



engage

EEEEUURREEK KAAA!!

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$$a^2 = 2ab + b^2 = (a+b)^2 - b^2$$

$$\cos \frac{A}{2} = \pm \sqrt{\frac{1 + \cos A}{2}}$$

$$\bar{x} = \frac{\sum_{i=1}^n x_i}{n}$$

$$x^2 - a^2 = (x+a)(x-a)$$

$$\cosh^2(x) - \sinh^2(x) = 1$$

$$\tanh^2(x) + \operatorname{sech}^2(x) = 1$$

$$\csc(-x) = -\csc(x)$$

$$\lim_{h \rightarrow 0} \frac{f(x+h) - f(x)}{h} = f'(x)$$

$$\sin(-x) = -\sin(x)$$

$$\int x [p(x)] \equiv \int x [-p(x)]$$

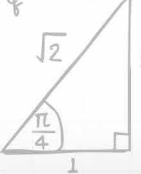
$$\frac{P(x)}{Q(x)} = \frac{G(x)}{Q(x)} + \frac{R(x)}{Q(x)}$$



- 1. $P \rightarrow q$
- 2. $q \rightarrow r$
- 1. $P \rightarrow r$
- 2. $q \rightarrow s$
- 3. $p \rightarrow q$

$$\cos(-x) = \cos(x)$$

$$\operatorname{arccosh}(z) = \ln(z + \sqrt{z^2 - 1})$$



$$\operatorname{sech}(z) = \sec(iz)$$

$$\operatorname{csch}(x) = \frac{e^x - e^{-x}}{2}$$

$$\sim \forall x [p(x)] \equiv \exists x [p(x)]$$

$$\vec{u} + \vec{v} = \vec{u} + \vec{v}$$

$$x^2 - 2ax + a^2 = (x-a)^2$$

$$\frac{d}{dx} x^n = n x^{n-1}$$

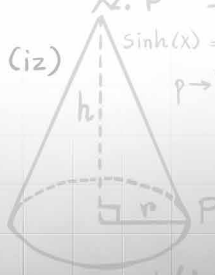
$$\operatorname{arccoth}(z) = \frac{1}{2} \ln \left(\frac{z+1}{z-1} \right)$$

- 1. $P \rightarrow q$
- 2. P

$$\sinh(x) = \frac{e^x - e^{-x}}{2}$$

$$p \vee F \equiv p$$

$$a^m \times a^n = a^{m+n}$$



$$p \wedge T \equiv p$$

$$y_{i+1} = p_i y_i + x_{i+1} (b - p_i)$$

$$\tanh(x) = \frac{\sinh(x)}{\cosh(x)} = \frac{e^x - e^{-x}}{e^x + e^{-x}}$$



Archimedes of Syracuse, a Greek mathematician, physicist, engineer, inventor, and astronomer.
(Born: 287 BC, Syracuse, Italy, Died 212 BC: Syracuse, Italy)

**“Give me a lever long enough and a
fulcrum on which to place it and I’ll
move the world”
—Archimedes**

Dear Engage readers,

Welcome to Issue 14 of Engage, which features a cover story on Innovation. For us at ICI Pakistan Limited, innovation isn't just a trendy buzzword. We believe that an innovative mindset is critical in today's rapidly changing world. And that every new challenge should be viewed through the lens of innovative thinking if we are to develop game-changing solutions for tomorrow.

Innovation is also very close to our hearts because it's one of our five core values; values that each one of us tries to live by, every single day, in our work.

If you look closely as you leaf through this issue, you will see plenty of evidence of this fact. Our values are constantly being reinforced through the efforts of our people. Teams across our Businesses are achieving progress against our values through projects completed, challenges tackled, and customers served in better, more meaningful ways. Teams across our corporate functions are determined to improve systems and processes, empower their colleagues, and drive value in new and innovative ways.

If we are to embrace innovation and progress, one thing is for certain: we must embrace change. One such change came into being as this issue of Engage went into print. Our Life Sciences Business was restructured in order to create sharper focus and enhanced operational synergy. It now comprises the Pharmaceutical and Animal Health Divisions, which maintain a similar approach to the market. Both Divisions also have comparable regulatory and manufacturing requirements. The Agri Division has become part of the Chemicals Business (now known as the Chemicals & Agri Sciences Business) in light of future growth opportunities that will leverage the Business's existing manufacturing capabilities. We're excited about this change and confident it will help both Businesses achieve even greater success going forward.

**Enjoy your read,
Team CCPA****We would love to hear
your feedback**

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**Cover Design****Eureka**

by CCPA

The cover is a playful depiction of the Ancient Greek inventor and innovator Archimedes, and his legendary 'Eureka' moment. As the story goes, Archimedes was in the bath when the solution to a particularly difficult problem revealed itself. The exclamation 'Eureka' has since become synonymous with triumph and success.

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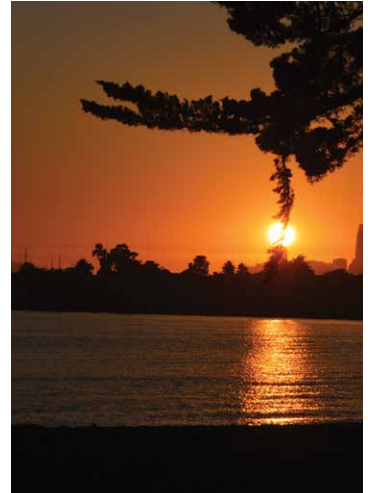


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CE's Year in Review

Asif Jooma, Chief Executive, held a session with the Company's employees from all locations to discuss the year's performance

By CCPA

On Monday, September 11, 2017 a Chief Executive's Communication Session was held at the Polyester Office in Sheikhpura under the theme 'Driven to Innovate'. Conducted by Asif Jooma, CE, this session was a great opportunity to discuss the past year's performance and how we can continue towards the Company's growth aspirations for the fiscal year 2017-18.

This was the first CE session in which we were joined by our new colleagues from the Cirin Pharmaceuticals (Private) Limited office, and the Hawkes Bay manufacturing facility recently acquired from Wyeth Pakistan Limited. Asif Jooma started off by welcoming all our new colleagues to the family. He also took a moment to mark the sad demise of a colleague earlier in the year, with a moment of silent prayer. He then began the session with an overview of the Company's highlights and financials, and shared his views on the many developments that had taken place during the year. He spoke about success and achievement

in the context of building a culture of excellence, and in line with the theme of the session, stressed the importance of adopting an innovative and results-orientated mindset.

Asif Jooma also went into detail on the progress of each Business. He congratulated each Business's achievements during the year, particularly those of the Polyester Business, and reminded us of the importance of Cultivating Growth on all fronts. He also spoke about the importance of adopting our Core Values that would help establish the innovative culture we want, and shared examples of innovative thinking that brought major developments during the year in review.

The session was highly energetic and included plenty of light-hearted moments which kept the audience in high spirits. After the concluding remarks, an engaging Q&A session was held with plenty of participation from colleagues across all locations which were videolinked live.



The audience intently listens to CE Asif Jooma's opening remarks.

Photograph: CCPA Team



Asif Jooma (CE) updates the audience on the Company's performance.
Photograph: CCPA Team



Our colleagues across all locations were videolinked live.
Photograph: CCPA Team

Positioned to Win — Twice!

ICI Pakistan Limited wins two awards at the Best Corporate & Sustainability Report Awards

By CCPA

On Friday June 25, 2017, ICI Pakistan Limited was honoured with two awards at the Best Corporate & Sustainability Report Awards ceremony held by the joint committee of The Institute of Chartered Accountants of Pakistan (ICAP) and the Institute of Cost & Management Accountants of Pakistan (ICMAP) at Pearl Continental Hotel, Karachi. The awards are held annually to recognise excellence in corporate and sustainability reports.

Our commitment to excellence and transparent reporting practices is evident through the numerous awards ICI Pakistan Limited has consistently won at these ceremonies. This year we were awarded second place in the “Best Corporate Report Award 2016” and “Best Sustainability Report Award 2016” categories.

Our reports were lauded for their clarity and transparency as well as upholding responsible reporting standards.

Such consistent wins are a testament to our efforts to uphold our Core Value, Integrity and Responsibility. The entire team involved was thrilled with the achievement, and the recognition of these reports once again is a credit to the hard work of all involved.

The award was received by Kamila Khan, General Counsel, Company Secretary and Head of Corporate Communications & Public Affairs, who was accompanied by members of the Corporate Communications and Corporate Finance teams.



Kamila Khan (General Counsel, Company Secretary & Head of Corporate Communications & Public Affairs) (Centre), at the award ceremony with members of the Corporate Communications and Corporate Finance teams.

Photograph: CCPA Team

MoU Signing with CARE Foundation

The Polyester Business signs an MoU with the Care Foundation to manage the daily running of the school in Tibbi Hariya

By Khawaja Sabah Zahoor

In line with the Company's promise and values, our Polyester Business has always believed in making an impact through education. For the last 12 years, we have been running a government school (Govt. MC Primary School) in Tibbi Hariya near our Polyester plant, under the banner of the ICI Pakistan Foundation's educational programme "Ilm-o-Hunar". Throughout this time we have partnered with different NGOs in our quest to provide quality education to community children and improve the infrastructure of the school.

This effort took a significant turn when the Polyester Business reached an agreement with the CARE Foundation, one of

Pakistan's leading educational NGOs, to manage the daily running of the school. A ceremony was held at the Mozang Office, where Suhail A Khan, Vice President Polyester & Soda Ash Businesses signed the MoU on behalf of ICI Pakistan Foundation and Seema Aziz, C.E. CARE Foundation, signed the MoU on behalf of CARE Foundation. Suhail A Khan shared the vision and keen interest of the Company in promoting education. Mrs Aziz shared how CARE Foundation aims to help achieve this goal. The session ended on a very positive note with all participants looking forward to a marked improvement in the Tibbi Hariya School.



ICI Pakistan Limited colleagues pose for a photograph with students from the Tibbi Hariya School.

Photograph: Polyester Team



Seema Aziz (CE, Care Foundation), and Suhail A Khan (VP Polyester & Soda Ash Businesses) at the MoU signing ceremony held at the Mozang Office.

Photograph: Polyester Team



Colleagues from ICI Pakistan Limited visit the refurbished library at the Tibbi Hariya School.

Photograph: Polyester Team

Aspiring to Greater Heights

ICI Pakistan Limited launches the ASPIRE Career Development Programme to foster growth and development of our people

By Suha Fayyaz

We want to enable our people to take their development into their own hands. To build on this aim, and our value of Passion for People, ICI Pakistan Limited introduced the ASPIRE Career Development Programme, to provide our employees with an integrated system for effective career planning and development, which can help them chart their own unique path. This serves a two-fold purpose; facilitating managers to become career enablers, and encouraging employees to drive their own careers.

A career week was initiated comprising career workshops and roadshows from July 4 - 11, 2017. Two career workshops were conducted by Fathema Zuberi, GM HR, one in Karachi and one in Lahore, covering 52 senior managers. This workshop primarily revolved around people development, talent management framework and driving team careers.



Panel discussion in Karachi with EMT members.

Photograph: HR Team



Career workshop in progress.

Photograph: HR Team



Panel discussion in Lahore with EMT members.

Photograph: HR Team



Participants in Karachi intently listening to an industry expert.

Photograph: HR Team

Similarly, the second component of the programme, the career roadshow, was held in all four main locations; Karachi, Lahore, Sheikhpura and Khewra. The roadshow was open to all employees and featured a digital open-house, an Executive Management Team panel discussion, an industry expert session, and career booths. Each activity allowed the audience to interact with and learn from the vast experience of these industry experts, while the panel gave them an opportunity to hear directly from the Executive Management Team. This roadshow also included a demo of the first e-learning module on our Code of Conduct and HSE&S, as well as our Learning Management System (LMS) powered by SuccessFactors SAP; which will shortly be launched across the Company.

The programme included roadmaps for all functional streams to facilitate all employees in taking charge of their own careers, discovering their interests, and making informed choices regarding their professional journey.

Our hope was that the Career Week built more visibility and ownership around the career management process, to continuously facilitate employee learning and development. It is our firm belief that our Career Development Programme: ASPIRE will act as a stepping stone towards the increased growth and success of our people.

