that the 100th episode gained on each platform:

Platform	Reach and Impression
Facebook	57,798
YouTube	57,780
Twitter	41,799
LinkedIn	3183

○ **Stakeholder Feedback Survey:**

To ensure information dissemination and address any potential confusion within the trade community, the team spearheaded a Quarterly Stakeholder Feedback Survey campaign in April. Distributed in both English and Urdu, the surveys yielded valuable insights from the respondents. The findings from these surveys are meticulously reviewed and integrated into organizational processes by the PSW Customer Experience Committee, comprised of members from the Operations & Support team. This collaborative approach guarantees that stakeholder feedback directly influences PSW's operations, driving continuous organizational improvement.

Below is the data on the last Feedback Survey:

Recipients	66,491
Open Rate	41.42%

○ **Khadijah's Success Stories:**

This quarter, the Khadijah Women Entrepreneurship Program continued to empower women in Pakistan's international trade landscape. Success stories of program participants who defied stereotypes and achieved remarkable results in exporting were actively shared across all PSW platforms. The goal was to inspire and empower followers, showcasing the program's ability to equip participants with the necessary knowledge, skills, and confidence. The stories garnered a significant portion of reach from our followers.

The following participants shared their experiences with the Khadijah program:

- [Ms. Tosheeba Sarwar](#)
- [Ms. Qaisra Sheikh](#)
- [Ms. Aaleen Zaryyab](#)
- [Ms. Falahat Imran](#)
- [Ms. Gul Rukh](#)
- [Ms Shareena Safdar Janjua](#)
- [Ms. Unaiza Ahmed](#)

● **The View: Monthly Newsletter:**

PSW successfully distributed "The View" monthly newsletters in April and May 2024, reaching a broad audience of 81,176 subscribers, 29 integrated banks, and 10 government agencies. Distributing "The View" ensured timely communication and transparency with stakeholders by providing PSW's latest developments on new integrations, partnerships, collaborative sessions, and platform features.

April 2024	
Open Rate	41.50%

Recipients	71551
May 2024	
Open Rate	37.92%
Recipients	74484

○ **Media Appearances:**

Various media channels actively mentioned PSW's work in last year, significantly increasing its visibility among our targeted audience.

- [PTV World: CEO PSW Syed Aftab Haider on the "World This Morning" program](#)
- [GTV Pakistan: Maria Shams appearance on G Utha Pakistan for International Women's Day](#)
- [NewsOne: Russian Helpline for Central Asian Traders](#)

As always, most recently, PSW was represented by our senior officials on Pakistan's leading news channels. The following Media Appearances were also actively promoted over all social media channels:

- [Syed Aftab Haider \(PSW CEO\) - Exclusive Interview with Samaa TV](#)
- [PSW CDO Naveed Abbas Memon on NewsOne's Focus: Economy Today](#)
- [Domain Officer Hafiz Muhammad Ahmad on "AAINA" on PTV News](#)

○ **News Coverage:**

PSW's accomplishments received extensive promotion through press releases and articles on various news platforms throughout the year.

The following news mentions were from Q4:

- Express Tribune:
  - i. [Country should chalk out pension reform plan: WB](#)
  - ii. [Pakistan needs a more holistic pro-trade strategy](#)
- The Nation:
  - i. [Transitioning WeBOC to PSW: A step towards enhanced efficiency in trade operations](#)
- World Echo News:
  - i. [Pakistan Customs Achieves Progress in World Bank-funded Project](#)
- Associated Press of Pakistan:
  - i. [Pakistan Customs achieves progress in groundbreaking transformation project](#)
  - ii. [PM chairs meeting to review the progress of Pakistan Single Window Company](#)
- Pkrevenue.com:
  - i. [Pakistan Customs Completes Business Process Mapping](#)
- Business Recorder:
  - i. [FBR to replace WeBOC with new digital system](#)
- Aaj News:
  - i. [FBR's WeBOC system to be replaced with new system](#)
- Radio Pakistan:
  - i. [PM urges nationwide rollout of single window operations](#)

## Next Steps

- To amplify marketing and communications efforts, specialized agencies/vendors are being onboarded that will cover the following key areas:
  - Digital Marketing
  - Printing & Branding
  - Event Management
  - Podcasts
  - Media & PR

Furthermore, the team continues to invest in its professional development as part of the Learning & Development initiative. Regular training programs are being shortlisted for each team member to equip them with the latest industry trends, communication techniques, and best practices for utilizing the newly acquired resources. This ensures the team stays ahead of the curve and maximizes the impact of PSW's marketing and communications efforts.

