



# engage

*But for the reassurance that they  
finally have back to goal setting  
and the focus that they  
can't wait to get started*

**Goals that  
take flight**

page 74

*and we all  
focus*

*...scuse that says  
back to goal setting*

*...that's what a bit  
of focus we all have at  
productivity and  
step builds*

*...Second, you all  
...to get  
...both a preferred  
...power, willing to  
...examples*

*...that  
...right*



**ICI Pakistan Limited  
Wins  
2018 GALLUP  
GREAT WORKPLACE  
AWARD!**



**A Big Win!**  
page 12



**Dear Engage readers,**

Welcome to the new edition of the magazine. We decided to make this a double issue, combining Issue 15 & 16 into one sizeable edition due to the sheer volume of important news that continued to flood in through the months. This issue therefore covers the second and third quarters of the financial year 2017-18 (or the period from October 2017 to March 2018).

This issue is brimming with new developments – from several major milestones for our Company that you will see as soon as you leaf through the first few pages, as well as the more intimate stories that provide insight into the ongoing consistent efforts made by our colleagues day in and day out, to achieve ambitious goals and meet stretched targets. The importance of effective goal-setting is paramount in a fast-paced, ever evolving environment such as we have at ICI Pakistan Limited, which is why we have chosen to base our cover story for the issue around the theme Goals That Take Flight.

All of the stories in our opening section, Company News, are of vital importance to our Company, and embody how we constantly uphold our promise of Cultivating Growth. But the story that made it on to the cover – our big win with the 2018 Gallup Great Workplace Award – is arguably one of the most significant, as it reflects the power that people, and an enabling culture, have on the success of any organisation.

We hope you enjoy this issue filled with the latest from the world of ICI Pakistan Limited

**Enjoy your read,  
Team CCPA**

**We would love to hear  
your feedback**  
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Cover Design  
**Goals that take flight**  
by CCPA

The cover is a depiction of goals and new beginnings. By staying focussed on our targets and remaining committed to our progress, we can achieve whatever we set our mind too. So, ensure that this year, in 2018, you see the change and progress you've always wanted. Spread your wings and take yourself higher than you've ever been.

---

**Pablo Picasso**, Pablo Picasso is regarded as one of the most influential artists of the 20th century, he is known for co-founding the Cubist movement, the invention of constructed sculpture, the co-invention of collage, and for the wide variety of styles that he helped develop and explore. (Born: October 25, 1881, Died: April 8, 1973)

---

**Our goals can only be reached through  
a vehicle of a plan, in which we must  
fervently believe and upon which we  
must vigourously act. There is no other  
route to success.  
— Pablo Picasso**

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# Spurring Innovation and Growth

**The recently inaugurated Chemicals Technical Centre offers exciting possibilities for innovation and growth for the Chemicals & Agri Sciences Business**

*By: CCPA*

We're excited to share that on April 24, we achieved a significant milestone for our Chemicals & Agri Sciences Business – the inauguration of the brand new Chemicals Technical Centre.

This custom-built international-standard facility features specialised labs for each of our Chemicals Divisions (namely, General Chemicals, Polyurethanes and Specialty Chemicals) and will enable the Chemicals & Agri Sciences Business to provide a superior level of R&D and technical services to customers, offering exciting possibilities for innovation and growth.

The inauguration ceremony was performed by Chairman ICI Pakistan Limited, Muhammad Sohail Tabba, accompanied by Vice Chairman Muhammad Ali Tabba, and other members of the Board of Directors of the Company. Chief Executive Asif Jooma, Arshaddudin Ahmed, GM Chemicals & Agri Sciences Business and key members of his team, including members

of the project team, and were also among those present at the inauguration.

The 10,000 square foot facility has been designed to ensure that we are able to offer enhanced services to our customers, and enables the Chemicals Divisions of the Business to carry out testing of formulations, research and development activities and to practice stringent quality control, all in a modern, aesthetically designed facility that makes for an inspiring working environment. Plans for utilising the facility also include customer trainings and other technical trainings, which would establish the Chemicals Technical Centre as a centre of excellence – very much in line with the Company's growth aspirations and promise of Cultivating Growth.



Chairman Muhammad Sohail Tabba, accompanied by Vice Chairman Muhammad Ali Tabba, other members of the Board, CE Asif Jooma and GM Chemicals & Agri Sciences Arshaduddin Ahmad, unveils the commemorative plaque.

Photograph: CCPA Team



The project team poses for a photograph

Photograph: CCPA Team



A glimpse of the brand new Technical Centre

Photograph: CCPA Team

# Expanding to Create Enduring Value

**We have successfully commissioned, and commenced operations at the 75,000 tons per annum (TPA) expansion project at our Soda Ash manufacturing facility in Khewra.**

By: CCPA

As a proud national company that predates the formation of Pakistan, at ICI Pakistan Limited one of our foremost goals is to help our nation progress. Our Soda Ash Business delivered its first batch of production on August 14, 1947 – the very first Independence Day of Pakistan, and since then, our bond with this great country has only deepened over the decades.

In February 2018, the Company was delighted to announce a new milestone for the Soda Ash Business; the successful commissioning and commencement of operations of Phase 1 of the 150,000 tons per annum (TPA) expansion project at our Soda Ash manufacturing facility in Khewra. Following the addition of this 75,000 TPA expansion in Phase 1, the capacity of our Soda Ash plant now stands at 425,000 TPA.

Our Chief Executive Asif Jooma commented on the occasion, “This capacity expansion is a significant step forward for ICI Pakistan Limited, as it enables the Company to support Pakistan’s domestic industry in achieving greater self-reliance

for its raw material needs. This will benefit the economy by both reducing import costs and earning valuable foreign exchange for the country through increased exports.”

CE Asif Jooma went on to add, “In addition to making increased quantities of soda ash available in the domestic market, this capacity expansion also allows the Company’s Soda Ash Business to widen its regional footprint, whilst also further enhancing its domestic market share. This expansion project exemplifies ICI Pakistan Limited’s ongoing pursuit of growth for the benefit of our stakeholders and customers, in line with our brand promise of Cultivating Growth.”

A newspaper supplement in major daily newspapers and especially designed advertisements were also released in March to commemorate the achievement and communicate it to a mass audience.

Congratulations to the entire Soda Ash Business on a remarkable achievement!



The Soda Ash plant in Khewra now has a total capacity of 425,000 TPA  
Photograph: Soda Ash Team



Surveying the expansion project area; VP Polyester and Soda Ash Businesses Suhail A. Khan (second from left) is accompanied by members of the project team  
Photograph: Soda Ash Team



An aerial view of the Soda Ash plant  
Photograph: Soda Ash Team



# Breaking New Ground

**On November 23, 2017 ICI Pakistan Limited held the groundbreaking ceremony of the NutriCo Morinaga (Private) Limited manufacturing facility in Sheikhpura**

*By: CCPA*

November 23, 2017 marked an important milestone in our Company's history. On this day, we held the groundbreaking ceremony of the first ever Morinaga infant formula manufacturing facility in Pakistan at the site of the manufacturing facility in Sheikhpura.

At the ceremony, notable guests present to mark the occasion included Muhammad Sohail Tabba, Chairman NutriCo Morinaga (Private) Limited; Asif Jooma, CE ICI Pakistan Limited; and Ko Shiino, GM International Department, Morinaga Milk Industry Company Limited.

The official announcement of our Company's intent to enter into a joint venture with Morinaga Milk Industry Company Limited of Japan, and Unibrands Private Limited was made back in

September 2016. We have already achieved a great deal together, and this ceremony marks a new chapter in our Company's and our partners' joint future. It is also worth noting that a project of this scale has many stakeholders, which meant that collaboration and teamwork was key in reaching this milestone. Our internal project teams worked seamlessly with our external partners and consultants; together they were instrumental in the progress of the NutriCo Morinaga manufacturing facility. To that end, the team led by Suhail Aslam Khan, Vice President Polyester and Soda Ash Businesses, was vital in making this project a success thanks to its administrative commitment and support.

The prospects for growth and development this manufacturing facility stands to provide are immense. However, the chief potential benefit of this project is the opportunity to positively



Guests pose for a photo at the end of the ceremony.

Photograph: CCPA Team

impact hundreds of thousands of lives in Pakistan, specifically those of infants and children. Speaking at the ceremony Asif Jooma, Chief Executive, ICI Pakistan Limited shared his views on the event, saying: "By making locally manufactured yet international-quality-standard Morinaga infant formula available to the people of Pakistan, we will be helping ensure good health, good nutrition and a brighter future for the coming generations of Pakistani children. This is both a tremendous responsibility

and a privilege."

At ICI Pakistan Limited, everything we do is motivated by our desire to create greater value for our customers and all our stakeholders, and as this project moves ahead towards the next chapter we will continue to deliver on quality and value through our promise of Cultivating Growth.



Asif Jooma, CE ICI Pakistan Limited, (left) alongside Muhammad Sohail Tabba, Chairman NutriCo Morinaga (Private) Limited

Photograph: CCPA Team



Suhail A Khan, VP Polyester and Soda Ash Businesses, (centre) and other guests listen intently as Ko Shiino, GM International Department, Morinaga Milk Industry Company Limited, shares his thoughts at the ceremony

Photograph: CCPA Team

# A Big Win!

**We are thrilled to share that ICI Pakistan Limited has been awarded the Gallup Great Workplace Award – the highest honour reserved by Gallup for the world's most distinguished workplaces!**

*By: Lalarukh Rashdi*

Every year, Gallup – our employee engagement survey partner – nominates and solicits applications from a select few companies, from its extensive global database for its highest honor: the Gallup Great Workplace Award. This award is given to those world-class organisations from Gallup's database that exhibit exceptional performance by fostering a culture of engagement in their workplaces. Earlier this year, ICI Pakistan Limited was nominated to participate in this award as a result of our tremendous progress, genuine dedication and intentional strategy on our engagement journey. After which, our entry was evaluated by a Gallup appointed panel against a rigorous criteria.

This win places our organisation amongst the top 39 world-class workplaces in the Gallup global database. Other winning organisations are from the US, the UK, UAE, Thailand, China, and India. It is a great honour for at ICI Pakistan Limited to be

included in the league of such workplaces that do not simply promise a great employee experience, but also create a culture of engagement in which employees can continuously develop and thrive.

This is a humbling moment for all of us; however, it is important to highlight that for us, engagement goes beyond scores and awards. Therefore, we intend to continue to build demonstrable evidence of translating these scores into a culture that fosters care and growth for each of our team members, making their experiences with the Company more meaningful.

Congratulations to all on joining this year's elite group of Gallup Great Workplace Award Winners. This wouldn't have been possible without our colleagues' relentless commitment, passion and collective action on this crucial journey of organisational significance!



**ICI Pakistan Limited  
Wins  
2018 GALLUP  
GREAT WORKPLACE  
AWARD!**

GALLUP GREAT  
WORKPLACE  
AWARD  
2018 WINNER



# Remaining at the Forefront

**Asif Jooma, our Chief Executive, recently held a half-yearly communication session with colleagues from all locations to discuss the year's performance and look back at the milestones we have achieved in the last five years**

By: CCPA

On Friday, March 9, 2018 a Chief Executive's Communication Session was held at the Mozang Office in Lahore under the theme 'Remaining at the Forefront' to discuss the performance of the first half of 2017-18, and how we can actively pursue new avenues for growth and development, while delivering sound performance for the months ahead.

During this session, we also celebrated a significant milestone; five years have passed since the acquisition of ICI Pakistan Limited by the Yunus Brothers Group (YBG), and this was the perfect occasion to highlight this. Asif Jooma took this opportunity to showcase our many significant achievements during the five years through an engaging animated video developed for the occasion.

Following the Five Year Milestone video, Asif Jooma gave a thorough overview of the Company's highlights and financials, and shared his views on the many developments that had taken place during the year. He thanked various teams for their dedication on projects and spoke words of encouragement to others. He talked to the audience about success and

achievement, and how our continuing expansion projects and partnerships will deliver enduring value. He also further highlighted the importance of our Code of Conduct, focus on safety, and how we must strive to strengthen our current positions – in other words, how we must work to remain on the forefront.

Asif Jooma also shared some responses to a question he had posed to all colleagues in his New Year message to the Company: 'What did the last five years mean to you, and what to you want to achieve in 2018?' adding that the answers ranged from reflective and thoughtful to infused with a sense of energy and purpose; a true reflection of what ICI Pakistan Limited stands for.

The session ended on a high note with a lively, inclusive Q&A with the audience, where colleagues from locations across the country had the opportunity ask Asif questions, or even just share their thoughts. Several pertinent questions were raised regarding the future of the Company and our focus going forward, and some eloquent thoughts were shared, reminding us how important it is to periodically come together to renew our shared focus.



CE Asif Jooma delivers his half-year presentation during the session

Photograph: CCPA Team



A glimpse of the audience at Mozang office Lahore; 15 locations were videolinked live for the event

Photograph: CCPA Team



# In Pursuit of Growth

## ICI Pakistan Limited announces financial results for two quarters

By: CCPA

### Financial results for the quarter and nine months ended March 31, 2018

ICI Pakistan Limited continues to show steady financial results in line with the Company's aspirations and objectives. Unconsolidated Profit after Tax (PAT) for the quarter at PKR 1,002 million is 16% higher than the same period last year (SPLY), driven mainly by strong operating performance. During the nine month period under review, the Company achieved a PAT of PKR 2,465 million which is 3% higher than the SPLY, mainly due to a higher operating profit, which was largely offset by higher exchange losses due to the rupee devaluation and lower dividend income from associate as compared to the SPLY. Earnings per share (EPS) for the quarter at PKR 10.85 is 16% higher than the SPLY, and during the nine month period under review EPS at PKR 26.69 is 3% higher as compared to the SPLY.

Net turnover for the quarter at PKR 12,956 million is 22% higher than the SPLY, due to higher revenues across all Businesses except the Chemicals & Agri Sciences Business. The operating result for the quarter, at PKR 1,360 million, is higher by 28% as compared to the SPLY, owing to improved performance in the Polyester, Soda Ash and Life Sciences Businesses.

Net turnover for the nine months at PKR 36,133 million translates to a 19% increase compared to the SPLY, with all Businesses exhibiting a positive trend. The Life Sciences and Polyester Businesses were the major contributors, achieving growth of 36% and 23% respectively. In the Chemicals and Agri Sciences Business, improved performance in the Chemicals

Division delivered a growth of 23% in net turnover, while the Soda Ash Business's net turnover grew by 11% over the SPLY due to higher selling prices and sales volume in the domestic market. The operating result for the nine months at PKR 3,418 million is 14% higher in comparison to the SPLY, due to improved performances in the Polyester and Life Sciences Businesses. The performance achieved by the Polyester Business is attributable to better sales volumes and margins along with operational efficiencies. In the Life Sciences Business, both Pharmaceuticals and Animal Health Divisions posted double-digit growth.

In February, the Company announced the successful commissioning and commencement of operations of Phase 1 of its 150,000 tons per annum (TPA) soda ash expansion project, at its manufacturing facility in Khewra. Subsequent to the addition of this 75,000 TPA expansion in Phase 1, the nameplate capacity of the Soda Ash plant now stands at 425,000 TPA. This capacity enhancement is a significant step for ICI Pakistan Limited as it stands to further strengthen the Company's status as a national and regional player in the soda ash market.

Additionally, the Masterbatch manufacturing project is progressing as per plan. This project is another strategic step towards fulfilling the Company's growth aspirations and enhancing its Chemicals product portfolio.

Going forward, the Company is focussed on maintaining a positive trajectory while strengthening relationships with existing customers and partners, employing cost reduction initiatives, continuing to embrace innovation, and exploring opportunities for both organic and inorganic growth, in line with its brand promise of Cultivating Growth.

### Financial results for the quarter and six months ended December 31, 2017

On January 24, 2018, the Board of Directors of ICI Pakistan Limited announced the Company's financial results for the quarter and six months ended December 31, 2017.

The results continue to show our steady performance, as we actively pursue new avenues for growth and development including capacity expansion projects, new manufacturing facilities and new partnerships. Our ongoing commitment to innovation and excellence has further strengthened the Company's outlook for the coming months.

Our finances in terms of operating result and net turnover tell a story of improved performance and growth. The operating result is higher by 6% compared to the previous year mainly due to robust performances in the Polyester and Life Sciences Businesses by 105% and 33% respectively. While our net turnover translates into an 18% increase as compared to the same period last year, with all our Businesses showing a positive trend.

Regarding development in terms of projects, in our Soda Ash Business phase one of a capacity expansion project was in its final stages as at the announcement of results and has been completed since. While our Chemicals & Agri Sciences Business is well on its way to enhancing the Business's product portfolio through the ongoing project to set up a Masterbatch manufacturing facility, which is also progressing as per plan.

Also, in line with our value of Delivering Enduring Value of delivering enduring value for our customers and all our stakeholders, the Life Sciences Business's Animal Health Division has entered into a partnership with a leading South Korean animal vaccine manufacturer, CAVAC, to import, market and distribute the CAVAC Poultry Biologicals portfolio in Pakistan. This unique and promising partnership allows the Business to expand its biologicals portfolio, bringing a new range of products to customers and helping improve poultry health management in Pakistan.

Going forward, our strong prospects over the coming months help us move closer to our growth aspirations as we fulfil our Company's brand promise of Cultivating Growth in everything we do.



# Our Leader at LUMS!

## Chief Executive Asif Jooma makes an appearance at the 'Leaders at LUMS' platform to share his leadership experience with students

By: *Jawwad A. Siddiqui*

On February 22, 2018, the Lahore University of Management Science (LUMS) held the fifth session of its 'Leaders at LUMS' platform which is designed for leaders and visionaries in the corporate world to share their stories, their achievements and their experiences overcoming adversity in both, business and life. When our Chief Executive, Asif Jooma, was invited by LUMS to this session as a speaker, we knew it was the perfect platform for him to share his knowledge and experiences of over 30 years with an audience eager to learn.

Adeel Hashmi, a well-known media personality, moderated the session, and started off by diving right to the heart of the matter – what it takes to make it to the top in today's dynamic corporate environment. Asif Jooma replied that, in his opinion, the key to making it to the top was a combination of passion, hard work, the ability to connect with people and inspire them.