Locations

Karachi (Head Office)

Guest Speaker

Ali Khurram Pasha
The Perfect Storm
How technology is revolutionising jobs

Panel Discussion

Moderator: Asif Khan
Panelists: Fathema Zuberi GM, HR, Samie Cashmiri VP, Life Sciences Business and Arshaduddin Ahmed GM, Chemicals & Agri Sciences Business

Lahore

Haroon Waheed
People — Purpose — Passion

Moderator: Aqil Karim
Panelists: Suhail A. Khan VP, Soda Ash & Polyester Businesses, and Matin Amjad GM, Pharmaceuticals, Life Sciences Business

Sheikhpura

Zainab Khan
Building your personal brand

Moderator: Zainab Khan
Panelists: Suhail A Khan, Khalid Mehmood, Works Manager, Polyester Business, and Rizwan Afzal Chaudhry, Business Manager, Polyester Business

Khewra

Paul Keijzer
You always have a choice

Moderator: Aqil Karim
Panelists: Suhail A. Khan and Umar Mushtaq, Works Manager, Soda Ash Business.

News in Brief | Action Planning for Continuous Engagement

By Suha Fayyaz

'Action is the foundational key to all success'

—Pablo Picasso

ICI Pakistan Limited's recent Gallup score of 4.30 is ranked at

the 68th percentile as compared to other companies in the Gallup Global Database for 2017. To reach the top-quartile performance (75th percentile globally) and become one of the most engaged global

companies, continuous action planning and implementation is required from our employees.

According to Gallup, the survey itself only contributes to 10% of the whole equation, whereas the



Participants in Lahore intently listening to an industry expert.

Photograph: HR Team



Adnan Kherati, HR Manager, Polyester Business talks to employees during the roadshow.

Photograph: HR Team

remaining 90% lies in effective action planning. Therefore, the HR department has set out to oversee the action planning process with a focus on “how” rather than “what” to drive engagement. We follow

the 1:2:2 model for action planning, where 1 refers to organisational level priorities, 2 refers to business level priorities and the final 2 refers to manager level priorities/actions. We believe that this model allows

focus on both local and enterprise level areas of action and has proven to bring about engagement organically within the Company.

Winning Engagement

ICI Pakistan Limited launches its own Futsal Premier League to promote teamwork and healthy competition.

By Diana Francis

Of all the engagement activities that were held during the year, Futsal turned out to be one of the most anticipated. We organised this tournament for colleagues based in the Head Office in Karachi, to channel team spirit and enthusiasm through a love of sports, which is one of the best ways to unite people. In this regard, the futsal tournament was truly a win.

A game committee of four members was constituted to run this event and a total of four playing teams were announced. Every Friday for four weeks prior to Tournament Day, (May 5, 2017) the teams would gather at Karachi United's football stadium to practice their game and refine their playing skills.

The finale of the Futsal Premier League was played between Corporate Gladiators and LS Warriors. It was a thrilling match

full of energy and drama, with Corporate Gladiators winning on penalties. The Man of the Match was awarded to Afraz Ali, Brand Manager Marketing, Life Sciences Business, from the LS Warriors team.

A big thank you goes out to all our players and supporters who made it happen, and special thanks to our EMT for their support and guidance at all times.

Team Names

LS Warriors
Chemicals Kings
Corporate Gladiators
Warehouse Challengers

Team Slogan

LS ka Josh!
Game on Hai!
Ajao Maidaan Mei
Hum mei hai dum!

Results

Game 1	LS Challengers	vs	Chemical Kings	3 : 1
Game 2	Corporate Gladiators	vs	LS Warriors	2 : 3
Game 3	LS Challengers	vs	Corporate Gladiators	0 : 1
Game 4	LS Warriors	vs	Chemicals Kings	1 : 1
Game 5	Chemicals Kings	vs	Corporate Gladiators	1 : 3
Game 6	LS Challengers	vs	LS Warriors	0 : 2



Corporate Gladiators took home the trophy.

Photograph: HR Team



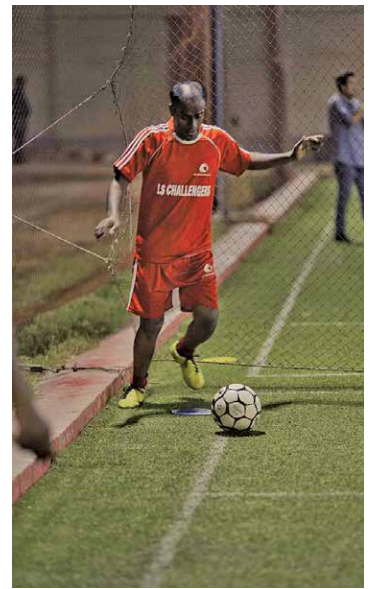
The teams played at the Karachi United Football Stadium.

Photograph: HR Team



There was plenty of action throughout.

Photograph: HR Team



Some amazing skills were on show.

Photograph: HR Team

A New Beginning

Our 2017 Graduate Recruits began their careers with a unique induction programme

By Filzah Ahsun

Our 11 Graduate Recruits (GRs) from across Pakistan began their journey at ICI Pakistan Limited with a unique induction programme this year.

On July 10, 2017, the GRs from Karachi along with Faiza Savul, Talent Acquisition Manager, HR, flew to Lahore to join their colleagues and begin their induction. From Lahore, the group reached Sheikhpura where they were warmly welcomed by the Polyester Business's teams. A brief presentation about the Business was followed by a visit of the plant, accompanied by the HR and technical teams

The following day, the GRs set off for an early morning road trip to ICI Pakistan Limited's renowned Soda Ash Business in Khewra. Upon reaching, Rizwan Aziez, HR Manager, Soda Ash Business, greeted the new recruits with great fervour and showed them around the facility, including the historic Winnington Club and community. The visit to the historic salt mines was "one of the most unique experiences" as quoted by the GRs. These visits reflected the culture at ICI Pakistan Limited and also helped our new GRs experience and understand our Company first-hand.

The plan for the next two days was a surprise for all the recruits. Their curiosity turned to excitement when they reached the scenic town of Nathiagali where they were greeted by Paul Keijzer, CEO and Managing Partner of Engage Consulting. Paul conducted an interactive and fun session on 'Building Your Personal Brand' with the young GRs. The workshop took an interesting turn when the recruits presented creative skits on our Company's Core Values. Throughout the day, activities were planned by the hour such as paintball in the woods, which the GRs enjoyed the most. It was an exhilarating experience for each one of them and the game brought out the true spirit of team work. In the end, the recruits took home a wealth of experience and every moment marked a special place in their fledgling career journeys.



Graduate Recruits' induction in Nathiagali, 2017.

Photograph: HR Team



The winning paintball competition team celebrate enthusiastically.

Photograph: HR Team



Graduate Recruits with the Soda Ash Team.

Photograph: HR Team

Leading for Impact

Two Leadership Development Roadmap workshops were conducted to take leadership to the next level

By Suha Fayyaz

Continuing with the Leadership Development Roadmap (LDRM), ICI Pakistan Limited conducted two workshops during the quarter: “Leading Teams for Impact” and “Leading Beyond”. These workshops aimed at taking our objective of developing a sustainable leadership pipeline to the next level, while ensuring alignment with our values and business strategy.

Five two-day sessions on “Leading Teams for Impact” were conducted by Faiza Imtiaz, from Engage Consulting, during July and August 2017 at the Pearl Continental Hotel, Lahore. 132 managers participated in these sessions.

Our Leadership pyramid is divided into five levels, which transitions from decision making to responsibility and accountability beginning from the “Leading Self” level to “Leading Organisation”.

The “Leading Teams for Impact” session was tailored to the second level of our leadership pyramid and follows-up to the “Greater Self” module, which focussed on the continuous development of our leaders, during their transition from individual contributors to first level line managers. Furthermore, the workshop enabled team leaders and influencers to develop stronger teams, understand team challenges, select high performing teams, appreciate diversity and inclusion, and

coach for performance. The structure of the workshop was very interactive, with participants actively contributing in simulation activities.

The Leading Beyond session was tailored to the third level of our Leadership Pyramid – “Leading Managers”. This level constitutes two trainings: 1) Leading Beyond; and 2) Leading and Developing Teams, which were successfully completed last year. However, to further contribute towards the growth and development of the 26 newly appointed/promoted leading managers, a follow-up workshop was conducted by Paul Keijzer, CEO and Managing Partner of Engage Consulting, in August 2017 at Pearl Continental Hotel, Lahore. The workshop focussed on various aspects of self-awareness and how to better articulate your personal leadership brand, which will help towards building trust amongst team members.

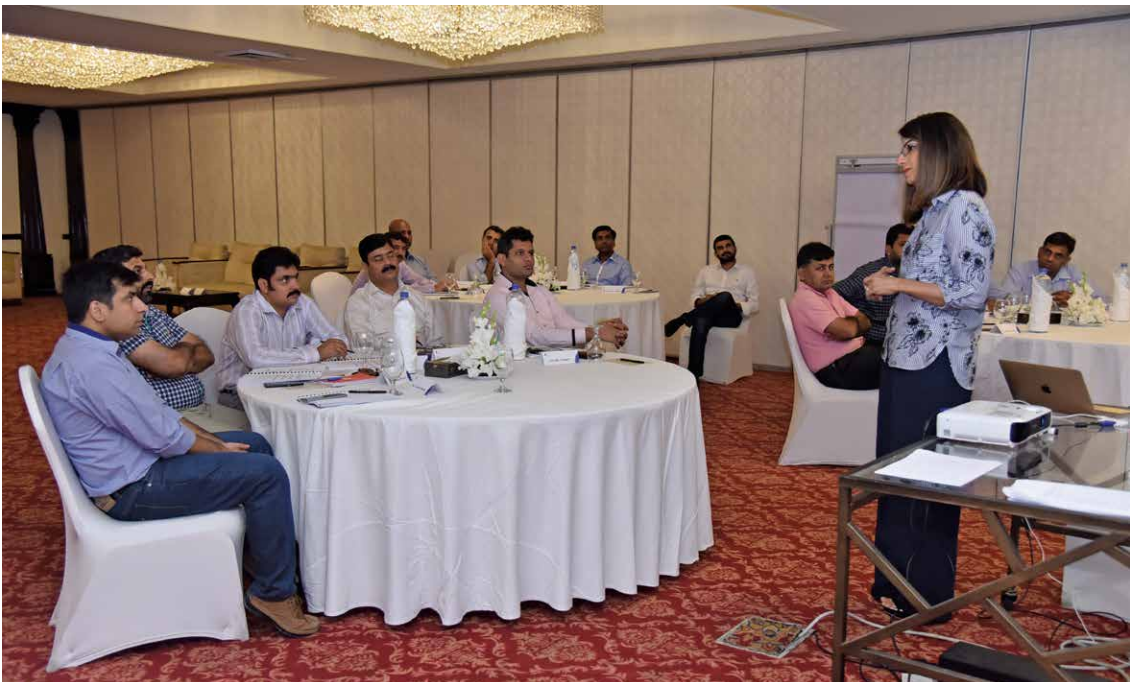
After the completion of these workshops a total of 1,024 managers have been trained since the Leadership Development Roadmap’s inception, completing 3,634 days of training beginning in January 2016.





Participants pose for a photograph with Faiza Intiaz.

Photograph: HR Team



Faiza Intiaz conducts the “Leading Teams for Impact” workshop.

Photograph: HR Team

Welcoming Our Hawke's Bay Team

The Life Sciences Business held an inauguration ceremony to welcome their new team members

By Zoya Asad

Recently, ICI Pakistan Limited acquired certain assets from Wyeth Pakistan Limited and Pfizer Pakistan Limited. Alongside the products and registrations of several popular, well-established pharmaceutical brands, one of the key components of this asset acquisition was a pharmaceutical manufacturing facility located in Karachi at Hawke's Bay Road, SITE.

To celebrate this momentous achievement, an inauguration ceremony was held at the Hawke's Bay Road plant on August 15, 2017. Sanam Ahmar Khan, HR Manager, Life Sciences Business, began the ceremony by addressing the teams. Next, Samie Cashmiri, Vice President, Life Sciences Business, welcomed

everyone with a motivating speech and hoisted the Pakistani flag. Breakfast was arranged in the cafeteria where everyone mingled and interacted, getting to know their new team members and building key relationships. The ceremony then ended with presentations on the ICI Pakistan Limited Code of Conduct as well as on our Health, Safety and Environment practices, which were delivered by Sanam A Khan and Haroon Malik, Supply Chain Manager, Life Sciences Business, respectively.

We welcome our new colleagues at the Hawke's Bay plant and are delighted to have them become a part of our ICI Pakistan Limited family.



Samie Cashmiri (Vice President, Life Sciences), addresses our new colleagues to welcome them.

Photograph: Life Sciences Team



A hearty breakfast was the perfect icebreaker.

