

*engage



Cultivating Diversity

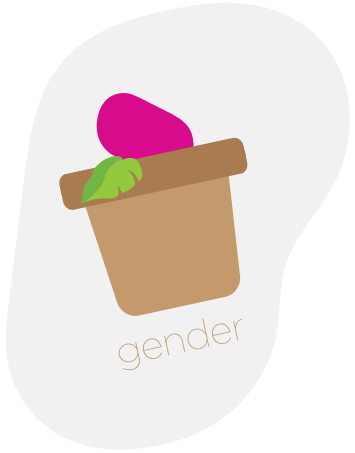
page: 44

We Have Done It Again!

Gallup Great Workplace Award 2019
for the second year in a row

GALLUP GREAT
WORKPLACE
AWARD
2019 WINNER





Dear Engage readers,

Welcome to the new edition of the magazine, which takes a look back at some exciting updates and developments from across ICI Pakistan Limited.

As an equal opportunity provider, the Company takes great pride in its commitment to fostering diversity and inclusion, and valuing the contribution of its diverse workforce. This edition is a celebration of our recognition as a 'Gallup Great Workplace Award' winner for the second year in a row. From the launch of Impact Scholarship programme to International Women's Day activities and support to various community projects for women empowerment, this edition highlights how ICI Pakistan Limited is furthering its commitment to diversity and inclusion.

Other interesting stories featured in this edition showcase the achievements of our Businesses and how the Company is creating a positive impact in the communities where it operates.

We would like to thank all contributors for their efforts and hope you enjoy reading this edition as much as we enjoyed putting it together for you.

Team CCPA



The era of globalisation has transformed the world around us. Today's communities and modern workplaces are built on the principles of diversity and inclusion. Their absence is noticed and presence is celebrated.

One of ICI Pakistan Limited's core values is Passion for People. We believe that our success is based on the multiplier effect of our people. Therefore, the Company stands committed to provide a conducive learning environment for employee development and growth. By promoting diversity and inclusion at the workplace, we aim to further our mission of Cultivating Growth and drive business results.

This cover story is a celebration of our culture of diversity and inclusion. It highlights some of our recent achievements and initiatives to build a more diverse and inclusive Company.

We would love to hear your feedback
ccpa.pakistan@ici.com.pk

The Engage Team

Editorial
Muhammad Waqas
Manager
CCPA

Sundar Waqar
Assistant Manager
Communications
CCPA

Concept & Design
Pernia Hassan
Assistant Manager
Creative & Brand
CCPA

Muhammad Tariq
Graphic Designer
CCPA

Published by
ICI Pakistan Limited

Editorial Address
ICI House 5 West Wharf
Karachi 74000
T+92 21 3231 3717-22
UAN +92 21 111 100 200

Cover Design
Cultivating Diversity
by CCPA

This issue's cover is a depiction of the Company's commitment to a diverse and inclusive workplace. The plant represents ICI Pakistan Limited's mission of 'Cultivating Growth'. The different colours and shapes highlight the diverse and inclusive environment of the workplace where everyone irrespective of their race, class, gender or religion is offered equal opportunity. As we move forward, we hope to grow together as one.

Contents

Company News



Making it Happen!

8

Muhammad Yunus Tabba Awarded Sitara-i-Imtiaz	10
Successful Commissioning of Masterbatches Manufacturing Facility	11
Rising to the Challenge!	12
Hiring Future Leaders	14
Promoting the Employer Brand	15

Business Updates



In the Land of the Blue Dragon

16

Exploring New Frontiers	18
Strengthening Customer Relationships	20
Cometh the Hour; Cometh the Team!	22
Building Sustainable Customer Relationships	24
Safety First	25
Excellence in Action	26
Strategising for Success	28
Success with Synergy	29
Strengthening the Livestock Sector	30
Forming New Partnerships for Growth	31
Working Together to Promote Poultry Health	32
Working in Harmony, Winning Together	34

Our People



Discovering Together

36

Exploring the Hills	38
Coffee and Friends: The Perfect Blend	40
Networking Night at LUMS	42

Community Impact



Journey of Light

52

For the Love of Hockey!	54
Winningtonian Shines as a YES Cultural Ambassador in the US	55
Welcoming Spring!	56
Planting Trees Today For a Greener Tomorrow	58
Let the Games Begin!	60
A Promise to Improve Lives	62
Mentoring: From Thought to Destiny	63
Educating the Children of Kakapir	64

In Conversation



In Conversation with Fariha Salahuddin

66

Features



Photo Gallery Winner

70

Runners-up	72
------------	----

Making it Happen!

Bi-annual CE Session held at the Polyester Plant, Sheikhpura

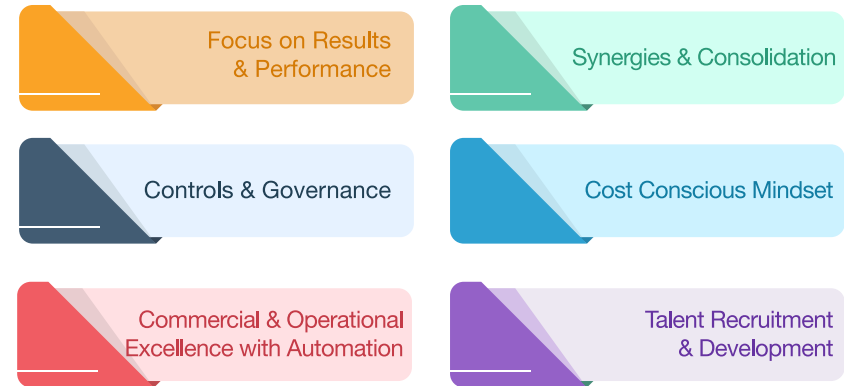
By: CCPA

In continuation of the leadership's commitment to promote open communication across all layers of the organisation, the bi-annual Chief Executive (CE) Session was held at the Polyester Plant, Sheikhpura, in February.

During the interactive session, Asif Jooma, the CE, shared a roundup of the Company's strategy and half-yearly performance.

He also highlighted the business priorities for 2019 to achieve the desired results, while also covering an update on key achievements of the Company over the last five years. The event also recognised the efforts of various Business teams in the area of health, safety and environment (HS&E) with the 'CE Award for Best HS&E Initiatives'.

Key Priorities of 2019 as highlighted by the CE:



CE Asif Jooma addresses the bi-annual session
Photograph: CCPA Team



A glimpse of the audience at Polyester Plant, Sheikhpura. Other locations were videolinked live for the event
Photograph: CCPA Team

Muhammad Yunus Tabba Awarded Sitara-i-Imtiaz

He was conferred the country's third highest honour and civilian award in a ceremony at the Sindh Governor House

By: CCPA

On March 23, 2019, Mr Muhammad Yunus Tabba was conferred the Sitara-i-Imtiaz, the country's third highest honour and civilian award, for his outstanding achievements in public service.

Muhammad Yunus Tabba started his over fifty years long career with YBG as one of its founding members and has seen it progress through manufacturing, sales, management, marketing management and general management. With his expertise and diversified experience, he has taken YBG to a level which is appreciated by both local and international business communities.



Sindh Governor Imran Ismail shakes hands with Mr Muhammad Yunus Tabba
Photograph: CCPA

Successful Commissioning of Masterbatches Manufacturing Facility

Another strategic step towards fulfilling the Company's growth aspirations by enhancing the product portfolio of Chemicals Business

By: Chemicals Team

The Chemicals Business has added value to practically every industry in Pakistan for several decades.

In May, the new, state-of-the-art Masterbatches manufacturing facility was successfully commissioned and commercial operations were launched at the Plant.

With latest European technology and a well-equipped research and development laboratory, ICI Pakistan Limited is well positioned to continuously innovate and develop high quality, specialised solutions for customers. The modern production

facility will be backed by well-trained and qualified technical staff for ongoing customer support.

The launch of Masterbatches, a colourant and additive that enhances the properties of plastics, will further diversify the product portfolio of the Chemicals Business. It will also help the Company maintain its upward momentum by exploring new opportunities for growth and bringing the best solutions to its customers.



A view of the Masterbatches facility at the Karachi Head Office
Photograph: CCPA Team

Rising to the Challenge!