Asif also spoke about his key challenges heading a diversified company like ICI Pakistan Limited which has multiple businesses

– a fact that is also a key strength of the company. He shared how the depth and diversity of businesses requires an agile mindset, as one must be able to mentally reorient oneself constantly and adapt quickly to the varying needs and particular requirements of each business.

Asif went on to share how technology plays a very important role at ICI Pakistan Limited; the Company has evolved not only in terms of its businesses but also in terms of processes. He spoke about how we have moved from traditional methods of hiring towards more innovative and effective methods such as the gamified recruitment process. He also shared with the audience how he believes this is a golden decade for the youth of Pakistan, with ample opportunities awaiting talented and hard-working individuals. All in all, it was an engaging and inspiring session.

To watch Asif Jooma's Leaders at LUMS session, visit our Facebook page: [www.facebook.com/icipakistanlimitedofficial](http://www.facebook.com/icipakistanlimitedofficial)



Adeel Hashmi, (left) and Chief Executive Asif Jooma (right) took the stage for an engaging discussion

Photograph: HR Team



Asif Jooma accepts a memento from Syed Babar Ali, Pro Chancellor LUMS following the session

Photograph: HR Team



A full house at LUMS during the session

Photograph: HR Team



# Growing Together

## #PressforProgress - Gender Sensitisation Workshop held at ICI Pakistan Limited on International Women's Day 2018

By: Lalarukh Rashdi

With our growing population at ICI Pakistan Limited, gender sensitisation is the next logical step in terms of our diversity agenda. In this step, we aim to reach out to a broader audience to drive home the need for gender diversity and creating a more enabling work environment. To get a head start on this important step, we celebrated International Women's Day 2018 with the year's theme #PressforProgress under the banner of our 'iMPACT platform and invited everyone to contribute as a community in closing the existing gender gap.

On March 7 and 8, the Learning & Development team, Corporate HR arranged two-hour power house sessions on the theme of gender sensitisation called Growing Together. At the core of this theme is a strong call-to-action to press forward and progress

gender parity; motivating and uniting friends, colleagues and whole communities to think, act and be gender inclusive.

Bringing on board two internationally acclaimed, experienced Organisational Development Trainers from Dubai, Haseeb T. Hasan and Zaufyshan Hasan, the Learning & Development team worked in close collaboration with the trainers to customise the session according to our Company's needs.

The sessions were conducted in both our Karachi Head Office and Lahore Mozang office, and drew keen participation in support of the diversity agenda, not only from women but also from our male colleagues. The Karachi session was inaugurated by Chief Executive Asif Jooma, who after reiterating the importance of a diverse workforce, joined the audience as an active and enthusiastic participant of the session. *(Continued over leaf)*



General Manager Corporate HR Fathema Zuberi, welcoming participants to the fun-filled two-hour power session  
Photograph: HR Team



Organisational development trainers Haseeb T. Hasan (pictured here) and Zaufyshan Hasan were quick to establish a rapport with the audience, keeping them engaged and entertained throughout

Photograph: HR Team



**Q&A Session remained lively and engaging**  
 Photograph: HR Team



**Our General Manager Corporate HR, Fathema Zuberi, having a light moment with her colleagues**  
 Photograph: HR Team



**Zaufyshan Hasan speaking to the participants on the importance of Gender Sensitisation**  
 Photograph: HR Team



**All colleagues, including CE Asif Jooma were active participants of the Karachi session**  
 Photograph: HR Team

Throughout the session, the trainers maintained an atmosphere charged with enthusiasm and the eagerness to learn. The content of the programme encompassed important focus areas regarding gender sensitisation within a workplace – from awareness of our own mindsets, to developing empathy to the modification of our behaviour within the Organisation including workplace norms, and the dos and don'ts and finally, driving the future which included passing on this learning and understanding to our future generations. The myriad of activities planned consisted of gender stereotyping and role reversal exercises that helped the participants internalise these concepts in a fun and energising way.

These open-house sessions were successful in not only helping educate, inspire and motivate colleagues about the needs of a diverse workforce but also in equipping our managers with the knowledge to ensure healthy gender interactions in their teams, leading to greater engagement and growth. Our objective, moving forward, is to continue bringing forward such gender diversity initiatives from time to time to ensure more diversity and inclusion at ICI Pakistan Limited leading to more holistic growth for both, women and men.



# Empowering Lyari's Youth

**In collaboration with a local NGO, we recently launched four training courses to equip the youth of Lyari with useful skills**

By: CCPA

The ICI Pakistan Foundation is committed to the development and progress of the communities in and around the Company. One of these communities in which we see incredible promise and talent is Lyari. We recently lent our support to a government school in this community under our educational initiative, IIm-o-Hunar, and also decided to join hands with others who want to see Lyari and its youth thrive.

On April 18, 2018, we inaugurated four courses for community youth in partnership with the Sindh Tech Skills Development Centre, in Lyari. These four courses are designed to cater to the local community's needs by focussing on relevant and marketable skills. The courses include a three-month MS Office Course; a three-month course of coaching classes for 9th and 10th grade students; a three-month course on fashion designing and household tailoring; and finally a beautician course which runs for six months. The last two courses in particular, aim to equip young women in Lyari with useful, practical skills which they can utilise to earn sustainable incomes.

The Sindh Tech Skills Development Centre was established by a dedicated local social worker, Abdul Lateef Dorai. Lateef himself

hails from the Lyari community and is driven by a relentless desire to see his community thrive and realise its potential. The Sindh Tech Skills Development Centre is situated in a Government Vocational Training Centre (VTC) and is being run under the umbrella of Sindh Technical and Vocational Training Authority (STEVTA). Workshops available there include; electrician, welding, carpenter, mechanic, AC and refrigeration, and machinery trades. However, unfortunately, during recent years, when the area of Lyari suffered socioeconomic strife and politically motivated gang violence, the centre remained unutilised.

After conditions improved in Lyari recently, the VTC was rehabilitated and Abdul Lateef, along with several other volunteers, took the initiative to begin computer classes in the centre and gradually introduced new courses for the community's youth.

Through the ICI Pakistan Foundation's support, and with the commencement of these workshops, the future looks bright for Lyari.



**During the inauguration ceremony, several driven and determined young students took to the stage to express their desire to learn, and share their ambitions for a bright future**

Photograph: CCPA Team



**After the ceremony, a tour of the facility was conducted**

Photograph: CCPA Team



**Bright and eager - students enrolled in these courses are keen to learn and practise their new skills**

Photograph: CCPA Team

# Enhancing Governance

**Recently we arranged a workshop on the Companies Act 2017 in collaboration with the Pakistan Institute of Corporate Governance (PICG)**

*By: CCPA*

On January 4, 2017 our Legal and Company Secretarial functions collaborated with Pakistan Institute of Corporate Governance (PICG) to arrange an important workshop on the Companies Act 2017 for the Boards of Directors from four companies of the YBG Group; Lucky Cement Limited, Gadoon Textile Mills Limited, Kia Lucky Motors Pakistan Limited and ICI Pakistan Limited. Through this workshop, recent key changes in the Company Law were highlighted to the Directors, giving them a comprehensive understanding of the Companies Act 2017 and related governance areas. The workshop was led by Badaruddin F. Vellani, Partner at Vellani & Vellani, and Masoud Naqvi, Senior Partner at KPMG Taseer Hadi & Co.

PICG is making a significant impact in Pakistan's governance environment, and having a team which consists of prominent and experienced business leaders and professionals certainly helps.

At the workshop both Vellani and Naqvi, respected household names in their fields, displayed a balanced perspective on the material that was presented. Additionally, the Directors from all four companies applied their understanding in practical case studies to cement their learning, which improved the overall experience of the workshop. The audience was also particularly pleased with the way both trainers shared their own experiences, which resulted in the workshop being both practical and engaging.

After the training there was a brief discussion between the participants and the team leading the workshop, as both shared candid and constructive feedback. The training is another example of our commitment to our values and to operating responsibly in every aspect of the expanding and growing world of ICI Pakistan Limited.



**Participants pose for a picture alongside the trainers**  
Photograph: CCPA Team



**Badaruddin F. Vellani was one of the trainers**  
Photograph: CCPA Team



**The audience included members of the Boards of Directors of four Yunus Brothers Group companies.**  
Photograph: CCPA Team



# Celebrations at the Kakapir School

## Celebrating the Annual School Function at the Govt. Boys and Girls Primary School, Kakapir in Karachi

By: CCPA

Recently, the Govt. Boys and Girls Primary School, Kakapir held its Annual School function with support from the ICI Pakistan Foundation, to recognise the performance of its students and celebrate the end of another successful year. Arshaduddin Ahmed, GM Chemicals & Agri Sciences Business was the event's chief guest, and colleagues from the Chemicals & Agri Sciences Business also attended the event to lend their support.

The last such school event drew plenty of praise. And this time was no different; the students put on a brilliant show as they performed tableaux, speeches, live skits and patriotic songs for their audience. During the event, prizes were distributed to the students who secured top positions in the last two annual exams. Arshaduddin Ahmed was invited to distribute the prizes

and share his thoughts on the occasion, commenting on the wonderful work done by the school, which was followed by raucous applause.

The ICI Pakistan Foundation has been providing funds for the management of this school for over ten years now. Through the Foundation's commitment, enrollment at the school now stands at 180 students of which almost 70% are girls; a positive trend that showcases a growing acceptance of the need for female education in the community.

Our ongoing support for the development and management of the Kakapir School has seen the entire community progress and grow; a contribution that demonstrates our continued drive for Cultivating Growth in everything that we do.



The students performed colourful tableaux and lively skits for the audience

Photograph: CCPA Team



A view of the audience enjoying the show

Photograph: CCPA Team



Arshaduddin Ahmed, GM Chemicals & Agri Sciences Business, presented prizes to top-performing students

Photograph: CCPA Team

# Corporate Recruitment Drives Gather Momentum

## Our HR team begins annual recruitment drives to seek out new talent

By: *Jawwad A. Siddiqui*

### Race2Boardroom

Last year, we launched our first ever digitalised Graduate Recruitment Drive, going nationwide to all universities in Pakistan. The drive centred around using gamification as a recruitment tool. As part of the drive, candidates were invited to play an online game which was designed to assess their competencies and cognitive abilities. Last year's launch campaign, in 2017, saw 3,500 plus registrations – a great start.

However, this year, with a rigorous marketing campaign carried out via social media and in collaboration with the

careers departments of various universities, the Corporate Talent Acquisition team surpassed last year's statistics for Race2Boardroom with approximately 6,000 registrations coming in; these comprised candidates from across the country as well as international students. Out of this large pool of applicants, 600 candidates were shortlisted, spanning the spectrum from commercial to engineering fields.

Gameplay closed on March 25, 2018 and currently members of the Talent Acquisition team, along with selected key senior colleagues, are involved with screening interviews of the shortlisted candidates in Karachi, Lahore and Islamabad.



**RACE 2  
BOARDROOM**



Team ICI Pakistan Limited at the ICAP Job Fair 2018

Photograph: HR Team

### ICAP Job Fair 2018

Recently, ICI Pakistan Limited was approved by the Institute of Chartered Accountants of Pakistan (ICAP) as a training organisation for individuals pursuing their Chartered Accountancy. On February 27, 2018, the Corporate Talent Acquisition team along with senior members of our Finance team represented ICI Pakistan Limited at the ICAP Job Fair in Karachi where they met with several ambitious individuals

aspiring to pursue careers with the Company.

Hassan Rafique, Manager Finance, Chemicals & Agri Sciences Business, was nominated as a speaker in the Job Fair where he shared his experiences at ICI Pakistan Limited with the audience. Hassan also shared with prospective applicants the opportunities that lie ahead for those who work with us during the tenure of their studies to complete their articleship.



Hassan Rafique, was a Guest Speaker at the ICAP Job Fair 2018

Photograph: HR Team



# The Road to Development

## The Leadership Development Roadmap Continues at ICI Pakistan Limited

By *Sonia Chagani*

ICI Pakistan launched its Leadership Development Roadmap in 2016 in order to accelerate capability building, and to provide a structured and integrated framework to our talent development. This roadmap focuses on developing leadership capabilities at each level in the organisation offering us the unique opportunity not only to grow in our existing roles but more importantly to achieve our ongoing career aspirations.

In this regard, numerous Self Development Programme workshops are being conducted in Karachi and Lahore by our LDRM Learning Partner Shireen Naqvi for our new joiners in

the first level of leadership, i.e. Individual Contributors. Phase II in the developmental journey for these new joiners in this leadership level is the “Creative Thinking and Collaboration” workshop which will take place later in the year.

This two-day workshop, with its engaging content, exercises and activities, proves to be an educational break for colleagues, enabling them to focus on the fundamentals of self-leadership needed for greater success in a light-hearted yet effective context.



A group photo of participants

Photograph: HR Team



The workshop in progress

Photograph: HR Team

# Training for Compliance

**An interactive session on Competition Law Compliance was held at our Head Office through the Competition Commission of Pakistan (CCP)**

*By: CCPA*

On Monday, December 18, 2017, four representatives from the CCP visited our Head Office in Karachi for an interactive session on Competition Law Compliance aimed at helping us better understand Pakistan's competitive market. The training, led by Ahmed Qadir, Director General, Advocacy & International Affairs, highlighted the competition laws of Pakistan and anti-competitive activities from the regulator's perspective.

The CCP identifies itself as "an independent quasi-regulatory, quasi-judicial body that helps ensure healthy competition between companies for the benefit of the economy." The

Commission prohibits abuse of a dominant position in the market, certain types of anti-competitive agreements, and deceptive market practices. It also reviews mergers of undertakings that could result in a significant lessening of competition. Combined with its advocacy efforts, the Commission seeks to promote "voluntary compliance" and develop a 'competition culture' in the economy.

Throughout the day's session the representatives elaborated on anti-competitive practices, highlighting critical topics that are essential for businesses to be informed on, particularly in

## News in Brief | Baking the World a Better Place

*By: CCPA*

On Wednesday, December 20, 2017 our Head Office in Karachi had a special mid-week treat. The office's first floor coffee lounge held a day-long bake sale for charity to spread happiness and give to those most in need.

The treats were from Pie in the Sky who had showcased plenty of delicious options at a 30% discount. The response was over-whelming as most of the items had finished well before the end of the day. To celebrate the spirit of giving, the coffee lounge

was adorned with colourful and enchanting decorations. People even took extra treats home as the bake sale drew to a close by the end of the day. The most heartening aspect was that all proceeds went to charity and plenty of people were keen on giving more.



today's increasingly competitive market. The topics covered in detail included; the abuse of a dominant position in the market; certain types of anti-competitive agreements; examples of deceptive market practices and how to avoid them; and mergers of undertakings that could result in a significant lessening of competition.

The session was also helpful in that the representatives highlighted the manner in which anti-competitive practices can be identified and limited, and also underlined helpful procedures through which the Company may be able to establish and

manage a Competition Compliance Programme to ensure that it is not limiting competition in any manner.

The training received a very positive response from all participants, and after the session they engaged in candid discussion with the representatives from the CCP. As ICI Pakistan Limited continues to operate with integrity and responsibility, our aim is to ensure we apply what we learnt in our daily work to best of our ability and focus on maintaining our competitive edge in compliance with competition law.



# In the Name of Science and Learning

## ICI Pakistan Limited inaugurated a science lab, “Wall of Journalism”, and initiated the Reader’s Club project at a government girls school in Lyari, Karachi

By: CCPA

It is a part of our value system to support the communities we operate in and near. Through the ICI Pakistan Foundation, our support includes a number of causes in the areas of health, education, community development and environment. Our “Ilm-o-Hunar” programme focuses on supporting and partnering with educational initiatives from primary and secondary level to adult literacy and vocational training.

One such recent initiative saw us inaugurate a science lab, on December 6, 2017, at the Govt. Girls Secondary School, Wali Muhammad Haji Yaqoob in Lyari, near our Head Office in Karachi. This exciting venture began back in April 2017, under our Ilm-o-Hunar programme, in which the Company signed an

MoU with the USAID-funded Sindh Community Mobilization Program (CMP) for the provision of in-kind and technical support at the school. Our contribution for this pledge was to provide support that would equip the school with a science lab as part of CMP’s mission of improving the quality of education in Sindh’s government schools.

Officials from CMP as well as some of our colleagues were present at the event, with Fathema Zuberi, GM HR, attending as our chief guest. The guests were impressed with the school’s facilities and were thrilled to hear the school’s administration share stories of the hard work and commitment shown by the students. Fathema Zuberi shared some positive words of encouragement with the students and staff, referring to the



Fathema Zuberi, GM HR, unveiled the plaque at the inauguration ceremony of the science lab

Photograph: CCPA Team



Everyone was in high spirits during the lab presentation

Photograph: CCPA Team



Fathema Zuberi, GM HR, presented awards to the winning students

Photograph: CCPA Team



Brand new equipment at the science lab

Photograph: CCPA Team

well-kept and orderly school as “an oasis of learning in the area.”

Previously, there was no science lab at this school of about 800 students who had to either travel a considerable distance to another school for their science practical or risk dropping out. Now, teachers and students alike expressed their appreciation of the new lab and are excited about practicing their science skills.

At the event, we also unveiled the Dewar-e-Sahafat (Wall of Journalism), which allows the children to create their own ‘newspaper’ for all to see, and conducted a prize-giving ceremony for a scrapbooking project called The Reader’s Club. Prizes were awarded to the top three students who took

part in the project, and all 34 students were gifted a one year subscription to the children’s magazine Nunehaal. This is now the second Reader’s Club project and Wall of Journalism project that we have established in Karachi, the first was launched at the WRRR Secondary School in Shah Faisal Colony, Karachi. Both initiatives encourage students to develop their reading, comprehension and vocabulary skills.

The school consists of classes in the Nursery, Primary and Secondary sections and continues to grow and draw appreciation from its community.

