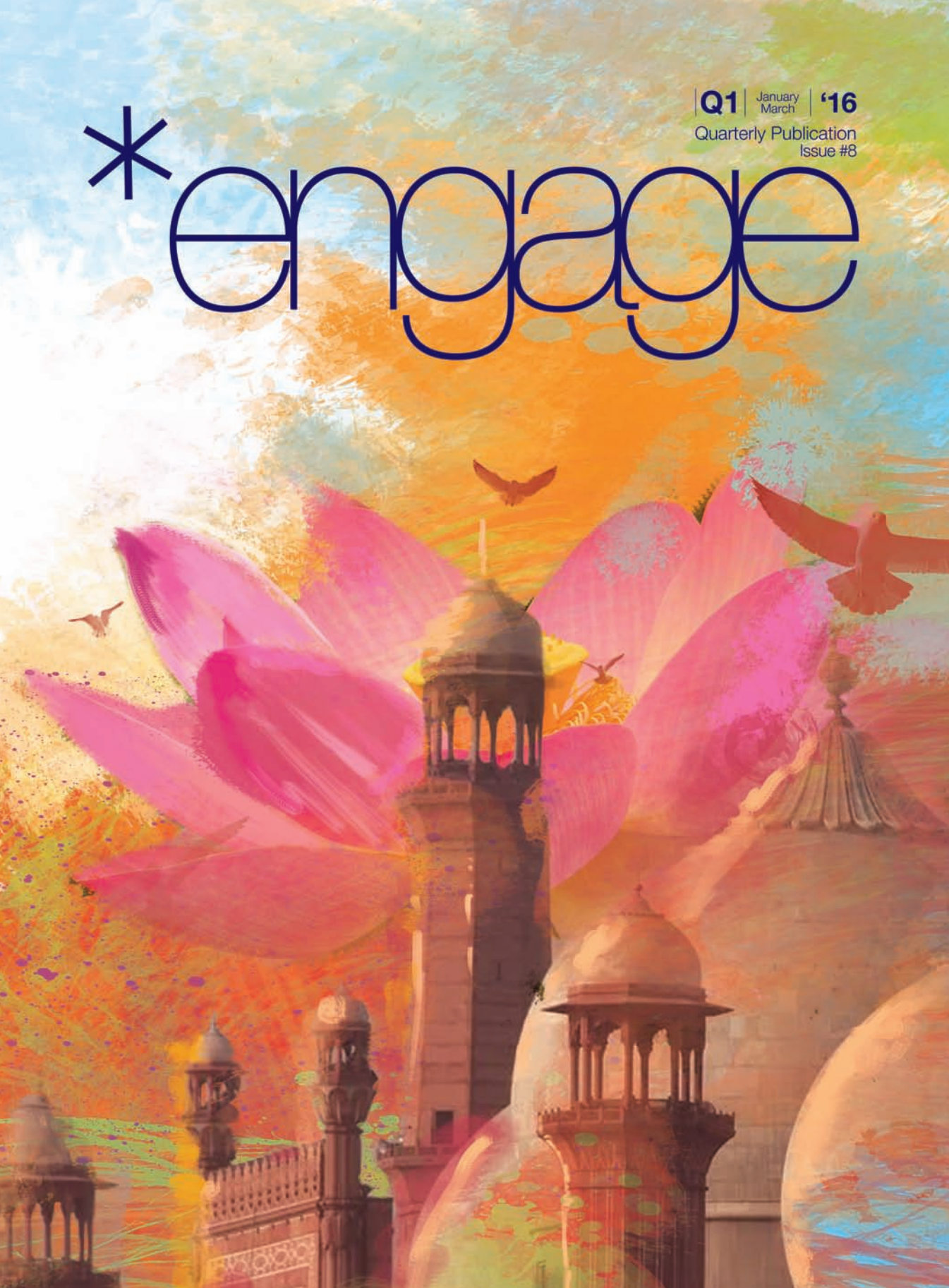


Q1 | January
March | '16
Quarterly Publication
Issue #8

*engage





Spring

Q1 | January | '16
March

Quarterly Publication
Issue #8

Please send us your comments about the cover.
Write to us at ccpa.pakistan@ici.com.pk

Dear Engage readers,

Welcome to the new edition of the magazine, which covers the first quarter of 2016. As ever, the issue features a wide variety of articles, but there are notably several travel stories this time. Whether it's a business conference in Istanbul, an expo in Lahore, or vital CSR initiatives and visits in the communities in which we operate, the stories in these pages show a company on the move.

In tandem with this feeling of change and momentum, ICI Pakistan Limited remains an organisation grounded in enduring values. Many of the pieces in this quarter's issue showcase aspects of the depth and longevity of the company's history, such as its relationships with customers and its sense of social responsibility. However, what emerges from *Engage* is that this narrative is continuously being reshaped and developed. From the launch of new products to the inauguration of a healthcare clinic, the Q1 2016 issue portrays an innovative and forward-looking company. In short, we are 'Cultivating Growth'.

Please send us your feedback, so we can continue serving the purpose of this magazine: recounting the ongoing, ever-evolving story of ICI Pakistan Limited.

**Enjoy your read,
Team CCPA**

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



**Cover Design:
Spring by CCPA**

This issue's cover, *Spring*, is a joyous depiction of 'newness' and rebirth. The season brings new possibilities and new collaborations; ideas flourish and take flight; colours combine to form original patterns and striking creations. That which had been lying dormant, that which had been held in reserve, now bursts forth in full expression and nature itself comes out of hibernation. This is the season to make one's mark on the world.

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Quarterly contest for ICI Pakistan Ltd.
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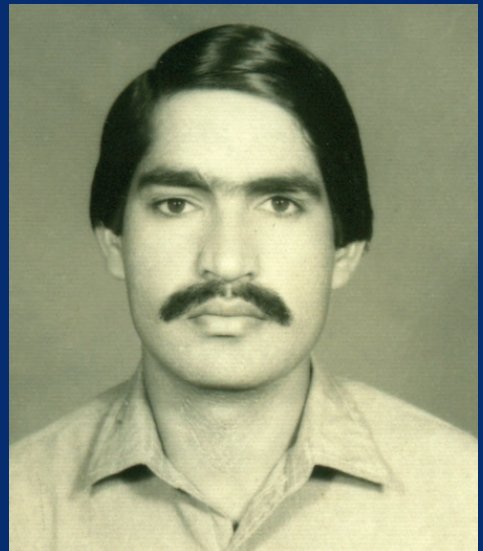
MARCH '16
Women's Day

'iMPACT
♀

'iMPACT

Work, women and the will to lead

PAGE 58



Meet Muhammad Safdar

Over 36 years, the apprentice has become the master
- but says he learns as much from young colleagues as
he teaches them.

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The Trees, by Philip Larkin (1922-1985), English poet.



The trees are coming into leaf
Like something almost being said;
The recent buds relax and spread,
Their greenness is a kind of grief.

Is it that they are born again
And we grow old? No, they die too,
Their yearly trick of looking new
Is written down in rings of grain.

Yet still the unresting castles thresh
In fullgrown thickness every May.
Last year is dead, they seem to say,
Begin afresh, afresh, afresh.

A Fresh Coat of Paint

Chemicals makes its presence felt at major industry expo

By Kanza Naheed

The Chemicals Business participated in the Pakistan Coating Show 2016, which was held between January 15-17, 2016, at the Lahore International Expo Centre. ICI Pakistan Ltd. was one of the co-sponsors for the event and utilised this opportunity to showcase its paints and coatings range.