More than 300 ideas submitted for the Explore Challenge, with 33 shortlisted teams also gaining exposure at the Innovation Workshop held in collaboration with The NEST I/O

By: Syed Fahad Jilane

Last year in October, the Strategy, Business Development & Innovation (SBD&I) team launched the Explore Challenge, the Company's first-ever intrapreneurship programme, with great fervour and excitement.

The entire organisation rose to this team-based, idea generation Challenge as more than 200 ideas were submitted for evaluation. The Pharmaceuticals and Polyester Businesses led in participation with 62 and 61 submissions, respectively. In the first round of this competition, all teams were given a chance to pitch their ideas to a panel of judges, comprising of Innovation Champions and some Senior Managers. The panel shortlisted 33 ideas for the next stage, while some ideas were also shared with the Businesses and functions for further consideration. The shortlisted ideas were seen impactful in the areas of business and product development, process improvement, plant efficiency and employee engagement.

All shortlisted teams were assigned mentors and invited to attend a six-day Innovation Workshop.

The workshop, organised in collaboration with The Nest I/O – one of Pakistan's leading tech incubators was hosted in both Karachi and Lahore. Distinguished trainers introduced the participants to various innovation-related tools and frameworks, including design thinking, Lean Six Sigma and the Business Model Canvas.

In the final round, the shortlisted teams will now be pitching their refined ideas to the EMT and get a chance to be recognised, and rewarded with exciting prizes.



Innovation Workshop in collaboration with The Nest I/O
Photograph: HR Team



Design thinking workshop
Photograph: HR Team



Polyester team during the training
Photograph: HR Team

Hiring Future Leaders

The Talent Acquisition team has completed the Graduate Recruitment Drive 2019

By: Jawwad A. Siddiqui

Every year, ICI Pakistan Limited runs the "Race2Boardroom" Graduate Recruit Programme to hire the best talent from universities. This fast-track career development Programme aims to build the Company's talent pipeline by providing diverse and challenging projects to the Graduate Recruits.

This year's recruitment campaign was launched in January, ahead of most other organisations, to create a strong impact in the minds of prospective candidates.

After a stringent screening process, only 700 applications were shortlisted for the next round of the Programme. The screening of candidates was completed by the Talent Acquisition team using a new online video assessment tool within only three days. The tool was based on behavioural questions, which helped to narrow down the pool of candidates by 50% and also evaluate their competencies in specific situations.



Interviewing round at NUST

Photograph: HR Team

The drive was highly successful as more than 7,000 applications were received from students of local and foreign universities.

In the final round, the shortlisted candidates underwent a comprehensive assessment centre with the Talent Acquisition team and members of the Executive Management team.

The newly hired Graduate Recruits will join the Company in July.



Interviewing round at LUMS

Photograph: HR Team

Promoting the Employer Brand

The Talent Acquisition team has revamped its social media presence to promote employer branding of ICI Pakistan Limited in a more holistic manner

By: Jawwad A. Siddiqui

The rise of social media has attracted the attention of the corporate sector as well, which is now leveraging these digital platforms to attract and hire talent, and showcase its working culture to prospective candidates.

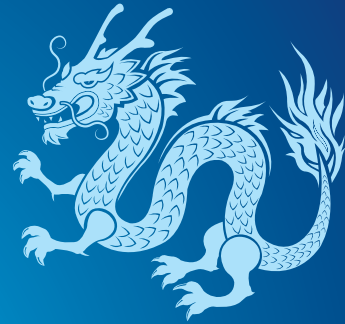
In December 2016, ICI Pakistan Limited had officially launched its social media presence on Facebook. Since then, the corporate page has maintained a strong and growing community to highlight the Company's Businesses, achievements and other key recent developments. Further, the HR team was also managing a Facebook page to promote Race2Boardroom, the Graduate Recruitment Programme.

With over 43,000 followers, the page has recently featured stories related to the Company's focus on diversity and inclusion, community development efforts and the Graduate Recruitment Programme.

In January this year, the social media presence of HR team was revamped to create greater awareness about the working culture, employee experience and development opportunities at ICI Pakistan Limited.



In the Land of the Blue Dragon



Distributors Conference, Vietnam



The Soda Ash team and business partners at the Ho Chi Minh City Hall, Vietnam
Photograph: Soda Ash Team



Three distributors were awarded the 'Golden Jubilee Award'
Photograph: Soda Ash Team

By: Afaan Sherwani

The Soda Ash Business of ICI Pakistan Limited enjoys a rich legacy of almost 75 years and has always been at the forefront of creating greater value for its customers, partners and communities. As a customer-centric Business, it has always shown great commitment and passion to building stronger relationships with its stakeholders.

To celebrate its enduring relationship with distributors and develop a better understanding of their needs, the Distributors Conference 2019 was organised in the vibrant city of Ho Chi Minh, Vietnam. Aamir Chaudhry, Business Manager, thanked distributors for their continued support over the years and reaffirmed the Company's commitment to further strengthen their relationship. To appreciate the longstanding partnerships, the conference included recognition for top distributors, and those with more than 20-years of association with the Company.

In addition, three distributors were also awarded the "Golden Jubilee Award" for over 50-years of commitment to the Business.

The participants were also able to explore the unique landscape, culture and well-known tourist sites of Vietnam. This included tours to the Cu Chi Tunnels, War Museum, Presidential Palace, Mekong Delta and a cruise along the Saigon River. In particular, the visit to Cu Chi Tunnels and War Museum was both informative and intriguing as they showcased the struggle and hardships of the nation during the Vietnam War period. The excursion to Mekong Delta was refreshing as the participants experienced the rural Vietnamese life and a taste of their authentic cuisine. The trip provided a great learning experience as well on how persistent hard work, resilience and focus can help any individual, organisation or country to ultimately achieve success.

Exploring New Frontiers

The Polyester Business showcased its products and strengthened customer relationships at the Techtextil North America 2019

By: Muhammad Hamza

As a business strategy, the Polyester Business is looking to aggressively expand its footprint in the global market and explore new export destinations based on the emerging market trends. To develop new customer relationships and strengthen existing ones, the team exhibited at the Techtextil North America 2019, one of the leading textile trade shows in US that assembles all vertical aspects of the textile industry.

The trade show gave ICI Pakistan Limited a platform to showcase its brands internationally and engage with a number of current global partners, including Parkdale, Unifi Manufacturing, Mitsui and Murata. Additionally, the team was able to establish a rapport with potential partners, such as Gildan, Hanes and other reputed clothing brands, to gain greater market access in future.

The Anti-Microbial Fibre and Terylene Clean (recycled PSF) proved to be the most popular products and showed exciting prospects in the export market.

The trade show offered the Business significant insights into the needs of new customers and nurture customer relationships that will fuel the growth of the Company in coming years.



Polyester team members stand next to the ICIP booth at TechTextil trade show
Photograph: Polyester Team



Exhibiting products and strengthening customer relationships at the show
Photograph: Polyester Team



The Polyester team and Parkdale representatives pose for a photo at the ICIP booth
Photograph: Polyester Team

Strengthening Customer Relationships

The Polyester team recently hosted its 7th Customer Conference in breathtaking Tbilisi, Georgia

By Ramsha Nasir

To develop a closer relationship with its customers, the Polyester Business organises a Customers Conference after every two years. This event provides the Business an invaluable opportunity to engage with the customers on a personal level.

At this year's conference, the Polyester team shared its remarkable progress on the Vision that was shared in 2016 related to new product development and global collaborations.

The Business also introduced specialty products such as Terylene Black, Terylene Clean and Anti-Microbial PSF, along with improvements in the existing products. The event was also used as an opportunity to highlight global collaborations with Silverbac, ParkDale, WestPoint Home, Mitsui and Muratec as well. Representatives from our partner, Silverbac, M Zahir and

Andrew Webb, delivered a presentation on Anti-Microbial fibre and discussed the shift in the global market towards more specialised fibres, which garnered customers' interest in the product. From PCI, YJ Kim presented an overview of the polyester industry's current trends and its future direction globally.

Customers who have been associated with the Business for several years were awarded trophies in recognition of their long-term relationship with ICI Pakistan Limited.