Photograph: Life Sciences Team

Mango Party

The Life Sciences Business welcomes the new year with a mango party

By Zoya Asad

They say Pakistan's mango season is nature's way of saying "Let's Party!" And that's exactly what the Life Sciences Business's HR team did with a mango party held across all the Business's locations. The Mango Party helped to kick off the new financial year with some fun and enjoyment. Colleagues in nine different cities got together at their respective regional offices to enjoy fresh mangoes and take a well-deserved break from work. A tropical theme was set for the event and everyone dressed up in lively hues of yellow, green and blue. But there could only be one winner, and the best-dressed person took home a crate of delicious mangoes!



The Life Sciences HR team pose for a photo in the tropical theme they set for the event.

Photograph: Life Sciences Team



Members of the Life Sciences Business BET, along with Asif Jooma (CE), pose for a fun photograph during the event.

Photograph: Life Sciences Team



Colleagues from all the Business's locations joined in on the fun.

Photograph: Life Sciences Team

Safety in Farming

The Animal Health Division demonstrates the use of protective equipment that improves farm management

By Dr Zahara Mehmood

The Poultry Segment of our Animal Health Division conducted a CSR project regarding the use of Personal Protective Equipment during disinfection of farms all over Pakistan. Dr Zahara Mehmood, Assistant Product Manager, along with the respective Area Managers held several gatherings at different farms that possess multiple sheds.

The aim was simple: to raise awareness among farm owners and workers regarding biosecurity protocols during farm management. Presentations and numerous demonstrations were given on the safe use of chemical agents when cleaning and disinfecting farms, as ignoring these precautions can otherwise

lead to respiratory problems and skin allergies. Strong emphasis was placed on cleaning boots with disinfectant before entering farms, to ensure flock health and safety.

Each gathering proved to be effective. The team provided masks, overalls, gloves and caps to farm owners and workers to ensure the continued use of Personal Protective Equipment in the future. In total, the team reached a hundred and twenty farms and over five hundred customers, improving lives and emphasising positive practices that benefit farmers and their teams across the nation.

News in Brief | Free Animal Treatment Camp on Eid-ul-Azha

By Dr. Taha Nadeem

This Eid-ul-Azha the Livestock Segment of our Animal Health Division set up a camp at Shahpur Kanjuran, Lahore from August 27-30, 2017, in collaboration with the Vet Crescent Society at the University of Veterinary and Animal Sciences (UVAS). The purpose of the camp was to distribute free medications to individuals with sick animals.

Since livestock are an integral part of these festivities, ensuring healthy animals is of paramount importance for the owner. However, because some individuals travel considerable distances in the heat, their animals are at risk of infections. In order to combat this problem, free medications such as antibiotics, NSAID's and vitamins were handed out to treat their livestock.

This activity helped not only raise awareness among the local community, but also generated goodwill. And combined with the effective management of the camp, it illustrated our Business's commitment: We Improve Lives.



The project's aim was to create awareness among farm owners and workers about biosecurity protocols during farm management.

Photograph: Life Sciences Team

Milo: The First Calf

The birth of the first calf through our partnership with Cogent Breeding Ltd. marks the beginning of a promising future for dairy farmers

By Dr Umer Sattar

Quality animals are vital for a dairy farmer, as healthy animals ensure continuity of the business through breeding more healthy calves. Hence, farmers are always keen to enhance the quality of their animals through breed improvement. With this knowledge in mind, ICI Pakistan Limited launched their artificial insemination collaboration with Cogent Breeding Ltd (Cogent) from the UK in 2016 to provide a dependable reproduction technique.

Chaudhry Ghulam Mustafa, resident of village 83-85, Khanewal, is one of those pioneer farmers who used our artificial insemination product. He now has the honour of owning the cow that gave birth to the first calf conceived through Cogent's product. The baby calf is a female, and was conceived from the sample of a bull named Wintersell Milo, which is one of the best A2-A2 proven sires of Europe. On the occasion, Mustafa told us he was delighted and felt very fortunate that his cow had given birth to such a splendid calf. Furthermore, he has

nine more animals that have been impregnated with Cogent products and is now looking forward to healthy births for all of them. So it comes as no surprise that he personally shared his enthusiasm with us about the introduction into the market of such a product, and the results it can provide.

The advantages of artificial insemination are plentiful. Not only does the technique boost efficiency of bull usage, but it is also saves costs on the maintenance of breeding bulls, and their semen is regularly tested against disease transmission. Furthermore, since Cogent is the UK's largest bull stud, the quality of their product is very high.

The genetic improvement of farm animals through breeding with exotic breeds was the missing link in our dairy industry. With our collaboration with Cogent, we will play a vital role in the field of dairy genetics and are excited to help farmers improve their dairy quality and productivity.



Meet Milo, the first calf born through the use of Cogent Breeding UK's artificial insemination products.

Photograph: Life Sciences Team

Smith & Nephew Roadshow

The Pharmaceuticals team embark on a countrywide roadshow to raise awareness about Smith & Nephew products

By Sabih Sami Siddiqui

To educate our country's doctors about advancements in wound management, the Pharmaceuticals team recently arranged a countrywide roadshow of Smith & Nephew advanced wound care management products. Catherine Steer, international wound care expert, accompanied the team during the course of the roadshow.

The journey began in Islamabad, with a visit to the Burns Centre at the Pakistan Institute of Medical Sciences (PIMS). After a brief tour of the facilities, the team carried out demonstrations of the Smith & Nephew products, and explained their benefits, focussing on their applications in treating burn injuries. These presentations were highly interactive, and the doctors actively shared their interest in the products. Next on the agenda was a similar informative and practical session at the Plastic Surgery Centre at PIMS, followed by a trip to the Ali Medical Centre.

Various specialists were in audience for the session here, which allowed for a holistic conversation about wound care.

The roadshow concluded in Karachi with visits to three of the city's major medical institutions. The first of these was the Plastic Surgery facility at Patel Hospital, followed by the Diabetic Foot Center at Baqai Institute of Diabetology and Endocrinology (BIDE). The Plastic Surgery facility at The Aga Khan University completed the roadshow. The visit to BIDE Diabetic Foot Center was particularly well-received, and leading doctors Zahid Miyan and Saif Ul Haque indulged in live-case discussions with Steer. Like their counterparts in Islamabad, the medical professionals at all three institutes in Karachi were very receptive to the new technologies of wound care that ICI Pakistan Limited's Life Sciences Business has introduced.



International wound care expert Catherine Steer accompanied our team for roadshow for Smith & Nephew wound care products at various hospitals across the country.

Photograph: Life Sciences Team

News in Brief | Eid Basket Activity

By Sabih Sami Siddiqui

This Eid-ul-Azha, the Pharmaceuticals team of the Life Sciences Business launched a campaign to promote our newly acquired product, Mucaine. As Mucaine is a highly effective antacid, our team decided there

could be no better time than Eid-ul-Azha, with its traditional excesses of food, to highlight the antacid's revised brand identity as an ICI Pakistan Limited product. We sent decorative gift baskets to doctors, each with a note conveying holiday greetings as well as the

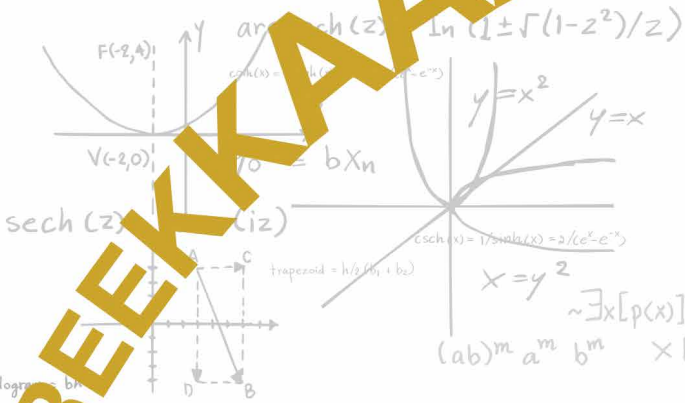
announcement. The activity was not only useful in generating brand awareness about Mucaine, but also provided an opportunity to engage customers and maintain our connections with them.

Inspiration, Innovation and Progress

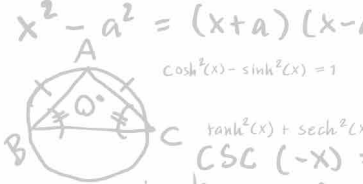
By Osama Khalid

Every now and then, a new discovery or a fantastic idea shakes up the world around us. The inspiration needed (to innovate) can come in many forms; debates, interactions or by tackling problems in the most unusual circumstances. As it is often said, who knows what solution you might find if you just keep an open mind?

EEEEJURREEK KAAA!!

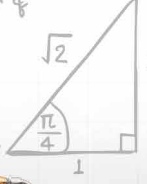


$a^2 = 2ab + b^2 = (a+b)^2$
 $\cos \frac{A}{2} = \pm \sqrt{\frac{1+\cos A}{2}}$
 $\bar{x} = \frac{1}{n} \sum_{i=1}^n x_i$



- 1. P → q
- 2. q → r
- 1. P → r
- 2. q → s
- 3. p → q

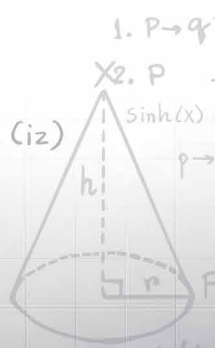
$\cos(-x) = \cos(x)$
 $\text{arccosh}(z) = \ln(z + \sqrt{z^2 - 1})$



$\text{sech}(z) = \sec(iz)$

$\text{arccoth}(z) = 1/2 \ln((z+1)/(z-1))$

- 1. P → q
- 1. P → q
- 2. q → r



$p \vee F \equiv p$
 $p \vee T$
 $a^m \times a^n = a^{m+n}$

$p \rightarrow F \equiv \sim p$
 $p \wedge T \equiv p$



$\text{csch}(x) = (e^x - e^{-x})/2$
 $\sim \forall x [p(x)] \equiv \exists x [p(x)]$
 $\vec{U} + \vec{V} = \vec{U} + \vec{V}$
 $x^2 - 2ax + a^2 = (x-a)^2$
 $\frac{d}{dx} x^n = n x^{n-1}$

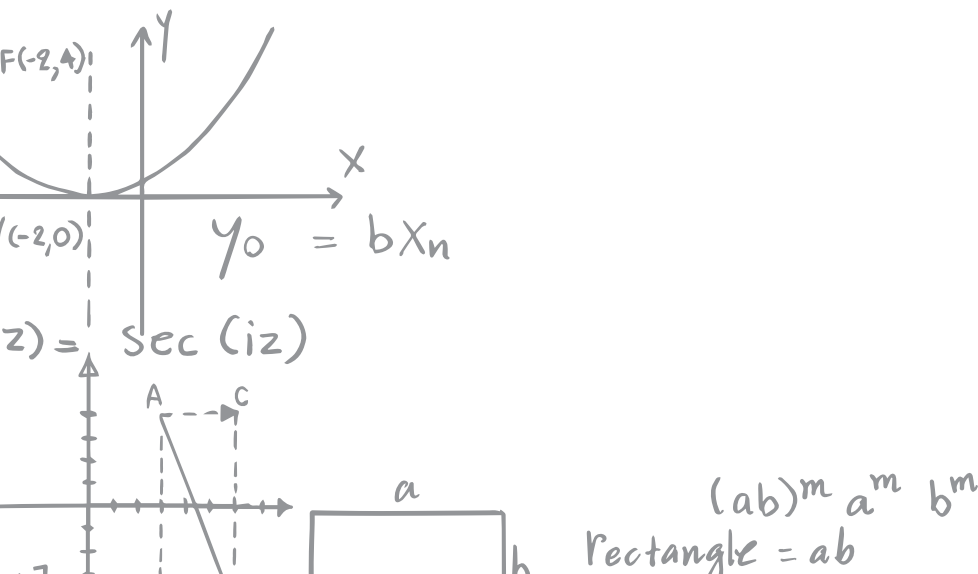
$y_{i+1} = y_i + x_n(b)$
 $\tanh(x) = \sinh(x)/\cosh(x) = (e^x - e^{-x})/(e^x + e^{-x})$

