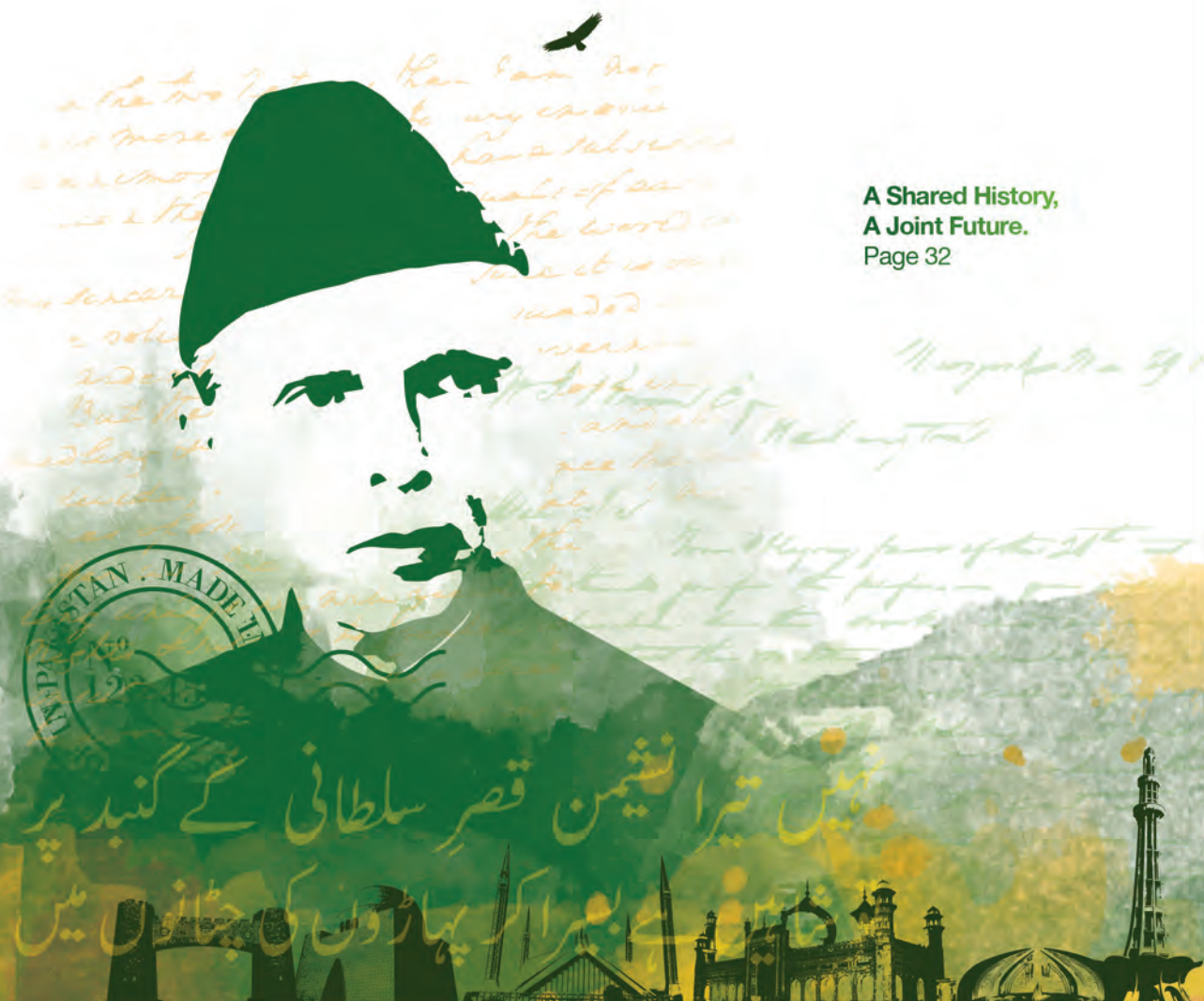


# \*engage



**A Shared History,  
A Joint Future.**  
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پہلی تیرا نشیمن قصر سلطانی کے گنبد پر  
دیکھ کر پہاروں کی چٹانوں میں





نہیں تیرا نشیمن قصرِ سلطانی کے گنبد پر  
تو شاہیں ہے بسیرا کر پہاڑوں کی چٹانوں میں

---

*Allama Muhammad Iqbal (Poet of the East), November 9, 1877 - April 21, 1938*

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**Dear Engage readers,**

As you read this issue, yet another year for our Company has come to a close, and another new beginning has been embarked upon. 2016-17 has been a year full of twists and turns in the ongoing story of ICI Pakistan Limited – in fact, it wouldn't be remiss to say it was one of our most eventful years in recent history.

If you've been following our journey, you already know this. In this issue, which covers the last quarter of the financial year 2016-17, you will read updates on some news you were already aware of, such as our acquisition of certain assets of Wyeth Pakistan Limited. The update on this development is the signing of Asset Purchase Agreements in May 2017. Other news includes customer conferences, ongoing field activities and product launches, participation in national and international forums, and new community investment projects through which we continue to give back to society.

Alongside it all, we continue to make our people a priority, as you will see from the steadily improving results of our ongoing Gallup engagement survey. Team outbreaks and engagement trips balanced the pressures of the approaching year-end with a much-needed dose of fun and adventure away from the office. In short, we've been busy.

With a significant anniversary coming up for Pakistan this year, we simply had to inject a touch of patriotic fervour into this issue. So, as we approach 70 years of Pakistan's independence, we celebrate our great nation, and the shared history we at ICI Pakistan Limited have with our country, in the hopes of a brighter shared future ahead. That forms the crux of our cover story: A Shared History, A Joint Future. Do also keep a look out for this campaign on social media, where you'll see our colleagues share their thoughts on this occasion.

We are privileged to continue contributing to Pakistan through the work we do everyday. Pakistan Zindaabad!

**Enjoy your read,  
Team CCPA**

**We would love to hear your feedback**

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**Cover Design****Muhib-e-Watan**

by CCPA

This issue's cover is an expression of patriotism, depicting the theme of a shared history and a joint future. The design merges elements of the past with a modern stylised technique. The colours represent Pakistan and the hope of a bright future for our beloved nation.

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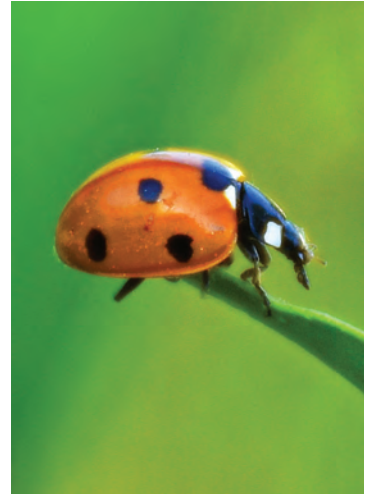
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# A Vision of Success

## ICI Pakistan Limited Signs Agreements for the Acquisition of Certain Assets of Wyeth Pakistan Limited

By CCPA

Growth and expansion are important parts of our vision of success. On May 19, 2017 we took another bold step towards expanding our footprint in line with our vision. We executed Asset Purchase Agreements (APAs) with Wyeth Pakistan Limited and Pfizer Pakistan Limited for the acquisition of certain assets of Wyeth Pakistan Limited.

With this transaction we are well on our way to expanding our pharmaceuticals footprint. This transaction includes a Wyeth Pakistan Limited-owned pharmaceutical manufacturing facility and several well-known brands. It is set to move ahead subject to requisite regulatory approvals.

Asif Jooma, Chief Executive ICI Pakistan Limited, was in high spirits on the occasion, commenting: "The acquisition of these assets holds great value for us as a Company. Through it, we expect to substantially strengthen our manufacturing capability and diversify our product portfolio, ultimately offering the medical community and patients a wider range of quality pharmaceuticals and treatment options to improve lives. It all comes down to fulfilling our promise of Cultivating Growth in everything that we do."

