



THE DIGITAL TECHNOLOGY AWARDS

TRANSFORM INNOVATE SUCCEED

2024
2023



AN INITIATIVE OF THE DIGITAL ASSURANCE AND ACCOUNTING BOARD OF ICAP



**The Institute of
Chartered Accountants
of Pakistan**



Vision

Enabling professional excellence while contributing towards sustainable economic development and promoting public trust.

Mission

To achieve excellence in professional competence, add value to businesses and economy, safeguard public interest; ensure ethical practices and contribute to good corporate governance while recognizing the needs of globalization.

The Institute of Chartered Accountants of Pakistan

Core Values



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The Digital Technology Awards 2024

Message from The Chairperson

As the Chairperson of the Digital Assurance and Accounting Board of ICAP, it is my privilege to reflect on our journey towards pioneering excellence in the realm of digital technology. The Digital Technology Awards represent a significant milestone in our commitment to celebrating innovation and advancing our accounting profession. This initiative is not just about acknowledging technological achievements but about inspiring a future where technology seamlessly integrates with accounting and auditing practices.

The primary aim of these awards is to encourage chartered accountants to embrace technology to showcase the best innovations to the industry. As we honor our award winners, let us recognize that innovation and excellence are the bedrock of our success. These guiding principles empower us to not only lead but also to ignite inspiration and shape the future of Chartered Accountancy. Through our unwavering commitment to these values, we will continue to set new standards, drive transformative change, and pave the way for a dynamic and prosperous future.

Remember, upgrading your skills isn't just an option—it's essential for staying ahead and excelling in today's ever-evolving landscape.

Ms. Khursheed Kotwal

Vice President, ICAP

Chairperson of Digital Assurance & Accounting Board of ICAP



Ms. Khursheed Kotwal

Vice President ICAP

Ms. Khursheed Kotwal is the Vice President of the Institute of Chartered Accountants of Pakistan, and Chairperson, Digital Assurance and Accounting Board & Board of Governors of PIPFA . She participates with the global accounting bodies in CAPA, CAW and SAFA.

She is double qualified as a Fellow Chartered Accountant & Fellow Corporate Secretary. She is a Certified Director; the Chairperson of the Audit Committee & an independent Director of the Pakistan Microfinance Network.

She is the Founder of a Management Consultancy - Aasman International, and serves as Chief Executive that she started in 2010. She has also worked in Unilever for 18 years in senior leadership positions.

“

Together, we are driving the future of technology and innovation in the field of accounting, internal audit and dashboard.

”



About The Awards

The Digital Assurance and Accounting Board of ICAP, introduced The Digital Technology Awards as a strategic initiative to bridge the gap between finance, technology, and the corporate world. Recognizing the profound impact that digital transformation is having on the accounting profession and the broader business landscape, the Board aims to promote innovation and excellence within the industry.

These awards were conceived to showcase and celebrate the remarkable achievements of organizations locally and internationally where ICAP members/students/affiliates are involved, and are at the forefront of leveraging technology to drive intelligent automation, data analytics, and advanced accounting practices.

By introducing these awards, the Board is not only acknowledging the pivotal role of technology in reshaping the future of finance but also encouraging the adoption of best practices and fostering a culture of continuous improvement and collaboration within the CA fraternity. This initiative reflects ICAP's commitment to ensuring that its members and affiliates remain at the cutting edge of the industry, equipped to lead in a digital world.

Categories

The Digital Technology Awards will broadly cover the following 3 categories;



Use of
Technology in
areas of
Accounting

Automation done by finance professionals in the Finance, Accounts, Costing, Management, Treasury, Accounts Receivable, Account Payable, Banking and E-commerce, Risk Management, Accounting, IT Security, Anti Money Laundering and Data Analytics or any work done by Chartered Accountants in an organization including in the areas of Supply chain, payroll, sales and marketing etc. using cutting-edge technologies or includes innovations in the area of Finance, Taxation, Legal Treasury, Banking, FinTech Digital Payments, E-Commerce, Payment Solutions, Machine Learning / Artificial Intelligence, Innovative Fintech solution, Blockchain, Robotics process, IT apps. API, Use of Augmented & Virtual reality or any other task undertaken by Finance Professionals.



Use of
Technology in
areas of
Internal Audit

This will include Risk management function and controls, internal audit departments, IT security projects, KYC Audit, Anti Money Laundering, etc. Any other task generally undertaken by Finance Professionals.



Best
Dashboards
prepared

Dashboard from different departments such as, Sales Performance, Social Media Analytics, Project Management, Financial Performance, Website Analytics, Administration, Human Resources or Supply Chain Dashboard showing automation and innovation of the processes. Any other project undertaken by an ICAP Chartered Accountant or Affiliate or student with a team can be registered for the awards.

- Large Organizations (Net Sales/Revenue > Rs. 25 billion)
- Medium & Small Organizations (Net Sales/Revenue <Rs. 25 billion)

This structured approach ensures that the awards are inclusive, recognizing technological excellence across organizations of all sizes.

Judging Process

1

Process Auditor Screening

2

Jury Evaluation Round

3

Viewer's Choice Awards

1. Initial Screening by Process Auditor (KPMG)

All nominations undergo a rigorous preliminary evaluation conducted by KPMG to ensure they meet the eligibility criteria and adhere to the standards of the awards.

2. Jury Evaluation Round

The Jury Evaluation Round will consist of interactive and focused interview sessions with teams across three key categories: **Accounting**, where the jury will engage with teams nominated for their innovative use of technology; **Internal Audit**, where in-depth discussions will highlight technological advancements in audit practices; and **Dashboard Design**, where the jury will assess teams that have demonstrated excellence in creating impactful dashboards.

3. Viewer's Choice Awards

An independent round where the audience has the opportunity to vote for their favorite entries, separate from the jury's deliberations.

4. Results announcement on the day of event

An independent internal team, involved throughout the judging process, ensures the integrity, transparency, and alignment of the final results with the awards' objectives.



Winners 2024

The Digital Technology Awards Jury

USE OF TECHNOLOGY IN THE AREAS OF ACCOUNTING Large Organizations

1st Pak Arab Refinery Limited

1st Bank Alfalah Limited

2nd Pakistan Petroleum Limited

3rd Faysal Bank Limited

USE OF TECHNOLOGY IN THE AREAS OF INTERNAL AUDIT

1st Telenor Microfinance Bank

BEST DASHBOARD PREPARED Medium and Small Organizations

1st House Building Finance Company

USE OF TECHNOLOGY IN THE AREAS OF ACCOUNTING Medium and Small Organizations

1st Herbion Pakistan

2nd National Clearing Company of Pakistan Ltd.

3rd JS Investments Limited

BEST DASHBOARD PREPARED Large Organizations

1st Meezan Bank Limited

2nd Faysal Bank Limited

3rd Habib Bank Limited

3rd Lucky Core Industries Limited



Winners
2024

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AN INITIATIVE OF THE DIGITAL ASSURANCE AND ACCOUNTING BOARD OF ICAP

The Digital Technology Awards Viewer's Choice

**USE OF TECHNOLOGY
IN THE AREAS OF ACCOUNTING**
Large Organizations

Pak Arab Refinery Limited

**USE OF TECHNOLOGY
IN THE AREAS OF ACCOUNTING**
Medium and Small Organizations

JS Investments Limited

**USE OF TECHNOLOGY
IN THE AREAS OF INTERNAL AUDIT**

Habib Bank Limited

**BEST DASHBOARDS
PREPARED**

Feroze 1888 Mills Limited



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Winning Projects



Financial Integration



Digital Procurement



HR Digitalization



C-Level Dashboards

Use of Technology in the Field of Accounting - Large Organizations

Pak-Arab Refinery Limited

1st

PARCO implemented SAP S/4HANA, (named as Project PATH) - a cutting-edge enterprise resource planning system. This system allows PARCO to streamline its operations and automate many of its processes, such as procurement, inventory management, and financial accounting. It also provides PARCO the ability to process massive amounts of data in real-time for swift data driven decision-making.