The expo also provided a great platform for our team to network with other players in the industry, as well as learn more about opportunities in the market.

With more than 70 companies being represented, the expo allowed paint manufacturers and raw material suppliers to interact on a single platform. The expo also had informative seminars about the technological advances in the industry, along with sessions on safety measures such as the storage of flammable materials.

By participating, ICI Pakistan Ltd. managed to make its presence felt and showcased itself as one of the prominent players in the industry.



The Pakistan Coating Show 2016 was held in Lahore in January.

Photograph: Chemicals Team



More than 70 companies attended the paints and coatings expo.

Photograph: Chemicals Team



ICI Pakistan Ltd. was a co-sponsor of the event.

Photograph: Chemicals Team

Expanding our Footprint

Chemicals successfully concludes inventory consolidation in Lahore

By Talal Karim

After a total of 93 trips and 1009.4mt moved in February 2016, the Chemicals Business's logistics team has successfully concluded the consolidation of its inventory in Lahore at one location.

The activity was concluded without any spillage, damage or safety-related hazard. A focus on HSE&S has remained a signature of the Chemicals Business's operations for more than 19 years now, with no lost time injury in that time period.

This will help in equipping the Business to better facilitate our internal and external stakeholders in the coming years. Moving forward, efforts for sourcing storage facilities in Faisalabad and Multan are already underway.

News in Brief | Sales Value Behaviour

By Kanza Naheed

In its continuous pursuit of sales excellence, both in terms of numbers and employee morale, General Chemicals (GC) continued its initiative of awarding a Sales Value Behaviour award. The award is based on various criteria, including the proper use of

SPANCOP (an acronym for different stages of sales), customer visit plans and reports, demonstrating the company's values through actions, demonstrating value records and defining a value proposition for ICI Pakistan Ltd. versus our competitors.

After a close race, two candidates

were finalised, with Usman Tariq coming out as the winner. For his efforts he was awarded a 50-inch Samsung TV. Congratulations to Usman, and the Chemicals team hopes to see the same dedication and fervour from GC and Polyurethanes in the new quarter.



1009.4 mt were moved in February 2016.

Photograph: Chemicals Team



The inventory has been consolidated in Lahore.

Photograph: Chemicals Team

Annual Plant Shutdown

Week-long activity completed successfully

By Anas Ahmed Jafri

The Chemicals plant at West Wharf, Karachi, executed its annual plant shutdown plan from March 1, 2016. The shutdown activity is pivotal as it allows the maintenance department to perform major overhauls of critical plant equipment, increase capacity and perform planned expansions.

Planning for the week-long exercise started in September 2015, which involved taking inputs from the shift, plant and boiler operators regarding enhancement of the equipment under their supervision. The valuable feedback was then assessed by the maintenance department to formulate the plan.

The major activities included the preventive maintenance of the three-ton water tube boiler. The boiler is the lifeline of all processes and its smooth and continued operation is essential for production. The commitment and perseverance of the entire team made the completion of the task possible within the strict timeline.

Another key piece of equipment is the 1.5-ton material hoist, which was due for replacement. The hoist was successfully removed and replaced with a two-ton material hoist. The activity was critical to the resumption of operations and it was completed safely and on schedule.

On the sidelines, the maintenance teams were involved in replacing the RO plant membranes, and maintaining the cooling tower and agitator gear boxes for the year ahead.

A new plant air compressor was also installed in this year's shutdown to ensure the continued requirement of process air throughout the year. In addition, new drain channel covers across the plant were installed during the shutdown.

The coordination, hard-work, perseverance and responsiveness of the staff significantly helped in the successful accomplishment of the exercise, and the guidance of senior staff was key in completing the shutdown as per plan.

News in Brief | An Action-Packed February for Fevicryl

By Naureen Jalaluddin

February 2016 was an action-packed month for Fevicryl Fabric Glue. The regional sales manager for Pidilite, as well as the lead karighar (artisan) for export markets, both visited Karachi for the purpose of identifying and converting large unit owners to Fevicryl.

In a two-week tour, demos were

given to various unit owners at nearly all the major cluster locations in Karachi, promoting the virtues of the product. The very first karighar meet was also held in Nazimabad, where 25 unit owners were invited and given live demos, as well as shown finished articles and designs made using the product. Their feedback was evaluated and concerns were

addressed by the local team, as well as the karighar from Bangladesh. This meet also gave them the opportunity to meet other local unit owners and discuss designs and market trends.

Similar such efforts will be carried out in March and April 2016, and the promotional activities will also be extended to Hyderabad and surrounding regions.



The week-long exercise took place in March 2016.

Photograph: Chemicals Team



The shutdown is essential for maintenance of the plant.

Photograph: Chemicals Team





**HERE TO
WIN 2015-18**
LIFE SCIENCES BUSINESS

Annual Business Conference

Life Sciences heads to Istanbul

By Anum Shaheen Ahmed and Manahil Masood

On the windy, chilly morning of March 20, 2016, the Life Sciences team gathered together on the grounds of the Hilton Bosphorus Hotel in Istanbul to kick off the most highly anticipated event of the year – the Annual Business Conference 2014-15!

Lined up outside the grand Convention Center, the team was resplendent in deep blue conference-themed jackets, and together kicked off the day with a Victory March. Accompanied by a local Turkish marching band, the morning was filled with jubilant cheers: 'We will grow 3x5! We Improve LIVES!'

The 422 participants had arrived in the majestic city of Istanbul the day before, travelling across continents to celebrate the achievements of the fiscal year of 2014-15. The Annual Business Conference serves as a platform to review progress against key strategic 'battles' that the Business aspires to overcome, and to create strategies for growth and improved performance for each Division: Pharmaceuticals, Animal Health and Agri.



Participants were welcomed at the hotel with Turkish Delights, a welcome letter and a map of Istanbul from our on-ground Turkish travel partners. The evening was spent cruising along the grand Bosphorus Strait, and was filled with the food, music and local Turkish cultural performances. Samie Cashmiri (VP Life Sciences & Strategy), delivered a warm welcome note and gave the audience guidelines for the next day - the day of the strategic and academic conference.

The next day, following the Victory March the team assembled to form a 'human logo' – 422 of the Life Sciences team together spelt out 'ICI'. The picture is a powerful visual reminder of the strength and unity embodied by the ICI Pakistan Ltd. team. The participants entered the grand convention centre and were officially welcomed by Asif Jooma (Chief Executive), who reiterated the grand strategy of 3x in 5 for the company and congratulated the Life Sciences Business for performing exceptionally well.

Samie congratulated the team and reminded them about the Business's commitment to achieving its aspirational targets. The segments then broke out into pre-designated strategy rooms to discuss, evaluate, and propose solutions to segment-specific challenges. 12 such challenges or 'projects' were discussed and debated across the breakout rooms, and the outcomes were presented in the plenary session by team members from each business segment, explaining their respective challenges to the



Asif Jooma (CE) takes the stage.

Photograph: Life Sciences Team

News in Brief | Animal Health Visits University of Veterinary and Animal Sciences

By Sania Aftab and Shakeel Ahmed Khan

In order to establish ICI Pakistan Ltd.'s brand in various industry sectors and to cater to a diverse talent pool, the Life Sciences HR Team, in collaboration with the Animal Health Division, participated in the Annual Job Fair

held at the University of Veterinary and Animal Sciences (UVAS) on January 27, 2016. ICI Pakistan Ltd. was the lead sponsor with Saboor Ahmed (Business Manager, Animal Health Division), serving as the chief guest for the event. A total of 300 students visited the ICI Pakistan Ltd. stall, registered with

the company and expressed their interest in the product range and the opportunity to work with the Business. The event was a great success and helped us to live up to ICI Pakistan Ltd.'s brand promise of Cultivating Growth.