# Elevating Teaching Standards

**The ICI Pakistan Foundation held a training session for teachers at the Govt Boys and Girls Primary School in the Kakapir Village, near Sandspit, Karachi**

*By: CCPA*

Through the ICI Pakistan Foundation's educational programme "Ilm-o-Hunar" the Govt Boys and Girls Primary School in Kakapir Village, near Sandspit, Karachi, has seen considerable improvements. Recently, a training workshop for teachers was held through the Literate Pakistan Foundation (LPF) to improve the teachers' skill-set in educating Nursery and Montessori students. Led by Ms Humaira Farhan, all 12 teachers at the school participated and found the session very informative and helpful.

Our long-term support of this school has included numerous projects and initiatives, such as the 2008 renovation of the entire school building, including the endowment of new classroom furniture. We also initiated sixth grade classes at the school for girls in partnership with LPF. This was because 65% of the

school's primary students are girls, and prior to initiation of these classes, many girls had to give up their studies as parents were reluctant to allow them to attend a nearby co-education secondary school.

These initiatives, along with the important training workshop held for teachers, have continued to improve the near-future prospects of the school, its teachers, its students and more importantly the Kakapir community. Special mention must be given to our partners, LPF and Fisherfolk Development Organization (FDO). Their commitment to the development and continued improvement of this school and the area in general has been second to none. Together we hope to continue raising standards at this school and hopefully motivate others to make a difference.



**A trainer from the LPF led the workshop**  
Photograph: CCPA Team



**The teachers listen intently during the workshop**  
Photograph: CCPA Team



**The teachers pose for a photo after the workshop, several shared their appreciation of the course content**  
Photograph: CCPA Team



# The Future of HR is Here

## Corporate HR has launched 'iNSIGHT – your digital HR Partner powered by SAP SuccessFactors.

By: Suha Fayyaz

As ICI Pakistan Limited continues to grow and expand, its people and teams have more responsibility and growing demands. Therefore, to meet these growing demands, ICI Pakistan Limited collaborated with SAP SuccessFactors to provide its employees with an integrated and revolutionary HR experience.

During this quarter the Company launched 'iNSIGHT, a Learning Management System (LMS) powered by SAP SuccessFactors, which is a global leader in cloud-based HR systems. 'iNSIGHT is a one stop HR solution which makes HR processes simpler, more agile, and more flexible, while empowering line managers and individuals to drive their teams' and their own development. It also supplements each stage of the employee lifecycle, from recruitment to succession and beyond.

With 'iNSIGHT we aim to make HR simple and efficient, providing a one-stop solution on all the HR needs of our employees. It is an easy to use technology platform that offers convenience, flexibility, visibility as well as effective analytics and reporting to its users, all the while tying their needs with the solutions essential for their career and growth. No matter where you are, all its resources are accessible through this online system and mobile application.

**'iNSIGHT has a total of 6 modules:**

1. Recruiting
2. Onboarding
3. iLearn
4. Succession
5. Compensation
6. Performance and Goals

## News in Brief | Wellness at Work

By: Jawwad A. Siddiqui

To promote a healthier, more balanced culture of wellness in the workplace, we launched a series of fitness programmes at the Karachi Head Office. Dubbed 'Fit-Mix', this fitness programme offered colleagues the convenient option of staying fit

at work, and kept things interesting by offering zumba, crossfit training and kickboxing classes to cater to different interests and intensity levels.

Alongside this, a customised diet menu was made available for participants as an alternative to the regular lunch menu served in our

cafeteria. The underlying concept of Fit-Mix has been to encourage colleagues to keep up with regular exercise, and to prioritise their wellbeing through an active, balanced lifestyle – an area that is often overlooked in the hectic corporate lifestyle.

### Employee Profile Benefits

Visibility of Organisation chart  
Public Profile Management  
Detailed Reporting and Analytics

### Recruitment Management Benefits

Candidate Profiling and Application  
Real-Time Multiple Assessment  
Interview Scheduling Assistant  
Requisition Management  
Integration with LinkedIn

After the presentation, mini-kiosks were set up with tablets for the audience to familiarise themselves with the applications and any queries that they had regarding its features were addressed. There was a plenty of enthusiasm and positive feedback after each presentation as well.

### Onboarding Management Benefits

Pre-Joining Experience  
Documentation Assistance  
Induction Planning Management  
Employee Portal

### iLearn Management Benefits

1600+ Online Training Courses  
Learning History / Record  
Training Need Analysis  
Approvals and Feedback

'iNSIGHT is all about making HR processes simpler and stronger for everyone at ICI Pakistan Limited – it's all about our Passion for People, and the ongoing objective is to launch the remaining three modules by Q4 2017/2018.



iNSIGHT Team at the Launch – Head Office (Karachi)

Photograph: HR Team



The iNSIGHT team interacting with the audience during the launch

Photograph: HR Team



Asif Jooma CE, tests out the iNSIGHT portal at the launch

Photograph: HR Team

The first three of the six modules were launched in November 2017 these include Recruitment, Onboarding and iLearn (Learning). The 'iNSIGHT team, including both Corporate HR and Corporate IT, held launch events at all of the Company's locations from November 13 to 16, 2017, starting with the Head Office in Karachi, followed by Khewra, Sheikhpura, and finally Mozang office.

The launch event began with a brief discussion on how technology has changed our lives and why it is important to remain connected in today's age. The Corporate IT team led by Mudasser Farooq Mian, Head of Corporate IT, then briefed the audience on the Company's Technology Roadmap, the initiatives taken in the past by IT, followed by an introduction on 'iNSIGHT.

The Corporate HR team, led by Fathema Zuberi, GM, HR then took over, presenting the features and benefits of all modules that were launched. A Mobile Application demo was given by the team; demonstrating the platform's ease of use and the flexibility offered by 'iNSIGHT.



iNSIGHT launch at Mozang Office Lahore

Photograph: HR Team



# Journey up North

## The Corporate IT team held two sessions up north in Murree and Skardu to build better synergy

By: Danyyal Ahmed Khalid

### Cirin Pharmaceuticals (Private) Limited (Cirin) Engagement Session

The Corporate IT department at ICI Pakistan Limited organised a three day engagement session with the IT staff from Cirin from November 29 to December 1, 2017. Along with the engagement session a number of constructive and fun activities were planned to build camaraderie and welcome the new IT team as part of the ICI Pakistan Limited family.

The engagement session was held at the Company's cottages in Murree. Mudasser Farooq Mian, Head of Corporate IT, led the training sessions following which a number of activities were carried out including a trek on the Ayubia pipeline track. The trek served as the perfect ice-breaker amongst the team members who got to know each other better, and the day ended around a relaxing bonfire.

### IT Conference 2017

In September 2017 the IT team ventured up north for its annual IT Conference. The event, held every year, works on improving engagement, team building, and capacity building activities through various sessions that all together would ensure the IT team will perform better and improve with each passing year. This year, the conference took place in mesmerising, picturesque Skardu.

After setting up base at Sundus, Skardu, the team explored the district for four days, holding their sessions and activities at every stop. Fun activities were meticulously planned out and included team-building games, discussions over bonfires, and engagement sessions led by Mudasser Farooq Mian, Head of Corporate IT.

The location was so beautiful and serene that when the time came to head back, nobody knew there the past few days had gone! In the end, the entire team came back revitalised and focussed, ready for the year ahead.

## News in Brief | Shipping Process in SAP

By: Danyyal Ahmed Khalid

Recently, the IT team initiated the new SAP based shipping process with immense support from the shipping department. The new process covers all aspects of shipment including recording, costing (TCO), invoicing and reporting as well as advance payments. It eliminates the

need of 10-15 joint ventures per shipment that were being billed in advance payments, costing and final invoicing. The process brings standardisation, automation, integration and visibility, while data from customs tariff is stored in SAP which further accelerates the costing process.



The Team at Manthoka Waterfalls

Photograph: IT Team



Stopping for a picture at Satpara Lake

Photograph: IT Team



Head of IT, Mudassar Farooq Mian leading a session

Photograph: IT Team

# Successful Integration and Training

## The Corporate IT Team successfully implemented IT programmes at two sites and carried out important trainings

By: *Danyyal Ahmed Khalid and Sohail Tariq*

### Project Khyber at the Hawke's Bay Plant

Following the acquisition of the Hawke's Bay Plant, the Company was met with a significant hurdle. There was a considerable cost associated with using the previous parent company's existing IT systems during the transition period, and the only way we could avoid this cost was to come up with a solution of our own.

So, the Corporate IT team proposed a seemingly impossible solution; to implement the LAN, WAN, domain, email migration, and the SAP Enterprise Resource Planning (ERP) application

in accordance with the best IT practices in pharmaceuticals, in under two months. Normally the average implementation time for a project of this scale is between six to twelve months, but our timelines had to be met. Once completed, this amazing feat was thoroughly acknowledged throughout the Company and we're pleased to say it makes us very proud as well!

### Bringing Cirin Pharmaceuticals (Private) Limited into the IT Fabric

Following a long period of effort and commitment, the Corporate IT team has successfully deployed local area network (LAN) and

## News in Brief | Straight to Bank (S2B) Implementation in SAP

By: *Sohail Tariq*

Recently, the Corporate IT team incorporated S2B Access Lite into our systems. It's key feature is that it allows for secure and encrypted financial transactions between our Company's Enterprise Resource

Planning (ERP) application and Standard Chartered Bank (SCB). Implementing S2B Access Lite is also effective as it maximises utilisation fo SAP ERP and eliminates additional hardware and licensing, a requirement from SCB. Our S2B

Access Lite application will help our payments department save over PKR 1 million every month and is currently running on SAP ERP systems in the Corporate Department and the Life Sciences and Chemicals & Agri Sciences Businesses.



The Project Khyber team pose for a photo  
Photograph: IT Team



The team worked hard to complete the project on time  
Photograph: IT Team

dedicated internet connectivity at Cirin Pharmaceuticals (Private) Limited. Additionally, we've also rolled out the Performance and Development Discussion (P&DD) system to ensure that all employee objectives of the Cirin team are agreed and locked as per our Company's practice, helping them to better integrate into the ICI Pakistan Limited Family.

The team also travelled to various locations across the country to train the Pulmocare and Hospicare sales teams on the Sales Force Excellence (SFE) programme. Handheld devices were given to all employees through which they have been able to report their progress to their respective managers and marketing teams back at the office. The SFE also enables them to monitor and track their own performance and KPI's in real time, improving the teams' overall planning and execution.

### Non-ERP Applications Training

In order to ensure maximum efficiency at work, it is essential for employees to be skilled at every IT application that the IT team have provided for them, which is why the IT team conducted training sessions for various Non-Enterprise Resource Planning (ERP) applications such as the IT Code of Conduct, Office 365, Intranet Portal, DMS and Skype for Business, in order to facilitate users in their day to day activities.

The trainings were conducted at Khewra, Cirin Pharmaceuticals (Private) Limited HO, Islamabad and Hattar Plant, Hawke's Bay Plant, Sheikhpura, Karachi HO, and finally at Mozang.

Sohail Tariq, Senior Analyst Business Applications, Corporate IT and Farah Elahi, Jr. SharePoint Analyst, led the trainings at every site in person, conducting engaging sessions and ensuring maximum participation.



A glimpse of the training at Polyester  
Photograph: IT Team



A group photo of participants at the Polyester training session  
Photograph: IT Team



# Digitally Secure

The Corporate IT team held a month-long campaign to raise awareness about cyber security.

By: Muhammad Atif Hussain

We live in a world that is more connected than ever before and raising awareness and educating employees on adopting best cyber security practices is increasingly important. So, for the first time, Corporate IT took the initiative to raise awareness about the importance of cyber security in October, which is known to be National Cyber Security Awareness Month.

The awareness campaign was designed to engage and educate the Company's employees on the proper and professional use of computing facilities at ICI Pakistan Limited; provide them with the tools and resources needed to stay safe online, and increase the resiliency of each individual in the event of a cyber-incident.

The campaign featured a number of communication materials including informative emails, pamphlets, and wall displays across all the Company's sites. Copies of the Special Security Awareness booklet, including cyber guidelines and tips, were distributed to update all users on how to keep their information

secure and adopt a set of approved IT rules.

During the month a number of additional security awareness sessions were conducted. Such as the "Cyber Security Awareness and Role of People" which was conducted on October 5 and 17, at the Karachi HO and the Mozang office respectively. A focussed cyber training workshop was also conducted for the HR, Legal and EMT members entitled "Managing Cyber Incidents, Legal and Managerial Perspective". The training was conducted on October 4, 2017 at the Karachi HO. Additionally, two sessions were also planned for the Cirin Pharmaceuticals (Private) Limited team members at the Islamabad HO and the Hattar Plant on October 27 and 31, 2017 respectively.

The entire campaign, workshops and trainings were well received by all participants. The renewed focus on cyber security achieved through the month long campaign signals the importance we place on better awareness and security in a world in which we are constantly connected.



Cyber Security Session at Cirin Plant Site

Photograph: IT Team



Cyber Security Session at Cirin Office, Islamabad

Photograph: IT Team



Muhammad Abid Ganatra, Director and CFO, delivering an opening note at the Cyber Security Session

Photograph: IT Team



A glimpse of the Corporate session in Mozang

Photograph: IT Team

# Expanding Our Portfolio

## The Animal Health Division has successfully entered into a partnership with CAVAC, an international vaccine manufacturing company from South Korea

By: Dr Taha Nadeem

Recently, the Animal Health Division completed formalities to enter the poultry biologicals segment with an international partner, an achievement that the Division has been diligently working towards for some time now. This partnership is being undertaken with a leading and innovative vaccine manufacturing company from South Korea, CAVAC. We are expecting robust results in the first year with further growth expected.

The poultry biologicals segment contributes approximately 60% of the total poultry medicine market. Previously, our Animal Health Division had a limited presence in this important industry, which is why we have been working hard to engage a global partner to expand our Division's portfolio. It's equally important to mention that CAVAC also provides vaccines for domesticated animals and that the Division is currently working with CAVAC to finalise the commercial terms to launch these products in Pakistan. We are confident that this agreement will open new doors for our poultry team to expand into this promising market.

Our partnership with CAVAC, as mentioned before, is one that the Division had been working toward for quite some time. In 2017, CAVAC was identified as a potential partner,

as it too was looking for a strong business partner with an extensive distribution network to launch in Pakistan. After thorough discussions between CAVAC's team and Saboor Ahmad, Business Manager, Animal Health Division, Life Sciences Business, we were able to strike a successful deal. The CAVAC team visited our Mozang office in Lahore, following which Samie Cashmiri, Vice President, Life Sciences Business visited CAVAC's head office in South Korea to sign and finalise the agreement.

With this partnership, we will now import, market and distribute CAVAC's poultry biologicals portfolio in Pakistan, a move that will allow our poultry segment to bridge existing gaps and grow even further. Through this partnership, we will also be able to expand our range of complete farm management solutions for our customers. The Animal Health Division looks forward to working with CAVAC and to entering into a market it has been diligently working towards. The future outlook looks extremely promising with this partnership that offers new avenues for growth and expansion.



The Animal Health Division's management visited South Korea to meet CAVAC representatives. From left: Robert Shin (Overseas Sales Team Manager, CAVAC), Juver Membrebe (Regulatory Affairs Manager, CAVAC), Samie Cashmiri (VP Life Sciences), In-Joong Yoon (CAVAC President), Saboor Ahmed (Business Manager, Animal Health Division), Anwar-ul-Haq (National Sales Manager, Poultry), Sung Yoo (Head of Manufacturing & Research, CAVAC), Jason Lim (Overseas Sales Team Manager, CAVAC)

Photograph: Life Sciences Team



Samie Cashmiri, VP Life Sciences Business, ICI Pakistan Ltd (centre) shaking hands at the signing agreement with Mian Tariq Pervaiz, owner TAROBINA, Lahore (left) on the transfer of CAVAC vaccines

Photograph: Life Sciences Team



# Encouraging Better Feed

## The Animal Health Division's livestock team held informative sessions with farmers on improving feed

By: Fatima Jameel

The farming industry continues to grow and it's important that farmers are well informed on best practices, to not only improve their results and livelihood, but also the general health and wellbeing of their livestock. Considering this, a Balanced Feed Campaign was launched by the Animal Health Division's Livestock team to share important information and best practices on effectively balancing animal feed. These sessions were conducted throughout Punjab and KPK, including Lahore, Gujranwala, Kamoke, Muzaffarabad and Peshawar in the first week of December. The sessions were led by Dr Abdul Manan, Product Manager, Animal Health Division, Life Sciences Business.

The overall objective of the campaign was to share vital information with farmers on how to give a balanced feed to their animals, and how this in turn results in better health and

higher milk yields. During the session, the adverse effects of feeding high quantities of cotton cake seed and *chapaati* pieces were highlighted, both of which are commonly used by farmers. These food sources have a high chance of containing aflatoxin which can cause health problems such as mastitis. Thus, the aim was also to communicate and recommend that farmers use whole feed ration, such as the Division's Vanda product which has a calculated amount of crude proteins, carbohydrates and energy. Feeding livestock Vanda results in significant improvement in the health of animals.

Overall the campaign proved to be helpful in providing valuable information to the farmers, considering the encouraging feedback the team received from them. The farmers are positive that the recommended diet plan will improve their livestock's health and increase their overall milk yield.

### News in Brief | Awards for Quality

By: Fatima Jameel

Recently, the Animal Health Plant located on Multan Road, Lahore, successfully passed its quality audit and was awarded the ISO 9001:2015 Certification.

The certificate is awarded in recognition of well-established Quality Management Systems and highlights that the organisation has met the requirements as defined by the ISO 9000 Quality Management

System (QMS).

The certificate has been awarded to the Animal Health Plant, Karachi Head Office and Mozang Office. The scope of activities included within this certification include

the manufacturing of Non-Sterile Oral Pharmaceutical products for Livestock and Poultry. The auditing was undertaken in the Animal Health Plant at both the Karachi Office and the Mozang Office. Marketing and supply chain SOPs

were analysed and compared against the current practices, and after this rigorous process the certification was approved. This certification proves that quality processes and standards followed at our plant are in line

with international standards. This will allow us to become more competitive in the market and continue our ongoing pursuit of Delivering Enduring Value to our customers.



