



\*engage

## **The Harmony**

**Q1** | January  
March | **'15**

Quarterly Publication

Issue #5

**Dear Engage readers,**

We really hope you enjoyed the last edition of engage. Your feedback has been incredible and has helped us immensely.

Engage, this time round, has a mix of stories. We lost a colleague at the Head Office, Sheila Pinto. Her loss has affected us deeply but has made us realise that life is short and we should really make the most of it. But then, there are stories that will warm your hearts too; stories about people like Bashir, who have been a part of us for so long but usually go unnoticed.

We celebrated the Cricket World Cup 2015 in high spirits across the Company and have photographs that will make you smile. We received fantastic entries for the **'Photo of the Quarter'** section, but as always, one person's style stands out.

What makes us so happy is that people have sent in their own stories to Engage. It has added so much to what the magazine is truly about. And for us, you make the magazine.

**Enjoy your read,  
Team CCPA.**

CCPA acts as the Visual Identity Checkpoint for all the marketing and branding material.



**S. Kamila Khan**  
General Counsel  
Company Secretary  
Head of CCPA



**Maria Pasha**  
Corporate Brand  
Manager



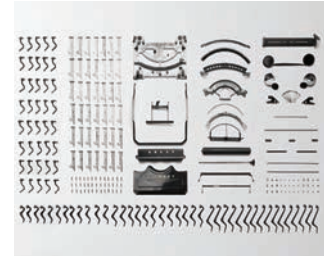
**Abdul Ghani**  
CSR Coordinator  
& Public Relations  
Manager



**Imran Yusuf**  
Communications  
Manager



**Anam Haleem**  
Assistant Brand  
Manager



**Cover Design:  
The Harmony by CCPA**

This issue's cover is a representation of collective efforts and the importance of the smallest cog in the bigger picture. It is a depiction of how each and every one of us contributes to "excellence" and how we at ICI Pakistan come together, like a well-oiled machine.

The perfect example being a typewriter where each piece is necessary to form words that make a compelling story.

**Contact us by e-mail:**

ccpakistan@ici.com.pk  
ccpakistan@gmail.com

**Engage Team:**

**Editorial Support**

**Imran Yusuf**  
Communications Manager  
**Maria Pasha**  
Corporate Brand Manager

**Concept & Design**

**Anam Haleem**  
Assistant Brand Manager  
**Maria Pasha**  
Corporate Brand Manager

**Publisher**

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 Stories

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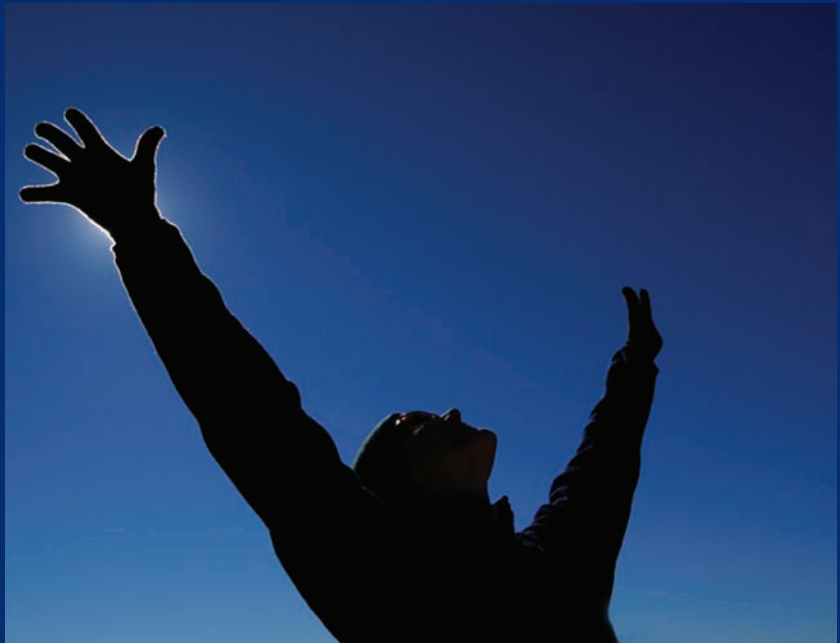
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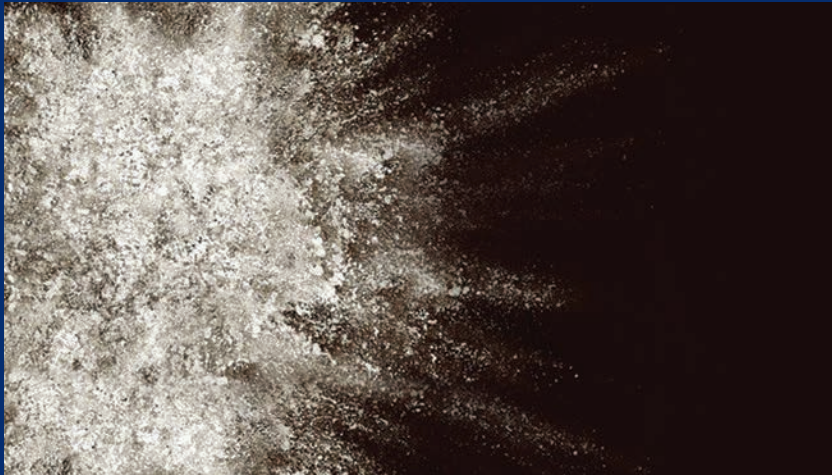
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\*The original version of the song is recited by Bilbo in the last chapter of *The Hobbit*, at the end of his journey back to the *Shire*. Coming to the top of a rise he sees his home in the distance, and stops and says the following:

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**Roads go ever ever on,  
 Over rock and under tree,  
 By caves where never sun has shone,  
 By streams that never find the sea;  
 Over snow by winter sown,  
 And through the merry flowers of June,  
 Over grass and over stone,  
 And under mountains of the moon.**

**Roads go ever ever on  
 Under cloud and under star,  
 Yet feet that wandering have gone  
 Turn at last to home afar.  
 Eyes that fire and sword have seen  
 And horror in the halls of stone  
 Look at last on meadows green  
 And trees and hills they long have known.**

—J.R.R Tolkien, *The Hobbit*

\*Excerpt taken from: <http://tolkiengateway.net/>



# Power to the People

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## News in Brief | Call the SPANCOPs!

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SPANCOP, an acronym for different stages of sales (Suspecting, Prospecting, Approaching/Analysing, Negotiating, Closing, Ordering, and Payment), helps an organisation effectively monitor and manage its sales pipeline. A SharePoint-based online tool for

SPANCOP was launched for the Chemicals business in March 2015, with IT's support. The database is now accessible to all stakeholders. In the General Chemicals segment, each sales person logs all leads pertaining to their industry in the SPANCOP database, and is

expected to update the database at least twice a month. A sales lead gradually moves through the seven stages and reaches the final "Payment" stage, signifying that the team has been successful in converting the lead.



## Chemicals launches employee engagement initiatives

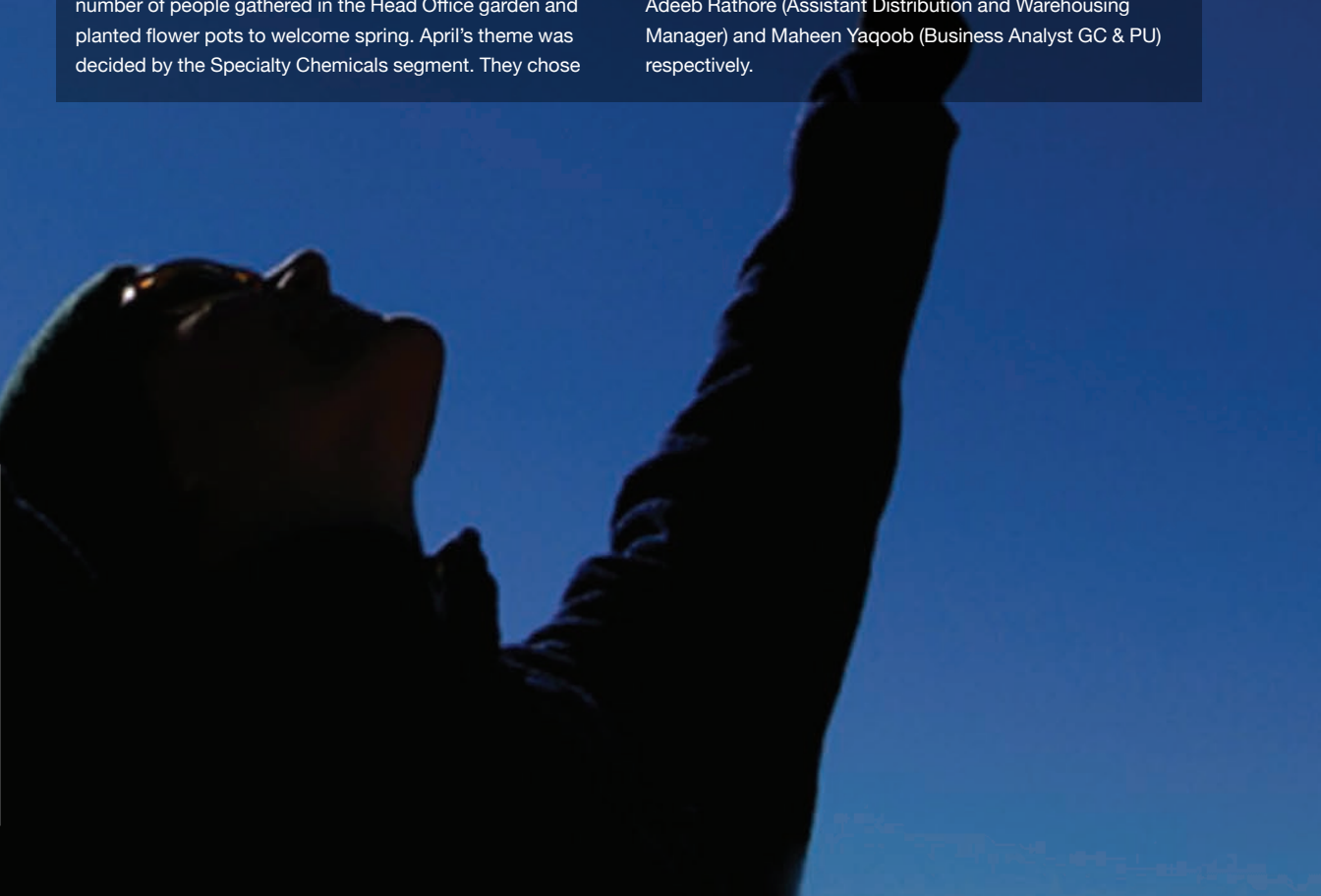
The Chemicals HR team has started a series of initiatives to boost motivation and help incorporate a better work-life balance in our busy schedules.

One such initiative is a monthly theme day to keep the workplace fun. "World Cup Fever" was the theme for February. With the onset of the Cricket World Cup 2015, everyone in the Business wore green-coloured clothes to express their enthusiasm and support for the national team. Seasonal change prompted spring cleaning and tree plantation activities. As employees arrived at work, everyone was pleasantly surprised with a bright flower pot on their desk. The day ended with a tree plantation campaign. A number of people gathered in the Head Office garden and planted flower pots to welcome spring. April's theme was decided by the Specialty Chemicals segment. They chose

"Yin Yang," which, in Chinese philosophy, propounds that apparently opposite or contrary forces are actually complementary, interconnected, and interdependent in the natural world. Examples include light and dark, and fire and water. To celebrate synergies at the workplace, on March 24, 2015, men wore black and women wore white.

Another new initiative is the Employee of the Month Programme, which recognises employees who have worked in an exceptional manner by exemplifying outstanding service and exhibiting a positive and supportive attitude.

In February 2015, the award went to Imran Abdul Rashid (Production Manager). The winners in March were Adeeb Rathore (Assistant Distribution and Warehousing Manager) and Maheen Yaqoob (Business Analyst GC & PU) respectively.