The Victory March.

Photograph: Life Sciences Team



Asif Jooma (CE) and Samie Cashmiri (VP, Life Sciences & Strategy) lead the chant.

Photograph: Life Sciences Team



The team gathers in formation.

Photograph: Life Sciences Team

rest of the audience with proposed action items.

After a quick lunch break, participants were led out to the team building area – an exciting arena designed as a circuit of mental and physical obstacles. Divided between two key teams – the Stallions and the Mustangs - each participant had the chance to represent their team and prove their mettle in the arena, with activities designed to uplift the five Life Sciences Battles – Accelerate Revenue via Organic/Inorganic Growth, Growth through Innovation, Build Powerful Big Brands, Create Value through Business Partnering, and Build Leaders who Deliver Results. After a rigorous three hours, the one team which was able to complete all challenges in the least time was declared the winner.

Day moved to starry night, and at 8:30 pm the formal gala dinner and award distribution ceremony began. The emcee for the evening, Khalid Malik (Radio Jockey on FM 89), opened the night and kept the crowd entertained with segments such as 'Coffee with Khalid' during which the audience were treated to a lighter side of Asif and Samie. The entertainment-packed evening featured Didem, a famous Turkish cultural performer, as well as the much loved Pakistani pop-rock duo Noori! The night ended with dance, song and laughter.

The next day, the team was taken out to explore the beautiful sights in the Old City – the Blue Mosque, Hagia Sophia and Top Kapi Palace were visited by all, and the tour ended at the Grand Bazaar. The team was given free time to enjoy themselves and explore the sights and sounds of Istanbul.

The Life Sciences team headed back home the next day with renewed enthusiasm, a sense of team spirit, and clarity on how to tackle business aspirations for 2016 and the years ahead.



Life Sciences comes together to form 'ICI'.

Photograph: Life Sciences Team



Outcomes of the strategy sessions were presented in the plenary.

Photograph: Life Sciences Team



A quick lunch was followed by team-building activities.

Photograph: Life Sciences Team



Colleagues spent a rigorous three hours on the team-building circuit.

Photograph: Life Sciences Team



The obstacle course was a test of mind, body, spirit - and cohesion.

Photograph: Life Sciences Team



Asif Jooma (CE) presents an award at the gala dinner.

Photograph: Life Sciences Team



Awards were presented to top performers across all segments.

Photograph: Life Sciences Team



The BET shows off their moves.

Photograph: Life Sciences Team



The formal event took place at Istanbul's Hilton Bosphorous Hotel.

Photograph: Life Sciences Team



The event organisers: Life Sciences HR team.

Photograph: Life Sciences Team



Pop-rock legends Noori take the stage.

Photograph: Life Sciences Team



The evening's entertainment included dance, song and laughter.

Photograph: Life Sciences Team



The day ended with a feast of champions!

Photograph: Life Sciences Team

Grand Relaunch of Somatech

More than 700 participants from the livestock industry took part in the seminars

By Dr. Shakeel A. Khan

The Animal Health Division has always been a pioneer in introducing sustainable practices to the domestic livestock industry. Continuing with this tradition and in line with our strategy for productive efficiency of livestock, the Division conducted extensive seminars for the relaunch of Somatech in February 2016 in Karachi. The participants of the first two seminars included the farmer communities of Al-Momin and Al-Madinah Dairy Cooperative Society, as well as the farmer communities of Landhi Cattle Colony, the national hubs of the livestock industry.

Elanco's Somatech, a bovine somatotropin hormone milk enhancer, is a major contributor to the Division's sales and its

promotion in the largest colonies of Livestock South region is important for the Life Sciences Business. The objective of such seminars is two-fold. Firstly, they enable our sales team to interact with our vast customer base at the grass root and commercial level. Secondly, it also provides them with the opportunity to introduce best practices and innovative solutions that could significantly increase livestock production.

The seminar commenced with a welcome address given by Saboor Ahmad (Business Manager, Animal Health Division). Saboor delivered a detailed introduction on the company and its values.

The highlight of the seminar was the participation of Samie Cashmiri (Vice President, Life Sciences & Strategy). He talked

News in Brief | Seeds and Agro-chemicals Teams Meet Up

By Saqib Hussain and Khawaja Sajjad

The Seeds and Agro-chemicals teams conducted their quarterly team meet-ups in February and March 2016, respectively. The aim of the meetings was to review performance, conduct product trainings, and provide a platform for the new team members to learn from the experiences of the more seasoned team members.

Abdul Wahab (Business Manager, Agri Division), delivered the welcome note at both events. He highlighted the team's commendable performance and encouraged them to keep contributing to the development of Pakistan's agricultural sector. Product training on key brands was conducted, and trial results of the various major brands (such

as Ulala, Lancer Gold and Uniron) were also shared with the teams. During the meeting, top performers were awarded with prizes, and Ghulam Murtaza (Area Manager, Dharki) received a special gift hamper for being the first team member to achieve his annual sales target for 2015-16.



Dr. Shehzad Majeed (R) (Business Unit Head, Livestock).

Photograph: Life Sciences Team



Saboor Ahmad (Business Manager, Animal Health Division).

Photograph: Life Sciences Team

about the challenge of sustainability in the face of a growing population and emphasised the advantages of using Somatech to boost the overall productivity of the livestock industry. Samie also thanked the farmer community and veterinary professionals for their participation in such seminars.

Following the welcome address, Dr. Gulfam (Senior Dairy Consultant) delivered a technical presentation on the benefits of Somatech. He mentioned key issues such as farm management, milking practices, nutrition and environmental conditions, which are of equal importance in the application of Somatech to improve milk production.

More than 700 participants from the livestock industry took part in the seminars and benefitted from the technical discussions. At the end of the seminar, an interactive session was held with the participants and questions regarding Somatech were asked. The questions were answered by the ICI Pakistan Ltd. team on-ground, especially Dr. Shehzad Majeed (Business Unit Head, Livestock). In addition, concerns regarding the future availability of Somatech were also answered. The seminar concluded with refreshments and giveaways for the participants.



Over 700 participants from the livestock industry attended the seminars.

Photograph: Life Sciences Team

A-maize-ing Agri Division

CIMMYT awards five corn hybrids to ICI Pakistan Ltd.

By Khawaja Sajjad

The International Maize and Wheat Improvement Centre (CIMMYT) is the world's premier centre for research, development, training, and farming systems for maize and wheat, two essential food crops. CIMMYT is a Mexican organisation with a presence throughout the developing world. The organisation aims to eliminate poverty and hunger by sustainably increasing the production of maize and wheat.

The organisation was founded by Dr. Norman Borlaug, an American Nobel Laureate who is regarded as the 'Father' of the 'Green Revolution', which resulted in the widespread adoption of improved wheat varieties and farming practices that contributed to the saving of millions of lives across Asia.

In Pakistan, CIMMYT operates with the support of the Ministry of National Food Security and Research and the Pakistan Agriculture Research Council (PARC). They have played a vital role in linking the Pakistani agriculture research systems with national and international institutions in South Asia and other developed countries.

The Agri Division has been working closely with CIMMYT for the past two years to evaluate the breeding programme and product trials being conducted in Pakistan. Their products have been trialed and tested at the Agri Division Research Farm in Sahiwal.

