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The



Issue.

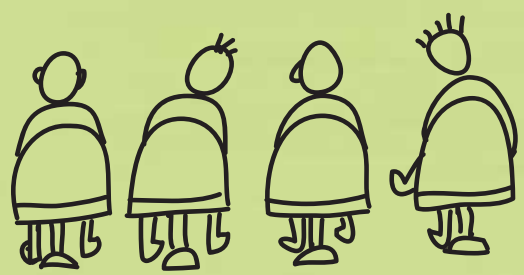


good idea

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happy people



presentation



think



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Quaid-e-Azam Muhammad Ali Jinnah 1876-1948

No nation can ever be worthy of its existence that cannot take its women along with the men. No struggle can ever succeed without women participating side by side with men. There are two powers in the world; one is the sword and the other is the pen. There is a great competition and rivalry between the two. There is a third power stronger than both, that of the women.

Dear Engage readers,

Welcome to the latest edition of the magazine. This time around, we bring you a double issue with twice the usual amount of news and updates from all across our Company.

It has truly been a busy time for us here at ICI Pakistan Limited. An unstoppable tide of enthusiasm and activity has fuelled the sheer momentum of accelerated growth across the Company.

But amongst all the exciting new developments, there was one event that halted us in our tracks; the sudden and untimely loss of a colleague, Mirza Waseem ul Hassan. In this issue, we share with you a glimpse of who Waseem was; please keep him and his family in your thoughts.

We continue to forge ahead, building new partnerships both locally and beyond borders, and consolidating existing strengths while venturing into previously uncharted territory. Even as we do all of this, we remain engaged with the bigger issues in life. One of these is gender diversity in the workplace.

Increasing diversity continues to be a pressing need, not just in Pakistan but worldwide. The efforts of prominent women leaders such as Facebook COO, Sheryl Sandberg, speak to this fact. Here at ICI Pakistan Limited, we pursue greater diversity on an ongoing basis – in fact, we are a part of Ms. Sandberg's global Lean In Circles initiative. This year, International Women's Day, celebrated worldwide on March 8, gave us the perfect opportunity to bring this important issue into the spotlight.

Hence, we chose to title this particular issue of the magazine 'The Diversity Issue.' We hope you enjoy our cover story which highlights recent initiatives taken to celebrate and acknowledge the contributions of our female colleagues. We continue striving to make ICI Pakistan Limited an even more preferred place to work for women.

There is literally so much to report in the way of new developments that providing a brief overview poses a challenge! So, without further ado, we urge you to read on, and see exactly how we've been working at Cultivating Growth over the last six months.

**Enjoy your read,
Team CCPA**



**We would love to hear
your feedback**
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Cover Design
The Diversity Issue
by CCPA

This issue's cover is a playful yet meaningful depiction of the weighty issue that is gender diversity. The design is an illustration of our ongoing attempt to peel back the many layers, and uncover the many facets, of the concept of diversity. We've chosen the colour green for its gender neutrality, and the comic style of the illustrations to provide a touch of lightness and humor to an otherwise often serious subject.

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Expanding Horizons

Acquisition of Cirin Pharmaceuticals Private Limited Concludes Successfully

By CCPA

On December 23, 2016, we publicly announced the successful completion of ICI Pakistan Limited's acquisition of Cirin Pharmaceuticals Private Limited.

This announcement came not long after the initial announcement made by the Company with regard to the acquisition of Cirin Pharmaceuticals Private Limited; it was only two months prior, on October 25, 2016 that the Board of Directors of ICI Pakistan Limited agreed to acquire 100% shareholding of the local pharmaceutical company.

Now, with the transaction concluded, Cirin Pharmaceuticals Private Limited is a wholly owned subsidiary of ICI Pakistan Limited. Manufacturing a range of products including hospital / emergency care and primary care products, Cirin Pharmaceuticals Private Limited is headquartered in Islamabad with its manufacturing facility based in Hattar Industrial Estate, KPK.

This acquisition is a milestone in that it enables us to expand our pharmaceuticals footprint with our own manufacturing base for pharmaceutical products. Currently, the Pharmaceuticals Division of our Life Sciences Business markets a range of pharmaceutical products with leadership positions in key therapeutic categories. On the occasion, Asif Jooma Chief Executive ICI Pakistan Limited, commented: "With this acquisition, we look forward to taking our Pharmaceuticals

Business to the next level, strengthening our product offering to improve lives, and continuing to deliver on our brand promise, Cultivating Growth."

Prior to this announcement, a town hall was arranged in November at the Hattar facility to brief our new colleagues about the acquisition. Senior management team members from both Cirin Pharmaceuticals Private Limited and ICI Pakistan Limited were present at the occasion. Munim Sultan Mir Executive Director Cirin Pharmaceuticals Private Limited, opened the session with a heartfelt address in which he shared his philosophy of doing business, as well as the successes and achievements of Cirin Pharmaceuticals Private Limited and its people over the years. He emphasised that this acquisition was a positive development for all parties.

It was then time for Asif Jooma CE to take the stage, providing a brief overview of ICI Pakistan Limited's history and corporate philosophy. Samie Cashmiri Vice President Life Sciences Business, followed with a comprehensive introduction to the Company's Businesses, strategic priorities, and future plans. Fathema Zuberi GM HR, then addressed the gathering, answering a host of questions and addressing any concerns on various matters pertaining to the acquisition. Matin Amjad, GM Pharmaceuticals also addressed the gathering. In all, the day proved a positive note to start off on for colleagues on all sides.



Senior management of both ICI Pakistan Limited and Cirin Pharmaceuticals on the occasion of the signing ceremony.

Photograph: CCPA Team



Munim Sultan Mir (Executive Director, Cirin Pharmaceuticals Private Limited) opens the session.

Photograph: Cirin Pharmaceuticals Private Limited Team



Asif Jooma (CE ICI Pakistan Limited), addresses the Cirin Pharmaceuticals Private Limited team.

Photograph: Cirin Pharmaceuticals Private Limited Team



Samie Cashmiri (VP Life Sciences Business), shares a comprehensive introduction to ICI Pakistan Limited.

Photograph: Cirin Pharmaceuticals Private Limited Team

A Progressive Partnership

Morinaga President Visits Pakistan; ICI Pakistan Limited CE and Chairman visit Japan

By Irshad Masayuki Ataka

In March, we had the pleasure of hosting Mr. Michio Miyahara, President of Morinaga Milk Industry Company Limited, along with members of his senior management team, on a visit to Pakistan. This visit came ahead of the completion of formalities and receipt of all regulatory approvals for the new Morinaga manufacturing facility to be established.

Set up in collaboration with joint venture partners ICI Pakistan Limited and Unibrands Private Limited to manufacture Morinaga infant formula products in the country, this partnership will include the distribution, marketing and sales of the locally manufactured infant formula. The state-of-the-art manufacturing facility will be the first ever Morinaga manufacturing facility established in Pakistan.

This was Mr Miyahara's first visit to Pakistan, and from March 19 to 21, he and his delegation met with members of the ICI Pakistan Limited and Unibrands Private Limited teams, and visited the ICI Pakistan Limited Head Office in Karachi, as well as our regional office in Mozang, Lahore, and our Polyester plant in Sheikhpura. Mr Miyahara and his team were impressed with the plant and its management, and commended Chief Executive Asif Jooma on the excellent operating standards and stellar HSE record of ICI Pakistan Limited.

While in the Punjab region, the Morinaga delegation, accompanied by team members from ICI Pakistan Limited and Unibrands Private Limited, also paid a courtesy visit to His Excellency, Chief Minister Punjab Mian Muhammad Shahbaz Sharif.

The joint venture partners were extremely pleased by the commitment shown by His Excellency towards the envisaged infant nutrition manufacturing facility, and towards supporting the availability of quality nutrition for the children of Pakistan.

In all, the visit was a successful one, and the Morinaga team returned to Japan with renewed commitment and enthusiasm for the joint venture project.

In April, shortly after the visit of the Japanese delegation to Pakistan, Chief Executive Asif Jooma and Sohail Tabba, Chairman of ICI Pakistan Limited, visited Japan to discuss the on-going joint venture project. The meetings were held in Tokyo at the offices of Morinaga and were fruitful and held in good spirit.

The team from ICI Pakistan Limited also met with the President of Morinaga Milk Industries (Co.) Ltd. Michio Miyahara and apprised him of the progress on NutriCo Morinaga. Mr. Miyahara expressed his satisfaction of the progress and looked forward to the successful completion of the project.



Michio Miyahara (President Morinaga), along with members of the Morinaga and ICI Pakistan Limited teams at the Badshahi Mosque in Lahore, Pakistan.

Photograph: CCPA Team



(From left) Ko Shiino (GM International Department, Morinaga Milk Industry Company Limited), Teichiro Okawa (Managing Director, Morinaga Milk Industry Company Limited), Asif Jooma (CE ICI Pakistan Limited), Michio Miyahara (President, Morinaga Milk Industry Company Limited), Muhammad Sohail Tabba (Chairman ICI Pakistan Limited) and Irshad Masayuki Ataka (Strategy and Business Development Manager, ICI Pakistan Limited), in Tokyo, Japan.

Photograph: CCPA Team

Getting Women On Board

ICI Pakistan Limited honoured with the W-Corporates Enlistment Award

By Hafsa Zubair

On March 29, 2017, ICI Pakistan Limited was honoured with the W-Corporates Enlistment Award by Women on Board Pakistan, at a gong ceremony held at the Pakistan Stock Exchange.

The Women on Board (WOB) Pakistan initiative aims to promote greater gender inclusiveness on the boards of listed corporate entities in the country. It is headed by the Independent Director PSX and former chairperson of the Competition Commission of Pakistan (CCP), Rahat Kaunain Hassan.

The award ceremony followed recent findings of the WOB's annual research report "Women in Boardrooms", which highlights that only 21 out of a total of 560 listed companies in Pakistan have appointed independent women directors on their Boards – that's less than 4% of the total listed companies in the country. The ceremony was therefore held to recognise corporates with active participation of women on their respective boards, and to draw attention to this pressing issue.

At the event, Rahat Kaunain Hassan spoke passionately about the need for gender inclusiveness in Pakistan's corporate sector, particularly in higher management positions. Her message was

amplified by Shazia Syed, Chief Executive Unilever Pakistan Foods Limited and Sima Kamil, Deputy CEO, UBL Bank, both of whom shared their experiences and observations regarding gender diversity, acknowledging that as a nation, we still have a long way to go in this area.

Awards were then presented to representatives of each of the nominated corporate entities. Kamila Khan, General Counsel, Company Secretary and Head of Corporate Communications and Public Affairs, received the award on behalf of ICI Pakistan Limited. At ICI Pakistan Limited, we are honoured by this award, which reminds us of our own ongoing pledge for increased gender diversity at all levels in the Company.

There followed a gong-ringing ceremony to mark the occasion, which was led by Rahat, accompanied by all the female attendees of the ceremony. The event ended with a networking tea session, and participants left in high spirits, with renewed resolve to promote gender diversity in their respective areas of influence.

More information about WOB Pakistan's work is available on their website: www.wob.com.pk



Kamila Khan (General Counsel, Company Secretary and Head of Corporate Communications and Public Affairs), representing ICI Pakistan Limited (at right), is presented the W-Corporates Enlistment Award by Sima Kamil, (Deputy CEO, UBL Bank), accompanied by (from left) Aftab Chaudhry, (Secretary General SAFE and President, Women on Board); Rahat Kaunain Hassan (Independent Director PSX and Chairperson Women on Board); Muneer Kamal (Chairman PSX); and Shazia Syed (Chief Executive Unilever Pakistan Foods Limited).

Photograph: CCPA Team

Graduate Recruitment Goes Digital

By Faiza Savul

We live in a digital age, and the HR team at ICI Pakistan Limited knows that recruitment is no exception. To engage successfully with our target audience, we must interact with them on a level that they can relate to, via platforms they frequently visit. Doing so will help us build a strong employer brand and continue to be an employer of choice.

With this in mind, HR launched a state-of-the-art digital recruitment tool for the Company's Graduate Recruit Drive 2017. The tool is an online game called Race to the Boardroom

that will help us highlight the unique strengths of all candidates in a real-time competitive environment.

Race to the Boardroom an online business game that is compelling, relevant to real scenarios and is in line with the values of the millennial generation. ICI Pakistan Limited is the first organisation to develop a game of this nature locally as a recruitment tool for fresh graduates.

The competitive gameplay that follows our online registration process is intended to identify the real potential of candidates when it comes to problem solving, decision making, team

play, resource management, communication and negotiation skills. The game is embedded with deep analytics that will generate greater and more accurate insights into each individual candidate's unique strengths and development areas, thus enhancing the credibility of the testing process and enabling better subsequent development planning.

HR team's philosophy behind this strategy was that recruitment testing does not have to be boring and predictable, because real life isn't. Using simulation technology to gamify a set of real life business challenges can create a superior recruitment experience and will allow for testing on a diverse set of competencies, which is exactly what we aimed to achieve with this campaign.

To launch the game and promote the recruitment drive, we

leveraged social media outreach and created a scalable employer brand experience that goes beyond traditional recruitment.

The campaign began on February 27 with a strong and focused social media marketing campaign targeted at graduating students. A collaboration with AIESEC (one of the world's largest student-run leadership and development organisations) helped spread the word about Race to the Boardroom at top universities in the country through campus ambassadors. The registrations started pouring in immediately and we hit 3000 plus registrations in a span of less than 3 weeks!

Look out for the next issue of Engage magazine for an update on the outcome of the exciting and revolutionary Graduate Recruitment Drive 2017.



Celebrating Kid's Day at Work in Karachi

By Filzah Ahsun

ICI Pakistan Limited's trainee programme targets a younger population than many other organisations, that is to say we begin early by inviting the little ones of our employees to shadow their parents but mostly, to have a fun-filled day with us.

Kids' Day at Work is an ideal opportunity for children to improve their understanding of their parent's workplace, colleagues and the organisation they work for. ICI Pakistan Limited's Head Office, Karachi celebrated Kids' Day at Work on December 23, 2016. The office was decorated with colourful balloons and standees with welcome messages for the children and they were greeted by the HR Kid's Day team.

The activities began with a presentation on the essentials of Health Safety and Environment (HSE) by Amin Zubair Abbasi, Sales Admin Officer, Supply Chain, Chemicals Business. The presentation informed them about important precautionary measures they should take and was filled with cartoon images and funny sounds. Many possible scenarios were acted out to demonstrate the practical applications of the tips and the possible dangers, though not without dramatics for the children's benefit, who responded with gleeful expressions and giggles.



Our young guests pose for a group photograph at the end of a fun-filled day.

Photograph: CCPA Team

Following the HSE presentation, Anum Shaheen, Leadership and Development Manager, HR, Life Sciences, gave an interactive presentation about all the different Businesses, stopping often to quiz the little guests, who answered questions with great enthusiasm and received many prizes.

The children were then taken on a tour of the office, led in a line with various ICI Pakistan Limited employees chaperoning them as they passed employees at work, exchanging smiles and waves. They were then led to the office of Asif Jooma CE for an interactive session where the highlights were innocent questions such as 'Where do you keep all the money?' and 'What do you do when you are angry?' and even, "How do you keep yourself fit?". Although the questions were met with amusement and laughter, Asif Jooma answered questions until the inquisitive little ones were satisfied.