This implementation provides faster performance along with advantages of mobility using Fiori, workflows, dashboards, advance analytics and real-time processing.



FAISAL AMIR
CIO



ATHER ALI
Project Manager



MUHAMMAD IMRAN GANATRA
Solution Architect



MUHAMMAD SAQIB MEHMOOD
Section Head - Software

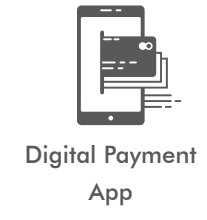


SAJID NOOR
Section Head - Information Technology



Governor Sindh Mr. Muhammad Kamran Khan Tessori, accompanied by President ICAP Mr. Farrukh Rehman and Vice President ICAP Ms. Khursheed Kotwal Presenting the award to the Pak- Arab Refinery Team for winning 1st position in the category: Use of Technology in the Field of Accounting – Large Organizations.
Award Winning Team: Ather Ali - Project Manager, Faisal Amir - CIO, Muhammad Imran Ganatra - Solution Architect, Muhammad Saqib Mehmood - Section Head - Software, Sajid Noor - Section Head - Information Technology.

Winning Projects



Digital Payment App



E-Shop



Four Step Digital Onboarding



Inventory And Sales Tracking

Use of Technology in the Field of Accounting - Large Organizations

Bank Alfalah Limited **1st**

The Alfa Business application is a cutting-edge digital banking solution that has transformed digital payments in Pakistan. It features rapid digital merchant onboarding, QR code generation for Raast P2M and VISA, detailed transaction history, and wallet creation for efficient fund management.

The app supports merchant financing for business growth, a buy now, pay later option, and an efficient order management system. It also enables B2B fund transfers provides settlement reports.

The Retail Merchant Portal manages transactions and offers support services, while Alfa QR simplifies payments. With 80% of transactions now digital, the App is revolutionizing financial transactions.



ADNAN NASIR
Head of Digital Payments



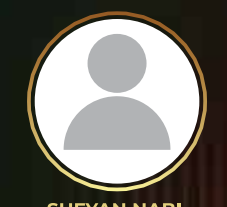
WAJAHAT ALI KHAN
Business Financial Controller



FARAZ YAR KHAN
Unit Head-Proximity Payments



FARAZ MAHMOOD
Growth Manager-Proximity Payments



SUFYAN NABI
Senior Manager DBG Finance




Governor Sindh Mr. Muhammad Kamran Khan Tessori, accompanied by President ICAP Mr. Farrukh Rehman and Vice President ICAP Ms. Khursheed Kotwal Presenting the award to the team of Bank Alfalah for winning 1st position in the category: Use of Technology in the Field of Accounting – Large Organizations.


Award Winning Team: Wajahat Ali Khan – Business Financial Controller, Adnan Nasir - Head of Digital Payments, Faraz Yar Khan - Head-Proximity Payments, Faraz Mahmood - Growth Manager-Proximity Payments, Sufyan Nabi - Senior Manager DBG Finance.




Winning Projects




Data entry through PowerApps (Procurement department)




SharePoint database management (storage of structured information)



Approvals & workflows through Power Automate



Tracking cases through RPA



PowerBI for MIS reports

Use of Technology in the Field of Accounting - Large Organizations

Pakistan Petroleum Limited

2nd

The objective was automation of internal workflows related to trade finance through a single, synchronized, and structured platform. It was a complex multi-stage manual process.



UMMUL BANEEN FATIMA
Budgeting Analyst



MUHAMMAD SHUJAAT BHATTI
Manager Finance



SHAHAB AHMED ESSANI
Deputy Chief Accountant



SYED ZAHEER ABBAS
Accountant



ZABRAIN AZIZ BUGTI
Senior Accountant



Council Member, Mr. Asad Feroze accompanied by Consultant Digital Board, Mr. Hussein Hasan Ali presenting the award to the team of Pakistan Petroleum Limited for winning 2nd position in the category: Use of Technology in the Field of Accounting – Large Organizations. Award Winning Team: Muhammad Shujaat Bhatti - Manager Finance, Ummul Baneen Fatima - Budgeting Analyst, Shahab Ahmed Essani - Deputy Chief Accountant, Syed Zaheer Abbas – Accountant, Zabrain Aziz Bugti - Senior Accountant.



Winning Projects



IMF Pension Reforms



Addressing Economic Challenges



Tax Advantages for Investors



Dual Benefits



Evolving Regulatory Reforms

Use of Technology in the Field of Accounting - Large Organizations

Faysal Bank Ltd

3rd

Faysal Bank's WhatsApp Banking offers a one-stop touchpoint for managing accounts, Noor Cards, Debit Cards and allows to perform Financial Transactions. transferring funds, making bill payments or making donations is one-click away.

This digital platform is also managing previously time-taking tasks like activating, blocking, unblocking cards. This digital channel gets over 12,000 service hits per day, making it a preferred go-to service channel.



SYED AMIN UR RAHMAN
Chief Digital Officer



MUHAMMAD SHAHBAZ
Head - Financial Modelling & Reporting,
Strategic Development



MUHAMMAD SHIRAZ SHEIKH
Head Value Added Services



MUHAMMAD OSAMA KIZILBASH
Product Manager WhatsApp Banking



Mr. Irfan Ghaziani, Executive Director, Examination ICAP, presenting the award to the team of Faysal Bank Limited for winning 3rd position in the category: Use of Technology in the Field of Accounting – Large Organizations.
Award Winning Team: Muhammad Shahbaz - Head Financial Modelling & Reporting, Strategic Development, Syed Amin Ur Rahman - Chief Digital Officer, Muhammad Shiraz Sheikh - Head Value Added Services, Muhammad Osama Kizilbash - Product Manager WhatsApp Banking



Winning Projects



Significant
Efficiency Gains



Improved Data
Accuracy



Employee
Empowerment



Innovative
Approach

Congratulations Winners Use of Technology in the Field of Accounting - Medium & Small Organizations

HERBION PAKISTAN

3rd

The innovative project is aimed to streamline data processing through automation. By employing a two-pronged approach to RPA with Python, Microsoft Power Automate & AI Builder, the project targeted data entry within SAP and pre-processing from various sources, such as PDFs and online portals.

Preprocessing of data from diverse sources like bank statements, invoices, and online portals. Custom web scrapers built with Python libraries (BeautifulSoup and Selenium) handle complex data extraction tasks.



DANISH IQBAL
Assistant Manager
IT



AHMED NASIR
DGM FINANCE



AHMED FAROOQ
General Manager
Finance



DANISH BAIG
General Manager
IT



USAMA WAHEED
Manager
IT



Ms. Jehan Ara, Founder & CEO at Katalyst Labs and Mr. Khwaja Tanveer Saleem, CIO United Energy Pakistan, accompanied by Council Members Mr. Ali Latif and Ms. Arsalan Khalid, presenting the award to the team of Herbion Pakistan (Pvt) Limited for winning 1st position in the category: Use of Technology in the Field of Accounting – Medium and Small Organizations
Award Winning Team: Ahmed Nasir - DGM FINANCE, Ahmed Farooq - GM Finance, Danish Baig - GM IT, Usama Waheed - Manager IT, Danish Iqbal - AM IT

Winning Projects



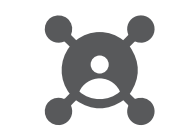
Streamlined Processes



Enhanced User Experience



Swift KYC/Compliance



Broader Outreach



Cost Savings

Use of Technology in the Field of Accounting - Medium & Small Organizations

National Clearing Company of Pakistan Limited

2nd

The centralized system developed by NCCPL is integrated with securities brokers for obtaining customer's KYC data online, Pakistan MNP Database (for Mobile No. Verification), NADRA (for CNIC Verification) and SBP RAAST (For IBAN Verification) through separate Application Programming Interfaces "APIs", leading to efficient automation of KYC processes for customers opening account with securities brokers.