On February 17, 2016, CIMMYT held a ceremony to launch bio-fortified maize hybrids in Pakistan. After a thorough evaluation of ICI Pakistan Ltd.'s research and breeding programme, CIMMYT issued certificates of five hybrid corn varieties to ICI Pakistan Ltd. Under this certification, ICI Pakistan Ltd. has been handed over parent lines of three yellow hybrid corns and two white hybrid corns. It has also authorised ICI Pakistan Ltd. to produce and market hybrid corns across the country. These hybrids have the potential to withstand infertile soils, drought, pests and diseases and are expected to be launched in 2017.

This certification will boost the Agri Division in establishing a stronger footing in the corn market. The addition of two new parent lines of white corn hybrids will help ICI Pakistan Ltd. to enhance its performance in this area.

News in Brief | Deep Red Exceeds Expectations

By Mateen Rao

The Agri Division's Vegetable segment believes in customer centricity and delivering results. One of the segment's products is Deep Red, a carrot seed. Since its introduction to the market, Deep

Red has exceeded the expectations of farmers. Trials conducted by Hafiz Qaisar (Territory Manager) and Fakhar Hayat (Field Officer) have proved that Deep Red outperforms competitor products in terms of colour, size, and yield.

This news in itself has generated a lot of buzz about the product in local farming circles.

Multiple sessions with farmers have been conducted to spread the word about Deep Red and generate further product demand.

Launch of Biofortified Maize & Handover of Maize P



The Agri Division has been working closely with CIMMYT for two years.

Photograph: Life Sciences Team



The certification will boost Agri's footing in the corn market.

Photograph: Life Sciences Team

Hydration Redefined

Company launches OHS hydration tablets across Pakistan

By Uzair Khan

ICI Pakistan Ltd., in partnership with a UK-based health care outfit Clinova, proudly launched its first hydration brand OHS in the second week of March 2016. The innovative soluble tablets are based on the standard oral rehydration salts formula, containing a balanced combination of glucose, salts and electrolytes.

Simply consuming water does not completely ward off the threat of dehydration. Water does not provide adequate quantities of sodium, which is why the OHS formulation is the optimum rehydration solution for people who have lost excess minerals and water due to excess perspiration or loss of fluid.

OHS tablets can be used for general hydration, as well as by professional and recreational athletes to recharge after a grueling session of physical activity. People visiting tropical countries, where the climate makes dehydration a risk, can also benefit from drinking OHS to rehydrate and protect themselves from the heat. This fantastic product can be used by both adults and children.

The product launch happened via three buzzing and energetic sessions across our sales regions in Karachi, Lahore and Islamabad. The sales teams were engaged and briefed on the brand, its essence, its target, and its ambitions for the coming years. The sessions incorporated comprehensive product training to familiarise the teams with OHS and all its benefits. Details of the marketing plans were followed by an exciting brand-related activity session by the name of 'OHS Get Set Go'. This engaged the sales teams to play group games that tested the body and mind.

The teams were later given a glass of the OHS drink to get a first-hand experience of the product, and to get replenished and re-energised in the process after their active team building session. OHS plans to hit pharmacies nationwide by the end of March and will be launched in two mouth-watering Strawberry and Lemon variants.

News in Brief | Farmer Gathering Held in Collaboration With Nestle

By Dr. Shakeel A Khan

To enhance awareness of best farm practices and veterinary solutions, the Animal Health Division routinely organises farmer gatherings to better educate farmers about various different advantages of using Vanda. A

large farmer gathering, attended by 200 potential customers, was organised in the periphery of Jhang in collaboration with Nestle. Dr. Abdul Kabir and Zahid Nazir (Area Managers, Faisalabad) ensured that the visiting farmers were educated about the

importance of proper animal care, with emphasis on how ICI Pakistan Ltd.'s products could help them to achieve better animal health and, in turn, productivity. Product information brochures were handed out to the farmers as well as relevant product samples.



O.H.S. is the Company's first hydration brand.

Photograph: Life Sciences Team



Three energetic sessions were held across our sales regions.

Photograph: Life Sciences Team





Onwards and Upwards

Polymer filter life improvement project saves Business tens of millions of rupees

By the Polyester Team

The Polyester Business has provided another demonstration of its resolve and determination with the polymer filter life improvement project.

With its approach of customer centricity, the Business commissioned the Polymer Filtration System in November 2013 to further improve product quality. The filter assembly consists of 54 candles, which

require cleaning. The polymer filter was designed for a service life of 25 days. The new filter service life was around 40 days, but after its initial cleaning the life dropped to around 20 days; the filter service life kept on dropping with subsequent cleanings. This meant that the issue was with the system provided for filter cleaning.

The filter changeover is performed at a pressure of around 150 bars and is a high risk activity. These frequent filter switchovers resulted in increased waste, cleaning cost, spares consumption and manpower costs.

The Polyester Works team, under the lead of the Technical department, was constantly in pursuit of a solution for this issue. Various trials were carried out and correspondence with the equipment supplier and designer was always maintained.

A comparative study of different cleaning systems was carried out and it was noticed that there is another cleaning system in which the oxidation of candles is carried out to burn out the material sticking to the candles.

A search began to find a furnace which would meet the requirements. Several local metallurgy industries were visited in pursuit of the furnace, but none was found which could match all the required parameters for the oxidation of candles.



The Polyester team celebrated a monumental achievement.

Photograph: Polyester Team



The polymer filter life improvement project is a major cost-cutter.

Photograph: Polyester Team

Different oxidation options were under evaluation at the plant site, and then came the idea of the 1982 batch spinning plant stripping oven. After careful evaluation of the stripping oven design, it was decided to oxidise the candles in this oven and the cleaning results were very good.

Everyone at the plant anxiously waited to see the results of this particular filter set. Finally, the wait was over and the filter bundle, in which oxidation of filter candles was carried out, was taken in service on December 3, 2015. This filter

performance was as good as a brand new filter. Celebrations of this achievement began the very next day at the plant site. This filter set was taken offline on January 15, 2016, and provided over 40 days of service life, and that too at maximum plant throughput. The filter life improvement project has thus far saved PKR 40 million for the Business.

Hats off to the Polyester team for taking the challenge and striking back with success.



Volunteers from Polyester teamed up with Alif Laila, an NGO.

Photograph: Polyester Team

Giving Back

Colleagues celebrate reading day at Tibbi Harriya School and inaugurate new wiring course

By Areej Mahmood and Yasir Rafique

In a spirit of giving back to the community, the Polyester Business CSR team celebrated a reading day with the kids of Tibbi Harriya School on December 9, 2015.

Alif Laila, an NGO that has been doing a lot to spread the love of reading among kids in Government schools, visited the Tibbi Harriya School in their mobile bus library. The idea was to read stories to the kids and open their minds to the world of books outside of the school. A classroom was specially prepared for the event, complete with multimedia and a sound system to

give the kids a mesmerising entrance into the world of literary imagination. The entire school was divided into two batches; one with kids from Prep to Grade 1 and the other from Grade 2 to Grade 5. Two storytelling sessions were held in tandem; one inside the school and one in the mobile bus library by the storytellers from Alif Laila. While the story telling session was in progress for one group in the class, groups of 20 kids visited the mobile bus library parked outside the school. Riveted by the dramatic reading and engrossed in the puppets and photos of the characters, the kids remained engaged and excited

News in Brief | Prize Awarded for 'Best Learning Event'

By Yasir Rafique

ICI Pakistan Ltd. has been a pioneer in developing a safe and healthy environment for employees. If anyone breaches the rules, it is considered an unsafe act and reporting becomes mandatory. In order to improve the quality of reporting of health,

safety, environment and security issues at the workplace, the HSE & Training department has stepped forward to introduce a reward system for the employee who raises the 'Best Learning Event'. The first prize under this initiative was given to Muhammad Shafique (Production Officer) for raising

the best learning event; the prize was awarded by Khalid Mahmood (Works Manager), who expressed his appreciation and emphasised that reporting unsafe acts and unsafe conditions is an integral part of the HSE management system.

throughout. Following positive feedback from members of the school community and the school staff, the Business plans to convert a classroom into a library for the kids.