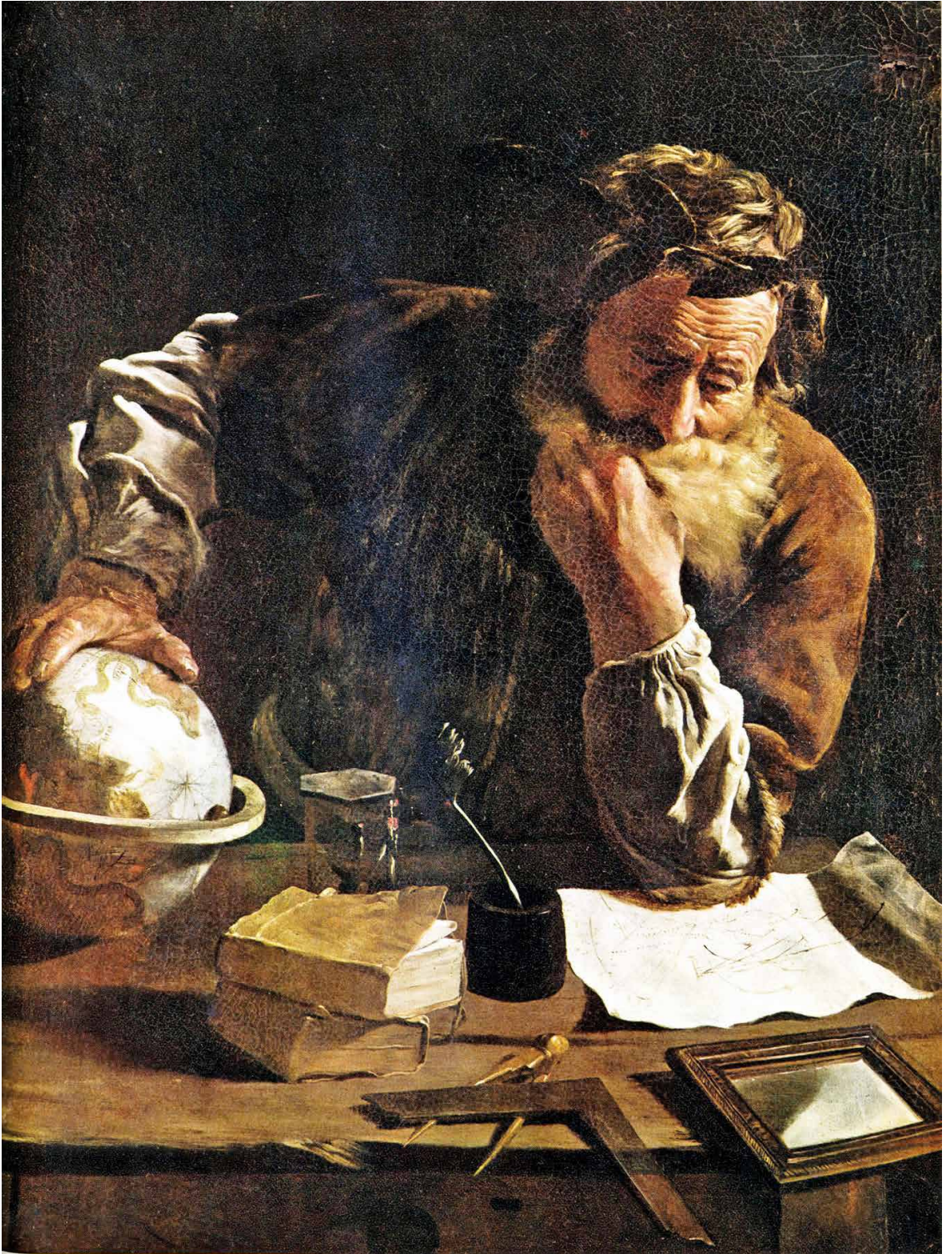


One of the eminent inventors of Ancient Greece, Archimedes, went through a similar experience. And through it had his famous 'eureka' moment. This popular story has been told many times and one version states that in the third century BC, Hieron, king of the Sicilian city of Syracuse, chose Archimedes to supervise a project of unprecedented scale. Hieron commissioned a sailing vessel to be gifted to the then Pharaoh of Egypt, Ptolemy, which was to be fifty times larger than any standard ancient warship at the time. Think of the ship as the size of a palace, adorned with all the defenses, amusements and necessities of one too. This means catapults, elaborate watchtowers, a sheltered swimming pool, a heated bathhouse, a library, a temple, a gymnasium, horses, cargo and not to forget almost a thousand people!

This was a challenge unlike any other for Archimedes, and failure was not an option. So he sat on his problem: will it sink? Perhaps this is where the bathtub story is borne. He was probably submerged in the tub when inspiration came to him, and he discovered what we know today as the Archimedes' Principle or the law of buoyancy.

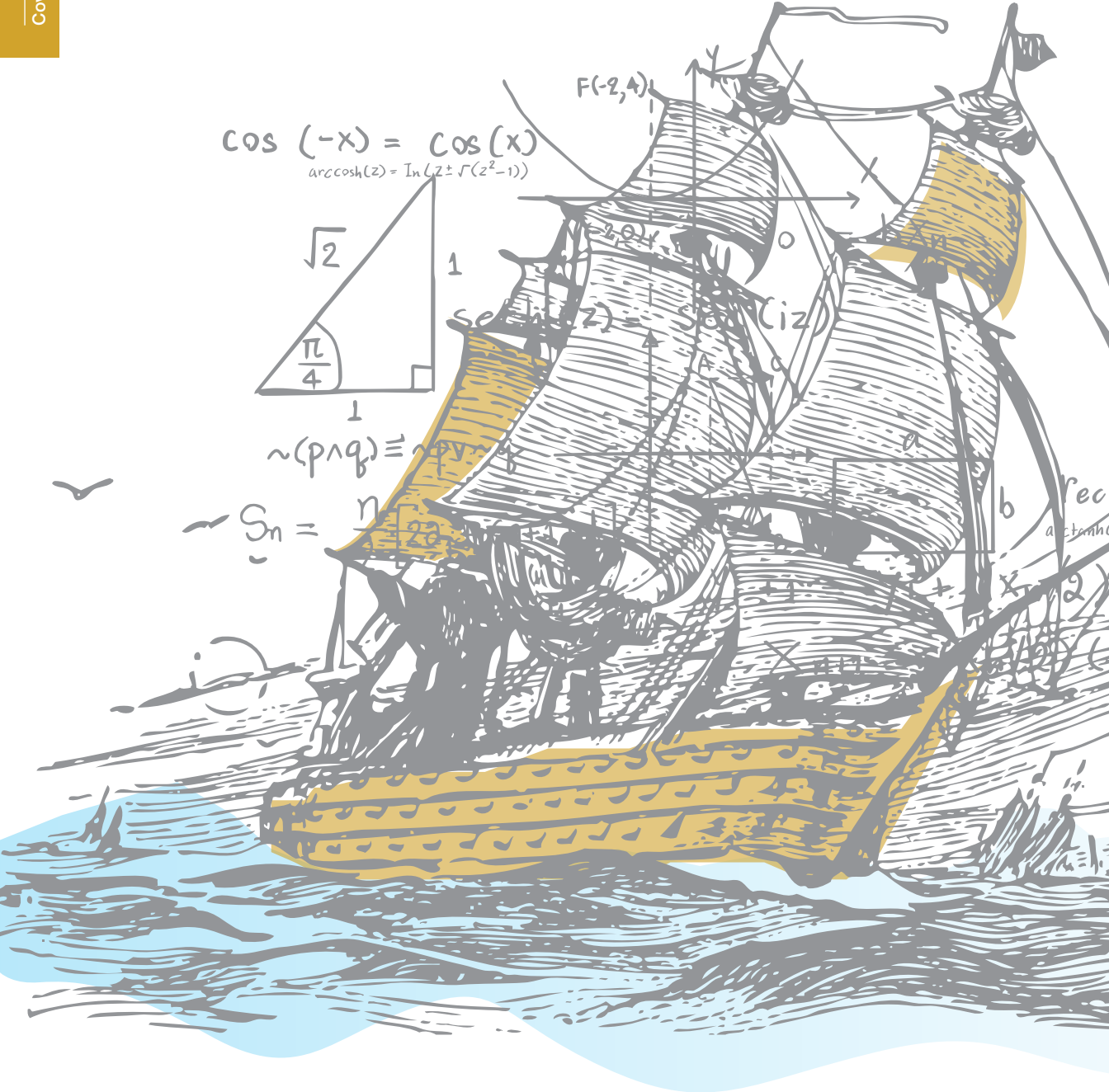
The inspiration Archimedes needed came from an everyday task, bathing. He applied an innovative technique to build the huge ship, and its success allowed the world to construct and sail massive supertankers and submarines today, ensuring the progress of society. Legend has it, this brilliant mathematician streaked through the streets to inform the king, straight from his bathtub; such was the joy and excitement that overtook him, that he didn't even stop to get dressed! Truly, innovation can be exhilarating.





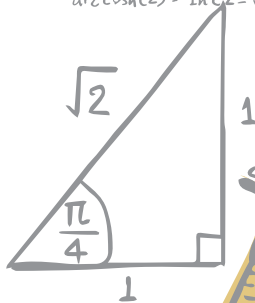
Portrait of Archimedes painted in 1620 by Domenico Fetti in Mantua.

Photograph: Public Domain



$$\cos(-x) = \cos(x)$$

$$\operatorname{arccosh}(z) = \ln(z \pm \sqrt{z^2 - 1})$$



$$\operatorname{sech}(z) = \frac{1}{\cosh(z)}$$

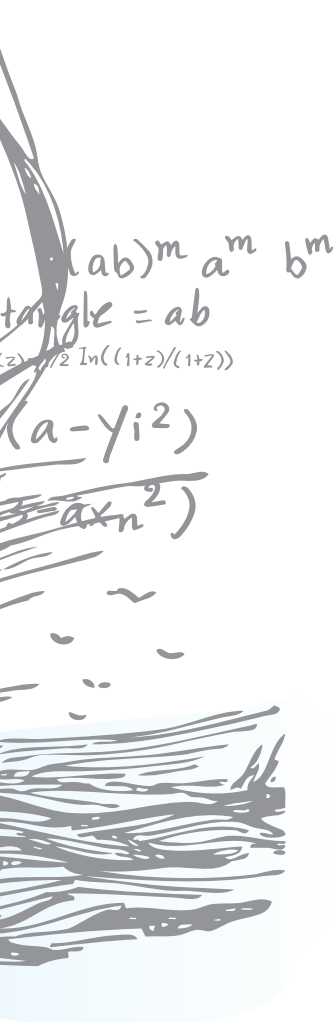
$$\sim(p \wedge q) \equiv \sim p \vee \sim q$$

$$S_n = \frac{n}{2a}$$

$F(-2, 4)$

rec
a ctanh

$x = 2$



We're not claiming to be as brilliant as Archimedes. Yet at ICI Pakistan Limited, we too are inspired and driven to innovate. So much so, that we have instilled innovation as one of our Core Values. Having an innovative mindset not only transforms our future prospects, but creates new expectations about our advancement and our community's progress.

Innovation is not always easy in the current landscape; one could argue that there are a lot of basic challenges that must be dealt with in order to make large-scale significant changes. That's why, we believe in using innovation not just as a tool for bottom line growth, but also to benefit our people, our stakeholders and the communities we are present in.

Because of how fast paced innovation is, we must constantly re-examine how we do business and what is happening around us. For instance, many companies are now starting to focus on developing various types of cross-organisational innovation programs; such as Adobe's Kickstart initiative where the company's employees can test out their innovations and build a prototype through a two-day workshop and a thousand dollars in credit. All they need is a go ahead from one executive and the prototype enters the next level of funding and testing.

Other companies are integrating innovation through diversification, something that ICI Pakistan Limited has been doing for many years. Our Businesses and their core products (Soda Ash, Polyester, Life Sciences, and Chemicals & Agri Sciences,) are distinct from each other, highlighting how expansive the scale of our operations remains. Even within our Businesses, we house a variety of Divisions that focus their core operations on separate areas. Such as our Life Sciences Business, which provides Pharmaceuticals as well as Animal Health products. Or the end use of the products from our Soda Ash Business, which go into creating a wide range of industrial uses such as glass, detergents and paper. We are also expanding our presence in other industries, such as the infant formula market, underlying again our focus on innovation and diversification.



IDEA

Of course innovation is not possible within silos. To be truly innovative, one must remain connected to the world and remain aware of the opportunities as well as the pitfalls of different avenues of innovation. In other words, connectivity is important. As a globally competitive company, we recognise that worldwide connectivity is “the defining characteristic of our age”. This is because our continuously evolving world economy is becoming more connected and more interdependent. Being connected will help businesses and organisations to evolve in line with the modern economy, which is in their best strategic interest for future growth.