During the visit, the customers were also taken on tours to historical sites and natural landscapes that Tbilisi has to offer. From witnessing snow at the Gudauri ski resort to driving racing cars at the Rustavi International Motorpark, it was a fun-filled and enriching experience for all participants.



CE Asif Jooma ready to zoom away in a race car at the Rustavi International Motorpark
Photograph: Polyester Team



Enjoying snow at the Gudauri ski resort
Photograph: Polyester Team



Posing against the breathtaking historical landscapes of Tbilisi
Photograph: Polyester Team

Cometh the Hour; cometh the Team!

Successful trial of Super-White product completed at the Polyester plant

By: Muhammad Hamza

The Polyester team is known to consistently show teamwork and deliver remarkable results against all odds. Be it the New Heat Exchanger project for batch polymer or managing a smooth Plant shutdown, the team always rises to the occasion.

Upholding the value of innovation and customer-centricity, the Polyester team took on the challenge of producing Super-White fibre, with a unique dosing system, to meet the requirement of an elite export customer from the US.

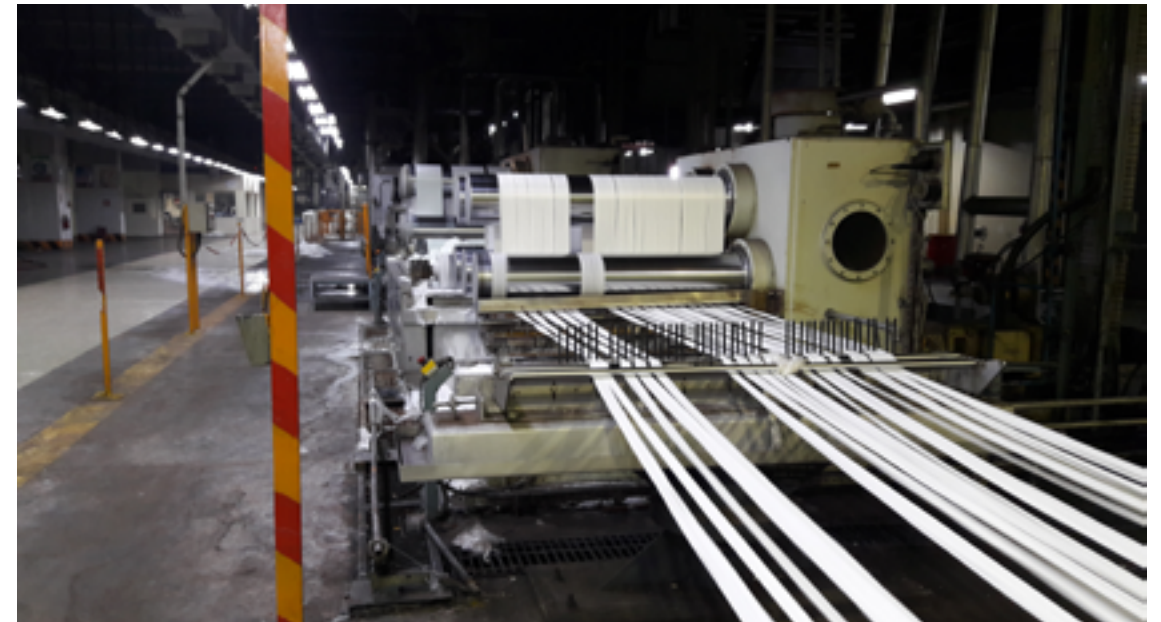
To achieve this goal, the trial teams prepared a meticulous plan and after weeks of planning and series of pre-trials, the main trial was conducted.

The laboratory testing confirmed that the Polyester team had achieved an outstanding feat to produce the Super-White

product that met the customer's pre-defined specifications. Interestingly, the existing process remained unchanged, except for the addition of a dosing blend in metered quantity to produce the required product. Further, this trial was completed without any major investment and managed within the Plant's available resources. This trial was important from a strategic point of view as it cemented the Company's reputation in the international market as a premium producer of polyester variants. With the Black fibre product performing exceptionally well at home and abroad, the Polyester team expects to achieve many more milestones in product development and exploring new markets.



The Super-White trial product undergoes cutting
Photograph: Polyester Team



The Super-White product in drying section
Photograph: Polyester Team



The Super-White product under UV light
Photograph: Polyester Team

Building Sustainable Customer Relationships

The Polyester team hosted representatives of Parkdale, a key business partner, at the Sheikhpura Plant

By: Muhammad Hamza

Parkdale, the world's leading manufacturer of spun yarn and one of our valued business partners in the US, recently visited the Polyester Plant, Sheikhpura. The Parkdale team was represented by Robert Usher (Technical Director), Jonathan David (Vice President of R&D) and Ronald Salati (Director GSI International).

The team was given a detailed tour of the Plant, including CP line and the Batch Production facility. Appreciating the overall Plant operations, the Parkdale team showed a keen interest in the development of new product variants and building a long-term, sustainable relationship with ICI Pakistan Limited.



Representatives of Parkdale and the Polyester team
Photograph: Polyester Team

Safety First

The Corporate and Polyester HSE teams participated in an event to mark the “World Day for Safety and Health at Work”

By: Muhammad Zafar Farid

On April 25, the Centre for Improvement of Working Conditions & Environment (SAA CIWCE) and Labour & Human Resource Department Government of Punjab, in collaboration with GIZ (Germany), organised a “World Day for Safety and Health at Work” event in Lahore.

ICI Pakistan Limited was represented by the Corporate and Polyester HSE teams at the event, while more than 350 other participants from the industry, regulatory authorities and institutions, were also invited to the awareness session.

Zafar Farid, Corporate HSE Manager, shared insights about the challenges and solutions for effective implementation of Occupational Safety and Health System at ICI Pakistan Limited.

The Company's commitment to HSE and relevant processes, and systems, to ensure that it is deeply embedded as part of the organisational culture, was highly appreciated at the event.

The event offered the Corporate and Polyester HSE teams a great opportunity to network and project ICIP's sustainability agenda.



ICI Pakistan Limited was represented by the Corporate and Polyester HSE teams at the event
Photograph: Polyester Team

Excellence in Action

Training sessions held for customers from Textiles and Polyurethanes segments at the Chemicals Technical Centre (CTC)

By: Eleyyen Soomro

In 2018, a state-of-the-art Chemicals Technical Centre (CTC) was inaugurated to build the Chemicals Division's capability to carry out testing of formulations, research and development activities, and ensure stringent quality control, in a modern facility.

The CTC was envisioned to serve as a centre of excellence to carry out customer and technical trainings.

Recently, the Technical Department conducted trainings for customers from Textiles and Polyurethanes segments at the CTC. Engineers from DWP Group, Verioline Intercool and Butt Brothers attended the trainings, which covered a wide range

of topics related to chemistry, processing, troubleshooting and physical properties testing of Polyurethanes. As part of the training, the participants also gained practical experience of working on our testing equipment and processing machinery.

To further strengthen ICI Pakistan Limited's position as a supplier of choice, the Technical Department is committed to continue its focus on implementing a comprehensive training and development framework that will enhance the competencies in Textiles and Polyurethanes segments. It also aims to impart technical knowledge and skills to the university students as well.

News in Brief | International Symposium on Medication Safety

By: Dr Zeeshan Khalid

The topic of safe and prescribed use of medicines is gaining more prominence in Pakistan. Recently, the Shaukat Khanam Memorial Cancer Hospital and Research Center organised an international

symposium on the theme of "Safe and Evidence Based Medication Practices". At this event, ICI Pakistan Limited was represented by Syeda Mehwish Fatima, Sidra and Naila Bashir from Cirin Pharmaceuticals, Hattar.

The event discussed a wide range of topics including the future of Pharmaceutical sciences all over the world, culture of medication safety and the role of Artificial Intelligence in medication safety.