There have been further CSR initiatives at Sheikhpura. The ICI Pakistan Foundation, under the banner of 'Ilm-o-Hunar', has set forth an objective to provide skilled hands to fifteen community members in the field of electrical wiring.

Khalid Mahmood (Works Manager) inaugurated the six month Basic House and Industrial Wiring Course at the Polyester Business's training centre on January 1, 2016; the CSR team participated with immense enthusiasm in the inauguration ceremony.

Khalid delivered a motivational speech and encouraged students to attend the course to become successful in future endeavors.

To facilitate training, an electrical lab has been set up and equipped with three phase wiring equipment. Aided by a manual on electrical wiring, the students are expected to attain technical expertise in its true sense under the able guidance of Mr. Sabir from TEVTA. Their efforts will enhance their employment prospects, leaving a sustainable imprint on the next generation.



The children were riveted by the dramatic readings.

Photograph: Polyester Team



The Company funds the Tibbi Harriya School, Sheikhpura.

Photograph: Polyester Team



The house and industrial wiring course began in January.

Photograph: Polyester Team

Operation Sheikhupura

Production enhancement and efficiency remain top priorities

By Kashif Younas and Salman Muzammil

The Operations teams at Sheikhupura made consistent efforts throughout the quarter to ensure the quality and efficiency of production at the plant.

The batch fibre plant recently produced new products to meet customer requirements: the extra high tenacity fibre and black fibre. Prior to this, the Engineering and Production teams sat down together and devised a road map for enhancing the equipment. After several weeks of hard work in terms of maintenance and improvements, the line was started and production was underway.

Meanwhile, the Production team has addressed steam leakages, kept waste production under the radar, and avoided unnecessary stoppages. Results have exceeded expectations and the products have been very well received in the market. Most importantly, all of this was achieved while keeping our energy indices on target and with a very high conversion efficiency percentage.

The CP Team also employed a finer mesh filtration system, which has greatly optimised the vacuum system while making it less prone to breakdowns and efficiency losses.

News in Brief | Polyester Team Attends ITMA in Milan

By Rafia Murtaza

ITMA, the world's most established textile machinery exhibition, has been organised by the European Committee of Textile Machinery Manufacturers (CEMATEX) since 1951, and is held every four years. Rizwan Afzal Chaudhary (Polyester Business Manager) along with two senior

members of the technical services team recently attended the seventeenth edition of ITMA held in Milan, Italy.

The event provides an opportunity to witness global emerging trends and innovative solutions introduced by leading textile manufacturers using new technologies. It is also a great

networking platform as all leading global textile groups including those from Pakistan actively participate in the event. This presented an opportunity for our team to not only learn about the new developments in the textile world but also interact with the customers, thereby strengthening long-standing relationships.



The Operations team has implemented several new measures.

Photograph: Polyester Team



The batch fibre plant's equipment has been enhanced.

Photograph: Polyester Team

News in Brief | Business Attends Heimtextil 2016

By Umad Malik

Heimtextil is the biggest international trade fair for home and contract textiles. It showcases advancements in home and contract textiles by presenting bed, bath and table linens as well as floor and window coverings, upholstery and sun protection systems.

2,866 exhibitors displayed their products in January 2016, representing major global textile players such as China, India, Pakistan, Europe and Turkey.

Pakistan was the fourth largest exhibitor in the event, with around 220 exhibitors, out of which 55 exhibitors participated with the support of the Trade Development

Authority of Pakistan at the Pakistan Pavilion.

For colleagues from ICI Pakistan Ltd., the visit to Heimtextil provided an opportunity to interact with different segments from the textile industry, understand innovations in product diversity, and analyse the direction in which global trends are moving.

Cut From the Same Cloth

Polyester Business boosts engagement with a series of team-building activities

By Afraz Ali and Zain Bakir

Since the results of the Gallup survey, the Polyester Business has been working on further improving the engagement levels not only across the Business, but within each department as well. In line with this, this quarter three different engagement activities have taken place.

The Finance team decided to embark upon a team building trip to Murree. In this three-day trip, the team got to spend time at Valley View rest house where they participated in team building exercises. The outcomes of these activities were later

discussed and analysed. The team bonded and got to learn about each other a little more by sharing anecdotes and ghost stories, poetry, singing and taking selfies and commenting on photographs. A visit to Monal restaurant and PC Bhurban for dinner and lunch, and Lakeview Park for go-karting and paintball, added spice to the whole trip.

In the last week of February, the Commercial team embarked on an exciting team strategy session in the picturesque location of Swat. This three-day team outbreak event was organised with the objective of developing a departmental strategy for



Team N-Gauge at Hiran Minar, Sheikhupura.

Photograph: Polyester Team



The Commercial Strategy team in Swat, Khyber Pakhtunkhwa.

Photograph: Polyester Team



The three-day trip took place in February.

Photograph: Polyester Team



Rizwan Afzal Chaudhary (Business Manager, Polyester) with his team.

Photograph: Polyester Team



Team-building activity at Hiran Minar, Sheikhpura.

Photograph: Polyester Team

the current and next year while further strengthening team engagement. The participants included the Business Manager as well as the entire market research, sales and technical services teams.

Peter Hoeg rightly said that “traveling tends to magnify all human emotions.” During the 11-hour one way journey from Lahore to Swat, team members were able to learn more about each other than one can learn in countless meetings at work. This feeling of mutual trust and engagement was

further solidified by the experience of skiing on the slopes of the famous Malam Jabba Ski Resort. Other than the thrilling experience of skiing together with colleagues, the team also visited the historical White Palace of Swat. The traditional Swati cuisine added further flavour to this exciting journey as the team feasted on some great food, including a scenic lunch on the banks of Swat River.

On the second day of the event, the entire Commercial team spent a full day developing a strategy for the remaining period



The Finance team went on a three-day trip to Murree.

Photograph: Polyester Team

of the current year based on the year-to-date performance review. The team also developed a plan for next year's budget by agreeing on some key objectives for the department. The strategy session added great value as all team members came out with clarity on the required action plan.

On the last night of the event, the team enjoyed a bonfire and BBQ dinner under the beautiful sky. This provided an opportunity for the team to reflect on the journey and appreciate the memories they have created together. The event culminated with an exhilarating Go-karting competition at the Lake View Park in Islamabad, where the value of healthy competition was cherished by all team members.

Overall, this memorable strategy session went a long way in increasing employee engagement as well as developing a clear vision regarding the desired objectives for the department.

Team N-Gauge decided this time to do something for their

employees who reside in Sheikhpura. For this, a one-day trip to Hiran Minar in Sheikhpura was arranged in which all employees were invited.

Around 50 people gathered together at Hiran Minar in the morning. The day began with a brief tour of the entire site along with photographs of the amazing scenery. After this, a team building exercise took place involving group efforts in solving puzzles, playing games and executing tasks together.