NCC BioVerify, a mobile app, facilitates biometric verification nationwide.



MR. IMRAN AHMED KHAN
Chief Operating Officer



MR. ASAD AHMAD ALI
Chief Financial Officer



MR. AMIR MOBIN
Chief Regulatory Officer



MR. MUHAMMAD ASIF
Head of Operations



MR. USMAN IQBAL
Head of Application Management Group



Past President ICAP, Mr. Saeed Ahmad, Mr. Moin Khan, Chairman - Muniff Ziauddin & Co and Mr. Calvert Wong Executive Director Appasia, accompanied by council member Mr. Khalid Rehman, presenting the award to the team of National Clearing Company of Pakistan Limited for winning 2nd position in the category: Use of Technology in the Field of Accounting – Medium and Small Organizations.
Award Winning Team: Mr. Asad Ahmad Ali - Chief Financial Officer, Mr. Amir Mobin - Chief Regulatory Officer, Mr. Imran Ahmed Khan - Chief Operating Officer, Mr. Muhammad Asif - Head of Operations, Mr. Usman Iqbal - Head of Application Management Group.

Winning Projects



IMF Pension Reforms



Addressing Economic Challenges



Tax Advantages for Investors



Dual Benefits



Evolving Regulatory Reforms

Use of Technology in the Field of Accounting - Medium & Small Organizations

JS Investments Limited

3rd

Digital VPS for Voluntary Pension Schemes revolutionizes pension investments with its seamless digital experience, eliminating manual processes. Investors benefit from a dynamic dashboard for real-time tracking of investment payments and returns, along with diverse reporting options, including account statements and tax certificates.

It caters to investor needs, ensuring convenience, transparency, and real-time insights, making investments more accessible and efficient.



MALIK ZAFAR JAVAID
Chief Compliance & Risk Officer



RAHEEL REHMAN
Chief Financial Officer



SAMINA FAISAL
Country Head Sales & Business Development



SYED MUHAMMAD ANWER
Head of Information Technology



Council Member ICAP - Mr. Zeeshan Ijaz accompanied by Director, Audit Practice Review and Support Program (APRSP) ICAP, Mr. Syed Ajmal Haider, presenting the award to the team of JS Investment Limited for winning 3rd position in the category: Use of Technology in the Field of Accounting – Medium and Small Organizations.
Award Winning Team: Raheel Rehman - Chief Financial Officer, Syed Muhammad Anwer - Head of Information Technology, Samina Faisal - Country Head Sales & Business Development, Malik Zafar Javaid - Chief Compliance & Risk Officer



Winning Projects



Proactive Risk Management



Broader Audit Coverage



Enhanced Audit Efficiency



New age auditors

Use of Technology in the Field of Internal Audit

Telenor Microfinance Bank **1st**

DARE is a PowerBI enabled digital audit application available on desktop and mobile which creates a digitalized audit eco-system encapsulating top key risk areas, revamps the audit methodology and shrinks the audit lifecycle to near to real time monitoring of bank's control environment.

The entire application is built on a digital nervous system where results of audit analytics & dashboards feed from core systems which is then processed through python and machine learning language. Key features also include Generative AI & using ChatBot to produce smart narrative and audit observations.



HAMMAD JUNAID
Manager Audit Analytics
Productive Lending Audit



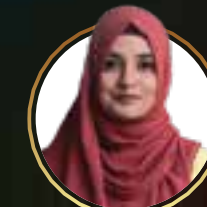
AREEBA AKHTAR
Head of Productive Lending Audit



MUHAMMAD TAHA SHAIKH
Assistant Manager
Productive Lending Audit



IMAAN SIDDIQUI
Management Trainee
Quality Assurance Audit



SALMA BHAM
Audit Executive
Corporate Functions



Mr. Muhammad Zohaib Khan - Chairman PASHA accompanied by Mr. Humayun Bashir - Chairman Eocean and Council Member Mr. Khalid Rehman, presenting the award to the team of Telenor Microfinance Bank for winning 1strd position in the category: Use of Technology in the Field of Internal Audit
Award Winning Team: Areeba Akhtar - Head of Productive Lending Audit, Hammad Junaid - Manager Audit Analytics - Productive Lending Audit, Muhammad Taha Shaikh - Assistant Manager - Productive Lending Audit, Imaan Siddiqui - Management Trainee - Quality Assurance Audit, Salma Bham - Audit Executive - Corporate Functions

Winning Projects

- 

Geographic Visualization of audit issues and its significance
- 

Summary of issues based on the significance
- 

Auditee department/branch report ratings summarization
- 

Ability to evaluate the function and issue owner compliance attitude
- 

Summarize and quantify the repetition of issues
- 

Comparison of total, pending and overdue issues

Best Dashboard Prepared Medium & Small Organizations

House Building Finance Co.

1st

A Power BI dashboard that can provide a comprehensive and dynamic view of audit findings and analysis of related information, enabling management to make decisions swiftly.

It is used to present the status and progress of implementation to the senior executives and the Audit Committee.



AZHER ALI KAPADIA
Chief Internal Auditor



ABDUL WASEIY
Manager IT Audit




AAMIR WAQAS
AM Audit



Council Member - Ms. Hina Usmani accompanied by Vice President ICAP - Ms. Khursheed Kotwal and Consultant Digital board - Mr. Hussein Hassan Ali, presenting the award to the team of House Building Finance Company for winning 1st position in the category: Best Dashboard Prepared - Medium & Small Organizations.

Award Winning Team: Azher Ali Kapadia - Chief Internal Auditor, Abdul Waseiy - Manager IT Audit, Aamir Waqas - AM Audit

Winning Projects



Comprehensive Data Integration



AI-Driven Assistance & Data Exploration



Efficiency & Automation



Customer Insights and Profile Analysis

Best Dashboard Prepared Large Organizations

Meezan Bank Limited

1st

The Key Deposits, Financings, Payments, and Monitoring Dashboard is an analytical tool designed to consolidate and visualize critical banking data.

This dashboard aims to integrate static and transactional information from multiple sources, providing a unified view of the bank's operations, customer interactions, and financial performance. By leveraging advanced analytics, AI, and geo-spatial capabilities, the dashboard enhances decision-making, risk management, and customer satisfaction.



JAWAD RAZA
DATA ANALYTICS



PAREEESA ZAHID
FINANCE



MARYAM MAQBOOL
DIGITAL BANKING



USMAN KHAN
DATA WAREHOUSE & ANALYTICS



HUMERA HAROON
DATA ANALYTICS



Ms. Moneeza Butt, Partner KPMG and Council Member Mr. Muhammad Awais accompanied by the Ms. Amara S. Gondal – Member Northern Region Committee ICAP, presenting the award to Mr. Amir Ali – Deputy CEO, Meezan Bank Limited, along with the winning team, 1strd position in the category: Best Dashboard Prepared - Large Organizations.
Award Winning Team: Pareesa Zahid – Finance, Jawad Raza - Data Analytics, Usman Khan - Data Warehouse & Analytics, Humera Haroon - Data Analytics, Maryam Maqbool - Digital Banking

Winning Projects


Actionable insights into customer demographics.


Supporting tactical planning and product design.

Best Dashboard Prepared Large Organizations

Faysal Bank Ltd 2nd

The Deposits Dashboard, crafted on QlikSense, offers a view of daily deposit activities across customer accounts, product portfolios, and geographic locations.

Timely availability of information on deposits dashboard, drives decision-making, vital for maintaining competitive advantage, improving customer retention, and ensuring financial efficiency. It enhances organizational efficiency by offering comparative analysis, cost analyses, and deposit inflows and outflows.