Professor Klaus Schwab, the Founder and Executive Chairman of the World Economic Forum, has long reiterated this argument, and in his 2008 article in Foreign Affairs magazine he coined a new imperative for companies: “**Global Corporate Citizenship**; international business leaders must fully commit to sustainable development and address paramount global challenges. Because global citizenship is in a corporation’s enlightened self-interest, it is sustainable.’

In the perspective of innovation we commit to develop and bring sustainable change to the communities we operate in, keeping an eye on the impact of our changing practices for tomorrow. This ensures better value creation for all our stakeholders, and

fulfills our brand promise of Cultivating Growth.

And for companies such as ICI Pakistan Limited that voluntarily report on sustainability, it solidifies our position as key corporate citizens of the world. Asif Jooma, Chief Executive, ICI Pakistan Limited shared his thoughts on the matter in our 2016-17 Sustainability Report saying “As a manufacturing concern, we are well aware of our impacts on the economy, environment and society. We continue to work to manage and offset these impacts as much as reasonably possible, alongside ensuring the growth of the business and value creation for our stakeholders. This is an important part of our brand promise, Cultivating Growth, which as I often reiterate, is a promise that extends to all aspects of the Company’s operations.”

At the end of it all it’s important to understand that innovation is not for the chosen few. Even back in ancient Greece, an innovative palace-ship was built to improve international relations, impacting everyone. Innovation also comes from creatively tackling problems, no matter the size of the task. And in this day and age, our approach to innovation must consciously look toward a better, sustainable future. Because when we bring change or accomplish goals, with the help of innovation, we have our own Eureka moment.

$${}^{r+1}b_2 = C_{n,r} a^{n-r} b^r$$

$$h \lim_{h \rightarrow 0} \frac{f(x_0+h) - f(x_0)}{h}$$

$$\sinh(x)^h = \frac{(e^x - e^{-x})}{2}$$

$$X_{k+1} = (X_k + y/X_k)^{n-1} / c$$

$$\frac{A'}{2} = \sqrt{\frac{1 - \cos A}{2}}$$

$$\sum_{i=1}^n (x_i - \bar{x})^2$$

$$\arcsin(z) = \ln(z + \sqrt{z^2 + 1})$$

$$\cot(-x) = -\cot(x)$$



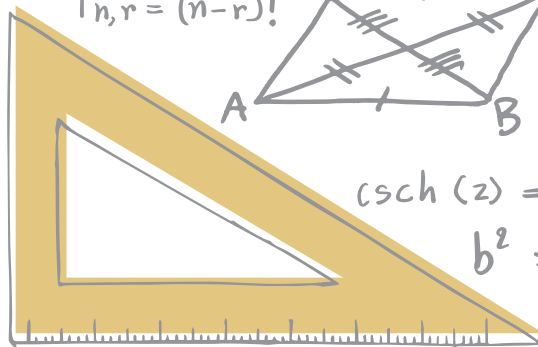
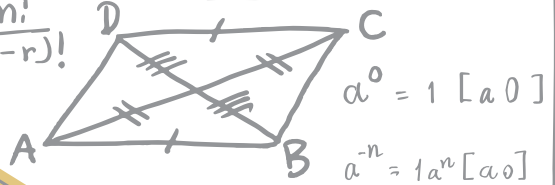
$$\operatorname{arccsch}(z) = \ln(1 + \sqrt{1+z^2})/z$$

$$(a \times b)^n = a^n \times b^n \sim \forall x [p(x)] \equiv \exists x [\sim p(x)]$$

$$\tanh(z) = -i \tan(iz)$$



$$P_{n,r} = \frac{n!}{(n-r)!}$$

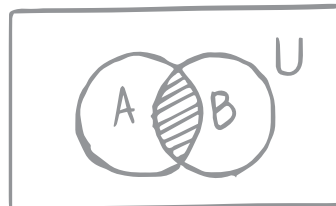
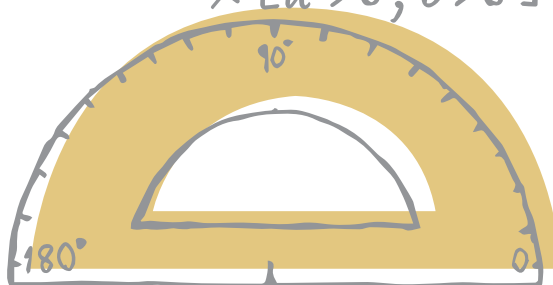


$$\operatorname{csch}(z) = \cos(iz)$$

$$b^2 = (a+b)^2$$

$$\sim \exists x [p(x)] \equiv \forall x [\sim p(x)] \quad \sin(-x) = -\sin(x)$$

$$\times [a > 0, b > 0] \quad \frac{P(x)}{Q(x)} = G(x) + \frac{R(x)}{Q(x)}$$



Safety: Our License to Operate

The Soda Ash Business held its Health, Safety and Environment (HSE) Week 2017 to highlight the importance of safety and security

By Raja Ghulam Akbar

We know that our commitment to safety is strongest when it is a visible part of our everyday work, routines, and processes. This is why the theme of our safety week was 'Safety is our license to operate'.

Our HSE focus encourages everyone in our community to look out for each other, and HSE Week 2017 played an integral part in highlighting this practice.

HSE Week served to improve awareness among our colleagues, and display the commitment of our people, at all levels, towards improving our HSE performance. The event achieved this through conducting awareness sessions, activation campaigns, educational sessions and an exhibition of our professional skills.

The event started on August 22, 2017, with an oath taken by all to abide by and implement our HSE rules in all areas of our personal and professional lives. Those present during the

oath taking ceremony included, Muhammad Umar Mushtaq, Works Manager, Soda Ash Business, all Heads of Departments (HODs) and colleagues. Following the exhibition of PPEs and firefighting equipment, all our colleagues lined up for an HSE awareness walk, with strong participation from everyone. All HOD's conducted a short awareness speech relevant to area hazards and their controls, while passing through different areas of the plant.

During the second half of the day, a competition on safe driving of heavy vehicles was conducted. Permanent and contractual drivers actively participated, exhibiting their driving skills. A close competition ensued with a jury declared a winner from each category. Safety questionnaires and messages were distributed among employees to gauge their awareness level; this encouraged their competitive spirit and a lucky draw was conducted to declare the winner.



Muhammad Umar Mushtaq, Works Manager, Soda Ash Business, begins the HSE week with a pledge.

Photograph: Soda Ash Team



The Business's firefighting capability on display.

Photograph: Soda Ash Team

To further inspire the practice of HSE, employees were asked to submit their safety pledges and safety slogans. After strong participation from all teams, the jury conducted a thorough assessment of the pledges and slogans, and announced the winning entries.

The second day of the HSE Week started with an oath taking of the winning safety pledge with everyone signing off on it. The standout feature was the special attendance of Muhammad Zafar Farid, Corporate HSE Manager, in celebrating the event with the Soda Ash team. He conducted an awareness session over 'Leading HSE', which was followed by a health awareness session on the 'Benefits of Exercise' by Dr Muhammad Rashid Khan, Medical Superintendent, Soda Ash Business.

In the second half of the day, our team of 28 firefighters exhibited their professional skills through a firefighting demonstration and fire emergency handling drill, with Muhammad Zafar Farid overseeing the event. Due to the unavailability of any rescue services in the surrounding vicinity of the Soda Ash plant, our

firefighting team presented their services in handling fires in the community as well. Muhammad Zafar Farid acknowledged their efforts and praised their volunteer services for the community.

On the third day of the event, all section and department heads went in to their respective areas to conduct quiz sessions with their reporting crew. All departments participated well, while another competition on the erection of scaffolding was conducted in which teams from Works and Projects participated.

To acknowledge the efforts of all employees and award winners, a prize distribution ceremony was held. Muhammad Umar Mushtaq also acknowledged the efforts of the HSE department in executing a successful event. He also highlighted the importance of implementing HSE practices in our daily life. At the end the efforts of all Safety Improvement Teams (SIT) were also recognised and the winning team for the year 2016-17 was SIT 4. The event ended with a high tea and a round of applause for a job well done!



Muhammad Umar Mushtaq, Works Manager, Soda Ash Business acknowledges the efforts of the HSE department.

Photograph: Soda Ash Team



Informative activities were part of the event.

Photograph: Soda Ash Team



The even ended with a prize distribution ceremony.

Photograph: Soda Ash Team

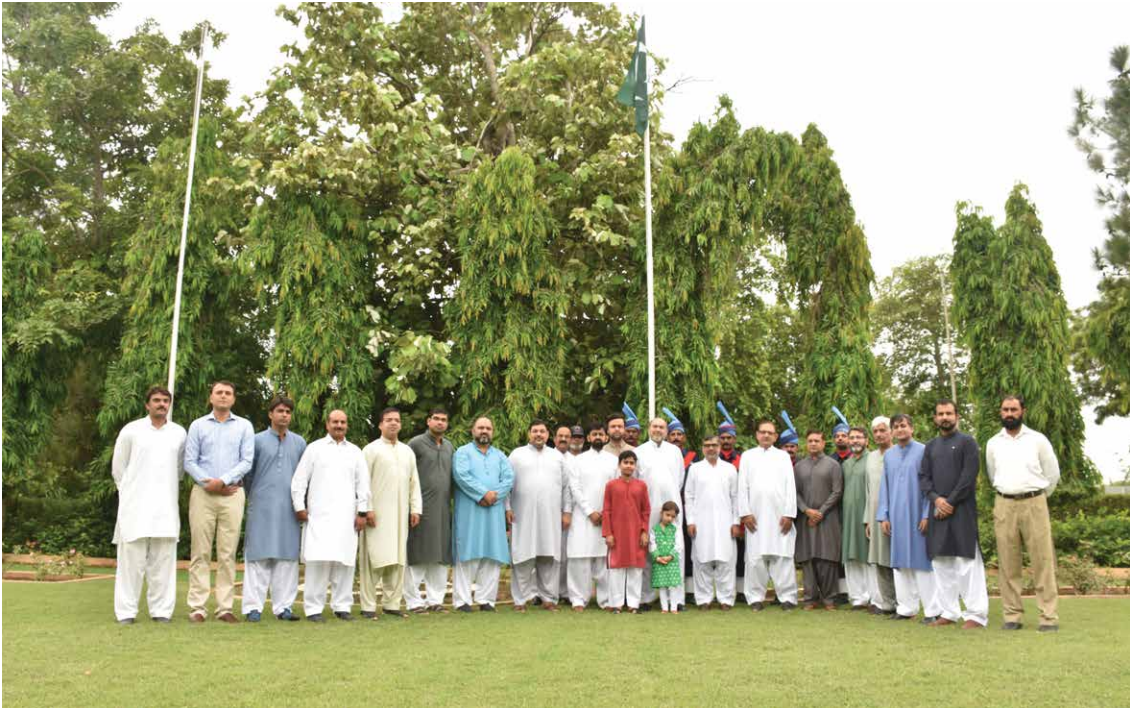
70 Years Strong

The Soda Ash Business marked Pakistan's 70th Independence Day with a flag hoisting ceremony

By Muhammad Akram

This year Pakistan's Independence Day was particularly special. Everyone across the country celebrated 70 years of independence with national zeal and fervor. Similarly, on Monday morning, August 14, 2017, the Soda Ash Business held a flag-hoisting ceremony at the lawns of House No. 1, Soda Ash Business, Khewra. For the morning prayers, everybody prayed for the progress and prosperity of our country. A guard of honor followed and was presented at the residence where Muhammad Umar Mushtaq, Works Manager, Soda Ash Business unfurled the national flag.

All Heads of Departments and Section Heads along with the Administration Department attended the function. A moment's silence was observed at the beginning of the ceremony and at the end all the participants came together to pray for the country's well-being. The celebrations continued on until the evening, with buildings and boundary walls across the community illuminated with lights. People, especially children, were very enthusiastic on this day and celebrated at the Winnington Club and Alkali Sports Club.



The Soda Ash Business team pose for a photo after the flag hoisting ceremony.

Photograph: Soda Ash Team



A cake cutting ceremony was also held to mark the occasion of Pakistan's 70 years of independence.

Photograph: Soda Ash Team

Searching for Alternatives

The Soda Ash expansion project's team search for a reliable cast iron pipe manufacturer that meets their challenging requirements

By *Syed Abid Mehdi*

Cast iron pipes are well known for their resistance to corrosion and have been used since the 17th century, when they were first installed to distribute water throughout the gardens of the Chateau de Versailles, France. Due to their high resistance against corrosion, they have been the ideal piping material at the Soda Ash plant since its construction in 1943.