Throughout the quarter Imran Abdul Rashid went beyond the call of duty and ensured that the PU segment met requirements in the face of raw material shortages. He supervised a smooth switch between vessels in order to prevent over-utilisation of equipment. Adeb Rathore played a pivotal role in the flawless operational transition from the old warehouse in Lahore to the new one. Maheeb exemplified two of the Company's values – "Innovation" and "Customer Centricity" – by creating a five-year dashboard for customers. Massive data can now be analysed and evaluated over various time periods and across different segments and the relevant information is now available to all stakeholders at the click of a button. The Business also launched a "Living the ICI Way" campaign, with the aim of deepening understanding and resonance of corporate values. An Executive Management Team member leads the campaign every month. Samie Cashmiri (now VP, Life Sciences, previously GM, Chemicals) and Faiza Savul (HR Business Manager, Chemicals) launched "Passion for People" for February and March 2015. In the first phase of the campaign, employees were requested to join the ICIP Facebook page and post relevant stories, photos and videos. In the second phase, a

**Arshaduddin Ahmad (L), (GM Chemicals), congratulates Adeb Rathore.**

Photograph: Chemicals Team





### The successful Chemicals Tree Plantation Drive.

Photograph: Chemicals Team



### The Business donated 46 pints of blood to the Fatimid Foundation.

Photograph: Chemicals Team

blood drive was arranged at Head Office and at our office in Lahore. The business donated 46 pints to the Blood Bank at Fatimid Foundation.

To conclude the campaign, a talk by Saadi Insha (Corporate Trainer and Motivational Speaker) was held on March 25, 2015, in Karachi. Saadi described how we all have reservoirs of untapped potential within us which, when fully realised, allow us to achieve more than what we think is possible. In his talk he linked his passion for unleashing this latent capacity to a commitment to **CANI** (Continuous and Never Ending Improvement). The campaign was a huge hit with the Chemicals business.

# Fevicol Triumphs on a Sticky Wicket

## Promotional activities channel World Cup enthusiasm to connect with customers

The Cricket World Cup fever spread like wild fire across the country in early 2015, with every fan contributing to the frenzy in one way or another. The Specialty Chemicals Marketing team played their part by creating a unique promotional activity for their customers.

The activity comprised two games: “Bail Girao, Inaam Pao” and “Ball Chipkao, Inaam Pao.” The first one challenged a player to bowl at a wicket and make the stumps fall off. Those who succeeded would be awarded a cricket bat along with a strip consisting of Fevicol Super Glue tubes.

The twist in the challenge was that the stumps were glued with our very own Fevicol Super Glue, making it near-impossible for any player to succeed. It seems the country still has a few individuals in the mould of iconic Pakistani bowler, Waqar Younis, for a handful of players managed to dislodge the bails and were given prizes.

The second activity required the player to stick a Velcro ball to a “Fevi-wall,” which had pictures of different prizes spread all across it. If a player managed to stick the ball on a particular picture, they were then entitled to that prize. The prizes included cricket bats, key chains, mugs and calculators.

Similar to the first game, this was akin to Waqar bowling at a hapless tailender – many contestants were successful.

The promotions were carried out across 49 different locations in Karachi, including North Nazimabad, PECHS, Orangi Town, New Karachi and Gulistan-e-Johar. The activities began on March 17, 2015, and ran through till April 3, 2015. The primary aim of the promotional activities was to create awareness for the Fevicol Glue products and to incite confidence among retailers and consumers by building on Fevicol's brand promise.

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### News in Brief | “Incentives Programme” streamlines payment process

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The Specialty Chemicals segment has reduced the incentive payout time for frontline sales people which was about 30 to 45 days. Today the turnaround time is a maximum of one week.

The process was initiated to ensure

that those who earn the majority of their monthly income through incentives receive their rewards on time. Under the new payout system, they will not need to follow up or wait for their earnings.

The “Incentives Programme” is

run through SharePoint and went live in early February 2015. The SC segment hopes to build on initiatives such as this and carry on its programme of engagement and motivation for all its stakeholders.



Samie Cashmiri (R) (VP, Life Sciences & Strategy), presents a cricket bat to one of the winners.  
Photograph: Chemicals Team



# Plant Restarted, Updates Installed

## Specialty Chemicals Plant annual shutdown

The Specialty Chemicals plant successfully executed its annual shutdown, which began February 1, 2015. Rigorous planning and precise scheduling made for a smooth and well-organised process, which was completed before the scheduled deadline - February 8, 2015.

The highlight of this year's shutdown was the replacement of a 500 KVA distribution transformer, which had been installed in 1968, with a new 750 KVA Siemens transformer. The critical transition activity was completed in a single day with the support of the Siemens Pakistan Smart Grid team.

The other significant maintenance activity was the dismantling of the three ton water tube boiler for annual maintenance and inspection, which required a complete mechanical and electrical overhaul.

Additionally, the first floor of the plant's concrete granolithic floor was chipped off and replaced, significantly reducing

seepage and leakage. Alongside this, the annual maintenance of the cooling tower, comprising of fills removal, chemical cleaning and refurbishment of fiber structure, were also completed on schedule. The SC plant's steel structure, access ways and platforms were also replaced. To ensure the sustainable and efficient manufacture of PVA/adhesives, (a high volume product), the heating efficiency of the slurry manufacturing vessel was also improved. This project required the installation of an efficient heating coil to raise the slurry to its desired temperature in a short time. The coil was designed and installed during the shutdown and its heightened performance has considerably increased production efficiency.

The relentless and unyielding hard work of the plant team and their focus on HSE&S made it possible to complete all these activities safely and before the stipulated deadline.

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### News in Brief | Supply Chain Team Shifts 1,200MT to New Warehouse Facility

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In March 2015, the Chemicals Supply Chain team shifted to a new warehouse facility in Lahore, operated by one of the leading 3PL providers in Pakistan. The team, led by Adeeb Rathore (Assistant Warehousing and Distribution Manager), moved approximately

1,200MT to the new facility. The project started on March 1, 2015, and was completed seven days later, with an average movement of 16 trucks per day. The new facility provides the Business with a platform to increase volumes and enhance

focus on quality and HSE&S. The facility has state-of-the-art quality assurance systems, electronic inventory reports, ICI Pakistan compliant HSE&S systems, and advanced handling equipment.

The replacement activity with the new Siemens transformer was successful.

Photograph: Chemicals Team



# SC Hits the Nail on the Head

## Carpenter Club parties enhance visibility in the adhesives market

In March 2015, the Specialty Chemicals business continued its ethos of customer engagement to improve market reach and awareness. The Adhesives segment held a “Carpenter Club Party” in both Lahore and Faisalabad, with the theme being one of our core values: “Customer Centricity.”

The Faisalabad party took place on March 18, 2015, and the Lahore event was held the following day. About 200 people attended the events.

Rizwan Afzal Chaudhry (Former Marketing Manager, SC, now Polyester), along with team members Syed Daniyal, Riaz Janjua and Zohaib Jawad hosted the parties in both the cities. The aim was to involve carpenters in fun-filled activities, giving them a break from their day-to-day routines and assuring them that a business relationship with a company like ICI Pakistan goes beyond regular partnerships business – it is an association based on mutual benefit and

trust.

Winners were decided on the sales volume of ICIP products that carpenters used in the previous year. The prizes included a motorcycle (the top prize), a refrigerator, cutlery and mobile phones. This platform was also used to launch one of SC’s new products from the Pidilite range: 1KPUR. A question and answer session ensued during the event, during which everyone got a chance to voice any queries and at the same time, offer suggestions of how ICIP can continue to meet customers’ needs in the adhesives market.

The SC business hopes to continue the Carpenter Club parties by conducting one every quarter in various cities. It is expected that these events will help to increase ICIP’s visibility and foothold in the adhesives market.

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### News in Brief | Value Creation through COGS Reduction

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The Chemicals business always strives to reduce its products’ variable prices and increase the contribution margins. Following this approach, the Technical department has come up with a method to add value to Chemicals, by reducing the cost of goods sold.

The Department saved PKR 6 million through changes in 3 running products from Polyurethanes, from December 2014 to March 2015. The saving was made by economically replacing raw materials in existing products without impairing the

finished goods’ quality. Many raw materials from different suppliers were evaluated to find the best alternatives. The key to this success was an innovative approach and the team’s determination, led by M.A. Hafeez (Technical Manager).



The Business enhanced visibility in the carpenters market through the promotional activity.

Photograph: Chemicals Team





# AH Spreads its Wings

## **Division forges new partnerships at leading trade exhibition**

A delegation from the Animal Health division participated in the VIV Asia Exhibition held in Bangkok, Thailand, from March 11-13, 2015. ICI Pakistan's representatives comprised Asif Malik (Former VP, Life Sciences), Saboor Ahmed (Business Manager, Animal Health), Dr. Shehzad Majeed (National Sales Manager, Animal Health), and members of the Poultry Team.

With 874 international exhibitors from 59 countries, VIV Asia is known as "the leading trade exhibition for professionals in animal production and the processing of meat, eggs fish and milk with healthy growth ambitions."

The purpose of the visit was to learn about ongoing improvements and new technologies in the Animal Health





**Asif Malik (C) (Former VP, Life Sciences), with Saboor Ahmed (R) and Shehzad Majeed (L).**

Photograph: Life Sciences Team

industry and to meet key business partners, including Elanco, Mervue, Provimi, Vemo 99 and DuPont. On the first day, Asif, Saboor and Dr. Shehzad met William Twomey (Commercial Director, Inform Nutrition Ireland), and showed keen interest in new products from Mervue Laboratories. Later, they met Dr. Yash Goyal (Regional Director, MSD India) and Ranjan Pagnin (Associate Director, MSD India). The team took information in the local production of MSD India brands at the new manufacturing facility. Both agreed to work on a strategy to materialise the initiative.

The Animal Health division and MSD Animal Health have a long and rich history of working together to provide innovative solutions for livestock and poultry farmers. The Poultry Team attended a workshop held by MSD Animal Health on March 13, 2015, about the role of Coccivac D in layer segment and the usage of Enradin.

To align the Division's marketing plan and expand the usage

of Coccivac D in the layer segment, Animal Health conducted a seminar on January 9, 2015, at Regent Plaza Hotel, Karachi which was attended by farmers and consultants from the Karachi poultry industry. The incidence of Coccidiosis at layer farms has been a cause of major concern for poultry farmers in Pakistan; it is therefore paramount that sales teams are equipped with the necessary knowledge and technical competence.

At VIV Asia, the team also met Graham Wong (Director Asia Pacific, Provimi) and discussed different opportunities and methods to enter new segments. Another meeting was with Wissam Hilabbi (Regional Manager Middle East and North Africa, Elanco) to discuss long-term strategic goals with regards to increasing the market share of Somatech in corporate dairies. During the meeting, Wissam also shared a promotional support plan for the upcoming financial year.



**The Animal Health Team at the VIV Asia Exhibition in March.**

Photograph: Life Sciences Team



**Saboor Ahmed (C) (Business Manager, Animal Health), with his team at the VI Asia Exhibition in March.**

Photograph: Life Sciences Team

# Education Blooms in the Desert

## Life Sciences donates hand pump, blackboards and mats to village school

Mina Ji Dhani is a village in Thar, about 30km from Umerkot. There is no gas and no electricity; there are no hospitals or industries; but there is plenty of arid land and malnutrition. There is also a young woman called Asu Kohli whose inspirational actions came to the attention of ICI Pakistan Ltd., leading to our support for her phenomenal efforts. Asu set up a school in her village in 2014 which now holds classes for 229 students, including over a hundred girls. Despite being a "Hari" (a "scheduled cast"), from the often marginalised Hindu community, and physically impaired, she has dedicated herself to the task of schooling children in her village. Her story, is one that makes you shed tears of pride and happiness.

Asu was one of the few girls from her community to receive any form of education. She was supported by her father, who passed away when she was studying for her matriculation. Despite not being able to use one of her legs, she has had a passion for learning and never hindered from making the long trek to school. Asu vowed to become a teacher as soon as she had completed her schooling. But when she was initially

denied the opportunity at the local school, she took matters in to her own hands.

The Life Sciences Team, guided by Abdul Ghani (CSR Coordinator & Public Relations Manager, CCPA), donated a hand pump, blackboards and plastic mats to Asu's school. Previously the students just sat on the hard muddy ground, but gradually their educational circumstances are being transformed.

As news of this brave woman's efforts started to spread, more and more people sang praises of her dedication and determination to educate the young minds in her village. *The Express Tribune* and *Daily News* are among several media outlets who have spread her story. She now has books and stationery for her students as well as a three-room structure which serves as her school. Previously she was making do with a cowshed, which was used as a makeshift classroom when the animals were out in the fields.