Dr Abdul Manan (Product Manager, Animal Health Division, Life Sciences Business) led the training sessions

Photograph: Life Sciences Team



The team poses for a picture after a training session at one of the locations

Photograph: Life Sciences Team

# Bringing Partners Together

## The Pharmaceuticals Division conducts its first Business Partners Conference

By *Umair Ali Khan*

The Pharmaceuticals Division of the Life Sciences Business conducted its first Pharmaceuticals Business Partners Conference, covering the three main cities of Karachi, Lahore and Islamabad. Participants included all business partners associated with retail and institutional segments for the Pharmaceuticals business. The conference boasted an attendance of 95 participants including national and regional distributors.

The conference took off with a welcome address by the GM Pharmaceuticals, who highlighted the rich history of ICI Pakistan Limited and its journey to date. Participants were further briefed about the Company's nationwide operations across diverse fields such as soda ash, polyester, life sciences and chemicals.

The next segment encompassed a complete review of the Pharmaceuticals Business, highlighting achievements, challenges and strategic initiatives for the future.

Participants were later provided an opportunity to give feedback regarding the issues and challenges faced by them in their respective regions or segments.

The event concluded with a ceremony where participants were awarded mementoes of appreciation. All business partners in turn acknowledged the efforts of the Pharmaceuticals Division team in providing them a forum to come together and express themselves, and reiterated their commitment to the business going forward.

Such sessions are the way forward in further strengthening the confidence of our business partners, and helping us achieve the full potential of our products.



Participants gather for a group photo

Photograph: Life Sciences Team



Participants gave their feedback regarding the issues and challenges they face

Photograph: Life Sciences Team

## News in Brief | Farmer Gathering for Poultry Products

By *Fatima Jameel*

In order to maintain an effective presence at the grass roots level, we are always on the lookout for innovative and engaging ways of interacting with customers.

In line with this aim, the poultry segment regularly conducts Farmer Gatherings at various locations. The most recent such session was conducted at Kasur, and was attended by 25 farmers.

The session was conducted by Dr. Mohsin ur Rehman, Area Manager, Lahore. The major products discussed during the session were Bio Amoxycillin, Amoxy Plus and Avi Vit 200 Hepatobooster.

The gathering was an interactive session, and many of the farmers' concerns were also addressed along the way. In keeping with Customer Centricity, one of our core values, through this platform we aim to establish a channel of

two-way communication, where we not only get to speak to farmers about our products, but where we also provide them the opportunity to have their questions and concerns addressed so we can serve them better.

Overall, the session was a successful one, concluding with many farmers expressing their willingness to not only try our poultry products, but also to encourage others to use them.



# Trainings and Field Visits

**The marketing team of the Animal Health Division arranged a training session with Lanxess**

*By: Dr Zahara Mehmood*

The importance of good farming practices and sharing knowledge is crucial, which is why the Animal Health Division's poultry marketing team arranged a technical training session in collaboration with Lanxess, an international company from which we order and distribute a select number of disinfectant products for farms and the poultry industry. The products include; Virkon, Virkon LSP, Virkon S, Bio Solve and Hyperox. The session was held from September 26 – 29, 2017 at the Pearl Continental, Lahore. Anthony Pearson, Global Technical Consultant for Biosecurity and Hygiene, Antec/Lanxess, led the training session. On the first day, he gave an in-depth presentation on biosecurity and its importance in farming practices.

On the second day of the training Anthony Pearson presented the economic importance of biosecurity, overcoming the barriers in implementing biosecurity protocols, and the superiority of our product Virkon S. He also explained, in detail, the unique selling points of Virkon, Bio Solve, Hyperox and Virkon LSP, which greatly influenced the sales teams' knowledge and increased capacity building.

On the third day, the Lanxess technical team along with the Division's poultry team paid a visit to their customers in the

Lahore District. The team visited Dr F.M. Sabir, Sabir Poultry Feeds, Dr Anwar Randhawa, Chairman, Hi Tech Group, and Dr Shahid Naeem, General Manager, Supreme Hatchery. They discussed the economic importance of biosecurity and the disinfection protocol of Lanxess products with their customers. Following the visit, a seminar was conducted in collaboration with the University of Veterinary and Animal Sciences, Lahore, and a brief lecture was delivered by Anthony Pearson.

On the fourth day, a field visit with key customers was conducted and the team visited Dr Munawar Ali, GM Production, Islamabad Feed & Farms, Dr Shoaib, GM Production Sadiq Groups of Companies, Dr Amir Zaib, GM Production Jadeed Groups of Companies, as well as two consultants; Dr Asim, Consultant of Broiler and Dr Zia, Consultant of the Breeder Section.

All in all, the extensive training sessions and customer visits were as beneficial and important as expected. They helped to enrich the team's knowledge and skills while each individual noted key areas that would increase customer retention and improve their overall abilities.



**Anthony Pearson (Global Technical Consultant for Biosecurity and Hygiene, Antec/Lanxess) gave an in-depth presentation on biosecurity and important farming practices.**

Photograph: Life Sciences Team



**Candidates pose for a picture with the trainer after the session.**

Photograph: Life Sciences Team

# The Face of Rejuva

## Sanam Saeed comes onboard as brand ambassador

The Pharmaceuticals segment, along with the entire Life Sciences Business, is committed to Improving Lives through its products and services. Therefore, it's important for us that the marketing campaigns of our products reflect this philosophy.

Our calcium supplement brand Rejuva, is one such product; Rejuva helps improve the health and wellbeing of countless women across the country, by supplying essential nutrients. Rejuva is a once-daily calcium and Vitamin D supplement, with the power of Vitamin K2, which helps to ensure maximum calcium absorption into bones. It is suitable for both women and men, and is available in tablet as well as an orange flavored sachet form.

Rejuva continues to be a successful brand, and we were keen to ensure it received the right kind of projection. The Division

is therefore proud to introduce Sanam Saeed as the brand ambassador of Rejuva.

Sanam Saeed requires no introduction. A strong, independent, multi-talented celebrity, Sanam is an inspiration to women in our society. She has achieved a great deal, and continues to navigate public life with grace and poise, all the while exuding strength and determination. Sanam therefore is perhaps the most accurate personification of our brand, Rejuva. We are delighted to have her join us as brand ambassador, and look forward to more exciting adventures for Rejuva with her dynamic personality onboard!



Sanam Saeed in an official Rejuva promotional photo  
Photograph: Life Sciences Team



Sanam is a great personification of our brand Rejuva  
Photograph: Life Sciences Team



# Rebranding at Cirin

## Our Cirin Pharmaceuticals facilities get a new look with ICI Pakistan Limited branding

By: Mansoor Khan

Our newly acquired facilities at Cirin Pharmaceuticals Pvt. Ltd. recently underwent a brand makeover; the ICI Pakistan Limited corporate identity, featuring the Blue Pearl and distinctive brand elements was incorporated into all signage and branding carried out at both, the Cirin Islamabad Office and the Pharmaceutical Manufacturing facility in Hattar.

The rebranding served to lend new life to the physical space, and most importantly, allow our colleagues at Cirin to feel a part of the ICI Pakistan Ltd family, by connecting with our visual identity. The Blue Pearl, now prominently visible at Cirin locations, symbolises our ambition to Cultivate Growth and is representative of our excitement for what the future holds.



New signage greets visitors upon arrival at the Hattar plant  
Photograph: Life Sciences Team



The reception at the Islamabad Head Office gets a complete face-lift under the new rebrand  
Photograph: Life Sciences Team



Prominent signage on the exterior facade of the Islamabad office building serves to identify our office from a distance  
Photograph: Life Sciences Team

# MSD Annual Meeting 2017

## The Life Sciences Business's Animal Health Division participated in MSD Animal Health's Annual Meeting 2017 in Nepal

By: *Fatima Jameel*

Through our Business's Animal Health Division we represent one of the largest animal care companies in the world, MSD Animal Health, and on December 13, 2017 MSD conducted its Annual Meeting 2017 in Kathmandu, Nepal. The meeting was attended by Dr Shehzad Majeed, Marketing and Sales Manager, Livestock, Animal Health Division, Life Sciences Business and Anwaar-ul-Haq, National Sales Manager, Poultry, Animal Health Division, Life Sciences Business. Saboor Ahmed, Business Manager, Animal Health, was also in attendance online via Skype.

The objective of the meeting was to discuss everything that has been achieved in the year 2017 and what is expected in the coming year. The meeting began with a business analysis for the year 2017, highlighting major activities and the corresponding

achievements that were celebrated throughout the year. A training on compliance was also arranged for participants.

The second part of the meeting focussed on the strategy for 2018. It highlighted the sales plan and the corresponding activities that must be undertaken to achieve the desired sales targets. Finally, specific issues regarding each country were raised and solutions for each issue were highlighted to enhance the productivity of the marketing and sales team in the field.

In conclusion, the session was very productive, with many key issues highlighted and a detailed discussion on the roadmap for the future was planned out, enabling a more focussed approach by the Animal Health Division in the coming year.



Managers from the Life Sciences Business's Animal Health Division travelled to Nepal to participate in the MSD Animal Health Annual Meeting.

Photograph: Life Sciences Team



Team members pose for a picture after the meeting.

Photograph: Life Sciences Team



# Sponsoring PARACON

## The livestock team of the Animal Health Division attends PARACON as its chief sponsor

By: Dr Muhammad Salman

On October 25 – 26, 2017, the Pakistan Society of Parasitology organised a two-day conference, PARACON, in collaboration with the Higher Education Commission (HEC) at the University of Veterinary and Animal Sciences (UVAS), Lahore with the Animal Health Division's livestock team participating as the chief sponsor. The main purpose of the conference was to review recent advances and emerging issues in parasitology.

Naseem Sadiq, Secretary Livestock and Dairy Development Department, Punjab, presided over the inaugural session of the conference, while other important faculty members from UVAS attended the session including Prof. Dr Talat Naseer Pasha, Vice-Chancellor of UVAS, Prof. Dr Masood Rabbani, Prof. Dr Kamran Ashraf, Chairman Department of Parasitology and President Pakistan Society of Parasitology, and Dr. Imran Rashid. PARACON even welcomed scholars from all over the world including the USA, UK, Germany, Iran, China, Tunisia, and Portugal. Participants from various public and private organisations were also present.

During the conference, Naseem Sadiq highlighted the serious concern regarding manufactured milk sourced from injurious chemicals, which has caused problems in the livestock industry, and mentioned how the livestock department is taking strict action against the individuals involved. He also called on national and foreign experts attending the event to share their recommendations for eradicating parasites and improving the health and reproduction of animals.

During Prof Dr Talat Naseer Pasha's speech, the Vice-Chancellor shared in great detail how livestock is a major source of livelihood for low-income farmers, and underscored the importance of deworming to control internal and external parasites that affect these animals. He also said that the conference aimed to bring together farmers and veterinary professionals to highlight recent advances in parasitology. Following their speeches, Naseem Sadiq and Prof. Dr Talat Pasha took a tour of the various stalls set up at the conference. At our livestock stall Naseem Sadiq inquired about field problems regarding parasitic infections and praised the Business's products, especially Vanda.

## News in Brief | Trainings on Silage

By: Abdul Manan

After Silage was successfully incorporated into the Animal Health Division from the Agri Division, we needed to take steps to help the sales team learn about the new product. Thus, trainings were

conducted at regional offices across Pakistan by Dr Abdul Manan, Product Manager, Animal Health Division, Life Sciences Business. Training locations included Peshawar, Islamabad, Gujranwala, Faisalabad, Lahore, Multan, Sukkur,

Hyderabad and Karachi, with 97 members of the commercial dairy industry in attendance.

The initial agenda for each session included a brief plan for calculating dairy rations on a dry matter basis. Detailed presentations were given

ICI Pakistan Limited's stall later welcomed around 200 eager farmers and veterinary professionals. Dr M. Salman, Product Manager, Livestock Animal Health Division, Life Sciences Business, introduced the Business's products to visitors, and particularly focussed on the deworming schedule, parasitic diseases and anthelmintic resistance. The farmers and researchers also praised the Company for their excellent arrangement for PARACON.

The concluding remarks of the conference were presented by Dr Jonathan Howard from the University of Cologne, Germany.

Researchers at the conference also shared their suggestions on how to eradicate parasitic diseases in South East Asia. In the end, Prof Dr. Talat Naseer Pasha was delighted by the conference and agreed that it was a good platform for young veterinarians to learn from national and international speakers, while businesses were afforded the opportunity to interact directly with farmers.



Dr Shakeel Ahmed, Naem Mustafa and Dr Salman Nadeem in conversation with Secretary livestock, Naseem Sadiq at the exhibition.

Photograph: Life Sciences Team

which included information on daily requirements and how to balance each ration, introduction of silage, its processing, and nutritional values. Furthermore, the impact of silage on animal health, and the cost

difference between green fodder and silage, were also part of the training. After each presentation, exercises were also conducted to evaluate the end results, followed by a Q&A session.

# Pharma Conferences

**The Pharmaceuticals Division of the Life Sciences Business took part in various conferences and sessions to expand the scope of its products**

*By: Life Sciences Pharmaceuticals*

## **Symposium on Zestril**

The Pharmaceuticals Division's Cardiovascular Segment conducted a symposium on Zestril at the Pearl Continental, Lahore. Prof. Dr Saulat Siddique, Ex-Head of Cardiology Department, Sheikh Zayed Hospital, Lahore was invited to address the audience and share the benefits of this medication. Zestril is a leading prescription medicine that we market and distribute from the renowned international AstraZeneca brand. The feedback from the audience on Zestril was positive as they learnt the importance of the medicine in critical areas such as hypertension, heart failure, myocardial infarction and renal complication of diabetes.

## **Repavar Conference**

In other news, the Division organised a conference for leading dermatologists in Lahore inviting them to share the experience and feedback of selected doctors regarding Repavar. The

conference's purpose was to encourage leading prescribers of Repavar to share its results with other doctors to increase their confidence in the product's efficacy. Among the leading key opinion leaders present at the occasion was, Dr Farid Khan, Chairman, Sheikh Zayed Hospital, Lahore.

## **Sukkur Paediatric Conference**

The Primary Care Segment participated in the Paediatric conference in Sukkur, where the team showcased its Primary Care, Hawke's Bay and Cirin Pharmaceuticals (Private) Limited portfolio of products. Overall, over 100 health care professionals paid a visit at our stall and appreciated the quality of ICI Pakistan Limited's pharmaceuticals products and the benefits they provide.



**Prof. Dr Saulat Siddique at the Cardiovascular Segment's symposium on Zestril.**

Photograph: Life Sciences Team



**Leading dermatologists were present at the Division's conference on Repavar.**

Photograph: Life Sciences Team



**The Primary Care team at the Paediatric conference in Sukkur.**

Photograph: Life Sciences Team



# Training on Industrial Relations

## Key members of the Life Sciences Business attended a training session on industrial relations

By: Life Sciences HR

It's important to be well-informed on topics that are pertinent to your profession. This outlook not only helps employees perform better, but it motivates them to take ownership of their work.

The Corporate Learning and Development (L&D) department collaborated with the Life Sciences Business's HR department to organise an industrial relations training session at ICI Pakistan Limited to better understand employment relationship with the industry. The two-day training was conducted on November 29 and 30, 2017 at the Pakistan Society of Training and Development (PSTD), Karachi. Aurangzaib Khan Jadoon, IR Manager, Polyester Business, led the training session and was assisted by Aqil Karim, Manager Corporate L&D.

Aurangzaib Jadoon kept the audience engaged with interesting

examples and anecdotes from his years of experience of working with union staff at the Soda Ash and Polyester Business's plants. The training covered the core topics of industrial relations and reinforced the understanding of what industrial relations comprises; the regulatory and legal framework pertaining to the field, and an introduction to the Labor Laws of Pakistan. Several exercises and case studies kept the audience engaged and added to the overall learning experience.

The training was attended by participants from the Life Sciences and Chemicals & Agri Sciences Businesses, as well as the Corporate Legal department. The two-day session ended with a review of ICI Pakistan Limited's industrial relations vision, which serves to carry all future strategic thrusts onward in this specialised domain.



Samie Cashmiri, VP Life Sciences presenting a token of appreciation to Aurangzeb Jadoon

Photograph: Life Sciences Team



Participants having a group discussion as part of a case study exercise

Photograph: Life Sciences Team



Participants of the IR Training programme from Life Sciences and Chemicals and Agri Sciences Businesses.

Photograph: Life Sciences Team

## News in Brief | Balanced Feed Livestock

By: Fatima Jameel

In the wake of a recent incident of adulteration of milk in Haripur, the civil authorities invited our Animal Health Division to give a talk on this issue. Conducted on March 15, this session was attended by the

Assistant Commissioner along with other local officials.

The session aimed to highlight the importance of providing balanced feed to livestock, and to dispel any misconceptions among the audience regarding feeding

protocols and the adulteration of milk. Our Regional Sales Manager, Sajid Nawaz organised the session, and Product Manager Abdul Manan headed it. Twenty people participated in the event, including veterinarians, senior officials and

paravets. Abdul Manan discussed the benefits of giving a balanced diet to animals, and how such a diet translates directly into higher milk yield. He also gave a demonstration on how to make a balanced feed.

The session proved to be a

great help in clarifying existing misconceptions, and also allowed the audience to connect with our team Animal Health team to forge stronger relationships.

# Embracing Technology

## The Cirin and IC IPL teams set out to implement the serialised 2D DataMatrix barcode on medicines

By: Adeel Shahzad

Our purchases are fitted with barcodes to make scanning and recording easier. Such is the prevalence of this technology in today's world that billions of barcode scans are carried out every day across the globe. There are many types of barcodes and their use is varied. The ones used in retail stores are simple one-dimensional barcodes called "Linear Barcodes" which serve the basic purpose of identification and tracking of retail items. The two-dimensional barcode or 2D DataMatrix is a modified form of barcode which is a bit more complex and is designed to hold much more information while taking up less space than linear barcodes. Any kind of barcode or DataMatrix requires a special scanner to read the information encoded in it.