The Technical team with trainees from GREE
Photograph: Chemicals & Agri Sciences Team



Muhammad Abdul Hafeez, Technical Manager, briefing the guest trainees about quality assurance and control
Photograph: Chemicals & Agri Sciences Team



The Technical and Marketing team with trainees from Verioline
Photograph: Chemicals & Agri Sciences Team

Strategising for Success

The Animal Health Division held its Strategy Meeting in Nathiagali

By: Life Sciences

The Animal Health Division held its Strategy Meeting in the hilly, snow-covered landscape of Nathiagali. The Livestock and Poultry segments conducted their own separate and focussed sessions related to growth aspirations, business development and sales optimisation. The individual strategy sessions were conducted by Saboor Ahmad, General Manager (Animal Health), and Dr Shehzad Majeed, Sales & Marketing Manager (Livestock), and Dr Anwar-ul-Haq, National Sales Manager (Poultry).



Members of Animal Health Division pose for a picture

Photograph: Life Sciences Team

Success with Synergy

Farmer's Choice Dealer Conference held in Thailand to grow the Business portfolio

By: Life Sciences

In line with Animal Health Division's long-term strategy and growth aspirations, the umbrella brand of Farmer's Choice (FC) has always been its key focus area.

The Division recently organised a conference in Thailand to engage 34 key customers in the strategy development and feedback process for growth of the FC product portfolio.

Under the theme of "Success with Synergy", Dr Anwar-ul-Haq (National Sales Manager, Poultry) and Dr Zahara Mehmood (Assistant Product Manager, Poultry) led discussions with the customers related to market for FC products, analysis

of competitors and feedback about marketing activities held during the year.

The Animal Health team also shared its vision for FC products with the participants and displayed the Company's value of customer-centricity by conducting a survey related to the satisfaction level of offered services.

The conference also included an "Outstanding Sales Performance" award for one of the dealers in recognition of his commendable contribution for growth of the FC poultry products.



Farmer's Choice Dealer Conference in Thailand

Photograph: Life Sciences Team

News in Brief | Poultry team wins 'International Distributor of the Year, 2018' award

By: Life Sciences

On a recent visit to Pakistan, Anthony Pearson, Global Technical Consultant for Biosecurity and Hygiene at Lanxess Chemicals, presented the 'International Distributor of the Year, 2018' to the ICI Pakistan Limited Poultry team

for achieving exceptional sales performance of Virkon product. The trophy was received by Dr. Anwar-ul-Haq on behalf of the entire team.

During his visit, Mr. Pearson also met with key customers

of the disinfectants range. The Division also held roadshows in Lahore, Sheikhpura, Rawalpindi and Islamabad, through which key customers were engaged to improve their understanding of local disinfection needs and biosecurity

measures. Further, he conducted a comprehensive training session for the Sales and Marketing teams on the Virkon and Biosolve products and discussed the usage, mode of action and efficacy of the disinfectants at great length.

Strengthening the Livestock Sector

The Animal Health Division showcased the Company's products and built new relationships at the International Buffalo Congress 2019

By: *Life Sciences*

Under the theme of "Subsistence to Commercialisation", the International Buffalo Congress (IBC 2019) was organised by the University of Veterinary and Animal Sciences (UVAS) with the vision to showcase the enormous milk and meat potential of buffaloes, and improve the economic prosperity of buffalo farmers at both national and international level. The Congress also included presentations and workshops in the thematic areas of nutrition, reproduction, genetics, management, health, and socio-economics. The event was attended by veterinarians,

farmers, entrepreneurs, scientists and students from all over the world.

The Animal Health Business actively participated in this event and engaged with the attendees to share information about its high quality product portfolio, innovative technologies and farm-management solutions. The Congress also provided an ideal opportunity to gain valuable market insights about the market for animal health solutions, learn about competitors and build relationships with key stakeholders.



Group photo of the Animal Health team at the Buffalo Congress
Photograph: Life Sciences Team

News in Brief | First Annual International Summit on Critical Medicine

By: *Dr Zeeshan Khalid*

The 'First Annual International Summit on Critical Medicine' was hosted by the Critical Care team of Pharmaceuticals Business in Pattaya, Thailand. Keeping in view the Critical Care team's focus on infectious diseases across various segments, the theme of

the conference was "Antibiotic Stewardship: No Action Today, No Cure Tomorrow". The event included an academic session by internationally acclaimed speakers and a panel discussion on the topics. The conference provided a great opportunity for the Critical Care team to establish recall of

its key brands, namely Stanem and Tazopip, in the segment of infectious diseases. Overall, the event was a success with encouraging feedback from both the participants and the speakers, along with recommendations that the forum should be continued on an annual basis.

Forming New Partnerships for Growth

The Animal Health Division has added Trouw Nutrition to its impressive roster of global partners

By: *Sabih Sami Siddiqui*

Over four decades of pioneering technologies have positioned the Animal Health Division as a complete farm-management solution provider for livestock and poultry stakeholders across Pakistan.

The Division takes great pride in offering high quality products and forming partnerships with leading global animal health companies.

Trouw Nutrition, a leading animal health and nutrition company, is a recent addition to its impressive roster of international partners. To announce this partnership, a seminar was held in Lahore for prominent commercial and corporate dairy farm owners, managers and procurement specialists. Dr Mina Abd Elmalek, a Ruminant Specialist at Trouw Nutrition, engaged the audience about efficacy of the products and best practices in animal nutrition.



A seminar was held in Lahore for prominent commercial and corporate dairy farm owners, managers and procurement specialists

Photograph: Life Sciences Team

Working Together to Promote Poultry Health

The Poultry team of Animal Health Division conducted farmer awareness sessions in Sheikhpura, Faisalabad, Sargodha and Samundri

By: Dr Zeeshan Khalid

The Animal Health Division continuously engages with farmers and other industry stakeholders to create awareness about various types of diseases and cost-effective treatment options. These engagement sessions are important to educate farmers, who face severe economic losses in case of any disease outbreak.

During these sessions, the farmers were briefed on the importance of water quality, water-borne diseases in poultry and how water contamination could be prevented in poultry

farms through Selko pH and the nutritional portfolio of Business. They were recommended Trouw Nutrition portfolio to control water-borne diseases, while effective combinations of antibiotics in Farmer's Choice portfolio and CAVAC vaccines were promoted to control bacterial and viral outbreak. A discussion on Elanco's Pulmotil AC for improvement in birds' respiratory integrity was also held. In addition, the sessions highlighted the importance of multivitamins, probiotics and feed supplements.



Briefing on the importance of water quality and water-borne diseases in poultry
Photograph: Life Sciences Team



A bouquet being presented to one of the participants
Photograph: Life Sciences Team



Demonstrating the improvements in birds' respiratory integrity through Elanco's Pulmotil AC
Photograph: Life Sciences Team

Working in Harmony, Winning Together

The Pharmaceuticals team hosted the Marketing Summit 2019 for strategic alignment and engagement of the Sales & Marketing teams

By: Aimen Nadeem

As suggested by the theme of “Working in Harmony, Winning Together”, the Marketing Summit 2019 of Pharmaceuticals team focussed on integrating the Sales and Marketing teams to win in the marketplace.

The four-day summit included sessions underlining the Commercial Strategy for Pharmaceuticals Business and workshops on developing more insight-driven, competitor-aware and future-ready Sales and Marketing teams.

A new Brand Planning framework was rolled out at the event as well. The learning experience was designed using a live

action learning approach, where teams had the opportunity to apply the new concepts on their actual brand plans and work together in their cross-functional therapy groups.

An expectations setting meeting that focussed on better alignment of the Sales and Marketing teams and the support needed from each other was also held.

The summit ended on a high note with team-building activities at the beach to reiterate the theme of working in harmony and winning together.



Summit kicked off with a session by Dr Ali Masood, GM Pharmaceuticals
Photograph: Life Sciences Team



Sessions and workshops were held to integrate the Sales and Marketing team
Photograph: Life Sciences Team



The summit ended with team-building activities at the beach
Photograph: Life Sciences Team



Discovering Together

Of salt mines, temples and team-building activities

By: *Sahar Fatima Ahmed and Zeenia Cawasji*

In April, the Legal, Corporate Secretarial and CCPA team headed for an outbreak to Khewra. Yes, our very own Khewra! But, why Khewra?