The children were then taken to make cards and pack gift boxes for the Kakapir Village community school students, to help instil the importance of community service in the children. Once the cards and boxes were made, the real fun and games began. After various 'Minute To Win It' games for kids, the children were taken outside to the carnival where everything from a trampoline to a jumping castle had been set up for them, and most importantly, there was ice cream. Soon the parents of the children arrived to spend some time with their children and then the eventful Children's Day at Work came to an end. The initiative was appreciated by everyone at the office and the HR team intends to organise many more such events in the future.



The audience listens intently to the presentations

Photograph: HR Team

The Leaders of Tomorrow

The EMT gives managers the learning opportunity of a lifetime

By Sonia Chagani

An important component of the Leadership Development Journey is experience. For this portion of their journey in this programme, all the managers at the Leading Functions level were assigned “live” leadership challenges by the Executive Management Team as their Action Learning Projects. These challenges would then serve as learning and development opportunities for managers and sustainably impact value creation for ICI Pakistan Limited.

The participants were then divided into 7 groups and each group was assigned a live leadership challenge and an EMT member as their project mentors. The groups were as follows:

Project Name	Name of Mentor
ICI Pakistan Limited Portfolio 2020	Samie Cashmiri
Robust Performance Measurement Framework & Optimising Process Efficiency through automation	Muhammad Abid Ganatra
Fueling our Growth Aspiration through Structure Optimisation	Arshaduddin Ahmed
Fueling our Growth Aspiration – Our Corporate Brand	Suhail Aslam Khan
Becoming a top Employer of Choice by 2018	Kamila Khan
Ingraining Innovation	Arshaduddin Ahmed
Enhancing Customer Connect	Matin Amjad

All the managers worked closely with their project mentors over a period of nine months, conducting research and devising effective ways of overcoming these challenges. A three-day presentation session was held at the Lahore University of Management Sciences from November 23-25. The session allowed all the groups to learn collectively, and gain strategic direction from the EMT. Each group was given two hours; one hour to present and one hour for a Q&A session.

All attendees met with the EMT for dinner on the second day of presentations for informal interaction and engagement following a busy work-filled day.

The EMT was thoroughly delighted by everyone’s presentations and deeply appreciated the thought and time that went behind in identifying the leadership challenges and coming up with viable solutions for the EMT to consider which they can all collectively work towards. The groups, on the other hand, felt empowered and found these projects to be great learning experiences. It allowed them to learn about the leadership challenges that may arrive in ICI Pakistan Limited’s path and also participate in strategising for the future of the Company.

Honing HR Skills

Course on HR for Non HR Managers

By Sonia Chagani

Engaging talent and being recognised as a human capital developer are highly-regarded leadership capabilities that are required of today's leaders. In other words, every leader or line manager is also an HR manager. Talent development, career progression, performance management, and succession planning in their true spirit are possible only if line managers understand and support these activities themselves. So much so that any HR programme can be successful and properly carried out only if line managers take on human capital development as a shared responsibility with HR departments.

In this regard, an intensive two-day programme titled HR for Non HR Managers was developed in 2015, through which almost one hundred senior managers were trained on their role in human capital development of their teams. In order to cascade the same programme to the remaining population of people managers, three more workshops were conducted in March and April 2017 in Karachi and Lahore, covering over 80 people managers in total. These sessions were conducted by Aqil Karim, Corporate OD Manager, with Fathema Zuberi,

GM HR, covering topics such as compensation and benefits, and Faiza Savul, Talent Acquisition Manager, conducting the talent acquisition section of the training programme.

The format of this workshop ensured focus on improving leadership effectiveness by giving detailed insights on key HR activities including performance management, career discussions, talent management, learning and development, compensation and benefits, job evaluations, talent acquisition and employee engagement, and emphasised the line manager's role in these processes. The session also provided a platform for meaningful discussions regarding critical areas related to talent, and addressed questions raised by the participants.

The workshop received an immensely positive response from all the managers. We are hopeful this intervention will equip our people managers to make full use of the Company's HR processes and programmes and add to the capability development of our people in the long run.



Participants of the course in Karachi listen intently to the speaker

Photograph: HR Team



Aqil Karim (Corporate OD Manager), starts the session off.

Photograph: HR Team



Sonia Chagani (Assistant Manager L&D), updates the audience on HR initiatives.

Photograph: HR Team



Fathema Zuberi (GM HR), explains aspects of the job evaluation process in detail.

Photograph: HR Team

The Future of Finance

Finance Team Development Session

By Mahroz Noor

From February 16-17, our Corporate Finance team organised a two day “Finance Team Development Session” at the Arabian Sea Country Club, Karachi. This session was unique because it involved all the finance teams from all Businesses and Corporate. As a result, colleagues who had only interacted via emails and telephone conversations so far got to meet each other for the first time.

The focus of the session was to integrate, involve and inspire finance colleagues across the Company to have discussions on various topics and share their knowledge on potential opportunities at ICI Pakistan Limited.

Presentations were made by six teams, each with a mentor, in the presence of the CFO, Corporate Finance Manager, IT Head and the Finance Managers. Each team brought a unique format, delivery and style to their presentations. They utilised tools such as PowerPoint and Prezi, live skits, and even combinations of all of these, to convey their message. Each presentation was precise, well planned and thought-out.

The first day began on a high note, with a meet and greet between teams and colleagues over breakfast. Everyone was

eager to understand the different type of finance functions within the Company. The event started with an opening speech by Abid Ganatra CFO, who shared insights into the purpose of the session and shared his best wishes with the teams for their presentations. Each team completed their presentation followed by a question and answer session. The audience and senior management participated fully and shared closing remarks. At the end, Abid Ganatra praised the in-depth analysis by each team and thanked them for their recommendations.

All the presentations were a true reflection of the immense capabilities of our finance teams and each had produced valuable action points that can be pursued. Afterwards, multiple engagement activities were planned.

After the presentation, a cricket match ensued to keep the participants engaged and refreshed. Out of five matches, the team led by Atif Aboobakar Corporate Finance Manager, reached the finals and won against Jawad Nagani Finance Manager’s team. A barbecue dinner, a game of darts and a round of karaoke followed.

The next day was just as enjoyable, with team members looking forward to the lineup of activities. After the final



Members of the winning cricket team rejoice.

Photograph: Finance Team



Finance professionals unite!

Photograph: Finance Team

presentation concluded, the senior managers present shared their acknowledgements and views on the multiple action points brought up by the teams. Finally, Abid Ganatra gave a closing speech addressing the future of ICI Pakistan Limited's finance function; he emphasised that the Company wants to create not just finance professionals, but future finance leaders. He

further stated that finance/Business team partnerships would be vital to this changing role.

The event was a pioneering initiative taken by the finance departments and has marked the beginning of an evolution and enhancement of the finance function; from functional professionals to organisational leaders.

BE SOME ONE'S LIFELINE



INDUS HOSPITAL
BLOOD CENTER

Indus Hospital Contact Details:

Blood donations are an ongoing need. Contact Indus Hospital Blood Center if you are interested in helping out.

*Plot C-76, Sector 31/5,
Opposite, Korangi Crossing
Rd, Karachi
Phone: (021) 111 111 880*

Blood Donation Facts

Improves Cardiovascular Health

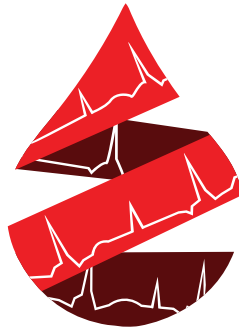
Regularly donating blood improves your overall cardiovascular health and can reduce the risk of heart attack by 88% and stroke by 33%.

Reduced Risk of Cancer

Consistent blood donation is associated with lowered risks of cancers, including liver, lung, colon, stomach and throat cancers. Risk levels drop in correlation with how often participants donate blood.

Enhances New Blood Cell Production

Donating blood helps to stimulate the production of new blood cells. When blood is withdrawn, the donor's body begins to replenish the lost blood within 48-72 hours of donation. This can help your body stay healthy and work more efficiently.



Blood Donation Drive

Indus Hospital Blood Center sets up camp at Karachi Head Office

By CCPA

Blood donation is a relatively simple procedure for the donor, but one that has immense life-saving benefits for patients in need. It is, in many ways, one of the best donations we can make.

On Thursday, March 2, we held a blood drive at the Karachi Head Office in collaboration with Indus Hospital Blood Center. For a week prior to the drive, we ran a campaign encouraging colleagues to take time out from their busy schedules and donate, highlighting the many health benefits of blood donation for the donor as well as, of course, the tremendous life-saving potential it carries for numerous recipients.

Every blood donor received a free blood screening, the results of which were shared with donors via email and hardcopy. This screening covered tests for Hepatitis B, Hepatitis C, HIV, syphilis and malaria, as well as determining each donor's blood group and haemoglobin levels.

In all, a total of 108 pints of blood were collected from 36 donors during the day-long drive. Each blood donation is then split into three parts; plasma, platelets and red blood cells.

So, potentially, each donation can help three different patients - something our donors should feel fantastic about!

We'd also like to thank all volunteers - about 50 people stepped forward to donate. And even if they were unable to, we truly appreciate their generosity.

We're Now Social

ICI Pakistan Limited officially launches on social media

By Osama Khalid

Communication plays a vital role in our lives and in shaping an organisation's image. In the past, information-sharing mediums available to corporations were limited – and so was their potential reach. However, with the advent of social media, all of this has changed drastically.

There was a time when social media was considered a passing fad; something for the younger generations to delve into and of no particular significance to companies. Over time, the doubters were proved wrong. With over two billion active social media accounts globally and 20 million users across the country, using social media is no longer optional, it has become invaluable. Let's take a look at a few key points that highlight the benefits of social media for ICI Pakistan Limited.

Social media is an excellent way to connect with a wide audience and share valuable information, as well as to collect data on the Company's position in the digital landscape. With increasing social media followers on Facebook, LinkedIn and Twitter, these numbers can be worth more than visitors to the website, since people are constantly connected through their accounts.

With the ongoing expansion and diversification of ICI Pakistan Limited, sharing information and knowledge about the various Businesses is paramount. With proper use of social media platforms in the correct context, the potential to position each Business as the leader in its respective field is enormous. And since social media is a two-way channel, it enables the creation of links and relationships; the communication of Business, HR and CSR initiatives, and contributes to strengthening the corporate brand.

Visibility is also a key factor. There is increasing evidence that suggests social media improves an organisation's website rankings in search engines and increases traffic. Mammoth search engines such as Google constantly update their website ranking methods. An active social media presence can improve the Company's rankings and bump it up to the top.

Taking all these and more points in mind it was apparent ICI Pakistan Limited needed to establish itself on social media. We started with Facebook on December 5, 2016 and have already begun to build lasting relationships within the Company. At the launch we circulated teaser emails featuring Facebook emojis to create hype, and adorned our major sites with emoji danglers, internal billboards and standees, before finally confirming everyone's suspicions that our corporate Facebook page was, in fact, about to go live.

On the day of the launch we wanted a reaction, so we decided to take that literally and distributed Facebook reaction emoji badges throughout the office. The reception was great and we have continued to build upon this with a presence on LinkedIn that focuses on internal achievements and objectives.

Moving forward we aim to strategise and plan each platform's use to its strengths and build ICI Pakistan Limited as a key organisation in the digital sphere.

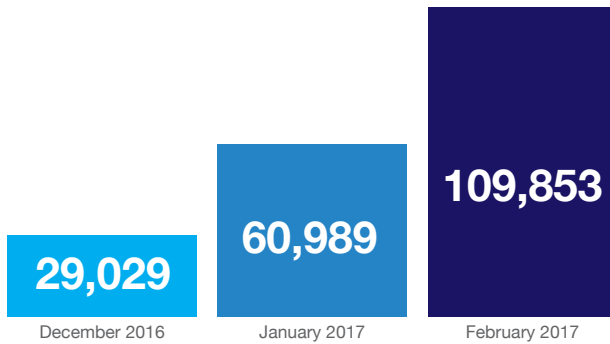
So, stay connected and subscribe to our pages to come along on the ICI Pakistan Limited journey of Cultivating Growth.

Facebook: <https://web.facebook.com/icipakistanlimitedofficial/>

LinkedIn: <https://www.linkedin.com/company-beta/2950069/>

Engaged Users

First three months on Facebook



Best Performing Posts

First three months on Facebook

ICI Pakistan Limited
1 April at 00:17

We closed our Women of ICI Pakistan Limited campaign with a celebration of women's diverse contributions.
#ICIPL #CultivatingGrowth #BeBoldForChange

Video Views 74,576
Reactions 1,097
Comments 76
Shares 117

74k Views

ICI Pakistan Limited
3 February at 11:00

Our CSR partners at LPET have worked tirelessly since 1964 to provide free eye treatment to the less privileged across Pakistan.
For more details please visit: <http://www.lpet.org.pk/>
#CultivatingGrowth #ICIPL #BeBoldForChange

Reactions 3,606
Comments 17
Shares 20

ICI Pakistan Limited
3 April at 22:29

The ICI Pakistan Limited Life Sciences Annual Business Conference brings colleagues across the organisation together. Once a year, they recap company performance and set new goals for improving lives.
#CultivatingGrowth #ICIPakistanLimited #LSABC

Video Views 72,603
Reactions 794
Comments 54
Shares 103

72k Views

ICI Pakistan Limited
1 March at 11:00

Are you ready for the Race to the Boardroom? We're launching our first ever digital platform for graduate recruitment – an exciting game that decides who makes it to the Boardroom! Follow the Facebook page for more updates: <https://www.facebook.com/ICIP/RCPC>
#RaceToBoardRoom #RCSP #GradRecruit #CultivatingGrowth

Reactions 5,973
Comments 96
Shares 75

The Writing on the Wall

Reader's Club project and "Wall of Journalism" aim to help lower-income students develop a love for reading and writing

By Abdul Ghani

Children today live in a world full of clutter and noise; it comes as no surprise that the onslaught of all sorts of media often eclipses the simpler pleasures that earlier generations grew up with, such as reading. Through the Reader's Club project launched at the WRRR Secondary School in Shah Faisal Colony, Karachi, we hoped to get children from lower income backgrounds interested in reading, and to encourage them to express their thoughts and feelings.

On November 24, 2016, about one hundred students were given a special project to keep them occupied during their upcoming winter vacations. Each student received a starter pack consisting of a collection of children's magazines and newspapers and a blank scrapbook, along with a package of Fevistik glue, marketed by our Chemicals Business.

They were then briefed on the scrapbooking project we dubbed The Reader's Club, which involved reading through the provided

material and any other material of their choosing, and developing a scrapbook filled with excerpts that interested them. The children were also encouraged to illustrate their scrapbook and write about their favourite excerpts including what they learned from it.

The response to The Reader's Club project was overwhelmingly positive. Children from grades four through ten participated, creating scrapbooks full of colour and information that allowed a glimpse into their curious minds. To reward their hard work, we held a prize distribution ceremony awarding first, second and third place prizes at each grade level.