The use of barcodes goes beyond identification and tracking. They are widely used in logistics, manufacturing industries, food industry, hospitals, libraries, ticketing etc. In the healthcare system the use of barcodes provides a solution for the safe use of medicines, medical devices and the error-free provision of

medical services to patients. To curb incidents of counterfeiting and safety issues of medicines, drug regulatory authorities in different countries are adopting, or have already implemented, the serialisation of barcodes on medicines. In fact, the EU, USA, France, China, Brazil, India, South Korea, Argentina and Turkey have already adopted, or are adopting, this system.

In Pakistan, the Drug Regulatory Authority of Pakistan (DRAP) is the regulating authority for implementing and enforcing compliances of medicines, medical devices, and over the counter (OTC) products across the country. DRAP has also now opted for the implementation of 2D DataMatrix in the pharmaceutical industry of Pakistan to overcome problems relating to counterfeit and spurious drugs.

On one hand, the step is helpful for pharmaceutical manufacturers/importers as well as end users who are adversely affected by the presence of unregistered and unsafe medicines. However on the other hand, the challenge for the industry to implement and fulfil such unprecedented requirements within



tight deadlines is immense, and includes factors such as new tooling requirements, untrained personnel and heavy costs.

Cirin Pharmaceuticals (Private) Limited (Cirin) and ICI Pakistan Limited have embraced the challenge and are optimistic. In fact, we have already obtained the necessary membership with GS1, which is the global custodian of the Global Trade Item Numbers (GTIN), a unique series of numbers allotted to each barcode. The GTINs are an integral part of the 2D DataMatrix and give a unique identification to the trade item.

Training sessions conducted by GS1 were held at Pearl Continental Hotel in both Karachi and Lahore. The session in Karachi was attended by Hussain Mithaiwala, Head of Plant Operations, Cirin, and Adeel Shahzad, Regulatory and Business Development Executive, Cirin, while the session in Lahore

was attended by Muhammad Sheraz Khan, Head of Quality Operations, Cirin, and Awais Naeem, Manager Regulatory Affairs, Cirin. These sessions, with representatives from the local and multinational pharmaceutical industry, provided an opportunity for us to clear any ambiguities in the implementation of 2D DataMatrix. The training was also helpful in embracing the comprehensive concept of barcoding and fulfilling it in line with regulatory and technical requirements.

The rapid rise in the use of technology on medicinal products can be a challenge for the pharmaceutical industry, but such a challenge is also an opportunity to curb and stamp out the illegal manufacturing of medicines in the country.



# Cirin Cricket Fiesta 2018

## The Cirin Pharmaceuticals team arranges a well-deserved day of sporting fun

By Mansoor Usman Khan

On the sunny morning of February 17, Cirin colleagues arrived at Ayub Park Cricket Ground Rawalpindi, all charged up and ready for a day of fun – the Cirin Cricket Fiesta 2018 was about to start.

Since the acquisition of Cirin by ICI Pakistan Limited, this was the first mega engagement event of its kind to take place. Colleagues from the plant and head office had been awaiting the event with anticipation.

It wasn't just a day for cricket; a badminton tournament was also organised for our female colleagues. As the day progressed, it transformed into a fun-filled social event with lots of interaction across teams, and team building occurring quite naturally. Every face at the event was lit up with happiness and excitement, and the opportunity to enjoy some downtime with colleagues was relished by all.

Four teams were formed: Blue Oxes, Dragons, Bearcats and Eagles, and they arrived on the field with colourful, thematic costumes. The tournament was based on a point and league system, with all four teams playing six matches. Each match was based on 10 overs, with the final match based on 12 overs.

After a sensational competition, the Bearcats and the Eagles qualified for the final, and at the end of a thrilling competition, Team Bearcats was the ultimate winner of the Cirin Cricket Fiesta 2018 with Team Eagles coming in as runners up. Witty

live commentary by Hussain ul Azeem and music played by a DJ added to the ambience, and there was an excellent level of engagement and enjoyment from all present.

A prize distribution ceremony was held at the close of the tournament with Riaz Javeed Siddiki as chief guest. Cash prizes and trophies were given to the winners, including for the women's badminton tournament. As for the ladies, Sharmeen Kanwal proved to be the winner of the day, with Asma Naz coming in as runner up.

It didn't end there. A survey was conducted after the event to rate the quality of services, and gather participants' opinions and suggestions to improve upcoming events. There were even questions in this survey about the funniest and most surprising moments of the event, which drew plenty of interesting and spontaneous responses. For example, people appreciated the selection of customised costumes with players' names emblazoned on the back of each shirt. A surprising and fun moment for many was when Khurram Aziz took the spotlight, not only with his cricketing skills but also with a few dance moves!

At the end of the successful event, the untiring efforts and remarkable administrative support of Hussain ul Azeem and his team were appreciated. The Cricket Fiesta has set the bar high for the next event, to which we are already looking forward!



All players were on form!



The Ladies' Badminton Tournament continued alongside the cricket game



A group photo to commemorate the event

# Goals That Take Flight

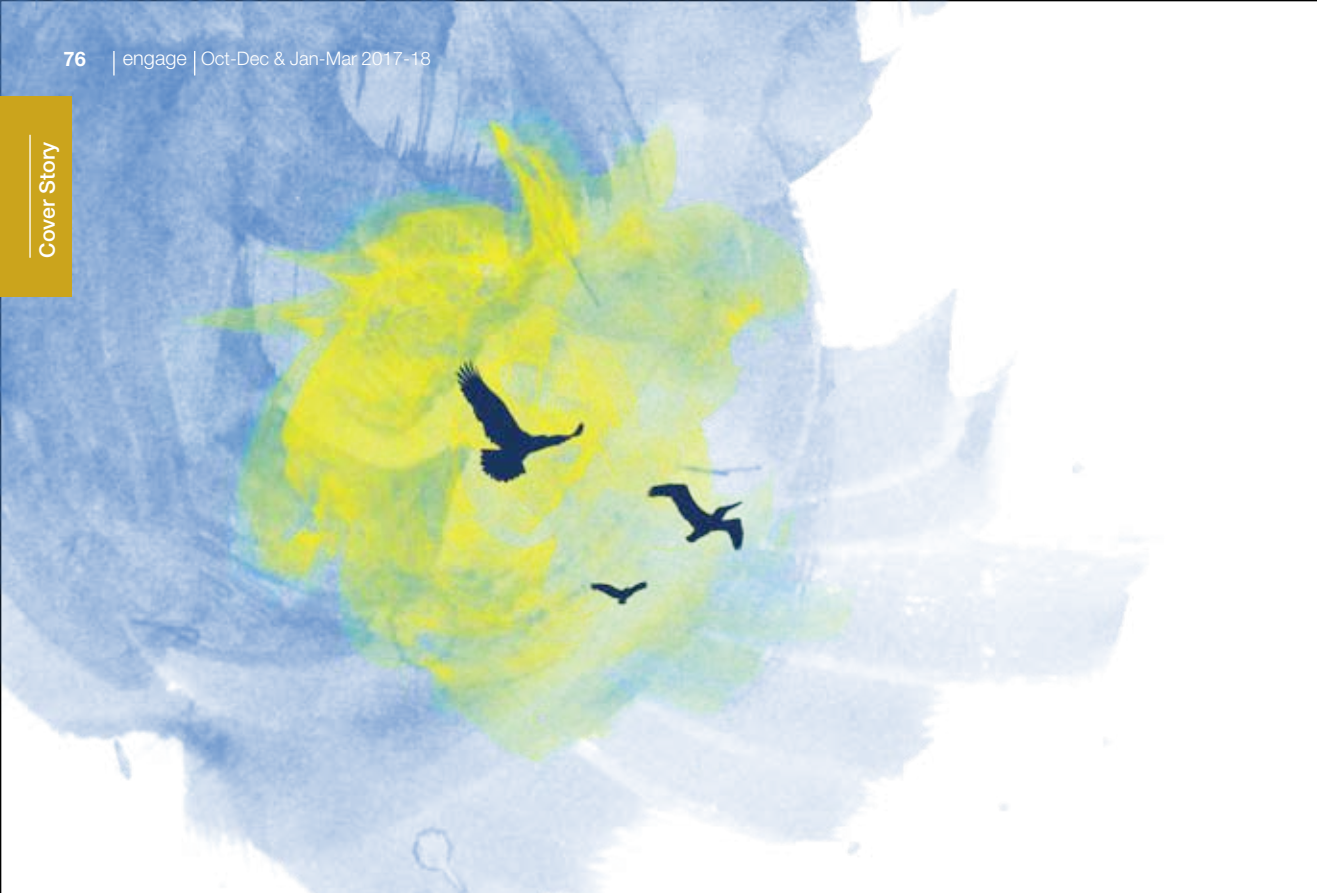
**“The future belongs to those who prepare for it today”  
el-Hajj Malik el-Shabazz (Malcolm X)**

*By: Osama Khalid*

We all know the importance of setting goals and how they help shape us in becoming the best version of ourselves. In fact, a quick Google search on goal setting will reveal countless articles from reputable sources on how and why you should set goals. This is because goal-setting works, and successful people around the world swear by it. Once you have an identified aim, a clear target, achieving it becomes much easier, and staying focussed on your growth and development also becomes simpler alongside this.







You'll also find setting goals or objectives to be a cornerstone of development at ICI Pakistan Limited, through the well-known S.M.A.R.T objectives which are at the core of our Performance and Development programme which is applicable to every employee (more on this later). Therefore, every individual at our Company practices regular goal-setting on an annual basis, and plenty will testify as to how much this process has helped them progress and develop themselves in their professional lives.

But before we discuss that any further, let's go back to goal setting and why it is so effective. Firstly, goal setting increases productivity. And secondly, achieving goals builds self-confidence. We also know that goals help us focus, because when you set yourself a clearly defined target, you are more likely to embrace it and take concrete steps to achieve it. When the opposite happens and goals are not clearly defined or articulated, it is very likely that the individual will lose sight of what to do, and how to do it. The result of that is a lack of achievement of targets, not to mention a general sense of being directionless, or frustration at not knowing exactly what to do. These feelings can cause serious amounts of stress and make daily life difficult, leading to demotivation and lowering of self-worth.

Goals are not just for the long-term. It's important to set goals for every interaction no matter how routine or mundane it may seem. For example, regular team meetings should be centered around defined targets, such as reviewing the progress of all current tasks, and allocating to-do items for each task. Without this sort of focused goal in mind, meetings can often devolve into open-ended discussions that consume significant amounts of time and energy, but result in very little concrete progress. Having a goal for each meeting or each discussion allows you and your colleagues to

make better use of your time, to make more informed decisions, and to keep the team moving towards the fulfilment of larger objectives. Without goals, there would be no method and no room for development, neither for an organisation nor for the individual.

When you're focussed on your goals, you are constantly aligning yourself and your behaviour towards achieving them, and the good news is that seeing progress towards your goals is one of the best kinds of motivation there is. Nothing can quite match up to that sense of fulfilment you get when you achieve a goal – whether personal or professional. Just think of the last time you finished a project before the set deadline, or managed to run that extra mile you'd been pushing yourself to. The satisfaction we get from achieving goals, no matter how small, is excellent fuel for further goal setting behaviours; seeing progress motivates us to continue on and push even further. Throughout this process, clues about your strengths and weaknesses as well as your values and beliefs become evident, and if you are attuned to these, they can help you to grow, develop and set new and more achievable targets.

So far, we hope we've hit the right notes to motivate you in

setting goals, but before you dive into their depths and set new goals, let's look at the details we mentioned earlier.

Of course, goals can be personal as well as professional. And while we are all compelled to work towards our professional goals on a more or less daily basis, simply by virtue of the nature of our jobs, personal goals are often the ones that take a backseat. This really shouldn't be allowed to happen, because personal growth and fulfilment is one of the keys to contentment and staying happy.

So, how do you find time for your personal goals alongside a busy career? The first step is learning to organise and manage time. You cannot pursue your passions if you haven't consciously made space for them in your schedule and in your busy life. You can try, but without an appropriate amount of time allocated to the pursuit of your chosen goal, you'll simply end up frustrated and disheartened. So, take a good, hard look at all of your work and lifestyle commitments, and see where you can shift things accordingly to take out time to pursue your chosen goals. It may seem impossible in the beginning and can certainly be a challenge, but it is a worthwhile one. Stay committed.





Consider where you could spend your time in more fulfilling ways; for example, if your goal is to become more active, you don't necessarily have to join a high-end gym, which would put a drain on both finances and time. Instead of watching an hour of television every night, perhaps you could simply start by taking a walk around your neighbourhood. Simple activities can be made more pleasant – you can listen to music or enlist a family member to keep you company. Keep a journal with a checklist, or an Excel sheet to allow you to track your progress and manage your time and goals.

It would also help to know what your ideal work style is. Are you a night owl? Are you a morning person? Where in your daily schedule can you best find time to work on your goals? Perhaps early in the morning before work, or late at night. Also, your environment needs to be conducive to achievement of your goals. For example, let's say you're working on creating a tech blog, but distractions at home derail your progress. Find a "bat-cave" of sorts. It could be a quiet corner at a coffee shop or a library; the less time you spend dealing with interruptions, the more progress you'll see.

After you've identified your ideal work hours you can strategically add in the activities that you want in your daily life, particularly those that contribute to your targets. Also, sometimes you might want to take a break or change the pace at which you work; don't be afraid to do so.

Ultimately, you have to realise how important your new commitments are, and that to pursue them, you may have to eliminate some the activities in your calendar that no longer serve you best.

Successful goal-setting is not just about finding time and being organised, it is also about being realistic and recognizing your strengths so that you align yourself to goals you care about, and that are achievable. A lot of people set goals based on expectations; what that they think they "should" do, rather than what they actually want to do. It's no surprise when they

don't end up acting on these goals. For example, if you want to learn a new skill that requires a significant commitment in terms of time and concentration, assess whether you truly have the ability to commit to the skill. If you have long working hours and a busy family life with small children, maybe this isn't the right time. Maybe you can try to achieve it later, when your children are older, or when you have more support at work. For a goal to be realistic, it must be achievable.

At ICI Pakistan Limited, we set our goals and objectives using the S.M.A.R.T technique. This mnemonic acronym is a guide that helps ensure we set objectives that we can actually achieve: Specific – target a specific area for improvement.

Measurable – quantify or at least suggest an indicator of progress.

Achievable – make sure it is achievable.

Realistic – state what results can realistically be achieved, given available resources.

Time-bound – suggest when the result(s) can be achieved

Each word in this acronym is an aid that helps us tailor our goals in a way that makes them more achievable. It would be helpful to adopt this standard in your personal goal setting as well. Again, our lives are complicated and the exact amount of time you can spend on your goals will vary depending on your responsibilities. Having said that, it is also imperative that you realise the importance of goals to your development and stick to your schedule as best as you can. Align your time. It may be difficult at first, but after some time it will become more natural, allowing you to spread your wings as you take flight toward your goals.

Good luck!





# Healing through Medical Camps

**The Winnington Hospital teams are reaching out to the local community to increase health awareness and provide medical support by running various medical camps**

*By: Dr Muhammad Rashid Khan*

Someone once said, "There is no greater gift than the gift of healing" which is the ideology the Winnington Hospital teams passionately live by. In fact, we are always looking to increase health awareness and provide medical support to the Company's employees and the local community in Khewra. A lot of efforts have since been made by Dr Muhammad Rashid Khan, Medical Superintendent, Winnington Hospital and his team to provide health awareness sessions, training sessions for the nursing staff, and free eye and medical camps for the general public. So, in November 2017, the Winnington Hospital team arranged

three free medical camps and one conference for the benefit of the local community.

#### **Free Hepatitis-C Screening Camp**

Hepatitis C is a liver disease caused by the hepatitis C virus: the virus can cause both acute and chronic hepatitis, ranging in severity from a mild illness lasting a few weeks to a serious, lifelong illness. Unfortunately there is no vaccine against hepatitis C but it's important to be tested to see if there is any chance one is exposed to it.



**Group Photo at Matan Village Free Medical Camp**

Photograph: Soda Ash Team



**HCV screening camp group photo**

Photograph: Soda Ash Team

So, on November 14, 2017, a free HCV screening camp was arranged at the Municipal Town Hall, Khewra in collaboration with the Life Sciences Business's Pharmaceuticals Division to test and screen members of the Khewra community for hepatitis C. A total of 136 people participated in the screening process, in which only one case tested positive. The individual was then taken for further investigation and was given the appropriate treatment.

#### **Free International Paediatric Neurology Camp**

On Friday, November 17, 2017, the Winnington Hospital team arranged an International Paediatric Neurology Camp for the Khewra Community without any cost or charge. The camp was arranged in collaboration with the Neurology Department of The Children's Hospital, Lahore.



The turnout from the community was overwhelmingly positive

Photograph: Soda Ash Team

During the camp, patients shared their medical profiles including their genetic study and mutation through skin and blood samples of the patient, and blood samples of both parents. The samples have now been sent to the University College of London (UCL), UK and each patient will receive treatment following the results at The Children's Hospital, Lahore.

The camp was lead by Professor Henry Houlden, Head of the Neurogenetics Laboratory at the UCL Institute of Neurology and The National Hospital for Neurology, and was accompanied by Dr Vincenzo Henry, Assistant Professor of Neurology, Italy and Dr Ambreen Tariq, Research Associate UCL Institute of Neurology (ION), London. Professor Dr Tipu Sultan, Head of the Neurology Department at The Children's Hospital, Lahore also took part in the camp with his team of three doctors.

All the arrangements were overseen and managed by the Winnington Hospital at the Alkali Club to facilitate the people

of the community. A total of 73 patients were examined with 12 samples taken abroad for the neurogenetics study.

#### Free Medical Camp at Matan

Another free medical camp was arranged at the Matan village, a small and remote town with very limited resources near the Company's salt mines. The village is devoid of any medical facilities in or around it.

At the request of Farooq Khan, Mining Engineer, Soda Ash Business, a camp was setup with the help of the Life Sciences Business's Pharmaceuticals Division on November 29, 2017. The residents of the village have no medical facilities available nearby, which is why the free medical camp was met with plenty of enthusiasm.

A whopping 220 patients with various illnesses and diseases such as diabetes, hypertension, rheumatism, fever and other

disabilities were treated at the camp. Most of them were women, children and the elderly. The clinic provided the patients with free medication, generously provided by the Company's Life Sciences Business.