Asu is now studying for a BA at Government Girls College, Kunri. On completion, she will be the only woman in her village with a degree.

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### News in Brief | Developing Leaders in Life Sciences

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The Pharma Career Ladder is an annual activity designed to propel high potential team members on the path of career growth and development. This year, 18 members from the Pharma team were invited to ICI House, Karachi, to take part in the event.

The majority of the participants performed exceptionally well and were awarded promotions. The Self-Development Programme 2015, in collaboration with Carnelian, and conducted by Shireen Naqvi, a Corporate Trainer, is part of the Life Sciences training roadmap.

Four sessions were successfully conducted in Q1, 2015, covering 126 LS members. A cycle meeting was also arranged in Islamabad from February 16-18, 2015, for the Oncology team.



Asu's inspirational story has been lauded across the country.  
Photograph: Life Sciences Team

# The Heart of the Matter

## New product launched; Pharma division also participates in Family-Con

The Life Sciences Cardiology team has launched Q-co, the segment's first new product in 14 years. Positioned as a dietary supplement for cardiac health, Q-co is designed to provide a holistic solution for cardiac wellbeing. The launch of Q-Co was merged with the division's cycle meetings, held in Karachi (January 15-17, 2015) and Islamabad (January 19-21, 2015).

Syed Abbas Sajjad (Assistant Product Manager, Cardio) delivered a detailed presentation to acquaint the Team with the product. A quiz and other competitions ensured that the team was thoroughly engaged. A cake-cutting ceremony was held to commemorate the occasion.

The Pharma division, also participated in the Family-Con 2015, the 25<sup>th</sup> Annual International Conference on Family Medicine. The event was held at the Pearl Continental Hotel, Lahore, from January 9-11, 2015 and was organised by the Pakistan Academy of Family Physicians, with participation

from several companies and doctors from all over Pakistan. A hospitality suite was arranged for the visiting doctors and both the Cardiology and Primary Care teams were fully involved in actively engaging the visiting doctors. To promote the role of Life Sciences as a partner which facilitates and supports educational activities, a lucky draw was organised by the Cardio team, which served as an attraction point for the visiting doctors. Winners were presented with notable books on Cardiology.

In other news, the Life Sciences Cardiology Champion's Trophy 2014-16, was launched to show appreciation for the quarterly sales achievements of the top performing AZ Cardiology region. In the third quarter of FY 2014/15, the AZ Cardiology team Multan once again delivered an outstanding performance and earned the title of "Cardio Champions" for the third time in succession.

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### News in Brief | Kundan Takes Root Across the Country

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ICI Pakistan Ltd. participated in "All About Lifestyles," Pakistan's premier consumer showcase, organised by the Dawn Group. Held at Karachi's EXPO Centre from January 9-11, 2015, the event was hugely successful for Kundan, which was also promoted at the

annual Flower Exhibition in Karachi, organised by the Horticultural Society of Pakistan.

Khalis Food Market is a regular event that takes place in Lahore to promote organic products from local and national vendors. ICI Pakistan Ltd. participated in the

markets on January 8 and February 1, 2015.

To boost Kundan sales in the spring/summer season, three store activities were conducted at key Modern Trade stores in Islamabad and Lahore.





The launch of Q-co took place at Karachi and Islamabad.

Photograph: Life Sciences Team



Celebrating the launch of Q-co.

Photograph: Life Sciences Team

# Tending our Stakeholders

## Agri Division hosts conference, field days and quarterly meeting

The Agri division hosted a two-day Business Partners' Conference from February 7-8, 2015, in Lahore to celebrate the Segment's achievements within the domain of agro-chemical products. The event, chaired by Abdul Wahab (Head, Agri Division), was attended by business partners and staff members from all over Pakistan.

Sajid Mahmood (Technical Manager, Agri Division), gave an overview of the purpose of the conference in his opening address. Abdul Wahab explicated ICI Pakistan Limited's vision for the development of Pakistan's agricultural sector. Saqib Hussain delivered a comprehensive HSE&S training session, following which fire extinguishers were gifted to all business partners. Fahd Iqtidar and Sumi-Ullah presented ICIP's portfolio of seeds and vegetable seeds. Finally, Faraz Ali Butt spoke about vegetable sales policies.

The chief guest, Asif Malik (Former VP, Life Sciences), closed the event with an inspiring message focused on encouraging participants to contribute to the development of Pakistan's agricultural sector in order to make the country self-sufficient

in the field. The top-performing business partners were presented with exciting prizes, including a trip to the US. A lucky draw was also held, in which a Toyota Corolla XLI was presented to the winner.

The Vegetables Seeds team conducted two field days in February: one in Haibatpur in Dera Ghazi Khan for Cauliflower 406, and the other in Sindh for Tomato 1225. The yields of both products were showcased to dealers and farmers expressed great satisfaction with the products.

The Agri division also held the first quarterly meeting of the calendar year on February 8-10, 2015, at Hospitality Inn, Lahore. This meeting was for all North and South team members from across Pakistan, and its purpose was to share the future strategy with team members and train them in Agri's product portfolio. The two-day meeting featured a welcome address by Abdul Wahab, a motivational session by Hassan Hashmi (HR Manager, Life Sciences), and a closing address by Asif Malik who highlighted the commendable performance of the division despite tough market conditions.

## News in Brief | Pharma's Care for the Community

The ICI Pakistan Foundation donated a backup server to the Punjab Institute of Cardiology, Lahore, which was highly appreciated by the PIC board. A ceremony was held on February 10, 2015, chaired by Professor Dr. Bilal Zakriyah Khan (Chief Executive,

PIC Board) and Dr. Ayesha Gohar (Member, Board of Directors, PIC Board). World Cancer Day is an annual event observed on February 4. This year, the Company conducted various awareness campaigns on FM radio in which informative

messages on prostate and breast cancer were aired. This year the Pharma team also launched the Amybact World Water Day Campaign, to raise awareness about clean drinking water as a preventive measure against diarrhoea.



**The Agri Business Partner's  
Conference in Lahore.**

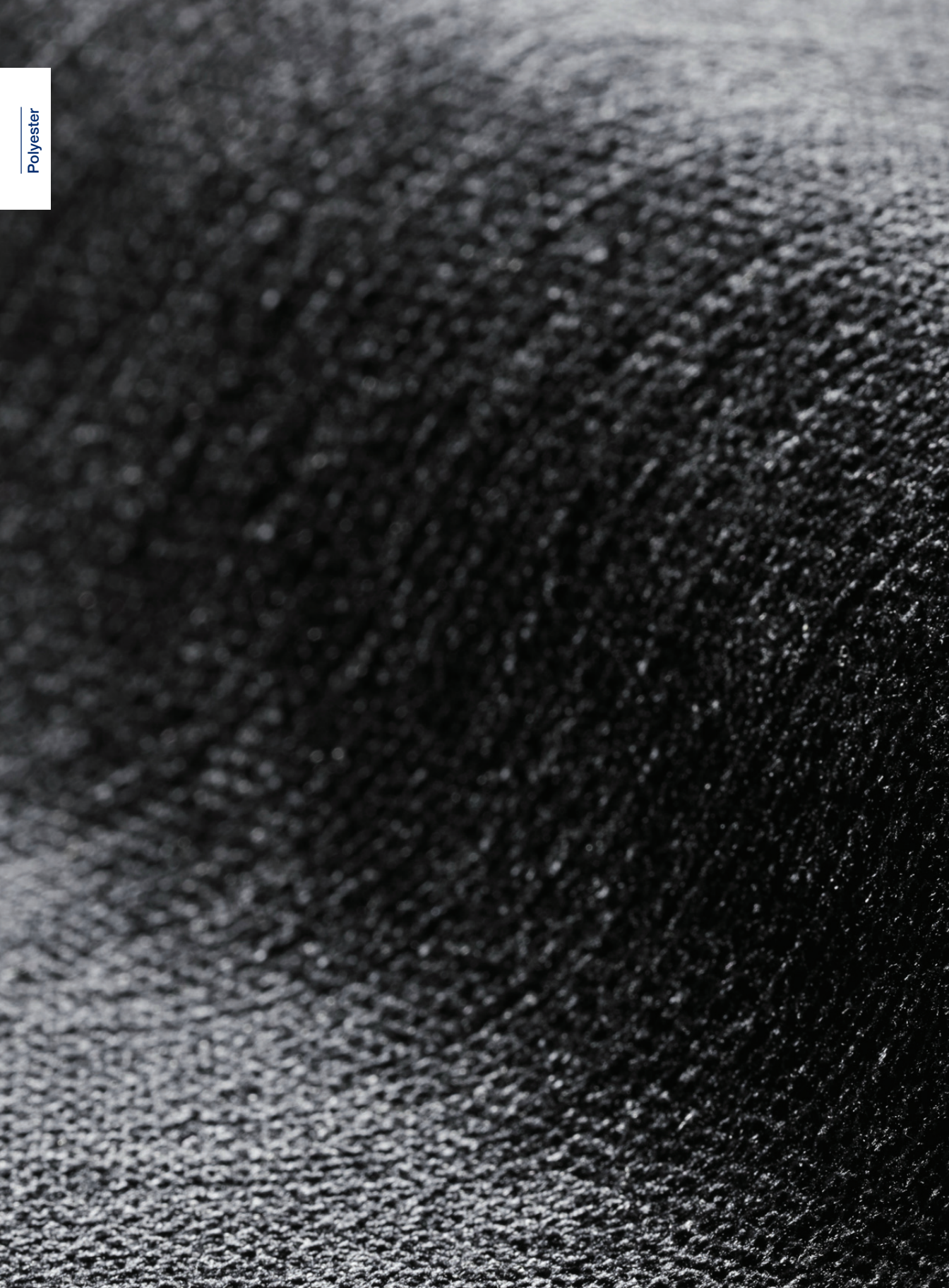
Photograph: Life Sciences Team



**Asif Malik (L) (Former VP, Life  
Sciences), presents the grand prize  
to a lucky winner.**

Photograph: Life Sciences Team

Polyester



# In The Black

## Polyester initiates trial runs of black polyester staple fibre

The Polyester Business has achieved a long-awaited milestone by producing black fibre, which currently has an annual market of 500 tons in Pakistan. Black fiber, if produced in bulk, will be a significant addition to the product range the Business offers to its customers. Currently all-black fibre in Pakistan is imported.

This fibre is mainly used in making fabric of black and grey shades which do not need further dyeing, as it inherently contains the desired colour in its molecular structure. The Polyester Team developed black fibre for trial purposes initially.

At the start of the project, a special team was formed under the supervision of the Technical and Production Heads. The team was briefed about the focus required for quality control and the importance of making black fibre a future success for the Company.

During production, a special blend of chips was made with a controlled mix of imported master batch, and then processed at Spinning 3. On April 12, 2015, the first black fibre was produced. The experience enthralled the whole team with the novel sight of black fibre running where white fibre is usually produced. Everyone at the Polyester plant was thrilled

to be part of the Team which has developed a new product for the Business. A small celebration greeted the first ever can of black fibre; senior management was also present and congratulated colleagues whilst praising their untiring efforts. The next day, black fibre was drawn at Line 3 for final processing. Quality parameters were strictly monitored throughout the campaign to ensure a top notch product.

Special arrangements were made for the smooth running of the line, since the colour variation made it difficult to monitor. The startup and whole production process went smoothly; all the set targets were achieved and many valuable observations were collected for future reference.

The Production Team was backed up by prompt and efficient testing of the new product in the laboratory. The results were highly encouraging as the desired quality targets were achieved and marked the campaign as a success.

After the process was completed, colleagues celebrated and kept their fingers crossed for positive market feedback. If the results are encouraging, bulk production will commence on a continuous basis.

# Safety Milestone

## Business achieves five million man-hours without LTI and conducts HSES&S activities

The Polyester business has achieved a remarkable feat: five million man-hours without loss time injury (LTI). This is a further testament to the Company's comprehensive HSE&S management system. A celebration was held on February 6, 2015, to mark the achievement, with all department heads present. Management staff expressed their commitment to continue to achieve an accident-free work place.