In line with this thought, this latest development is indeed further evidence of our ongoing commitment to growth, expansion, and delivering ever greater value to shareholders and customers.



From left to right S.M Wajeehuddin (BU Lead, Specialty, Pfizer Pakistan Ltd.), Dr. Farid Khan (Country Manager, Pfizer Pakistan Ltd.), Asif Jooma (CE, ICI Pakistan Limited) and Samie Cashmiri (VP Life Sciences Business, ICI Pakistan Limited) during the signing ceremony.

Photograph: CCPA Team



The teams from Pfizer Pakistan Ltd. and ICI Pakistan Limited pose for a group photograph, concluding the signing ceremony.

Photograph: CCPA Team



# Rewards For Perseverance

## ICI Pakistan Limited and Friends Welfare Association inaugurate a Science Lab at the Government Girls Middle School, Brarkot

By CCPA

We know the importance of giving back. That is why we work hard to make our operations sustainable in the long run. And its important to keep coming back so we can help manage resources, allowing us to foster growth everywhere we go.

The Government Girls Middle School in Brarkot, Ghari Habibullah has endured and flourished against all odds. Following the deadly 2005 earthquake in Muzaffarabad, it was re-constructed in 2007 by the ICI Pakistan Foundation (ICIPF). The school was handed over to the KPK Education Department in November, 2007 to a substantial increase in students from 35 to 120.

An increase in demand for education saw the KPK Government later upgrade its status from the Primary level to Middle level. And yet, the school continued to expand. Enrolment rose and ICIPF arranged for three more teachers to educate the growing number of students. One of our teachers took an initiative to begin 9th and 10th grade classes with the support of Mr Javed Iqbal, CEO, Friends Welfare Association.

Over 60 girls have passed out of their matric exams and currently 46 are enrolled in these classes. In the past, these students would have to travel a considerable distance to the

nearest town at Garhi Habibullah for their science practical, and face several hurdles just to book a practical appointment, as the previous batch did.

Now we are pleased to announce the inauguration of the science lab at the Government Girls Middle School in Brarkot, Ghari Habibullah under the IIm-o-Hunar Programme with the help of our partners at Friends Welfare Association, Mansehra.

Now these girls can conduct their science experiments in their own school. In discussion with the school management and the Welfare Association, Matin Amjad, General Manager Pharmaceuticals, Life Sciences Business expressed his views on the occasion; "By providing quality education to girls and removing hindrances in their communities, we can ensure our country's progress through equal opportunity."

None of this would've been possible without our operations partners Friends Welfare Association, Mansehra. With their help we have implemented a sustainable solution as we look to continue to fulfil our promise of Cultivating Growth in everything that we do.



From left to right, Matin Amjad (GM, Pharmaceuticals, ICI Pakistan Limited), the former and current District Chairman along with Javed Iqbal (CEO, Friends Welfare Association) did the honours of cutting the ribbon, marking the inauguration.  
Photograph: CCPA Team



A tour of the newly established science lab.  
Photograph: CCPA Team



ICI Pakistan Limited and Sindh Community Mobilization Program signed an MoU under the banner of ICI Pakistan Limited's Ilm-o-Hunar programme for education-related initiatives. Pictured here are Ms Fathema Zuberi, GM HR, ICI Pakistan Limited, Mr Shehzad Mehmood, CoP, IRD and Dr Randy L. Hatfield of USAID along with team members at the occasion.

Photograph: CCPA Team



# Joining Hands for Education

## ICI Pakistan Limited partners with the Sindh Community Mobilization Program

By CCPA

As part of our community investment initiative, ICI Pakistan Limited supports a number of causes, broadly split into the areas of health, education, community development and environment. Our education programme, called the “Ilm-o-Humar” programme, has partnered with and supported educational initiatives from primary and secondary level to adult literacy and vocational training.

The latest such venture in our Ilm-o-Hunar programme was an exciting partnership with the Sindh Community Mobilization Program (CMP). CMP is part of the \$155 million USAID-funded Sindh Basic Education Program (SBEP). SBEP’s goal is to increase and sustain student enrollment in selected government schools of districts Sukkur, Khairpur, Larkana, Qamber-Shahdadkot, Jacobabad, Dadu, Kashmore and selected towns of Karachi, by providing child-friendly education facilities and improving the quality of education available.

On April 27, ICI Pakistan Limited signed an MoU with CMP for

the provision of in-kind and technical support at the Government Girls Secondary School, Wali Muhammad Haji Yaqoob in Lyari Town, Karachi. Our contribution will help provide the equipment needed for the setup of a science lab at the school. This MoU also paves the way for a possibly expanded partnership between ICI Pakistan Limited and CMP/ SBEP.

At the MoU signing ceremony, we were joined by Randy L. Hatfield, Sr. Education Policy Adviser and Program Manager, Sindh Basic Education Program USAID/Pakistan, as well as Shehzad Mehmood, Chief of Party at IRD (International Relief and Development), along with other team members. IRD is the implementation partner for the SBEP. Representatives and administrators of the Government Girls Secondary School, Wali Muhammad Haji Yaqoob, were also present at the ceremony, and it was especially heartening to hear them share their stories of working with children in less-privileged communities. We are looking forward to visiting the school soon to see the new science lab up and running.

# From Strength to Strength

## ICI Pakistan Limited partners with Gallup to gauge effectiveness and employee engagement

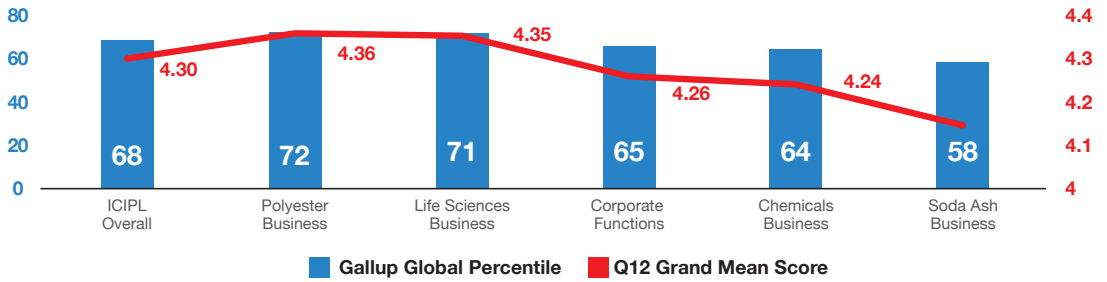
By *Sonia Chagani*

Our people and their engagement are at the very centre of how we work and grow. At ICI Pakistan Limited we firmly believe that success comes when employees are engaged and aligned with the Company's vision, and when they feel valued and heard. In line with this belief, ICI Pakistan Limited partnered with Gallup in 2015 to conduct its famous Q12 Employee Engagement Survey to take a stock of organisational effectiveness and engagement levels. This year (2016-17) was the third year of the survey, in which more than 99% of our employees made their voices heard. With a stellar performance across all Businesses and Functions, ICI Pakistan Limited scored 4.30 on a five-point scale with an impressive increase of 0.14 points as compared to last year's score of 4.16. This score is way ahead of Gallup's recommended trajectory of 4.26 for 2017 and places the Company at the 68<sup>th</sup> percentile compared with other companies in the Gallup Global Database, as opposed to the 58<sup>th</sup> percentile last year. This score positions us well in line with our engagement ambition of Gallup's 75th percentile by 2018. The Business scores are also commendable with Polyester leading at 4.36, closely followed by

Life Sciences at 4.35, Corporate Functions at 4.26, Chemicals at 4.24 and Soda Ash at 4.15. These remarkable Business scores tell the story of engaged employees across the organisation, all of whom are on board with our continued commitment to achieving world class engagement levels.

We believe that survey results have more value when linked to an impactful action planning process, as action planning helps build focus on areas of strength and opportunity. With it, we are able to channel our employees's words into our work and come out stronger in the process.