To help sustain the interest in reading and writing, we also installed at the school premises a "Deewaar-e-Sahafat" or "Wall of Journalism," where students can display their own articles, stories and other content to create a publicly-displayed newspaper of sorts – created by students for students.

News in Brief | Successful Strategising

By Aqil Karim

An effective Industrial Relations (IR) strategy is key in ensuring healthy Industrial Relations and in meeting the Company's growth objectives. Recognising the importance of this, a two-day workshop was conducted by Aqil Karim, Corporate OD Manager, from December 5-6, 2016 at

the Pearl Continental, Lahore. Members of the Soda Ash and Polyester Businesses executive teams alongside Suhail A. Khan, Vice President Soda Ash & Polyester Businesses, and Fathema Zuberi, General Manager HR, discussed ICI Pakistan Limited's IR landscape and identified the "Must Win Battles" for medium

to long term success based on the 5C model: Cost, Control, Culture, Compliance & Capability. The HR and IR teams of both the Businesses conducted extensive analysis and worked to devise strategies in collaboration with one another.



Representatives from ICI Pakistan Limited accompanied by the school's principal present awards to the children.

Photograph: CCPA Team



Mrs. Altaf, the school principal, talks to her students about the importance of reading.

Photograph: CCPA Team



Guests at the award ceremony read the students' contributions displayed on the 'Deewaar-e-Sahafat'.

Photograph: CCPA Team



ACCELERATE
LIFE SCIENCES

Accelerate!

Life Sciences Annual Business Conference, Thailand

By Zoya Asad

At our Life Sciences Business, the Annual Business Conference (ABC) is the undisputed highlight of the year. This grand event is a celebration of success, a reaffirmation of the team's goals and vision, and a huge exercise in teamwork and bonding. This year, the Business teams headed to Thailand for the ABC from March 23 to 27, 2017.



Life Sciences colleagues line up to form the letters 'ICI' on the sand.

Photograph: Life Sciences Team



Asif Jooma (CE), addresses colleagues accompanied by Samie Cashmiri (VP Life Sciences Business).

Photograph: Life Sciences Team



A thrilling stunt motorcycle act brought the theme, “Accelerate” to life in the most exciting way possible.

Photograph: Life Sciences Team

With five days of sun, sand and sea and the very best in entertainment and oriental cuisine, the conference was a fitting celebration of the achievements of the fiscal year 2015-16. The team arrived at the Regent Chaam Beach Hotel resort in Hua Hin on the morning of March 23 where they were given welcome packs and allowed to settle in.

That evening, a grand dinner set against the sprawling tropical landscape of the exclusive beach resort officially welcomed participants to the ABC, kicking off with a tribal act, followed by a spectacular display of fireworks . Next up, a daring fire performance enthralled the audience. That wasn't all; musical performances followed, including pop sensation Asim Azhar who brought the crowd to its feet with his upbeat performance. Asim Azhar was followed by the much-loved Abrar ul Haq.



Waiting on the sidelines to execute the human formation of the 'ICI' letters.

Photograph: Life Sciences Team

The next morning, the participants assembled at the hotel beachfront for an exhilarating start to the day – stunt motorcyclists performed thrilling acts in keeping with the conference theme of “Accelerate.” The team then geared up to execute a true feat of teamwork: a seamless human formation on the beach spelling out the letters “ICI” – all the while raising their voices to cheer “We Improve Lives!”

After this, participants gathered at the Petchburi Grand Hall where they were officially welcomed and congratulated by

Asif Jooma, Chief Executive ICI Pakistan Limited, and Samie Cashmiri, VP Life Sciences Business, for admirable performance in the fiscal year 2015-16. This was followed by presentations by the three business heads: Matin Amjad GM Pharmaceuticals, Saboor Ahmed Business Manager, Animal Health Division and Abdul Wahab Business Manager, Agri Division. The participants then broke out into their assigned strategy rooms to discuss and propose solutions to a total of nine projects. The outcomes were presented in the main hall by team members from each group.



In a terrific show of teamwork, the entire Life Sciences team comes together to execute a human formation of the letters 'ICI' on the beach.

Photograph: Life Sciences Team



BET members get in the mood for celebrations.

Photograph: Life Sciences Team



A tribal drum performance sets the mood for an exciting evening.

Photograph: Life Sciences Team



The audience thoroughly enjoys the show.

Photograph: Life Sciences Team

That evening, the formal gala dinner and award distribution ceremony began. The hosts for the night, Khalid Malik and Anoushay Ashraf, kept the crowd entertained with segments such as “9 Ka Dum” during which the audience was treated to the lighter side of the Business Executive Team along with Asif Jooma CE and Fathema Zuberi GM HR. The entertainment-packed evening featured vocal sensation Sara Haider as well

as the famous bhangra band RDB.

The next day, the team checked out of the hotel and made their way to San Noi Beach for team building activities that tested their team spirit and taught them how to work collaboratively. After the activities, the team relaxed at the beach, enjoying the cool water. After lunch, they departed for Bangkok and checked into Centara Grand Hotel.



Asim Azhar delivers an electrifying performance.

Photograph: Life Sciences Team



A view of the crowd thoroughly enjoying the musical performances.

Photograph: Life Sciences Team



Abrar-ul-Haq entertains the crowd!

Photograph: Life Sciences Team

The last day was dedicated to the segment on We Improve Lives where Samie Cashmiri VP Life Sciences Business, opened the floor with humour and light-hearted fun. A small birthday celebration took place for all those whose birthdays fell during the ABC. The audience was moved to tears when a video was played about how various people in the Business live the vision of 'We Improve lives' through their work. This was followed by the BET members revealing how they plan to improve lives

in their respective segments. The conference ended with a pledge activity where each participant shared how they aimed to improve lives in their personal capacity. The team cheered as Samie Cashmiri VP Life Sciences Business, officially announced the close of conference. The Life Sciences Team then headed back home on March 27 with renewed enthusiasm and motivation, a sense of team spirit and clarity and focus on how to tackle business aspirations for the year ahead.



Asif Jooma (CE) takes the stage.

Photograph: Life Sciences Team



Samie Cashmiri (VP Life Sciences), talks to his team.

Photograph: Life Sciences Team



Samie Cashmiri (VP Life Sciences), talks to his team.

Photograph: Life Sciences Team



A view of the audience during the session.

Photograph: Life Sciences Team



RDB brings the house down.

Photograph: Life Sciences Team



The BET takes a bow.

Photograph: Life Sciences Team



Sara Haider dazzles the crowd with her energetic performance.

Photograph: Life Sciences Team



Letting loose with some dance moves.

Photograph: Life Sciences Team



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56

Supplementing the Skincare Industry

ICI Pakistan Limited launches premium beauty range Repavar

By Hafsa Zuberi

ICI Pakistan Limited made its first foray into the skin-care industry by launching an international skin-care brand, Repavar, at a grand and glamorous launch event on November 4, 2016 at the Pearl Continental Hotel in Karachi.

Repavar is a premium cosmeceutical brand manufactured by Spanish healthcare giant Ferrer, formulated with the highest quality ingredients, incorporating elements like rose-hip oil and Vitamin C into its range of products. ICI Pakistan Limited has acquired exclusive marketing and distribution rights for the brand in Pakistan.

Three comprehensive ranges of the Repavar brand have been launched by ICI Pakistan Limited. The 'Regenerate' and 'Revitalize' ranges aim to restore vitality, youthfulness and natural beauty to the skin while the 'Atopic Piel' range serves as an innovative and comprehensive complement in the treatment of atopic dermatitis.

The launch began with a star-studded pink carpet, bringing together 150 distinguished guests from the beauty industry including leading dermatologists and media personalities including Farkhanda Bawany, Sabera Tapal, Angie Marshall and Sunita Marshall.

Asif Jooma CE ICI Pakistan Limited, welcomed the audience to the launch and underlined the significance of this venture as ICI Pakistan Limited's first step into the skincare industry. He added that this venture demonstrates the Company's commitment to its brand promise, Cultivating Growth by adding a new dimension to the Life Sciences Business's mission of Improving Lives. Asif Jooma's keynote speech was followed by the Repavar Brand Story, presented by Ferrer's International Business Director, Eduardo Yanovsky.



Ayesha Omar hosts the evening.

Photograph: Life Sciences Team



Afraz Ali (Brand Manager, Consumer Care & Women Health) and Samie Cashmiri (VP Life Sciences) smile for the camera.

Photograph: Life Sciences Team



Kamila Khan (General Counsel, Company Secretary & Head of CCPA), introduces Asif Jooma (CE).

Photograph: Life Sciences Team



Asif Jooma (CE ICI Pakistan Limited), speaks to the audience about entering the skincare industry.

Photograph: Life Sciences Team



Eduardo Yanovsky of Ferrer tells the audience about Ferrer's operations and the Repavar brand.

Photograph: Life Sciences Team



The stunning Nadia Hussain is introduced as brand ambassador for Repavar in Pakistan.

Photograph: Life Sciences Team



Spanish cellist Allison welcomes participants to the event with a mesmerising live performance.

Photograph: Life Sciences Team

The host for the evening, Ayesha Omar, then called upon Afraz Ali, Brand Manager Consumer Care & Women Health, to introduce our brand ambassador – the charming Nadia Hussain, whose long affiliation with the beauty industry make her the ideal representative for Repavar. The event was graced with the presence of some of the most esteemed names in the beauty and skin-care industry along with key dermatologists of the country. Masarrat Misbah, owner of the iconic Depilex salon chain, and Dr. Najia Ashraf, a well-known dermatologist, delivered

insightful talks at the event and further highlighted the benefits of a premium quality skin-care range for the wider population. The night ended on a high note with a stellar musical performance by Sara Haider, along with Spanish cellist Allison. ICI Pakistan Limited already enjoys a strong partnership with Ferrer, having previously launched several breakthrough healthcare solutions by Ferrer in Pakistan. Going forward, the Company plans to introduce more innovative and exciting skincare products to strengthen its foothold in the skincare and beauty industry.

Moving Forward Together

The Cirin Pharmaceuticals Private Limited team makes its mark at the 33rd Pakistan Society of Gastroenterology Annual Congress

By Khurram Aziz

From March 9 to 11, 2017 the Cirin Pharmaceuticals team of ICI Pakistan Limited participated in the 33rd PSG Annual Congress 2017, held at Pearl Continental Hotel in Karachi. The event was organised by the Pakistan Society of Gastroenterology (PSG) and endorsed by the American College of Gastroenterology. During the three-day conference, there were lectures and discussions on various topics including the Management of Hepatitis C. To further make this conference a success, PSG had invited speakers and experts from Pakistan and abroad to keep the audience engaged.

The platform was the perfect opportunity for the Cirin Pharmaceuticals team to introduce their new product, SOVIR, an oral treatment for Hepatitis C. The team also took the initiative to network and build better connections with experts in gastroenterology and hepatology from all over Pakistan.

Since the acquisition of Cirin Pharmaceuticals by ICI Pakistan Limited, this was a major event highlighting both teams on one platform. The teams also arranged a lucky draw in which winners were given medical books and clinical devices as gifts.

The organisers of the 33rd PSG Annual Congress were appreciative of our efforts and responded well to our contribution. ICI Pakistan Limited and Cirin Pharmaceuticals Private Limited played an important role in making the event successful.



Guests gather at the stall.

Photograph: Life Sciences Team



(From left to right) Javaid Mustafa Illyas (Assistant Product Manager, Cirin Pharmaceuticals Private Limited), Muhammad Amir Kakar (GM Sales & Marketing, Cirin Pharmaceuticals Private Limited) and Matin Amjad (GM Pharmaceuticals, ICI Pakistan Limited), pose for a photograph during the event.

Photograph: Life Sciences Team

In Memory of Mirza Waseem ul Hassan

1981 - 2017

On February 9, 2017, we were saddened to learn we had lost a beloved and respected colleague, Mirza Waseem ul Hassan.

Waseem was on his way to Gilgit by road when he met with a fatal car accident. The news of his untimely and tragic passing shocked all who came to hear of it. We were grieved to lose a young, passionate and hardworking friend and colleague. And most of all, our hearts went out to Waseem's wife Amina and his two daughters, Mano and Haram.

Born in Rawalpindi on March 21, 1981, Waseem joined ICI Pakistan Limited as a territory manager in the Life Sciences Business's Pharmaceutical Division, on November 22, 2010. Based in his hometown, Waseem was a part of the Primary Care team, and quickly built strong relationships with his stakeholders,

demonstrating excellent performance and the determination to tackle difficult territories head-on – and usually successfully.

Waseem – or Puma, as he was affectionately known by those close to him – was dearly loved. A respected colleague and trusted friend, he was loyal, down-to-earth, honest and hardworking. A family man, he was a beloved husband and devoted father to his two girls. Waseem's team members were so deeply affected by his loss that they got together to record a touching video tribute to him. The video showed just how much of an impact Waseem made on those he worked with in his all-too-brief time with us – and that he will never be forgotten.



Redefining Woundcare

The Pharmaceuticals Division launches Smith & Nephew advanced woundcare portfolio

By Uzair Khan

The Pharmaceuticals Division is proud to announce another market innovation, this time in the field of woundcare; the Division launched a portfolio of advanced wound care management products from global wound care giants, Smith & Nephew.

Smith & Nephew is a UK-based multinational medical equipment manufacturing company headquartered in London, United Kingdom. The company operates in over one hundred countries and recently recorded annual revenues of USD 4.6 billion globally.

The Smith & Nephew advanced woundcare portfolio, which features a range of modern dressings and medical devices, is a welcome addition to the local wound care segment, which currently relies on more traditional wound care therapies. In

line with the Life Sciences Business's vision of Improving Lives, the Pharmaceuticals Division aims to modernise wound care, reducing chronic cases and providing products with state of the art technologies such as Negative Pressure to improve healing.

The portfolio launch, headed by the Specialty Team, took place from March 29-31 in Lahore. It featured product and medical training sessions followed by discussions with health care professionals to fully understand the current local needs, enabling our sales force to enter into the market with high ambitions and full acceleration.

News in Brief | Deworming Campaign held in Qila Saifullah (Quetta)

By Shakeel Ahmed Khan

The Animal Health Division's range of deworming products holds great significance; an animal must be free of worms to be healthy and productive. To create awareness

of this among farmers, our team is continually engaged in organising farmer gatherings and deworming campaigns.

Recently, the Livestock segment organised a deworming campaign

in Qila Saifullah, located in Quetta. Approximately two hundred small animals including sheep and goats were brought to this gathering and dewormed properly.

The session started with a detailed



Snapshots of the launch event taking place.

Photograph: Life Sciences Team

discussion on two products, Vorcid and Nilzan Plus including an explanation of the products' benefits, usage, treatment and their effectiveness in reducing both internal and external parasites in animals.

Farmers' queries and problems were also identified and addressed, with the result that the farmers enthusiastically appreciated the effort made by ICI Pakistan Limited for the wellbeing of their animals. The end result of the

event was not just awareness, but also the beginning of strong ties with these local farmers.