## 2.5 Seaport Community System

### Key Updates

- Vendor performed a scheduled deployment of vessel management (MVP-1.0 and MVP-1.5) along with the user management system [UMS] on 25th June. The deployment took 2 days to roll out in the PSW QA environment due to errors in CI/CD pipelines from the vendor side.
- Currently, the PCS application (vessel management) and user management system are in the verification phase followed by regression testing.
- Session with Terminals conducted to discuss the prospect API and EDI messages. Terminals have been advised to review the shared documentation by PSW and provide feedback and ETA for the respective development and testing.
- Sessions with the Integration team conducted to discuss the APIs needed for data exchange with external systems. Documentation is currently in review for finalization.
- Sessions with the WeBOC team conducted to discuss the API events needed for the WeBOC system. Respective CRF covering MVP-1.0 has been analyzed and shared with the WeBOC team to kick off the development workstream.

### Next Steps

- API documentation, API development, EDI development, and Dashboard/widgets will undergo development by the vendor, followed by patch-update release deployments, system integration testing, and web application security testing. The testing cycles will be recurring until the PCS application achieves maturity.
- Commencing of PCS website work will also be scheduled this last week of June, expecting to complete it by the first week of July 2024.
- Once the PCS application has been verified, a dry run activity will be performed to simulate the Pilot Run activity.

## 2.6 Dry Port Community System

### Key Updates

- This project will commence once the Seaport community system is operationalized, and reporting will be done once its development work starts.



## Next Steps

- N/A

## 2.7 Airport Community System

### Key Updates

- The legal changes in the 'ACS' have been defined and implemented.
- Request for Proposal (RFP) for the development of the Airport Community System (ACS) in Pakistan has been published.

### Next Steps

- Vendors evaluation and contract awarding for the development of the Airport Community System (ACS).

## 2.8 Time Release Study

### Key Updates

- The TORs for the TRS are currently being drafted. PSW intends to issue the RFP for onboarding an external consultant.

### Next Steps

- Issuance of RFP.

## 2. Key Achievements

Throughout the year of 2023-2-24, multiple significant achievements were made:


### International Engagements:

- The World Trade Organization's (WTO) Committee on Trade Facilitation held its Trade Facilitation Week from October 3-5, 2023, in Geneva, Switzerland, with Pakistan being represented by CEO PSW. The sessions offered member countries a platform to share their experiences on the Trade Facilitation Agreement's implementation. PSW actively extended its hand, offering support and guidance to nations still grappling with trade facilitation challenges.
- CAREC Institute and the Pakistan Single Window (PSW) jointly hosted a knowledge-sharing webinar, "Enhancing Regional Trade Facilitation through National Single Window: Pakistan's Experience", on 2nd November 2023.
- PSW was a key participant at the 68th Steering Committee of the PAA, hosted by Thailand's National Telecom on November 21st, 2023.
- Syed Aftab Haider, CEO of Pakistan Single Window (PSW), had the honor of representing Pakistan at the World Customs Organization's Permanent Technical Committee meeting in Brussels. During this prestigious gathering, Mr. Haider discussed Pakistan's exemplary journey of single-window implementation, highlighting PSW's innovative model that has been instrumental in revolutionizing cross-border trade.
- At the World Trade Organization's (WTO) Committee on Trade Facilitation, PSW showcased its cutting-edge Integrated Risk Management System (IRMS), marking a significant milestone in the global trade landscape. The presentation, delivered by PSW's Chief Domain Officer, Naveed Abbas Memon, highlighted the transformative potential of

advanced technology in international trade. This prestigious event provided an excellent platform for PSW to demonstrate its global presence and leadership in trade facilitation.

