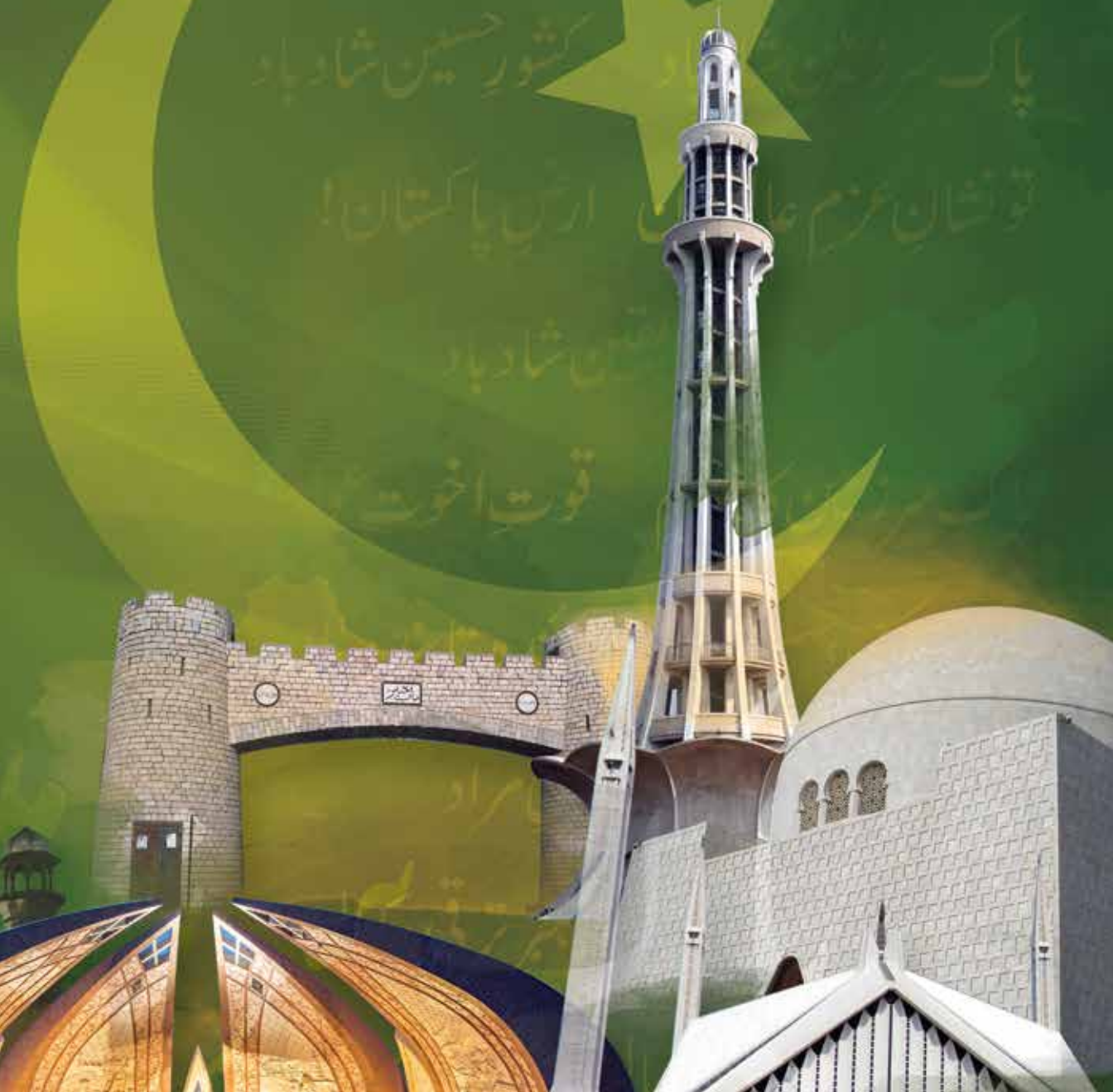


Issue 9 | April
June | 2016 | ICI Pakistan Limited
Quarterly Publication



engage



*engage Zindabad

Issue 9 | April | 2016 | ICI Pakistan Limited
June | Quarterly Publication



Scan the QR code using your mobile phone's QR code reader to hear our national anthem.

Don't have a QR code reader? Download free from Google Play for Android or the App Store for iPhone

Dear Engage readers,

Welcome to the latest edition of our magazine, which looks back at the last few months' happenings. Engage features an array of articles as diverse as our Company itself and yet, interestingly, themes often emerge entirely of their own accord.

Looking through this issue as we sat compiling it, we felt this quarter's theme was one of reaching out. As you browse the stories we share with you, we hope that you too, will agree.

Reaching out might be illustrated by our Business teams engaging their customers to inform and serve in ever-improving ways. Or it might be demonstrated by our Human Resources team building stronger ties, not just within the Company, but also with young college graduates eager to embark on exciting career journeys.

Reaching out is evident in colleagues' accounts of connecting and bonding during revitalising team-building getaways. It is also apparent in our grassroots-level involvement with our communities, supporting them as they strive to build a brighter future.

Each story has its own background; its own context. However, one aspect that unifies them all is that we reach out with a common purpose: that of Cultivating Growth. This quarter's Engage – titled Zindabad – reflects this in all the ways we are striving to collaborate; with each other, our partners, our customers and our communities, so that we may help each other achieve our potential.

The Zindabad theme is also apt for our tribute to the incomparable Abdul Sattar Edhi, who sadly left this world on July 8, 2016. His contribution to Pakistan is unmatched, and his simple philosophy of humanism is an example for us in all that we do.

**Enjoy your read,
Team CCPA**

**We would love to hear
your feedback**
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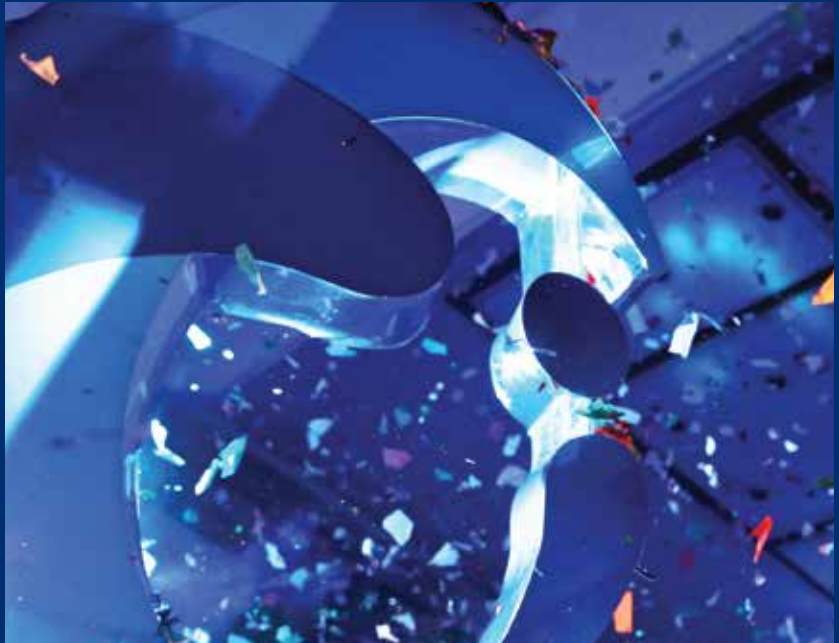
This issue's cover is a depiction of passion, patriotism and the will to move forward, all the while remembering the sacrifices our forefathers made for the future. The Zindabad theme isn't just about 69 years of independence for our country, it is also about the ongoing collective effort to create a better Pakistan, for us and for generations to come.
Pakistan Zindabad!