SYED MAJID ALI
Chief Financial Officer


ADEEL ALI KHAN
Financial Controller


SHAHZAD GHOURI
Head Data Management & EPM


ASHAR SHAMIM
Unit Head Data Analytics & Automation


ZUBAIR KHAN
Unit Head Data Management



Council Member Mr. Arsalan Khalid and Mr. Muhammad Awais, accompanied by Regional Director ADGathlang - Ms. Khushboo Mushtaq presenting the award to the team of Faysal Bank Limited for winning 2nd position in the category: Best Dashboard Prepared - Large Organizations
Award Winning Team: Adeel Ali Khan - Financial Controller, Syed Majid Ali - Chief Financial Officer, Shahzad Ghouri - Head Data Management & EPM, Ashar Shamim - Unit Head Data Analytics & Automation, Zubair Khan - Unit Head Data Management

Winning Projects



Cost
Optimization



Risk
Mitigation



Enhanced
Governance



Insightful
Dashboards

Best Dashboard Prepared Large Organizations

Habib Bank Limited

3rd

To automate the level 1 sanctions screening process for new customer onboarding, which is a process of critical importance in the bank. HBL Leveraging state-of-the-art technology.

HBL automated this process through self-auditing tools which work on a predefined complex-algorithm based rule set. The tools are integrated with dashboards generating clear actionable data points which allow for quick decision-making, strong audit trails and better data governance.



Mr. Muhammad Humair - COO YB Holdings and Mr. M. Abdul Aleem - Secretary General OICCI, accompanied by Ms. Umaima Bilal Qamar - Freelance Consultant, presenting an award to the team of Habib Bank Limited for winning 3rd position in the category: Best Dashboard Prepared - Large Organizations.
Award Winning Team: Armughan Ahmed Kausar - Chief Compliance Officer, Abrar Ahmed Mir - Chief Innovation and Financial Inclusion Officer, Mahin Sikander Choudry - Head Compliance Automation and Digital Enablement, Syed Azeemushan Afaq Ahmed - Head Strategy Delivery and Cognitive Sciences, Zeeshan Shallwani - Unit Head Compliance Automation and Digital Enablement



ABRAR AHMED MIR
Chief Innovation and Financial
Inclusion Officer



ARMUGHAN AHMED KAUSAR
Chief Compliance Officer



MAHIN SIKANDER CHOUDRY
Head Compliance Automation
and Digital Enablement



SYED AZEEMUSHAN AFAQ AHMED
Head Strategy Delivery
and Cognitive Sciences



ZEESHAN SHALLWANI
Unit Head Compliance Automation
and Digital Enablement




Winning Projects




Mr. Muhammad Humair - COO YB Holdings and Mr. M. Abdul Aleem - Secretary General OICCI, accompanied by Ms. Umair Bilal Qamar - Freelance Consultant, presenting an award to the team of the Lucky Core Industries for winning 3rd position in the category: Best Dashboard Prepared - Large Organizations

Award Winning Team: Nade Ali Hussain - Head of Planning & Treasury, Hafiz Muhammad Hamza Azam - Manager Treasury and Funds, Nawair Ishfaq - Manager - SAP FICO, Mussadaq Sultan - Manager Analytics SAP Analytics & Business Intelligence, Muhammad Umair - Assistant Manager Finance



Cost Savings



Decision-Making Speed



Revenue Generation



Improved Insights

Best Dashboard Prepared Large Organizations

Lucky Core Industries Ltd.

3rd

The comprehensive running margins dashboard empowers stakeholders with real-time insights into key performance indicators (KPIs) critical for operational and financial success.

Production and sales volume data are tracked daily, enabling proactive adjustments based on market trends. Finished goods inventory levels are monitored for optimized stock management and prevention of stockouts. Profitability analysis is facilitated by visualizing contribution margin, incorporating both overall percentage and per-ton impact of discounts.



HAFIZ MUHAMMAD HAMZA AZAM
Manager Treasury and Funds



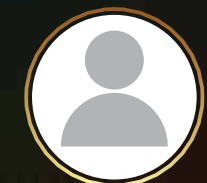
NADE ALI HUSSAIN
Head of Planning & Treasury



NAWAIR ISHFAQ
Manager - SAP FICO



MUSSADAQ SULTAN
Manager Analytics - SAP Analytics & Business Intelligence



MUHAMMAD UMAIR
Assistant Manager Finance





Viewer's Choice Award

The Digital Board introduces “The Viewer's Choice Awards”, an award independent of The Jury decision, allowing participants to present their projects to a wider audience, with the winner determined by public voting. Viewers, including colleagues, friends, and business circles, can vote online through platforms like Facebook and LinkedIn to select their favorite project.

Viewer's Choice Awards



Financial
Integration



Digital
Procurement



HR
Digitalization



C-Level
Dashboards



Fiori - A
new experience

Use of Technology in the Field of Accounting Large Organizations

Pak-Arab Refinery Limited

The implementation of SAP S/4HANA, streamlining operations and automating processes like procurement, inventory management, and financial accounting. This cutting-edge system enables real-time data processing for swift, data-driven decisions and improved operational efficiency.

The system also offers enhanced mobility through Fiori, along with workflows, dashboards, advanced analytics, and real-time processing, making it a powerful tool for faster performance and informed decision-making.



FAISAL AMIR
CIO



ATHER ALI
Project Manager



MUHAMMAD IMRAN GANATRA
Solution Architect



MUHAMMAD SAQIB MEHMOOD
Section Head - Software



SAJID NOOR
Section Head - Information
Technology

Ms. Sultana Siddiqui - President HUM TV Network, accompanied by her team, presenting the award to Pak Arab Refinery Team for winning in the category: Use of Technology in the Field of Accounting – Large Organizations.

Award Winning Team: Ather Ali - Project Manager, Faisal Amir - CIO, Muhammad Imran Ganatra - Solution Architect, Muhammad Saqib Mehmood - Section Head (Software), Sajid Noor - Section Head (Information Technology)

Viewer's Choice Awards



IMF Pension Reforms



Addressing Economic Challenges



Tax Advantages for Investors



Dual Benefits



Evolving Regulatory Reforms

Use of Technology in the Field of Accounting Medium & Small Organizations

JS Investments Limited

Digital VPS for Voluntary Pension Schemes has revolutionized pension investments with its seamless digital experience and real-time tracking, earning both the Jury Award and Viewer's Choice Award. Key features include IMF Pension Reforms, addressing Economic Challenges, Tax Advantages, Dual Benefits, and evolving Regulatory Reforms, offering a comprehensive solution for modern investors.



MALIK ZAFAR JAVAID
Chief Compliance & Risk Officer



RAHEEL REHMAN
Chief Financial Officer



SAMINA FAISAL
Country Head Sales & Business Development



SYED MUHAMMAD ANWER
Head of Information Technology



Ms. Hina Usmani - Council member ICAP accompanied by Mr. Khurram Amanullah - Vice President Deutsche Bank, presenting the award to the team of JS Investment Limited for winning in the category: Use of Technology in the Field of Accounting - Medium & Small Organizations.

Award Winning Team: Raheel Rehman - Chief Financial Officer, Syed Muhammad Anwer - Head of Information Technology, Samina Faisal - Country Head Sales & Business Development, Malik Zafar Javaid - Chief Compliance & Risk Officer

Viewer's Choice Awards



Sentiment &
Comparative Analysis



Interactive
Drill-Downs



Customer-Centric
Approach



Actionable
Insights

Best Dashboard Prepared

Feroze 1888 Mills Ltd

The dashboard is developed to overcome the challenges of managing customer feedback in e-commerce. Traditional manual data extraction was time-consuming, error-prone, and resource-intensive, causing delays in obtaining important insights.