In line with the Company's safety first approach, Polyester's HSE & Training Department and Technical Services Department arranged basic firefighting and emergency training for customer companies on February, 10, 2015.

Twelve employees from three customer companies participated in the course, which consisted of class room lectures and practical hands-on training. The session was conducted by Muhammad Ali (Fire & Safety Officer).

Additionally, ICI Pakistan Ltd. conducted a fire management system audit of Shahzad Textile Mills Limited, Unit-2.

ICIP is committed to improving clients' awareness and understanding in HSE&S matters; and the Shahzad Textile Mills group of companies is a very important partner of the Polyester Business. The audit was planned by Imran Talib

(Technical Services Manager) in coordination with Khalil Ahmed (Technical Manager, Shahzad Textile Mills). Following visits and analysis, a report was sent to the management of Shahzad Textile Mills with recommendations.

Safe driving is vital to our operations. In the Polyester business, colleagues travel long distances to reach the plant site on a daily basis. Thus a training course was organised on Defensive Driving for 52 participants (46 drivers and six management staff).

The course was conducted at the training center of the National Highways & Motorways Police, Sheikhpura, and was completed in two sessions, held on February 12 and 25, 2015. The underpinning strategy was to target and modify the relevant psychological factors through imparting knowledge, tactics and skills that are fundamental in establishing a safe driving culture.

The Company believes that people are at the heart of all operations. Thus, the Technical Services team held an away day in February 2015 in Murree. The activity enabled members of the team to get to know each other better at a personal level and discuss business strategy.

### News in Brief | CFB Power Project Update

**The 15MW Coal Fired Boilers (CFB) Power project in Sheikhpura has begun its final stages. Commissioning activities are progressing steadily in several areas.**

**The project has successfully completed more than two million**

**man-hours without Loss Time Injury (LTI). The boilers have completed hydro-tests, air leak tests, and low temperature and high temperature refractory bakings. They are now in the process of chemical cleaning and boil-outs. This is the last major activity before steam blowing.**

**The project's anniversary was celebrated in high spirits. Chinese New Year celebrations were also arranged. The Company sponsored the plantation of 5,000 trees along the M2 motorway, in order to fulfill PHA and EPA requirements.**



The Business has achieved a phenomenal five million man-hours without LTI.

Photograph: Polyester Team



The Team celebrated the achievements with snacks and cake.

Photograph: Polyester Team



# The Apprentices

## Sri Lankan delegation visits to discuss trade apprenticeship programmes

Graduates of secondary schools and universities in Pakistan find themselves competing in an increasingly competitive global job market. Given this, a partnership between universities, schools, and businesses can be very effective for students, particularly in the formative and competitive ages of 16 to 23. Following this approach, ICI Pakistan Ltd. has keenly participated in trade apprenticeship programmes for over two decades.

On January 22, 2015, a delegation of employers from Sri Lanka, along with government officials from the Technical Education & Vocational Training Authority (TEVTA), visited the Polyester business to assess the effectiveness of ICIP's trade apprenticeship programmes. Delegates shared best practices regarding technical education and vocational training, by advising according to the needs of the local and global market.

Khurram Shahzad (HSE&S & Training Manager) briefed the delegation about current apprenticeship programmes at the Business and the methods employed to hone technical skills. The delegation also met current apprentices in the

Business and had energetic discussions on the importance of apprenticeship programmes and how those who participate can reap those benefits throughout their careers.

The Sri Lankan delegation shared first-hand information about the technical education and vocational training reforms that have taken place in their country. The delegation also revealed the key practices for achieving the milestone of a national 98% literacy rate. They stated that they would provide advisory services to the Pakistani Government, employers and technical institutions in the country.

Annually, 35 apprentices are employed by ICI Pakistan Ltd. The Apprenticeship Training Programme is divided into two categories: two years for Chemical Trade; three years for Mechanical/Electrical & Instrumentation.

The Company's qualifying programme (JQP) for apprentices ensures that apprentices must pass four JQP skill block tests. The candidates are provided with hands-on training in the training centre. An apprenticeship certificate is awarded to the individuals, after passing all skill block tests.

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### News in Brief | Pakistan Day Celebrations

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At times we tend to forget the sacrifices which were made to create Pakistan. The N-Gauge team at Polyester came up with a plan to commemorate Pakistan Day by sharing a video on the history of March 23, 1940 (Lahore Resolution

Day). The session was held during lunch in the dining hall at Mozang. Observers were asked questions about the video and those with correct answers were rewarded with chocolates. Ali Haider Awan, (Shift Manager) impressed

everyone with his incredibly sound knowledge of Pakistan's history. He answered the most questions and also won the grand prize by answering the most difficult question.





The apprenticeship programme is designed to help candidates compete in the global market.

Photograph: Polyester Team



The ICIP Team, TEVTA staff and the Sri Lankan delegation shared best practices.

Photograph: Polyester Team

# Volunteers Lend a Helping Hand

## Hand wash activity held in collaboration with Unilever Pakistan

On March 11, 2015, a very enthusiastic team of volunteers from the Polyester business participated in a CSR activity. The aim was to spread awareness about the importance of washing hands to school children.

The campaign was held at the Government Tibbi Harria School, which is supported by the ICI Pakistan Foundation, and is located near the plant site. The activity was conducted in collaboration with Unilever Pakistan. Participants included Khurram Shahzad, Tanvir Haider, Jaffar Naqvi, Gul Zaman Khan, Areej Mahmood, Zain Bakir, Yasir Rafique, Hassan Mustafa and Meraj Ahsen.

The event kicked off with a short overview of the activity by Mariam Mamsa (Manager Corporate Affairs, Unilever).

Divided into groups of two and aided by colourful posters, soaps and gadgets provided by Unilever, each session ended in waves of promises by kids that they would wash their hands at least five times a day. Families were also involved in the activity and parents were informed that the simple act of washing hands can actually prevent infections. The children thoroughly enjoyed the practical learning activities and took selfies with the volunteers. Heartened with the dynamism with which the kids received the session, the Polyester team played its part in helping young people take a step towards preventing disease.

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### News in Brief | PLC Upgrade at Polyester Plant

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At the plant, the spinning machines 4 and 5 had been running on old Programmable Logic Controllers (PLCs), manufactured by Allen-Bradley and Mitsubishi respectively. To upgrade our control systems, it was decided that they be replaced with a newer Siemens S7-300

system. The project on Bank 4 was executed seamlessly while keeping the machine in running condition through the use of standalone controllers and micro-PLCs. Consequently, no production loss was incurred. The upgrade project

at Bank 5 is currently in progress. The new S7-300 PLC has a number of benefits, including the standardisation of inventory, low cost spares and the trained staff comfortable with the systems.



**The Hand Wash Activity was a huge success.**

Photograph: Polyester Team



**Polyester collaborated with Unilever in the CSR activity.**

Photograph: Polyester Team



# Off The Charts

## **Record production of soda ash and refined sodium bicarbonate at Khewra**

March 4, 2015, was a momentous day for the Company: 1,000 tons of Soda Ash were produced at our Khewra plant. Under the umbrella slogan of "Aiming for the Summit," everyone geared-up with a clear vision of the task ahead. The milestone was achieved and added to the rich and long history of ICI Pakistan's operations at Khewra.

The Soda Ash team managed to record the highest ever monthly production of 28,970 tons in March 2015. This commendable achievement is attributable to the joint efforts, team work, dedication and the excellent contributions of many individuals.

March was a month for momentous record-breaking – with the highest ever production of Refined Sodium Bicarbonate as well. During the month, 2,470 tons were produced and new standards were set in operational efficiency, stemming from the continuous efforts being made to maximize the utility of the existing production facility.

The record RSB production rate was achieved through an adjustment in operating parameters, eliminating inefficiencies from the existing system and improving maintenance strategies with the collaboration of the engineering and production teams.

Congratulations to the entire Soda Ash Team for their remarkable work!

# Annual Shutdown at Soda Ash

## Safety awareness campaign also held at Salt Mines

A total plant shutdown at Khewra was executed from January 28-30, 2015. The slogan was “Zero Injury”.

Major exercises, such as the replacement of certain equipment, plus the structure and tie-in connection for the dense ash and refined sodium bicarbonate expansion projects were completed during the shutdown. A number of people were involved in the task depicting the true essence of teamwork.

Prior to the shutdown, the HSE&S Department arranged a safety induction for the contractor staff. Safety as always, is paramount; and selected staffs from Engineering, Technical and Production teams were given in-house training to help them in their role as safety inspectors. The training included safe work systems, procedures and emergency handling. The safety inspectors team was divided into two groups which worked round the clock.

Saeed Iqbal (HSE&S Manager) and Mussaddiq Husnain (HSE&S Officer) led the groups and coordinated with managers for all HSE&S concerns. Job supervisors were also

involved in all on going HSE&S concerns. Diligence ensured a safe and successful shutdown. Suhail A Khan (VP, Polyester & Soda Ash) and Muhammad Umar Mushtaq (Operations Manager, Soda Ash) commended the entire team for their achievement.

Safety at the salt mines is of immense importance. An awareness campaign was also launched at the salt mines, which are about 42km from the main plant. A team comprising Saeed Iqbal, Mussaddiq Husnain and Muhammad Farooq Khan (Salt Mine Manager) was formed to identify any potential hazards and recommend methods to further reduce risk. The Team’s plans were lauded by Muhammad Umar Mushtaq and Suhail A Khan.

In other news, a training session on “Defensive Driving” for management, non-management and supervised contracted staff was arranged at the training center in Khewra. Farooq Awan from the Motorway Police conducted the session.

## News in Brief | Biennial Agreement Set in Stone

On March 31, 2015, union-management relationships at Soda Ash took yet another positive turn with the conclusion of the biennial agreement for 2015-16.

After three months of extensive discussions between management

and the CBA (Collective Bargaining Authority), the process concluded with long negotiations in the last two days of March – resulting in success.

The management negotiation team comprised Aqil Karim,

Saleem Siddiqui, Muhammad Taufiq Cheema, Sabir Mahmood, Hasaan Iqbal, Raghieb Hassan and Barkaat Hussain. The CBA team was led by Saleem Anjum (General Secretary) and Ajaib (President). Continuous support and guidance



**Major exercises took place during the successful shutdown.**

Photograph: Soda Ash Team

from Muhammad Umar Mushtaq (Operations Manager), Suhail A Khan (VP, Polyester & Soda Ash) and Fathema Zuberi (GM, HR) enabled the negotiation teams to

conclude the process on time. The agreement has been very well-received by the Khewra community and the local media, which keenly follows such activities. The

biennial agreement is in line with Company's strategic direction and aligns the interests of all relevant stakeholders.

# New Routes, New Ground

## Khewra holds inauguration and groundbreaking ceremonies for CFB projects

On March 12, 2015, Asif Jooma (Chief Executive) led the inauguration of the 18MW CFB 3&4 project's external road at Khewra. The inauguration was attended by senior members of the Soda Ash Business.

As the main boiler building for the 18MW CFB 3&4 plant is being built on the existing HTV/LTV road segment, the prompt completion of new roads and site clearance activities was directly linked to the inception of the main project activities. The efficient process was an extremely important milestone for the entire project. In line with the Company's approach to CSR, the entire scope of the site clearance activities, along with construction of the roads, drainage systems, the hard standing and the encompassing boundary wall was awarded to local subcontractors. This has created a significant number of jobs and has helped to develop opportunities for the local community.

In addition, the ground breaking ceremony for construction of the 18 MW CFB 3&4 project was held on March 13, 2015. This marked the start of construction work of the main plant building. The ceremony was presided over by Suhail A. Khan (VP, Polyester & Soda Ash) and was attended by senior officials from the Soda Ash Business.

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### News in Brief | Emboldening Khewra's Next Generation

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A training workshop took place in Khewra on April 7, 2015, to familiarise young managers with the Company's talent management systems. To inspire the young lot, senior managers were invited to share their career profiles and success stories along with the

challenges they have faced. The senior managers fused wisdom and emotion while discussing their career journeys, elaborating on their thought processes at different stages of their careers. Participants were given case studies requiring them to practically

develop and present IDPs, the P&P matrix and succession plans. The workshop was attended by 17 young managers (G34, G33, Trainees) from Production, Engineering, Technical, SC, Finance and Marketing.