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Presenting our Corporate Brand in a
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2016 by planting trees

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High demand drives expansion of Refined Sodium Bicarbonate (RSB) plant

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Quarterly contest for ICI Pakistan Ltd. employees to show off their photography skills

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Colourful Connections

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Abdul Sattar Edhi, January 1, 1928 - July 8, 2016

“My religion is humanitarianism, which is the basis of every religion in the world.”

Known worldwide as the ‘Father Teresa’ of Pakistan, legendary philanthropist Abdul Sattar Edhi dedicated his entire life to tireless public service. He worked to alleviate the suffering of those who needed him most, regardless of religion, class or creed.



Our logo, the Blue Pearl, displayed at the ICI Pakistan Limited corporate identity launch, 2013.

Photograph: CCPA Team

Building our Most Valuable Asset

Presenting the corporate brand of ICI Pakistan Limited in a new light

By *CCPA and Corporate IT*

What's the first thing that comes to mind when someone mentions the term 'corporate brand'?

If you thought of a logo, you're not alone. A lot of people associate corporate brands with precisely that: logos, wordmarks and symbols. Yet, when we dig a little deeper, we realise a corporate brand is so much more than just a logo.

At ICI Pakistan Limited, our corporate brand is a distillation of everything we stand for. It is the face we present to the world. It encapsulates everything we work hard to achieve; to our customers, stakeholders, employees and the world at large.

In short, it is one of our most valuable assets. And we must ensure we elevate and promote this asset in everything we do. Read on as we share details of some recent projects that support and build the corporate brand of ICI Pakistan Limited.

Corporate website

Our website is one of our main communication touchpoints. It is the face of our Company – the first place prospective partners, future employees, our customers, stakeholders and the general public go to get a feel for what we are all about.

Launched on June 6, 2016, our new website was designed to have a dynamic look and feel that represents the personality and ambitions of our Company. It utilises the latest responsive technology for an improved user experience, easier browsing, and greater interactivity.

Brand Guidelines

A corporate brand is sacrosanct – so much so that a company's brand guidelines are often referred to as its 'brand Bible.' The updated, revised ICI Pakistan Limited Brand Guidelines came into effect on May 30, 2016. From logo application to colours and fonts; and from writing style to design and stationery, these guidelines explain how to apply our corporate brand correctly and consistently.

Company-wide intranet portal

Providing connectivity and access to systems and information across the Company, our intranet portal was upgraded from Microsoft SharePoint 2007 to SharePoint 2013. This upgrade significantly improves the functionality of the portal, making it easier to use and giving users access to new and better features and applications. Our Corporate IT team has worked hard to migrate over 100 applications onto this new platform.

Together, these initiatives strengthen our corporate brand, furthering our ongoing ultimate goal of Cultivating Growth.

Make sure to visit our new website: www.ici.com.pk



Sea Change in Lyari

Engaging with the Lyari community to help it transform for a brighter future

By Abdul Ghani

Focusing on the development and uplift of the communities within which we operate has always been one of the mainstays of our CSR and outreach programmes at ICI Pakistan Limited. However, what do you do when one of the biggest communities near you has an unsavory reputation?

Our Head Office in Karachi is located near Lyari. Dogged by crippling poverty and unemployment, coupled with years of political unrest and rising crime rates, Lyari has become infamous as a turbulent and troubled area. However, as we engaged with members of the local community working for the uplift of the area, we realised that slowly and steadily, a change is coming about in Lyari.

We decided we had to get involved. To demonstrate our confidence and commitment to the community, volunteers from Head Office celebrated Earth Day with the staff and students of the Abdullah Haroon Vocational Training Institute, joining

hands to plant fruit trees in the grounds of the training centre. We hope these trees will grow and flourish to provide shade to generations of eager students.

The Abdullah Haroon Vocational Training Institute provides vocational training to young people from Lyari, and our visit there was an inspiring and uplifting experience. Despite a lack of funding, the Institute provides a vital service to the youth of Lyari. The young students our volunteers met with are studying trades as diverse as web development and auto mechanics. Despite challenging personal circumstances, they have immense enthusiasm and a burning desire to learn and change their circumstances. Our volunteers returned to work humbled yet energised by their passion. Our team was also impressed by the quiet but steady regeneration of Lyari that is taking place at the grassroots level.

This was just the beginning.



Group photo of the tree plantation activity at Lyari.

Photograph: CCPA Team



L-R: Nida Kirmani from LUMS, Abdul Ghani and Atif Hussain from ICI Pakistan Limited, and Najeebullah Pathan, Principal Abdullah Haroon Vocational Training Institute.

Photograph: CCPA Team



Lyari social worker, Abdul Latif speaks to the audience.

Photograph: CCPA Team



Kaleem Ahmed from Literate Pakistan talks about the importance of education.

Photograph: CCPA Team



The drive and determination of Lyari's young women impressed the attendees.

Photograph: CCPA Team



Young men from Lyari, eager to build a brighter future.

Photograph: CCPA Team



Nida Kirmani from LUMS speaks to the students.

Photograph: CCPA Team



Quratul Ain from Dawn listens intently to the speakers.

Photograph: CCPA Team



Principal Najeebullah Pathan addresses the students.

Photograph: CCPA Team

Based on feedback from the Institute's Managing Committee, our CSR Coordinator and PR Manager, Abdul Ghani, spearheaded an effort to harness ICI Pakistan Limited's resources for the good of the students. We collaborated with our Corporate IT Department to start an MS Office training course, and approached our partners at Literate Pakistan's Jugnoo Programme to conduct English language courses. The response from both parties was enthusiastic and on May 16, 2016, we formally launched both courses under the banner of our ILM-o-Hunar Programme, which focuses on educational CSR initiatives. A total of 224 boys and girls have enrolled.

It didn't end there. Vocational training is vital to help young people earn an honest and sustainable living, and so, we next turned our attention to setting up a foundation training course on electrical wiring known as the Electrical Wireman Course. Inaugurated on May 31, 2016, the course currently has 24 students enrolled.

We are especially grateful to our partners: our own colleagues including Muhammad Atif Hussain, Corporate IT Manager and Muhammad Hanif Shaikh, who have taken a keen personal interest in these initiatives; the Literate Pakistan team; and Nida Kirmani of LUMS. We must make a special mention of the efforts of the Abdullah Haroon Vocational Training Institute Management Committee and dedicated Lyari social worker Abdul Latif. They have worked tirelessly for the uplift of the Lyari community and have embraced this joint venture with great enthusiasm.

The young people enrolled in these courses, and others like them, are the future of Lyari. And with the right support and opportunities, we have every hope that it will prove to be a bright future indeed.

Engaged to Deliver

Corporate Technical and Engineering gets serious about synergy

By Syed Adnan Ali

Steve Jobs once famously said, *“The only way to do great work is to love what you do.”*

For those of us in the corporate world, this translates into being engaged with our work – bringing passion, commitment and dedication to the job every day.

At ICI Pakistan Limited there is a strong belief that employees come together to make the ‘big picture’ of our Company – our Corporate HR encourages colleagues to share opinions about work, company culture and more, through annual Gallup surveys held to benchmark engagement levels across the Company.

A similar strategy was adopted by our Corporate Technical and Engineering Department (CTED) to improve levels of engagement within the team. Following the Gallup survey, an Engagement Committee was formulated to get the ball rolling on engagement. The committee conducted an in-house action planning session after which an action review meeting was conducted as part of an exciting team building breakout session in Murree.