To address the challenge the company developed three sophisticated bots. First BOT-Data Collection: Efficient Gathering of Customer Data from Websites, Second BOT-Sentiment Analysis: Unveiling Customer Sentiments through AI algorithm and Third BOT-Data Publishing on Dashboard: Enhancing Smart Decision-making with Data Insights.



WAQAS AHMED
Chief Information Officer



ADIL SIQQIUE
Deputy General Manager



ABDUL AZIZ
Deputy General Manager



REHAN FAROOQUE
Manager



DUAA WASEEM
Data Analyst



Mr. Syed Faraz Anwer - Partner PwC, accompanied by Ms. Sarah Jawwad Ahmed – Manager, Independence & Ethics A.F Ferguson & Co, presenting the award to the team of Feroze1888 Mills Limited for winning in the category: Best Dashboard Prepared
Award Winning Team: Adil Siqqiue - Deputy General Manager, Waqas Ahmed - Chief Information Officer, Abdul Aziz - Deputy General Manager, Rehan Farooque – Manager, Duaa Waseem - Data Analyst.

Viewer's Choice Awards



Enhanced Fraud
Detection



Improved Audit Effectiveness
and Quality



Risk Mitigation

Use of Technology in the Field of Internal Audit

Habib Bank Limited

Three smart RPAs are working in IA to reduce redundant work and increase effectiveness using technologies. This RPA collects data from multiple source systems, stitches and models these system data, and provides a certificate report to the Internal audit User.

Digital Transformation team in-house designed and developed algorithms in data science that improve audit quality and efficiency for examples, Customer Compliance, SOBC, Parallel Banking and General Domain.



JUNAID AKBAR
Deputy General Manager



RAUF ALI JAN
General Manager



AKHLAQUE KHAN
Deputy General Manager



M. AKRAM ARAIN
Senior Manager



SALMAN UD DIN
Senior Manager



Council Member - Mr. Asad Feroze accompanied by Secretary ICAP - Mr. Omair Jamal and CEO StrataG - Ms. Zainab Hameed, presenting the award to the team of Habib Bank Limited for winning in the category: Use of Technology in the Field of Internal Audit
Award Winning Team: Rauf Ali Jan - General Manager, Junaid Akbar - Deputy General Manager, Akhlaque Khan - Deputy General Manager, M. Akram Arain - Senior Manager, Salman Ud Din - Senior Manager.

Highlights

The Digital Technology Awards Pioneering the Future of Finance and Technology in Pakistan

After an overwhelming response on first- of-its kind The Digital Technology Awards, has announced much awaited 2nd Digital Technology Awards, the grand Finale held on August 2, 2024.



Council Member – ICAP Mr. Asad Feroze, Ms. Hina Usmani, Mr. Arslan Khalid, Mr. M. Ali Latif, Mr. Ashfaq Yousuf Tola, Translator Mr. Fagan Garayev - Adviser to the Chairman of CAAR & Head of International Relations Committee, Vice President ICAP Ms. Khursheed Kotwal, Chief Guest - Mr. Muhammad Kamran Khan Tessori, Governor Sindh, President ICAP Mr. Farrukh Rehman, Mr. Vahid Novruzov - Chairman Chamber of Auditors of the Republic of Azerbaijan, Council Member ICAP Mr. Zeeshan Ijaz, Mr. Mohammad Maqbool, Mr. Khalid Rahman and Mr. Muhammad Awais

“

Transform,
Innovate,
succeed:

Embrace these
pillars to redefine
the future and
lead with impact
in this era of
unprecedented
change.

”

Farrukh Rehman





Mr. Muhammad Kamran Khan Tessori
Governor Sindh



An IT Guru, Ms. Jehan Ara
Founder & CEO at Katalyst Labs



Mr. Ashfaq Yousuf Tola
Council Member ICAP



Mr. Nadeem Hussain
Coach at Planet N.



Lady of Media, Ms. Sultana Siddiqui
President HUM TV Network



Mr. Vahid Novruzov
Chairman Chamber of Auditors of the Republic of
Azerbaijan



Mr. Omair Jamal
Secretary and Senior Leader – ICAP



Ms. Khursheed Kotwal Vice President - ICAP and
Chairperson
Digital Assurance & Accounting Board of ICAP





A Holographic representation of a President ICAP Mr. Farrukh Rehman

The Award Ceremony

Spectacular Flair

Innovative
Technology Takes
Center Stage

Holographic Magic: A Leap Beyond Reality

One of the most striking features of the event was the use of holographic technology, creating a surreal atmosphere that blurred the lines between reality and illusion. The hologram representing Mr. Farrukh Rehman, ICAP President, highlighted technological leaps while underscoring a key message: technology serves to assist, not replace us. It handles repetitive tasks and enhances our lives, but human decision-making remains essential.

“

Prepare to be
Awestruck:
Where
Cutting-Edge
Technology
Meets
Unforgettable
Entertainment!

”



Show-Stopping Impact

A Thrilling Fusion of Technology and Creativity



THE DIGITAL EXPLOSION IS HAPPENING

62

The segment of the evening was the performance that showcased the latest global digital trends. This meticulously crafted segment “the holographic mesh performance” highlighted the fusion of technology and creativity, leaving the audience in awe. Very well appreciated presentation delved into the most significant digital trends shaping industries worldwide, like Generative AI, Data Analytics, Cybersecurity, Intelligent Automation, Blockchain Technology, and Cloud Computing.



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Endless Rhythms, Endless Thrills: The Music Never Stops!



Mr. Mir Mehar Ali Audit Associate II at KPMG and Mr. Adam Russel
Candara CA Finalist, performing their master piece

“

Cheers to the
world of
technology,
here we are in
the virtual
world.

Accountants
and AI,
together they
find,
Wisdom
with tech, in
a digital
grind.

”

A special musical performance by two aspiring chartered accountants, Mr. Mir Mehar Ali and Mr. Adam Russel. Their performance, a blend of eastern and western music with rap, centered around the themes of accounting, auditing, and digital dashboards.

This harmonious fusion of art and technology captivated the audience, earning a standing ovation and adding a unique cultural touch to the event.





The Inaugural Digital Technology Awards 2023



Winners
2023

Congratulations to the Winning Teams!

USE OF TECHNOLOGY IN THE FIELD OF ACCOUNTING

1 st	Pakistan Petroleum Limited
2 nd	Bank Alfalah Limited
3 rd	Fatima Group

USE OF TECHNOLOGY IN THE FIELD OF INTERNAL AUDIT

1 st	Habib Bank Limited
2 nd	Telenor Microfinance Bank
3 rd	Bank Islami Limited

BEST DASHBOARD PREPARED

1 st	Meezan Bank Limited
2 nd	Kashf Foundation
3 rd	Pepsico Pakistan Ltd.

Highlights

The Inaugural Digital Technology Awards - AccounTech Innovation Congress: A Game-Changer

In its ongoing endeavor to recognize, appreciate and encourage the usage of cutting-edge technology in making business decisions the digital board of ICAP hosted the inaugural Digital Technology Awards - AccounTech Innovation Congress, on 12th August, 2023 in Karachi, Pakistan.



**Ms. Khursheed Kotwal Chairperson
Digital Assurance and Accounting
Board - ICAP**

“

"The digital explosion is demanding a tech-savvy accountant and auditor. During these discussions, it was felt that technology innovations should be showcased to enhance learning."

”

“

“AccounTech Innovation Congress isn't just about recognizing the present but about fostering the spirits of collaborations, innovations and improvements that we all need”

”



**Former President ICAP
Mr. Muhammad Ali Latif**



**Former Vice President ICAP
Mr. Arsalan Khalid**

“

“The accountants of future are going to be more involved in how the processes work within finance”

”



**Chief Guest Mr. Asif Peer
CEO Systems Limited**

“

"With so much data, cloud, and technology available, you have to move on to predictive analysis; it is a great initiative by ICAP to include digital knowledge in their curriculum."

