



Q2/Q3 April '15  
September  
Quarterly Publication  
Issue #6



# engage





# Singhar

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**Dear Engage readers,**

Welcome to the Special Eid Edition of the magazine, which covers the second and third quarters of the calendar year.

Eid-ul-Adha concluded this period, and we were guided by its spirit of community and family while designing and editing this issue. The story which underpins the festival, with its central theme of sacrifice and devotion, has moved and inspired people for millennia; its enduring impact is a testament to the power of narrative.

In its own small way, this magazine is also fuelled by a faith in the power of stories, as we endeavour to portray the Company's wide range of events and activities. *Engage* contains individual write-ups and images which, brought together within these pages, depict the collective journey of ICI Pakistan Limited.

This spirit of unified purpose is reflected in the articles featured in this issue, which also covers the period of Ramadan and Eid-ul-Fitr. Ultimately, all the stories in *Engage* have the same protagonist: the ICI Family.

Please continue to send us your feedback, as your comments are essential to the publication's evolution and we place the utmost value in your contributions. We put this magazine together, but it is in the mind of our readers that *Engage* comes alive.

**Enjoy your read,  
Team CCPA.**

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



**Cover Design:  
Singhar by CCPA**

This issue's cover is titled 'Singhar' and is a visual representation of Eid-ul-Adha in Pakistan. The ornaments, commonly known as singhar (jewellery), are used to decorate sacrificial animals prior to the festival. The ornaments are specific to Pakistan and, like truck art, this practice is considered a unique art form, with its vibrant colours and traditional motifs.

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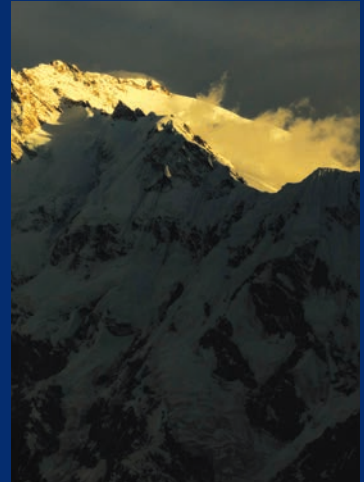
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The opening paragraph of *A Tale of Two Cities* (1859) by Charles Dickens:

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**It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us, we were all going direct to Heaven, we were all going direct the other way – in short, the period was so far like the present period, that some of its noisiest authorities insisted on its being received, for good or for evil, in the superlative degree of comparison only.**

# The Specialty Sultans

## SC customer conference in Istanbul facilitates supplier meetings, plant visit and sightseeing

*By Naureen Jalaluddin*

Specialty Chemicals, along with its Turkish partner MKS Devo, arranged a three-day customer conference in Istanbul from June 1 to 3, 2015. The main purpose of the conference was to introduce customers to the supplier and provide awareness regarding the applications of sulphur black dye, which is used to dye denim. The guests were also given an opportunity to visit the MKS Devo manufacturing site for a plant visit and a series of technical presentations.

The event was attended by 14 customers and key ICI Pakistan Ltd. team members. In addition to focusing on the product and its application, the trip also gave the visitors a chance to enjoy some of Istanbul's wonderful attractions. The Bosphorus yacht tour, during which the guests enjoyed views of both the European and the Asian side of Istanbul, was particularly appreciated by the visitors. Other notable excursions included visits to Sultan Ahmet Square as well as the Mall of Istanbul. The conference clearly demonstrated ICI Pakistan Ltd.'s focus on customer centricity, innovation as well as delivery enduring value to ensure that mutually beneficial endeavours remain a business norm.





# Annual Iftar Dinner

## Colleagues come together to celebrate the spirit of the holy month

*By Anas Ahmed Jafri*

During Ramadan, on June 28, 2015, Arshaduddin Ahmed (GM, Chemicals) hosted the Business's annual iftar dinner for the plant, technical and warehouse teams at Salt and Pepper Village in Karachi. More than 30 employees from the Chemicals Business attended the dinner, including Fahad Yousaf (Plant and HSE Manager).

An elaborate iftar was served for the guests immediately after the maghrib adhan, following which everyone assembled for congregational prayers. Immediately after prayers, the guests settled in for a buffet dinner that comprised a number

of delectable culinary delights, which everyone enjoyed in a cheerful atmosphere.

Speaking on the occasion, Arshad emphasised the necessity of cooperation and helping those in need, and thanked the Almighty for the blessings bestowed upon the teams. In a candid and open atmosphere, employees interacted with the GM Chemicals and shared their experiences and views.

The event was successful in promoting engagement within the Chemicals team, and provided a chance for an open and informal interaction with the top leadership of the Business.