During the Soda Ash 150 KTPA Expansion Project, the Business required more than 500 tons of cast iron pipes and fittings. The availability of such an extensive quantity was a challenge for local suppliers who did not have the necessary resources to supply this kind of order on a very tight construction schedule. The Soda Ash project team was aware of these challenges, so it started to check outside the country in accordance to ICI Pakistan Limited's standard and specifications. The dimensions of pipe used at the Soda Ash plant follow the British Standard (BS) from the 1940s, which is now obsolete. However, to maintain uniformity in the piping during all expansions, this standard has not been changed.

After extensive research and the untiring efforts of the project's procurement team led by Imran Afzal, Supply Chain Manager,

Soda Ash Business, a source was found in a remote North China village near Taiyuan, Shanxi Province. Initially, steel dies were developed by the manufacturer in accordance with ICI Pakistan Limited's specifications and inspected by the Company after finalisation. The first production batch from these dies was also inspected and hydro-tested by our Company's team. The Chinese pipe manufacturer succeeded in delivering around 100 tons of cast iron pipes per month. In contrast, the combined efforts of all four local suppliers could only provide 20-30 tons per month at their peak. This boost in supply and its timely delivery proved to be a lifeline for the project, as previously, delays in the delivery of cast iron piping had created challenges in the expansion projects.

This new source for the punctual delivery of quality cast iron pipes is now a welcome addition to our reliable vendor list at our Soda Ash plant. It will also encourage some healthy competition to the local suppliers who would have to improve the quality of their product and increase their capacity to remain in the running.



Cast iron pipe delivered to Pakistan.

Photograph: Soda Ash Team



The Business required more than 500 tons of cast iron pipes and fittings.

Photograph: Soda Ash Team

Journey to the Mountains

The Soda Ash Business's engineering team heads to Nathiagali for an enjoyable outbreak

By *Umair Pervaiz*

When the news broke that the Soda Ash Business's engineering team was to go on an outbreak, everybody was excited. The perseverance and dedication of this team has contributed to the success of the Business year after year, and an outbreak to celebrate this was due.

Teams proceeded in two groups with one motto: 'Always hit the first six' as our CE had fittingly mentioned at one time.

The chosen location was Nathiagali, and the journey started with a delicious breakfast on the morning of August 19, 2017 at the Winnington Club followed by a memorable ride, filled with music and fun.

In between the journey we stopped for snacks, took pictures and enjoyed the wonderful weather. As we approached our destination, the outbreak's team building activities were shared which were met with great enthusiasm. Everybody participated well which was very encouraging to the team leads.

After a long journey filled with activities, a wonderful BBQ awaited the team members on the hotel roof. The pleasant weather, beautiful night sky, and tempting food was followed by a trip to the main bazaar before calling it a day.

As dawn approached, everyone started the day early and packed up for an enthralling hike through Nathiagali. After exploring the local landscape, everyone eventually made their way to their ride. The group was then taken back to Islamabad for lunch, followed by a movie.

The wonderful outbreak eventually came to a close after the journey back to Khewra; however, it left everyone with countless memories along with a sense of fulfilment, satisfaction and engagement.

News in Brief | Prize Distribution at the Winnington School

By *Major Muhammad Faisal*

The *tehsil* of Pind Dadan Khan in the Jhelum District remains one of the least developed *tehsils* in Northern Punjab. Its development has remained stationary and a lack of agricultural activity in its saline land hasn't helped. The local people are resilient, even after their participation in the wars of the British Empire and the Pakistan Army. Their aptitude for learning

remains as strong as their martial accomplishments. However, a lack of a substantial educational structure has been a challenge to cater of the large and growing population of the area.

To this end the Soda Ash Business has always supported them. Through the Business's Winnington School, many children from the local community receive quality education. To further support and

encourage education, the Business donated a substantial number of books on various subjects to the children who secured prominent positions in Rawalpindi's Board of Intermediate and Secondary Education matric examination. These books were presented to the students at a ceremony by the Assistant Commissioner, Pind Dadan Khan on August 14, 2017.



The Business engineering team heads to Nathiagali.

Photograph: Soda Ash Team



The outbreak included numerous activities.

Photograph: Soda Ash Team



The group poses for a photo on the hotel roof.

Photograph: Soda Ash Team



The group enjoyed the scenery during the outbreak.

Photograph: Soda Ash Team

Safety Trainings & Meetings

The importance of safety at the Soda Ash Business is highlighted through a BBS training session and the Safety Improvement Teams meeting

By Raja Ghulam Akbar

A Training Session on Behaviour-Based Safety

Wikipedia defines Behaviour-Based Safety (BBS) as the “application of the science of behaviour change to real world problems”. Similarly, we know that the BBS process depends on the observation of the site, which includes individual feedback, and it is the most effective action in the process. For employees, Behaviour-Based Safety is a process that helps them identify and choose a safe behaviour over an unsafe one. So, with the objective and requirement of the Business in mind, the HSE department arranged BBS training sessions for management and non-management staff. The training was lead by Rana Muhammad Adeel Jamshaid, HSE Manager, Soda Ash Business for the management staff, and Raja Ghulam Akbar, Training Officer/HSE Training for non-management staff. Awareness cards about BBS were also distributed among the staff to communicate this message to the shop floor level.

Safety Improvement Teams Meeting

There are six Safety Improvement Teams (SIT) that involve all departments. These teams keep a close eye over all HSE performances and undertake HSE initiatives in their areas. Every month a performance review is held where each team’s representatives present the performance, initiatives and areas of improvements.

The previous Safety Improvement Teams meeting for the FY 2016-2017 was held at a training centre to review the performances of each team. All six teams presented their major HSE achievements for the fourth quarter of 2017. The YTD of the SIT performance and improvement areas were shared by Rana Muhammad Adeel, HSE Manager, Soda Ash Business who also declared the winning teams.

In his concluding remarks, Muhammad Umar Mushtaq, Works Manager, Soda Ash Business emphasised the importance of these teams and continue it with new initiatives and ideas.

At the end of the meeting Muhammad Umar Mushtaq appreciated the winning SIT teams and advised all other teams to focus on improvement areas and involve themselves with strong HSE initiatives that will benefit the Business.



The Safety Improvement Teams meetings reviewed the performance of all teams.

Photograph: Soda Ash Team



All teams pose for a photo with Muhammad Umar Mushtaq, Works Manager, Soda Ash Business at the end of the session.

Photograph: Soda Ash Team

A Tour to Remember

MPA Raheela Mehdi Visits the Soda Ash plant

By CCPA

We are always delighted to have visitors at our Soda Ash plant in Khewra. Recently, Raheela Mehdi, MPA District Jhelum, paid us a visit, and we had the honour of giving her an extensive tour of ICI Pakistan Limited's Soda Ash plant and other facilities.

Ms Mehdi takes a keen interest in environmental and community welfare matters, and since it was her first visit to our Soda Ash estate, this was a great opportunity for her to gain first-hand experience of not only the scope and scale of our operations, but also the tremendous amount of work we do for the local community. We're happy to say Ms Mehdi was greatly impressed with our operations.

We started the tour with a tour of the plant. Several EPA officials were also present during this visit, and we were able to give them a thorough review of the plant, including our strict compliance to environmental standards and manufacturing quality standards.

Next, we visited our Winnington Hospital, which provides quality healthcare to patients from the local community, as well as catering to ICI Pakistan Limited employees. On the day of Ms Mehdi's visit, our monthly free eye camp was in progress; these eye camps have been held monthly for over twenty-five years, in collaboration with the Layton Rehmatullah Benevolent Trust (LRBT). Ms Mehdi was therefore able to observe the eye



Raheela Mehdi was thoroughly impressed with the facilities at the Winnington Hospital.

Photograph: Soda Ash Team



Raheela Mehdi and Muhammad Umar Mushtaq (Works Manager, Soda Ash Business), pose for a photograph with the firefighting team.

Photograph: Soda Ash Team



Raheela Mehdi also visited and expressed great satisfaction with the Ladies Welfare Centre.

Photograph: Soda Ash Team

camps in progress, and get a sense of the impact of our free eyecare interventions on the lives of people in the community.

To date, the camps have included 150,305 OPDs, 28,879 refractions, and 16,799 surgeries. Ms Mehdi got the chance to speak with several elderly patients from the local community who had undergone cataract surgeries, and who had experienced profound improvement in quality of life as a result.

Dr Rashid, Medical Superintendent, Soda Ash Business showed Ms Mehdi around Winnington Hospital's various facilities, including the emergency ward, and arranged a meeting with the hospital's lady doctors.

Another highlight of the visit was the Ladies Welfare Centre

(LWC), an ICI Pakistan Limited-owned and operated vocational training centre that caters to women from the Khewra community, providing them training in a variety of essential, marketable skills such as sewing, knitting, crochet, cutting, cooking and more. Many of these women are then able to earn a sustainable income utilising these skills. Over 1,200 women have been trained since the Centre's inception.

Ms Mehdi expressed great satisfaction with the visit, and was particularly delighted to learn of ICI Pakistan Limited's longstanding engagement with the community in the areas of health, education and community development.

The Art of Construction

The incredible story behind the completion of two of our most important structures of the LSA-150KTPA Soda Ash Expansion project in record time

By *Usama Mukhtar*

Our 'A-building' is the heart of the Solvay Process used to manufacture sodium carbonate, commercially known as soda ash. Around 2,100 tons of steel was required just for the A-building and its associated structure, which includes pipe racks. Considering that the construction of this structure was the longest activity of the project, the first step was to finalise its design with the consultant, followed by sourcing and ordering its steel structure. A close eye was kept on the international market as steel prices constantly fluctuated. This vigilant practice and the timely ordering by our management helped us save around PKR 35 million, as steel prices spiked in the next few months after our order.

The next step was to plan the construction sequence in a way that will allow us to raise and erect the building in the minimum possible time, without compromising on safety and quality. So, the project team came up with the idea to build the complete floor frames and segments on the ground and rig them up as a single piece, constructing it by each floor all the way up to the eighth level. This idea, fully supported by the contractor's team, not only made it easy for fabricators, welders and painters to do a quick job without compromising on quality, but it also improved overall safety at the site by significantly reducing 'work at height'.

The hard work and the planning paid off as the team successfully

completed the steel building in a record time of six months, catering to both phase one and two of the 150 KTPA expansion project. Previously, the steel building for the 65 KTPA expansion was constructed and installed in nine months.

Another major activity of the Soda Ash expansion project was the construction of the kiln, which was to be set up after a massive site clearance; construction of 44 piles; several other foundations; and a complete pipe-rack in a very tight plant-operating area. The team was in discussions to source the material for the kiln from a Chinese supplier, but the timeline for their supply did not match the Business's construction plan. After negotiations with the Chinese manufacturers on their manufacturing and shipment plans, ICI Pakistan Limited managed to obtain the delivery of the steel plates and the casted bottom parts of the kiln on-time. The steel plates were immediately rolled into shells, which was sandblasted and painted. The construction of the site's kiln was planned with a 225 ton crane with a capacity to rig larger loads from distance, because of the limited access to the target area, and ensuring that the running plant does not get interrupted. The rolled plates resulted in the form of 15 shells, and the associated structure weighing at around 131 tons, was constructed in just 28 days. A record time that was accepted by a TCC representative to be the fastest that the TCC has ever supervised.



Constructing the building's steel structure safely and effectively.

Photograph: Soda Ash Team



The new Kiln-8 during construction.

Photograph: Soda Ash Team

Champions of Excellence

The fibres team celebrate their achievements with an event to congratulate all those who made it possible

By Syed Shauzab Raza

In line with our brand promise of Cultivating Growth, this past year has seen a considerable amount of improvement initiatives and some long-standing issues being resolved at the Polyester plant. The Production, Maintenance, E&I and Workshop teams have worked tirelessly to deliver results and enduring value. All team members pitched in with ideas, no matter how big or how small. Some of the ideas put forward included hazard elimination by improving the baler safety chain; conserving energy through a special steam trap diagnostic tool; monitoring of Johnson couplings; or even something as simple as improving the life of bearings for enhanced equipment integrity. The whole team was involved in pursuit of innovative ideas for the greater good of our plant.

In total 18 HSE, 8 energy conservation, 13 quality improvement,

and 13 equipment integrity related ideas were implemented along with 35 modifications at the plant. This number is substantially higher than the previous years, and the improvement is significant in every regard.

To mark the achievement, a grand celebration was arranged in the baler 2 area. The area was decorated with balloons, banners and standees to create a festive atmosphere. A stage was erected and behind it a banner adorned the theme of the event 'Champions', paying tribute to all team members who were involved in making these initiatives possible.