More spice was added to the day with a sizzling barbeque lunch in the gardens of Hiran Minar. Also, employees got to test their photography skills in a photography competition. Later, photographs were displayed on a screen and the audience selected a winner.

Overall, the employees appreciated the whole event and Team N-Gauge succeeded in bringing the Polyester team closer together.



The Finance team's trip also included a visit to Lakeview Park.

Photograph: Polyester Team



50 colleagues gathered for the Team N-Gauge activities.

Photograph: Polyester Team



Hamqadam Community Clinic

The light of healthcare in the shadow of the salt range

By Maj (R) Muhammad Faisal

The Khewra community came together on March 1, 2016, to inaugurate the Hamqadam Community Clinic, which will provide health care for women and children. This has been a pressing need for local families, particularly pregnant women. Given the area's remoteness, women and young children have thus far had to travel long distances to receive quality medical care.





The Khewra community came together to inaugurate the Hamqadam Community Clinic.

Photograph: Soda Ash Team

With a female doctor, two midwives and support staff, the new health facility aims to rectify this situation for the people of Khewra. ICI Pakistan Ltd. has provided funds to the clinic and donated an ambulance, which supplements our healthcare activities for the community, such as Winnington Hospital and the LRBT eye camps. The facility will be managed by the Marie Adelaide Leprosy Centre (MALC).

Speaking to the excited crowd, Asif Jooma (Chief Executive) assured the community of ICI Pakistan Ltd.'s ongoing commitment to the community's welfare. He deeply appreciated the warm welcome of the community at the end of his stirring speech.

Mr. Mervyn Lobo (Chief Executive Officer, MALC) also attended the occasion. Mr Lobo addressed the audience and provided some details on the working of the clinic. He deeply appreciated ICI Pakistan Ltd.'s participation in making the medical centre a reality. Later, Dr. Lala Rukh, the Lady Doctor of the clinic, thanked the guests and gave them a tour of the facility.

This health project ties in with the Company's other CSR initiatives for female empowerment, which include the Ladies Welfare Centre in Khewra, which has trained local women in marketable skills since 1973, and the Adult Literacy Programme in Kakapir, Karachi.



The Company donated an ambulance to the health centre.

Photograph: Soda Ash Team



Suhail Khan (VP, Polyester & Soda Ash), Asif Jooma (CE) and Mervyn Lobo (CEO, MALC).

Photograph: Soda Ash Team



The children are very excited about the revamped park.

Photograph: Soda Ash Team

Inauguration of SRE Park

Renovated children's park also features a playground

By Saleem A Siddiqui

The inauguration of the Staff Residential Estate Children's Park in Khewra was conducted by Asif Jooma (Chief Executive) on March 1, 2016. He was accompanied by Suhail A Khan (VP Polyester & Soda Ash), Umar Mushtaq (Works Manager) and members of the Soda Ash team.

ICI Pakistan Ltd. has always made great efforts to provide a healthy and pleasant environment to its employees and the local community. The renovated park and playground will provide a large, green recreational space for the resident families.

The President CBA Union and General Secretary also attended the inauguration. The presence of the SRE children in large numbers added great joy and spirit to the occasion, and sweets were distributed to those gathered.



The park provides a green, recreational space for staff and their families.

Photograph: Soda Ash Team



Asif Jooma (CE) plants a tree at the inauguration.

Photograph: Soda Ash Team

Ready for Any Emergency

HSE&S drill takes place; annual plant shutdown also successfully completed

By Saeed Iqbal

On February 19, 2016, an emergency siren sounded at 11am at the Soda Ash plant. The response of all members of staff and the project expansion team was immediate, and everybody moved to the assembly point.

This drill was part of the Business's HSE&S improvement plan. A team of observers for the drill had been nominated, and each member was assigned one area of observation and briefed accordingly. As per plan, a controlled fire was started in an area in the middle of the plant. Soon after the fire occurred, the loud emergency siren was heard, and colleagues moved to their assembly points.

The first incident controller reached the site and, after assessment, he informed the HSE Manager who took over the charge of incident controller. The session concluded with all observers, the incident controller, coordination committee members, the Works Manager, the project head and the project manager discussing the incident in detail. The reaction of the whole team and the employees was appreciated, particularly the emergency squad.

Suggestions for improvements were gathered for the next drill, and the HSE Manager gave his thanks to all management staff, employees and project staff for their cooperation in this

unusual situation.

Following the drill, the total plant shutdown was carried out from February 23-25, 2016, for annual maintenance, the cleaning of vessels and tie in connections for the site's various expansion projects.

The HSE department, along with the project HSE team, made a plan prior to the shutdown and arranged proper in-house training sessions for contractors, welders and riggers for both works and project staff. Training sessions were conducted by Saeed Iqbal (HSE & Training Manger), Ghulam Akbar (Training Officer) and Mussaddiq Husnain (Safety Officer).

In the second phase a team of HSE inspectors was selected from the production and technical departments and project teams. Special training sessions on HSE and the role of this team during shutdowns was shared in detail.

This team had a special meeting with Umar Mushtaq (Works Manager) and Ahsan A Qayoom (Project Head), in which they reiterated their commitment to HSE&S. This team was divided into two groups and covered the plant round-the-clock, sharing their observations on site with the staff and later with the coordination team. Overall, teamwork and commitment to HSE&S resulted in a safe shutdown at Soda Ash.

News in Brief | Renovation of Allama Iqbal Municipal Park

By Saleem A Siddiqui

The Soda Ash Business has renovated the Allama Iqbal Municipal Park in Pind Dadan Khan. The project was completed with the support of the ICI Pakistan Foundation and in collaboration with the the Tehsil Municipal

Authority.

Suhail A. Khan (VP, Poylester & Soda Ash) inaugurated the park along with Umar Mushtaq (Works Manager), prominent representatives from the local administration such as Zulfiqar Ghuman (DCO), Ashraf Gujjar (AC)

and Chaudhry Nazar Hussain Gonal (MPA), and members of the Soda Ash team. Aqil Karim (HR Manager) conducted the ceremony, and the guests applauded ICI Pakistan Ltd.'s efforts in providing a much-needed green space for the local community.



The Business's strong teamwork ethic runs through its HSE&S processes.

Photograph: Soda Ash Team



Umar Mushtaq (Works Manager) briefs members of his Soda Ash team.

Photograph: Soda Ash Team

Prize Day

Winnington School holds annual celebration

By Jamal Malik

The Annual Prize Distribution Ceremony of Winnington School was held on January 8, 2016. Suhail A. Khan (VP, Polyester & Soda Ash, and Chairman, BOG Winnington School), accompanied by Mrs. Suhail, was the Chief Guest. Umar Mushtaq (Works Manager, and Deputy Chairman, BOG Winnington School) and Mrs. Umar Mushtaq also attended the function.

The Prize Distribution Ceremony started at 10am, when the Headmistress, Mrs. Qudsiya Khalid, welcomed the Chief Guest. After recitation and translation of verses from the Holy Quran, a hamd was presented by Eman Baig of Grade 9.

Then Jamal Malik (Principal, Winnington School), presented the Annual Report of the school. He gave a brief overview of the highlights of the past year, and reiterated the school's commitment to impart quality education to its pupils.

The tiny tots of the pre-school presented a tableau which highlighted the various regional languages spoken in Pakistan and celebrated unity in diversity. This was followed by presentations by the students which included an English play, an Urdu play, English and Urdu speeches and songs.