Such was the remoteness of the village that the organisers of the medical camp viewed it as an expedition. They felt extremely lucky to be sharing and providing medical services with the residents of the village. In turn, the village heads were very appreciative, as were the participants, and all look forward to our possible return in the future.

#### Free Bone Mineral Density (BMD) Camp

On December 7 and 8, 2017, the Winnington Hospital arranged a free BMD camp for the Soda Ash Business's Khewra Community in collaboration with the Life Sciences Business. A similar camp was held at the start of the year on January 30,

2017, and at that time the results were not very encouraging.

So, in light of this a complete campaign was run to improve the BMD of the community, and included changing eating habits, increasing the exposure to sunlight to improve Vitamin D levels, and providing those who suffered from osteoporosis and osteopenia with complete courses of Sunplus and Rejuva. Rejuva is a natural nutritional supplement for bone health containing Calcium, Vitamin D3 and Vitamin K2. Sunplus is an essential supplement of Vitamin D.

As a result of our efforts and the increased awareness, when the camp's medical tests were conducted on the community, the results marked a significant improvement than before, proving that the aforementioned regimen would improve the BMD of the community.



The Paediatric Neurology camp's trainers pose for a photo

Photograph: Soda Ash Team



# LWC Annual Exhibition and Ceremony

## The Ladies Welfare Centre (LWC) held its Annual Exhibition along with a Prize Distribution Ceremony with great fervour and enthusiasm

By: *Muhammad Hassan Khan*

On Thursday, December 21, 2017 the Annual Exhibition and Prize Distribution Ceremony of the Ladies Welfare Centre (LWC) located at the Soda Ash Business in Khewra, was held in high spirits. Ms Lubna Kehkashan hosted the event which began with a recitation from the Holy Quran. Mrs Samreen Waqar Khawaja who is in charge of the LWC, delivered a brief speech highlighting the past year's performance and discussed the Centre's future road map.

Mrs. Suhail Aslam Khan and Mrs. Muhammad Umar Mushtaq distributed prizes and certificates to the students and teachers based on their outstanding performance. The LWC operates under the umbrella of the ICI Pakistan Foundation's learning program

Ilm-o-Hunar in which women from the Khewra community are provided with training on cooking, stitching, embroidery, tailoring and more.

The exhibition was inaugurated with a ribbon cutting ceremony by Mrs Suhail Aslam Khan and Mrs Muhammad Umar Mushtaq. The talented students and teachers of the LWC exhibited their products which were greatly appreciated by the guests who were thoroughly impressed with the quality and execution of the work displayed.

Refreshments were served after the exhibition during which the LWC members and their guests engaged in candid discussion with each other. The event was a memorable one and it set high standards and expectations for the coming years.

### News in Brief | Fireplace at the Winnington Club

By: *Shahzil Minallah*

The Winnington Club holds a special place in the hearts of the Soda Ash Business's Khewra community. People of all ages and families are welcome at the Club as it promotes harmony and strengthens ties within the

community. To further reinforce this tradition, the club's committee to add to the charm and the ambience of the Club. This fireplace has added further vigor and life to the club's interior and has already become a favourite for many of the members, especially families.

The fireplace was inaugurated on November, 24, 2017 by Muhammad Umar Mushtaq, Works Manager, Soda Ash Business. Following the inauguration, snacks and warm soup were served as everyone bonded amongst the dancing flames from the fireplace.



The Chief Guest, Mrs. Suhail Aslam Khan inaugurates the annual event at the Ladies Welfare Centre along with Mrs Umer Mushtaq and Samreen Waqar

Photograph: Soda Ash Team



The Chief Guest along with other distinguished guests having a look at the range of products exhibited at the Ladies Welfare Centre.

Photograph: Soda Ash Team



# Annual Prize Distribution

**The Winnington School's students put on a magnificent show and were presented awards for their continuing excellence**

By: Jamal Malik

The Annual Prize Distribution Ceremony of Winnington School was held on December 21, 2017. Suhail A Khan, Vice President Polyester and Soda Ash Businesses, and Deputy Chairman, BOG Winnington School, was the Chief Guest on this occasion.

The ceremony started at 10am when the Headmistress, Mrs Qudsiya Khalid, welcomed the Chief Guest. After recitation and translation of verses from the Holy Quran, the Principal, M Jamal Malik, presented the Annual Report of the school. He gave a brief overview of the achievements and highlights of the past year, particularly the second position achieved in the Board of Intermediate and Secondary Education (BISE) Rawalpindi, the selection of two students for the YES Programme and various other achievements. He further reiterated the school's commitment to imparting quality education to its pupils.

The first presentation was by the students of pre-school who enacted the scenes of a number of nursery rhymes. The colourful and touching display struck a chord with the audience and was well received by the other students and teachers as well.

A tableau was then presented which focussed on the potential of our youth and how our children can achieve more by developing better time management skills and good habits. The interesting and well-choreographed display drew plenty of praise from the audience who appreciated their efforts.

The tableau was followed by a play. This time around, the very popular British comedy programme, "Mind Your Language" was hilariously enacted by students of grade 9 and 10. The funny dialogues, superb acting and vibrant costumes drew tremendous appreciation from the audience, and all thoroughly enjoyed the

display. Students of the same grades then enacted a humorous and amusing play, "Sakoo'n Mahaal Hai" which impressed the audience by its witty dialogue and fine acting.

An Urdu speech focussing on the achievements made by Pakistanis over the last year was also presented, followed by an English song performance and finally a medley of folk tunes from all the provinces, sung by students and enacted with colourful, traditional costumes.

Then the Chief Guest, along with Mohammad Umar Mushtaq, Works Manager, Soda Ash Business gave away certificates and prizes to pupils who had shown excellence in various school activities.

Mariyum Khalid was presented with a gold medal for attaining the highest marks in the SSC Board Exam and finished second in the BISE Rawalpindi. Fizza Mobasher was presented with a gold medal for attaining the highest marks in the SSC Board, Part 1 Exam. Commendation letters and prizes were also awarded to teachers who had shown exceptional results in the SSC exam.

The Chief Guest, in his address, praised the high quality of presentations and congratulated the principal and staff on presenting such a well-organised show. He congratulated parents of all prizewinners and reiterated the Company's commitment to supporting the school so that it would continue its mission to empower the youth of the area through education.

At the end of the ceremony a delicious high tea was served as people mingled and discussed the wonderful ceremony.



**Suhail A Khan, Chairman BOG Winnington School, addressing the audience**

Photograph: Soda Ash Team



**The Chief Guest presenting the Maliha Aga Declamation shield to representatives of the winning house, Ahmed Jamal and Fizza Mobasher**

Photograph: Soda Ash Team



# International Conference on Positive Parenting

**An excellent initiative was undertaken in Khewra in the form of a conference on Positive Parenting held to help parents in the local community understand how to positively influence their children's future**

*By: Dr Muhammad Rashid Khan*

Parents serve as role models for children through their attitude, behaviour and the examples they set. By being open with their children and engaging in constructive criticism, parents can contribute positively to their children's personal growth and development. In light of these aspects, an inaugural international conference on positive parenting was held to discuss ways in which we can improve how we raise our children.

The conference featured local and international speakers who shared their research and findings. Professor Figen Sahin Dagli, International Society for the Prevention of Child Abuse and Neglect (ISPCAN), Turkey, headed the session and was joined by; Professor Tolga Dagli, Pediatrics Surgeon ISPCAN, Turkey;

Dr Mohammad Moaz, member Child Rights Committee PPA, Mehek Naeem, Director Protection and Help of Children against Abuse and Neglect (PAHCHAAN); Professor Dr Naeem Zafar Pediatrician, University of Lahore; and Dr Muhammad Rashid Khan, MS Winnington Hospital, Soda Ash Business.

The conference's participants included the management staff, parents, the Winnington School faculty and doctors from the Khewra and Pind Dadan Khan Community. It was held at the Winnington Club and featured plenty of active discussion between the speakers, panelists and participants. The feedback from the parents was significantly positive, and they left the session with a renewed focus on how they can be positive influencers in their children's lives.



**Expert Panel at the Conference**

Photograph: Soda Ash Team



**Dr Figen Sahin delivering a lecture on Positive Parenting**

Photograph: Soda Ash Team



**Everyone posed for a group photo after the Conference**

Photograph: Soda Ash Team

# Training for Safety

## The Soda Ash Business carried out a number of trainings in the second quarter to promote safety and security.

*By: Rana Muhammad Adeel Jamshaid and Raja Ghulam Akbar*

### HSE and Technical Trainings for Newly Hired Management and Non-Management Staff

Recently, the HSE department of the Soda Ash Business collaborated with the production department to offer a number of HSE and technical trainings in the second quarter for newly hired management and non-management staff across various departments.

These trainings focussed on process safety, operational auditing, ergonomics, HSE Management System, risk management, accident reporting, first aid and CPR, permit to work and, last but not least, emergency response.

The HSE department's motto of 'safety through people' was demonstrated as these trainings, and was led by trainers from

different departments such as; Muhammad Umar Mushtaq, Works Manager, Soda Ash Business; Taufiq Cheema, Technical Manager, Soda Ash Business; Rana Muhammad Adeel Jamshaid, HSE and Training Manager, Soda Ash Business; and Sabir Mahmood, Production Manager, Soda Ash Business. Each trainer played a vital part in highlighting the importance of HSE to the newcomers.

In total, 26 sessions were held amassing a combined 2,000 individual hours of training. Muhammad Umar Mushtaq appreciated the combined efforts of both the HSE and Production departments and encouraged the Business to carry out similar sessions in the future for new staff members.



Emergency response drill demonstration on site

Photograph: Soda Ash Team



Practical exercises on operation of fire extinguisher

Photograph: Soda Ash Team



### Fire Safety Training for Management Staff

Fire safety training can save lives, and considering its importance the Soda Ash Business held a training session for the management staff on adopting proper firefighting techniques, and using hydrants, fire extinguishers and hoses in the correct way. The day-long activity also included theoretical trainings on how to put out fires where possible.

Rana Muhammad Adeel Jamshaid, HSE and Training Manager, Soda Ash Business led the session, which was attended by all area managers. Practical exercises on operating fire extinguishers, rolling and unrolling of fire hoses, opening valves and fire drill cautions were all highlighted and carried out by each participant.

All in all, it was an interesting and informative experience, one which generated a sense of teamwork and appreciation by everyone who attended.

### Community Service Training for Defensive Driving at Al-Beruni Govt. College, Pind Dadan Khan

Roadside accidents are a serious problem for any community, especially because they potentially endanger others. And when the issue of motorcycle accidents at Pind Dadan Khan was highlighted, the Soda Ash Business took action through a defensive driving training course arranged for motorcyclists at the Al-Beruni Govt. College, Pind Dadan Khan

This training course was arranged in collaboration with Rescue 1122 on December 4, 2017. Around 100 participants attended the course, which included the teaching staff and the students of the college. The community's local administrative team also took part in this session.

Rana Muhammad Adeel Jamshaid, HSE and Training Manager, Soda Ash Business led the training session, which included information on properly identifying a road's condition, understanding the driver's blind spots, and how to properly use a vehicle's mirrors while driving. The audience then watched a film on defensive driving that greatly enriched their training experience.

The college administration were extremely grateful for the efforts put in by the Business to increase awareness among the new generation about this issue, while news of the event was also published in the local press.

### Fire Drills at the Soda Ash Business

Fire drills play a very important role in workplace fire safety and are essential in any office or public building as they ensure people are prepared to respond quickly and calmly in the event of a fire.

Practicing and carrying out fire drills are as important as fire alarms, training on how to use fire extinguishers and fire safety signs. These drills give employees an opportunity to practice emergency procedures in a simulated but safe environment.



Training management staff on the practical aspects of fire fighting

Photograph: Soda Ash Team



HSE Awareness Training for new joiners at the Production Department

Photograph: Soda Ash Team



Technical Training session for new joiners at the Production Department

Photograph: Soda Ash Team

On October 30, 2017 a fire emergency drill was conducted to evaluate the compliance against the emergency response procedure SA HSE P 16.01.01. Through this emergency drill learning opportunities were highlighted and were shared with the Business to gain a better understanding of emergency response procedure.

Before performing a fire drill Rana Muhammad Adeel Jamshaid, HSE and Training Manager, Soda Ash Business, described the purpose of the drill to the observation team. This team was instructed to monitor fire drills, as they were placed at various points around the building in areas such as stairwells to look for good and bad practices. This would allow any improvements to be easily noted and suggested at the debriefing meeting after the drill.

Immediately after the drill Rana Muhammad Adeel Jamshaid met with the observation team and thoroughly logged all details of the fire drill, including how the evacuation procedure went as well as any other underlying problems.

The HSE and Training Manager then presented his findings to the Business's management staff and identified the areas of improvement, so that the Business can effectively carry out more efficient fire drills in the future.

# A Need for Fitness

## A new gym at the Alkali Sports Club was recently inaugurated at the Soda Ash Business

By: Jamal Malik

After the selection of a new committee at the Alkali Sports Club was decided, the Sports Club members elected a new Vice President, Dr Muhammad Rashid. Dr Rashid's major task was to renovate the gym and introduce new activities in keeping with the Alkali Sports Club tradition.

Under his leadership the team immediately set off in search of new equipment for the gym. After considerable hard work the team successfully completed their task and unveiled a brand new gym equipped with two jogging machines, a stationary

exercise bike, a multi-exerciser and other basic equipment. It was inaugurated by Muhammad Umar Mushtaq, Works Manager, Soda Ash Business on October 5, 2017 in the presence of all CBA members and HODs. The new gym has already received plenty of positive feedback and has motivated others to lead a healthier lifestyle.

Today this is the busiest gym in the vicinity, operating from 10.00am to 9.00pm, and has already seen plenty of newcomers.

## News in Brief | Winningtonians at the IKLC

By: Jamal Malik

The International Kangaroo Linguistics Contest, (IKLC), is held to refine and promote good communication skills and is held simultaneously in a number of countries. Together they bring the experience of education experts

from all around the world.

This year, for the very first time, 100 students from our school participated in the IKLC. Four of our students finished at the top in the Jhelum District winning silver medals and another prizes, while three students won bronze medals

and prizes.

In addition, two-star badges were given to 11 students and 54 more received one-star badges. All students received certificates for their excellent participation.



Muhammad Umar Mushtaq (Works Manager, Soda Ash Business) inaugurates the new gym

Photograph: Soda Ash Team



The new gym at the Alkali Sports Club is the talk of the town

Photograph: Soda Ash Team



# A Visit from the Far East

## Representatives from Takemoto Oil & Fat Co., Ltd. visited the Polyester Business to discuss their spin finish product.

By: Shauzab Raza

Recently the Polyester Team hosted a delegation from Japan; representatives from the Takemoto Oil & Fat Co., Ltd. (Takemoto) along with their General Manager. Takemoto is a major supplier of our spin finish oil and paste, which is used at our plant's spinning and draw lines. The company was set up in 1945 and is a major supplier of finish oils for synthetic fibers throughout the world. Their visit was timely and important, since we recently shifted our spin finish supplier, for our draw line-6 production, from the Matsumoto Yushi Seiyaku Co., Ltd to Takemoto and their technical feedback was necessary to determine a way forward.

The delegation had separate sessions with the commercial and technical teams, and spent a day with the Business Manager discussing various business opportunities and product performance feedback. Several months prior to this Rizwan Afzal Chaudhary, Business Manager, along with Gul Zaman, Deputy Technical Manager, and Nabeel Ali, Development Manager, met Takemoto officials in Japan and visited their facility.

During their visit to Sheikupura, Takemoto officials also met Khalid Mahmood, Works Manager, Polyester Business and Wasim Qureshi, Production Manager, and were presented with souvenirs by Khalid Mahmood. They were also briefed

about the ongoing HSE week and its planned activities, which underscored ICI Pakistan Limited's commitment to safe and environmentally conscious operations.

During their visit to the manufacturing facility Khurram Shahzad, Plant Manager, Polyester Business briefed them about our products and operations. Afterwards a plant round was carried out and the visitors witnessed the process up close. Samples and readings regarding the temperature and concentration of the product were taken to further optimise our process. The visitors also met with the plant operators who shared their feedback on the Takemoto spin finish oil's performance in the spinning and draw lines.

It's worth noting that our relationship with Takemoto Oil & Fat Co., Ltd. goes back a long way, and after several successful trials we shifted 80% of our production to their product. We are confident that this visit will strengthen our bond with them and will pave way for a mutually beneficial consumer-supplier relationship. With the candid feedback provided by our plant team, the product will also be optimised to better suit our process and conditions.



Representatives from the Takemoto Oil & Fat Co., Ltd. visited our Polyester Plant in Sheikupura

Photograph: Polyester Team



Our relationship with the Japanese company goes back a long way

Photograph: Polyester Team

### News in Brief | Commercial Team Engagement Session

By: Shauzab Raza

The Polyester Business's commercial team set out for an engaging and adventurous outbreak on October 4, 2017 for two days at the picturesque ICI Pakistan

Limited Valley View property in Murree. The trip's agenda was to engage in discussions on how far the Business has come and the various milestones that still need to be achieved.

The full day activity at the resort involved lots of discussions on new projects. Ideas were exchanged on how to best capitalise on business opportunities and strategies going forward. For further engagement,

activities such as trekking, hiking and golf were planned at the serene hill station, followed by an evening movie. A live barbeque served as the night's finale with

plenty of candid discussion and conversation. This trip proved to be a great opportunity for the commercial team to discuss important matters

relating to the Business in a casual and relaxed environment.

# Old is the New Gold!

## A complete overhaul of Draw Line 3 brings phenomenal results

By Sameed Qureshi

With the growing demand for Black Fibre and ongoing trials of different variants, the importance of Draw Line 3 has significantly increased over the past year. The main aim – improved line runability.

Commissioned in 1989 as part of Batch plant expansion, Draw Line 3 has been a reliable piece of equipment that has delivered top-notch quality product for the better part of three decades. With Black Fibre demand increasing week after week, and the trials of variants (such as anti-microbial fibre) right around the corner, it was imperative that the draw line be renovated in terms of both hardware and software to cater to the increasing demands of production and quality of variants which is unmatched in the Pakistani market.