## News in Brief | GC Strengthens Ties With UK Partners

*By Kanza Naheed*

General Chemicals is always looking for opportunities to deliver enduring value and strengthen its ties with suppliers. In line with this approach, Ayub Qureshi (Marketing Manager) and Noman Jafri (National Sales Manager, Industry Chemicals)

visited the United Kingdom to meet some of GC's key suppliers.

A business review was done with Rio Tinto Minerals and a strategy was made for 2015-16. Following this, the pair met the supply chain team and strategy heads of Ineos Chlor, which recently became

Inovyn. Ayub and Noman also visited the Univar headquarters, where the plan for next year was discussed along with potential improvements. The last meeting was held at Huntsman to discuss material allocation.



The meal provided a chance for informal interaction.

Photograph: Chemicals Team

## News in Brief | Sales Leaders Win Trips Abroad

By Kanza Naheed

The key driver of volume and value in General Chemicals is its sales force, which is why GC is always looking for opportunities to bring out the best in its teams. The sales leader board was initiated to

reward the highest performance by Regional Sales Managers and National Sales Managers, by awarding them a trip for two to Thailand and Dubai respectively. Umair Shafique (RSM) won the trip to Thailand and Afzal Mahmood

(NSM) won the trip to Dubai. The results were announced on July 1, 2015, and the pair are looking forward to their much-deserved holidays.



# Relieving the Pressure

## Hypertension awareness campaigns take the fight to an escalating condition

By *Omaid Uddin*

Hypertension is another term for high blood pressure, and according to the World Health Organisation, 28.9% of Pakistan's adult population suffer from the condition. It is a strong predictor of cardiovascular mortality and has been called a 'silent killer'. Moreover, hypertension is asymptomatic and sufferers are often unaware of their condition. The Pharmaceuticals Division has a strong footprint in the field of cardiology and considers it their social responsibility to

spread awareness about hypertension and its hazards. The Cardiology team marked World Hypertension Day on May 17, 2015, with a series of awareness walks at several locations in Karachi and Sukkur. This included the National Institute of Cardiovascular Diseases and the Karachi Institute of Heart Disease. The activities were appreciated by the general public as well as the medical community in attendance, further strengthening the Cardiology team's image and credibility.

Unfortunately, the prevalence of hypertension is on the rise in Pakistan. In response, the Cardiology team has initiated a national 'Hypertension Awareness Campaign', with the objective to facilitate customers in identifying uncontrolled and undiagnosed hypertensive patients, as well as to create awareness about the disease and its consequences. This activity is also helping to enhance customer engagement levels.

The initiative is being conducted in medical clinics, in close coordination with the sales team, by engaging qualified health care professionals to measure the blood pressure of those in waiting areas. During the activity, individuals are provided with assistance, guidance and reading material regarding the disease and its consequences. Furthermore, recorded blood pressure readings are communicated to the concerned doctors to see if treatment is necessary.

The Cardiology team also participated in the '18th Annual Symposium of Pakistan Hypertension League 2015', held from August 14-16, 2015, at the Pearl Continental Hotel, Rawalpindi. The event was organised by the Cardiology Department of the Shaheed Mohtarma Benazir Bhutto Medical University and Hospital, Larkana. Around 400 doctors from across Pakistan participated, including many general practitioners and representatives from several national and multinational companies. The objective was to create awareness about hypertension, and the theme was 'Know Your Numbers'. The event provided an opportunity to further fortify the company's relationships with key opinion leaders. A hospitality suite and a lucky draw were also arranged, in which educational material related to cardiology was handed out to participants.

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## News in Brief | Sales Masterclass Sharpens Skills

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*By Manahil Masood*

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Life Sciences held a Sales Masterclass Training Programme for its frontline sales employees and their line managers from the Pharmaceuticals Division. Both programmes were conducted by

Dr. S.A. Rabb, a renowned trainer with immense industry experience. Sales Force Management and Sales Force Excellence were held for three days each. Dr. Rabb kept participants on their toes, challenged existing mindsets, and

introduced new concepts. The Business also encourages sales performance through its Cardiology Champion's Trophy. The AZ Cardiology team Multan has won the title of Cardio Champions for three quarters in succession.

# Cycle Meeting Revs Up Division

## Agri teams gather to discuss the previous year and the upcoming season

By *Khawaja Sajjad*

The Agri Division hosted a cycle meeting at Royal Palm, Lahore, on August 7, 2015. The purpose of the meeting was to train the team about products for the upcoming season, and also to shed light on the research and development pipeline and new initiatives for the fiscal year 2015-16. In order to enhance the healthy competition within the sales team, post-training quizzes were conducted and those employees securing distinction were recognised and rewarded.