Starting out early on April 1, 2016, the team enjoyed an exotic breakfast before hitting the road. The magic of group travel is such that it practically ensures endless moments of bonding and camaraderie – everyone found themselves in high spirits; joking around, playing cards, taking selfies, enjoying music and sharing personal stories that brought people closer in the true spirit of team building. Friday prayers were offered at Faisal Mosque in Islamabad on the way to Murree and the day ended with dinner and a movie at the Valley View rest-house.

The second day was set aside for the action review meeting and team building activities. At the start of the review meeting, the strategic importance of CTED as a function in the overall context of the Company was reiterated, and this really helped each team member to connect personally with the big picture. A detailed follow-up of actions against previous engagement scores was conducted and a quality plan, an outcome of action planning, was also discussed in detail. The later part of the meeting featured an interactive session where team members participated enthusiastically to add their own input to the identified actions. In the evening, the team had a chance to unwind; some did so by playing indoor games such as darts, while some team members chose to go trekking. The evening ended with a bonfire and a spicy barbecue dinner – the perfect ending to any day, by all accounts.

The last day of the breakout was a day for fun and entertainment. Go-karting, zip lining and archery at Lake View Park proved to be great fun for all. Before returning to the city, the team enjoyed a concluding buffet at the scenic Monal restaurant in Islamabad. The breakout session turned out to be a very positive and enjoyable experience that helped CTED come together as a more engaged and connected team. Sharing his thoughts, Muhammad Suhail Shahid, Process Design Engineer said, “This has been one of the most engaging trips in my seven-year journey with ICI Pakistan Limited. It was full of humour and festivity.” The rest of the CTED team would agree that the experience truly was a memorable one.



Each team member connected personally with the bigger picture.

Photograph: CTED Team



The trip provided many snapshot-worthy moments.

Photograph: CTED Team



The team enjoyed go-karting at the Lake View Park.

Photograph: CTED Team



Team members added their input to the action planning session.

Photograph: CTED Team



Enjoying a meal with a scenic view.

Photograph: CTED Team



'IMPOWERING Employees

Getting to world class employee engagement

By Sonia Chagani

Engagement involves knowing what's expected of you, being able to do your best and feeling valued. It means feeling proud and emotionally connected to your company; understanding what you need to do to help it achieve its ambitions; and being committed to making it happen.

In short, engagement is everyone's responsibility – and it's everyone's responsibility to strive to improve it.

As we continue to build our brand promise of Cultivating Growth, our development and engagement remains of paramount importance. In line with this ambition, ICI Pakistan Limited launched the **'IMPOWER** employee engagement survey last year, and with 97% participation rate, we heard a full spectrum of opinions from across the company. The survey indicated an overall engagement score of 3.87 for ICI Pakistan Limited on a five-point scale. It was then that we set ourselves our Engagement Aspiration of getting to 4.43 by 2018, followed by impactful action planning meetings, which gave everyone the

opportunity to have their say and make a difference.

To measure our progress in this important area, we conducted another survey in May 2016, and got a response rate of more than 99% - a remarkable testament of our desire to drive positive change throughout ICI Pakistan Limited. This year's Action Planning process will start as soon as we get the results from Gallup. We are on a journey towards top-quartile performance in employee engagement and remain committed to taking the necessary steps in making it happen. By repeating our survey annually and working on the action plans comprehensively, we will ensure that we stay on track in achieving our Engagement Aspiration of **4.43 by 2018**. Addressing all colleagues, Asif Jooma, Chief Executive, ICI Pakistan Limited, shared that he was "absolutely delighted" by the results and that he wanted to continue building on "our ambition of creating a culture of care, candour, confidence, mutual trust and respect," which would in turn give us every chance of reaching "world class engagement levels."

News in Brief | Re-launch of Tech Talk

By Syed Adnan Ali

Sharing information is key to innovation. About four years ago, CTED started a technology newsletter named Tech Talk to exchange information and ideas on the latest technologies and trends across the globe. The

purpose was not just to inform, but also to encourage our technical teams to adapt and innovate to improve our own operations. Now, we are reviving Tech Talk to refocus on the potential positive impact of cutting-edge technology on our Businesses.

Tech Talk will be published as an e-magazine and circulated to all technical and engineering staff in the Company. The newsletter will also feature a mechanism for feedback, increasing constructive dialogue and communication on technological developments.

The Road to Greatness

Building our Leadership Brand with the Leadership Development Roadmap

By Sonia Chagani

Are leaders born or made? While the great leadership debate has gone on for decades globally, at ICI Pakistan Limited, we believe leadership capabilities can be developed and enhanced at every level and in every functional area.

It was with this goal in mind that ICI Pakistan Limited launched its Leadership Development Roadmap (LDRM) earlier this year – to accelerate capability building and provide a structured, integrated framework to aid the development of talent. The Roadmap focuses on developing leadership capabilities at each level in the organisation, so that our people not only to grow in their existing roles but more importantly, are empowered to achieve their ongoing career aspirations.

The Roadmap comprises of over 10 customised training modules developed to cater to the specific learning needs of leaders at all levels in the organisation. Since January 2016, 603 managers spread across four different leadership levels have completed at least one LDRM learning intervention.

Leading Self: This level comprises of 660 employees who are either individual contributors, professional staff or evolving leaders. For this group, 17 iterations of the workshop 'Self-Development Programme' have successfully taken place covering a population of 429 managers. 'Creative thinking and Collaboration' is the next module that is planned for managers at this level.

Leading Others: This level comprises of managers who are managers of individual contributors. Two modules, 'Greater Self' and 'Leading Teams for Impact', have been planned for leaders at this level. From a group of 218 managers who fall in this level, 63 managers have successfully gone through the 'Greater Self' module. The same module will take place for the remaining 155 managers in August/September 2016.

Leading Managers: This level comprises of leaders who are

managers of the group mentioned above. Two modules, 'Leading Beyond' and 'Leading and Developing Teams,' have been stitched for leaders at this level. From a group of 53 managers who fall in this level, all have successfully gone through the first module i.e. 'Leading Beyond'. 23 of these managers have gone through the second module 'Leading and Developing Teams.' The remaining 29 managers will go through the same in September 2016.

Leading Functions: This level comprises of senior leaders of functions or divisions. A programme by the name of 'Leadership Development Journey' has been stitched for leaders at this level. This programme is an all-encompassing learning intervention comprising of 360 degree feedback, action learning projects, five hours of one-on-one coaching sessions and training workshops. First phase of 360 degree feedback was successfully run for managers in December 2015. Two out of three modules have been successfully conducted for all 35 participants and three out of five coaching hours have been completed per participant. 'Action Learning Projects' have been assigned to all the participants and work on the same is on-going in groups.

Leading Organisation: This level comprises of top executives who run the organisation. For leaders at this level, an international service provider CCL (Center of Creative Leadership) is running 360 degree feedback. So far, CCL has delivered manager scorecards to all seven participants and de-brief sessions have taken place. One-on-one coaching through professional coaches is in progress for all of the participants.

We firmly believe that with this Roadmap in place, ICI Pakistan Limited is set to build and enhance leadership capabilities across all levels – ensuring we are all on the road to greatness together!



Leadership Levels at ICI Pakistan Limited

Graduate Recruitment Drive 2016

I SEE I – Real Stories; Real People; Real Growth

By *Sonia Chagani*

For decades, ICI Pakistan Limited has been known in corporate HR circles as a 'Leader Feeder' which means that we have been seen as an employer that selects and develops the very best talent to mould into the future generations of our leadership.

As these young leaders evolve, they not only contribute to the growth and development of our Company, but also serve as an inspiration to our competition. Our current senior management is a great example of this.

In April 2016, we embarked on our long-standing annual Graduate Recruit Drive, through which we hire our next crop of talented leaders. Preparations for the Drive started months in advance. HR teams participated in promotional events including career fairs, networking nights, and mock interviews.