Initially built on hard-wired relay logic, troubleshooting electrical problems at the line would often involve a loss of time. Moreover, with no centralised system on which to display trends, show interlocks, alarms, or control valve outputs, monitoring and tracking different parameters remained a troublesome task. A paperless recorder displayed limited trends for no more than seven days while the control was scattered.

The Electrical and Instrument team was assigned the task of centralising the control of the Line. After careful analysis, the team proposed that they would update the existing PLC from the obsolete Siemens S5 to the new S7, and put an HMI in the operator cabin. A tight project plan was devised and shared with the entire Fibres team.

The shutdown time initially requested was seven days, however, this was came down to three and a half days. Still, working with these tight deadlines, the team managed to successfully complete the project with no major problems or shortcomings. Not only were all decided deliverables completed, the team also managed to bring in a few additional features. In the meanwhile, the mechanical team took care of longstanding hardware issues. The dancer roll was completely overhauled bit by bit, which proved to be pivotal in improving line speed and runability.

The fibres production team also provided its full support. It was a great achievement and a great display of planning, teamwork, and coordination, applauded by the management. The whole project was completed within a budget of PKR 0.6 million, which in itself was a commendable achievement. With a smooth commissioning process, the Draw Line was handed back to the production team to run its course. Improved housekeeping and a paint job made the plant look brand new.

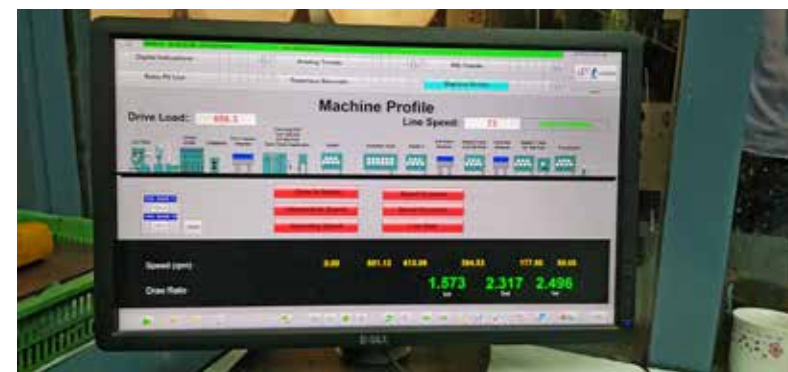
We are happy to report that the performance of the draw line has been phenomenal since the overhaul. With the production team producing record number of bales in every other shift, it was a records breaking galore. Having achieved record production on Draw line 3 since its commissioning, it all boils down to the success of this project and the commitment of the entire Fibres production and Maintenance teams in turning the oldest operational line into one of the most prized assets of the Polyester Business today.

Kudos Team Fibres!



Undaunted by tight deadlines, the team was determined to deliver

Photograph: Polyester Team



## News in Brief | World Water Day

By: Osman Waseem Butt

World Water Day, celebrated on March 22 every year, is about focusing attention on the importance of water, an essential building block of life. This year's

theme Nature for Water, explores nature-based solutions to water challenges we face in 21st century. The main goal of World Water Day is to create awareness about the issues and problems related to

water.

To signify the importance of water especially in an industrial environment, Polyester Business staff gathered at the Shift Coordinator's office where Meraj

Ahsan, Training Officer delivered a comprehensive speech on water issues at the national and international level. Usman Sharif, Development Manager Services briefed the audience about water

conservation initiatives taken by the Polyester Business. To conclude, a pledge-signing activity was kicked off by Khalid Mahmood, Works Manager in order to show his commitment towards conservation

of water, followed by other attendees. The activity concluded with a walk on site.



# We Pledge Quality

## The Polyester Business held a Quality Week in March

By Shauzab Raza and Simon Pervaiz

Aristotle is quoted as saying: "Quality is not an act, it's a habit." This couldn't be more true—quality plays a vital role in the survival of any business, and Polyester Business considers quality an imperative, continuing to take initiatives to maintain and reach new standards.

The Business held a Quality Week from March 5–8, to create awareness about our product and the main issues regarding its quality. The team sat down together to analyse recurring quality concerns, with four major issues being shortlisted and the event being constructed around them.

Promotional activities started in advance, with colorful promotional collateral including standees, danglers and other signage displayed around the plant. Special boards were displayed showcasing the good practices of particular activities, thus being helpful in day to day activities and maintaining

quality. A promotional video was also made, covering the views of employees on quality, starting from Suhail Aslam Khan, Vice President Polyester and Soda Ash Businesses, to our contract staff. Special quality-themed diaries and badges were also presented to all staff. Progress against KPIs of the respective area of each shift group was displayed in the Spinning and Draw Line areas.

The event spanned four days, with each day having a particular quality issue as its theme. A main stage was set up in the Baler-2 area with outstanding décor and arrangements. The theme of the event was 'Let's Pledge Quality'.

A dedicated team worked day and night to bring the event to life, and to make it engaging for colleagues. Activities included a daily quality quiz, quality slogans competition, an art competition for employees' children and spot quizzes.

Presentations on specific topics were planned for each day



Opening Ceremony-Group Photo

Photograph: Polyester Team



Khalid Mahmood (Works Manager, Polyester) inaugurating Quality week

Photograph: Polyester Team



**Fibres Group C**

Photograph: Polyester Team



**Quality Exhibition**

Photograph: Polyester Team

followed by Q&A sessions and lively discussions. With the help of the Technical Services Team, a spinning mill was visited and a video was made illustrating to colleagues how the quality of our product complements and supports the quality of the end product. Another special video series on 'The Cost of Poor Quality' regarding a major automobile manufacturer was translated into Urdu by the team to further drive home the grave consequences of lapses in quality.

To promote team involvement, each group Shift Manager was assigned a quality concern to present on.

The event started off with a grand opening ceremony. The children's art competition was judged by HOD's and a quality exhibition was arranged with the help of the laboratory team, which highlighted quality parameters and testing methods and equipment. Technical Services team then delivered a presentation regarding customer end issues and was thoroughly enjoyed by the audience.

Wasim A. Qureshi, Production Manager; Gul Zaman, Deputy Technical Manager; Khurram Shahzad, Plant Manager Fibre; Nabeel Ali and Ahsen Hafeez all shared their insights and input on the issue of quality. Event came to a close with a prize distribution ceremony where winners of various events were awarded with prizes and mementoes. A special award was arranged for the 'Best Group Performance' of 2016-17. Syed Shauzab Raza, Shift Manager Fibre, along with Group-C received the award from Khalid Mehmood, Works Manager, Polyester, amidst a hearty round of applause.

In the end, Khalid Mehmood shared his views on how important this event was for promoting and maintaining quality culture at Polyester. With exciting new challenges such as anti-microbial, Repeve and other variants coming up, the need of the hour is to focus on quality more than ever.

All in all, Quality Week was a hugely successful event, which not only served its purpose but went a step further in instilling a new spirit in the team to continue to strive for excellence.



# Excellence in Safety

**The HSE teams at the Polyester Business recently organised safety sessions in First Aid, CPR, and Safe Use of Power Tools and Safe Work at Height.**

*By: Meraj Ahsan Qureshi and Yasir Rafique*

**Training Session on First Aid and CPR**

The importance of first aid training cannot be overstated, especially when someone is placed in a life threatening situation. In addition, first aid training holds immense importance for an industry that strives hard to ensure its worker's safety and wellbeing.

To equip the Business's employees with the necessary skills on how to administer medical assistance in the correct and proper manner, the HSE and Training Department of the Polyester Business conducted a training session on First Aid and Cardiopulmonary Resuscitation (CPR). Two training sessions were held, one each on October 1 and November

24, 2017. The session was led by Muhammad Mujahid from the Saeed Ahmed Awan Centre for Improvement of Working Conditions & Environment (SAACIWCE), in which a total of thirty five participants were trained with the necessary skills to effectively handle medical emergencies before passing a subject off to trained medical staff. Colleagues from production, engineering, power generation, supply chain, engineering, HR and HSE departments took part in the session.

Starting off with the fundamentals of first aid, the session also included information and skills pertaining to safety at work, protective clothing, warning signs, road safety and developing a proper first aid box. The session received plenty of positive feedback with participants eager to learn everything that was

**News in Brief | Behavior Based Safety Training**

*By: Meraj Ahsan Qureshi and Yasir Rafique*

Accidents can happen anytime, anywhere but if we know how to recognise and mitigate hazards, many accidents can also

effectively be avoided. Bearing this in mind, the HSE & Training Department at Polyester conducted comprehensive training on Behavior Based Safety and Learning Events,

on December 21, 2017. Muhammad Imran Maqsood (HSE & Training Manager, Polyester Business), delivered a session regarding the hazards and risk



Muhammad Mujahid from the Saeed Ahmed Awan Centre for Improvement of Working Conditions & Environment (SAACIWCE) led the training session on First Aid and CPR.

Photograph: Polyester Team

needed to successfully be a life saver in situations that call for it.

**Training Session on the Safe Use of Power Tools and Work At Height**

In line with the objectives of providing a safe working environment for our people, a training session on the Safe Use of Power Tools and Safe Work at Height was organised at the Polyester Business training centre on October 11 and November 22, 2017. The trainings were led by Ali Shujah Jafri and Sheraz-ul-Khateeb and a total of 19 participants from the management staff took part.

During the session, participants learnt important tactics,

techniques and precautionary measures that should always be considered when carrying out various day-to-day activities while at work. It also provided an opportunity to look into the various intricacies and criticalities that are associated with operations that involve power tools and work at height. In addition, challenges relating to manpower in real-time situations were also discussed, while necessary skills on how to foresee and cope with injuries and/or damages resulting from power tools to either an employee or a product were carefully taught.

In the end, the participants left with more knowledge and information on how to safely use power tools and employ secure work at height maneuvers.

associated with work. He also explained how our behavior can help us to reduce these risks. Further he trained participants on how to log unsafe acts and unsafe

conditions in the database in the form of Learning Events for all to learn from.

# Bringing our Machines to Life!

## A new lease on life for the all-important forklifts at the Sheikhpura Polyester plant

By Ahmad Rashid

Enter our Polyester Business manufacturing facility in Sheikhpura, and one of the first things you will notice is the flurry of activity on the floor: inventory and product in motion. Large, fluffy bales of Polyester in vibrant colored wrappers are being stacked neatly, ready to be dispatched. Massive bags of PTA (a key raw material for Polyester) are also constantly being moved, oil drums are being shifted around, polyester waste bags are being transported – in short, there is all sorts of motion happening constantly.

One of the key pieces of equipment in this environment is the forklift truck. If you think about it for a moment, practically every polyester bale and every container of raw material has been transported by a forklift truck during its lifecycle – such is the importance of this machine. And this realisation is of course heightened if you are a part of the Auto Workshop team.

At the Auto Workshop, we are responsible for keeping these machines up and running, day and night. As a tribute to our machines, we decided to improve the rather somber look of our

workshop facility and also of our trusty forklift trucks. The entire team was excited with the idea, and we set about implementing it. Through the past year, we have incorporated skylights in the workshop roof; replaced seventy overhead fluorescent tube lights (and a vast maze of wires connected to them) with just eight wall-mounted energy efficient LEDs; applied a new shiny fresh coat of epoxy to the previously oil-stained floor; replaced old display boards with updated ones, and mounted tool and tire storage racks. In order to better maintain these important machines, we developed maintenance tags, which will now be used to capture any downtime and faults occurring on each truck. The final touch was refurbishing all our trucks and giving them the outlook they deserve with new body and paint work!

For us, these forklift trucks are more than inanimate objects, and therefore we have developed a unique bond with them. By the end of this activity, we realised we were even more focused on maintaining higher standards at the Auto Workshop team – redefining excellence and quality for ourselves in every area of our work.



Auto Workshop Team

Photograph: Polyester Team



Refurbished Truck

Photograph: Polyester Team



# Safety Week 2017

## The Polyester Business dedicates a week to safety-related activities

By: Meraj Ahsan Qureshi and Yasir Rafique

Workplace safety is a critical issue for any business, large or small. Keeping employees free from harm while on the job is both a moral and legal obligation, and can affect white-collar businesses as well as those with more of a hands-on focus. One way to increase the emphasis on workplace safety is through regular events such as safety days or weeks, featuring activities that teach workers best practices for a productive and safe work environment.

At the Polyester Business, Safety Week was celebrated from December 11 to 14 2017. Each day of the week was devoted to a specific safety-related theme. The Polyester Business invited experts from various government and private organisations such as PEPSI Cola, NH & Motorway Police, Rescue 1122, CIWCE, Green Crescent Environment Consultants & Global Environmental Labs, to share best practices and a broader perspective of safety-related issues. The experts conducted specialised workshops on various aspects of workplace health and safety.

To engage employees across the Business, competitions were arranged such as Best Safety Slogan, Best Unsafe Act/Unsafe Condition and Best Firefighting Team. Moreover, the remarkable achievement of the Polyester Business in reaching 10 million manhours without LTI (lost Time Injury) was also celebrated.

The Works Manager, Corporate HSE Manager and other departmental heads distributed prizes among the winners, and Khalid Mahmood, Works Manager appreciated the efforts and dedication of the HSE & Training department and all staff members for making this event a great a success.



Group photo of the team at the closing ceremony  
Photograph: Polyester Team



Fire Fighting competition  
Photograph: Polyester Team

## News in Brief | Customer Fire Safety Audit

By: Meraj Ahsan Qureshi and Yasir Rafique

For us, Customer Centricity means the same stringent standards we apply for ourselves should also be utilised for the development

and wellbeing of our customers. This means, that our site HSE&S standards are not limited to our own operations, but rather that we go a step further, sharing good

practices and standards with customers. In this context, the HSE & Training Department of the Polyester Business conducted a fire and

safety audit at the mills of both Rawal and Olympia Textiles, among the most important customers of the Polyester Business. Imran Talib, Technical Manager Services,

and Yasir Rafique, Fire & Safety Officer from the HSE and Training Department conducted this detailed fire and safety audit. Further, a detailed audit report incorporating

findings and recommendations for improvements were shared with both mills.

# Honouring Years of Service

## Retiring colleague Zafar Iqbal gets a warm send-off from his team

By Simon Pervaiz

At ICI Pakistan Limited we have always recognised and appreciated the hard work of our employees, and especially in the case of those colleagues who are retiring after spending long years with the Company, this appreciation manifests itself as tremendous affection and goodwill. The Fibres Team arranged a farewell to look back at the service of Zafar Iqbal, Senior Plant Operator, acknowledge his unparalleled contributions to the growth of the Polyester Business, and bid him farewell in the presence of his longstanding colleagues and friends.

All members of Group-C, along with Wasim A. Qureshi, Production Manager and Khurram Shahzad, Plant Manager Fibres, were present. Light moments and fun stories were shared from Zafar's tenure.

To commemorate Zafar's years of service and retirement in traditional style, he was presented with bouquets, souvenirs and a retirement gift. Wasim A. Qureshi and Khurram Shahzad thanked him for his dedication throughout his career.

In the end, Zafar expressed his feelings about his years spent with the Company, sharing heartfelt wishes for all the best to ICI Pakistan Limited, and the many individuals that are the driving force behind its success. The gathering ended on a fond note, with all present agreeing that while they may no longer be colleagues, the team and Zafar will remain cherished friends for years to come.



Khurram Shahzad (Plant Manager Fibres, Polyester) presenting a retirement gift to Zafar Iqbal

Photograph: Polyester Team



Zafar Iqbal amidst his colleagues

Photograph: Polyester Team



# PowerGen Prodigies

## The PowerGen team continues to display its creativity by finding new uses for spare parts and items that are no longer in use

By: Jaffar Naqvi

Albert Einstein once said "creativity is intelligence having fun." Similarly, the PowerGen team is constantly discovering creative ways of improving efficiency and housekeeping and practically executing their ideas, which always boosts the morale of our team.

For example, recently the PowerGen maintenance team decided to use disposable parts, which were deemed unusable, to construct a table clock using a piston and a connecting rod. After trying out various iterations, the team constructed a wonderful table clock that is now on display in the Engineering Manager's office.

Another example involved contributing to the improvement of our environment. The team took plastic chemical drums that were deemed redundant, decontaminated them, and converted them into attractive flower pots. These flower pots are now displayed at our site and taken care of by our staff. Additionally, the team also adorned a palm tree in the PowerGen vicinity with lights to light up the evening in a soothing way.

We firmly believe that our minds remain healthy when we are given the chance to carry out new and different ideas. Constant appreciation and confidence given by our seniors at the plant encourages us to continue innovating and execute our ideas for practical use.

### News in Brief | Home Away from Home

By: Muhammad Babar Sarfraz

Our staff has always shown strong commitment to Company values, especially in unorthodox times. Recently, circumstances in the country resulted in the closure of all roads and routes in Lahore and Sheikhupura due to the Faizabad Dharna or sit-in. Resultantly, all shift employees were asked to stay back at the plant as they could

not get home safely, with some staff members staying at the plant for as long as 72 hours. To their credit even in this time the shift staff made sure that the plant's operations continued without any glitch.

Our administrative department has always shown a high level of agility and control in such situations. They made sure that all staff staying

at the plant were given the best possible facilities and comfort. Meals and snacks were arranged throughout the day. Even small details like toothbrushes and night suits catered for. In the end, all the efforts made by the entire shift staff and admin team were greatly appreciated.



Discarded plastic chemical drums were sanitised and are now used as flower pots

Photograph: Polyester Team



A palm tree adorned with beautiful lights

Photograph: Polyester Team



An ingenious table clock made with spare parts

Photograph: Polyester Team

# Celebrating Success

## Team members from our Polyester plant headed to the Monal Restaurant in Lahore to celebrate recent achievements

By: Shauzab Raza

The fibres team of the Polyester Business welcomes and promotes celebrating achievements and accomplishments whole heartedly.

Recently, the plant's Group-B achieved the following targets: operating without a single bank down and receiving no customer complaints. The same group also minimised waste for two months at both the spinning side and the draw lines side. This remarkable achievement called for a celebration.