After the presentations, the Chief Guest gave away certificates and prizes to pupils who had shown excellence in various

school activities. This year the Sports, Quiz and Science Shields were won by Iqbal House, whereas the Declamation shield and Academic shield were won by Jinnah House. The Chairman's shield was shared by both Iqbal and Jinnah House.

Sara Sohail was presented with a Gold Medal for attaining the highest marks in the SSC Board Exam while Amina Mehfooz, Tooba Shoaib and Sehr Javed won silver medals for first positions in the Part One Board Exam. Commendation letters and prizes were also awarded to teachers who had shown exceptional results in the SSC exam.

Suhail expressed his appreciation of the well-organised function and said that it was always a pleasure to visit the school. Suhail thanked the Principal for steering the school in the right direction and praised the high quality of presentations. He congratulated all the Winnington School staff on presenting such an interesting and enjoyable show, and also congratulated parents of all prizewinners. Suhail reiterated ICI Pakistan Ltd.'s commitment to support the school so that it would continue its mission to empower the youth of the area through education.

A sumptuous high tea was served at the end of the ceremony.



A tableau celebrated unity and diversity in Pakistan.

Photograph: Soda Ash Team



The Chief Guest presented prizes to pupils.

Photograph: Soda Ash Team



L-R: Umar Mushtaq, Suhail A. Khan and Jamal Malik.

Photograph: Soda Ash Team



Pupils performed plays in Urdu and English.

Photograph: Soda Ash Team



The display proved very popular with residents.

Photograph: Soda Ash Team

Flower Show Blooms in Khewra

Soda Ash ushers in the new season

By Maj (R) Muhammad Faisal

A community's aesthetic is an expression of its culture and ethos - and its zest for life. A flower show was held in the Soda Ash Manager's Residential Estate on March 26, 2016, to usher in spring.

The display was pleasing to the eye and proved very popular with residents. In addition, it initiated greater horticultural awareness among colleagues and their families. The art of gardening became a hot topic among members of staff, and bouquet and painting competitions were also held.

Umar Mushtaq (Works Manager) greatly applauded the hard work put in by the gardeners, and at the close of the show high tea was served .



The flower show was held in the MRE in Khewra.

Photograph: Soda Ash Team



Bouquet and painting competitions were also held.

Photograph: Soda Ash Team

Photograph of the Quarter



Photograph of the Quarter Winner: Shahzil Minallah

Kiln-7 at the Soda Ash plant, Khewra.



Other Selected Photographs



Snowfall in Murree.

Photograph: Sohail A Raza



Soda Ash plant, Khewra.

Photograph: Muhammad Mueed Sarwar



Hiran Minar from the woods.

Photograph: Nabeel Ali



Soda Ash plant, Khewra

Photograph: Naveed Ahmed



Hiran Minar, Sheikhpura

Photograph: Aftab Iqbal





MARCH '16
Women's Day

iMPACT  **T**

Work, women and the will to lead

By Sonia Chagani

This International Women's Day, on March 8, 2016, ICI Pakistan Ltd. pledged for gender parity by launching our Gender Diversity Forum by the name of 'iMPACT.

The platform has been introduced to focus on what more we can do to advance gender equality throughout our organisation. 'iMPACT will provide women at our company with an opportunity to interact with other women, discuss various challenges and opportunities, draw inspiration from each other, and work towards collective solutions. Under the banner of this programme, we have partnered with the Lean In circle, which will link us to global best practices on bridging the gender gap and will provide us an online medium to interact with other women at ICI Pakistan Ltd.

Such a platform was much needed since there are still relatively few women in leadership roles, and a troublesome gap in pay persists. In fact, the average annual pay for women is now equal to men's average annual pay a decade ago. The World Economic Forum forecasts that it may take 118 years to close the gender pay gap. According to the Global Gender Gap Report, Pakistan is ranked at 144 out of 145 countries in 2015 in terms of status of women across health, education, economy and politics. Furthermore, in a 2015 study by the International Labor Organization, Pakistan was ranked last for female management numbers, with only 3% of management positions held by women.

The launch ceremony was held at Head Office in an exclusive pink and purple painted set up, and all female colleagues were invited. Women from other sites had gathered at our Mozang office and were connected with Head Office through videocon. Our EMT and Business Executive Teams were invited in order to build a strong ownership from this platform onwards.

In the launch session, Asif Jooma (Chief Executive) spoke about diversity and inclusion at ICI Pakistan Ltd. and made it our strategic priority to increase female representation at the company from 5% today to 10% by 2018. We were extremely grateful that the inspirational Maheen Rahman (CEO of Alfalah GHP Investment Management) also joined us and shared inspiring stories about her journey to the top. Fathema Zuberi (General Manager, Human Resources) spoke about the mechanism of the 'iMPACT forum and way forward. The floor was then opened for questions and answers.

Furthermore, various ways were discussed to advance gender equality at ICI Pakistan Ltd. Some of these included offering executive support, changing mindsets, equal hiring procedures, providing more and more sponsors and mentors for women, and an environment conducive to both genders.

We hope that our platform 'iMPACT will grow and prosper in the months to come and will facilitate us in achieving our Strategic Priority 2018.



Asif Jooma (Chief Executive).

Photograph: HR Team



Fathema Zuberi (General Manager, Human Resources).

Photograph: HR Team



Female colleagues at Head Office, Karachi.

Photograph: HR Team

Kicking Off in Khewra

CTED assists Soda Ash as LA expansion gathers pace

By Muhammad Azhar Zaman and Syed Adnan Ali

The Corporate Technical and Engineering Department (CTED) has always been an integral part of expansions at the Soda Ash site. Since production began in 1944, the plant has increased its production twenty-fold, from 18,000 tpa to 350,000 tpa. There have been many other projects, such as the coal fired boilers, and CTED has played a vital role in these developments.

Soda Ash will soon become a half million ton site, as a phased expansion for light ash (75,000 + 75,000 tpa) is in process. Being the custodian of technology, CTED has taken a lead role in the project design and manages interaction with our technology suppliers.

In the current phase of the expansion, the China Tianchen Engineering Corporation (TCC) and DEST-Descon have been selected for the dry and wet plants, respectively. Traditionally,

CTED has commenced all capital projects through a kick-off meeting (KOM) with the technology suppliers. In January 2016, CTED organised the KOM with TCC at Khewra to ensure the participation of all stakeholders.

Based on previous experience with our Chinese partners, a suitable agenda ensured a successful KOM. The meeting was led by CTED and spanned four consecutive days to ensure that all required aspects were discussed and agreements made, which has set the basis for the upcoming basic and detail engineering. During the KOM, all technical and design intricacies, project timelines, shipment details, project management and other aspects were discussed at length to avoid any unforeseen impacts on the project schedule.

News in Brief | Lahore Hosts HSE&S Awareness Course

By Farjan Ejaz

An HSE&S awareness course was held at Hospitality Inn, Lahore, on March 2, 2016. Muhammad Zafar Farid (Production Manager, Polyester) was the facilitator for the workshop. This is a mandatory course for all employees because the education and training of each employee is a primary factor in achieving a safe and secure workplace.

Integrating health and safety into our workplace is an essential part of our operations. We believe that employees can contribute substantially to achieve the goals of safety and health, but only if they have an awareness of recognised safety standards, and the ability to identify unsafe and unhealthy situations.

Therefore, this course is aimed at ensuring basic familiarity

with the HSE&S Policies and the HSE&S Management System, underpinning its implementation. The course is designed to assist managers and potential managers in developing knowledge, awareness and understanding of their legal, moral and social responsibilities for health, safety and welfare on manufacturing sites and other ICI Pakistan Ltd. offices and locations.