Our first stop was GIKI. Two colleagues from Corporate HR arrived on the campus, joined by Senior Engineers and HR team members from our Soda Ash Business. Our presentation commenced with a short video developed especially for the occasion. Following the video, all ICI Pakistan Limited employees took turns sharing their success stories and answering students' questions. We then moved on to the test itself. As we were using our new PLI Test with its online facility (read more at the end of the article), selections for the Group Discussions (the next stage of the process) were announced instantly. Group Discussions were also concluded on this day.

Similar visits were made to NUST in Islamabad, LUMS in Lahore and KSBL and IBA in Karachi. Our Corporate HR team was accompanied on these visits by past graduate recruits and senior commercial and technical managers.

The third round of panel interviews was held in both Karachi and Lahore, to cover the respective populations. The Panels consisted of representation by Corporate HR, and Senior Business / Technical Heads. Eventually, the fourth and last round was held once again in both locations, with two EMT members.

In with the new: Introducing the PLI Test

We made some changes to our graduate recruitment process this year, replacing the traditional ICI Pakistan Limited entry test with the online PLI Test. A lot of research went into this decision, taking into consideration factors such as test validity, market practice, suitability, administration, and utility. The new test offers many advantages including online facility, instant scoring, a convenient twelve-minute duration, and the ability to generate a unique test for each candidate, every time, thanks to the largest pool of questions market-wide. The new test also does away with administrative hassles – a welcome change for all involved. After scoring benchmarks were established through a trial run, this test is now successfully being used not only as part of the Graduate Recruit Drive, but also for all our other Trainee Programs.

REAL STORIES.
PEOPLE.
GROWTH.

We are the Champions!

Table Tennis Tournament 2016

By Team Engage Communications Team

Recently, at our Karachi Head Office, a number of sports-loving colleagues decided it was time to revive our culture of in-house sports and healthy competition. Team Engage, a cross-functional team of volunteers committed to promoting greater engagement, initiated the Table Tennis Tournament 2016 on March 15, 2016.

At ICI Pakistan Limited, we like our celebrations – and we never pass up the opportunity for some cake – so we kicked off the tournament with a cake-cutting ceremony, followed by a friendly yet thrilling match between members of our Executive Management Team: Asif Jooma, Chief Executive and Fathema Zuberi, General Manager HR took on Abid Ganatra, Chief Financial Officer and Kamila Khan, General Counsel.

Who knew ICI Pakistan Limited could boast such skilled table tennis players? A total of 32 players battled each other in Singles and Doubles matches. And after over a month of excitement and competitive action, on April 29, we witnessed the tournament finale. The Singles finale was played between Muhammad Javed and Muhammad Jawad, while the Doubles category saw Muhammad Javed and Shakeel Butt taking on Abdul Qadir and Saadat Khan.

All our players showed impressive skill and athletic prowess, but of course, in the end the winners proved themselves. And as an added bonus, colleagues from across our four Businesses and corporate functions all participated – making it a truly inclusive affair.

Our thanks to Team Engage for adding some welcome excitement to our days!

President

M. Abid Ganatra

Vice President

Arshaduddin Ahmed

General Secretary

Diana Francis

Finance Secretary

Shakeel Siddiqui

Communications Team

Murtaza Mansoor and Elronna Fernandes

Administration Team

M Aamir Jamil and M Fasih Khan

Sports Team

Zohaib W Javed and Syed Baseer M Raza

Congratulations to our Table Tennis Tournament 2016 Champions

Singles Champion

M Jawad Nagani,
Treasury & Planning Manager,
Corporate Finance

Doubles Champions

M Javed, Shares Documentation Officer, Legal
& Shares
Shakeel Butt, Contract Supervisor

Creating Smarter Systems

IT creates customised solutions for the Polyester Business

By Omer Bin Asad

IT solutions can help us achieve greater productivity in all areas of our Businesses if we utilise them correctly. Our IT team collaborated with the Polyester Business with exactly this goal in mind. Capacity and raw material planning, production and sales are all areas that we envisioned could be better served by putting in place tech solutions in the form of especially developed SAP modules designed around specific processes. These included:

Sales and Operations Planning

Used for forecasting at customer and material level. Aids budgeting, consumption base and LV.

Demand Management

This solution aggregates demand at SKU level for production planning and is used by the marketing team to incorporate demand figures.

Master Production Scheduling

Creates a tailor-made production plan at each SKU level by incorporating current stock and pipeline elements like on-going production.

Capacity Planning

Provides visibility on capacity (line-wise) before and after the incorporation of the production plan. Shows daily, weekly and monthly overviews of excess and utilised capacity per line, helping us keep a better check on our efficiency.

Material Requirements Planning


Creates procurement plans for each raw material by incorporating factors such as current stock, and pipeline elements such as incoming shipments, lead times and minimum order quantities

Multiple functions and teams were involved in the development of these modules: from procurement and warehouse to technical and production; and from laboratory to marketing and finance. Corporate IT brought the whole initiative together by proposing and developing solutions to carry out effective change management across the value chain.

On May 1, 2016, the Polyester Business accordingly went live with SCM Planning and New SKUs of Fibre. Strong teamwork throughout guaranteed smooth operations and going forward, encourages reliance on system-based procedures and controls.

For a Greener Future

**Animal Health Division celebrates World Environment Day
2016 by planting trees**



By Zoya Asad

You can never have enough trees. About a year ago, our Animal Health Division established a new manufacturing plant along Multan Road, Lahore. Some 200 trees were planted at the site at that time, but the team decided that for this year's Environment Day, celebrated on June 5 around the world, they would plant even more – bringing much needed greenery, shade and environmental relief to the area.

Since we all share our environment, we wanted to make the

tree plantation activity as inclusive as possible. Trees were planted not just at our facility, but also along main Multan Road, ensuring that passers-by and members of the local community would benefit as well.

Our colleagues and members of the local community got behind the idea with great enthusiasm, and the event was marked with high spirits as people eagerly stepped forward to participate. After all, planting trees isn't just good for the environment but is also a symbolic act signifying hope, longevity and prosperity.

It was an activity that resonated with people on an emotional level and made them feel they'd made a real contribution. One colleague stated that planting trees left him feeling overjoyed and that he'd wanted to plant as many as he possibly could. Another participant, Muhammad Javed, made a poignant symbolic gesture by planting trees in the names of each of his children, and appealed to everyone to plant at least one sapling each.

Speaking to the media, Saboor Ahmed, Business Manager, Animal Health Division, shared that in addition to the 200 trees planted last year, we succeeded in planting almost 600 additional trees at our Multan Road facility on Environment Day. He added that the event was made all the more meaningful through the successful collaboration between ICI Pakistan Limited and local community members, something we always strive to achieve.



Teams line up in preparation for tree plantation.

Photograph: Life Sciences Team



Animal Health team gets ready with their aprons.

Photograph: Life Sciences Team



Getting ready to plant a sapling.

Photograph: Life Sciences Team



Eager volunteers wait for their turn.

Photograph: Life Sciences Team



Everyone wanted a chance to plant a tree.

Photograph: Life Sciences Team



The local community was actively involved in the tree plantation drive.

Photograph: Life Sciences Team

News in Brief | Breast Cancer Awareness at Lady Winington Hospital, Khewra

By Omairuddin

Information and awareness are key to the prevention and early detection of life-threatening diseases such as cancer. This was the goal of a seminar held on April 29, 2016, at Winington Hospital, Khewra.