### **Integrations:**

- In Q2 23-24, one of the biggest achievements in e-Phyto Hub implementation. In partnership with the Department of Plant Protection (DPP), PSW has initiated the electronic exchange of phytosanitary certificates through the IPPC e-Phyto Hub. This integration is critical to PSW's commitment to modernizing trade processes and adopting digital solutions for a more efficient global trade environment. This move signifies a significant leap toward eliminating paper-based procedures, reducing processing times, and enhancing trade competitiveness. In the first 4 days of operations, PSW transmitted more than 600 certificates to 36 countries around the world.
  - Import hurdles and fluctuating prices of raw materials often result in production delays, impacting the availability of medicines in the market. Recognizing the need to improve the situation, PSW partnered with DRAP to introduce digital services aimed at streamlining the import process of donated drugs. A primary focus of the collaboration is the digitization of the submission and issuance of documents for donated medicines; a move designed to enhance the efficiency and transparency of the pharmaceutical supply chain. In a major step forward in streamlining drug importation and ensuring efficient processes, Drugs Regularity Authority of Pakistan (DRAP)- Phase II has been rolled out successfully with major features of Import Permit Request, Import Permit Consumption & Issuance of Release Orders.
  - The Integrated Risk Management System (IRMS) developed by PSW began rolling out in FY 2023-24. Adopting a phased implementation approach, as of now selected LPCOs of DPP, AQD, FSC&RD, and PSQCA have been onboarded in the IRMS with more OGAs and LPCOs to follow.
  - PSW successfully integrated with the Sindh Excise Taxation & Narcotics Control Department for cess collection. The integration with other revenue authorities is currently in process.
- (a) Enhanced Customer Experience
- Launched a WhatsApp group to provide support to women traders for efficient onboarding in the PSW System.
  - Implemented the CRF Portal for WeBOC, streamlining Change Request processes for enhanced efficiency.
  - Established a dedicated Russian Helpline to provide support for Russian-speaking users.
  - Introduced a Call Back Feature in October for improved responsiveness in end-user support.
  - Achieved enhanced First Call Resolution (FCR) at L1 support, reflecting improved service efficiency.
  - In Q3 23-24, Improvements have been made to the L1 Reporting portal, enabling the L1 Support Team to access various essential Customer Shipment data, etc. without needing to navigate to the L2 Support Team for resolution. This enhancement has contributed to an increase in customer satisfaction.
- (b) Change Management
- In Q1 23-24, A significant milestone was achieved as an orientation session convened at the PSW Karachi Office with the esteemed presence of the Director General of Ports and



Shipping Wing, Ministry of Maritime Affairs. This momentous gathering brought together key officers from pivotal entities including Karachi Port Terminal, Port Qasim Authority, Pakistan National Shipping Corporation, and Marine Mercantile Department. The focal point of discussion revolved around the agenda of 'Guidelines for Setting Up a Maritime Single Window'. The session served as a platform for fruitful deliberations, knowledge-sharing, strategizing, and setting a strong foundation for the forthcoming implementation of the Maritime Single Window.

- PSW organized a full-day workshop in Lahore for Women Entrepreneurs as part of the Khadijah Program, showcasing commitment to gender equality and economic empowerment.
- Pakistan Single Window has achieved a significant milestone during Q3 23-24 with the successful onboarding of two new training partners.

(c) Marketing & Communication

- In Q2 23-24, the Communications department helped make the Khadijah – Women Entrepreneurship Program in Lahore successful. The team members moderated the event, from live coverage and social media posting to bringing in an impressive number of media houses for the event's coverage. PSW and Khadijah got featured in AAJ TV and City 42.
- In Q3 23-24, PSW is leveraging the power of podcasts to educate the public on a various topic that serves as an educational tool, offering viewers a deeper understanding of PSW's initiatives, industry trends, and the broader landscape of trade facilitation. PSW has a monthly podcast that keeps our stakeholders abreast with the latest information and updates. As part of their Trade Talks series - Season 4, the MarCom team hosted the podcast featuring Ms. Zeba Hai Azhar, Member Customs (Operations), Federal Board of Revenue. The discussion highlighted the objectives of the Khadijah Program and the indispensable roles that women play in the socio-economic development of Pakistan. The conversation emphasized the necessity of women's participation in various economic sectors and emphasized the importance of customs policies for female entrepreneurs. The podcast has garnered a positive response with over 6.1K views on YouTube and more than 3.8K likes on Facebook.