Khewra is a special place as this is where ICI Pakistan Limited's growth journey started. As quite a few of the team members had recently joined the Company, this trip was the perfect opportunity to learn more about the bigger picture – the scale and impact of ICI Pakistan Limited, especially in a small town like Khewra. And indeed, it was a fascinating and eye-opening experience!

The Soda Ash Business colleagues hosted the team for the outbreak and made them truly feel at home. The family-oriented and relaxed environment of the Soda Ash colony allowed the team to get together and connect in a way that would not have been possible otherwise.

As part of the orientation, a tour of the iconic Soda Ash facility, Winnington School and Winnington Hospital was organised. This Plant never fails to amaze – it is a city within a city, yet fully in sync with the local community outside its walls. The most



Legal, Corporate Secretarial and CCPA team outside the Khewra Guest House
CCPA Team



Outside the Katas Raj Temples
CCPA Team

striking aspect of the Business was the way Khewra town had grown around it. The community is largely reliant on ICI Pakistan Limited for not just employment, but also clean drinking water, education and health facilities.

On a personal level, the visit to the Ladies Welfare Centre was awe-inspiring. This centre was setup by the Soda Ash Business in 1973 to empower local women by investing in their vocational training. Their passion to learn and incredible craftsmanship was fascinating, and will definitely make a difference in the community.

A trip to Khewra is incomplete without visiting the world's second largest salt mines. Having only read about these salt mines in social studies books, exploring them was a different experience altogether. The mines had souvenir stores, a

restaurant and even a unique dispensary where people suffering from asthma could undergo salt therapy. No wonder more than a million tourists visit these mines every year!

The next day, the team headed to the historic Katas Raj temples, which are believed to have been constructed back in the 11th century. Surrounded by blue skies and dense vegetation, this site is like a piece of forgotten history with temples, remains of a Buddhist stupa and havelis with a pond area. It is a must visit site for anyone interested in history, culture and tradition.

On the whole, this was a memorable and refreshing trip, which helped develop a stronger team bond and sense of pride in working for ICI Pakistan Limited.



Admiring the craft at the Ladies Welfare Centre
CCPA Team

Exploring the Hills

Team Fibres of the Polyester Business made a road trip to Murree and Nathiagali for team-building

By: Shauzab Raza

Team Fibres of the Polyester Business is known to deliver exceptional results, while at the same time enjoy work and each other's company. Under the leadership of Khurram Shahzad (Plant Manager, Fibres), several activities have been arranged, leading to high unprecedented employee engagement levels as reflected in the Gallup Survey.

Recently, the team went for a three-day getaway to the hilly areas of Murree and Nathiagali. From bonding over music during the road trip to late night conversations about professional experiences with Abdul Qayyum, Production Officer, who is set to retire soon, the trip was a great learning and team-building experience.

Besides discussing this year's performance and the challenges they overcame together, the trip also included fun activities like "what happens on a trip, stays on the trip" to provide each other candid feedback by sharing positive traits and improvement areas.

The most exciting part of the excursion was the hill trek to Mushkpuri Top. The beautiful, green pine forest and bird-eye views of the scenic Kashmir valley were simply breathtaking. The comfortable accommodation, piping hot parathas for breakfast, live barbecue and the scrumptious food at Downtown Monal on the way back, added to making the trip perfect and memorable.



Let's take a selfie!
Photograph: Polyester Team

Team Fibres celebrating their successful hike to Mushkpuri top
Photograph: Polyester Team



Posing for a group photo at Valley View Murree
Photograph: Polyester Team

Coffee and Friends: The Perfect Blend

The recently inaugurated Coffee Corner adds buzz to the historic Winnington Club

By: Syed Abid Mehdi

Nothing beats the aroma of freshly brewed coffee in the morning. Many people enjoy a cup of coffee to wake up, get an energy boost during the day or simply because they like the flavour. Another important part of coffee is its social aspect. Coffee houses were – and continue to be – venues where people gather to talk, write, read, entertain one another, or pass time.

The Winnington Club, an exclusive facility for the Soda Ash Business’s Management staff and their families, is now also proud to have its own Coffee Corner. After discussing the idea in Winnington Club Committee meetings, the Coffee Corner

was meticulously planned and executed by the Committee members. The facility was inaugurated by Asif Jooma, Chief Executive, in February. On this occasion, the Club Committee organised a coffee party, which was also attended by Suhail A. Khan, VP Polyester and Soda Ash, and other Management team members. The guests enjoyed coffee and freshly prepared snacks in the wonderful weather.

The Coffee Corner is a welcome new addition to the historic Winnington Club that will make the evenings more enjoyable, and relaxing for employees and their families.



Club Committee organised a coffee party on the day of the inauguration
Photograph: Soda Ash Team



CE Asif Jooma inaugurates the Coffee Corner
Photograph: Soda Ash Team



A view of the Coffee Corner
Photograph: Soda Ash Team

Networking Night at LUMS

The alumni of LUMS working at ICI Pakistan Limited participated in the bi-annual Networking Night

By: Jawwad A Siddiqui

To bridge the gap between corporate sector and academia, the MBA Placement Office of LUMS Suleman Dawood School of Business (SDSB) hosts the annual Networking Night for senior year MBA and Executive MBA students.

The event provides the graduating students an opportunity to interact and network with industry professionals, and also benefit from career advice. ICI Pakistan Limited was represented at the event by LUMS alumni, who are currently working in various Corporate functions and Businesses.



Members of Corporate HR and Chemicals & Agri Sciences Business at LUMS

Photograph: HR Team



LUMS alumni Zara Khalid from the Chemicals & Agri Sciences Business, with a student

Photograph: HR Team



ICIP team networking with the students

Photograph: HR Team



Cultivating Diversity



The era of globalisation has transformed the world around us. Today's communities and modern workplaces are built on the principles of diversity and inclusion. Their absence is noticed and presence is celebrated.

One of ICI Pakistan Limited's core values is Passion for People. We believe that our success is based on the multiplier effect of our people. Therefore, the Company stands committed to provide a conducive learning environment for employee development and growth. By promoting diversity and inclusion at the workplace for employee engagement, we aim to further our mission of Cultivating Growth and drive business results.

This cover story is a celebration of our culture of diversity and inclusion. It highlights some of our recent achievements and initiatives to build a more diverse and inclusive Company.

By Sundar Waqar

We Have Done It Again!

For the second consecutive year, ICI Pakistan Limited has received the Gallup Great Workplace Award – the highest honour reserved by Gallup for the world’s most distinguished workplaces!



In 2018, ICI Pakistan Limited was recognised for the first time by Gallup for showing tremendous progress, genuine dedication and a clear strategy on its engagement journey. This year’s recognition shows that the Company was able to sustain efforts that linked engagement with business outcomes through focussed local and Company-wide initiatives. This places ICI Pakistan Limited amongst the top 39 world-class workplaces to be recognised by Gallup.



Let’s Celebrate: Engagement Talk

To celebrate the Gallup Great Workplace Award 2019, the leadership of ICI Pakistan Ltd held an informal interactive ‘Engagement Talk’ with all employees. Through these sessions, the leadership and some top-rated managers shared their insights on how employee engagement was driven by a sense of purpose and developing a culture of mutual trust and respect. They also told inspiring stories from their careers and how all employees could take actions to foster a culture of ownership and engagement.



Fariha Salahuddin, General Manager HR and Administration, addresses a session
Photograph: HR Team



Sessions were held at multiple sites to celebrate the Gallup Great Workplace Award 2019
Photograph: HR Team

Balance for Better

On International Women’s Day, ICI Pakistan Limited celebrated diversity and inclusion at the workplace

By: Saiqa Irshad and CCPA

As an equal opportunity provider, ICI Pakistan Limited takes great pride in its commitment to fostering diversity and inclusion, and valuing the contribution of its diverse workforce.

On March 8, 2019, ICI Pakistan Limited joined the global International Women’s Day (IWD) celebrations based on the “Balance for Better” theme. This year’s IWD campaign theme called upon all businesses, governments and other stakeholders to collectively play a part in building a more gender-balanced world for more sustainable and inclusive growth.