Organised by the Life Sciences

Business Pharmaceuticals Division in collaboration with the Soda Ash Business, the lecture was delivered by Dr. Fauzia Abdus Samad, Consultant Oncologist, Fauji Foundation Hospital and Medical University, Islamabad. Dr Samad is one of Islamabad's leading oncologists and demonstrated

tremendous command over the subject. Her lecture covered the importance of breast self-examination as well as the prevalence, causes and treatment options for breast cancer. The lecture was very effective and well-received by the audience.

Improving Animal Care

Livestock Farmers' Day in Rahim Yar Khan

By Dr Shakeel Ahmed Khan

At the Animal Health Division of Life Sciences, our ambition of Improving Lives encompasses connecting with livestock farmers – our primary stakeholders – to provide them useful information on the care of their animals, ultimately facilitating sustainable business growth.

As part of our ongoing efforts to achieve this, we sponsored a Farmer's Day event hosted by Nestle Pakistan Limited in Rahim Yar Khan.

Almost 250 farmers from all over the district attended this event. The purpose of this gathering was to educate farmers on proper animal care during hot summer months, in particular on how to manage heat stress and the different methods which can be used to minimize production losses in summer. The importance of providing fresh, clean drinking water for animals was emphasised as it supports better milk production during hotter seasons.

The event also provided the opportunity to speak with farmers about new animal nutrition products – KNZ Salt and Mineral

Licks. Farmers were introduced to the concept of animals' free choice mineral feeding as per their demand. The sessions proved very engaging with the farmers asking lots of questions. We also handed out gifts of KNZ Salt and Mineral Licks to farmers who displayed an understanding of the subject.

The Animal Health Sukkur team had set up a stall at the event in order to interact with farmers and answer their questions. The stall also displayed commercial dairy products and literature. The stall was visited by many participants, including the Nestle Pakistan management.

Our team fielded questions about our nutritional product range all day and participants expressed their satisfaction at learning that ICI Pakistan Limited has a complete range of solutions on offer for all their livestock needs.

By participating in such events, we are able to empower farmers through knowledge and information-sharing and truly partner with them to facilitate mutual success. We look forward to more such collaborative and inclusive events that bring us closer to our customers.

News in Brief | Animal Health Division Conducts Poultry Seminar in Mardan

By Dr Rizwan Afzal

On April 16, 2016, the Life Sciences Animal Health Division Poultry team arranged a seminar in Mardan, led by Dr Zafar Iqbal, Regional Sales Manager, Poultry. The purpose of the seminar was to engage with local veterinary professionals to provide information on relevant topics as

well as create awareness about our poultry products.

Thirty-five veterinary professionals attended the seminar. Dr Zafar Iqbal discussed our products – including Pulmoltil AC, Avi Vit 200 Hepabooster and Farmer's Choice products – and shared information on improving animal health and feed conversion ratios.

The interactive environment of the seminar allowed our Animal Health team to have engaging and productive discussions with the veterinary professionals and other key stakeholders on market dynamics, and common diseases and their solutions, creating stronger bonds with the veterinary community in the area.



The Animal Health team fielded questions about the nutritional product range.

Photograph: Life Sciences Team



The Animal Health team at their stall.

Photograph: Life Sciences Team

The Seeds of Growth

Agri Division draws crowds at a bustling 'Kissan Mela'

By Saqib Hussain

The importance of formal agricultural training and education cannot be underscored enough, especially in a predominantly agricultural nation such as Pakistan. Institutions such as the M. Nawaz Sharif Agriculture University in Multan are on the forefront of training the next generation of agricultural experts. They also provide a platform for stakeholders from across the agricultural industry to come together and share knowledge and best practices, both with each other and with students and academics.

One such opportunity for networking and knowledge-sharing took place on March 29 and 30, 2016, when the M. Nawaz Sharif Agriculture University organised an event titled the 'Kissan Mela Agriculture Exhibition and Cotton Seminar.'

The exhibition and seminar was a lively, interactive affair that encouraged active participation from all present. The ICI Pakistan Limited Agri Division has long been a committed partner to farmers and agriculturalists at all levels, and we saw this as a great chance to get involved and interact with a whole host of our most important stakeholders.

We set up an ICI Pakistan Limited stall to showcase our informative and promotional material, displaying our major brands for all three segments of the Agri Division (Seeds, Vegetable Seeds and Agrochemicals), and our team took every opportunity to interact with the large number of participants at the event.

Visitors to our stall during the two busy days included a multitude of farmers; researchers from institutes across Pakistan; field staff of the Agriculture Extension Department; field staff of the Department of Pest Warning and Quality Control of Pesticides; and of course, students of the University itself.

Our team outdid itself, engaging every visitor with comprehensive information about ICI Pakistan Limited Agri products, and going the extra mile to cultivate new relationships. Dr Asif Ali, Vice Chancellor of M. Nawaz Sharif Agriculture University, expressed his appreciation of our participation and presented a commemorative shield to the Agri Division team. We look forward to more such collaborations and opportunities, so that we can continue to reach out to our most important stakeholders and foster stronger ties with them.

News in Brief | Agro Chemical Principal Visits Pakistan

By Khawaja Sajjad Saeed

Recently, we were given the opportunity to welcome Mr Raghulal V Bhaskaran, Marketing Head of India-based United Phosphorous Ltd. (UPL), to Pakistan. UPL is a business partner in Agro Chemicals and the purpose of Mr Bhaskaran's visit was to

evaluate the performance of their products and to discuss business growth. Mr Bhaskaran spent a significant amount of time in the field and engaged with cotton and rice crop farmers and dealers.

He also visited various research institutes including the Rice Research Institute, Central Cotton

Research Institute and Cotton Research Station, and met with research and regulatory authorities.

Mr Bhaskaran expressed his confidence in the rapid growth of UPL's business with ICI Pakistan Limited and is determined to strengthen it with quality products and technical support.



The stall displayed major brands of all three segments of the Agri Division.

Photograph: Life Sciences Team



The team shared comprehensive information with visitors.

Photograph: Life Sciences Team

Safe Animal Handling

Animal Health Division helps the livestock industry get to grips with safer practices

By Dr Umer Sattar

At ICI Pakistan Limited, we believe our responsibilities to society extend beyond our primary goals as a business entity. At the Animal Health Division, we are committed to raising standards and to adding value wherever we can — to contribute to improving people's lives and the world we live in. We focus on areas in which our expertise, products and people can make a real difference.

One of these areas for us is, of course, the health and general well-being of animals. Our Animal Health teams work closely with livestock farmers and veterinary care providers, and realised over time that unsafe animal handling practices during diagnosis and treatment procedures lead to a number of incidents and injuries — to both, animals and handlers alike.

Recognising this as an area of improvement, we planned a series of seminars to educate farmers and veterinary

professionals regarding safe animal handling, minimising and even eliminating the risk of injury. A total of 20 seminars and demonstration days were conducted nationwide to ensure widespread positive impact, and more than 400 farmers and professionals attended these sessions.

We collaborated with well-reputed animal husbandry experts from various universities who shared their expertise via lectures and demonstrations of safe animal handling methods. The feedback was tremendously positive; farmers and practicing vets found these seminars immensely useful and expressed their appreciation of our efforts to connect people and spread ideas, not just for the sake of our business, but for the ultimate betterment of animals and their caretakers, to improve conditions in the industry as a whole.

News in Brief | Walking for World No Tobacco Day

By Omairuddin

World No Tobacco Day is observed around the world annually on May 31. It is intended to encourage a 24-hour period of abstinence from all forms of tobacco consumption around the globe and draw attention to its devastating impact on health.

Currently, tobacco use leads to nearly 6 million deaths annually worldwide. Tragically, 600,000 of these deaths are non-smokers and result from exposure to second-hand smoke.