EuroTier

Business expansion opportunities at the world's leading husbandry and livestock tradeshow

By Dr Shehzad Majeed

The Animal Health Division participated in EuroTier, the world's leading trade show for animal husbandry and livestock management, held from November 16-18, 2016. EuroTier attracts exhibitors from across the globe to present their innovations in cattle care, poultry farming, sheep and goat rearing, and select fields of aquaculture. In addition to presentations regarding the latest innovations, the trade show featured other events such as technical programmes that provided attendees with the opportunity to learn from the experts of the field. Moreover, the event also served as a platform for a comprehensive overview of innovations in technology, services, and genetics in the field of modern animal husbandry.

Saboor Ahmed, Business Manager, Animal Health Division and Dr Shehzad Majeed Marketing Manager, Animal Health Division participated in the trade show

and also held meetings with several business partners such as Elanco, Mervue Laboratories and MSD Animal Health to discuss their respective portfolios and strategise for the future. Meetings were held with current partner Champrix, located in the Netherlands, to discuss expansion plans for ruminants, poultry products, calf milk replacers and pre-starter feed. The team also visited the manufacturing facility of our partner for feed enzymes since 2014: VEMO 99, located in Bulgaria. The event thus was an ideal opportunity for the Animal Health Division to interact with existing partners and interact with potential business partners and explore more business avenues in the Poultry Segment for opportunities in the future.

News in Brief | APICON 2016

By Uzair Khan

The oncology team of ICI Pakistan Limited's Pharmaceuticals Division took part in the Annual National Conference of Anesthesia, Intensive Care and Pain

Management (APICON) held from November 4-6, 2016 in Multan.

The Conference featured key opinion leaders presenting state-of-the-art detailed presentations on the three main segments included

in the conference title. From the latest clinical research to insights on various interventions in therapy, the conference provided a platform for multi-faceted discussions between 900 of the country's top



Saboor Ahmed (Business Manager, Animal Health Division) and Dr. Shehzad Majeed (Marketing Manager, Animal Health Division) with VEMO partners.

Photograph: Life Sciences Team



Dr Shehzad Majeed (Marketing Manager, Animal Health Division) and Saboor Ahmed (Business Manager, Animal Health Division) at the EuroTier Exhibition.

Photograph: Life Sciences Team



At the Champrix Premix Manufacturing facility.

Photograph: Life Sciences Team



With Champrix management at their facility.

Photograph: Life Sciences Team

anesthesiologists and physicians. ICI Pakistan Limited displayed a kiosk showcasing the brands that the Company offers in the segments in focus: Meronem and Diprivan. Diprivan, a well-known

anesthetic with a longstanding legacy has recently been relaunched by the Company, and Meronem is the highest selling carbapenem in the country. The conference provided the

team with the opportunity to interact with the distinguished attendees and receive valuable feedback regarding the Company's efforts in the oncology segment.

Silage Seminar

Launching baled silage for livestock in Balochistan

By Basil Syed

An excellent alternative to fresh fodder for livestock, baled silage is a product with tremendous national potential. It is therefore necessary to ensure that we cover the relevant geographical areas and target the right farmers in order to bring the benefits of this feed alternative to as many people as possible.

As part of this effort, our Seeds team arranged a seminar at the Livestock Extension Department in Quetta on January 9, 2017, to launch silage in Balochistan.

Abdul Ghaffar Khanzada, National Sales Manager Seeds, opened the session, sharing ICI Pakistan Limited's vision pertaining to baled silage. He explained the benefits of this emerging product; a convenient and cost-effective solution for cattle farmers which also ensures high quality.

Senior members of the Livestock and Dairy Development (LS&DD) Department Balochistan and district officers were among those who attended the seminar. DG Livestock Dr Ghulam Hussain Jaffar was invited as the Chief Guest of the event.

Dr. Syed Attique Anwar Sherazi, Superintendent Government Dairy Farm Quetta; Dr. Abdul Bari Principal of Animal Sciences

Institute LS&DD Department Balochistan; and Qazi Ayaz, Office Assistant Government Dairy Farm Quetta were among the distinguished guests at this occasion. Many district officers, government officials, and progressive cattle farmers also attended.

As part of this session, we also took the opportunity to share some vital information on road safety with our guests via a session delivered by Amer Javed Khan, Project Manager. The session was followed by a detailed technical presentation on silage that communicated clearly the quality and benefits of the product.

To mark the occasion, the DG Livestock presented mementoes to the guests, and ICI Pakistan Limited-branded travel bags were distributed to all participants. The seminar proved fruitful; not only was it widely appreciated by attendees – including the DG Livestock who expressed his gratitude to ICI Pakistan Limited in his closing remarks – but it also proved a commercial success, concluding with agreements on orders for silage by the LS&DD department as well as by the army dairy farm in Quetta.

News in Brief | The Seeds of Growth

By Anam Shakir

Tomatoes are one of the most widely consumed vegetables in the country. To help promote our Tomata Advanta F1 1225 seeds, the vegetable development and sales teams of ICI Pakistan Limited's Agri Division arranged a field campaign. This was conducted in the upper Sindh region, specifically Dera Murad Jamali and Tando Allayar,

with further activities, such as farmer gatherings and field days, conducted at Sakro, Madeeji, Wahipindh, Mardan, Manshera and Mohammad Agency. The objectives were to inform farmers of the variety of tomato seeds available, highlight their benefits, discuss agronomic practices i.e. sowing methodology and nursery raising, and encourage growth in the

consumer market.

The commercial trials proved successful, allowing the Company to interact directly with end consumers. The team also received positive feedback from farmers, as they are highly satisfied with the yield and its Excellent Tolerance against Virus TYLC (Tomato Leaf Curl Virus).



Guests at the seminar.

Photograph: Life Sciences Team



The audience at the seminar.

Photograph: Life Sciences Team

Building Ties

International Livestock Nutrition Summit

By Dr. Rizwan Afzal

In February, the Poultry segment of our Animal Health Division sponsored the International Livestock Nutrition Summit. Conducted in collaboration with the Nutritionists Association of Pakistan and the University of Veterinary and Animal Science, Lahore, from February 21 to 22, this seminar was attended by a large number of leading professionals and stakeholders, both local and foreign.

This summit was a great opportunity to develop strong relationships with stakeholders and government regulatory bodies, potentially allowing us to work together more effectively to improve the future prospects of the livestock and the poultry industries. The summit also provided a premier forum to share recent innovations, trends, concerns and challenges as well as possible solutions to combat common problems in livestock and poultry nutrition.

The summit featured twenty orals and forty posters including dairy nutrition for sustainable milk production and nutrition for presentations from around the globe. Selected research papers, on aspects such as fattening animals, improving livestock and poultry production feed management and technologies were discussed with the audience.

Through this event, the Poultry segment of the Animal Health Division was able to interact with a large number of potential and existing stakeholders and build stronger ties with them via this knowledge sharing platform. In addition, the summit also gave us the opportunity to create awareness regarding our diversified product portfolio.

News in Brief | ICI Pakistan Limited and Shifa International join hands for Cancer Symposium

By Uzair Khan

Always at the forefront of supporting medical discussions, the oncology team of our Pharmaceuticals Division collaborated with Shifa

International Hospital to facilitate a 'Multidisciplinary Head and Neck Cancer Symposium' that took place at the Margalla Hotel on January 21 and 22, 2017.

The event featured national

opinion leaders and pioneers from the world of oncology, and participants engaged in multiple lectures and panel discussions on the latest medical research on oncology-related topics.



The International Livestock Nutrition Summit in progress.

Photograph: Life Sciences Team

Workshops covered topics such as pathology, surgery and radiation oncology; facilitated by leading national experts in all respective areas: Dr Mamoon Rashid (Chairman, Conference), Dr Rashid Nazir and Dr Muhammad Farrukh to

name a few.

We also showed one of our own pioneering products on this platform, Mucodur, and created an exciting activation environment outside the conference halls. Leading

oncologists and radiologists had a first-hand look at the product range and discussed its potential and benefits for cancer patients across the country.

Pakistan Cattle Show

The Animal Health Division showcases its products at the Pakistan Cattle Show

By Dr Shakeel Ahmed Khan

Connecting with our customers is of the utmost importance to us. For that purpose, the Animal Health Division of ICI Pakistan Limited frequently participates in events that enable us to reach out to our customers and spread awareness regarding our diverse product range.

Recently, we participated in the Pakistan Cattle Show held on November 17, 2016 in collaboration with the Lahore Division of Cattle Market Management Company, at Sheikhpura's model cattle market. The Pakistan Cattle Show serves as a platform for companies to advertise their brands and product portfolios, and draws large numbers of farmers seeking to learn about newly launched products that can improve the health and wellbeing of their livestock. Our Animal Health Division set up a stall at the event showcasing a wide range of our products such as

anthelmintics, bovine genetics, and nutritional supplements.

The event began with a comprehensive introduction by the concerned Regional Sales Manager Animal Health, who spoke about the various products and highlighted KNZ salt lick, informing the farmers about the advantages of using minerals for milking animals. He also highlighted how essential KNZ Salt Licks are for the health of the animal.

Overall, this event was an excellent platform for farmers and companies like ICI Pakistan Limited to interact. It allowed us to share information with our core customers on our product offering along with important tips on usage and benefits, and to strengthen ties with livestock farmers and other important stakeholders.



Our Animal Health Division stall at the Pakistan Cattle Show showcasing a wide range of products.

Photograph: Life Sciences Team



Customers inquire about our products at the stall.

Photograph: Life Sciences Team



Sadaqat Virk (RSM Doaba Region), speaks at the occasion.

Photograph: Life Sciences Team

The Road to Safety

Agri Division raises awareness for road safety

By Rao Amir Sharif

To create awareness of the importance of road safety and general standards of Health, Safety and Environment among young people, the Seeds Segment of our Agri Division arranged Safety Walks at two universities: Sindh Agriculture University (SAU) Tando Jam, Hyderabad, and University of Agriculture, Faisalabad (UAF).

The Safety Walk at SAU was headed by Dr. Mujeeb Sarahi, Vice Chancellor, and Abdul Ghaffar Khanzada National Sales Manager, Seeds segment, along with other faculty members from the university and representatives from ICI Pakistan Limited. At UAF, Professor Dr. Zafar Iqbal Qureshi, Director Student Affairs, and Zulqarnain Haider, Research Manager, Agri Division, headed the walk alongside other ICI Pakistan Limited team members and university representatives.

More than 200 students participated in each of these Safety Walks and attended the presentation sessions in their respective University Auditoriums. At SAU, the Safety Walk

began from the Vice Chancellor's office, while at UAF, the Director Student Affairs' office was the starting point. Each walk ended at the respective university's auditorium. ICI Pakistan Limited branded caps with safety messages were distributed among the participants, along with informative brochures. The safety walks ended with a closing seminars organised in each auditorium. The university management introduced the guests to the audience and thanked ICI Pakistan Limited for arranging the events on their respective campuses.

The presentations focused around themes such as "Road Safety is Everyone's Responsibility" and "All accidents are preventable with proper training, awareness and sharing of information". At the end of the seminar, closing remarks were made by representatives from each university's management teams and the recurring theme of the closing remarks across the board was the importance of realising the role each one of us plays in building a safer environment.

News in Brief | Regnum Men Radio Campaign

By Hafsa Zuberi

ICI Pakistan Limited is proud to introduce the launch of its Radio campaign for Regnum Men.

Regnum Men is Pakistan's first triple action supplement for men, ensuring their energy, health and vitality. Regnum Men was launched

nationwide in September, receiving a positive response from our customers.

A thousand radio spots were aired from November 12 to December 12 on FM 89, FM 91, FM 105 and FM 106.2, covering Karachi, Lahore,

Islamabad, Peshawar, Quetta, Sukkur, Mirpurkhas, Hyderabad, Larkana, Faisalabad, Sialkot and Multan and the radio campaign was complemented by a strong trade campaign across Pakistan.



The presentation sessions focussed on themes such as road safety and accident prevention.

Photograph: Life Sciences Team



More than 200 students participate in each Safety Walk.

Photograph: Life Sciences Team

World Food Day

ICI Pakistan Limited Celebrates World Food Day Organised by Food and Agriculture Organization (FAO)

By Rao Amir Sharif

World Food Day is observed on October 16 across the world every year with the aim of raising awareness of the importance of healthy eating habits, as well as the necessity of policies promoting nutrition. World Food Day encourages consumers to become more aware of the social, economic and environmental costs of food production and in doing so, helps develop healthier and more sustainable eating habits.

This year, the theme of event was "Climate is Changing, Food and Agriculture Must Too". The aim of the event was to highlight the importance of food safety and security across the globe.

The Food and Agriculture Organization (FAO) in collaboration with the Ministry of National Food Security and Research (MNFS&R), and Pakistan Agricultural Research Council (PARC) jointly organised an event to commemorate World Food Day in Pakistan. The event was held on October 21, 2016 at the National Agriculture Research Center in Islamabad. It was

attended by representatives of the World Food Programme (WFP), the International Fund for Agriculture Development (IFAD), and charitable organisation Oxfam. Attendees also included agriculture scientists, experts, progressive farmers and several representatives from non-governmental and private organisations across the country.

The Federal Minister for National Food Security and Research Sikandar Hayat Khan Bosan was the chief guest of the event. A team from ICI Pakistan Limited's Agri Division team also participated in the event and placed informative stalls to communicate ICI Pakistan Limited's efforts in the field of food agriculture. Stall visitors were given detailed briefings alongside vegetable seeds kits and informative literature. As the event was attended by various stakeholders, it proved to be an ideal platform for ICI Pakistan Limited to promote its diverse range of agricultural products.

News in Brief | Partnering with Nimra Hospital on World Cancer Day

By Uzair Khan

To commemorate World Cancer Day on April 4, ICI Pakistan Limited, partnered with Nimra Hospital in Jamshoro for a one-day awareness programme and cancer walk.

The event drew solid attendance, with 300 health care

professionals and medical students from across Jamshoro and Hyderabad participating.

The cancer walk was followed by speeches and awareness sessions on the prevalence of cancer in Pakistan.

The knowledge of signs and

symptoms associated with cancer continues to be low in the suburban areas of Pakistan, and a commitment was made during this event by all present to further strengthen patient awareness through more partnered initiatives.



Visitors at the ICI Pakistan Limited stall.

Photograph: Life Sciences Team



This event, to commemorate World Food Day, was jointly organised by the FAO, MNFS&R and PARC.

Photograph: Life Sciences Team

Lighting the Way

Waqas Roshan inspires all who meet him with his optimism

By Hafsa Zubair

When you enter the office of Cirin Pharmaceuticals in Islamabad, chances are the first person you meet will be receptionist and telephone operator Waqas Roshan. He makes an instant impression with his impeccably professional, courteous manner and efficiency. Waqas has been visually-impaired since birth, but he has never let that stand in his way.

We had a chat with Waqas recently, and asked him to tell us a bit about himself.

Waqas is the youngest of six siblings, two of whom share his visual impairment. They seem to also share his remarkable attitude to life; his sister, who holds a double Masters degree, is a teacher at a special-needs school, and his brother is a high court advocate. Waqas is a proud father of two boys, and tells us he's especially grateful to his wife for her dedication over the years.

A positive and determined individual, Waqas hasn't had it easy, but has always worked hard to make his mark. At school, he studied Braille till matric level at a special-needs school, but after this he enrolled at Islamabad College for Boys where he was the only blind person in his class. This required a major adjustment, but Waqas succeeded, using audiobooks, taking notes in Braille and completing exams with the help of a writer provided by the college.