”



Former President ICAP - Mr. Ali Latif, Mr. Ashfaq Yousuf Tola, Vice President ICAP - Ms. Khursheed Kotwal, along with Council Members Mr. Asad Feroz, and Mr. Arsalan Khalid presenting a memento to Chief Executive Officer & Managing Director at Systems Limited - Mr. Asif Peer.



Event Highlights



Key Note Speaker Nadeem Hussain Coach at Planet N Group with Mr. Hasnain Badami - Council Member (ICAP)



Panel Discussion with Mr. Armughan Kausar – Head Konnect HBL, Dr. Farah Essa – Founder and CEO Dr. Farah Essa Academy and Mr. Zeeshan Ijaz – Vice President ICAP being led by Mr. Asad Feroz - Council Member.

Digital Assurance and Accounting Board 2022 - 2024



Mr Farrukh Rehman – President ICAP, Ms Khursheed Kotwal – Vice President South & Chairperson Digital Board, Mr. Zeeshan Ijaz – Vice President North, Mr. Omair Jamal - Secretary ICAP, recognizing the efforts of the Digital Board behind the bar raising event, Kh. Tanveer Saleem, Dr. A Hadi Shahid, Mr. Farhan Ullah Khan and ICAP team Ms. Samrah Sarwar and Ms. Ayesha Zia.

Our goal to promote to integrate cutting-edge digital technologies into the accounting profession, driving innovation, encourage excellence and shaping the future of financial and assurance services."

Our aim to advance the accounting profession by monitoring and promoting emerging digital technologies, fostering collaboration with key stakeholders and delivering comprehensive training and support. We aim to ensure that accountants are equipped with the knowledge and tools needed to navigate the digital landscape, uphold standards, and serve the public interest effectively.



Message from The President of ICAP

In a rapidly evolving world, technology stands at the forefront of transforming the Chartered Accountancy profession. As we embrace these changes, the Institute of Chartered Accountants of Pakistan (ICAP) remains committed to equipping future Chartered Accountants with the skills essential for navigating this digital landscape. Our ongoing efforts include updating professional qualifications and introducing new courses focused on sustainability, strategy, and data risk systems, alongside enriched technology-related content.

As we celebrate the remarkable achievements of our award winners, let us acknowledge the crucial role of innovation and excellence in propelling our profession forward. Our commitment to these values ensures that we continue to lead and thrive in an ever-evolving digital world.

Mr. Farrukh Rehman
President, ICAP



Mr. Farrukh Rehman

President, ICAP

Mr. Farrukh Rehman is the President and a Fellow Member of the Institute of Chartered Accountants of Pakistan. He qualified in 1996 and is a Partner in A.F. Ferguson & Co., Chartered Accountants. Mr. Farrukh has been elected as a member of the Council for the terms of 2022-2026, 2017-21 and 2013-17 & as Vice President for the term 2017-18. Currently, he is the Chairman of the Accounting Standards Board, HR Committee, Executive Committee of the Institute.

He is serving as a member at the IFAC's Professional Accountancy Organization Development & Advisory Group (PAODAG) and has also previously served as Technical Advisor to a member at the same group. Mr. Farrukh is a member of the Accounting Standards Committee - SAFA and also serves as a Board member at the South Asian Federation of Accountants (SAFA). He represents the Institute at the Belt & Road National Accounting Standards Cooperation Forum.

“

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Innovate,
succeed:
Embrace these
pillars to redefine
the future and
lead with impact
in this era of
unprecedented
change.

”

Farrukh Rehman



About ICAP

A premier Accountancy Body Recognized Globally

CAs Making an Impact in
60 Countries



ICAP – A Leading Force in International Accountancy



Our Four-Year Strategy 2022-2026

Enabling professional
excellence while contributing
towards sustainable economic
development and promoting
public trust





DIGITAL ASSURANCE & ACCOUNTING BOARD

About The Digital Assurance and Accounting Board

ICAP established Digital Assurance and Accounting Board in 2018, with the objective to serve the public interest; to contribute policy recommendations; and to provide support towards embedding technology-based solutions in accounting, assurance and various businesses. Since inception, Digital Assurance and Accounting Board has gained recognition for its proactive initiatives for upskilling the Finance Professionals.

The Digital Assurance and Accounting Board comprises of 17 members for the tenure 2022-2024. The members of the board represent the Council members, Industry/business/audit firms, government organizations, IT experts, and education institutes.

Digital Assurance and Accounting Board of ICAP actively promotes the utilization of emerging technologies, including Artificial Intelligence, Internet of Things, Smart Contracts, Smart Industry, Cyber Laws, Digital Literacy, and Blockchain, in academia, audit firms, and industry, to address all related areas within its scope.



Digital Assurance and Accounting Board Members 2024-2026





Khursheed Kotwal

Chairperson Digital Assurance and Accounting Board

Ms. Khursheed Kotwal is the Vice President – South, a Fellow Member of the Institute of Chartered Accountants of Pakistan, and serves on the Board of Governors of PIPFA. She is actively involved with global accounting bodies such as CAPA, CAW, and SAFA.

She is double qualified as a Fellow Chartered Accountant and Fellow Corporate Secretary, a Certified Director, and the Chairperson of the Audit Committee at Pakistan Microfinance Network. She founded Aasman International in 2010 and previously worked for 18 years in senior leadership roles at Unilever.



Zeeshan Ijaz

Mr. Zeeshan is a Fellow Member of the Institute of Chartered Accountants of Pakistan and Tax Partner at KPMG Taseer Hadi & Co. since 2009. He also heads the KPMG Lahore office management and has over twenty years of experience in corporate taxation, tax compliance, advisory, and planning for a diverse client base. He has represented KPMG Pakistan at the International Tax Review Forum and other global events.

Mr. Zeeshan is a member of the ICAP Council for 2022-2026 and serves on various ICAP and SAFA committees. He is also part of the Reforms and Resource Mobilization Commission and the Lahore Tax Bar.



Riaz Nazarali Chunara

Riaz Nazarali Chunara is the Executive Director at the State Bank of Pakistan and currently serves as Managing Director of the National Institute of Banking and Finance (NIBAF), a training arm of the State Bank. He has over 17 years of experience with multinational companies such as Unilever in Pakistan, Kenya, and Tanzania before joining SBP in 2007.

At SBP, Mr. Chunara has held various senior roles, including Director of Currency Management and Finance, and Executive Director of Internal Audit & Compliance. He has represented SBP on multiple national and international platforms.



Kh. Tanveer Saleem

Tanveer is an IT Leader at United Energy Pakistan with over 26 years of experience in organizations like Unilever, Engro, National Foods, and Shan Foods. He specializes in driving strategic transformation programs through IT and process re-engineering. His strengths include coaching, leadership interventions, incisive analysis, and an entrepreneurial drive. Tanveer believes "transformation is magic" and is dedicated to crafting IT vision and strategic agendas aligned with business growth at UEP.

He was recognized as a 'Legend' for transformative technology leadership at the Global CIO Forum in 2020 and 2021. He is also a passionate supporter of early-stage startups, offering mentorship and seed investments.



Dr. A Hadi Shahid

Dr. A. Hadi Shahid, Founder and Managing Partner of Allcott Hadi Shahid, holds a Doctorate in Accounting and is a Fellow of the Institute of Chartered Accountants of Pakistan (ICAP). With over 50 years of experience, he specializes in Audit, Commercial Law, Tax Advisory, Forensic Accounting, and Succession Management. He has worked across UAE, Pakistan, and Afghanistan and including 4 years as area in-charge for one of the Big 4, Accounting Firm

Dr. Shahid serves on various boards and trustee positions globally. He is a founding member of the Pakistan Business & Professional Council and has received multiple awards, including the Waqar Ahmed Gold Medal



Saira Nasir

Ms. Saira is an Independent Director & Consultant for Transformation Professionals Pvt. Ltd. She is also a Member of CA Women Committee.