ICI Pakistan Limited, in collaboration with Surgical Oncology Society Pakistan

(SOS-PK) organised a walk to create awareness in Lahore and send a message that people must quit smoking as it is a habit that can cause untold suffering — for ourselves and those we love.



Participants showed great interest in the techniques shared.

Photograph: Life Sciences Team



A demonstration of safe animal handling procedures underway.

Photograph: Life Sciences Team



Long Service Awards 2016



Paying Tribute

Polyester hosts Long Service Awards 2016

By Zain Bakir

The lush, expansive gardens of our Polyester Plant in Sheikhpura are an ideal site for ceremonies. So when the decision was taken to hold a Long Service Award for over 270 colleagues based at Mozang Regional Office, Lahore, and our Polyester Plant, this was the natural choice of location.

On the morning of April 27, 2016, the ceremony commenced following the completion of the Polyester Administration team's tireless event arrangements.



Asif Jooma (Chief Executive) addresses the audience.

Photograph: Polyester Team



Raja Khalil-ur-Rehman (General Secretary, ICI Pakistan Limited Employees Union) speaks to the audience.

Photograph: Polyester Team

When our Guest of Honour, Chief Executive Asif Jooma arrived, accompanied by Suhail A Khan, Vice President Polyester and Soda Ash Businesses and Fathema Zuberi, General Manager HR, the ceremony commenced. Awards were distributed across categories ranging from 10 to 35 years of service to the Company. Each recipient was presented an award, along with a photograph taken on stage to commemorate the occasion. Asif Jooma, in his opening remarks, thanked all our long-serving

colleagues for their tremendous dedication over the years, reminding all present that we truly are a family at ICI Pakistan Limited. And his words rang true; it was a splendid sight to see friends and colleagues from different businesses celebrating each other's achievements over the decades together and later, catching up over lunch. All in all, it was a successful and memorable event.

News in Brief | Customer Centricity and Cricket

By Rafia Murtaza

One of our most cherished values is Customer Centricity, simply because our customers and their needs are at the core of our Business.

We believe in going the extra mile to establish relationships with our customers, because there can be no substitute for genuine human connections. The Polyester

Business Commercial team organised a fun-filled cricket event between the Polyester Business and our customers at Umer Group, at Khayaban-e-Amin cricket ground, Lahore. Colleagues from across the Business participated in this event, for which we had special cricket kits designed along the lines of the kit worn by the Pakistan cricket team in the 1992

Cricket World Cup. We also had a delicious barbeque dinner waiting for the hungry players after the game concluded.

At the end of the day, Umer Group won the match, but we feel our commercial team won the hearts of our customers, so we all came out winners.



Long Service Award recipients gather for a group photograph.

Photograph: Polyester Team



The organising team of the Long Service Awards.

Photograph: Polyester Team

Tree Plantation

Polyester Business conducts awareness session at the Tibbi Hariya School

By Yasir Rafique

As Earth Day approached on April 22, 2016, at the Polyester Business, we decided to put a different spin on the day by celebrating with students of the local Tibbi Hariya School, which is supported by the ICI Pakistan Foundation. We saw the day as a chance to inspire students to preserve and protect our Earth, since as Earth Day founder, Gaylord Nelson said, "We only have one earth, so we have to take care of her." The fate of our planet ultimately lies in the hands of the next generation and those after them, and it is never too early to make children aware of the need to protect the Earth and its precious resources.

Imran Maqsood, HSE&S and Training Manger and Yasir Rafique, Training Officer made a presentation to the students explaining environmental conservation, after which we held an 'Eco-Painting

Competition.' More than 50 students from grades three and four participated, creating their own depictions of why our environment is deteriorating.

The best artist from each grade was given the title of Eco-Mentor and awarded a badge. Eco-Mentors from each class will take on the responsibility of creating awareness among their fellow students regarding environmental issues such as the best possible ways to reduce pollution.

Later in the day, volunteers stepped up to plant trees at the Training Centre at our Polyester site. Khalid Mahmood, Works Manager, started the tree plantation followed by Muhammad Zafar Farid, Production Manager, Adeel Mirza, Engineering Manager and Farhan Anwar, Manager E&I.



The Polyester team gathers outside the Tibbi Hariya School.

Photograph: Polyester Team



Colleagues step forward to lend a hand during tree plantation.

Photograph: Polyester Team



The students enjoyed learning about protecting our planet.

Photograph: Polyester Team

News in Brief | Getting Serious About Health at Polyester Plant

By Zain Bakir

We can only be truly happy and productive when we are healthy. We all know this but many of us still fail to take our health seriously.

At our Polyester plant, we held two health awareness sessions in

May and June, to create awareness of coronary heart disease and diabetes, two common and highly dangerous conditions.

During the presentation a lot of queries and concerns were answered by Dr Bilal Mohyuddin,

the specialist at this awareness session. Our colleagues responded positively to the sessions, expressing a keen interest in improving their knowledge of health-related issues.

Mission Impossible

Our E&I team takes on a challenging repair mission on Spinning Bank 6

By Hassan Mustafa

One of the constant challenges of running a successful production facility is ensuring that all parts of the complex process are in optimal condition. Problems do arise, and when they do, we often don't have the luxury of time to solve them. We have to think on our feet, constantly innovate and pull together to help each other.

We faced one such challenge with Spinning Bank 6, part of our Polyester plant that converts polymer into the intermediate stage of fibre, ready for further processing. Spinning Bank 6 provides premier quality fibre and has throughput greater than any other bank. Its smooth running is essential to ensure ample production of Polyester fibre in line with the need of our market.

Unfortunately, smooth running was exactly the opposite of what was happening. Bank 6 was facing multiple breakdowns – and the result was serious production losses and deterioration of product quality.

Getting to the root of the problem wasn't the challenge; our Polyester Electrical and Instrumentation (E&I) team identified the issue as an intermittent communication failure within the complex communication system of the bank, due to equipment malfunction and short circuits. The corrective measures they proposed included rerouting of the communication cable along

with the replacement of connectors. The team also proposed a design change to include electrical protection (fuses) on all digital signals to prevent the chance of short circuits.

The actual challenge arose when we realised that the repairs themselves would take about six hours and would require that we shut the bank down. This would, of course, mean zero production during those hours that the bank was not operational. We didn't like the sound of that. Zero production, we decided, was not acceptable.

So, the E&I team took on an incredible mission; to carry out all the necessary repairs and design changes – without shutdown.

There was zero margin for error during the process. Machines were switched to manual operation; actions were taken to ensure uninterrupted process flow and the result was a bank prone to all sorts of communication failures and short circuits. The pressure was on, and everyone felt it.

We were determined to pull it off, though, and happily we succeeded as the job was carried out by a skilful and determined team under strict supervision. Commendable support from the Production team turned this effort into a true joint venture to prevent malfunction, and instant remedial actions ensured that this activity was carried out flawlessly.



A view of Area 1.

Photograph: Polyester Team



E&I team gathers for a photograph after completing the job.

Photograph: Polyester Team

Blowing off Steam

Standardising the calibration method of pressure safety valves (PSVs)

By Aftab Iqbal

One of the most interesting things about manufacturing processes is how the smallest of components often play a critical part in ensuring the safety and success of an entire manufacturing plant. Simply put, our plants couldn't operate safely without them.

At the Polyester Plant, one such device is the Pressure Safety Valve (PSV), a mechanical device used to protect the system from becoming over-pressurised. The way a PSV works is that it is triggered by system pressure – as pressure in the system builds, it acts against the spring force (or set pressure) of the PSV. And once the force exerted by system pressure surpasses the spring force, the PSV actuates to release excess pressure from the system.