He then went on to do his MSc in Pakistan Studies at Quaid-e-Azam University, following which he wanted to become a lecturer. Despite his best efforts, this was not to be, as none of the

universities he applied to were willing to take on a visually-impaired lecturer. While this was a deep disappointment, Waqas didn't give up. He decided that he would pursue a different line of work, and soon joined a consulting firm where he worked in a business development role. Following this, for the next four years he was in charge of media-monitoring in the offices of a major political party. His next role was that of telephone operator and receptionist at a well-known advertising agency, but after several years when this agency eventually closed its doors, in March 2015 Waqas found his way to the offices of Cirin Pharmaceuticals Private Limited. Here, he credits Munim Sultan Mir, Executive Director, with believing in his abilities and supporting him tremendously.

Waqas makes use of available technology to assist him in his daily tasks, and is therefore, very comfortable using touchscreen mobile phones, entering data on a computer, and managing the switchboard. He states that the only real challenge he faces in daily life is his daily commute of more than 30 kilometres (one-way), which he makes via public transport. But despite this, he is known for never being late, regardless of bad weather or other conditions.

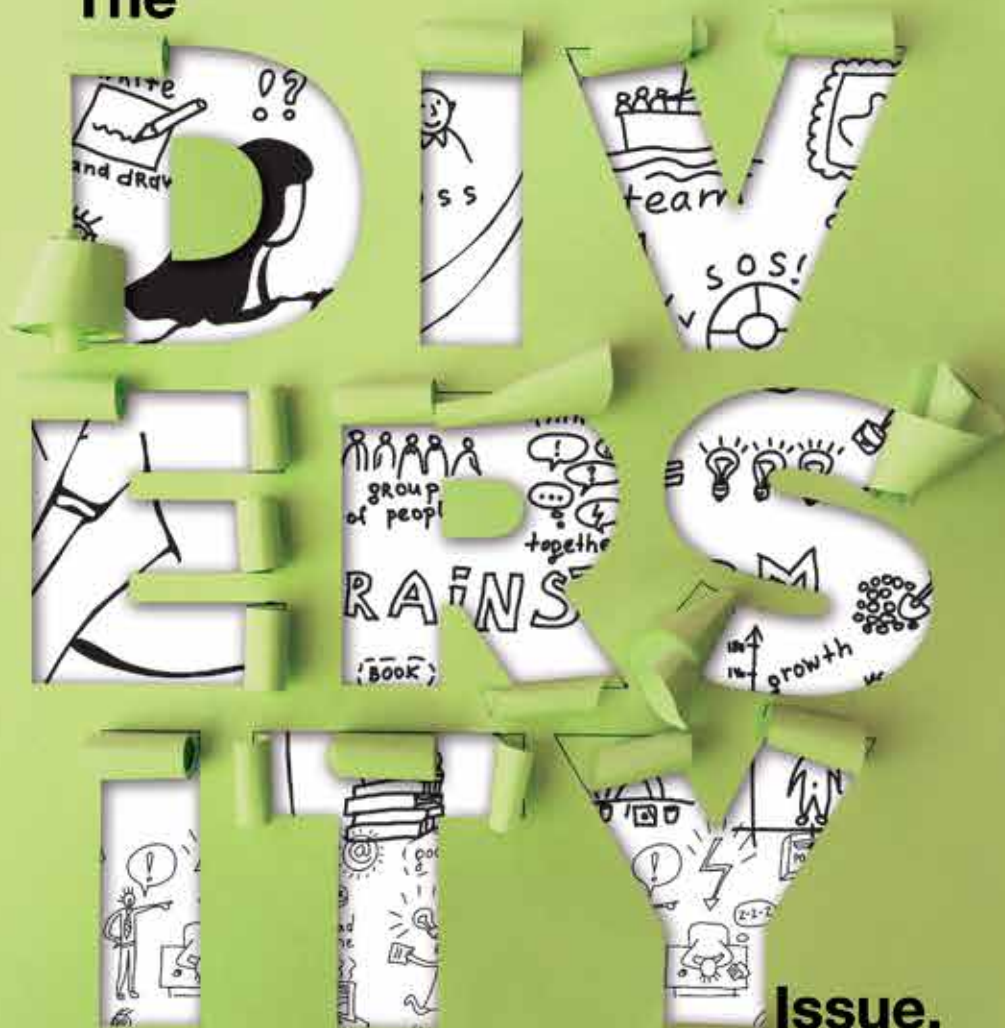
He believes that as long as you keep moving forward, you're on the right track. "Life is like a mountain. It seems huge and impossible to conquer. But if you keep walking, one day, you will have reached the summit."



Waqas Roshan, doing what he does best; multitasking effortlessly. He remains an inspiration for the people around him.

Photograph: Cirin Pharmaceuticals Team

The



Issue.

We're examining gender diversity in a unique way. By peeling back the layers and diving deeper within, ICI Pakistan Limited is continuing to become a preferred place to work for women.

Contributions by: Fiona Noshirwani, Hafsa Zubair, and Osama Khalid

How do most organisations measure success? Typical answers would be: meeting financial targets, accomplishing set goals and objectives, successfully navigating challenges, and more. But in today's hypercompetitive world, how do you truly measure success? The answer to this lies in differentiation, and differentiation is driven by diversity.

At ICI Pakistan Limited we've had a long history of being known as a talent factory. What certainly helps is our increasingly diverse workforce, and that there are equal opportunities for everyone regardless of age, gender or creed.

It's true that women in our society are still faced with a number of challenges. They are expected to compromise, concede and even change. However, at our Company we give every woman the opportunity and support to shine. With us they've delivered projects with unfathomable commitment and proved themselves as leaders in their respective fields. We've placed them in high pressure situations and they've delivered time and time again. Frankly, there is nothing they can't do and we take pride that our women continue to prove the doubters wrong.

Last year we launched 'iMPACT, our gender diversity forum, with a focus to increase our female workforce through gender supportive initiatives. Under the banner of this programme, we have partnered with Lean In Circles which links us to global best practices on bridging the gender gap and provides us a forum to interact, inspire and learn from other women at ICI Pakistan Limited.



Women of ICI Pakistan Limited

Alongside the many dedicated, hardworking and talented men in our Company, we also have a growing number of equally talented women in our workforce. Considering the value they add and the achievements they bring, we wanted the world to know about them.

So, for International Women's Day, we launched a social media campaign with a few inspiring stories of some of our female colleagues.

Fittingly, we decided to title our campaign the Women of ICI Pakistan Limited, and were truly surprised and impressed with some of the stories our colleagues shared. The women we approached talked about personal goals; they talked about being trailblazers – many were the first women in their families to enter a certain field of education or line of work. Some talked about the challenge of maintaining a work-life balance as mothers and wives. Others spoke about overcoming personal adversity to come out stronger at the end of every obstacle. All their stories resonated with determination, passion for their work, and an immense amount of appreciation for the support they received from their families and colleagues alike.

Our campaign clearly caught our audience's interest. There was an overwhelmingly positive response to each of the stories shared online, with words of praise and encouragement pouring in from followers and friends alike. It was truly heartening to see the support and we hope this resonates to create a lasting impact.



Faiza Savul
Talent Acquisition Manager,
Corporate HR

As a wife and a mother, I also feel that we are an employer of choice for female talent. The gender diversity agenda and flexibility offered by the company is refreshing!



Shahida Hanif
Technical Manager,
Neutraceuticals Plant,
Life Sciences Business

Production is a high pressure job. There are a lot of variables to manage, and you have to be quick with decision making, because delays can cost you – literally.

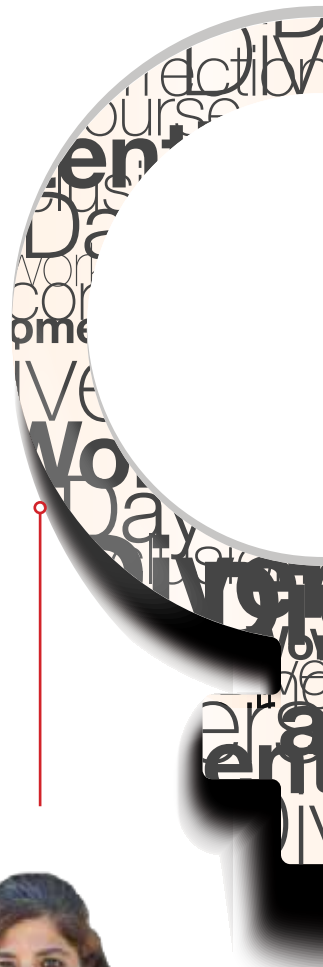


Naureen Rodrigues:
Executive Secretary,
GM Chemicals Office

Working with ICI Pakistan Limited means a lot to me. I have been with the Company for 17 years, and it's not just my workplace, it's my second home. We have great core values and an amazing culture here.

Women of ICI Pakistan Limited

We asked our females colleagues to share their stories with us. Here are some excerpts from what a few had to say.





“



Saima Kamila Khan
General Counsel,
Company Secretary,
Head of CCPA

Sometimes you have to find your way. I believe the most important thing is to keep a positive frame of mind.

“



Naureen Jalaluddin
Assistant Brand Manager,
Pharmaceuticals Division,
Life Sciences Business

I realised through my work that there are very few limits that we cannot push past, as long as we have the determination and the right kind of support to do so.

“



Areej Mahmood
Operations Excellence
Manager

I started off as a Graduate Recruit with the Polyester Business. After three years and multiple exciting roles there, I moved to the Soda Ash Business, which gave me a whole different set of learning opportunities. Now, I have moved to the Chemicals Business—I can safely say my career has been a jungle gym of sorts.

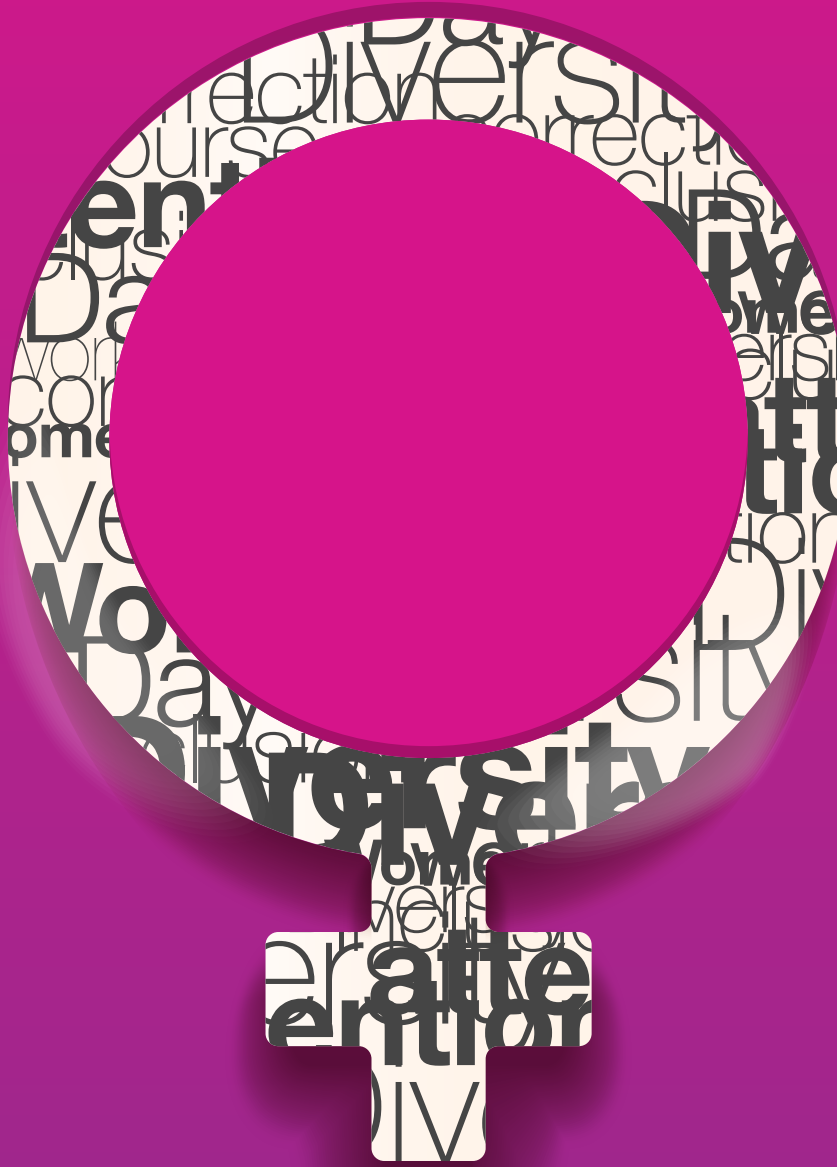
Celebrating Women's Day at ICI Pakistan Limited

#BeBoldForChange

This year the theme for International Women's Day was Be Bold for Change. We marked the occasion with an event celebrating ordinary women who took extraordinary actions to create a positive change in their own lives and the lives of others.

The idea was to appreciate and recognise all the women working at our Company and the obstacles they've overcome to reach where they are today. We invited philanthropists and businesswomen from diverse backgrounds to come and share their personal stories of struggle and determination with us. The event took place on March 28, 2017 at both our Karachi and Lahore offices, and comprised of an interactive session and an exhibition.

Fathema Zuberi GM HR, initiated the interactive session where she highlighted ICI Pakistan Limited's vision and strategy around gender diversity and discussed the progress of our 'iMPACT initiative which was launched exactly a year ago.





Fathema Zuberi (GM HR), opens the session and shares the Company's focus on gender diversity.

Photograph: CCPA Team

After this powerful welcome note, Syeda Anfas Ali Shah Zaidi from the Ocean Welfare Organisation inspired the audience by sharing her story of resilience and perseverance in the face of adversity with respect to the footpath school project. Her motivating and inspiring segment was followed by a talk from Bina Ali from Artel who also shared her experiences working with underprivileged youngsters. After this session we switched to our Lahore office via video conference, to witness a certification ceremony in Lahore of our own Ladies Welfare Centre (LWC) students. The Ladies Welfare Centre was set in Khewra by the Company in the 70's, to impart vocational skills to women to the local community. Through these skills, women could then achieve a degree of economic independence. On this occasion, certificates were awarded to the later batch of LWC students for successfully completing the vocational training course.



All the women at the event gather for a group photograph.

Photograph: CCPA Team



Syeda Anfas shares her inspirational journey of educating street children.

Photograph: CCPA Team



Bina Ali of Artel shares her experiences teaching crafts to underprivileged youngsters.

Photograph: CCPA Team



A view of the audience.

Photograph: CCPA Team



The exhibition in progress.

Photograph: CCPA Team



Mrs Umer Mushtaq the chief guest at the LWC certification ceremony with Samreen Khawaja who heads the LWC in Khewra.

Photograph: Mozang Office Admin Team



Mrs Umer Mushtaq presents certificates to graduating students.

Photograph: Mozang Office Admin Team



Handicrafts and homeware items created by LWC students exhibited at our Mozang Office in Lahore.

Photograph: Mozang Office Admin Team



Participants come together for a group photograph.