The celebration started with the recitation of the Holy Quran followed by a short compilation video, which summarised all the initiatives taken in the Fibers area. Afterwards, some senior members of the team were called upon to share their views. Khalid Mahmood, Works Manager, Polyester Business, Wasim

News in Brief | Best Driver Awards

By Khawaja Sabah Zahoor

On June 8, 2017 a ceremony was held at the Works Canteen with Adnan Kherati, HR Manager, Polyester Business, as the chief guest. At the ceremony Best Driver Awards for the second and third quarters of the FY: 2016-17

were given to the winners and runners-up. On the occasion, Adnan Kherati highlighted the increasing rate of road accidents in our country and the importance of defensive driving. He emphasised on the role and responsibility that drivers shoulder towards the

passengers and the community. At the end of ceremony, prizes were distributed to winners and runners-up and gourmet refreshments were served as informal discussions on the impact of safe driving took place.



Team fibres marked the achievement with a celebration in the baler 2 area.

Photograph: Polyester Team

Ahmad Qureshi, Production Manager, Polyester Business and Khurram Shahzad, Plant Manager, Polyester Business all praised the team's dedication and achievements. Their standout feedback was that these improvements have had a great impact on the day to day operations of the plant. Particularly, the modification of the line 5 annealer condensate return lines and the upgraded baler 6 area safety initiatives were greatly appreciated.

A segment of this event was also dedicated to celebrate the best housekeeping area of the month. It was again the Fibres

team along with the Supply Chain team who lifted the trophy, as the spinning-6 area was declared the tidiest area for the month in the operational category, while the engineering store won in the non-operational category.

Afterwards, refreshments were served. It truly was a fitting end to a year in which everyone felt a part of a team that is growing and improving. There was a sense of gratitude and a strong commitment from everyone to continue working and improving in all avenues. Well done team!

Celebrating Our Champions

To boost morale and show appreciation, the Business arranged an event for the best fibres team and erected a 'Wall of Champions'

By Syed Shauzab Raza

Keeping our tradition of employee motivation and appreciation active, an event was arranged to celebrate the exceptional performance of the fibres team, Group C's, over the course of the past few months. This awarded event was judged on a previously specified criteria set by the Plant Manager and the Development Manager.

Afterwards, Shauzab Raza, Shift Manager, Polyester Business and Khurram Shahzad, Plant Manager, Polyester Business shared some encouraging words and highlighted the future challenges for the team. In the end, certificates were presented as a token of appreciation to the teams.

The event comprised of a delicious variety of 35 dishes including barbecue, continental and desi. Special mention must be given for the divine Kulfa Falooda that had everyone going for seconds.

Another special initiative, the 'Wall of Champions', is worth mentioning. Two walls were identified for this purpose and were painted with our Company's brand colors to stand out. The certificates awarded during the ceremony are placed on these walls as a mark of excellence, thus motivating other teams to follow suit and be appreciated.

News in Brief | ISO 9001:2015 – Quality Management System Training

By Meraj Ahsan Qureshi and Yasir Rafique

A Quality Management System (QMS) is a tool with which an organisation determines how it can meet the requirements of its customers and other interested parties that are involved in its activities. At ICI Pakistan Limited, our quality management system has been in place since the last two decades to ensure our product or services meet the intended needs

of our valued customers.

In order to meet these requirements, established by a new QMS version, ISO 9001:2015, a two day training session was arranged by the HSE and Training Department for a total of sixteen ISO representatives from different departments. Shehzad Khalid from the United Registrar of Systems (URS) conducted the training session.

The objective of this training was to create awareness among ISO representatives regarding the new QMS version, and was achieved through theoretical and practical demonstrations, i.e. group discussions, risk assessment exercises and more. The training ended with a group photo followed by the trainer's closing remarks.



The event included a delicious buffet of barbecue, continental and local cuisines.

Photograph: Polyester Team



The 'Wall of Champions' identifies excellence and motivates other teams as well.

Photograph: Polyester Team

A Winning Streak

Workers at our fibres plant go six straight months without a ‘bank down’, truly a remarkable feat

By Syed Shauzab Raza

At our fibres plant, the spinning section is one of the most labour intensive processes that requires tremendous focus from each worker. Any slight lapse in concentration may cause what is commonly known as a ‘bank down’, which can generate tons of waste. Therefore, our aim is to keep the number of bank downs to a minimum by motivating staff to remain focussed and increase operational excellence.

And it’s working. The plant’s Group-C achieved a remarkable milestone this year by successfully achieving a six month period without a single bank down in the spinning-6 area, which is the highest waste generating area. An achievement such as this was unprecedented and everyone agreed that it called for a celebration.

Arrangements were carried out in the area with snacks and gifts for the staff. Wasim Ahmad Qureshi, Production Manager, Polyester Business was the chief guest of the occasion. He highlighted the collective efforts of the team and applauded their commitment to achieve this milestone. Khurram Shahzad, Fibres Plant Manager, and Shauzab Raza, Shift Manager, also shared words of encouragement with the team. Afterwards, gifts were distributed as a token of appreciation and the teams enjoyed snacks and a well-earned celebration.



The plant's Group-C achieved a remarkable milestone, which called for a celebration.

Photograph: Polyester Team



Gifts were distributed at the end of the occasion.

Photograph: Polyester Team

Fortifying Foundations

The recently launched New Hire Roadmap programme aims to improve the induction of new recruits into the Business

By Mahvish Siddique

The importance of a good induction cannot be understated, as it helps build a strong foundation that contributes to efficiency and success. From an employee's point of view it enables them to transition into the Company effectively and better understand their roles.

Taking this into consideration the Chemicals & Agri Sciences Business revamped their onboarding experience for new recruits through the New Hire Roadmap programme. This programme is designed to improve the hiring experience for these recruits and help them better transition into the Business, which will eventually lead to a stronger, more unified team. This type of induction also helps with retaining employees, and will ensure that the new team members can thoroughly adopt the Company's values. All of these factors contribute to a solid foundation.

Also, an added benefit is that the programme will run twice a year, which will ensure that the onboarding experience will not be limited to only the first hiring day.

The first session was held on August 23, 2017, with a briefing session about the Company's culture following casual introductions from each new employee. Next, all the Executive Team Members were brought in to speak about their respective functions and how their roles add value to the Company. The session ended with a discussion with Arshaduddin Ahmed, General Manager, on the Business's plans and what more is to come.

Our new team members had positive feedback and felt that the programme was extremely informative and instrumental in helping them identify where they fit in.

News in Brief | A Win-Win Situation

By Ayisha Nadeem

Sales leaderboards promote healthy competition and contribute to an efficient environment for sales teams to achieve their targets and remain motivated. We've set up our sales leaderboard to track the performances of our National Sales Managers and Sales Managers against their budgets. At the end of the year, the employees that

achieved the highest sales per their budget go on an all-expense paid trip to a location that is mutually agreed upon by the teams. This year, the destinations were Bali for the National Sales Managers and Switzerland for the Sales Managers. After an intense competition from the Polyurethanes team, the Industrial Chemicals team managed to succeed in

winning on both fronts. Noman Jafri, National Sales Manager, Industrial Chemicals, General Chemicals Division will soak up the sun in the Indonesian paradise of Bali; and Faisal Hashmi, Sales Manager, Industrial Chemicals (South Region), General Chemicals Division, will bask in the scenic beauty of the Swiss Alps.



All participants gather for a group picture with the Chemicals & Agri Sciences Business Executive Team

Photograph: Chemicals & Agri Sciences Team



Athar Abrar Khwaja, Marketing Manager, Specialty Chemicals speaks about his portfolio.

Photograph: Chemicals & Agri Sciences Team

News in Brief | Supply Chain's Got Talent!

By Areej Mahmood

The Supply Chain department at the Chemicals & Agri Sciences Business kick started the year with an engagement activity calendar to familiarise with each other better. Each person's unique trait was displayed on a board and the rest

of the team were asked to guess. The real twist came each team member's talents were revealed; in their daily tasks and outside the office, proving how little we truly knew about each other. They were singers, photographers, dancers and even football players,

which allowed the team to find new avenues to connect with one another. So much so, that the organisers are considering of putting together a talent show performance. Who knows what else we might find out?

Scanning Our Way to Success

The Chemicals & Agri Sciences Business's use of barcodes in their warehouses has improved efficiency and reliability in a number of procedures

By Mohammad Hadi Ansari

In early 2017 the Chemicals & Agri Sciences Business announced that barcode scanning would begin in their warehouses. The objective was to bring value and viability in the Business in order to improve efficiency in a reliable way. Barcode scanning is a simple and widely used technique that was often overlooked as a method for cost cutting and saving time. However, since its implementation, this process has significantly reduced chances of human error at the warehouse. The barcode scan is fast and effective, successfully replacing the tedious and labourious task of manual data entry. It is inexpensive and user friendly, resulting in reduced staff training time, and subsequently reduced costs on extra training time. The versatile system has been customised to the needs of the Business.

The warehouse staff have mastered the scanning procedure and as a result, supervisors no longer have to constantly monitor every step of the entire inventory or pricing procedure. The

system can also be used to track inventory and dispatches, while the adopted practice and procedures have automated the inventory, further improving the controls.

The next objective is to work on carrying optimum inventory levels, as barcodes have made inventory tracking much more precise. The information obtained through barcodes is available rapidly since it is scanned directly into the workstation; better decision making has been promoted due to instant data availability; and the project has started to show real results in terms of both time and resources. The barcode scanning process is an indispensable tool for First-in, First-out (FIFO) based compliance, tracking of stocks inventory, and various other warehousing procedures.

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News in Brief | PRR (Progress Review Report) Workshop for Managers

By Mahvish Siddique

Performance improvement is an increasingly important topic in today's workplace, as it helps companies achieve greater levels of efficiency. Going forward, as workplace pressure increases, effective communication and discussions with team members are vital to continue high levels of

productivity. So, in order to build a better understanding of our leaders on their HR role as line managers, the Chemicals & Agri Sciences Business organised a concise interactive session on *PRR Workshop for Managers* in August 2017.

This workshop focussed on improving how managers

communicate constructive performance feedback to their team, and provided a platform for candid discussion. The benefits of the workshop were profound, in that it allowed all participants to learn from the collective experience of the group and established positive employee engagement.

Raising the Bar on Planning

The Chemicals & Agri Sciences Business highlights the advantages and all-round uses of its Material Requirements Planning system

By *Mohammad Hadi Ansari*

Material Requirements Planning (MRP) is a production planning and inventory control system used to manage scheduling and manufacturing processes. The system's chief advantage is that it ensures availability of materials for production, as well as product availability for delivery to customers. It maintains the lowest possible stock levels of raw materials and products, and aside from manufacturing activities and delivery schedules, it also links with purchasing processes. The Business's implementation of the MRP in their system has significantly assisted in the production cycle. The system works backwards, starting from a production plan for finished goods to developing requirements for raw materials. It is primarily designed in a way to answer three questions: What is needed? How much is needed? When is it needed?

The system helps the plant and supply chain team by breaking down the inventory requirements into planning periods, allowing production to be completed in a timely manner, while stock

levels and carrying costs are kept to a minimum. The team aims to use the MRP to plan for capacity needs and allocate production time.

If we look at other advantages of using the MRP system we'll find that it has made the right materials required for production available on time, which was a tremendous challenge in this Business before the MRP was used. In addition, on time delivery results in the optimal use of production resources, reducing downtimes at the plant. The ideal utilisation of resources and decreased inventory levels also lead to a significant decrease in capital cost.

It has also resulted in more punctual and dependable deliveries of manufactured goods to customers, and is a good source of business data collection for analysis, and better planning. The Supply Chain team also used this side of its application to calculate Operating Working Capital (OWC) for their budget analysis, further demonstrating its varying uses.

News in Brief | F2F Forums

By *Areej Mahmood*

Given the pace at which our Chemicals & Agri Sciences Business is growing, it is imperative everyone is up to speed and on the same page. To do this, the Business's HR took an initiative to discuss cross

functional operational issues in a focussed forum. Mediated by a moderator, two functions voice their concerns, understand each other's procedures, and chalk out a cooperative action plan to move forward. Two of these forums have taken place in the Business, and

there is a general agreement that it has improved communication and made things better overall. For now, there have been planned follow ups to gauge how effective this forum really has been.