Saira Nasir is a fellow Chartered Accountant and is now working as a freelance consultant. She is an independent director on the boards of Allied Rental Modaraba and Power Cement Limited. Apart from being a member of CA Women's Committee she is also a member of Economic and Advisory Committee and CPD Committee of ICAP.



Syed Asif Zaman

With over 25 years of experience, including 16 years in the UAE, he is a Fellow Member of the Institute of Chartered Accountants of Pakistan and holds a master's degree in Finance & Accounting. He is also a Lead Auditor for ISO 27001:2013 and a member of ISACA. His expertise spans Accounting & Finance, Internal & External Audits, ERP system development, VAT Consultancy, and business setup in the UAE.

Currently, he serves as the Managing Partner of the firm, CEO of Leading-Edge Alliance Tax Consultant, and Director at NUF Chartered Accountants. He has also held senior roles including CFO at Haif Group and Director of Corporate Training at PAC Institute.



Arslan Khalid

Mr. Arslan Khalid is a Fellow Member of the Institute of Chartered Accountants of Pakistan (ICAP) and a Partner at EY Ford Rhodes. With over 22 years of experience in professional practice, he has made significant contributions to the accounting profession.

He has been elected to ICAP's Council for the 2022-2026 term and has previously served on the Southern Regional Committee for two terms. Currently, he chairs the Auditing Standards and Ethics Committee of ICAP and the SAFA Committee on Auditing Standards and Quality Control.



Asfand Yar Khan

Asfand Yar Khan is a senior professional with over 20 years of experience in Strategy, Business Planning, and Project & Program Management. He has been responsible for developing and executing strategies through the design, development, and implementation of strategic projects across various industries.

His expertise spans multiple domains, including Information and Communication Technology (ICT), Innovation & Technology Commercialization, Startup Ecosystem & Entrepreneurship Development, Research & Development (R&D), Human Resource Development (HRD), Higher Education, as well as Government and Non-Government sectors.



Omar Khawaja

Omar Khawaja is a data & analytics thought leader with over 23 years of experience across software, consumer goods, life sciences, and manufacturing industries. Currently, he is the Global Head of Data & Analytics/CDAO at Givaudan. Omar has extensive expertise in developing and managing data and analytics platforms and is passionate about creating business value with data and AI. Prior to Givaudan, he led BI & Analytics at Roche Diagnostics, where he implemented data mesh.

Omar's career also includes roles at Novartis, where he worked for a decade, including as CIO for Novartis Pharma Services in Switzerland and leading various data and insights teams.

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Jafar Husain

Experienced Chief Executive Officer with a demonstrated history of working in the field of Education Management industry.

Skilled in Internal Audit, Management, Financial Accounting, Managerial Finance, and Training. Strong business development professional with a Chartered Accountancy focused in Accounting from ICAP.



Amina Aziz

With over 20 years of experience in the corporate and financial sectors, she currently serves as the Head of the Lending and Private Fund Department at SECP, Pakistan's regulatory authority. Her role focuses on developing and overseeing the non-bank lending sector, including microfinance and digital lending, through policy interventions. She also promotes private equity and venture capital funds and is the Convenor of the Regulatory Sandbox Committee, facilitating the testing of innovative financial products in a controlled environment.

Previously, she was the Director of Adjudication at SECP, where she handled complex cases related to market manipulation, insider trading, and fraud. Her expertise in law, governance, and fostering innovation is key to building trust in Pakistan's financial and capital markets.



Mr. Asim Iqbal

Syed Asim Iqbal holds a degree in Electrical Engineering and an MBA, with over 26 years of experience in IT Governance, Digital Transformation, Cyber Defense, Cloud Computing, and Enterprise Architecture. He has served the State Bank of Pakistan for 23 years, contributing to various technology-driven initiatives.

Currently, he is the Executive Director/Chief Technology Officer at the Central Bank and a member of its Executive Committee. Syed Asim is actively involved in the governance, management, and steering of national and industry-wide technology initiatives, playing a key role in shaping strategic digital transformation programs.



Shabkhez Mahmood

Shabkhez is a seasoned business leader with over 25 years of experience in operational and functional leadership across diverse sectors, including Telecom, Media, Energy, FinTech, and Technology startups. He has managed projects in 45+ countries, excelling in P&L management, team leadership, and financial operations.

Since 2021, Shabkhez has focused on advising, investing, and partnering with a portfolio of technology and consulting businesses. This includes roles as a co-founder of Aion Digital, partner at Outvise, and founder of a stealth startup. He also mentors companies aiming to enter the Middle East market and select startups.



Ali Qamar

Ali has over 20 years of experience and holds a Six Sigma Black Belt. He has played a pivotal role in developing innovative solutions for various organizations, focusing on enhancing performance in finance, supply chain, and HR. Throughout his career, he has been dedicated to developing talent and providing thought leadership on organizational transformation and protection.

In addition to his professional work, Ali serves as an Executive in Residence at LUMS for their MS Accounting & Analytics program. He contributes to program design, fosters industry linkages, and supervises project theses for MS students.



Abu Bakr Mahmud

Mr. Abu Bakr Mahmud is the Chief Financial Officer of a fast-growing company, where he oversees financial strategy and operations. With over 11 years of experience in Finance and Accounting, he holds certifications from ICAEW, ICAP, and a SOCPA license. His expertise includes financial modeling, advanced data analytics, financial reporting, planning and budgeting, and liquidity management.

Proficient in tools like PowerBI, Python, Hyperion, and Cognos, Mr. Mahmud also excels in cash pooling, forex management, and team building. Outside of work, his passion for reading enhances his business acumen and informs his strategic decisions.

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Digital Assurance and Accounting Board Members 2022-2024





Farrukh Rehman

Mr. Farrukh Rehman is the President and a Fellow Member of the Institute of Chartered Accountants of Pakistan. He qualified in 1996 and is a Partner at A.F. Ferguson & Co., Chartered Accountants. He has been elected to the Council for multiple terms (2022-2026, 2017-2021, and 2013-2017) and served as Vice President in 2017-2018.

Currently, he is the Chairman of the Accounting Standards Board, HR Committee, and Executive Committee of the Institute. He also serves as a member of IFAC's PAODAG and the SAFA Accounting Standards Committee, representing the Institute at the Belt & Road National Accounting Standards Cooperation Forum.



Zeeshan Ijaz

Mr. Zeeshan is a Fellow Member of the Institute of Chartered Accountants of Pakistan and Tax Partner at KPMG Taseer Hadi & Co. since 2009. He also heads the KPMG Lahore office management and has over twenty years of experience in corporate taxation, tax compliance, advisory, and planning for a diverse client base. He has represented KPMG Pakistan at the International Tax Review Forum and other global events.

Mr. Zeeshan is a member of the ICAP Council for 2022-2026 and serves on various ICAP and SAFA committees. He is also part of the Reforms and Resource Mobilization Commission and the Lahore Tax Bar.



Kh. Tanveer Saleem

Tanveer is an IT Leader at United Energy Pakistan with over 26 years of experience in organizations like Unilever, Engro, National Foods, and Shan Foods. He specializes in driving strategic transformation programs through IT and process re-engineering. His strengths include coaching, leadership interventions, incisive analysis, and an entrepreneurial drive. Tanveer believes "transformation is magic" and is dedicated to crafting IT vision and strategic agendas aligned with business growth at UEP.

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Khursheed Kotwal

Chairperson Digital Assurance and Accounting Board

Ms. Khursheed Kotwal is the Vice President – South, a Fellow Member of the Institute of Chartered Accountants of Pakistan, and serves on the Board of Governors of PIPFA. She is actively involved with global accounting bodies such as CAPA, CAW, and SAFA.