Photograph: Mozang Office Admin Team

The next part of this event, the exhibition, started right after the session at both our Karachi and Lahore offices. In Lahore the exhibition was set up by our extremely talented LWC, Khewra students, whereas the exhibition in Karachi was set up by eight brilliant women entrepreneurs; each exhibiting a diverse range of hand-made products, representing their respective ventures.

Overall, the event received an overwhelming response from everyone in the Company and was greatly appreciated for inspiring our women to courageously and passionately work towards their dreams and be bold for change. Similarly, the exhibition was positively received by our employees since it gave everyone an opportunity to not only purchase some beautiful hand crafted products but also to support and empower these talented women.



Discovering Baku

The Soda Ash Business Heads to Azerbaijan for a Distribution Convention

By Omar Rasheed

Every two years, the Soda Ash Business organises a convention for its valued distributors. In the past, the convention has taken place in Malaysia, Turkey, Uzbekistan and Dubai. The 6th distributor convention was held in Baku, the capital of Azerbaijan from October 5 to 8, 2016. Baku is the scientific, cultural and industrial centre of Azerbaijan, with the headquarters of many sizeable Azerbaijani institutions situated there, including SOCAR, one of the world's top 100 companies. Baku's International Sea Trade Port is capable of handling two million tons of general and dry bulk cargoes per year and in recent years, the city has become an important venue for international events and has hosted the 57th Eurovision Song Contest in 2012, the 2015 European Games, the 2016 European Grand Prix and will host UEFA Euro 2020. The participants



The Soda Ash team along with their guests, in Baku.

Photograph: Soda Ash Team

stayed at the luxurious J.W Marriott hotel, right in the heart of the city. The tour officially started on the second day with a full day tour of Baku, which included UNESCO sites like the Walled City of Baku, Shirvansah's Palace and the Maiden Tower and other landmarks visited like the history museum and the iconic Haydar AliYev cultural centre and a day tour to Gobustan allowed us to see the rock art cultural landscape and the mud volcanoes. The tour gave us deep insight into the distinct cultural and

historical roots of the city. The events of the trip concluded with an award ceremony where the efforts of the distributors were recognised and celebrated.

As a whole, everyone enjoyed a unique experience that the beautiful country of Azerbaijan provided and Baku proved to be the perfect home for the convention. Diving into the depths of the rich heritage and beauty of Azerbaijan and returned with home with pleasant memories.

Enhancing Reliability

The Chief Executive visits the ongoing Light Ash expansion project

By Syed Muhammad Aamir

On February 2, 2017, Asif Jooma Chief Executive and Suhail A Khan Vice President Polyester and Soda Ash Businesses, visited the Soda Ash site to review the progress of the ongoing Light Ash expansion project. The visit entailed a visit of the construction site accompanied by Works Manager Umar Mushtaq and project representatives. The team provided the CE with a brief update on the project before proceeding on a tour of the site.

Asif Jooma also visited Calciner 3 to view the recently completed replacement activity of discharge end tyre and rollers. He appreciated the efforts of the Operations and Maintenance teams in completing this critical task safely. The team then briefed the CE on the steps undertaken by the Works team to enhance reliability of the calciner going forward, which include improvement in quality of material of both tyre and rollers and a modified lubrication system.



Asif Jooma (CE) visits the construction site with Suhail A Khan (VP Polyester and Soda Ash Businesses) and team members.

Photograph: Soda Ash Team

Reaching New Heights

Highest ever monthly production of soda ash achieved

By Muhammad Sharjeel Shahid

The Soda Ash team continues to consistently reach new heights of operational excellence and reliability, setting benchmarks and breaking its own existing records. In January 2017, the Soda Ash team achieved the highest ever monthly production of soda ash with 30,860 tons of the commodity produced. This surpassed our previous best of 30,570 tons, achieved in December 2015.

This is a remarkable achievement, which was made possible thanks to the exemplary teamwork and commitment to excellence of all involved; a testament to our team's focus on continuous improvement and Delivering Enduring Value.

News in Brief | First Aid Lecture At Albairuni Degree College Pind Dadan Khan

By MS Winnington Hospital Team

One of our ongoing responsibilities as good corporate citizens is sharing useful information with those around us in our local communities. Dr Muhammad Rashid Khan delivered a first aid lecture for youngsters and students on January 12, at

the Albairuni College, Pind Dadan Khan.

First aid is an invaluable asset – the correct medical intervention during an emergency situation can prevent or reduce long-term damage from injuries, and can in fact make the difference between life and death.

A large number of students participated in this lecture – the first of its kind arranged at this college – and the response to Dr Khan's interactive session, complete with effective demonstrations, was overwhelmingly positive.



A cake-cutting ceremony marks the occasion.

Photograph: Soda Ash Team

Improving Efficiency

Lowest ever ammonia consumption achieved

By Muhammad Arif

The production of soda ash employs the solvay process, which utilises ammonia as one of its key recoverable agents. Ammonia makes the process more effective, but it is also costly – any loss or wastage of ammonia can therefore have a significant impact on the overall efficiency of the plant, as well as on production costs.

Our ammonia conservation team, led by the shift coordinator, along with the Plant-A Process, Maintenance and E&I teams, continuously strive to improve the recovery of ammonia in the system.

In February 2017 at the Soda Ash plant, we achieved the lowest ever ammonia consumption of 3 kg/ton. This would not have been possible without excellent teamwork, innovative techniques and the hard work of every team member at the Soda Ash Business. Congratulations to all involved!

News in Brief | Free Bone Mineral Density (BMD) Camps

By MS Winnington Hospital Team

The Soda Ash Business hosted two free BMD camps in January and March, in collaboration with our Life Sciences Business

Pharmaceuticals team and Wilson Pharmaceuticals, respectively.

The main purpose of these free camps was to create awareness about osteoporosis, which leads

to loss of bone density, resulting in fragile bones and ultimately, pathological fractures. The first camp at Winnington Hospital was attended by colleagues and their



The ammonia conservation team makes us proud.

Photograph: Soda Ash Team

families who stepped forward to be tested. Some of our own pharmaceuticals including Rejuva and Sunplus were provided to those found to have low BMD. This camp was so successful it had to

be extended for another day.

The second camp in March was held at the Town Hall, Khewra. This was arranged for the local community of Khewra in collaboration with Wilson

pharmaceuticals. Here too, a large number of people attended to avail the free assessment and to learn more about bone health.

A Resourceful Replacement

Replacing the calciner ring at Soda Ash

By Muhammad Hammad Hassan Khan

Calciner 3 is a major production unit at the Soda Ash plant, contributing to the daily production of 350 tons of Light Ash. Over time we realised the equipment was prone to high vibrations owing to unsatisfactory material being used for the calciner's support ring (tyre). A number of steps were taken to control this vibration but none proved effective for long.

The high vibration was likely to result in severe damage to the calciner foundation, structure, associated piping and instrumentation in the area. When gasket failures began to occur, we knew we had to take action. It was decided that the tyre had to be replaced with a new, improved composed of a different material – an activity that required a major calciner outage.

When the equipment manufacturers were contacted, they quoted a very high price for replacement of the tyre. Instead,

the area maintenance team then took it upon themselves to execute this project in-house, in a safe and timely manner. It took weeks of planning and preparation to get ready. A number of innovative in-house arrangements had to be made to safely remove and re-install the 8,500 kg tyre. The activity finally began on February 23, and the area team successfully completed the whole process within two weeks. When the calciner was re-started, the vibration levels, which had alarmingly risen to 41 mm/s, reduced to mere 6 mm/s.

This was a major success for the whole team. The entire activity was unprecedented in the history of the Soda Ash Business, and undertaking it pushed the team to their limits. It also showed that with careful planning, dedication and hard work, any seemingly impossible task can be made possible. Well done Team Soda Ash!



Replacing the Calciner ring.

Photograph: Soda Ash Team



The new tyre is moved into position.

Photograph: Soda Ash Team

Hands-on Innovation

The Soda Ash Business implements innovative solutions for replacing outdated conveyors

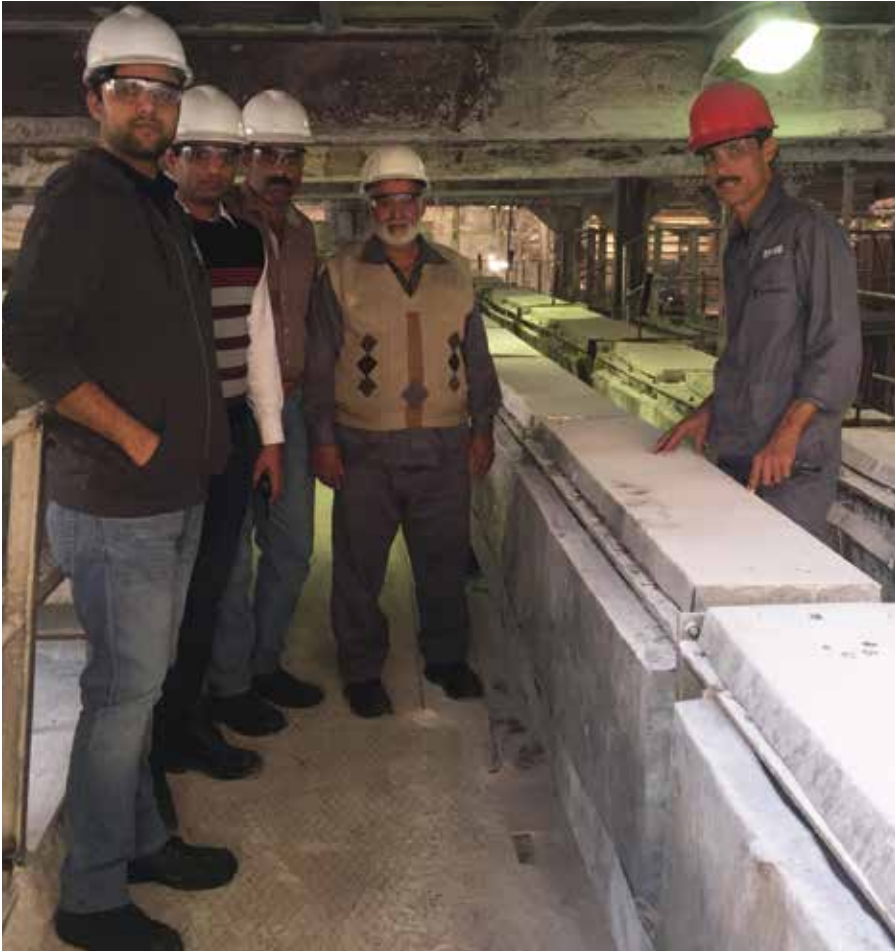
By Muhammad Hammad Hassan Khan

The Soda Ash Business has had a history of challenging the conventional methods of operation and coming up with innovative ideas to solve any problems that arise. The ash conveying system is the arterial system of the plant that conveys the finished product from to packing plants and co-product units. Almost 70% of the conveying system installed at the Plant comprised of screw type conveyors that use the antiquated technology of rotating scrolls to move the soda forward. The system was not only slow and highly in-efficient, but also demanded high maintenance and still carried a low reliability index. Additionally, the apparatus also required extensive oil lubrications of the internal components.

The operations team then took the decision to remove these obsolete conveyors once and for all. With the expansions of Dense Ash and Refined Sodium Bicarbonate plants already underway, a team comprising of some young engineers came together and with the objective of exploring possible solutions.

The team explored the various efficient conveying systems used for soda ash worldwide that could replace the outdated conveyors. After extensive research and debate, they agreed on the installation of Chinese scraper conveyors that require low maintenance, offer more efficient conveyance, consume less power and do not require internal oil lubrication; an ideal choice.

The next phase of the process involved replacement of eight of the most critical conveyors and upgrading their conveyor capacity by 200 tons per day. The entire project was executed safely and within the stipulated time by the area team using only in-house resources. The conveyors were successfully commissioned without any problems, reflecting the hard work that went into the planning and executions of the job. This is yet another example of the Soda Ash team identifying an area of improvement and taking the initiative to solve the problem themselves with an innovative and cost effective solution.



Our team of innovators!

Photograph: Soda Ash Team

News in Brief | Emphasising Road Safety

By Saeed Iqbal

Given the rising number of accidents and the increase in vehicles across the country, it becomes important to spread awareness of road safety. Saeed Iqbal, Training Manager, and Raja Ghulam Akbar, Training Officer,

with the support of the Motor Way police, conducted a training session on road safety at the Soda Ash Business. One of the lead trainers of M-2 police, Muhammad Asif, conducted a half day training session for all employees of the Soda Ash Business.

The trainer presented global and local statistics regarding road safety, and through educational videos, shared tips for safe driving and instructions for rescue in case of an accident. The event proved useful for all attendees, providing essential and helpful information.

Green Khewra Campaign

The Soda Ash team marks springtime by planting trees across Khewra

By Saeed Iqbal

Trees have always been vital to improving both the environment and the lives of people, who rely on them for shade, shelter and much more.

At the Soda Ash Business, the HSE department has conducted annual tree plantation drives since 2014. This year's Green Khewra campaign was inaugurated on February 10, by Suhail A Khan Vice President Soda Ash and Polyester, along with Umar Mushtaq Works Manger, Saeed Iqbal HSE Manager, and colleagues. Beginning on-site, this campaign then extended to the town of Khewra. There, tree plantation was conducted with the active participation of children in schools, as well as at the town committee office, civil hospital and police station.

The Chairman and Vice Chairman of the town committee, along with members of the ICI Pakistan Limited team, participated in this activity. The schoolchildren in particular had an enthusiastic and positive response to this campaign, eagerly promising to take care of the newly planted saplings.

During his plant visit, the District Officer Environment Jhelum also planted a tree and expressed his appreciation towards ICI Pakistan Limited for the Company's environmental contribution to Khewra. He also took a tour of Project Green, which was established two decades ago and is now a densely forested area.

EPA officials and the local print media also appreciated this campaign, recognising it as a positive effort for the locality of Khewra.

News in Brief | ANSAC Operations

By Abrar ul Haq

ANSAC is a marketing and logistics company which sources soda ash from natural producers in the USA and distributes it globally. Recently, 10,500 metric tonnes of soda ash, the largest consignment in ICI Pakistan Limited's history, was purchased from ANSAC.

The vessel carrying the

consignment of dense ash arrived in Karachi port on November 06. Abrar ul Haq, Qaisar Javaid Bhatti, Ali Asad and the team were responsible for the operation at the Port. Only a limited amount of time is allotted to transfer the cargo from the ship, and failure to do so can result in a fine for the recipient. The counter starts as

soon as the ship docks. Multiple third-party contractors are engaged to discharge the ship and transport the material. The team was able to complete the entire operation safely and on time.



District Officer Environment with the Soda Ash team.

Photograph: Soda Ash Team



Our team plants trees at the locals girls school.

Photograph: Soda Ash Team



Our team plant trees at the local boys school.

Photograph: Soda Ash Team

Annual Prize Distribution

The Winnington School's students are awarded for their continuing excellence

By *Jamal Malik*

The Annual Prize Distribution Ceremony of Winnington School was held on December 23, 2016. Suhail A Khan, Vice President Polyester and Soda Ash Businesses and Deputy Chairman, BOG Winnington School, was the Chief Guest on this occasion.