We are grateful to our employees for taking ownership of the process and working towards our collective engagement across all levels. With everyone continuing to build on our ambition of creating a culture of confidence, mutual trust and respect, we can work towards becoming one of the most engaged global companies by achieving top-quartile performance in the years to come.



# An Ode to Great Moms

## ICI Pakistan Limited invites moms to celebrate Mother's Day at the Head Office

By Faiza Savul

On a warm May morning, the ICI Pakistan Limited Head Office at West Wharf was packed with a very different kind of crowd. Our moms!

They were invited to join their kids at work for a day, so they could familiarise themselves with their children's work and give the Company an opportunity to appreciate the time and effort they have devoted to raising them.

What could be better than having a day off from all our responsibilities and getting some time to relax? Amid chattering and laughter, the mothers shared a good time together getting relaxing manicures, pedicures and foot massages while being served delicious refreshments.

The event kicked off with an opening speech from Fathema Zuberi, General Manager, HR. She engaged the audience in high spirits as she spoke about the bond she shares with her mom, as well as her own journey as a mother. She reminded the audience of the respect and admiration we as a society have for our mothers.

Throughout the day, various fun-filled games and activities were lined up for colleagues and their mothers. The icebreaker

activity for mothers got the day off to an eventful start. Mothers were asked about their children's job descriptions after which the relevant line managers would further explain in detail what their kids do at work. The delighted mothers were visibly full of pride as they heard about the achievements and contributions of their kids at work.

Next was the 'Know Your Mom' activity which brought a lot of humour to the event. Some were surprised and others were overjoyed at how little or well they knew their own mothers. Obviously we knew our mothers were going to win, but their kids did their best as well.

The highlight of the event was when Nadia Hussain, our brand ambassador for Repavar, arrived to spend some time with all the mothers and shared her own experience too.

At the end of a long day of pampering and laughter, our mothers went home happy to know their children are part of a caring, open organisation where their contributions are valued.

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## News in Brief | Cricket Match

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By Syed Adnan Ali

CTED held an engagement tour, where an exciting cricket match was played at Mahudand lake. Two teams were formed consisting of seven members each. An epic match ensued. The batting team scored 70 runs in just six overs,

peppered with boundaries. It was a tough total on the grassy pitch of Mahudand lake. Nevertheless, the chasing team took advantage with their brilliant openers. Unfortunately, they lost a wicket in the second over that put pressure on them. The team still played

exceptionally well and scored 48 runs after three overs. The batsmen were in form and completed 72 runs in a mere 4.2 overs that would have been a century if they had batted first. It was a great event and one of the highlights of the engagement tour.



Mothers actively participating in the games.

Photograph: HR Team



The excitement of getting the answers right in the 'Know your Mom' game.

Photograph: HR Team

# Synergising through Nature

## The CTED team embarked on a four-day session in the green valley of Swat

By Syed Adnan Ali

ICI Pakistan Limited is keenly focussed on empowering its employees to be a part of the big picture. The engagement level of employees is benchmarked across the company through an annual engagement survey which is conducted by Gallup. Gallup is an American research-based, global performance-management consulting company which is one of the best in this business and has a massive corporate database that can help compare ICI Pakistan Limited with leading companies globally. The survey is followed by action planning sessions and action review meetings to ensure that each employee's concern is registered and addressed, so that everyone in the organisation feels valued and enjoys being part of the team.

CTED achieved a spectacular engagement score of 4.67 out of 5 last year. To maintain this score and build further synergy in the team, a four day session in the green valleys of Swat was organised by the Engagement Committee. The team left for Mingora on May 19. On the way to Mingora, everyone enjoyed a delicious breakfast at Mardan and reached Mingora in the late morning on May 20.

The stay at Mingora was arranged at the Serena Hotel from where the team departed for Malam Jabba at noon. The scenic

views of Malam Jabba were enjoyed by taking a wonderful ride up the chair lifts. The team then returned to the hotel after having lunch at Malam Jabba, and the day ended with a mouthwatering dinner of traditional dishes from Swat over which everyone shared interesting stories and experiences.

On the second day, the team departed for Kalaam Valley while visiting the historic White Palace of Swat. Lunch was arranged at Bahrain and included delicious fresh-caught trout cooked on the spot. The day was mostly spent travelling, playing card games, storytelling and getting to know each other better.

On the third day, the team was full of excitement; the plan was to explore Mahudand lake in jeeps. After breakfast at the hotel, the team departed for Mahudand lake and enjoyed an adventurous jeep ride. The team then split into two at Mahudand lake and played cricket.

The final day of the trip mainly involved traveling from Kalaam to Lahore. The year's breakout session turned out to be a soothing experience, in which everyone enjoyed the natural beauty of Swat. The opportunity to reflect on the simpler things in life enhanced the synergy created within the team, and is sure to have a lasting impact.





CTED team at the White Palace, Swat.

Photograph: CTED Team



CTED team at the bank of River Swat, Swat.

Photograph: CTED Team



# A Welcome to Remember

## The Company Secretarial, CCPA and Legal teams head up to Kashmir for an action planning outbreak.

*By: Osama Khalid*

Career moves and job switches are memorable milestones. For me the opportunity to work and learn at ICI Pakistan Limited was something I wasn't going to let pass me by. So, on April 4, 2017 the CCPA team had a new Assistant Manager Communications, eager to learn and grow. However, my beginnings at the Company were a little different than most.

Upon my arrival I was greeted with some welcome news; the department would be going on a team outbreak somewhere up north. The exact location was to be revealed in Islamabad. Regardless I was excited. It seemed a good opportunity to get to know my new colleagues on a trip that should be straightforward – it was anything but.

The trip was eventful from the start. It began with a thrilling plane ride to Islamabad, where we were greeted by a thunderstorm. Not long later we reached our hotel.

The next morning our destination was revealed; Muzaffarabad, Kashmir. Accompanying us were our wonderful tour guides, fearless bus driver and the gentle security guard, Bachaa Khan. As we drove up closer to the skies, it got colder and more serene. Eventually we reached our hotel which was as picturesque as you can imagine. The view was splendid and we were promised a pursukoon stay. During lunch we discussed the outbreak plans and agreed on time slots throughout the trip to discuss the Gallup Survey and note our progress on the action items.





The next morning began with a hike to Pir Chinasi Mountain. Due to the rains, landslides were common and we had to frequently stop as rocks were removed from the road. When the rains began, we decided to hike on foot. We eventually reached the snow-capped peak. At the top we dried our socks and ate a delicious lunch, probably the best Shahi Tukray I've ever had. And if anyone of us thought the way back couldn't get more exciting (or adventurous) than this, they were wrong. On our way down, we were met with even more snow and an enormous landslide that happened right before our eyes. Of course we were at a safe distance when it happened, thanks to the strict safety protocols of our tour group, but it was a thrilling spectacle nonetheless. And, like every obstacle so far, we managed to get around it and reach the hotel, thanks to the courage and capabilities of our tour team.

Dinner was traditional Kashmiri cuisine and chai, and the

next morning we went river rafting before reaching our flight. The river rapids seemed daunting at first, but our instructors were thorough and inspired each of us. The cold water wasn't friendly but we conquered our doubts and some of us even went a second time. Refreshments followed as we admired the landscape and then headed out to Islamabad to catch our evening flight. On the way we recapped the action items and compiled the notes of our meetings.

Looking back, I now understand the importance of being at the right place and at the right time. As I can conclusively say, no many have had such a memorable introduction and welcome.





The teams participated in white-water river rafting to build better teamwork and coordination.

Photograph: CCPA Team



The team wrapped up the outbreak with a group photograph.

Photograph: CCPA Team

# Green Bags and New Farmers

## The Life Sciences Business Agri Division teams contribute to the environment and engage with new farmers

*By Anam Shakir*

Being responsible and responsive is part of our value system at ICI Pakistan Limited.