She is double qualified as a Fellow Chartered Accountant and Fellow Corporate Secretary, a Certified Director, and the Chairperson of the Audit Committee at Pakistan Microfinance Network. She founded Aasman International in 2010 and previously worked for 18 years in senior leadership roles at Unilever.



Riaz Nazarali Chunara

Mr. Chunara is the Managing Director of the National Institute of Banking and Finance (NIBAF), a training subsidiary of the State Bank of Pakistan. He has over 17 years of experience in various roles at Unilever Pakistan and multinational organizations in Kenya and Tanzania. In May 2007, he joined the State Bank of Pakistan as Director of Accounts at SBP Banking Services Corporation (SBP BSC).

Throughout his career at SBP, Mr. Chunara has held several key positions, including Director of Currency Management, Director of Finance, and Executive Director of Internal Audit & Compliance. He has represented the State Bank at various national and international forums.



Saira Nasir

Ms. Saira is an Independent Director & Consultant for Transformation Professionals Pvt. Ltd. She is also a Member of CA Women Committee.

Saira Nasir is a fellow Chartered Accountant and is now working as a freelance consultant. She is an independent director on the boards of Allied Rental Modaraba and Power Cement Limited. Apart from being a member of CA Women's Committee she is also a member of Economic and Advisory Committee and CPD Committee of ICAP.



Mr. Ghazanfar Azzam

Mr. Ghazanfar is leading Pakistan's largest digital bank, Mobilink Bank (backed by VEON), he oversees 40 million registered and 15 million monthly active mobile account customers. The bank combines MSME finance with mobile, digital, and agent-based banking, offering loans, savings, remittances, insurance, and payments through JazzCash. They operate with 105 branches and 180,000 branch-less agents, playing a key role in digitizing payments in Pakistan.

With a focus on strategic thinking and results, he has achieved notable success in retail, commercial, and digital banking, having worked at HBL, Union Bank, Bank Alfalah, and others. He was a Hubert Humphrey Fellow in the U.S. and have extensive global experience in banking and microfinance.



Muhammad Farhan Ullah Khan

With 22+ years in Conventional, Digital, and Islamic Banking, he has extensive experience in Finance, Taxation, Corporate Banking, Internal Audit, and Business Planning. Mr. Farhan Ullah specializes in Digital Finance, Data Analytics, and Payment Services, with expertise in ERP systems and regulatory frameworks. He has held senior roles, including CFO, Head of Financial Planning, and Corporate Banking, and contributed to major transformation projects, including T-24 implementations.

My career includes exposure to the Middle East, particularly at Bank-Al Bilad in Riyadh, and leading successful equity injections totaling USD 207M. He has also represented the Pakistan Banking Association in key engagements with the FBR and SBP.



Zubair Ahmed Sobani

Zubair Ahmed Sobani is the CEO and Founder of Think Ventures-Canada, with 37 years of experience in driving high-growth turnarounds for startups. He excels in blending business and financial interests to create cohesive, focused operations. As an innovative entrepreneur and investor, Zubair specializes in launching products, brands, and revenue streams, with a strong marketing focus.

A strong advocate of corporate governance and compliance, Zubair brings an executive-level understanding of fiscal management. His diverse career background equips him with the skills and passion to accelerate business success and provide valuable support for future ventures.



Farrukh Najam

Farrukh is currently a Data Engineer at META and previously served as the Data Analytics & Automation Lead at Blue Cross Blue Shield. He also worked at PwC's New York office within the Data Analytics advisory team after completing his MS in Data Analytics from the University of Texas. Farrukh is a Chartered Accountant with experience in Pakistan and Dubai before transitioning to Data Science & Analytics.

Outside of work, Farrukh teaches Data Analytics to professional students, consults small businesses in the US on Finance Transformation, and mentors finance and accounting students.



Mr. Munir Raza Waris

Munir, an Affiliate of the Institute of Chartered Accountants of Pakistan and Price Warehouse Coopers, has over 25 years of experience across diverse sectors. He leads two technology ventures: one focused on renewable energy and power management, with successful projects in banking, telecom, education, and more, and the other providing integrated cloud-based ERP solutions to optimize business processes, including sales, accounting, HRM, and supply chain management.

Munir has worked with leading MNCs like American Express, BP, Etisalat, and Telenor, offering expertise in financial controls, business process automation, and strategy while driving organizational efficiency and global benchmarking.



Sohail Javaad

Syed Sohail Javaad is the Executive Director of the Digital Financial Services Group at the State Bank of Pakistan (SBP), where he leads strategies and policies to foster technology innovation in digital financial services. With over 20 years at SBP, he has contributed to key national projects, including Pakistan's instant payment system, RAAST, Roshan Digital Account Scheme, and the Real Time Gross Settlement System (PRISM).

Passionate about digital transformation and financial inclusion, Mr. Javaad has driven regulatory frameworks for fintech and non-bank market participants. He holds multiple advanced degrees, including an MSc in Statistics and an MBA from IBA Karachi.



Asfand Yar Khan

Asfand Yar Khan is a senior professional with over 20 years of experience in Strategy, Business Planning, and Project & Program Management. He has been responsible for developing and executing strategies through the design, development, and implementation of strategic projects across various industries.

His expertise spans multiple domains, including Information and Communication Technology (ICT), Innovation & Technology Commercialization, Startup Ecosystem & Entrepreneurship Development, Research & Development (R&D), Human Resource Development (HRD), Higher Education, as well as Government and Non-Government sectors.



Amir Saleem

He is a business leader with over 23 years of local and international banking experience, specializing in Business Development, Digital Transformation, Product Development, and Operations in Pakistan, Malaysia, and Singapore. He believes that technology innovations are key to fueling future growth, optimizing operations, and delivering enterprise-level ADC platforms for straight-through processing and services.

A skilled communicator with expertise in governance, controls, and compliance, he is passionate about technology, efficiency, and process automation. With a problem-solving mindset, he focuses on addressing root causes, not just symptoms, to drive sustainable solutions for every challenge.



President ICAP - Mr Farrukh Rehman accompanied by Vice President ICAP - Ms. Khursheed Kotwal and Partner M/s. Abrar Hasan & Co - Mr. Emad ul Hasan Acknowledging President HUM Network Limited - Ms. Sultana Siddiqui.

“

The power of media can be harnessed to elevate a positive perception of Pakistan on the global stage by developing our youth's skillsets and sharing uplifting stories.

”

Ms. Sultana Siddiqui
Director
HUM Network



“

Diversity extends beyond gender; it encompasses learning and innovation as well. However, many regions in our country are not keeping pace. We must ensure that the education and training available in larger cities is also accessible to young people in smaller cities and across Pakistan.

”

Ms. Jehan Ara
Founder & CEO
Katalyst Labs



President ICAP - Mr. Farrukh Rehman accompanied by CEO Lucky Motors - Mr. Muhammad Faisal, Founder & CEO Katalyst Labs - Ms. Jehan Ara, Vice President ICAP - Ms. Khursheed Kotwal, Consultant - Ms. Umaina Bilal and Council Member Mr. Asad Feroz



President ICAP, Mr. Farrukh Rehman, along with Vice President South - Ms. Khursheed Kotwal, Vice President North - Mr. Zeeshan Ijaz, and Consultant Digital Board - Mr. Hussein Hassanali, welcoming Mr. Calvert Wong, Mr. Bryan Wong, and the team from AppAsia.





Mr. Kamran Tessori – Governor of Sindh accompanied by Mr Farrukh Rehman – President ICAP, Ms Khursheed Kotwal – Vice President South, Mr. Zeeshan Ijaz – Vice President North, and Regional Committee Members: Mr. Usama Rashid, Ms. Ammara S. Gondal, Ms. Moneeza Butt, Mr. Junaid Ali and Mr. Sheikh Ahmed Salman.