Colleagues at multiple sites were given an opportunity to pay tribute to the amazing women around them on the ‘IWD Comment Wall’. A social media campaign was also launched to promote the Company’s approach to diversity and inclusion, and highlight some key initiatives that have been taken for the employees and the community for women empowerment and gender equality. A round table discussion was also held by the Legal, CCPA and HR teams to discuss the broader diversity and inclusion agenda of the Company, and to create more awareness about laws related to harassment and persons with disabilities at the workplace.

Under the umbrella of Impact Programme, the Company has taken several initiatives to promote diversity and inclusion at the workplace, with a special focus on increasing female representation.

At the Hattar Plant, an event was organised to facilitate inspiring and engaging conversations around the topic of diversity and inclusion. The event had a thematic décor of bright purple and white balloons, frames and placards with slogans related to diversity and inclusion. After cutting a specially designed cake, a gift distribution ceremony was held to recognise the contribution of all female colleagues towards the growth of Company.

The ‘Eat and Win Challenge’ and ‘Tea Party’ added more smiles and energy to the event, which was thoroughly engaging and enjoyed by all participants.

#EqualOpportunityEmployer



Colleagues at multiple sites posed for pictures at photobooths and paid tribute to the amazing women around them on the ‘IWD Comment Wall’
Photograph: HR Team



IMPACT

Scholarship Programme: Empowering Future Women Leaders



Under the programme, female students will be provided financial assistance for university education and professional development opportunities at ICI Pakistan Limited

In line with ICI Pakistan Limited's commitment to promote women empowerment, and diversity and inclusion at the workplace, the Company is excited to partner with Pakistan's top-ranked universities to finance the undergraduate degree of four female students. These universities include the Institute of Business Administration (IBA - Karachi), Lahore University of Management Sciences (LUMS), National University of Sciences and Technology (NUST) and Ghulam Ishaq Khan Institute of Engineering Sciences and Technology (GIKI).

The selection of scholarship recipients will be based on a criteria of both financial need and merit. The Impact Scholarship will also provide internship and mentoring opportunities to these students, who will also serve as campus ambassadors for the Company at their respective universities.



A handshake to seal the deal
Photograph: HR Team



All smiles after the MOU signing ceremony
Photograph: HR Team

Journey of Light

The milestone of organising the 300th free eye camp was celebrated in Khewra

By: Zeeshan Ahmed

The Soda Ash Business has a long history of supporting initiatives related to health, education and women empowerment, for the Khewra community. For over 27 years, the ICI Pakistan Foundation has been organising a free monthly eye camp at the Winnington Hospital, Khewra, in collaboration with the Layton Rahmatullah Benevolent Trust (LRBT). Under this eye care programme, more than 154,000 out-patient consultations, 17,500 major operations and 30,900 refraction services have been completed.

Recently, the historic milestone of 300th eye camp was marked in the presence of local dignitaries and senior Management

team of the Soda Ash Business.

Beneficiaries of the programme were a central part of the event which was celebrated in a holistic and collective manner to show solidarity of purpose and cause among the stakeholders.

The community welfare programmes of Hamqadam Clinic for Mother and Child Health, provision of free potable water and Ladies Welfare Centre are spreading the light of hope in Khewra community, and helping ICI Pakistan Limited to establish its identity as a responsible corporate citizen.



The free monthly eye camp at the Winnington hospital

Photograph: Soda Ash Team



A number of local dignitaries, Soda Ash Business senior management and staff attended the event

Photograph: Soda Ash Team



A specialist performs a checkup on a patient

Photograph: Soda Ash Team

For the Love of Hockey!

The Soda Ash Business hosted the All Pakistan Hockey Tournament at the Alkali Club ground in Khewra

By: *Maj (R) Muhammad Faisal*

The Soda Ash Business has always maintained a very close association with the local community and continues to remain at the forefront of organising various initiatives for its socio-economic uplift.

To support the national sport of hockey, the Business organised a spectacular event of All Pakistan Hockey Tournament at its Alkali Club ground. A total of 20 teams participated in the splendid event, which was well attended by the community members. The tournament was inaugurated by Dr Rashid Khan, Vice President of Alkali Club Committee.

After the league matches, the first semi-final was played between Islamabad and Sargodha, while the teams of Chak Jhumra and Pir Philai contested in the other semi-final. The rival contenders of Sargodha and Chak Jhumra made it to the final, which was won by the Sargodha team. Adeel Mirza, the Engineering Manager of Soda Ash Business, was the chief guest on the occasion.

The event was a huge success and immensely enjoyed by the general public, who appreciated the Company's efforts to promote healthy activities in the community.



The runners-up pose for a photograph
Photograph: Soda Ash Team

Winningtonian Shines as a YES Cultural Ambassador in the US

Leena Tarar makes her mark at home and abroad!

By: *Soda Ash*

The Winnington School, located inside ICI Pakistan Limited's Soda Ash Khewra estate, caters to the educational needs of the Khewra community, and children of the Company's employees, up to the secondary level. At present, more than 70% of the students are from the community.

It is a matter of great pride for the Winnington School that one of its students, Leena Tarar, was awarded a scholarship under the Kennedy-Lugar Youth Exchange and Study (YES) Programme. Leena has lived in Khewra all her life and completed her Matriculation from the Winnington School in 2018. Two students from the Winnington School were selected for the YES programme last year as well.

The initiative, funded by the US Department of State-Bureau of Educational and Cultural Affairs, gives secondary school students the opportunity to study at American high schools

and live with American host families for one academic year.

Participating students act as cultural ambassadors to their American host communities, becoming invaluable resources for Americans, whose contact with YES students provides them with an opportunity to learn about the rich and vibrant cultures of students' home countries.

Leena is currently in Alaska, US, till June 2019, and is doing a great job of representing Pakistan. Her journey as an exchange student has also been covered by local American newspapers. In particular, her new found passion for ice hockey has been appreciated. "Ice hockey is something different, and my goal was to do different things that I've never done. I want to go home and form a girls' team," said Leena in an interview to a US publication.



Leena Tarrar receiving a prize on the Annual Prize Distribution Day in 2017
Photograph: Soda Ash Team

Welcoming Spring!

The Winnington Club at Khewra organised a Spring Festival to welcome the colours, joy and fun of new season

By: Soda Ash Team

Spring is the season of colours, optimism and hope. As it is a great time for outdoor activities and to enjoy sunshine, the Winnington Club organised a Spring Festival for employees and their families at the Soda Ash Estate, Khewra.

The well-attended event included a flower show, with many species in vibrant colours, along with an awareness session on horticulture and kitchen gardening. The flavourful taste of fresh strawberries added further colour and delight to the festival. All families, especially younger children, enjoyed the evening, which also featured different contests, selfie wall, games and food stalls.

Besides this event, the Soda Ash Business also launched its annual spring season tree plantation drive. The activity was initiated by Asif Jooma, the CE, and Suhail A Khan, Vice President Soda Ash and Polyester, at the Winnington Club. Umar Mushtaq, Works Manager, Rana Adeel, HS&E Manager, and other Management team members also took part in this ceremony. During this spring season, the HS&E team has set a goal of planting about 3,000 trees of various species to protect the environment.



Pakistan's flag made of fresh flowers
Photograph: Soda Ash Team



Winnington Club members participate in ribbon cutting ceremony
Photograph: Soda Ash Team



CE Asif Jooma plants a tree to launch the annual spring season tree plantation drive
Photograph: Soda Ash Team

Planting Trees Today for a Greener Tomorrow

Our Pehchan volunteers at Sheikhupura and Khewra launched a tree plantation drive to celebrate Earth Day

By: Pernia Hassan

Every year on April 22, Earth Day is observed throughout the world to inspire awareness and appreciation for the environment. As part of its Sustainability agenda, ICI Pakistan Limited has been actively involved in a number of activities that raise awareness about environmental issues and protection.

This year, more than 300 Pehchan volunteers participated in a tree plantation drive at Sheikhupura and Khewra. The volunteers

pledged to make their communities greener by planting 1,000 saplings during the year. A photobooth and placards were also arranged with messages regarding Earth Day and the tree plantation drive.



The Pehchan volunteers pledged to make their communities greener by planting 1,000 saplings during the year
Photograph: Polyester Team



A photobooth and placards were arranged with messages regarding Earth Day and the tree plantation drive
Photograph: Soda Ash Team



Planting saplings as part of the tree plantation drive
Photograph: Soda Ash Team



More than 300 Pehchan volunteers participated in the drive
Photograph: Soda Ash Team



Let the Games Begin!