Recently, the Agri Division's Vegetable Seeds Segment took a unique initiative in the market among our end consumers. The marketing team introduced biodegradable plastic bags to farmers and middlemen for temporary storage of vegetables. When harvesting farmers transport their vegetables to the market to sell to intermediaries, these plastic (polythene) bags come in handy, but ultimately have a negative impact on our environment and increases pollution.

For our contribution toward a safer environment, the team distributed biodegradable bags with our Tomato F-1225 and Okra F1-803 product branding. The team also took this opportunity to educate farmers and intermediaries regarding the benefits of biodegradable bags.

The combined efforts of our development and sales team helped established Tomato Advanta F1-1225 in remote areas such as Mirpur Sakro and Kahrora Pacca. Through various field activities such as, farmer gatherings and field days, the team was successful in educating and engaging almost 100 new farmers on the benefits of the product.

The activity began following a recitation of the Holy Qura'an and the HSE message. Farmers were informed about the product's salient features and how to maximise its benefit. The Tomato Advanta F1-1225 showed excellent resistance against diseases. The farmers were highly satisfied with the results, and the activity ended after a comprehensive Q&A session regarding the product.



Field activity at Tando Allahyer, Sindh. The Vegetable Seeds segment introduced biodegradable shopping bags to farmers as an alternative to plastic shopping bags.

Photograph: Life Sciences Team

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## News in Brief | Beauty World Conference

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**By Hafsa Zuberi**

Upon entering the impressive Dubai International Convention and Exhibition Centre, we truly realised the scope and scale of the Beauty World Conference. The event spanned eight halls, with over 42,000 visitors and 1,570 exhibitors from over 57 countries. With its reputation as the largest trade

fair for beauty and hair products, fragrances and wellbeing in the Middle East, there was no stone left unturned in presenting the very best and latest in this industry.

The fair also served a great chance for networking, as well as discovering emerging trends in beauty such as the 24K gold skin mask, diamond skin treatments and

the newest in haircare techniques. With our recent foray into the beauty industry with the premium Spanish skincare brand Repavar, the event proved to be a great learning experience, providing insights into what consumers are interested in and how this industry continues to grow.



# Deworming with WWF

## ICI Pakistan Limited collaborates with WWF for a deworming campaign in Nagarparkar, Sindh

*By Dr Shakeel Ahmed*

The Life Sciences Business Animal Health Division at ICI Pakistan Limited has a long history of assisting livestock farmers across Pakistan by conducting deworming campaigns. Since a large number of dairy animals are affected by infectious diseases, the deworming process is one of the most significant factors in safeguarding animals against all kinds of diseases.

It is important to raise awareness about different diseases among small farmers in order to increase the productivity of small and large animals. We have been doing this through farmer gatherings and deworming campaigns.

This time around, ICI Pakistan Limited collaborated with the WWF (World Wildlife Fund) for a planned deworming campaign in Nagarparkar, Sindh. The objective of this activity was to promote the productivity of small dairy farmers in Pakistan. Since Nagarparkar is an underdeveloped area with not much emphasis given to animal health, a large number of these small and large animals contract worms that reduce their productivity and result in financial losses.

The three-day long deworming campaign saw 6,000 animals treated in almost eight villages within the Nagarparkar periphery. The animals included sheep, goat, cows and camels, and both internal and external problems were covered. We used broad spectrum anthelmintics that cover both problems by killing parasites.

The campaign was a success with credit due to the collaboration with the WWF and the Hyderabad team at ICI Pakistan Limited, who took charge to conduct this campaign in remote areas, as well as spread awareness about our products to farmers.



Large numbers of dairy animals are affected by infectious diseases. Deworming is one of the most significant factors in safeguarding the animals against diseases.

Photograph: Life Sciences Team

# A Platform for Participation

## The Poultry Segment participates in VIV Asia - 2017

By Dr Rizwan Afzal

The Poultry Segment of the Life Sciences Business Animal Health Division participated in VIV Asia-2017 held from March 15-17, 2017. VIV Asia has propelled itself to become the most important gateway to Asia's emerging markets for professionals involved in producing and processing animal proteins. This year, the event brought together professionals specialising in the production of poultry, fish and dairy, to learn about the latest animal production and meat processing industry developments. It represented every step in the poultry meat, seafood and dairy production processes ranging from suppliers of feed ingredients and animal health solutions to equipment for breeding, farming,

slaughtering and processing. The visitors also got the opportunity to attend a variety of free workshops, conferences and seminars by exhibitors and media partners.

This year, the Poultry Segment participated in this prestigious event along with 15 top tier customers with a dual aim of connecting existing business partners, and looking for new business avenues that could improve the process of market penetration and extensive growth.

Overall, the participation in this event was extremely beneficial, as the team was able to attain their goal of connecting with valuable business partners and customers across the border, as well as understand changing business dynamics.

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## News in Brief | Strengthening Customer Relationships

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By Dr Shakeel Ahmed Khan

The Livestock Segment of the Animal Health Division took their Supportive Medicine customers on a trip to Bangkok. The aim of this trip was to strengthen our relationships with our highly engaged customers and better understand their needs.

The trip began with a welcome speech given by Dr Shakeel Ahmed Khan, Product Manager, Animal Health Division, followed by the strategy planning and review meeting initiated by Malik Mehmood Awan, the National Sales and Development Manager, Animal Health Division. Here the customers were asked to give their input

on the product and provide their feedback on how to strengthen future business relations.

A number of activities were also planned such as paragliding and a beach tour. The trip helped us devise strategies for future business prospects through relationship building.





The Poultry Segment of Animal Health Division participated at VIV Asia-2017 from March 15-17, 2017.

Photograph: Life Sciences Team

# Better Poultry Management

## **The Poultry Segment conducted a seminar to educate farmers about Mycoplasmosis**

*By Dr Rizwan Afzal*

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In order to educate farmers to adopt a successful control strategy against Mycoplasmosis, and increase the awareness of using our product F VAX-MG for flock management, the Poultry Segment conducted a seminar at the Pearl Continental, Lahore on April 27, 2017.

Dr. Denis, technical manager from MSD was invited to Pakistan by the Poultry Segment to address the audience. Forty layer farmers and breeder farmers also participated in the event. The session began with a welcome address after a recitation of the Holy Qura'an, followed by Dr. Denis's detailed discussion based on various methods of Mycoplasmosis control. Next came the question and answer session where the customers put forward their queries and concerns, and following this was a delicious dinner.

Overall the F VAX-MG seminar was beneficial for the poultry industry as it helped to create awareness and educate farmers regarding effective treatment of Mycoplasmosis.



**Dr. Denis, technical manager from MSD, was invited to Pakistan by the Poultry Segment.**

Photograph: Life Sciences Team



**The audience listens intently to the speaker.**

Photograph: Life Sciences Team



# A Shared History, A Joint Future.



*...nations than I can do so, who is more disposed to any course in... cities which have submitted... individuals of each... with all the world is my sincere wish - I am sure it is our true policy - and am persuaded it is the ardent desire of the government - But there is a nation whose interests... steps disposition and attempt to... influence the measures of other countries that will not... to enjoy this sleeping... to them our... to greater injuries and...*



نہیں میرا لہجہ مسخرہ سلطانی کے گنبد پر  
تو شاہین سے لبراً کر پہاڑوں کی چٹانوں میں



ICI Pakistan Limited and Pakistan have a very special relationship; we have a shared history and a joint future. Our resilience carries us forward, and we have proven that we can weather tough times, rising above adversity to achieve remarkable feats. What we are today and what we aspire to be, is because of this great nation.

Our Company has existed for over seven decades and has been contributing to our nation along the way. We've grown with, and continue our evolution alongside Pakistan. On August 14, 1944, production of the first batch of Soda Ash was completed. Exactly three years later on the very same day, Pakistan was born. Khewra was the first manufacturing site we established, but it wouldn't be the last. From there on as Pakistan progressed, so did our Company. In 1968 we commissioned the Specialty Chemicals Plant in the country's largest city – Karachi. And 14 years later, in 1982, we set up our Polyester Plant at Sheikhpura, continually expanding the Company and contributing to Pakistan's economy. As you can see all this success wasn't achieved in a short span of time, just as this country wasn't built overnight. And none of it would have come to light without the strength and resilience of our people.