**Suhail A. Khan (C) (VP, Polyester and Soda Ash) at the ground breaking ceremony.**

Photograph: Soda Ash Team



**March 13, 2015, marked the start of the construction work.**

Photograph: Soda Ash Team



**Everyone celebrated with mithai.**

Photograph: Soda Ash Team

# The Road Less Travelled

## Trainee Engineer builds his own electric bike

By Ahmed Zia Sheikh

I was born into a family of engineers, so perhaps it's no surprise I entered the same profession. I am a Training Electrical Engineer, at Soda Ash, but outside of the day job my passion is cars and motorbikes.

I am somewhat obsessed. I window-shop at showrooms and download screen-savers. In fact, such is my love for cars and motorcycles that I actually decided to attempt to make my own electric bike.

Whenever anyone hears the words "electric bike," the first thing that comes to their mind is an electric scooter or "scooty," which are generally very slow, sluggish and heavy due to the batteries. My aim was to design an electric bike that could really be as powerful as an engine-powered one. I started work in early 2015, buying a heavy-duty mountain

bike which I considered to be a good platform to build on. Only using a table-top drill and ordinary tools, I built the battery compartment of the bike out of aluminum and acrylic sheets. The rear wheel housed the 1.8kW electric motor. There are six rechargeable lead-acid batteries (in time I will shift to Lithium-ion) for a total system voltage of 72V. This gives the bike a top speed of 62kmph. The estimated range with mild pedaling (you can pedal along with the motor) in one-full-charge battery is 40km, which is ideal for daily urban commuting. I thoroughly enjoyed the process, and it was a particularly proud moment for me when the ICI Pakistan Soda Ash Team took turns riding the bike in the MRE premises.

### News in Brief | Production Team Refreshed After Family Day Out

Employee engagement plays a vital role in building strong relationships between teams, and aids morale, productivity and performance. The Soda Ash Production Team spent an afternoon together at the beautiful site of Dharabi, Punjab, where they enjoyed a delicious

family lunch. The weather was ideal; it was a warm sunny morning in January. The occasion was arranged to celebrate the achievements of H1 2014-15 and also served as the family induction for two newly married couples: Mr. & Mrs.

Adnan Sarwar and Mr. & Mrs. Sharjeel Shahid, who were warmly welcomed. Addressing those gathered, Umar Mushtaq (Site Head) acknowledged and commended the team's efforts over the half year.



Ahmed Zia Sheikh with his 1.8KW-motored electric bike.

Photograph: Soda Ash Team



The estimated range for one full charge is 40km.

Photograph: Soda Ash Team

# Winnington Fun Fair

## Khewra Community relish a break

On March 21, 2015, a fun fair festival was held for the Khewra Management community at the Winnington Club Khewra. The event was governed by Suhail A. Khan (VP, Soda Ash & Polyester) and his family. The Fun Fair Gala was a blast and the entire Khewra Management community relished in the activities, food stalls and the strawberry festival.

There were numerous competitions too; families and the children against others in tug of wars, drawing competitions for kids, darting and sketching competitions for couples and

other games like rung, carrom board and Pictionary.

The jubilation, enthusiasm and cheers were main highlights of the day. The food was incredible; numerous traditional food stalls were in place and the strawberry fiesta made everyone ravenous.

The Soda Ash business has promised to arrange regular events for the club members since they enhance morale, team building and promote an open transparent culture.

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## News in Brief | Earth Hour Raises Awareness

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Colleagues at Soda Ash marked “Earth Hour” on March 28, 2015, with various ceremonies arranged by the Winnington Club’s HSE&S department.

Management staff, including Muhammad Umar Mushtaq, Ahsan Abdul Qayoom, Sabir Mahmood, Dr. Muhammad Rashid, Nayyar

Iqbal, Aqil Karim and Saeed Iqbal engaged children in multiple activities. A poster competition was the main activity, in which about 40 children participated. A panel of judges selected the winning posters and prizes were distributed by the chief guest, Mrs. Muhammad Umar Mushtaq.

Candles were lit by the children in a gesture to promote energy conservation and to celebrate Earth Hour. To enhance awareness, all lights in the premises were switched off for one hour.



**Jumping for joy - Kids rejoice with Suhail A. Khan (VP, Polyester and Soda Ash).**

Photograph: Winnington Team



**Wives attempt at sketching.**

Photograph: Winnington Team

# Photograph of the Quarter



## Photograph of the Quarter Winner: Dilnavaz Malbari

Bhajiwali, a vegetable vendor on the streets of Mumbai (Gowalia Tank).



# Other Selected Photographs



**The serenity of water.**

Photograph: Aurangzaib Khan Jadoon





**Bridge near Chakoti Sector,  
Kashmir.**

Photograph: Dr Muhammad Rashid Khan



**View of the Princess Island, Turkey  
from a boat.**

Photograph: Adeel Javed Shamsi



**Scenic landscape at Toli Peer, Azad  
Kashmir.**

Photograph: Arif Masood



**Beautiful garden at the Soda Ash Management Residential Estate.**

Photograph: Chaudary Mohammad Arif

# ICI Pakistan Catches World Cup Fever

## Company bags a hat-trick with Fantasy League, quizzes and match screenings

Australia is 9,230km from Pakistan; New Zealand is even further away, at 13,378km. But you wouldn't have guessed that at ICI Pakistan during the 2015 Cricket World Cup, when the combined efforts of Corporate IT and CCPA made colleagues feel bang in the middle of the action from Down Under.

It all started when Mudasser Farooq Mian (Head of IT) brought CCPA and IT together in early 2015 with an idea to channel the imminent onset of World Cup fever. Led by Maria Pasha (Corporate Brand Manager), Omer Bin Asad (SAP Consultant, Corporate IT) and Anam Haleem (Assistant Brand Manager), and sponsored by Mudasser, a series of competitions and activities engaged the whole Company during the tournament.

Over one hundred colleagues competed in the Fantasy League, in which players chose a team of international cricketers, trying to maximise points (earned for runs, wickets, etc.) while staying under the permitted budget (better players had higher costs). With a limited number of transfers allowed, talk of strategies and selection occupied much of the tea room chats at the Company's sites.

"One of the reasons why everyone was so involved in the World Cup and the Fantasy League was because of how much we as organisers were involved. I spent hours thinking of the right team and even woke up at 4 in the morning to change my captain!", said Maria Pasha.

There was intense and fun-filled rivalry for the top slots. Probably no one was as involved as Anis ur Rehman (IT Help Desk). If the national team had shown as much body-and-soul commitment to the cause as Anis showed with his Fantasy League team, Pakistan might just have returned with the cup.



**CRICKET FANTASY LEAGUE**



The idea came to members of the Corporate IT department and CCPA team during the Twenty20 World Cup in 2014, when they started a Fantasy League at ICI Pakistan. For this year's main event, it was decided to play the game on a much larger scale, which turned out to be fantastic for engagement at the Company. The main league was hotly contested, but the woman's league was equally competitive. Some female members of staff who previously might have had but a fleeting interest in the travails of twenty-two men dressed in pyjamas throwing a ball around a field and wielding wooden sticks were suddenly riveted by the occasion.

As a result of the Fantasy League, colleagues found themselves closely following seemingly peripheral contests. All of a sudden, the number four batsman's runs in Ireland vs Zimbabwe, or a tricky catch at deep cover during New Zealand vs England, became pivotal moments.

The angst of picking one's eleven the night before a match, agonising over selection and forensically studying players' form, often formed the bulk of conversation over lunch.

"The whole event brought together the different functions and departments, on the basis of a healthy competition that inspired fun," said Omer bin Asad. "The vibes of engagement could be felt across every hook and corner of ICI Pakistan."

The final league positions were: 1<sup>st</sup>, Saadullah Khan (Corporate); 2<sup>nd</sup>, Abrar Ul. Haque (Soda Ash); 3<sup>rd</sup>, Shazil Minallah (Soda Ash). The female winner was Memona Batool (Soda Ash). They were presented with prizes of top-range mobile phones.

For the champion, Saadullah Khan (ERP Manager, IT), "CCPA and Corporate IT provided a great opportunity for some friendly competition and interaction among fellow employees. A lot of colleagues were enthusiastically following all the matches and playing the league, which led to some very lively discussions every day. Luckily I was in the lead for quite a while and many people wanted to know my secret for success – which was just a passion for following all international cricket, not just Pakistan. I didn't know any bookies; I just went with my gut feeling for team selection."

## Corporate IT & CCPA Presents

### ICIP Cricket World Cup Fantasy Cricket League Winners

Congratulations to all:



**Saadullah Khan**  
Corporate  
1st Position



**Abrar Ul. Haq**  
Soda Ash  
2nd Position



**Shazil Minallah**  
Soda Ash  
3rd Position



**Memona Batool**  
Soda Ash  
Female Winner





**Six quiz winners received a memorable prize.**

Photograph: CCPA

The runner-up, Abrar Ul. Haque (Supply Chain Manager), said that “competing in the fantasy league, against players from different Functions and Businesses of ICI Pakistan, helped me appreciate the diversity and talent that resides in the company.”

Quizzes prior to matches also brought an added buzz to the tournament. As there were around 150 entries for each of the six quizzes, IT conducted a ballot for the correct responses to determine the winners. The victorious six were: Moaz Ali, M. Arslan Shafique, M. Naeem Butt, Majeed Bhura (all Corporate), M. Mudassar Qazi (Polyester) and M. Shahzad (Soda Ash). The prize – a beautiful cricket ball on a wooden plaque, with metal engraving – to each winner every week.



Match screenings were also a cause of great excitement, with Admin and HR playing a key role. Quaid Joher (Admin Officer) described the experience as “zabardast” and commended everyone involved in creating this “unique experience.”

The idea for the screenings resulted from brainstorming sessions between CCPA and IT. Some high profile matches, such as the national team’s matches with South Africa and India, fell on Sundays. But when the quarter-final between Pakistan and Australia was scheduled for a Friday, it was decided to screen the contest.







Chants of 'Pakistan Zindabad' almost took off the roof.  
Photograph: CCPA



Passion for People and Passion for Pakistan.

Photograph: CCPA



Syed Iqbal Akhter Hashmi wore his heart on his sleeve.

Photograph: CCPA



Murtaza Ali always backs Pakistan 100%.

Photograph: CCPA

Captain Muhammad Tariq (Former Head of Security & Admin) was delighted that colleagues had such a good time. "It was great that routine activities were not disturbed," he added. "Those who had to come back to their desks did so and got on with work, finishing tasks and returning to the game. The momentum of the match and work was not broken." Captain Tariq also noted that the halwa puri organised at Head Office for those who got in early to catch the 8.30am start was particularly appreciated. The match was screened at Khewra, Sheikhpura and the Mozang Office, where Tahir Rahid (Administration & HSE Manager) said colleagues were "very happy with the new initiative." Refreshments were served at all sites. Central to all these activities was the encouragement of the EMT. In addition to handing out prizes to quiz winners, the EMT were right behind holding screenings. Abid Ganatra (CFO) and Fathema Zuberi (GM, HR) provided immense support, acknowledging that the quarter-final match was a terrific opportunity for company-wide engagement. At all sites, cheers of "Pakistan Zindabad" almost took the roof off; the boisterous atmosphere could have rivalled the crowd at Adelaide. Many people also donned the team's green colours. As Anis ur Rehman said, "It felt like I was watching with my own family."

The match ultimately did not provide the desired result for Pakistanis, but Wahab Riaz's fast-bowling spell – arguably the best individual performance of the World Cup – "made everyone realise how much we love Pakistan," said Anam Haleem. At the end of the day colleagues headed home for the weekend, sad at the loss but proud of their country – and proud of their Company.

**The partnership which held the innings together (L-R): Omer Bin Asad, Maria Pasha and Anam Haleem.**

Photograph: CCPA



**Book Review**

# The Prisoner, by Omar Shahid Hamid

The recent execution of Saulat Mirza, the man identified as the killer of Malik Shahid Hamid, Managing Director of KESC, brings to mind a recent novel: *The Prisoner*. The book's author, Omar Shahid Hamid, is Malik's son; who decided to become a Karachi cop after his father was murdered.