News in Brief | Living our Values: Sales Value Behaviour Programme

By Ayisha Nadeem

Our Core Values are vital in helping us in our everyday work as well as guiding us to our long term goals. To reinforce and energise the value of Customer Centricity, the General Chemicals and Polyurethanes Divisions introduced the 'Sales Value Behaviour' programme, which rewards its successful implementation. Following its introduction the

market research team took an initiative and launched their Market Leadership Program (MLP), which forged other helpful tools such as the Sales Pipeline Management tool (SPANCOP), the Customer Visit Planning tool (CVP) and Minutes of the Meeting (MoMs). The Sales Value Behaviour competition encouraged using these tools effectively for necessary HSE presentations at customer sites,

and demonstrating value records from customers. The competition's rewards are decided twice a year through a survey within the sales team. At the end of this fiscal year Syed Rehan Wajahat Ali, Regional Sales Manager, General Chemicals Division finished first and won a laptop; while our runner-up Abid Ali, Sales Officer, General Chemicals Division won a home theatre system.

A Chilli Field Day

The Vegetable Seeds sales team head to Pithoro Town to engage with farmers on Chilli Advanta 5017

By Basil Saeed

In Pakistan, very few dishes can be considered complete without the addition of chillies. The vegetable is a staple in all markets and kitchens across the country, and is a star product in our Vegetable Seeds Segment. To increase reach and awareness for this product, a field campaign was arranged by the Vegetable Seeds sales team on Chili Advanta 5017 at Pithoro Town, Mirpur Khas.

The main purpose of the activity was to engage farmers and communicate the variety of chillies that will be available to them in the coming season. This will position our product for growth in the consumer market.

The chilli's distinguishing features such as its good yield potential, large size yet compact seed filling and resistance against fungi, viruses, and unfavorable climatic conditions has made it stand out against all other competitor varieties.

During the activity, farmers were provided with vital technical information about the product and its benefits that will allow them to efficiently yield the vegetable's growth. In addition, farmers were also educated about adopting new agronomic practices with the aid of practical demonstrations.

All in all, the team arranged a highly effective and productive activity in order to help reach the end-consumer directly, generating a positive effect on demand going forward.



Farmers thoroughly enjoyed the first day of the field campaign with the sales team.

Photograph: Chemicals & Agri Sciences Team



The sales team educated farmers and engaged with them to build awareness for this product.

Photograph: Chemicals & Agri Sciences Team

Quarterly Meeting

The Vegetable Seeds Segment of our Agri Division conducts a two-day quarterly meeting in Lahore

By Basil Saeed

It is often said that quarterly meetings translate into year long success. They are a great opportunity for interaction between the sales and development teams, and provide a platform for engagement with the management. They also serve as a very viable and effective way to keep the team technically updated and to give direct feedback to each other.

On August 7-8, 2017, the Vegetable Seeds Segment of the Agri Division conducted a two-day quarterly meeting at the Hospitality Inn, Lahore. The overall agenda for the meeting was to achieve the technical and professional training requirements of the team, and all sales and development teams from all areas of Pakistan were present.

An HSE&S session was delivered to refresh and enforce the importance of safety, which must always be our first priority. The required in-house trainings for the upcoming season's products were managed by the technical team, to better develop the team's understanding of the products. The trainings covered cauliflower, peas, squash, onion, tomato, hot pepper, gourds, and okra.

Abdul Wahab, Business Manager, Agri Division, discussed the current situation of the market and the team's performance. He also presented the vision, mission and future planning of the Agri Division, and further emphasised the need to adhere to best practices and stand out from the competitors through knowledge and services.

Faraz Ali Butt, National Sales Manager, Agri Division, delivered a presentation on how to handle complaints. The purpose was to communicate the importance of treating every complaint positively and considering it as a learning opportunity to improve.

Various quizzes and simulations of the presented trainings were conducted during the two-day session in order to evaluate the effectiveness and understanding of the trainings. Success stories were also shared with all participants along with all the data of the products results, and pictures to boost the confidence level of the team.



The Vegetable Seeds Segment conducted a two-day Quarterly Meeting at the Hospitality Inn, Lahore from August 7-8, 2017.

Photograph: Chemicals & Agri Sciences Team



Abdul Wahab (Business Manager Agri), talks to the audience.

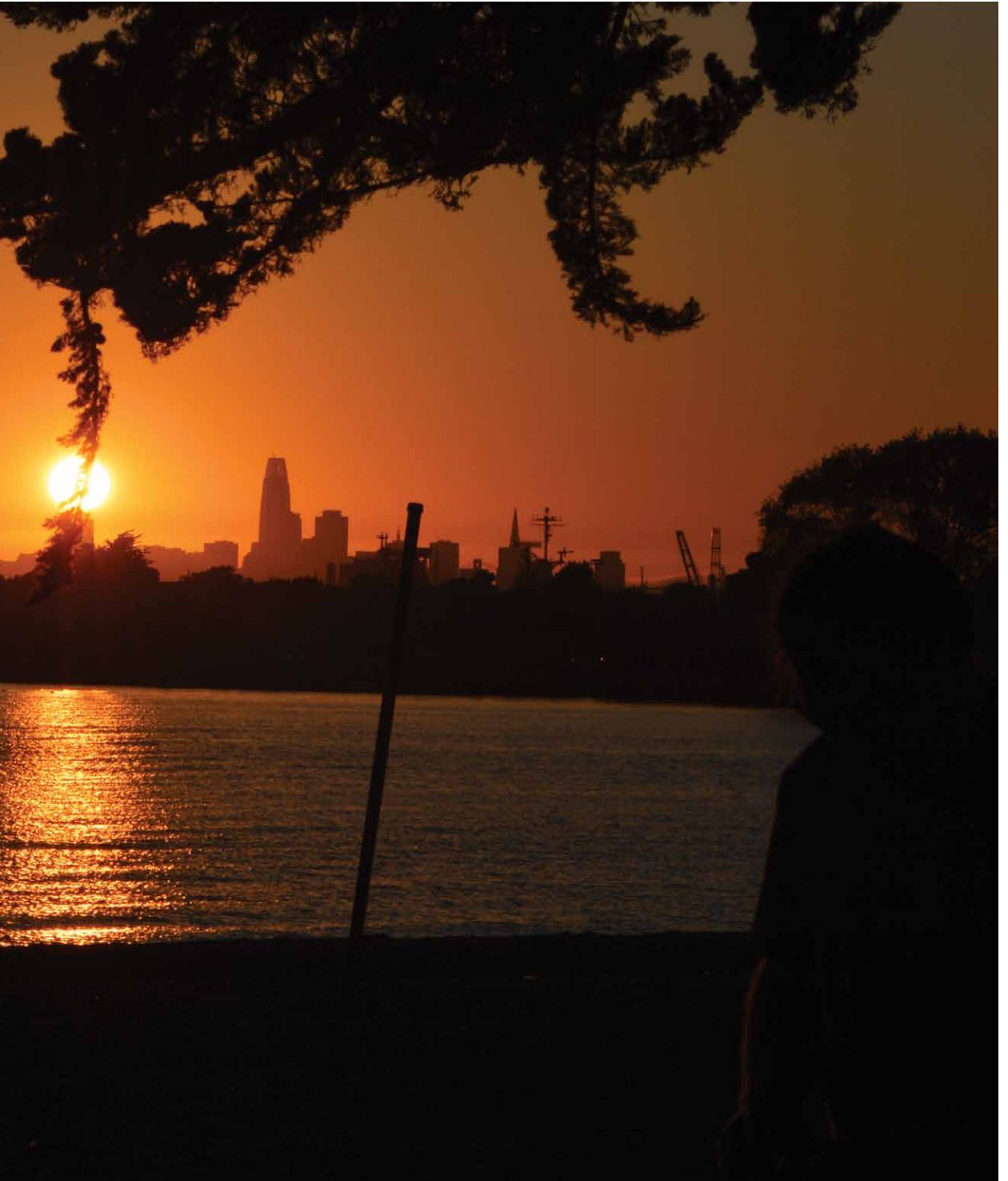
Photograph: Chemicals & Agri Sciences Team

Photograph of the Quarter

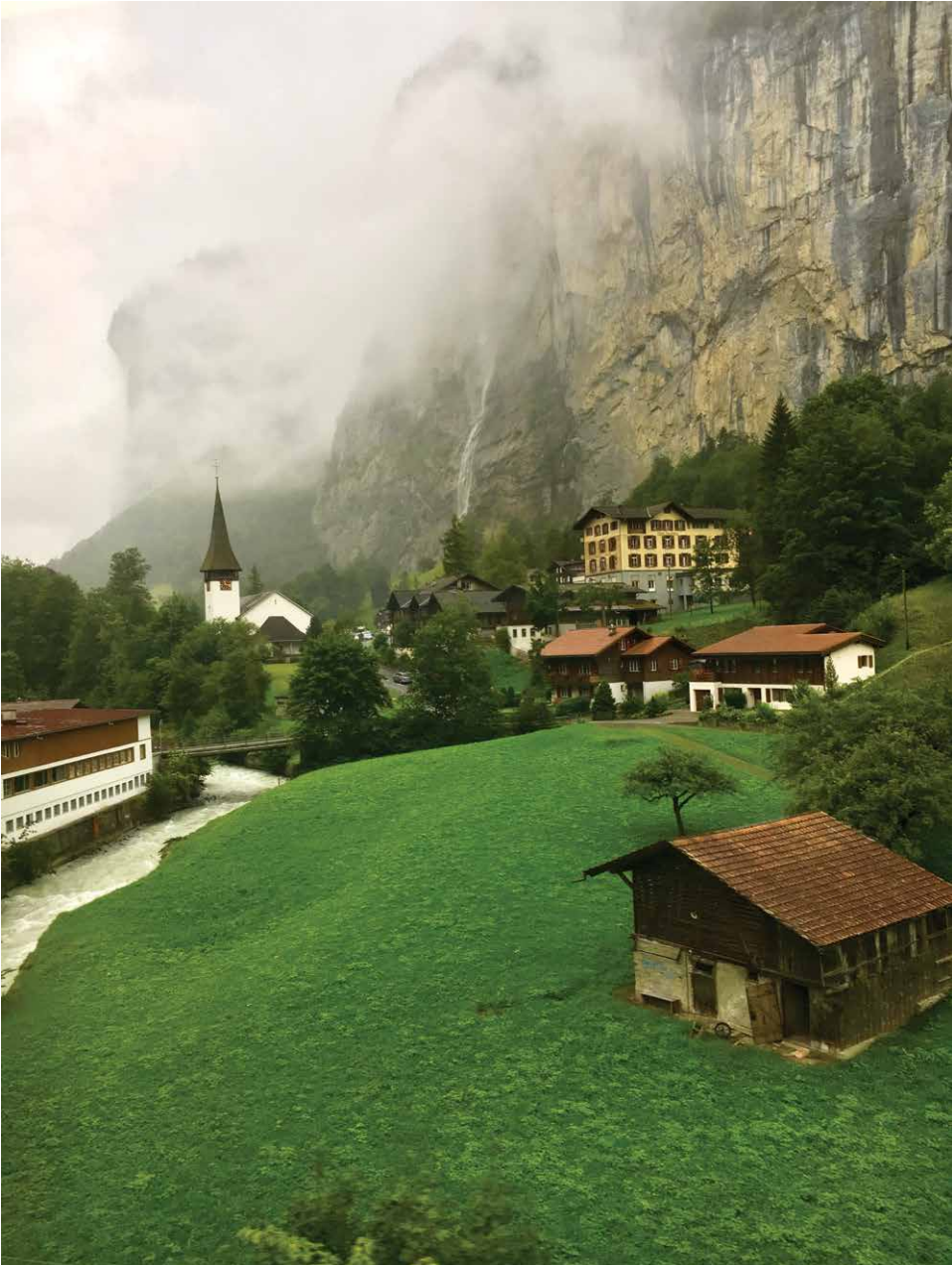


Photograph of the Quarter Winner: Ahad Babar

Photograph taken at the San Francisco Bay area.



Other Selected Photographs



Photograph taken in Lauterbrunnen Valley, one of the biggest nature conservation areas in Switzerland.

Photograph: Ahmad Rashid



Cloud cover, somewhere over Karachi.

Photograph: Mudasser Farooq Mian



Moonlit Hunza Valley.
Photograph: Zeeshan Ahmed



Khunjerab Pass and the colours of nature at 4,572 meters above sea level.

Photograph: Jamal Malik



The golden tipped peak of Rakaposhi (7,788 meters, 12th highest mountain in Pakistan).

Photograph: Talha Abid



A beautiful butterfly takes a well deserved break in a field of flowers.

Photograph: Muhammad Ali Latif



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