The Polyester team engaged with students of a community school in Sports Day activities

By: Muhammad Babar Sarfraz

The Polyester Business plays an integral role in the development of Sheikhupura by supporting initiatives related to education, healthcare, environment and community welfare. For the past 16 years, the Polyester team has overseen the Government Boys and Girls Primary School in Tibbi Hariya, Sheikhupura. Recently, the team hosted the Annual Sports Day event at its premises for 120 students of the school.

After a tour of the Polyester Plant, the students were divided into different age-groups to compete in four sports categories. At the end of competitions, the Management team members were invited to be Chief Guests at the prize distribution ceremony for the well-deserved winners.



Students competed in four sports categories
Photograph: Polyester Team



Winners of the sports competition pose with their trophies
Photograph: Polyester Team



120 students at a community school participated in the Sports Day activities
Photograph: Polyester Team

A Promise to Improve Lives

Under the Pehchan volunteering activity, 167 pints of blood were donated by the employees

By: Mansoor Usman Khan

At ICI Pakistan Limited, the employees are encouraged to practice Cultivating Growth at every level – not just at work, but also outside of the office and in their personal lives. Last year, the Pehchan Volunteer Programme was launched as a first of its kind structured volunteering platform. As a 'Pehchan volunteer', the employees have an opportunity to commit their time and skills to give back to the local communities, and establish their identity as a responsible citizen.

In this spirit, a blood donation drive was held in Karachi and Cirin at the Plant and Islamabad Office, with the Fatimid Foundation,

a leader in providing healthcare and blood transfusion services to thousands of patients suffering from blood disorders, such as thalassemia and haemophilia. This drive received an overwhelming response from all colleagues as a total of 167 pints of blood were donated, with the Cirin team making the highest contribution of 93 pints of blood. The activity is expected to benefit more than 500 patients suffering from blood disorders.



Blood pressure being checked of donors
Photograph: CCPA Team



Drive received an overwhelming response from all colleagues
Photograph: CCPA Team



Mentoring: From Thought to Destiny

Mansoor Usman shares his experience of joining the mentoring programme at The Citizen's Foundation (TCF) and playing his part for the community as a Pehchan volunteer

By: Mansoor Usman

The Citizen's Foundation (TCF), a non-profit organisation founded in 1995, has been working to improve access to quality education for the underprivileged in Pakistan. Every year, the TCF runs two cycles of the Rahbar Programme at its various school premises to mentor the youth to become responsible and productive members of the society. The 'Thought to Destiny (Soch se Taqdeer Tak)' approach of this programme makes it unique as it inspires the young minds to believe that they are in control of their own destiny and they have the ability to transform their lives.

Recently, I volunteered to be a mentor for the Rahbar programme, which required me to spend seven consecutive Saturdays with the TCF. The orientation session provided an overview of TCF activities and our role as mentors. In the following weeks, each volunteer was assigned some young mentees, who had to be coached and trained

on how thoughts shaped our actions, which eventually developed into habits and had an impact on our character and destiny.

After my involvement in this activity, I can say that the programme is a life changing experience. All mentors, who came from different walks of life, put in their best effort to nurture these children and instil positivity in them. I found these children to be highly talented and they just needed a sense of direction to channel their energy so that they may achieve greater heights in their academic and practical life. I thoroughly enjoyed my stint as a mentor and felt a great sense of pride in giving back to the community.

I would like to encourage all my colleagues to be part of volunteering activities and to log their volunteering hours in the Pehchan portal as well.



Mentors and students pose for a photo
Photograph: CCPA Team

Educating the Children of Kakapir

The Annual Day at Kakapir School was all about celebrating another year of academic excellence and community development

By: Sundar Waqar

Taking out a few hours for volunteer work or visiting underprivileged communities may seem like an improbable task for many, given the busy schedules. However, it is a worthwhile experience as it contributes to positively shaping the society and changing one's perspective about life.

The Legal, Secretarial and CCPA team recently attended the Annual Day celebrations at the Kakapir school. Since 2010, ICI Pakistan Foundation has been supporting this school, the only Government Boys and Girls primary school in this village belonging to over 2000 fishermen.

The Annual Day was attended by a large number of students, parents and women from the community. This year's event featured cultural performances and speeches by the students.

At the time of adoption, only 25 to 30 students were enrolled at the school. Currently, nearly 200 students attend the school from Nursery to Class VIII. An encouraging fact is that 70% of the students are girls.



ICI Pakistan Limited team enjoying the performances put up by the children
Photograph: CCPA Team



Children perform a 'Welcome' song
Photograph: CCPA Team



Event featured cultural performances and speeches by the students
Photograph: CCPA Team

A short skit between the school Principal and prospective parents was then enacted to highlight the importance of polio immunisation and education. The skit was concise, impactful and relevant to the ongoing countrywide anti-polio campaign.

The play was followed by a fancy dress show, giving the children a chance to confidently perform in their costumes. Prizes were then distributed among students, who had secured the top three positions in their respective grades.

Additionally, a new prize for the "Best Mother" was introduced this year. The prize was awarded to three mothers for their

efforts to ensure that the children regularly attend school, show discipline and adopt good hygiene practices.

The event ended with closing remarks by the chief guest, Nausheen Ahmad (General Counsel, Company Secretary and Head of CCPA – ICI Pakistan Limited), who stressed on the importance of education and reiterated the Company's commitment to support the school so that the mission of empowering the community's youth through quality education can be continued.

In Conversation with Fariha Salahuddin

In December 2018, Fariha joined the ICI Pakistan Limited family as General Manager, Human Resources (HR) and Administration. To get to know her better, we sat down to have a chat about her life experiences, hobbies and career in HR

Would you like to tell us about your family?

I have a small family – it's my parents, brother and sister-in-law, and two nieces. We live in the same house – however, social media has taken over our lives and we often chat via our family WhatsApp group. My nieces somehow feel that SnapChat and Instagram work better to communicate.

What's your personal motto?

I firmly believe that the road less travelled makes all the difference. Life is all about experiences and you learn by challenging your own paradigms. Sometimes you fail and sometimes you succeed, but that is the fun part of it! We should not be afraid of failure or adversity, it makes us stronger and

We should not be afraid of failure or adversity, it makes us stronger and humbler – perhaps a better human being.

humbler – perhaps a better human being.

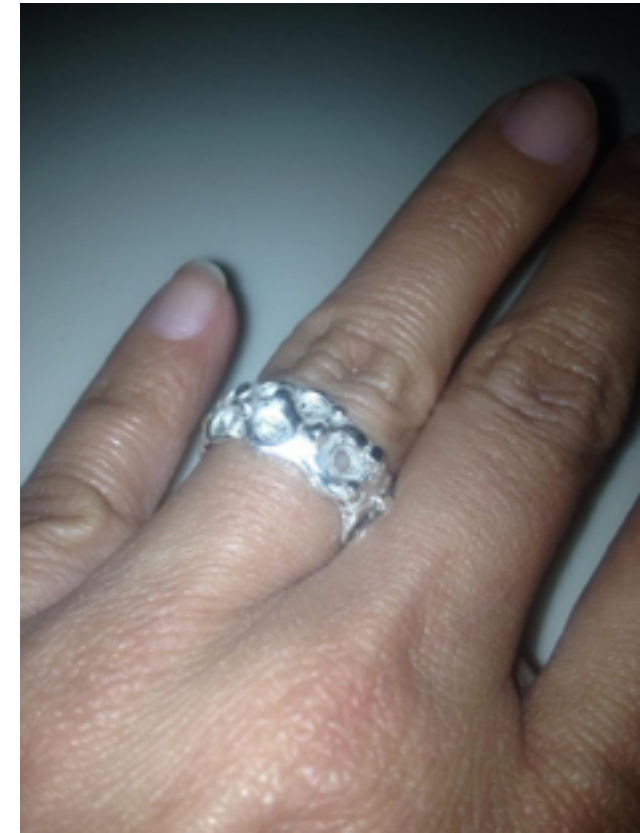
I also feel inspired by a verse from the poetry of Saayed Sadiq Kazmi:

*"Tundi-e baad-e-mukhalif se na ghabra ay uqaab
Ye tau chalti hai tujhe uncha urranay ke liye"*

(Translation: Don't fear the intensity of opposing wind; O' Eagle, it only blows to help you fly even higher)



With family in Gothenburg, Sweden



#IMadelt

Can you share any three top highlights from your life?