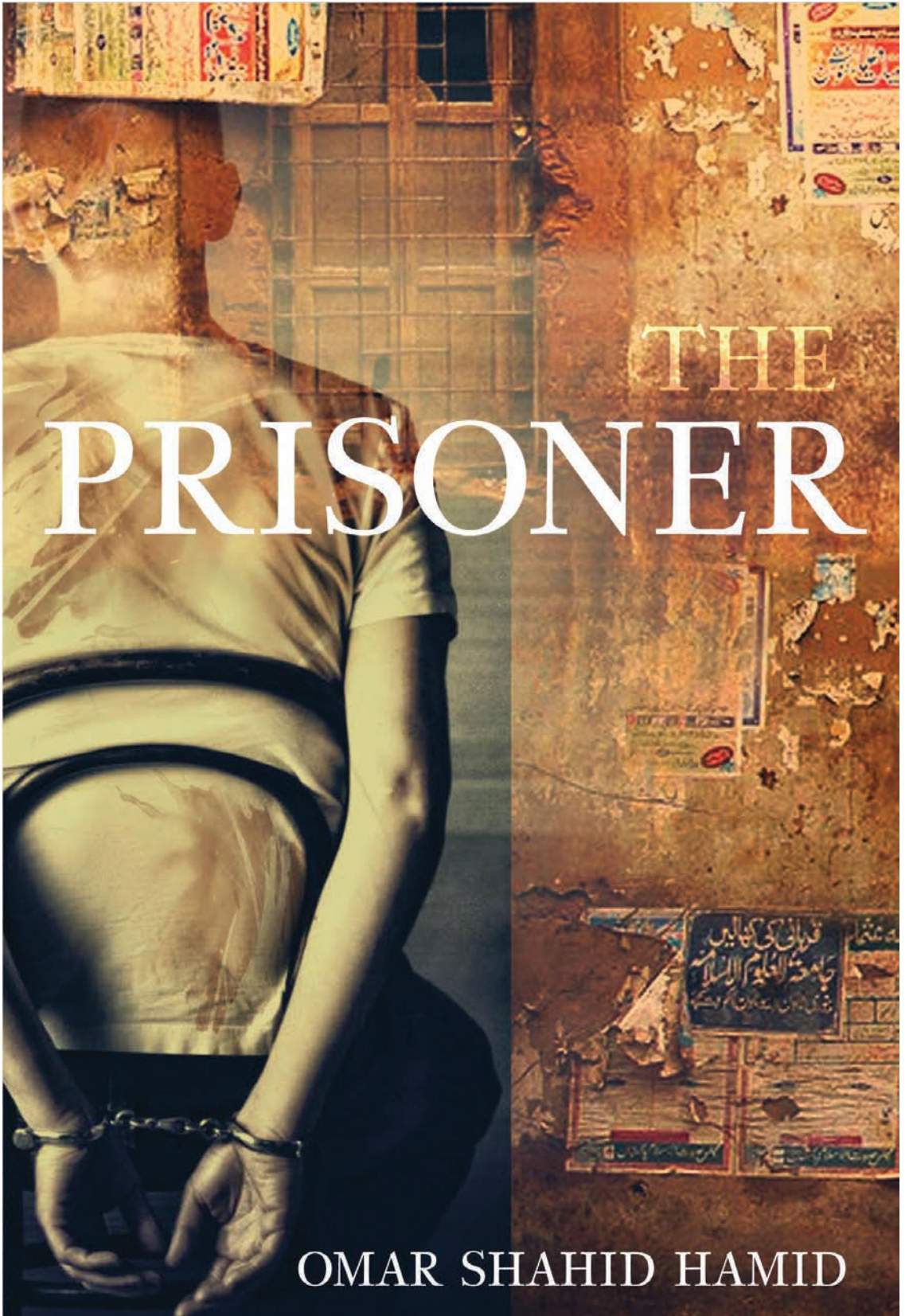
Hamid is currently on a long sabbatical from the police force, having received a number of threats from the Taliban. He has used the time well: *The Prisoner* is an entertaining read, providing a uniquely authentic perspective on Karachi's notorious underbelly. The city's nexus of crime, politics, sex, law, order and disorder is expertly conveyed by someone who has seen it all up close. However, while the book entices for its sense of lived experience retold, in parts it lacks the skill and control one might expect from a more talented or experienced novelist.

The story jumps back and forth through various periods over the past two decades in Karachi. The city has for years been in the grip of a violent, fascistic political party called the "United Front," whose Don controls the megalopolis from New York. This is not the only veiled parallel to Hamid's perception of real-life situations. Perhaps the most interesting

character is the brave, shadowy Akbar Khan, who bears an uncanny resemblance to Chaudhry Aslam Khan, who himself was Hamid's mentor before he was killed by the Taliban in 2014.

The event which propels the plot is the kidnapping of an American journalist – one recalls Daniel Pearl – who had been writing a story about Waziristan. In pursuit of the captors, we follow Constantine D'Souza, the hero of the novel. Constantine navigates the city's dark corners, straddles the competing interests of agencies and powerful men, and tiptoes along the line of corruption which runs through all of the police's dealings.

The names of Karachi's most famous (or infamous) areas, such as Orangi Town, Zamzama, Napier Road, and Defence, are known to most throughout Pakistan. The novel successfully delves below street level and deepens the reader's understanding of how this often-unfathomable city functions. Ultimately, *The Prisoner* does not quite pull it off as a top-notch noir thriller, but anyone interested in the workings of Karachi, particularly the almost impossible job faced by its police, should pick up this engaging first novel.



# THE PRISONER

OMAR SHAHID HAMID

# Developing Our People

## Succession planning, GR drive and RISE mentorship programme focus on talent

The Company continuously strives to strengthen its existing talent development processes. For ICI Pakistan, Capability Groups are the critical link in the overall talent management process as add value through Succession Planning and Talent Development.

Capability Group meetings are held every quarter, whereas the Succession Planning forum meets once a year to ensure a well-functioning talent pipeline. The Succession Planning exercises for 2015 have been completed and development plans are firmly in place. Adding new talent to the Company is equally important, of course, and earlier this year the annual recruitment drives were conducted across the country. A total of 353 students were tested and shortlisted students were subsequently called for group discussions and interviews. This year's theme for the recruitment drives was "Just Getting Started," an idea that encapsulates ICI Pakistan's enduring commitment to excellence.

The ultimate strength of any organisation is the quality and diversity of its people. Some are collaborative leaders, some technologically savvy, some brilliant multi-taskers, while

others are sharp commercial executioners. With this in mind, Corporate HR has created a platform that allows colleagues to connect and accelerate the learning process.

Following this premise, the RISE mentoring programme was conceived to "Reach" out to knowledge, talent, networks and leaders, "Inspire" others while being inspired, "Sustain growth," and consequently "Enable development."

There are 39 trained mentors available on the Mentor Bank. Any employee can go to the ICI Pakistan portal, run through the mentor profiles and choose the one that he thinks would fit his mentoring needs and send a request. "My mentor didn't only give me his precious time but also the central idea of all the lessons he learned from his years of experience and their application in my life," said Syed Muhammad Hani Ather (CTO - Supply Chain). For Syed Shauzab Raza (GR, Polyester), "RISE has provided me with an opportunity to adapt to the company environment at a relatively fast pace. My mentor has helped me develop a positive attitude that has enabled me to tackle problems from a different angle."



# Farewell to Asif Malik

## Vice President, Life Sciences, leaves ICI Pakistan after 14 years

ICI Pakistan bid farewell to Asif Malik (Former VP, Life Sciences) at Head Office on April 14, 2015. The ceremony began with an upbeat video with pictures of Asif in action: working, networking, leading, celebrating and – while inducing loud cheers – playing a beautiful cut shot with both feet off the ground, the ball racing through point for a boundary.

Having joined the company as an engineer, Asif excelled across a broad spectrum of roles, from commercial positions to HR to his eventual position as Head of Life Sciences. Fathema Zuberi (GM, HR) led the event, and in her opening remarks highlighted Asif's fantastic record and the respect and admiration he had amongst all those who had worked with him. Fathema also joked that Finance was perhaps the only function Asif had not worked in.

This typified the jovial and celebratory mood of the occasion, as colleagues acknowledged the immense contribution Asif has made over his 14 years with the Company. However, the good spirits were tempered with the knowledge that Asif would be leaving many friends behind as well. The strong bonds he created in his teams speak volumes for his leadership.

Asif Jooma (Chief Executive), Suhail A Khan (VP, Life Sciences) and Saboor Ahmed (Business Manager, Animal Health) made speeches detailing Asif's qualities and applauding his efforts.

Among many achievements, Asif's role in HR during two transitions was highly commended. He also oversaw the Gallup engagement survey which exhibited ICI Pakistan as a

world class organisation.

One phrase repeatedly used to describe Asif was "clear-headed." Everyone remarked that the clarity of thought he brought to issues and decision-making has been a great boon for the Company. Speakers also described Asif as "inspirational," "humble," and "disciplined."

The floor was handed to Asif himself to conclude matters with a speech. He spoke movingly about his experience, charting great learning experiences and some humorous interactions with previous Chief Executives. One involving Azhar Malik – and a rowdy crowd outside an event in Khewra – brought the house down. Asif credited his parents with providing the foundations for his eventual success.

A get-to-gather was also held in the dining hall of the Mozang Office the next day. All Lahore-based staff attended the gathering and Sajid Mehmood (Technical Manager), Shamim Ahmed (Shared Services Manager), Abdul Wahab (Business Manager, Agri) and Saboor Ahmed took the opportunity to share their experiences of working with Asif. The ceremony concluded with Syed Atif Ali (Location Manager) presenting him with a bouquet.

Perhaps the most expressive testament to Asif's achievement is that he has left the Life Sciences Business in the best possible shape. Asif Malik has passed on a superb legacy, and everyone at ICI Pakistan wishes him the best of luck in his future endeavours.





**Asif Malik (C) will be fondly remembered after 14 years at ICI Pakistan.**

Photograph: HR Team



**The former VP, Life Sciences, was lauded for his 'clarity of thought'.**

Photograph: HR Team

**Film Review:**

# Roy

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By Zulfiqar Khan

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Vikramjit Singh's eagerly anticipated directing debut, *Roy*, is a romantic thriller with an all-star cast. The story follows a highly acclaimed film maker Kabir (played by Arjun Rampal) who is struggling to write a script for the third sequel to his previous two successes, *Guns I & Guns II* – a series of crime-thriller films centered around a mysterious international thief named Roy (played by Ranbir Kapoor).

The film begins with Kabir finding himself in a precarious situation having begun filming on location in Malaysia, while struggling to find inspiration. Caught in the midst of a heated battle with his financiers on the subject, Kabir – a notorious playboy renowned for enjoying awfully short-lived relationships – encounters a British filmmaker Aisha (played by Jacqueline Fernandez) and is immediately taken in by her. Unlike his previous liaisons, Aisha takes on the role of becoming his muse and Kabir begins writing his story using Aisha as the inspiration for the latest victim of Roy's heist. Awestruck by Aisha, as the lead female role for his film Kabir casts an actress who bears an uncanny resemblance to Aisha – and we gradually see Roy becoming Kabir's alter ego. As Kabir's feelings for Aisha intensify, Roy from the script also begins to fall in love with his target.