So the team decided to meet at the Monal Restaurant in Lahore along with Muhammad Tanveer, Shift Manager; Khurram Shahzad, Plant Manager; and Nabeel Ali, Development Manager

all from the Polyester Business. Everything about the evening was perfect including the delicious selection of dishes and the live music which created the ideal ambience.

Afterwards, Khurram and Nabeel praised the team's efforts in achieving these milestones and presented the team leader with shields. The restaurant had their own ideas about minimising waste by offering their customers a 10% refund off the bill if there were no left overs. And in continuing fashion the team, along with our guests, successfully took part in this initiative.

The evening ended with a few light-hearted moments and a cake cutting ceremony to celebrate the team's success, further motivating us to keep striving for greater things.

## News in Brief | Renovation of the Works Canteen Washrooms

By: Muhammad Babar Sarfraz

The Polyester Business at ICI Pakistan Limited has always maintained a high standard of hygiene and cleanliness at its locations. Our colleagues have always been satisfied with the level of hygiene maintained across the board, and our administrative staff are continuously coming up with new initiatives to provide a cleaner and more hygienic working

environment.

Recently, the admin team took an initiative to renovate the washroom and ablution area of the workers canteen. The workers canteen area is provided to the non-management staff and workers for their recreation and lunch requirements. The team worked around a limited budget to deliver some excellent results that were executed responsibly and safely.

In the end, the entire look and feel of the area was transformed and was whole-heartedly appreciated by Khalid Mahmood, Works Manager Polyester Business as well as the non-management staff and workers. This initiative was an excellent example of the Business's admin team embodying our core value of Integrity and Responsibility.



The fibres team poses for a photo with their certificate  
Photograph: Polyester Team



The team celebrated their success with great favour  
Photograph: Polyester Team



Team members pose for a photograph at dinner  
Photograph: Polyester Team



# Strengthening Relationships

## The Chemicals & Agri Sciences Business took part in the 4th Pakistan Coating Show, co-sponsored by ICI Pakistan Limited.

By: *Mohammad Ibrahim*

The 4th Pakistan Coating Show, co-sponsored by ICI Pakistan Limited, took place from January 18 to 20, 2018, at the Lahore International Expo Centre. Our Chemicals & Agri Sciences Business erected a state-of-the-art stall in which visitors were introduced to the Business's Paints and Coatings products and engaged with our Chemicals & Agri Sciences team.

The expo served as an excellent opportunity to broaden our competitive edge, enhance the Company's image, and build prestige and credibility. At the event the Business also focussed on enriching our value proposition, by showcasing products and

technology to new and potential customers, which also improved the satisfaction of our existing customer base. Visitors at our stall were also given the opportunity to participate in a lucky draw, running for all three days, with exciting prizes such as a laptop, TV and music system. The three-day event was the perfect example of seamless teamwork and a Customer Centric focus which is without a doubt, a top priority of the business.

Co-sponsoring the event is another example of the importance ICI Pakistan Limited places on enhancing market share and remaining the supplier of choice. Such initiatives highlights our continued dedication to our brand promise of Cultivating Growth.



The state-of-the-art stall drew plenty of visitors throughout the event

Photograph: Chemicals & Agri Sciences Team



The team was all smiles after a successful event

Photograph: Chemicals & Agri Sciences Team

# Empowering Our People

**Your Voice Matters! The Chemicals & Agri Sciences HR team launched the HR Effectiveness Survey to improve their processes.**

*By: Mahvish Siddique and Sehrish Saleem*

In October 2017, our Business's HR team launched the HR Effectiveness Survey 2017-18 with an overarching message of empowerment aptly titled 'Your Voice Matters'. The team recognised that HR management practices, the department's delivery of services and the procedures in our workplace needed to be improved. In order to do so we needed feedback from our stakeholders on the quality of our services they are currently provided with.

So, we came up with a solution, to develop an online web tool that would administer a 15 minute survey, the HR Effectiveness

Survey, and collect all the feedback from our stakeholders in one place. To empower our people and give them the opportunity to share candid feedback, the survey provided complete anonymity.

At first glance the results of the survey were very interesting, there were a lot of varied opinions and the 77% response rate was higher than expected. The action planning process will start as soon as the results are compiled and analysed by the HR team. We are aiming to deliver high-quality performance in HR Services and remain committed to our brand promise of Cultivating Growth, and delivering enduring value to all our stakeholders.



**The launch of "Your Voice Matters" - HR Effectiveness Survey**

Photograph: Chemicals & Agri Sciences Team



# Meeting our Suppliers

## The General Chemicals and Polyurethanes teams head out to fortify and improve their relationships with their suppliers

By: *Abdul Ahad*

Engaging with our suppliers is fundamental in sustaining a strong partnership and, in turn, fostering a healthy business. Also, maintaining an active relationship with our suppliers is vital in ensuring smooth business operations, and staying at the forefront of their minds in a positive way, which would help augment our reputation in the market.

In light of this, our Business teams from the Chemicals Division carry out regular visits to their suppliers to ensure our Company remains the partner of choice. This year, with the same purpose in mind, the General Chemicals (GC) and Polyurethanes (PU) teams geared up to strengthen ties with new and existing suppliers.

Demand in the industry is rising and it makes good sense to keep our relationship with our suppliers as strong as ever by offering them dedicated, quality service. Maintaining a strong relationship also helps in steering potential suppliers towards

ICI Pakistan Limited through positive word of mouth. The GC and PU teams together met their respective suppliers; GCPAT, Evonik, Diversey and Wanhua Chemicals to plan and strategise for the year ahead. New ideas were also shared to ensure that together both parties can maintain their presence in the market and grow further.

In the grand scheme of things, the visits turned out to be extremely rewarding, with our suppliers expressing their satisfaction with the team's ideas. They were also very eager in coming onboard with the Business as it propels onward for a promising year.



Raphael Atif and Ahad Badr with a GCPAT representative in UAE

Photograph: Chemicals & Agri Sciences Team



Arshaduddin Ahmed, Muhammad Jawad Nagani and Ali Majeed along with the Diversey team in Sri Lanka

Photograph: Chemicals & Agri Sciences Team

# The ChinaCoat Expo Experience

## Our GC team attended one of the world's most important paints and coatings exhibitions in China

By: *Shayan Zafar*

The General Chemicals (GC) team of the Chemicals & Agri Sciences Business is always proactively looking to broaden its customer base and strengthen its relationship with existing suppliers. This requires that they keep up to date with global trends and news, and identify new avenues in which they can be present.

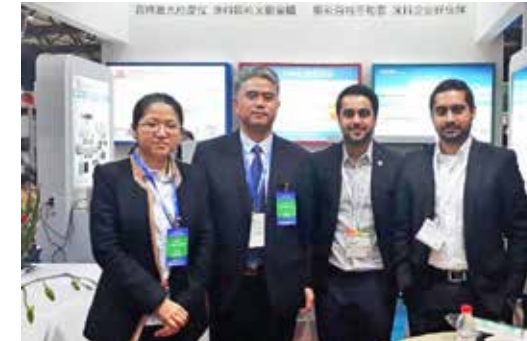
ChinaCoat is one such avenue; it is one of the most important international exhibitions for the paints and coating industry. ICI Pakistan Limited took part in this incredible opportunity through the Chemicals & Agri Sciences Business.

In 2017, the expo took place in Shanghai, China and was nothing short of phenomenal. The expo has been a constant setting for industry suppliers to attract potential customers

eyeing to expand their portfolios and stay ahead in this booming industry. It serves as an excellent forum for networking, with plenty of organisations participating.

Staying in line with our aim of building key relationships with our stakeholders, the GC team met with existing suppliers at ChinaCoat to bolster and improve our relationship with each other as well as plan out strategies to ensure smooth business continuity.

Alongside that, throughout the span of the expo, the team also identified potential suppliers and customers to supplement the Division's existing portfolio. These future prospects are expected to significantly contribute towards the pipeline in the upcoming year, which would serve to improve the Division's performance and strengthen its position in the industry.



Jawad Nagani and Raphael Atif with Wuhan Yincai representatives in China

Photograph: Chemicals & Agri Sciences Team



Raphael Atif and Noman Jafri with a Pankey representative in China

Photograph: Chemicals & Agri Sciences Team



Raphael Atif and Noman Jafri meeting with a Chinese Manufacturer in China

Photograph: Chemicals & Agri Sciences Team



# The Overnight Outbreak Tale

**The finance team took a well-deserved overnight break from their hectic routine at The Countryside Chalet**

*By: Finance Team*

The Business's finance team of Chemicals & Agri Sciences decided they need a break from their daily hectic routine. So they planned an overnight outbreak session on the night of November 20, 2017. The team reported at the office on Monday morning as per routine, completed all their tasks, and drove off on an adventurous drive to The Countryside Chalet.

Coordinating and navigating our way out of the city during the peak rush hour, the team finally reached the Chalet after 8:00pm. The team wasted no time in settling down and went out to explore the farmhouse stopping at the indoor games area. After a few rounds on the pool table and a couple of games of carom, it was time for dinner. A delicious BBQ, prepared live in the lawn, along with biryani and kulfi made the evening even better.

The evening was only beginning; after dinner, the team began their action planning meeting. They sat on the lawn around a

bonfire for an engaging four hour long discussion as tea and snacks were served well into the night.

Still, no one was ready in as the real party had only just begun! A great game of cricket took place late at night in which every team member participated and had a wonderful time. After the cricket game everyone was still pumping with adrenaline and decided to cool down with some calming games of carom. A close competition took place and before anyone could tell it was dawn. Around that time a few people began to turn in but not all. The remaining people participated in a fierce game of ludo which was played well into the early hours of the morning.

By that time it was 8:00am, over twelve hours had passed since the team arrived and the ludo games were finally coming to an end. Everyone agreed that breakfast was mandatory and that too the traditional halwa poori, which marked the end of a memorable and energetic engagement session.



**A late night game of cricket was thoroughly enjoyed**

Photograph: Chemicals & Agri Sciences Team



**Everyone contributed to making the overnight outbreak memorable**

Photograph: Chemicals & Agri Sciences Team

# In Conversation with Nature

**In this light-hearted and whimsical piece, Mr Raza engages in a heart-to-heart with one of our oldest companions at the Karachi Chemicals plant premises, the Pakhar tree.**

*By: Syed Nayyar Iqbal Raza*

Every time I pass by the old Pakhar/Pilkhan tree (botanical name: Ficus Infectoria) at the gate of the Chemicals & Agri Sciences plant I am struck with awe and admiration. I feel a deep connection with this magnificent being and it also seems to acknowledge my attention, smiling at me in its own way. I have thought about spending some time with it over the past year, maybe even strike up a conversation or two.

My instinct tells me that this tree loves the company of animals, birds and humans alike, and appears to have something to share with everyone. So, on a quiet Sunday morning I decided to talk to it. You may find it strange when I say that the tree seemed to be very excited about our chat, but the sight and sound of its leaves gently swaying in the breeze was an invitation that I simply could not refuse.

“Remember the summer of 2016?” the tree asked, “It was when the old gardener and his two assistants appeared with sharp axes in their hands. I immediately feared the worst, and thought my four decades with ICI Pakistan Limited had come to an end.” I leaned forward as the Pakhar tree continued, “The gardeners briefly discussed something and began cutting my thin branches on my right side. They moved in closer and didn’t stop as the branches got thicker. I began to bleed, as trees bleed, but I remained calm. What else could I do? I thought their plan was to cut off my smaller branches first and then head in for my main trunk. I was petrified and prepared for the worst. I said a little prayer and closed my eyes. But nothing happened. I mustered up the courage to open them and was horrified at what I saw.”

At this point I felt very bad for the Pakhar tree; it had clearly been through a traumatic experience. “The gardeners then collected my branches and carried them away in a small truck” the tree continued, “they waved goodbye to me and there was nothing I could do to save them.”

“I was depressed, I looked shaven and disproportionate,” Pakhar cried out, “A mild breeze could easily rattle me where as in the past strong winds never stood a chance against my immense, spreading canopy. Why would they do this to me? Why did they disfigure and deshape me? What did I do to deserve this? I kept on asking these questions but there were no answers.” I knew at this point that the Pakhar tree needed me to continue listening, so I remained patient and it continued.

“I knew my days were numbered, but then a smart architect told her draftsman that he had to save this tree by constructing the new building they were planning around it. I also overheard

that the building’s conference room will have glass on two sides of it to allow people sitting inside to enjoy my foliage and listen to the songs of the birds that come to visit me” This was indeed a happy ending for the Pakhar tree and a story I was happy to hear.

Last autumn the tree shed its leave, as always, but as spring came about, it sprouted with new leaves that were stronger and sturdier than before. These leaves were wide and green like the moss in the mountains. Soon these leaves became so thick that the torrential rains which fell last August could not even reach the inner canopy. “Like an umbrella the water slipped off my top,” the Pakhar tree told me with childlike excitement, “and animals and bird, sought refuge with me, something that always delights me.”

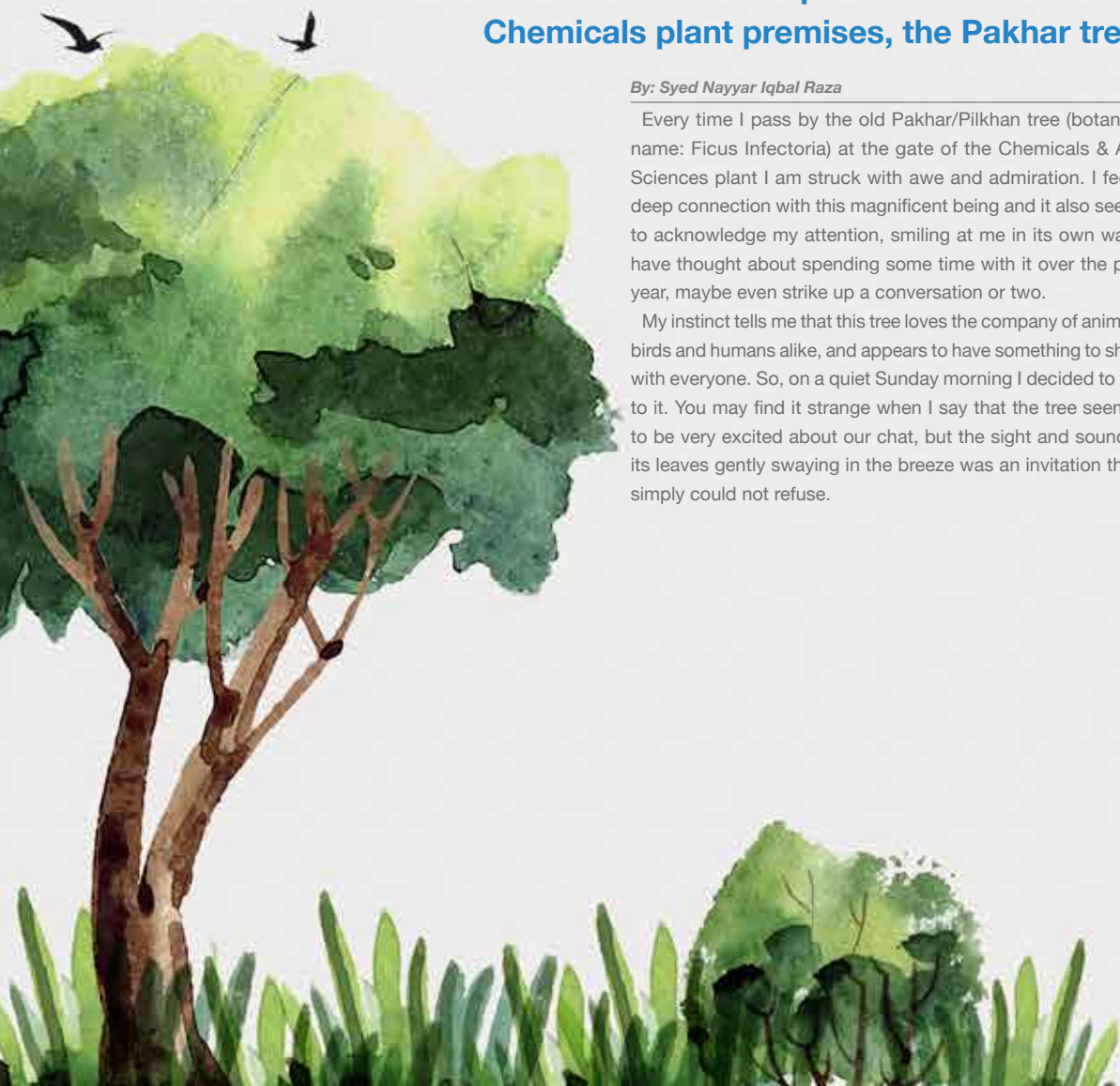
Then in August tiny flowers erupted in between the leaves and berries followed in September. This time around the number and size of the fruit was at least twice compared to the previous years. While listening to the Pakhar I could see the red and orange chested bulbuls, the tilyars, the cuckoos, the white herons, the yellow crested buglaws, and the sparrows singing and eating its fruit. Such a calming and peaceful world existed within this Pakhar tree, and the blissful moment struck a chord within me.

What could have been a tragedy became a happy ending. The thoughtful and appropriate intervention of a single individual averted a meaningless loss. This was just one example that highlights the many similar opportunities we have to intervene and make a difference. I’m sure you will make an effort next time, now that you’ve heard my story of conversation with the beautiful Pakhar tree.



The Pakhar tree now stands besides our brand new Chemicals Technical Centre, where its foliage can be enjoyed from the conference room windows

Photograph: CCPA Team





# Photograph of the Quarter

**Photograph of the Quarter Winner: Danyyal Ahmed Khalid**  
The Organic Valley, in Nansoq Village in Skardu



# Other Selected Photographs



**The road to the mountains**

Photograph: Aamir Jamil



**An evening view of the Soda Ash plant at Khewra**

Photograph: Muhammad Yaseen Akram





**A panoramic view of Neela Butt, Bagh, Kashmir**

Photograph: Muhammad Saad



**Sunset at Lake Saif-ul-Malook**

Photograph: Ayesha Aftab



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