The ceremony started at 10am when the Headmistress, Mrs Qudsiya Khalid, welcomed the Chief Guest. After recitation of verses from the Holy Quran, a hamd was presented by students of middle school. Then the Principal, M Jamal Malik, presented the Annual Report of the school. He gave a brief overview of the achievements and highlights of the past year, and reiterated the school's commitment to impart quality education to its pupils.

The first presentation was by the students of pre school who,

with the help of a few Junior Section students, enacted a tableau. The tableau served to remind us of our colourful festivals and the need to keep them alive for our coming generations to enjoy and cherish. The meaningful, colourful and well-choreographed display was received well by the audience who appreciated the efforts of the students and teachers.

The tableau was followed by a mime. The theme for this mime was the value of trees. It ended in a song which highlighted the need to take better care of our planet Earth.

Students of Grade 9 and 10 enacted a humorous and amusing play, 'Shughl-e-Azam' which had the audience spellbound with its witty dialogue and fine acting.



Suhail A Khan (VP Polyester and Soda Ash Businesses), and Deputy Chairman BoG, Winnington School, was the chief guest.

Photograph: Soda Ash Team



Jamal Malik (Principal Winnington School), presents the annual results of the school.

Photograph: Soda Ash Team



Mr and Mrs Suhail A Khan and Jamal Malik with students; (Top Right), 'Shugl-e-Azam' keeps the audience entertained.

Photograph: Soda Ash Team

Students of senior school enacted Stanley Houghton's well known play 'The Dear Departed' which was also greatly appreciated by the audience. The presentations came to an end with a lively rendition of 'Dil Dil Pakistan'

Then the Chief Guest gave away certificates and prizes to pupils who had shown excellence in various school activities.

Sehr Javed and Tooba Shoab were presented with gold medals for attaining the highest marks in the SSC Board Exam. Noor ul Ain Haider and Maryam Khalid were also presented with gold medals for attaining the highest marks in the SSC Board Part 1 Exam. Commendation letters and prizes were also awarded to

teachers who had shown exceptional results in the SSC exam.

The Chief Guest, in his address, praised the high quality of presentations and congratulated the principal and staff on presenting such a well-organised show. Special prizes were also announced for teachers who had shown exceptional results in the Board Exams. The Chief Guest congratulated parents of all prizewinners and reiterated the Company's commitment to support the school so that it would continue its mission to empower the youth of the area through education.

A sumptuous high tea was served at the end of the ceremony.

Academic Achievements

Winningtonians shine at the international level

By Jamal Malik

Selection in the Kennedy-Lugar Youth Exchange and Study (Yes) Program

The Kennedy-Lugar Youth Exchange and Study (YES) program was established in October 2002 and is funded by the U.S. Department of State, Bureau of Educational & Cultural Affairs (ECA) to provide scholarships for high school students to study for one academic year in the United States. Participants live with a host family, attend an American high school, acquire leadership skills, engage in activities to learn about U.S. society and values, and also help educate Americans about their own home country and culture. Since its inception, over 930 Pakistani students have completed the YES program and now participate as alumni.

This year, three students from Grade 10 at Winnington School applied for the YES program for the first time. These applicants went through a thorough and strenuous selection procedure, which included a written test, an interview, group discussions and an English language proficiency test. All three succeeded in reaching the final stage.

We are most proud of our students Humaila Ayub and Janice Farzam Gondal who have been selected to proceed to USA in August 2017 to represent Pakistan and live there for a year.

YES program scholarships are fully funded by the the US Department of State, Bureau of Educational and Cultural Affairs.

Winnington School is the only school from where two students were selected simultaneously in the same year for this prestigious scholarship.

Oxford University Press's Big Read Competition

Winnington School participated in the Oxford University Press 'Big Read' competition this year and we are delighted to share that five young Winningtonians were declared finalists, and were among only 45 students selected from all over Pakistan in their age group. Ours was the only school from which five students were selected as finalists at regional level. These were Masooma Rashid, Dur e Adan, Kissa Batool, Shaigaan Hussain and Muhammad Baqir.

We are most proud of our student Mir Shaigaan Hussain for being declared the 'National Winner' in Oxford University Press's Big Read Competition, in his age group.

Shaigaan is in Grade 2 and the son of our senior teacher and Pre-school coordinator Mrs Ramza Niaz. Well done, Shaigaan. We look forward to many more such achievements from you. Keep it up!

Shaigaan will receive a laptop, a cash prize of PKR 25,000, a certificate and a gift hamper from the Oxford University Press.

The credit of his success is shared by his English language teacher Mrs Sarah Abrar, who helped him prepare for the competition. Thank you for all your efforts Sarah!

News in Brief | Installation of Incinerator at Winnington Hospital

By MS Winnington Hospital Team

A new milestone in Winnington Hospital history is the installation of an incinerator, which will greatly improve proper disposal of medical waste materials, in turn protecting people, and the environment, from infectious waste.

The incinerator, an environmentally sound and cost effective solution, involves the combustion of organic waste substances into ash. In addition, the incinerator reduces waste volume to less than 5% as well as ensuring the complete destruction

of waste materials.

This is the only incinerator in the Khewra and Pind Dadan Khan vicinity, and is designed for safe, easy operation with state of the art controls.



Janice Gondal, selected for YES Program 2017-18.

Photograph: Soda Ash Team



Humaila Ayub, selected for YES Program.

Photograph: Soda Ash Team



The OUP Big Read Competition regional finalists with their teacher Sara Abrar.

Photograph: Soda Ash Team



Mir Shaigaan Hussain, National winner of OUP Big Read Competition.

Photograph: Soda Ash Team

Quite A Racquet

The Soda Ash Business Holds an Exciting Badminton Tournament

By Haroon Ahmed

The Winnington club is always finding ways of organising fun activities. This year, they organised a badminton tournament, divided into three categories: men's doubles, mixed doubles and women's doubles.

The response from the members was overwhelming, with many teams registered to play. A total of 29 teams were registered in all three categories comprising of 45 different players each, officially making badminton one of the most popular sports in Khewra.

The teams were divided into groups of teams and the winner of each group would qualify for the next round. The tournament got off to a really good start with around eight matches being played a day between different teams, eventually reducing to one or two matches per day as the tournament progressed.

The atmosphere of the badminton court was extremely lively, attracting a large number of spectators gathering to support their teams with enthusiasm. The men's semifinals were extremely competitive, to the extent that it became hard to tell whether they were professional badminton players or Company Managers. Not only did the matches provide entertainment for the spectators and allow the players to exhibit their athletic skills and displayed exemplary sportsmanship in instances where the match score was particularly close.

A list of the reigning Badminton champions:

Men's Doubles Winners: Khurram & Waqar

Men's double Runners up: Umar Mushtaq & Shahid Mumtaz

Mixed Doubles Winners: Khurram & Leena

Mixed Doubles Runner-up: Mr & Mrs Abrar

Women's Doubles Winners: Mrs Ahsan A Qayyum & Zahra Rashid Khan

Women's Doubles Runner-up: Mrs Adeel Hassan & Mrs Qadeer Bhatti

A closing and prize distribution ceremony was held at the end of the tournament where the Chairman and General Secretary of the winnington club awarded Gold and Silver medals to the winners and runners up of all three categories.

The tournament proved to be engaging for the whole Soda Ash community, with all members of the community and their families actively participating and thoroughly enjoying themselves.

News in Brief | Celebrating Milestones

By Saleem A Siddiqui

The Soda Ash Business held a family dinner on December 24, 2016 to celebrate the successful completion of the Refined Sodium Bicarbonate expansion project, the Dense Ash expansion project and the commissioning of Coal

Fired Boiler 3 and 4. The event was arranged in the main Admin Lawns which were colourfully decorated for the occasion and management and non-management staff and their families were all invited. The ICI Pakistan Limited Employees Union highly

appreciated the investments that ICI Pakistan Limited has made in the Soda Ash Business, indicative of the confidence of the Board of Directors in the Business. The event was a great success, and everyone thoroughly enjoyed the celebration.



All medal winners with the Club Committee pose for the camera.

Photograph: Soda Ash Team



Women's doubles winners received their medals.

Photograph: Soda Ash Team

News in Brief | PCMA Delegation to China

By Omar Rasheed

Aamir Chaudhry, Business Manager Soda Ash, represented ICI Pakistan Limited as part of the delegation from Pakistan Chemical Manufacturers Association (PCMA) to Tianjin, China. PCMA was established in 2014 to resolve key

issues of the chemical and allied manufacturers in the country. The Association provides a shared platform for the sharing of practices that proved to be successful, and creating roadmaps for the further enhancement of the industry in Pakistan.

The PCMA delegation visited Tianjin in the first week of November, 2016. The purpose of the visit was to meet with the executives of the leading chemical and engineering companies in Tianjin and explore areas of mutual interest and possible opportunities.

Ready for Anything!

Getting Customers on Board for Firefighting and Emergency Response Training

By Yasir Rafique

In a production environment, basic safety training – including firefighting training – must be an ongoing endeavour to keep systems updated and make people aware of how best to respond to an emergency.

Each year, numerous fire-related incidents take place globally, resulting in injuries, loss of life and business losses. Such catastrophes are generally avoidable, and well-trained and prepared individuals can often make all the difference between a disastrous situation and a well-managed one.

At ICI Pakistan Limited we know that as a good corporate citizen, our responsibility in terms of safety doesn't end at our own doorstep. The HSE and Training Departments of the Polyester Business, in coordination with our Technical Services Department, therefore arranged basic firefighting and emergency training for several of our key customers on March 16, 2017.

Nine employees from two of our top customer companies, i.e. Monoo Group and Blessed Textile, took part in this training course, which consisted of classroom lectures and practical hands-on experience.

We're happy to share that course participants provided immediate positive feedback and appreciated the usefulness of the training course. Those who attended also expressed their eagerness to play an active part in fire safety and incident prevention at their respective sites going forward, which is an encouraging outcome and one that we hope will contribute towards creating safer workplaces and production sites across the industry.



News in Brief | Defensive Driving Training

By Yasir Rafique

Defensive driving refers to utilising safe driving strategies that enable one to identify and address potential hazards

proactively. Defensive driving is particularly important in a country like Pakistan where road safety is often overlooked. To teach and reinforce safe driving behaviours,

a training session on defensive driving was organised for twenty drivers at our Polyester Business Training Centre on March 8, 2017.



Good Housekeeping!

The Polyester Business awards departments for best-maintained areas

By Muhammad Imran Maqsood and Yasir Rafique

Housekeeping is a fundamental aspect of accident prevention and fire safety. To ensure that all the areas of plant are clean and in compliance with good housekeeping standards, the Polyester Business conducts monthly audits, carried out by the heads of departments. Every month, two departments under the operational and non-operational areas categories are declared as Best Maintained Areas and a ceremony is conducted to acknowledge their efforts. For the month of November, the Contractor Area and CP Workshop was declared the Best Maintained Area. Ali Shujah Jafri, Planning & Development Manager, and Sheraz-ul-Khateeb, Maintenance Manger Polymer, were congratulated for the successful housekeeping of their designated areas.

To create more awareness among management about housekeeping and its significance, a comprehensive training session was also arranged, covering the requirements of local HSE procedures. Trainer Jaffar Viqar Naqvi gave valuable advice, recommending practices that ensure the maintained housekeeping of an area, drawing from his experience of heading the housekeeping of PowerGen, the Best Maintained Area for the year of 2015. Through the training, the participants learned how to improve the housekeeping of areas where the slightest effort and minimal resources would be enough to make the site worth seeing.



Sparking Success

Fourth Session of Basic Household and Industrial Wiring Course Kicks Off

By Yasir Rafique

We undertake various projects to support our local communities and engage in capacity building so that community members can engage in more economically profitable work. An ongoing project in this area is to help create skilled workers in the field of basic household and industrial electrical wiring.

Khalid Mahmood, Works Manager, Polyester, Business inaugurated the fourth session of our six month Basic Household and Industrial Wiring Course at the Polyester Business Polyester Business training centre on February 1, 2017. The CSR team of our participated with great enthusiasm, as this programme is a point

of pride for us. Students who had successfully completed the previous session were also invited to the ceremony to receive their certificates and gifts. The alumni shared their learning experiences from this course and talked to the newly-enrolled students to help motivate and encourage them to participate with full devotion, and take an active part in bettering their employment prospects.

This programme is run through the ICI Pakistan Foundation, under the banner of its IIm-o-Hunar programme, which supports educational initiatives.

News in Brief | Training on Safe Use of Hand Tools and Safe Work at Heights

By Yasir Rafique

In accordance with our Company's safety objectives, we organised a training session on Safe Use of Hand Tools and Safe

Work at Heights at the training centre of the Polyester Business on February 28, 2017.

A group of 14 colleagues benefitted from the excellent

four-hour programme conducted by trainers Ali Shujah Jafri and Sheraz-ul-Khateeb, which included tactics, techniques and precautionary measures to be kept in mind while



carrying out various day-to-day activities safely onsite. The training provided an opportunity to review the various intricacies and criticalities that are associated

with tool-aided operations and working at heights. Challenges confronting manpower in real-time situations were also discussed, and techniques for assessing potential

hand-tool related safety issues, and addressing these effectively, were inculcated.

Strengthening Safety

Polyester Business carries out Permit to Work training to further strengthen safety

By Muhammad Imran Maqsood & Yasir Rafique

Something that allows us to further strengthen our safety is the permit to work (PTW), an extensive document that details the work to be done on the identified equipment and the precautions to be taken. It predetermines a safe procedure and is a clear record so that all foreseeable hazards associated with the plant and equipment and the work to be done have been considered in advance, with appropriate precautions defined and also records the formal hand over of control from one authority to another. This ensures that the person resuming a task has been informed properly about the work to be done, complete with health, safety and environmental precautions.

The Health, Safety and Environment & Training department also has stepped forward to enhance the awareness of the management staff on guidelines and procedures related to the

permit to work system. Two training sessions on the subject have been conducted in the month of October and November. Muhammad Imran Maqsood, HSE & Training Manager, was the facilitator for the sessions on permit to work system covering topics ranging from the basics of PTW to cross referencing and closure/hand back requirements. Video clips on incidents occurring globally due to non-compliances with the PTW system, were also shared during the session which imparted awareness to an even greater extent. A total of 44 employees having issuing and receiving authorities attended refresher training and another session is planned in January 2016 to cover rest of PTW issuing and receiving authorities.

Thus, the commitment to safety continues to motivate us to constantly work and train our employees and ensure that in all our processes and activities, safety remains a top priority.

News in Brief | Quarterly Best Driver Awards

By Yasir Rafique

The Best Driver Awards ceremony was held on December 12, 2016 in Works Canteen. The awards for Q1, 2016-17 winners were distributed

by the Admin Manager. This award is given to the best drivers in order to appreciate the high performers and motivate all others to also perform to the best of their

capabilities. The Admin Manager also addressed the attendees and emphasised the importance of defensive driving.



A training session in progress.

Photograph: Polyester Team

News in Brief | Fire Management Audit of Crescent Fiber and Olympia Blended Fiber

By Yasir Rafique

We believe safety is a practice that is as important for our customers as it is for our Business. Crescent Fiber and Olympia Blended Fiber, two of Pakistan's biggest business concerns, are major clients of ICI Pakistan Limited's Polyester Business. Hence, we consider it our ethical

responsibility to improve safety standards at these companies.