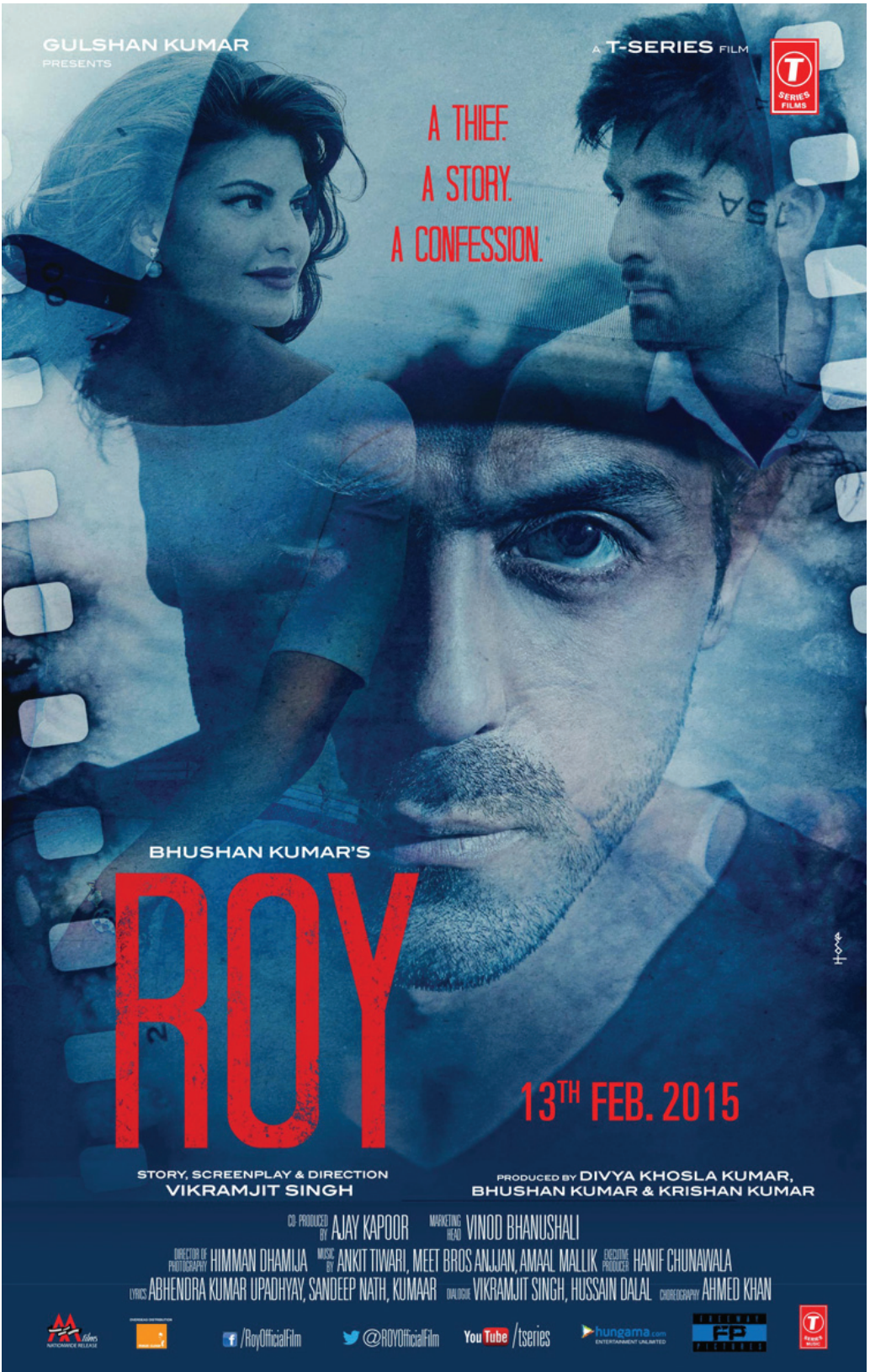
The remainder of the film is a series of confusing swaps between clips from Kabir's film and real life, illustrating how Kabir balances a relationship of a nature unfamiliar to him,

with his professional life hanging in the balance due to an ongoing film with a work in progress script. Moreover, the confusion at the viewer's end is further accentuated by the farfetched similarity between Aisha and the actress chosen to star in his film. It becomes irritatingly difficult to comprehend which scene is from Kabir's film and which one is from his life – until either Kabir or Roy enters the scene.

Cinematographically the film is fairly progressive, and manages to stay away from overly dramatic dialogue, though the screenplay – thanks to the snail's pace at which the story progresses – is a major let down and one is left yearning for something to happen. Eventually it becomes clear that the film isn't as much a thriller as it is a humble love story involving a writer's vivid imagination and his deep-rooted insecurities.

The soundtrack of the film is one of its main attributes; the likes of Amal Malik and Pritam have stayed true to themselves by producing tunes that stick with you even as the film comes to an end.

Overall, the film isn't one that could be deemed cinema-worthy due to the severe lack of action and events. However, owing to its uniqueness and incredible cast, coupled with accomplished cinematography, the film is well worth a watch for those keen to explore the inner workings of highly creative and complex minds.



GULSHAN KUMAR  
PRESENTS

A T-SERIES FILM



A THIEF.  
A STORY.  
A CONFESSION.

BHUSHAN KUMAR'S

# ROY

13<sup>TH</sup> FEB. 2015

STORY, SCREENPLAY & DIRECTION  
VIKRAMJIT SINGH

PRODUCED BY DIVYA KHOSLA KUMAR,  
BHUSHAN KUMAR & KRISHAN KUMAR

CO-PRODUCED BY AJAY KAPOOR

MARKETING HEAD VINOD BHANUSHALI

DIRECTOR OF PHOTOGRAPHY HIMMAN DHAMIJA    MUSIC BY ANKIT TIWARI, MEET BROS ANJAN, AMAAL MALLIK    EXECUTIVE PRODUCER HANIF CHUNAWALA  
 LYRICS ABHENDRA KUMAR UPADHYAY, SANDEEP NATH, KUMAR    DIALOGUE VIKRAMJIT SINGH, HUSSAIN DALAL    CHOREOGRAPHY AHMED KHAN



# Long Service Awards Ceremony

## Recognition for 10, 15, 25 and 30 years of service

Head Office hosted a Long Service Awards Ceremony on December 18, 2014. Awards were given out to employees of ICI Pakistan completing 10, 15, 25 and 30 years of service. Colleagues who have retired from the Company's service on superannuation were also invited to join the ceremony to receive their retirement awards. The recipients were invited along with their spouses to witness this moment of achievement.

The ceremony was led by Asif Jooma (Chief Executive). Sohail Tabba (Chairman) and Muhammad Ali Tabba (Vice Chairman) were the chief guests.

In his address, Asif congratulated the award recipients for their commitment and dedication towards the Company and offered gratitude to the chief guests. Awards to the recipients of 10 and 15 years of service were presented by Muhammad Ali Tabba; awards for 20, 25 and 30 years of service, including retirements, were presented by Sohail Tabba.

Old photographs of recipients, some from their very first company photo ID, were displayed as they received awards, providing several moments of good humour. The four recipients who have served for 30 years or more were Muhammad Farooq, Muhammad Maroof, Ashiq Hussain (all Chemicals) and Abdul Ghani (CCPA, Head Office).

The ceremony concluded with a vote of thanks by Fathema Zuberi (GM, HR) which was followed by hi-tea and refreshments. It was an evening that gave colleagues the opportunity to thank the recipients for their untiring efforts. Fathema concluded by saying that the recipients have spent their life span with the Company, which is truly commendable, and ICI Pakistan Limited takes pride in recognising their achievements through this platform.



Awards were given for 10, 15, 25 and 30 years of service.

Photograph: Corporate Team

# 'Tea Boy' to Engineer

## How curiosity, hard work and old text books changed a young man's life

By Arif Shahab

Fifteen years ago, Imran Bandija, a boy from Sakran, a small village in Balochistan, worked at a road side restaurant. He served tea and food to travellers, who were resting on their way to other parts of the province.

Sakran is beautiful and attracts many visitors from Karachi. One day I went with a group of friends to visit the village and see its landscape, canals, rural life and beautiful natural scenery.

After enjoying the village, we stopped at the restaurant and ordered chicken karahi, naan and fresh salad. Waiting for our meal, we saw that the boy was excited to have the chance to speak to new travellers. After the meal, he served us tea and asked about our lives. "What do your schools and colleges look like?"

There was a light in his eyes which showed his interest in learning more about modern education, about progress in other parts of the country and the world. We were too young ourselves to give him any lasting advice. But we did tell him what our schools looked like.

After a while we headed for home. But the light in the boy's eyes stayed with us.

Years passed and we continued to visit the enticing village, whenever we had time and could borrow one of our fathers' cars. Every time we would meet the boy and give him our academic text books from the past year, so that he could

study them on his own. During our interactions, we tried to answer his questions as well as we could.

Then we all got occupied with higher education and we did not get a chance to visit the village for five years. When we finally went back, it was as beautiful as ever. Nothing had changed.

Except – the boy. He had graduated! The news delighted us. More than that, it impressed us.

Earlier this year, I received a call from Imran, or who I fondly refer to as, the boy. He told me that he had been awarded an internationally certified Diploma in Associate Engineering, on a USAID scholarship. He is currently completing the final stages of his internship in Karachi.

He wanted to thank us for our contribution to his studies, which was surprising as we didn't contribute a single penny to his education.

For me, the lesson learnt from this story is that if we are clear about our values and behave accordingly in the communities we live in, we can become an inspiration to others with our words, stories and reflections – all without even knowing it. All we have to do is keep our eyes open and make a contribution.

We took Imran out to dinner recently in Karachi. It was a refreshing change to treat him to food after our first meeting fifteen years ago. He had earned it – and so much more.

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### News in Brief | Governance Group Meets after IT Strategy Approved by EMT

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In today's world, knowledge workers need swift access to relevant and accurate information to make fast and astute judgments. Thus our Corporate IT function devised a detailed IT strategy, which was approved by the Executive Management Team,

under the banner of "Fuelling Business Enablement." An IT Governance Group and cross functional steering committees have also been created and the first meeting of the Governance Group was conducted in March 2015, chaired by Abid Ganatra (CFO).

Subsequently, the cross functional steering committees were held, where functional heads joined the IT Team. These focused on the harmonisation and unification of processes and setting up an IT agenda for the relevant functional domains.



**Imran Bandija was awarded an engineering scholarship.**

Photograph: Arif Shahab



**Arif Shahab (second from left) celebrates with Imran and friends.**

Photograph: Arif Shahab



Making It  
Happen



## Female colleagues share experiences and express solidarity

International Women's Day was celebrated across ICI Pakistan Limited's offices and sites on Monday, March 9, 2015. It has been observed globally since 1911, on the 8<sup>th</sup> of March. Since the day itself fell on a Sunday, the Company marked the occasion on the next working day. The theme this year was "Make It Happen", perhaps to acknowledge that although men frequently get more credit, it's often women who quietly get the job done.

Women across ICIP wore purple, which was part of this year's theme. The colour was used, along with white and green, by the Suffragettes, who campaigned for women's right to vote from 1908.

Much laughter ensued when female colleagues at Head Office got together at the end of the working day to talk, share and enjoy snacks and cake. Some complained of having no purple attire in their closets. But as Maria Pasha (Corporate Brand Manager) said, "Women are very forgiving." A few men also got in on the purple act – and were rewarded with praise from female colleagues which made some feel like catwalk superstars. Note to bespoke tailors: if the colour theme is retained, expect a surge of orders for purple shirts next March.

Maria Pasha gave a short speech when all the women had gathered, in which she spoke about the many roles which women play every day – and the many roles which are imposed upon them. Her stirring words moved all those present. "We should be proud of what we do – day in, day out, as women." It was then decided to "celebrate – with calories!"

For Ambreen Moosani, a young Commercial Trainee Officer, "every day should be women's day." When men dominate, particularly in our largely patriarchal society, for 364 days of the year, it's good to have one day to remind ourselves of the overriding imbalance in our public spaces, institutions and offices. Ambreen spoke of the changing attitudes in Pakistani society, an inevitable offshoot of more women entering the workplace.

Areej Mahmood, a Chemical Engineer at Polyester, is another young woman breaking down gender stereotypes. Although there are challenges to being a minority – engineering is still male-dominated throughout the world – she says she feels an integral part of the team.

"This is an experience to be had," Areej said from Sheikhpura. "Not only has it taught me a lot about myself, it has also given others a different lens through which to view gender stereotyping. But I must give credit to the pertaining culture of support provided by most people; my days have been free from bias. Having said that, we still have a long way to go if the gender imbalance has to be bridged."

At ICI Pakistan Limited, the culture has been changing for many years, and as Sarchina Kumari, an IT Trainee Officer, said, "the intake of new colleagues these days is 50-50." Sarchina spoke of how inspiring it is to see women on the company's Executive Management Team.

This includes Kamila Khan (General Counsel, Company Secretary, Head of CCPA) and Fathema Zuberi (GM, HR), who spoke about the challenges for women to "balance life." This was after a young colleague said that men often talk of a work-life balance, but for women it's more appropriate to speak of a "Work Work Work Work Life" balance.