Abdul Wahab (Business Manager, Agri Division) welcomed the team and motivated them regarding the Agri Division's

target for the new fiscal year. Samie Cashmiri (Vice President, Life Sciences & Strategy) highlighted the commendable performance of the Division in the previous year, and acknowledged their efforts in the face of severe agronomic conditions.

Samie closed his remarks with an inspiring message focused on encouraging the Agri Division team to contribute to the development of Pakistan's agricultural sector as a whole, in order to make the country self-sufficient in the field. Ultimately, the cycle meeting was a tremendous success, as it boosted the morale of the team and motivated them for the upcoming season.

## News in Brief | Agri Launches Hybrid Rice Seed

By *Khawaja Sajjad*

The Agri Division has recently launched a hybrid rice seed – 'GIR 3' – making ICI Pakistan Ltd. one of the few companies in the hybrid rice seed market. GIR 3 seeds, sown in April 2015, are currently at the vegetative stage

and farmers are highly satisfied with performance. The Seeds team has conducted multiple farmer gatherings, in which prominent farmers of the respective areas were invited and educated about the product's key features, which include high germination, uniform

crop, dense tillers and bigger leaf size. It is expected that such field days will serve as a stepping stone in establishing the product in rice regions.



The Agri Division is motivated for the upcoming season.

Photograph: Life Sciences Team



Agri performed well in 2014-15, despite challenging conditions.

Photograph: Life Sciences Team

# Partnerships with Strong Roots

## Conferences, gatherings and campaigns tend to customer relationships

By *Khawaja Sajjad*

One of ICI Pakistan Ltd.'s core values is 'Customer Centricity', and recent activities by the Agri Division have demonstrated its firm commitment to creating lasting business partnerships.

On April 10, 2015, the Vegetable Seeds segment held a Business Partners' Conference for 50 key partners in the South Region. Abdul Wahab, (Business Manager, Agri Division), welcomed the guests and updated them on the segment's future plans. Following the welcome address, participants were taken through an HSE briefing by Fahd Iqtidar Mir (Product Manager), detailed product training by Sumi Ullah (Technology Development Manager), and a discussion and evaluation of different sales policies by

Faraz Butt (National Sales Manager, Vegetable Seeds).

The conference provided an excellent platform to interact with partners, strengthen relationships, and emphasise the benefits that partners could look forward to through their association with the segment and its product portfolios. The Company is committed to expanding the customer base of the Vegetable Seeds segment; thus high profile farmer gatherings are regularly conducted across the country to increase awareness among farmers about products. In August 2015, high-profile farmer gatherings were conducted in Multan and Charsadda.

The Division also recently concluded a dynamic 20-day marketing campaign for the promotion of two autumn corn hybrid seeds: Hycorn 339 and Hycorn 999 Super. The

## News in Brief | Animal Health Launches Nuflor

By *Dr. Shakeel Ahmed*

The Animal Health Division has launched Nuflor, a unique and fast-acting florfenicol antibiotic used for the treatment of livestock respiratory diseases and foot rot. The product was unveiled at the Division's third cycle meeting in April 2015, and was followed by

a training session conducted by Dr. Umer Sattar. The team has been busy creating awareness of the product amongst farmers and veterinary professionals. Special mention goes to Livestock South's Hyderabad region, who organised gatherings in the

remote villages of Sheikh Somaar and Unger, near Kotri. During the gatherings, farmers and veterinary professionals were told about the use of Nuflor against Bovine Respiratory Disease; nutritional issues related to cattle were also discussed.





### The 20-day campaign promoted autumn cord hybrid seeds

Photograph: Life Sciences Team



### 'Customer Centricity' is one of the Company's core values.

Photograph: Life Sciences Team

marketing campaign consisted of a series of farmer and dealer gatherings. The special feature of the campaign was the float activity, which covered the entire corn growing region of Sahiwal. The float activity started from Kasur and finished in Bahawalpur. The Sahiwal team participated in the campaign with great enthusiasm, and were provided with branded t-shirts and caps depicting the autumn corn hybrids. The custom-designed float, which accompanied the team to

every location, was also branded with our hybrids to ensure that the target audience could visually identify the products. The float also played a catchy marketing jingle to attract the interest of the farmers, and all major markets and farmer gathering areas were covered. This activity is expected to generate consumer demand for the Company's products, help in increasing dealer confidence, and play an integral role in establishing ICI Pakistan Ltd. in the corn region.