At ICI Pakistan Limited we are constantly doing our part to nurture and develop potential on all levels, as we have for seven decades. Our people can truly achieve anything if they set their minds to it. And as Pakistan turns 70 years old this year, we continue to learn, evolve and strive towards excellence in everything that we do.

Today, we are stronger than ever, and our success is due in large part to this great nation. Let's ensure we stay committed to our core values, and continue working together towards a brighter shared future.



# What some of our colleagues have to say on the occasion!

For me, Pakistan is my identity and my home. And I truly believe that this generation will take this country to great heights. We are a nation that does not give up easily.

**Kamila Khan, General Counsel, Company Secretary & Head of Corporate Communications and Public Affairs**

Pakistan taught me my values and it is where I have my family and friends. It is where I fell in love with spicy food, chaat and parathas. Pakistan is simply... home!

**Faiza Savul, Talent Acquisition Manager, Corporate Human Resources**

The best contribution to this country would be through helping people and being compassionate.

**Ambreen Moosani, Planning Manager, Life Sciences Business**

I will be honest; I am often critical of my country. But it is only because I want it to change and realise its full potential.

**Shayan Ali Tejani, CTO, Corporate Strategy**

When Pakistanis are united, they can bring about immense change. I like to contribute through different forums where lots of people are working collectively. An example is Dar-ul-Sukoon, where I go and help out however I can.

**Diana Francis, HR Manager Corporate, Corporate Human Resources**

I have lived in Pakistan all my life and I have travelled most of the country. Pakistan means everything to me.

**Usman Wasim Butt, Assistant Brand Manager,  
Pharmaceuticals,  
Life Sciences Business**

In my opinion, the best contribution that one can make to Pakistan is to improve its reputation. We need to own Pakistan a lot more than we do at this point in time.

**Amin Chagan, Manager Compensation & Benefits  
and HRIS, Corporate Human Resources**

Pakistan will continue to emerge as a significant nation on the global landscape. We have our challenges, but we have always shown a great deal of resilience.

**Seemal Tariq, Assistant Manager Learning and  
Development, Human Resources, Life Sciences  
Business**

I believe whatever you do, whether it is big or small, makes a difference. I want to be a productive citizen, and help out our people in whatever capacity I can.

**Zoya Asad, CTO, Human Resources,  
Life Sciences Business**





PAKISTAN MADE  
No 123456



# 70 Years of Resilience

*By Osama Khalid*

**Pakistan and her people have come a long way. The strength and resilience of our forefathers, who braved the odds and challenges to make this country what it is today, has become part of our DNA. Today, we carry this spirit forward in the face of both victories and challenges, and endeavour to create memories that we will be proud to look back on one day. For 70 years Pakistan has endured, sometimes against daunting odds. And as we look ahead to many more decades to come, our outlook and attitude towards what lies ahead is vital to our success.**

Over 190 million people currently reside in Pakistan, making it the sixth-most-populous country in the world, housing an immense range of languages and ethnicities. We have one of the largest youth populations in the world; untold potential, much of it currently untapped. The country's natural beauty and landscapes are picturesque, with a vast variety of flora and fauna. Also, our country possesses tremendous resources and fertile agricultural lands.



We are on our way to progress and modernity, but at the same time, we have a long way to go. 70 years on from independence, Pakistan still faces a range of challenges; socio-economic, political and environmental, and life for many of our citizens is not always easy. But it is our determination and perseverance in the face of these challenges that reflect our character. We have our own way of dealing with such difficulties and it usually involves pakoras, tea or a rooted belief that no matter what, we will come out on top and things will get better.

Time and again, we have rallied as a nation in the face of difficult circumstances, and refused to let things get us down. The incredible courage and patience of the everyday Pakistani is part of our inner fibre; it's what defines us.

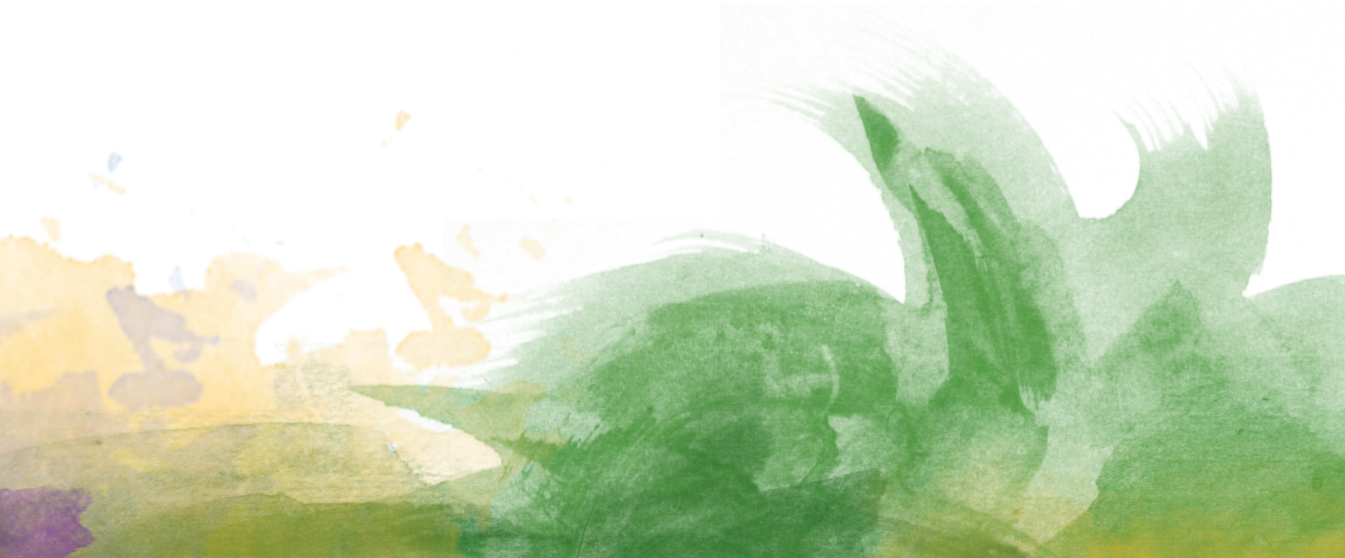
Our appetite for development and our unflagging spirit is leading to transformations. Local companies are recognising and leveraging the unique growth prospects of our market, going on to out-perform their multinational corporation counterparts. Take ICI Pakistan Limited as an example. Our acquisition in 2012 by YBG (Yunus Brothers Group) has seen an increase in investments and an accelerated growth strategy take shape. The Company is already making significant expansions in existing markets as well as undertaking multiple new projects.

Foreign interest is also rapidly changing the landscape. The CPEC (China-Pakistan Economic Corridor) project could potentially modernise our infrastructure and significantly strengthen our economy. The project's scope is unprecedented, for the domestic market and for the attraction of foreign investors. And there is even a development project for a "coastal tourism" industry, which should do wonders considering the abundant range of natural beauty the country has to offer.

The efforts that have seen the country grow is being recognised worldwide. A recent PricewaterhouseCoopers report says that economic growth in the next few decades is likely to be driven largely by emerging market and developing countries, and suggests that Pakistan's economy could become the 16th largest by 2050 based on its gross domestic product (GDP). This proves just how far we've come.









Pakistanis are also incredibly charitable. Our generous spirit has seen Pakistan become one of the most philanthropic countries in the world. In fact, many of the country's largest healthcare and educational organisations are philanthropically funded. The Edhi Foundation is one of the world's largest volunteer ambulance network and supports the less-privileged in countless other ways. And there are still many other volunteer services initiated by heroic individuals at no cost to those in need without compromising on quality. Such initiatives are bringing true sustainable change in the country.