In an interview a month before she tragically passed away, Sheila Pinto (Executive Secretary) said she had noted the steady rise in more women at the workplace since she joined ICI Pakistan in 1977. "ICI Pakistan has always been a friendly environment and had a family atmosphere," she said. "The Company gives an even chance to men and women. It's a fair organisation." These words were echoed by Sonia Chagani (Assistant Manager, Learning & Development) and Sania Aftab (Commercial Trainee Officer), who both spoke about the gender-neutral policies and ethos at ICI Pakistan.

Asked about a great female role model for her in the early days, Sheila immediately thought of Mrs. Amina Khan, the "walking dictionary," as she was known. Mrs. Khan was a stalwart of ICI Pakistan the 1980s and Sheila credited her as being a "mothering figure" for many women in those days, but above all she was "a wonderful person." For Sheila, the notorious choice some women feel forced to make, between family and work, was perhaps a false dichotomy. "You can have both," she said firmly.

For Naureen Rodrigues (Executive Secretary), who has been with ICI Pakistan for over 15 years, the message to the world on International Women's day was simple: "To all the inspirational, ambitious, kind and wonderful women out there: Happy Women's Day! We rule the world!"

# Sky's The Limit at IT Conference

## Function continues pursuit of cutting-edge solutions and training

The Corporate IT Team and Abid Ganatra (CFO) conducted the annual IT Conference in Murree. The three-day event was planned so that maximum time was given for strategic sessions with ample room for team engagement.

The IT team is spread over two locations, Head Office and the Mozang Office, and there are three functions: Enterprise Resource Planning, Infrastructure and Applications. Prior to the conference there had been some new additions to the team; and the event provided a great opportunity for colleagues to meet each other. It was also a chance for the CFO to get to know the team in a more informal environment. The first day was focused on an overview with roadmap sessions for the three functional areas. Abid was briefed by managers on their challenges and future roadmaps. The session concluded with a trip to Mall Road, where the team enjoyed the delicious and traditional dumba karahi.

On the second day, the team travelled to a serene location with a backdrop of breathtaking mountains. A cricket series, with one side led by the CFO and the other by the Head of IT, was played – resulting in a draw.

The team had lunch at Whispering Pines, and later in the evening, Mudasser Farooq Mian (Head of IT) presented the IT Strategy and Governance model session. The discussions concentrated on how to automate reporting and how newer technologies, such as SAP Fiori, can vastly improve the user experience. Furthermore, a detailed overview of the Company's networks was given, with emphasis on how the network is laid out and challenges faced by the team. Recent projects related to hardware upgrade and migration were discussed along with the inherent benefits for the Company due to the single system landscape of SAP.

At the end of the day at Whispering Pines, the teams enjoyed the cool weather, bonfire and BBQ, and played antakshari till the night's end.

The morning of the third day began with a breakfast session, and Abid sharing his personal experiences, the YBG group's vision and the aspirations of the shareholders. Later the team departed for Islamabad, where a team engagement activity involving paint ball fighting was played and thoroughly enjoyed. Finally, after lunch at Italian restaurant Pappasallis, the team headed to the airport.

The IT Function is constantly in pursuit of cutting edge solutions and up-to-date training for its staff. The first quarter of 2015 saw many developments in this regard.

The New Hardware Replacement project, in which Dell was shortlisted as the partner of choice, was successfully completed in March 2015. Additionally, Mudasser Farooq Mian, Raja Tariq and Muhammad Atif Hussain visited the Dubai Internet City. The invitation was from Microsoft and the agenda was to gain an overview and introduction to the unified communication platform of Skype for Business. Ongoing SAP projects continue to add value to the Business and streamline procedures. The new processes include the plant technical parameters, the plant maintenance notifications dashboard, the materials management suite and bulk procurement processes at Khewra, the automated monthly review of operations at Sheikhpura, and the retro-active accounting processes.



**Mudasser Farooq Mian (Head of IT), presents the IT strategy and Governance model session.**

Photograph: IT Team



**Murree provided a space for innovating thinking.**

Photograph: IT Team



*Handwritten signature*  
15

# Remembering Sheila Pinto

Sheila Pinto, Senior Executive Secretary, passed away on June 12, 2015, at the Aga Khan University Hospital, Karachi. A funeral service was held at St Anthony's Church, Cantt, three days later.

Every member of the ICI Pakistan family expresses their deepest sympathy and condolences to her husband, her daughter and the rest of her family. It is a tragic loss.

Sheila was much-loved by her friends, family and colleagues. She joined ICI Pakistan in December 1977 and served for 37 years, 5 months and 22 days. Sheila arrived at the Company as a young woman, but her strength, determination and values carried her through all challenges. She remains an inspiration to everyone who knew her.

Over the course of her career, Sheila witnessed multiple changes and phases at the Company; hundreds of colleagues retired, moved on, or migrated during her years at ICI Pakistan. But everyone who came across Sheila, whether for an afternoon or for decades, remembers her fondly.

As Angela Crasto, former Executive Secretary, said in her eulogy at Sheila's funeral, "She was strong-willed and a woman of strength. She accepted challenges and worked tirelessly. She was very dedicated and loving to her family and friends. A caring daughter, sister, wife and mother, she gave her very best. She was also very devoted, whether it be her daily prayer, Sunday obligation, May devotions, the cross prayers ... and the list goes on."

Angela, in her moving tribute, also said, "May her family and friends find comfort from her poise and draw strength from her strength. She will be missed but she will always live in our hearts and the echo of her spirit is something we will carry with us for the rest of my lives. We specially pray that she may be a guardian angel to her husband, daughter, mother and sister for whom she was a pillar of strength."

The Company mourns the passing of Sheila Pinto, but celebrates her life. She touched so many hearts, and her laughter will echo down the corridors of ICI Pakistan for years to come.

# Fikar Nahi Karo, Fika Is Here

## Discounted meals and coffee for ICI Pakistan staff at Karachi's vibrant new hang-out spot

Fika is a new café/restaurant in Clifton Block 4, Karachi. The place has many qualities to encourage a visit, such as its expansive and inviting menu, the chic indoor area, and an arty and colourful rooftop terrace. For ICI Pakistan employees, there's a further reason to swing by: a discount of 20% on all menu items and 40% on all coffees.

'Fika' is a Swedish word which means to take a break for coffee or a snack. But it also conveys much more. Fika is a window to relax with your family, laugh with your friends, stop the world and enjoy the moment.

At the restaurant, the menu seems to span the globe.

Seafood chowder, pizzas, tuna steaks, pastas, sandwiches ... the list goes on, and even includes chicken karahi and brain masala. As Abid Merchant, the owner, says, "Fika's menu is market-driven."

Abid originally planned for the minimalist white-themed downstairs indoor area to offer a simple café menu, with the rooftop terrace to specialise in desi meals. His vision of the roof was to serve customers dhaba-style meals in a clean and hip environment. The terrace has a blue truck-art theme; the seats were actually designed for real rickshaws.

To cater to all tastes, the menu expanded. It now has

Lebanese dishes alongside fish and chips, for example. There are 110 items on offer – including a very extensive coffee list. However, Abid's foodie ethos still shines through in the many fusion dishes, such as 'Chicken Cacciatore,' a local version of a famous Italian hunter's meal.

The coffee is Lavazza, 'Italy's favourite coffee,' and soon probably Karachi's as well. With its strong, full-bodied flavour, it's the real deal and a far cry from the customary dishwater one often gets served in the city, even at the supposedly high-end cafes.

Continuing the Italian theme, the pizzas at Fika are world class. Abid has invested in a pizza oven and hired a trained pizza chef who serves up thin-crust delights which seem to have been teleported straight from Naples. For those who like breakfast, it's served all-day at Fika, with many of the dishes cooked in front of you on a wide stall. Between the anda ghotala with lachaydar paratha and the breakfast quesadilla, the choice is mouth-watering.

Fika opens at 8am, while Fika 'On the Roof' opens at 5.30pm. However, during the Ramzan period in July, the whole café/restaurant will be open from iftar through to sehri.



## Discount Details

- ICI employees shall be entitled to a 20% discount on the purchase of all menu items. Subject to the condition that, a group of more than 5 people will only be able to avail a discount at the rate of 15%
- All ICI employees shall be entitled to a 40% discount on the purchase of coffee

\*Show your employee card at the time of payment.  
For more information contact CCPA





# Meet Muhammad Bashir: Twenty-Nine Years and Counting

**Canteen worker has been brewing the perfect cup since 1986**





**Bashir has worked at Polyester, Soda Ash and the Mozang Office.**

Photograph: Polyester Team

Muhammad Bashir has been fuelling the Company for almost three decades, because for any business to thrive in Pakistan, one ingredient is absolutely essential: top quality tea.

Bashir joined ICI Pakistan in 1986 at the age of 24. He is originally from Tehsil Kala Kuhar, Chakwal District. He received primary education from Government Ambala High School, Sargodha. Unfortunately, Bashir was not able to continue his studies due to his family's financial circumstances.

He started work as a waiter in the mess of the PAF College, Sargodha, where his father already worked as a driver. After three years, he went to work at the ICI Polyester plant where he began serving tea.

“At the time, my salary was PKR 650,” says Bashir. “Back then, this was sufficient to run a household!” He worked at Sheikhupura for 20 years, before being transferred to Khewra. After working for one year at the Soda Ash Business, he moved to ICI Pakistan's Mozang Office. Bashir has now been in Lahore for eight years and counting,



where he is loved by all for his meticulous attention to brewing the perfect cup. “I am very happy here,” he says, adding that he has enjoyed every minute of his 20 years at Polyester and one year at Soda Ash.

“The people at ICI Pakistan are very warm and caring,” says Bashir. “The Company really takes cares of my wellbeing, and also gives me frequent bonuses. I feel highly appreciated and valued.”

When asked to name the most important lesson over this 29-year career at ICI Pakistan, Bashir does not hesitate. “Safety first. Always.” He emphasises that safety should be so ingrained that it becomes second nature. “It is now a habit for me. We should ensure safety not just in the office but also in our homes.”

Looking to the future, Bashir said he would be delighted to work many more years at the Company which he considers to be his second home. “I pray for the Company’s progress and prosperity, as thousands of peoples’ livelihoods and welfare is dependent on a thriving ICI Pakistan.”

# The Courage to Change

## ICI Pakistan corporate staff attends WIBCON

ICI has always been in the forefront when it comes to participating in events to bring about enthusiasm and motivation. The 7th Women in Business & Leadership Conference (WIBCON) was held on the 24th of February 2015 (Karachi). Since its inception, the conference has focused on emerging women leadership in an effort to break stereotypes, encourage advancement of women, and help strengthen the female population in the workforce. The theme for this year's conference was 'The Courage to Change', with each of the speakers highlighting aspects of self-doubt causing roadblocks in the way of women's career aspirations and growth. More specifically, the WIBCON focused on: how to unlock the full potential of women at work, how to bridge the confidence gap and how to overcome stereotypes and prejudice.

Maria Pasha (Corporate Brand Manager), Sarchina Kumari (IT Trainee Officer), Manahil Masood (HR, CTO) and Lucy

D'Costa (Office coordinator, Pharma) represented ICI Pakistan Limited at the conference which featured more than 300 participants from several local and multinational corporations. The day was peppered with enlightening talks and panel discussions by senior industry experts including Tahira Raza (President, First Women Bank), Fariyha Subhani (Director Foods, Unilever Pakistan Ltd), Mohammad Aliuddin Ansari (Former President and CEO, Engro Corp), Pouruchisty Sidhwa (HR Director, GSK), Aatiqa Lateef (Group Chief of Staff, Byco Industries Incorporated), and Shireen Naqvi (Founding Director, School of Leadership). All in all, the conference provided a platform to share the common situations faced by women at workplace in Pakistan and to come up with some basic easy actions through discussions. Different syndicate sessions were also held for personal grooming of women and understand the science of leadership skills in them.



**Women in business (L-R): Sarchina Kumari, Maria Pasha and Manahil Masood.**

Photograph: CCPA



## ICI PAKISTAN LTD.

A publication of the Corporate Communications  
& Public Affairs Department

ICI Pakistan Limited  
5 West Wharf PO Box 4731  
Karachi 74000  
Pakistan

T: +92 21 111 100 200  
T: +92 21 3231 3717 - 22  
F: +92 21 3231 1739  
E: [ccpa.pakistan@ici.com.pk](mailto:ccpa.pakistan@ici.com.pk)

[www.ici.com.pk](http://www.ici.com.pk)