(d) Network & Infrastructure

- 23 Banks connectivity, NADRA, 1LINK, SMS Service & PMD are successfully enabled and completed.
- Multiple policies have been developed and approved by the CEO.
- Multiple SOPs have been developed and approved by HODs.

(e) Information Security

- In Q3 23-24, Successfully developed and gained approval for an Information Security policy from management and BOD.
- In Q3 23-24, Successfully conducted Vulnerability Assessment and Penetration Testing (VAPT) for PSW, TIPP, and WEBOC.
- Achieved database security through the implementation of Database Encryption.
- Developed and approved a Data Classification Procedure.
- Formulated and approved an Information Security Strategy and Cyber Security Action Plan.
- Deploying Security Information and Event Management (SIEM) solutions to streamline security monitoring and incident response.
- CIS Benchmarking and Hardening of New PSW Data Center VMs (Ubuntu & Windows).

(f) HR & Admin

- 90% of the total headcount of FY 23-24 was achieved, ensuring business continuity of the PSW digital system.
- In Q3 23-24, the PSW IRMS Centre of Excellence launched in compliance with the IRMS rules notified by the federal government.

**Most recently, in Q4 23-24, following key achievements are made:**

- In a significant move to enhance trade and commerce facilitation, Prime Minister Muhammad Shehbaz Sharif chaired a pivotal meeting to review the positive impact of Pakistan Single Window (PSW) on trade dynamics and discussed its expansion. Key ministers and senior officials joined the Prime Minister in reaffirming the government's steadfast commitment to harnessing PSW's transformative potential for the broader public good. The Prime Minister expressed his satisfaction with PSW's current operations, highlighting its substantial role in facilitating cross-border trade. PSW's CEO, Syed Aftab Haider, presented the organization's achievements in simplifying business operations within Pakistan, emphasizing how these efforts are boosting economic growth
- PSW initiated the Project "Impact Assessment of PSW System" to conduct an assessment of its system through the Third-Party Assessor Ipsos-Reenergia. The Project aimed to evaluate the system's progress, achievements, and user benefits, identify implementation or service gaps, and provide guidelines for future improvements in line with emerging best practices and recommendations. The assessment activities included analyzing the Institutional and Legal Framework supporting the PSW system, evaluating the underlying Information Technology Framework, and measuring system performance and user engagement.
- PSW's Khadijah program continues to catalyze positive change and foster inclusive economic growth on a global scale. At the "Pakistan-Kazakhstan Trade Opportunities Forum for Women-Owned Businesses," facilitated by USAID Pakistan Regional Economic Integration Activity, 40 Pakistani businesswomen showcased their businesses.
- A collaborative effort between PSW and Pakistan Learning Nest brings forth a series of workshops spotlighting the Trade-Based Money Laundering (TBML) Framework that aims to equip participants with the necessary knowledge and skills to effectively assess and address customs issues within the parameters set by the State Bank of Pakistan (SBP).

### 3. Project Management

#### 4.1 Funding

- In terms of financial governance, efficiency, and systems improvement, the ERP core Financial Module has been implemented. 2nd phase includes E-Procurements and integration between systems, targeted for full functionality by quarter 2 of next FY 2024-25. Besides, for independent financial monitoring, internal and external audits are in place, including reviews of periodic financial statements for transparency.
- The lack of expected cash inflows against receivables from WeBOC & Sindh ETNC, besides no assistance from PSDP or the 50% GD Fee Share, highlights the need for careful financial planning, especially with significant investments in infrastructure and technological upgrades in the pipeline – estimated cost around USD 40 million.