Our people have achieved great things in a range of diverse fields. Pakistan shines through the achievements and brilliance of these people. From some of the world's greatest philanthropists, to international sports stars, globally acclaimed musicians, world-renowned doctors, award winning scientists etc. many are inspiring a generation of leaders to come.

Its true that we tend to be mercurial, there's no doubt about it. But in the moments when we truly unite, we are at our best, and become, to paraphrase the Quaid, an unstoppable force.

The Champions Trophy win in June 2017 was one such uniting moment. The Pakistani cricket team faced an outside chance of qualifying for the tournament, let alone winning it. The opening defeat to India could well have resulted in a premature exit from the tournament, yet we remained headstrong. And somewhere between the unforgettable loss at a test match in Lords and the rise of the most unlikely heroes, our players found a spark within themselves and just went with it. One victory led to another, and on the day of the final, our courage and ability were boundless. And in the end, we were champions!

What more can we say? Pakistan demands so much from us, but only because there is even more to offer. While some may call us stubborn, we wear such words with pride and arm ourselves with them. Because we must endure and prosper; for ourselves, our children and our nation's future. Happy 70 years of independence!

**Pakistan Zindabad!**

# A Conference Down Under

**The Soda Ash team continued their customer conference tradition,  
this time in Australia**

*By Omar Rasheed*

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In October 2016, the Soda Ash team organised a distributor convention in Azerbaijan. Next on the calendar was the Customer Conference. Similar to the distributor convention, this event also takes place every two years and is an excellent opportunity for the Business's management to develop a better understanding with their prestigious customers. It all began 12 years ago with a trip to Moscow, Russia which was so successful that these conferences have become a tradition. They have been held at memorable locations including Budapest, Venice, Zurich, Cape Town and more recently at Casablanca, Morocco. The venue chosen for the 2017 Conference was the 'land down under' Australia. The conference in Australia was spread across Brisbane, the Gold Coast, and Sydney.







The participants departed Pakistan on March 8, 2017 for the Gold Coast via Brisbane. The group enjoyed a three night stay at the luxurious Palazzo Versace hotel. The tours at the Gold Coast included excursions to Brisbane and the Gold Coast itself. The Conference took place at the Gold Coast on day two where Suhail Aslam Khan, Vice President Polyester and Soda Ash Businesses welcomed the participants to Australia, acknowledged their support over the years, and reaffirmed the aspiration of the Company to further strengthen their partnership. The Soda Ash Business also honoured its partners with awards and medals acknowledging their association and continued relationship with ICI Pakistan Limited. Tariq Glass was recognised as the largest customer of the Soda Ash Business. Captain PQ, Murree Glass, and Azhar Corporation were given long-association awards.

The participants then travelled to Sydney for a two night stay at the beautiful Shangri-La Hotel, overlooking the iconic Sydney Opera House and the monumental Sydney Harbor Bridge. The visit to Sydney was memorable, with tours to places such as the Darling Harbor, Sydney Opera House and a scenic helicopter ride to top it off.

To sum it up, everyone enjoyed a unique experience that the beautiful country provided. Sydney and the Gold Coast proved to be wonderful destinations for the conference. Diving into the depths of an amazing country and returning home with pleasant memories further strengthened the Business's relationship with their customers.



**Suhail Aslam Khan (VP, Polyester & Soda Ash Businesses) presents Waqar Ullah of Tariq Glass with the highest volume award.**

Photograph: Soda Ash Team





The team poses in front of the Sydney Opera House and the Harbor Bridge Sydney, Australia.

Photograph: Soda Ash Team

# Celebrating the Earth and Environment

**The Soda Ash Business celebrates Earth and Environment Days to support healthy and clean living.**

*By Rana Muhammad Adeel Jamshaid*

Every year on April 22, the world celebrates Earth Day to raise awareness and support the environment.

Similarly, the HSE Department of the Soda Ash Business took part in celebrating Earth Day and in promoting the safety of the environment. An awareness session was conducted with all safety improvement teams in attendance at the training center.

The HSE Manger explained the consequences of our activities including industrialisation, on our world. He urged us to increase planting trees because they create an ecosystem that provides a habitat and food for birds and other animals. Furthermore, trees absorb carbon dioxide and potentially harmful gasses, such as sulfur dioxide and carbon monoxide from the air, and release oxygen.

At the end of the event, all participants pledged to take corrective measures in their individual capacity and together planted a tree as a promise to save the earth.

Similarly, World Environment Day is celebrated on June 5, every year to encourage awareness and action for the protection of our environment. This celebration is a campaign established to bring some positive environmental changes all over the world to make life better and more wholesome.

Being committed with a promise of environmental protection, the Soda Ash Business celebrated World Environment day on June 5, 2017. Muhammad Umar Mushtaq, Works Manager, Operations and his team, along with the CCPA team, including Hafsa Zubair, Manager CCPA, Abdul Ghani, CSR Coordinator and Public Relations Manager, CCPA and Anam Haleem, Assistant Brand Manager, CCPA planted a tree to raise awareness about the environment and promote positive actions.



HSE department celebrated Earth Day at Soda Ash on April 22, 2017.

Photograph: Soda Ash Team

## News in Brief | A Success Story of Safe Partial Outage Cal-3

By Umar Hayat

The recent replacement activity of the support ring (tyre) at Calciner 3 required a major outage of approximately 15 days. The Soda Ash team set a target to achieve zero injuries during this outage, which was ensured through learning events and a BBS audit. Since Calciner 3 is a major production unit, during its outage

two plants remained operational. One of the biggest challenges for the whole production team was to conduct the replacement activity safely, all the while carrying out several maintenance and process jobs on the interlinked units. The unprecedented success of the activity is attributed to the team's planning and commitment. No fire incident was reported and

'daily safety talks' were regularly conducted. Zero ash failure was achieved after the complete refurbishment of Tower No.5. This success story was an important learning curve for the team, helping them plan ahead and adding valuable experience on how to deal with crisis management situations.

# Firefighters' Day

## The Soda Ash Business celebrates International Firefighters' Day and recalls tales of their emergency service team's heroics

*By Rana Muhammad Adeel Jamshaid*

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International Firefighters' Day is celebrated on May 4 every year to recognise and thank all firefighters for their extraordinary commitment, exceptional courage and selflessness.

The Soda Ash Business at ICI Pakistan Limited includes 27 firefighters, who voluntarily take part in this courageous activity. Besides their professional commitments, these firefighters keep themselves up to date with regular refresher trainings and drills. And on May 4, 2017, the Business celebrated their commitment on International Firefighters' Day, in which the chief guest of the event was Muhammad Umar Mushtaq, Works Manager, Operations.

Rana Muhammad Adeel Jamshaid, HSE Manager, began with an introduction explaining the purpose of the event and encouraged the firefighting squad to continue their heroic services at the plant and the local community.

Muhammad Umar Mushtaq acknowledged the important role of firefighting in emergency situations, thanked them and praised them for their professional approach.

### **Local Heroes**

Aside from the celebrations, the Soda Ash Business has made meaningful contributions to the communities in Khewra and Pind Dadan Khan. The emergency response team provided vital assistance to the community in Pind Dadan Khan by handling a major fire emergency. The fire occurred when an oil depot caught ablaze during oil decantation. A lack of equipment and facilities in the community meant the Soda Ash Business was best equipped to handle the emergency. The firefighting squad quickly assembled and reached the incident site in 15 minutes. Since the fire resulted from an oil base, the flames were high and it was difficult to contain. However, the firefighters remained steadfast and managed to extinguish the fire. ICI Pakistan Limited's volunteer services were highly appreciated by the local government officials and were also acknowledged by the media.





Umar Mushtaq (Works Manager, Soda Ash Business) with the brave firefighters.