It goes without saying how important it is to have all PSVs functioning optimally, and that is why they are regularly tested for faults. Recently, in our ongoing search for better solutions, we standardised our PSV calibration method, resulting in a safer and more efficient testing methodology.

Every PSV is tested at a pre-defined interval, with air or nitrogen used as a testing medium. During testing, we monitor the PSV to ensure that it does not trigger until the set pressure is reached. Our previous testing method involved the use of a soap solution. A thin film of soap solution was applied to the outlet port of the PSV. Then, pressure at the inlet port was gradually increased until the set pressure was reached. If the

soapy film stayed undisturbed, this indicated no leakage from the PSV. However, if bubbles formed and burst in the soapy film, that indicated a clear leakage. While this was not a strictly standardised method, it was reliably used over time.

The new standardised calibration method, shared by the American Petroleum Institute (API), involves the use of a specific-sized tube and a transparent beaker containing water. One end of the tube is connected to the PSV outlet port while the other end is inserted exactly half an inch deep into the beaker, perpendicular to the surface of the water.

Pressure equivalent to 90 percent of set pressure is applied at the inlet of the PSV for one minute and the number of bubbles produced in the water due to test medium leakage is recorded. For a PSV to be fit for use, the number of bubbles must not exceed a specific value stated in the API-527 document (depending upon the set pressure of the PSV being tested).

We have successfully implemented this standardised PSV testing method as per the API instructions, and are pleased to report it is working well. Implementing standards in every area, not just manufacturing, is important because it allows for fine-tuning and optimising performance, managing risks and operating in more efficient and sustainable ways. Standards allow you to demonstrate the quality of what you do to your customers. And they help you embed best practice into your organisation at every level.



The new standardised PSV calibration method is working well.

Photograph: Polyester Team

For a Better Tomorrow

In keeping with tradition, Polyester celebrates Environment Day 2016

By Yasir Rafique

Taking care of our environment has always been a key concern at ICI Pakistan Limited, and traditionally, we have always marked Environment Day to remind us of this commitment. This year was no different; a session was held at Polyester to which we invited members of the Environment Protection Department (EPD) Sheikhupura, including Imtiaz Rasool Alvi, District Officer, and Pakiza Bukhari, Deputy District Officer. To maintain interest and ensure new knowledge is shared, we centre our Environment Day activities around a different theme every year and this year the theme was 'The fight against illegal wildlife trade.'

Yasir Rafique shared a great deal of valuable information in his presentation including the importance of preserving the natural balance of wildlife in the ecosystem, facts on endangered species, worldwide wildlife trafficking and its consequences, and more. He specifically highlighted the devastating impact of wildlife poaching and illegal trade in Pakistan.

After the presentation, an Environment Day walk was arranged, followed by tree-plantation by our guests from EPD Sheikhupura and heads of departments of the Polyester Business.



The Polyester team and members of EPD gather outside the plant.

Photograph: Polyester Team



An interactive training session underway at the Polyester training centre.

Photograph: Polyester Team



Zafar Farid (Plant Manager, Polyester) hands out certificates to the team.

Photograph: Chemicals Team

Productivity on the Rise

High demand drives expansion of Refined Sodium Bicarbonate (RSB) plant

Popularly known as baking soda, Refined Sodium Bicarbonate (RSB), one of the products we manufacture at our Soda Ash Business, is extensively used in homes, bakeries and kitchens across the nation.

High demand for RSB led to a recent expansion of our new RSB plant. The new plant is the third set addition with the capacity of 14 kilotons per annum (KTPA). This capacity expansion will enable us to cater to increasing demand in the market and remain the leading manufacturer and supplier of RSB, offering a world class product to our customers.

With excellent teamwork, dedication and the commitment of every single team member at Soda Ash, we achieved this expansion on target. This achievement was formally inaugurated by Suhail A Khan, Vice President Polyester & Soda Ash, on May 27, 2016, during his visit to the Soda Ash plant site. Suhail acknowledged the efforts of the Project and Works teams for carrying out a safe, seamless expansion project from installation to the commissioning phase.

Congratulations to the Soda Ash Business and to each one of the team members involved!



Taking Matters into our own Hands

Solving technical challenges through innovation and research at Soda Ash

By Hammad Hassan Khan

Ever since our last two Soda Ash expansion projects came online (50 kiltons per annum [KTPA] in 2007 and 65 KTPA in 2009), the team had been concerned by the problem of high steam consumption at our Chinese filters.

This steam was cause for concern because it affected the performance of the filters as well as resulting in considerable loss of ammonia. Our team contacted the designers of the filters for a solution, but they were unable to help.

So, a team of young engineers at Soda Ash took it upon themselves to solve the problem instead. After numerous trials and research, they came to the conclusion that the compressor for the filter wasn't the right size, and that this was causing the problem. The team proceeded to source the correct compressor from China at a very nominal price and installed it, anxiously waiting to see if their research had paid off.

The result was an immediate reduction in steam consumption and a significant saving in ammonia! We are proud to share this story as yet another example of the innovative and entrepreneurial approach used by our teams to tackle the challenges that come their way – a clear example of living our values of **Innovation** and **Delivering Enduring Value**.

It is worth mentioning that the total cost of this project was PKR 6.5 million, with a payback of only six months. Well done to the team!

News in Brief | Khewra Gets a New ATM

By Muhammad Waqar Khawaja

A brand new ATM sponsored by MCB Bank Limited has been installed by Muhammad Waqar Khawaja in the Works area.

The ATM serves not only our ICI Pakistan Limited staff but also our contract staff at Khewra works. We expect that the installation of the ATM will prove to be a convenience

for all as well as relieving some of the pressure on our cash office. The ATM was inaugurated by Suhail A Khan, Vice President Polyester & Soda Ash.



The improvement team with the newly installed Chinese blower.

Photograph: Soda Ash Team

Getting Away from it All

Soda Ash supply chain team breakout

By Aftab Ahmed

Sometimes, you just need a change of scene to revitalise you. The Soda Ash Supply Chain team understands this.

The team makes it a point to break from its regular routine once a year and travel to a scenic destination. The idea behind this breakout session is for everyone to get to know their colleagues better in an informal setting, encouraging fresh perspectives, renewed enthusiasm and an invigorating ambience for strategy-planning and goal setting.

This year, Muzaffarabad and Islamabad were the chosen destinations for the much-anticipated session. Late on a Friday night, after arriving at their hotel, the team set the tone for the weekend with a hilarious game of dumb charades. The next morning, post-breakfast, the event organiser had an array of exercises and activities planned for the team including group puzzles, games and tasks. The outcomes of these activities were later discussed and analysed. Analogies were drawn to real-life business problems and everybody reflected on how the learnings acquired there could be used to solve actual problems.

These events culminated into the strategy formation session where everybody pitched in, describing their vision for the year 2016-17. All the takeaways were consolidated by Abrar-ul-Haq, Supply Chain Manager, Soda Ash, who addressed the participants and recognised the efforts of different team members.

On the way to the Kashmir Waterfall, the team shared stories, jokes, poems and sang songs creating lasting memories and strengthening bonds. A visit to scenic Pir Sohawa, a bowling competition and a game of laser-tag added heaps of excitement to the trip. On the last night of the event, each member of the team reflected on the journey and got the chance to appreciate the memories created together. The team returned home with the resolve to implement change and the conviction to make tomorrow better than today. *"Travelling tends to magnify all human emotions."* —Peter Hoeg



Abrar-ul-Haq (Supply Chain Manager, Soda Ash) at the majestic Kashmir waterfall.

Photograph: Soda Ash Team

Celebrating International Days

Soda Ash marks international days

By Saeed Iqbal

Holding a celebration or commemorative event is always a great way to reinforce a social or environmental message because it gets people involved. The last few months saw several international days celebrated at Soda Ash, with our HSE&S Department leading the arrangements and organisation.