The kick-off meeting was held in January

Photograph: Soda Ash Team



The Soda Ash team with our Chinese Partners

Photograph: Soda Ash Team

The Nightingale by Kristin Hannah

By Faiza Savul

I am one of those who likes her books set in contemporary times, so novels with historical settings and the backdrops of world wars have never been of much interest. However, *The Nightingale* came highly recommended from a good friend, and as we have similar taste in books I decided to give it a read.

I found the book absolutely riveting. I started reading it one night after dinner, with every intention of reading just a few chapters for that evening, but could not put down my Kindle. Not only is it an emotionally inspiring story, it is also historically informative.

Kristin Hannah, the author, captures the horrors of war, from lines of hungry refugees fleeing their homes to Jews who are fired from their jobs, cut off from food supplies and forced to wear the cloth Star of David that will mark them for the death camps. The setting is France in 1939, and the novel tells us the stories of two sisters, separated by years, experience and circumstance, each embarking on her own dangerous path towards survival, love, and freedom in German-occupied, war-torn France.

Vianne is 14 and her sister Isabelle just four when their mother

dies, leaving them with a father unable to overcome the loss of his wife to care for them. Vianne finds love in her teenage years and marries, while Isabelle is shipped off to the first of a series of boarding schools she is forced from or flees.

Isabelle joins the French resistance, risking her freedom and her family's to deliver anti-Nazi handbills. When she stumbles across a downed British pilot while visiting her father in Paris, her resistance takes a more perilous form. Dubbed 'The Nightingale', Isabelle shepherds British and American pilots who have been shot down across the treacherous Pyrenees Mountains and into Spain.

Antoine gets orders to go to battle; Vianne survives the German occupation and is forced to live with an empathetic Nazi who is requisitioned to her house. She and her daughter must live with the enemy or lose everything. Without food or money or hope, as danger escalates all around them, she is forced to make one impossible choice after another to keep her family alive.

This is an excellent book. It makes you feel, it makes you think, and it makes you grateful for what you have.

News in Brief | CTED Assists Polyester to Enhance Heating Efficiencies

By Syed Adnan Ali

The Corporate Technical and Engineering Department (CTED) has developed a proposal for the Polyester Business to assist in their continual pursuit of maximising efficiency. The proposed modification will assist

the Business in utilising its full capability of batch assets to produce variants for niche markets.

CTED, in collaboration with Polyester's technical team, plans for the heating requirements of the batch plant to be supplied through the integration of the batch and

CP plant Thermex/Dowtherm generation area.

The design was developed in-house, along with cost estimates, and the proposal has been handed over to the Polyester Business to be included as part of their CAPEX for next year.

KRISTIN HANNAH

1 *NEW YORK TIMES* BESTSELLING AUTHOR

The Nightingale

A Novel



Meet Muhammad Safdar

Over 36 years, the apprentice has become the master – but says he learns as much from young colleagues as he teaches them

By CCPA

For most people, the day after your 18th birthday is set aside for rest and recovery. For Muhammad Safdar (Senior Maintenance Officer, Soda Ash), it was the day he joined ICI Pakistan Limited.

Born in Jhelum, Safdar's professional ascent in Khewra has been a testament to his commitment and drive. His progression since that day in November 1979 has been a steady rise to seniority: Apprentice (Mechanical) – Improver – Fitter Grade C – Fitter Grade B – Fitter Grade A – Senior Fitter – Chargehand – Foreman – Superintendent – Senior Maintenance Officer.

For Umar Mushtaq (Works Manager), Safdar is “an extremely hardworking, well-respected person who consistently develops his capabilities by stretching his own boundaries. He plays a vital role at Soda Ash, especially in his seamless coordination with management and non-management staff.”

Over the years Safdar has imparted invaluable skills, processes and values to engineers and managers who have passed through under his tutelage. “I think the institutional knowledge I am able to pass on to the youngsters is very

important,” he says. “I have had the pleasure and honour of working closely with so many tremendous individuals, who have gone on to great heights, including Suhail A. Khan (VP, Polyester & Soda Ash) and Umar Mushtaq.”

Safdar continues to guide young engineers and others who come to work at the Soda Ash plant. However, he also says he learns an immense amount in return. “Mentorship is a mutual process. I teach them and try to communicate the tried and tested methods, but this ‘corporate memory’ is also continually challenged and evolved by the young blood. They have new ideas and ways of approaching systems, and this really enhances the way we operate.”

Muhammad Yaseen Akram (Shift Coordinator) is one of these younger colleagues. Safdar is “always open to suggestions for plant improvement,” Yaseen says. “He is a mentor, guide and a knowledge beacon for all us engineers.” Other members of the Soda Ash team emphasise that Safdar always gives more than 100% to a task. “His passion for his job, as well as developing the next generation of players, is a testament of ICI being fortunate enough to have him in its ranks,” says Hassan Iqbal

(Engineering Manager). Moreover, “being a maintenance guy, he has a very proactive approach, tackling issues before they become a nuisance and source of equipment outage,” says, Asim Qaiser (Development Manager).

Safdar has seen Soda Ash grow exponentially over the decades. “When I joined the Business we produced 300 tons per day. The rate is now 1000 tons – I could have never imagined we would grow so much! The Business continues to innovate, and that, I think, is what has kept us at number one in this country and the supplier of choice.”

Safdar’s education was curtailed at the Matriculation level, as he was deprived of further opportunity – until his talent was spotted by Soda Ash when he passed the Business’s apprenticeship test. He still has the certificate: he achieved the top result. “I went to a school only 20km away from the plant, but my education stopped at a young age. Nobody in my family

was educated to a high level. So when I took the test and then ICI offered me a job, my family were overjoyed.”

He has been determined to provide a full education to his daughters, and now speaks as a very proud father. “One of my daughters has her own independent legal practice in Pind Dadan Khan, one is studying biochemistry in Lahore, and the youngest is in Punjab College.”

Safdar has worked for the Company for 36 years and five months; all being well, he will eventually complete 42 years. These days he looks back on his life with satisfaction, but is eager to stress his work is not done. “So many exciting initiatives are happening at Soda Ash. I am looking forward to the next few years, as we have the capacity expansions and energy projects. I want to pass on everything I have learnt to the next generation – and pick up a few tips in return!”



Muhammad Safdar (L) with colleagues in Khewra. (Above, Safdar’s 36-year journey in three photos).

Photograph: Soda Ash Team

Destination: 3x in 5

Asif Jooma marks the half-way point of the Company's aspiration at the CE Session in Lahore

By CCPA

The CE Session was held at the Mozang Office in Lahore on February 29, 2016. The theme was 'Destination: 3x in 5', as the session marked the half-way point of the Company's aspiration, which draws to a close in the summer of 2018.

Asif Jooma (Chief Executive) gave an overview of the Company's highlights, challenges and financials from the first half of FY 2015-16, before taking stock of our journey towards 3x in 5.

In 2013, ICI Pakistan Ltd. set itself a specific target in its pursuit of 'Cultivating Growth': tripling its top and bottom lines in five years. The CE's presentation covered the initial projections for this 3x in 5 ambition, our current status, and our plans in the coming years. It also went into detail on the progress of each Business.

The session, held in the management mess, was highly energetic and included plenty of light moments in-between updates on business performance and strategy. It was videolinked live to the Company's other sites and regional offices, and included an engaging Q&A session.





Asif Jooma (Chief Executive), held his CE Session in February.

Photograph: Admin, Mozang Office



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