1) Back in college days, I secured the second position in Board exams. More interestingly, all top five positions were secured by my group of friends. We all had a great time celebrating this achievement.

2) In my first job at ABN AMRO, I was lucky to work with amazing bosses and teams, who helped shape my professional values. It was an amazing team. Even today when we meet, it feels like meeting old friends.

3) Experience of living and working in some of the most fascinating cities of the world.

Besides work, what hobbies or activities interest you?

I am quite a foodie and enjoy cooking. In fact, when I was still studying, I took part in a SAARC Cooking Competition and won the "Best Dish" prize!

Jewellery making is another creative and fun activity that I picked up during my stay in Singapore and then later in Turkey. Jewellery crafting has for long been a part of Istanbul's history

and I attended a three-year workshop run by one of the local designers. I got very close to certification, but then had to relocate for my next assignment.

You have been to different parts of the world for both work and leisure. Any interesting story you would like to share from your travel experiences?

I have been fortunate to travel to several places across the world, I enjoy travelling. Every time I have travelled, it has got me out of the comfort zone, added a new perspective to life and helped me discover myself.

Last year, I went to explore this island of Marstrand in Sweden, which is well known for its lovely scenery. I lost my way there, I spotted a couple who did not have the friendliest of appearances – they had an unkempt look and were heavily tattooed. I had no choice as my phone battery had also died and it was getting dark, so I approached the couple who thankfully understood English. They said 'follow us', which I did and after 10 minutes, they finally showed me the way to the city. I thanked them and learnt that 'looks can be deceiving'.



Taking in nature at Lake Geneva, Switzerland

What's on your wish list right now?

Right now – to get a shoe cabinet so I could fit in my shoes.

In your career, which role have you enjoyed the most so far?

Well, all my roles. If I don't enjoy it, I don't do it – simply move on!

Who are the people who made a difference in your life?

Many of them at various stages of my life.

What do you enjoy the most about your HR role?

The HR has evolved as a function since the 1980s, it used to be called "Personnel", which was all about control and administration. Then, in the late 1990s/2000, the 'HR' element came to life, with a particular focus on talent and performance management. However, it still remained a controller function. Digital disruption and the mushroom growth of startups have completely changed the dynamics of the function. In my view, it has two branches (1) driving people and culture agenda through leaders to deliver business goals (2) ensuring good

Digital disruption and the mushroom growth of startups have completely changed the dynamics of the function. In my view, it has two branches (1) driving people and culture agenda through leaders to deliver business goals (2) ensuring good employee services through effective services by leveraging systems and technology.

employee services through effective services by leveraging systems and technology.

Given the nature of job, you always have to be fair, equitable and respectful. The job requires the skills to influence, to show empathy and to understand the overall business dynamics. Therefore, the job is interesting and challenging at the same time. If done well, it offers a lot of satisfaction because you feel that a difference has been made in the lives of people and on the organisation itself.

Any word of advice for our colleagues?

Long time ago, one of my boss's said 'hard work and good intentions never go unnoticed or unrewarded'. He was spot on! There is no race, there are no winners - we all have our individual

professional journey. I do believe 90% is perspiration. You can achieve almost any professional goal with perseverance, resilience, focus, and positivity. Winners avoid negative attitude and office politics/gossips.

If you work with full commitment and are ready to go the extra mile to achieve results, people will find you and reward you for your efforts.



At her favourite bagel shop in Gothenburg, Sweden

Photo Gallery

Winner: Muhammad Nayyar Iqbal

Electrical & Instruments Manager, Soda Ash Business
Snowfall in Albany, New York



Runners-up



PAF Base in Kalabagh, Nathiagali

Photograph: Ghulam Qadir Khan
Production Officer, Soda Ash Business



A bird's eye view of London from the London Eye

Photograph: Saqib Hussain
Senior Product Manager, Chemicals & Agri Sciences Business



Soda Ash Plant, Khewra

Photograph: Umar Hayat
Shift Coordinator, Soda Ash Business



A view of salt mine pond, Khewra

Photograph: Pernia Hassan
Assistant Manager Creative & Brand, CCPA



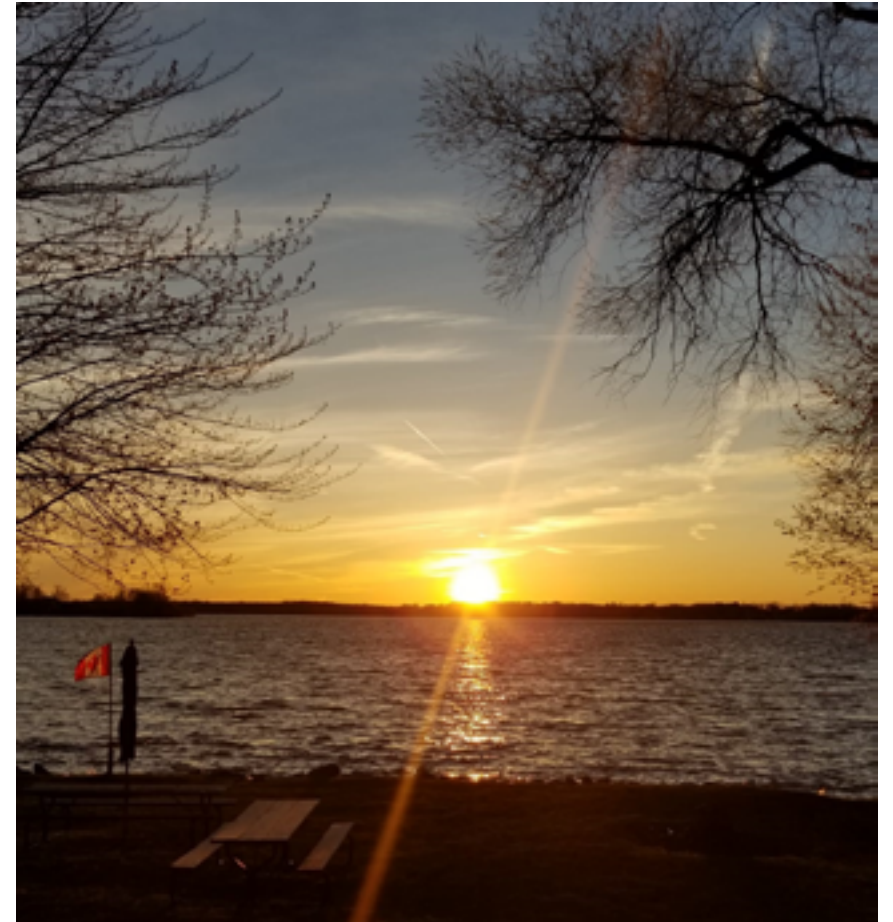
Huangpu River, Shanghai

Photograph: Saqib Hussain
Senior Product Manager, Chemicals & Agri Sciences Business



Niagara Falls, Canada

Photograph: Muhammad Nayyar Iqbal
Electrical & Instruments Manager, Soda Ash Business



Lake Simcoe, Ontario

Photograph: Dilnavaz Malbari
Executive Secretary to CFO

In remembrance of

By: **CCPA**

Sohail Shahid, a former ICI Pakistan Limited employee at the Polyester Business, was among 51 martyred in the terror attack on two mosques in New Zealand on March 15, 2019.

Sohail's funeral prayers were held in absentia at the Shalimar Garden, Lahore, on March 19.





ICI PAKISTAN LTD.

A publication of the Corporate Communications &
Public Affairs Department

ICI Pakistan Limited
5 West Wharf PO Box 4731
Karachi 7400
Pakistan

T +92 21 111 100 200
T +92 21 3231 3717 - 22
F +92 21 32311739
E copa.pakistan@ici.com.pk

www.ici.com.pk