Earth Hour, March 19

Organised by WWF, Earth Hour is marked globally by turning off all electric lights at a designated time for one hour to show support for the fight against climate change. We celebrated Earth Hour in the lawn of the Alkali Sports Club with the children of all our colleagues. Participating right alongside the children were Saeed Iqbal, HSE&S and Training Manager, Tahir Abbas, President Alkali Club, and Saleem A Siddique, IR Manager. Candles were lit and all lights were switched off, much to the excitement and enjoyment of the children.

World Water Day, March 22

On World Water Day, the Works Manager shared a message with colleagues emphasizing the critical importance of water management in all walks of life. An awareness session on water

conservation was conducted at SIT forum for all colleagues. Messages and helpful tips on water management were also displayed all around the Khewra site, including residential areas.

Earth Day, April 22

On Earth Day, we were joined by some special guests; District Officer Environment Jhelum and Pakistan Environmental Protection Agency (EPA) Punjab team, who planted trees in the admin lawn. Later, safety improvement teams also planted trees in the Works area and signed off on personal Earth Day pledges. An Earth Day video screening was held and later, a quiz show was conducted.

International Fire Fighters Day, May 4

International Fire Fighters Day was celebrated with the Soda Ash fire fighters team – our brave fire fighters are always ready and willing to serve in the case of an emergency and we owe them a great debt of gratitude.

Taufiq Cheema, Technical Manager, Saleem A Siddique, IR Manager and Saeed Iqbal, HSE&S and Training Manager spoke about the importance of fire safety and lauded the fire fighters for their voluntary service to the local community.



Soda Ash team celebrates Earth Hour with the children.

Photograph: Soda Ash Team



Soda Ash firefighters are always ready and willing to serve.

Photograph: Soda Ash Team



Earth day celebrations.

Photograph: Soda Ash Team



Colourful Connections

Chemicals team makes its presence felt at textile expos

By Naureen Jalaluddin

Maintaining an active presence in the market is vital to creating new business connections and staying at the forefront of our customers' minds. March 2016 was a month of new initiatives for the Textile Chemicals team, with back to back participation in two major chemical exhibitions held in Faisalabad and Karachi.

The first exhibition, 'The Second Colour and Chem Expo' held at the Civic Convention Centre, Faisalabad on March 5 and 6, featured 120 exhibitors from Pakistan, India and China. These exhibitors mostly dealt in the chemicals and dyes industry – making the expo a very relevant platform and ensuring that a large number of participants from the industry attended the event and visited our exhibit.



The second exhibition, '15th Textile Asia,' was held from March 9 to 11 at the Expo Centre in Karachi and was more international in scope, with exhibitors from 45 countries setting up displays. The exhibitors at this expo came from a wider background, ranging from chemical manufacturers and traders to machinery and equipment manufacturers, and well as educational institutions.

Visitors ranged from students to industrialists and from members of trade associations to dealers of machinery and more. This was a tremendous opportunity for our Textile Chemicals team to network with customers and distributors, and seize opportunities to generate business at both the national and international level. Such events provide excellent exposure and opportunity for our team, allowing us to strengthen our foothold in the market.

Athar Abrar Khwaja, Marketing Manager Specialty Chemicals and Athar Shehzad, National Sales Manager Textiles were present throughout with their teams consisting of Azfar Ahmed, Naureen Jalaluddin, Nasir Ali Khan, Muhammad Yaseen, Touqeer Ahmed, Shukaib Ahmed, Zeeshan Ehsan, Sikandar Ali and Kashif Amin.



Athar Shahzad, National Sales Manager Textiles, in conversation with customers.

Photograph: Chemicals Team



Textile team (South), sharing a light moment with their customers.

Photograph: Chemicals Team



Faisalabad textile customers gather for a picture.

Photograph: Chemicals Team



Textile team (North) poses after a successful day at the expo.

Photograph: Chemicals Team

On a High Note

Chemicals team engagement activity

By Muhammad Mustafa Khan

The GC & PU Marketing and Sales teams made their way to the hills of Murree from May 19 – 21 to escape the rising temperatures of the early summer months. The timing of this engagement trip was perfect as it was scheduled right after the budgeting exercise that had spanned a month of back-and-forth discussions. The Karachi team flew out early on May 19 and was joined by the Lahore team which drove upcountry from our Mozang office in Lahore to join them at Murree.

After lunch, a kick-off session covering the year's performance and highlights was given by Ayub Qureshi, Marketing Manager, GC & PU followed by an award ceremony where the team's efforts in various aspects of sales were acknowledged with the distribution of certificates. After a short rest, the team headed out for an invigorating walk down to the popular and teeming Murree Mall Road, concluding the evening with a delicious dinner at one of the Mall's many eateries.

The next day saw an early start as the team gathered after breakfast to review the results of the GC & PU Customer Satisfaction Survey. A constructive discussion of the results followed, where National Sales Managers and their teams analysed scores and this segued into an action planning session.

With action planning accomplished, attention turned to Friday prayers and lunch at the Valley View, followed by a short hike to nearby Jhika Gali where a whole host of planned team-building activities were carried out.

Competitive activities such as an egg-drop challenge, 'cross the line' and a 'spoon and egg' race were held. A chance to win never fails to bring out the competitive nature in any of us, and the teams participated enthusiastically, coming up with creative solutions and truly earning the prizes they were awarded later.

The night wasn't over yet; back at the guest house a pizza dinner was ordered to prepare the teams for an aptly named 'Hungama Night' led by Noman Jafri, National Sales Manager, GC. All team members participated actively in tambola, singing and dancing. The night concluded with a screening of cult horror classic 'The Ring,' ensuring a sleepless night for all!

The team was allowed to sleep in the next day, though, giving them a chance to recover from an action-packed two days. After a delicious Afghani lunch in Islamabad en route back to their respective cities, team members bid each other farewell, energised by their shared experiences and by their renewed commitment to targets and teamwork.



The energised Chemicals team poses for the camera.

Photograph: Chemicals Team



Ayub Qureshi (Marketing Manager, GC & PU) presents certificates to acknowledge the team's sales efforts.

Photograph: Chemicals Team

News in Brief | Sales Value Behaviour GC & PU Marketing

By **Muhammad Mustafa Khan**

To continue the momentum of achieving sales excellence gathered by our sales team over the first two quarters of the year, GC & PU Marketing awards a prize to the team member displaying exceptional sales behavior. Winners must demonstrate

effective use of SPANCOP (sales pipeline tool), customer visit reports/plans and living our values. The prize this time was a coveted DSLR camera.

Yet again, the winner had to be selected from among two very close competitors. Rehan Wajahat Ali from GC was the ultimate victor,

edging ahead to claim his prize. The past three quarters of the year have seen winners from GC and after such close performances, the PU sales team is more determined than ever on winning the prize for the last quarter. Let's see how they fare!

Photograph of the Quarter



Photograph of the Quarter Winner: Aftab Iqbal

Snow-covered Lake Saiful Mulook in the month of April.



Other Selected Photographs



**Dandelions, Upper Neelum, Near
Keran, AJK, Pakistan.**

Photograph: Muhammad Ali Latif



Palazzo Poli, Trevi Fountain, Rome, Italy.

Photograph: Hafsa Zubair



Donga Gali Mukhshpuri KPK

Photograph: Muhammad Yousaf



Karachi Rain.

Photograph: Muhammad Anam Haleem



**Sagrat Cor Church, overlooking
Barcelona, Spain.**

Photograph: Saima Kamila Khan



[A view of Polyester plant in full swing](#)

Photograph: Gul Zaman



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