Recently, our Health, Safety, and Environment (HSE) and Training Departments conducted a fire management system audit of both textile units. The audit was planned by Imran Talib, and the units were visited by our HSE team. The team shared simple and

cost-effective methods to deal with fire emergencies, and conducted a productive session on the components of a fire management system. The management of the companies expressed their satisfaction and thanked the Company in helping to understand and improve fire safety.

Stay Safe!

The Polyester Business works toward excellence in safety

By Muhammad Imran Maqsood & Yasir Rafique

Ensuring safety in all the complex processes at our plants is no easy task, it requires competence, coordination and above all, practice.

To help safeguard our employees, we instituted the practice of mock emergency drills. Mock emergency trials provide an opportunity for everyone to translate safety instructions into action, making them ideal learning experiences for employees in case a real emergency should ever take place. They also allow us to identify any shortcomings in the process, allowing us to streamline the process further. They also help train new personnel and to increase the speed with which participants respond to the situation.

Performance in the mock drill is judged through a number of factors such as reaching the site of emergency in time and proper handling of firefighting equipment and dummy victims. It allows for us to also identify the appropriate equipment isolation or plant shutdown and test how effective the current evacuation plan and fire provisions are.

So far, two mock fire drills and a mock nitrogen asphyxiation emergency response drill have been conducted, the outcome of which has been very positive. The performance of the first drill compared to the third showed significant improvement, with the team being aware of their respective roles. The drills were followed by a critique session which allowed for feedback to be given to the emergency response team, complete with areas where they excelled and areas that required improvement, guaranteeing further improvement in their performance.

The second aspect of ensuring safety is training. While we can run numerous drills, the right training is required to ensure the most effective response to an emergency. Both processes go hand in hand, which is why the Polyester Business holds extensive training sessions throughout the year.



The firefighting team prepares for the drill at the site.
Photograph: Polyester Team



The firefighting teams demonstrates the proper use of equipment.
Photograph: Polyester Team



Dummy victim is placed to simulate real-life emergency.
Photograph: Polyester Team



Drills in progress at the site, allow team members hands-on experience with emergency response practices.
Photograph: Polyester Team

Focussed on Fun

Team N-Gauge Brings A Serious Dose of Fun to Polyester

By Muhammad Babar Sarfaraz

Team N-Gauge is a group of enthusiastic and fun-loving colleagues at Polyester who have devoted themselves to creating an atmosphere of excitement and engagement. Here's a look at some of their recent activities

Cricket Mania

The N-Gauge team at Polyester kicked off its very first event on December 24, 2016; a cricket match followed by a delicious barbecue lunch.

Great turnout and participation from Polyester colleagues made the event a success, with colleagues from our Lahore office and Corporate HSE teams also participating. A total of four matches were played with the final being played by the winners of the first two matches.

The winning team captain was Rehman Ali Khan, Plant Manager Services, and his team consisted of Hamza Mohsin, Hassan Ramzan, Ali Shuja, Shauzab, M. Ali, Ashfaq Ahmed, Amjad Tariq, Abdul Khaliq, Amjad Farooq and Liaqat.

Congratulations to the winners, and thanks to all participants!

Disco Laari

In January, the Polyester team, including colleagues based at the Mozang office, Lahore and the plant site in Sheikhpura, got together to experience the vibrant, lively atmosphere of "old Lahore" like never before!

Organised by the N-Gauge team with the help of the Desi Tour

Project, the journey started off with all participants climbing aboard the ornately ornamented Disco Laari to traverse the Royal Trail. Covering Delhi Gate, the Shahi Hamam, Akbari Mandi, Haveli Alif Shah, Wazir Khan Mosque and many more historic landmarks, the tour was accompanied by the dynamic and informative commentary of famed tour guide, Muhammad Javed.

After the tour, the participants split into teams for the Old Lahore Treasure Hunt. An exciting, adrenaline-fuelled half hour was spent strategising and frantically navigating the narrow, crowded old city streets to figure out clues within the allotted time. The team led by Jaffar Naqvi, with members Farhan Anwar, Ali Shujah Jafri, M. Shafi, Asad Ali Sayani, Hamid Mahmood and Waleed Hussain, emerged victorious, collecting 90 of the total 100 points, and being awarded a gigantic box of the world-famous Khalifa Khitai and the winning trophy.

The next adventure was a delightful ride through the city in open-top "Disco Rickshaws" which was thoroughly enjoyed by all; participants were seen dancing and cheering along the way as they took in the atmosphere and beautiful views the city had to offer. The tour ended with dinner at Lahore's famous Haveli Restaurant, overlooking the grand Badshahi Mosque and the Lahore Fort.

The smashing success of this event can be judged by the following comment from a participant: "I had an amazing day! Having lived in Lahore for over 10 years, I'd never experienced old Lahore like I did with the N-Gauge team!"



Cricket is a surefire way of bringing people together.

Photograph: Polyester Team

Bowling Night

Continuing its successful series of engaging events, N-Gauge held a much-anticipated Bowling Night on February 18 at Uptown LA, Lahore. Once again, there was strong turnout for this fun night out – in addition to colleagues from Lahore and Shiekhupura, the lead auditors for the Business also joined in.

A total of nine teams battled it out in the bowling alley, which made for tough yet fun competition between the teams. The ultimate winners of the night were the team of auditors from

KPMG, (including Admin Officer, Shahid Hussain). Souvenirs were presented to the top three scorers of the competition and a gift hamper was awarded to the winning team. The bowling night was followed by dinner at DHA Club, allowing everyone to unwind and socialise; a great end to an enjoyable evening.

Overall, the events organised by Team N-Gauge have been a major success so far, bringing colleagues together and infusing everyday life with a welcome dose of fun. We hope to see more of these events on the horizon.

Chemgage!

Bringing fun to the workplace

By Mahvish Siddique

To bring some much-needed fun to the routine of the work place, individuals across the Chemicals Business joined hands to form a team: Chemgage. Chemgage would devote its efforts to organising enjoyable activities for colleagues whilst also providing a platform for the discussion of various organisational processes and challenges, and their possible solutions.

Chemgage conducted a Halloween-themed pre-launch event on October 31, and on November 11, Chemgage was officially launched. The launch was facilitated by Chemgage team members, Noman Jafri, President, and Mahvish Siddique, General Secretary.

The launch event took place at the Head Office, Karachi, with the Lahore-based members of the Chemicals team also participating via web conference. The event began with an introduction of the initiative by Faiza Savul, Talent Acquisitions

Manager. This was followed by an activity on team building and action planning, led by Osman Khan, Business Development Manager, and Amin Zubair Abbasi, Sales Admin Officer.

The event began with a humorous video made by Chemgage team, presenting the challenges of work life and the effects of stress and then highlighting the importance of engagement and finally, introducing the Chemgage team. Then, the fun festivities began; the participants were asked to reach for papers taped to the bottom of their seats. Each paper had a single letter of the alphabet in a certain colour and each participant had to find other members of his/her team who had alphabets with the same colour and together, each team spelled out a word. After racing to find other members of their teams, the participants were given their task: identify a problem that can be faced when working with colleagues and present a solution. Several problems and solutions presented by various colleagues, ranging from

News in Brief | Efficiency in Everything

By Mohammad Hadi Ansari

The Chemicals' Procurement team always seeks to maximise efficiency and has recently instituted weekly procurement meetings, a platform for team members to share highlights of the week with each other, focusing on practices they felt proved to be

particularly helpful.

The objective of these meetings is to set weekly priorities, discuss high priority issues, share insights and ultimately, streamline processes.

These meetings also allow for colleagues to take time out from their busy days to have discussions

where they can find solutions for day-to-day problems and bring up anything that their colleagues can advise on and help them with.

The exercise has proved to be invaluable, resolving critical matters and increasing the efficiency of operational processes for the team.



communication between colleagues or coordination between various departments and each solution presented was more creative than the last. The activity encouraged team building, enabling groups to work to align their goals and display skills ranging from analytical, problem solving to leadership. After interesting insights presented from each team with innovative solutions, the winning group was chosen and awarded. The event ended with high tea being served and all colleagues enjoyed the food and discussed the events of the day.

Two more initiatives: The Learning Café and Kudos – Chemicals HR Employee Engagement Portal.

Kudos is a fantastic new platform which involves engaging, interactive sessions with industry leaders who share their knowledge and professional experiences with the future leaders.

For the first session, Fathema Zuberi, GM, HR, talked to the audience about many aspects of her exciting 22-year journey with ICI Pakistan Limited, from starting out as a young management trainee eager to take on challenges and defy gender expectations in her commercial role, to her present day position as GM HR and a member of the Company's Executive Management Team.

Chemgage is an official recognition portal for the employees to recognise each other for their stellar performance. Any employee who adds value in any capacity and helps the Business grow will receive a recognition note through Chemgage. This initiative will not only make the individual happy but will also promote a performance-driven culture.



Specialty Chemicals Participates in Global Textile Expo, Karachi, January 2017

By Azfar Ahmed

Maintaining an active presence in the market is vital to creating new business connections. In continuation of our efforts from last year, the Textile Chemicals team participated in the Global Textile Expo held in Karachi during January 2017.

The exhibition was held at the Karachi Expo Center from January 20-22, 2017, and featured more than 110 exhibitors from Pakistan and around the world. It provided a tremendous platform for the Chemicals team to network with customers and traders to identify new business opportunities.

Some key customers were engaged during the session including Gul Ahmed Textiles, Al-Karam Textiles, Lucky Textile Mills, Feroze 1888 Mills, Artistic Groups, MN Textile, Al-Abbass Fabrics, Proline International, and International Textile Limited.

The event was spearheaded by our Textiles team, but to maximise this opportunity, our Water Treatment and Industrial Chemicals teams also participated to engage potential common customers.



(From left) Azfar Ahmed (Technical Services Manager, Textiles), Athar Shahzad (National Sales Manager, Textiles and Water Treatment), Arshaduddin Ahmed (GM Chemicals Business), Athar Abrar Khawaja (Marketing Manager, Specialty Chemicals) and Fahad Yusuf (Plant and Supply Chain Manager, Chemicals Business).

Photograph: Chemicals Team



The Specialty Chemicals Textiles team gains valuable insights from a customer.

Photograph: Chemicals Team

Entering the Slabstock Segment

The Chemicals Business launches PPG in Pakistan

By Muhammad Mustafa Khan

The Polyurethanes (PU) team of the Chemicals Business held a joint seminar with major supplier Wanhua Chemicals China to launch Polypropylene Glycol (PPG) in the polyurethane market of Pakistan. The event was held on December 1, 2016 at the Pearl Continental Hotel, Lahore.

PPG, in the form of slabstock, is a key component in the manufacture of flexible foams that are used to make mattresses and cushions. Through Wanhua's state-of-the-art PPG production capabilities, ICI Pakistan Limited has now successfully entered the slabstock market, one of the largest and fastest growing segments of the PU market, which accounts for 40% of the total PU market in Pakistan. The event was attended by all the major domestic manufacturers of foam: Master Group, Al-Khair Group, Diamond Industries, United Foam and Cannon Foam. The event was cohosted by the PU team from the Chemicals Business and the Wanhua team represented by Kermit Zou (Sales Manager, Emerging Markets UAE), Ivan Zhu (General Manager, Emerging Markets UAE) and Wenping Zhang (Director, International Business). The event began with an introduction

from Kermit Zou and was followed by detailed commercial and technical presentations from the Wanhua Team. The presentations were concluded by the Marketing Manager GC/PU, ICI Pakistan Limited, who delivered a short overview of the local PU market and the slabstock sub-market, along with recent developments in the country that were favourable for the slabstock market and the larger PU market.

The presentations were followed by an open networking session between the customers and the ICI Pakistan Limited and Wanhua Teams regarding potential business opportunities. The event turned out to be a great success with strong turnout, and was executed smoothly through the steady coordination and planning between both the companies. The ICI Pakistan Limited and Wanhua Teams look forward to developing closer relationships with domestic foam manufacturers in the future and are currently formulating a strategy to capture a sizeable share in the slabstock market. Ultimately, both the businesses seek to extend their market leadership position from the rigid and flexible segments to the larger PU industry in the next few years.



The GC/PU Market Research team at the event.

Photograph: Chemicals Team



The Wanhua and ICI Pakistan Limited teams with a customer.

Photograph: Chemicals Team

News in Brief | Data Analysis Training for GC/PU Sales Team

By Muhammad Mustafa Khan

The GC/PU Market Research Team believes in working to constantly improve the skillset of the sales team, whether it's equipping them with the right Customer Relationship Management tools to make the sales process more efficient, or with market research accumulation

and analysis skills. To make the sorting and analysis of data more efficient, the Market Research Team decided to conduct a Microsoft Excel training for the Sales team.

The training was conducted on November 25 and included a comprehensive walk-through of the process of collecting, filtering

and analysing data through Pivot Tables, charts and database development. This training will allow the sales team to develop more detailed reports and conduct research regarding customers and competitors more effectively, and enhance their skillset as salespersons.



Artwork created by the children at this event highlighted theme of disability.

Photograph: Chemicals Team

Celebrating Children

ICI Pakistan Limited celebrates Universal Children's Day and World Disability Day

By Naureen Jalaluddin

The Specialty Chemicals Division of our Chemicals Business celebrated Universal Children's Day and World Disability Day. Universal Children's Day is devoted to promoting international togetherness and awareness amongst children worldwide and the World Disability Day aims to promote understanding and awareness of disabilities. A joint celebration of both days were held at Ocean Mall, Karachi on November 28, 2016 and the SC marketing team participated in the event, representing ICI Pakistan Limited and Fevicol products.

The event was led by two devoted philanthropists; renowned artist, Jimmy Engineer, and director Khalid Anum. It involved many fun and creative activities for the differently-abled children from the J.S School for the Deaf. The children made vibrant and beautiful paintings inspired by the theme of Universal Children's Day and the paintings were later exhibited in the mall and auctioned to generate funds for the school. After painting, the children also carried out performances in sign language.

Fevistik was used widely by the children in all the arts and crafts activities and also distributed amongst the students along with other goodies. The event was fun and engaging for the children and illustrative of ICI Pakistan Limited's commitment to community. We hope to participate in many more such events in the future.

News in Brief | The Infamous Mannequin Challenge

By Ayisha Nadeem

The mannequin challenge is the rage these days; from athletes, to politicians, to high profile celebrities the likes of Hillary Clinton, everyone is

attempting their own version of this challenge. Inspired by the trend, ICI Pakistan Limited's Mozang office decided to experiment their own version of this challenge. Over a hundred employees participated

in the video, pausing in the midst of their daily work routines. This activity gave everyone a reason to interact with different departments and Businesses and became an engaging activity for all employees.

Photograph of the Quarter



Photograph of the Quarter Winner: Shahzil Minallah

Photograph taken in Bangkok during a visit in October 2016



Other Selected Photographs



Kitten bathing in the winter sun.

Photograph: Sharjeel Shahid





The Dragon Lake Bird's Nest- National Olympics Stadium, Beijing, China.

Photograph: Syed Abid Mehdi





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