Photograph: Soda Ash Team

# The Annual Iftaar Feast

## The Soda Ash Business celebrates Ramadan with their annual iftaar

*By Muhammad Faisal*

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To celebrate Ramadan, the Soda Ash team continued their tradition of an annual iftaar. Ramadan is a time of community gatherings and helping your peers and neighbours, and the Soda Ash Business at ICI Pakistan Limited has always been closely associated with the local community. The constant development of the plant also played a pivotal role in developing Khewra and its communities.

To keep the community link alive, the Soda Ash Business hosts an Annual Iftaar Dinner every Ramadan. This year the function was hosted on June 8, 2017, and was attended by notable local community members. All the managers of the Soda Ash Business were present at the occasion, which was hosted by Muhammad Umar Mushtaq, Works Manager, Operations. These managers received and interacted with everyone during the function, strengthening old relations.

All the members and the guests enjoyed the ambiance and food quality. The dinner was concluded with a few words of special thanks from Muhammad Umar Mushtaq to the management staff and their families.



Umar Mushtaq (Works Manager, Soda Ash Business), held the annual iftaar at his residence.

Photograph: Soda Ash Team



Families enjoy the occasion.

Photograph: Soda Ash Team

# Strawberry Spring

## The Soda Ash team welcomed spring by celebrating the Strawberry Festival with a night of music

*By Sadaf Rashid*

Spring season is the most pleasant and welcomed season in Pakistan. Poets have written in abundance about its beauty. In spring, mornings are pleasant, noon is soothing and come evening, the weather is cool and calm. Nature is at its busiest, with blooming flowers and new leaves complimented by songbirds. The beauty of spring is that this time of year is best suited for outdoor festivals.

The Soda Ash team maintained its tradition of creating an exciting environment for its residents by arranging different social events during spring, to maximise the enjoyment of the season.

An open air Strawberry Festival was arranged where different food stalls were installed with traditional Pakistani snacks such as gol gappas, along with irresistible strawberry desserts. Also, guests were served with mouthwatering strawberry shakes and smoothies. The attendants of the event participated in high

spirits, singing songs which proved to be very entertaining for the entire audience. The families had a wonderful time and enjoyed the break from their daily routines. The night ended on a positive note, with lots of bonding and camaraderie.

The exhilarating musical evening also took place in the Soda Ash community during the spring season. A very talented musical band "Sawaal" was invited from the National College of Arts, Lahore. The lead singer Iqra Arif along with her entire band passionately performed on stage and captured the attention of the entire audience. They also entertained requests for numerous songs from the audience. People relished the music, the weather and each other's company — overall it was a festival worth remembering.





An exhilarating musical evening took place in the Soda Ash community during the spring season

Photograph: Soda Ash Team

# The Baltic Connection

## The Polyester Business Customer Conference 2017

*By Wardah Zukhra*

Our focus on our core value of Customer Centricity means we are always working to improve our customer experience with us by building stronger ties, and learning how we can better meet their needs.

At the Polyester Business, we organised our sixth bi-annual Customer Conference, aptly titled The Baltic Connection, as it was held in the historic states of Latvia and Estonia. The Baltic Connection signifies an exciting and adventurous journey that our esteemed customers, our Chief Executive, Vice President and Business senior management undertook together from 20 - 24 April, 2017.

Participants travelled together to the beautiful cities of Riga (capital of Latvia) and Tallinn (capital of Estonia), where they experienced the mesmerising historical sites and architecture that both states had to offer. A presentation session was held at the magnificent 'Blackheads House' in Riga, one of the great historic landmarks of the country, here the team, consultants and customers engaged in an informative session and spoke about the Business. Our customers were deeply appreciative of the effort put in by the Business to engage them and address their needs, and all in all, the conference proved to be a great success.

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### News in Brief | GM Customer Conference 2017

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*By Wardah Zukhra*

Earlier this year, the Polyester Business organised a pioneering initiative: a two-day customer conference catering to the general managers of major textile mills. Held at Greenfields, Head Balloki, about an hour outside of Lahore, this conference brought the general managers together with

our Polyester Business team in a relaxed and informal setting.

Stepping away from the daily routine and the office environment encouraged frank, open dialogue on various matters, interspersed with fun-filled engagement activities and entertainment.

The first-of-its-kind conference was attended by 50 customers,

all of whom returned with fond memories of an enjoyable event; many of our customers shared their appreciation of this event with their peers in the textile community.

The event has proven to be a great success in further strengthening the relations at the GM and Mill level and is likely to pick up more interest as time goes on.



(Bottom Row) Mahmood Elahi, Najib Usman, Danish Kaisar Monnoo, Suhail Aslam Khan, Muhammad Nasir, Asif Jooma, Tariq Saud, Mian Muhammad Anwar, Mian Muhammad Asif, Mahfooz Elahi

(Middle Row) Adeel Mirza, Umad Malik, Abdul Rahim Nasir, Tayyab Najib, Naveed Afzal, Irfan Nawab, YJ Kim, Humayun Maqbool, Imran Aslam, Mian Naveed Ahmad, Zaeem Ahmad, Khalid Mahmood, Sheikh Amjad Hussain, Saqib Salim, Wasim Ahmad Qureshi, Adnan Kherati, Rizwan Afzal Chaudhary

(Top Row) Zain Arshad, Muhammad Nadeem, Gul Zaman Khan, Amir Naseem, Imran Maqbool, Saqib Ellahi, Irtaza Ahmad, Bilal Danish Monnoo, Syed Atif Ali

Photograph: Polyester Team

## News in Brief | Majestic Muzzafarabad

By **Wardah Zukhra**

The Commercial and Finance teams of the Polyester Business set out on an exciting team outbreak session earlier this year. The group chose the location of Azaad Kashmir for this trip, travelling to the picturesque city of Muzzafarabad for the four-day

event.

The objective of the engagement session was two-fold; the team worked on developing a business strategy for the Commercial and Finance departments, while also encouraging team bonding and engagement. For the latter purpose, there were plenty

of fun-filled activities such as trekking, an exhilarating visit to Pir Chinasi and go-karting at Lake View Park. The team returned to work rejuvenated and with a renewed sense of purpose after this exhilarating adventure.

# Celebrating International Days

## **Polyester Business pays tribute to firefighters as well as highlighting environmental conservation**

*By Yasir Rafique*

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### **International Firefighters' Day**

Firefighters take on the incredible responsibility of protecting people and places from the potentially critical fallout of fire-related incidents. Observed on May 4 every year, International Firefighters' Day celebrates the efforts and commemorates the sacrifices made by firefighters globally.

At the Polyester Business, we celebrated this day by paying tribute to our back-up firefighting team at an event attended by many colleagues. Our HSE&S and Training Manager thanked our firefighters for their service, followed by the screening of films depicting the tremendous skills and struggles of firefighters during emergencies. An awareness walk was also held to rally people around the importance of this day. A pop-up stall (with professional firefighting equipment for fire and rescue services) was also displayed.

### **World Environment Day**

Celebrated on June 5, World Environment Day is a day for everyone. Since its inception in 1972, this day has served as an opportunity for citizens everywhere to reconnect with the importance of the environment via neighborhood clean-ups, talks, seminars, tree plantation activities and more. This year, the theme of World Environment Day was 'Connecting People to Nature.' This theme urged us all to go outdoors and remind ourselves of the beauty and importance of nature all around us, even in urban environments.

At the Polyester Business, we therefore decided to celebrate World Environment Day with a special focus on our contract staff. To play a small part in countering the effects of deforestation in urban environments, we held a tree plantation activity which was followed by an awareness walk by all participants. The day's activities reminded us all of the need to conserve our environment in every way we can, for the benefit of current and future generations.





The team carried out an awareness walk from the training centre to the contractors area.

Photograph: Polyester Team



Walk to create awareness about International Firefighters Day.