- o As already mentioned in previous reports, PSW may need to increase its SD Fee soon, since actual revenue is close to 25% of the originally forecasted amount in the PC-1 for PSW due to lower fees and exempt GDs.
- o PSW and OGA Revenue Reporting & Reconciliation portals are functional and operational for B2G ADC Transactions. Planning to integrate B2B and PD Account reconciliation reports is during FY24-25.

#### 4.2 Legal

- o Pakistan Single Window has Signed MoUs with Pakistan Tobacco Board, Khyber Pakhtunkhwa Revenue Authority & Baluchistan Revenue Authority.

#### 4.3 HR & Admin

- o In Q2 23-24, the Digital Transformation Office Online platform rolled out. It plays a central role in project management including communication and implementation of various PSW services. This is the centralized location for all PSW portfolios & projects. This is designed to provide easy access to all vital project information, and to streamline portfolios & projects related to planning & integration, controlling, risk management & communication, reporting & analytics.

#### 4.4 Other

- o N/A

## 5. Risks and Opportunities

### Risks

#### (a) Network & Infrastructure

- o WeBOC Data Center Operations - WeBOC DC operations are under the management of PRAL while the WeBOC software development team is under the management of PSW. The divided management is posing a major risk for maintaining smooth operations of WeBOC and PSW since PSW applications are also co-located in the same data center. Because of no control of PSW over its own and WeBOC infrastructure, it solely relies on the infrastructure of PRAL which is mostly either old or without the support. Any incident will cause a major outage to both applications. This risk is being monitored and under mitigation.
- o No DR of PSW and WeBOC - Both applications are running primarily from the PRAL data center at Custom House with no DR site. PSW has established its DR with limited functionality (only services independent of WeBOC can run). WeBOC has no functional DR. This is a major risk for both applications. This risk is being monitored and under mitigation.

#### (b) Technology

- o Challenges related to employee turnover and the recruitment of appropriately skilled resources could potentially cause delays in achieving certain planned objectives.
- o Software Development timelines are based on guestimate, actual may differ on the requirements in SRS and its complexity.
- o China National Single Window: Slow response from the Focal Person of China NPPO on project-related discussions may delay project-planned end dates.

### Data Warehouse & Business Intelligence

- Oracle licenses are required to implement the DWBI program, however procurement is in progress after required clearance from ADB.
  - Availability of DWH Hardware in the production environment is required along with machines for the DWBI program.
  - Challenges related to employee turnover and the recruitment of appropriately skilled resources could potentially cause delays in achieving certain planned objectives.
  - ORACLE-specific team capacity building needs to be completed for the DWBI program as per plan.
  - Data quality issues: Poor data quality can significantly impact the accuracy and reliability of analytics results. Incomplete or inaccurate data can lead to incorrect or misleading insights, which can in turn lead to poor decision-making.
  - Integration issues: Integrating different systems and data sources can be challenging, and issues such as compatibility problems or data format inconsistencies can hinder progress.
- (e) Integrated Risk Management Strategy (IRMS)
- OGAs will take some time to develop an understanding of the system and the process of defining risk rules which may entail slowing down of implementation of IRMS.
- (f) HR & Admin
- Recruiting and retaining techno-functional resources of the PSW digital system is crucial for its success. However, resources management may face risks such as a shortage of qualified candidates, difficulty in retaining key talent, and the cost of recruitment and training.
  - Compensation and benefits are critical for attracting and retaining top technical talent for the PSW digital system. HR management may face risks such as an inability to offer competitive compensation and benefits i.e. a mismatch between market trends and our company offerings.
- (g) Legal
- Punjab Revenue Authority & TDAP MOUs are pending with the relevant authorities.

## Opportunities

- (a) Seaport Community System
- Port Community System (PCS) will be an electronic platform, which will connect multiple systems for the centralized submission of data. PCS will enable a secure electronic exchange of information, which will improve the efficiency and competitive position of national ports. Thus, optimizes, manages, and automates port and logistics processes.

## 6. Report on Off-Track Targets

- N/A



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