Photograph: Polyester Team

# Mixing Work and Fun

## The PowerGen team gets creative with recycling

*By Jaffar Naqvi*

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We have all heard the old adage, “All work and no play makes Jack a dull boy.” A happy, satisfied and engaged team with high morale is much more likely to think creatively and come up with new ideas and innovative ways of doing things. This, in turn, makes work more fun for all. This is the approach our entire PowerGen team has taken recently.

When it came to utilising the metal drums in which raw material for the manufacture of PSF are supplied, we got thinking. Once the raw material is consumed in the manufacturing process, these metal drums are usually discarded. The PowerGen team decided to find an alternative use for the empty drums, and came up with the ingenious solution of converting the drums into furniture! One idea led to another. A coffee table was made out of wooden pallets, a cable reel was painted and used as decoration, and smaller plastic drums were converted into flowerpots.

The metal drums themselves were converted into comfortable armchairs to be used by colleagues to relax in during breaks. The team had so much fun with this project that they also made a wall clock out of spare nuts and bolts, which is now proudly displayed at the PowerGen entrance.

It's worth mentioning that all of this was done by the PowerGen team, led by the team manager, without incurring any expense. That only added to the team's sense of satisfaction at having completed this creative project.



The PowerGen team converts metal drums into outdoor furniture.

Photograph: Polyester Team



An excellent way of boosting teamwork and morale.

Photograph: Polyester Team



Creativity knows no limits: a wall clock made out of spare nuts and bolts.

Photograph: Polyester Team

# Backpackers

## The GC and PU, Marketing and Sales teams venture up north

By *Muhammad Mustafa Khan*

Following up from last year's trip to Murree, the GC and PU Marketing and Sales team decided to up the ante. The destination choice this time were the snow-capped peaks of Naran-Kaghan from May 3-6, 2017. The trip offered a deserved and sought after respite from an early episode of summer heat. The Karachi team flew out on May 3 and were joined by the Lahore team who drove from the Mozang Office to meet at a guesthouse in Islamabad.

After resting overnight, the team left for Naran on May 4 in the early hours and reached their destination by midday. Lunch was served after another short rest before the team moved to participate in the river rafting competition. The activity brought out a lot of enthusiasm and healthy competition as the teams tried their best to manoeuvre their rafts in the cold and turbulent waters of the Naran River. Afterwards, the team then went back to the hotel where they had dinner and slept early to rest for the arduous hike to Saif-ul-Muluk the next day.

The third day of the trip turned out to be most exciting, as the team moved to the foothills of the Naran Mountains to begin their 10 km hike to the lake. Wearing knee-high snowshoes

and led by a seasoned guide, the team managed to reach the lake overcoming slippery rocks and steep slopes. The frozen lake offered breath-taking views that made the challenging hike worthwhile and washed away any weariness. The team relaxed with tea and refreshments before beginning their descent back towards the hotel.

Late lunch was on the agenda next before unwinding in front of a bonfire after a long day. After dinner, a number of engagement activities were carried out and created a friendly yet competitive atmosphere between the groups. An awards ceremony recognising stellar performances of team members wrapped up the day as the respective NSMs/Line Managers distributed certificates of achievements.

The team had an easy morning the next day as they packed their bags, had breakfast and left for their respective journey back home. The trip served to break the monotony in the office and allowed the GC/PU team to gather their thoughts and revive their spirits, before returning to work to prepare for the challenges that lay ahead next year.

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### News in Brief | Game, Set, and Match!

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By *Murtaza Mansoor*

Another year for the Chemicals Business is coming to a close. Its success is attributed to the management's vision and their confidence in its team. While all functions and departments have played a pivotal role, the role of finance and the contributions of the Finance Business Partnering is worth highlighting.

The Finance Business Partnering (FBP) can be defined as the role that finance undertakes to support and challenge the Business in ensuring that the chosen strategies deliver the required objectives. To this end, the function has endeavored to add value by linking strategy with execution.

Being the "face of finance" Business partners have continued

to offer all necessary financial expertise for their partnering Segments. They have also focussed on assisting Segments in implementing their strategy. With another financial year upon us, it is essential to consolidate existing strengths and find ways to tackle constraints to continue assisting in the Business's strategy.





The Team poses in front of the beautiful Kaghan Valley.

Photograph: Chemicals Team



The Marketing team of GC & PU gather for a picture near Saif ul Mulook.

Photograph: Chemicals Team

# Defensive Driving

## The HR team arranged sessions to encourage road and travel safety

*By Nazish Saleem*

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At ICI Pakistan Limited, the health and safety of our employees is of utmost importance. That's why in March 2017, the Chemicals Business HR arranged for sessions on road and travel safety to encourage a more vigilant and safe travel manner.

The goal of the Defensive Driving is to reduce the risk of travel accidents by properly educating employees to exercise caution and good judgment while driving. Therefore, we teamed up with 'Consult & Train' to help train our employees on safety measures when using motorcycles, cars and other means of transport. These sessions took place at our offices in Karachi and Lahore.

This course was focussed on how our employees can overcome negative physical and psychological factors such as stress, fatigue, emotional distress and road rage while driving. And to ensure a successful session, it was kept interactive and enabled us to effectively impart safety training to the Business's employees.



The attendees listen intently to the 'Consult & Train' course.

Photograph: Chemicals Team

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## News in Brief | Customer Satisfaction Survey

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**By Ayisha Nadeem**

The market research team of GC & PU conducted a customer satisfaction survey with its top 100 customers in order to best gauge

their satisfaction levels. At the back of last year's survey results, the GC and PU team had devised the Market Leadership Plan in order to increase their customer's

satisfaction. The plan worked, as the results can be seen in the higher scores this year indicating improved customer satisfaction.







# A Planned Retreat

## The Chemicals Business relax and regroup at Dreamworld Resort

*By Saif Manzoor Bhatti*

On May 16, 2017 the Supply Chain, Finance and Production teams from the Chemicals Business went for an outbreak to the Dreamworld Resort in Karachi. All the respective departments were accompanied by the Heads of Departments; Fahad Yousaf, Plant and Supply Chain Manager, Muhammad Jawad Nagani, Finance Manager and Noman Javaid, HR Manager. After reaching Dreamworld Resort, everyone changed and went into the wave pool followed by the water slides. There was an evening tea arranged at the lawn after which a night cricket match was organised. This was an intense match where excellent sportsmanship was shown by the teams as well as some very entertaining and humorous commentary. Once the cricket match concluded, it was followed by a delicious BBQ

dinner at the lawn, after which everyone was free to do whatever they pleased yet many opted to go bowling.

The next morning everyone had breakfast followed by an informative session given by the HR Manager regarding the Gallup survey. Points were discussed and action items were noted to improve the next survey's engagement results. After the session few people chose to go for go karting while others relaxed till lunch. After which it was time to pack up and check out.

All in all, it was a very fun filled and engaging experience which was meticulously organised by Anas Ahmed Jafri, Assistant Manager Maintenance and Omer Bin Asad, Supply Chain Manager. The session brought the team closer to each other and improved communication as well.

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### News in Brief | SAP Dashboard Automation

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*By Ayisha Nadeem*

In the quest of automation, fueled by the Market Leadership Plan (MLP), the Market Research Department of GC and PU has achieved yet another milestone - the SAP Dashboard.

Since the sales teams operate in such a fast paced environment, this dashboard will provide an overview of their progress by focussing on their CM compared to the budget. It will show the performance of the

top 10 customers, of top products and much more on a real time basis. This sales dashboard will empower the sales team to keep a regular check on performance and enable them to work more efficiently.

# Photograph of the Quarter





## Photograph of the Quarter Winner: Zeeshan Ahmed

Photograph taken in Khewra Residential Estate, during lady bug season.



# Other Selected Photographs



Relaxing afternoon during the Life Sciences Annual Business Conference in Hua Hin, Thailand.

Photograph: Muhammad Yousaf





Behind the beach, La Digue, Seychelles.

Photograph: Osama Khalid



## **ICI PAKISTAN LTD.**

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