# Hitting the Bull's-Eye

## Animal Health Division's booth is a popular attraction at PVMA's annual conference

By Dr. Shakeel Ahmed

In order to gain an informed strategic viewpoint of the industry, the Animal Health Division participated in the International Livestock, Dairy and Poultry Conference (ILDPC) from April 14-15, 2015.

The conference is an industry-led event which is held every year by the Pakistan Veterinary Medical Association (PVMA). The event proved to be an excellent opportunity to showcase ICI Pakistan Ltd.'s wide range of products and to interact with industry experts to gain a global perspective on the animal health industry.

The event kicked off at the Expo Centre, Lahore, with a welcome speech by Nasim Sadiq (Secretary of Livestock, Punjab) at the inauguration ceremony. This year the conference attracted thousands of people, ranging from veterinary professionals to students and families. ICI Pakistan Ltd.'s vibrant booth, with its compelling visual display of our flagship products, was a focal point of attraction for participants all day long. In addition, product literature and branded gifts were also given to participants to increase the

brand awareness and brand equity of our products.

An LED screen was used to play short videos for participants to learn more about the Animal Health Division's different products. Fun activities were conducted and refreshments were served to keep attendees engaged and interested. During the event, participants asked questions centered on the usage of different products from the Farmer's Choice portfolio. These questions were comprehensively answered by the Division's representatives.

Visitors to the ICI Pakistan Ltd. booth included Rana Iqbal (Governor of Punjab), Dr. Muhammad Arshad (President of the PVMA), Professor Dr. Kamran Arshad (Chairman of the Parasitology Department, PVMA), Dr. Maqsood Jaffery (an external consultant), and many other veterinary professionals. Overall, the event was a success and the Division is hopeful that the valuable perspectives gained through participation in the ILDPC will help in the exploration of new opportunities.

### News in Brief | UPL Marketing Head Visits ICI Pakistan Ltd.

By Khawaja Sajjad

Raghulal V. Bhaskaran, (Marketing Head, United Phosphorus Ltd) recently visited ICI Pakistan Ltd. UPL is the Company's business partner in agro chemicals, and Mr. Raghulal visited to evaluate the performance of UPL's products and to discuss business growth. Mr.

Raghulal spent significant time in the field, engaging with farmers and dealers of cotton and rice crops. He also visited different research institutes, including the Rice Research Institute, the Central Cotton Research Institute and the Cotton Research Station,

and interacted with regulatory authorities. Mr. Raghulal looks forward to further rapid growth in UPL's business with ICI Pakistan Ltd., and is determined to strengthen the partnership with quality products and technical support.



The booth attracted many visitors, including the Punjab Governor.

Photograph: Life Sciences Team



The ILDPC facilitates interaction with industry experts.

Photograph: Life Sciences Team

# Russian Escape

## Polyester Business hosts conference in the world's largest country

*By Rafia Murtaza*

The Polyester Business has always made persistent efforts to develop, strengthen and cherish its relationships with customers. In order to deepen these unwavering ties, the Business organised 'Russian Escape 2015', the fifth edition of the Business's customer conference from September 16-20, 2015. The group comprised Polyester's esteemed customers, Asif Jooma (Chief Executive), Suhail A Khan, (VP, Polyester & Soda Ash) and senior management of the Business. Russia is the world's largest country by area, and the mystical nation enthralled participants of the conference with its world-class art, breathtaking landscapes, rich cultural history, vibrant nightlife and exquisite cuisine. Russia's two most enchanting cities – the blockbuster capital, Moscow, and the showpiece city of culture, St. Petersburg – were visited during the event. No stone was left unturned in providing the most fulfilling experience to the Company's cherished customers. A highlight of the visit was dinner at Pushkin, the finest restaurant in Moscow, often frequented by heads of state. The group also visited the exquisite Kremlin Grounds of Moscow, which are the epitome of Russian cultural grandeur, and the famous underground Moscow Metro, which is bomb proof, and also the deepest metro system in the world, with the deepest section being 74 meters underground. The group took a memorable bullet train ride, which covered a distance of almost 800km, from Moscow to St. Petersburg in just 4 hours. Dinner at PMI Bar in St. Petersburg and a visit to the magical Peterhof Palace in St. Petersburg, which was constructed by Peter the Great to be the best summer residence in the world, were also greatly enjoyed by all participants. The glory of the palaces, museums, fountains, sculptures and parks was mesmerising.







**Participants enjoying their visit to the Kremlin Red Square, the most famous and largest square in Russia.**

Photograph: Polyester Team

A conference session was organised in Moscow in which the ICI Pakistan Ltd. management team expressed its gratitude and appreciation for the long-standing relationship it has with its customers through keynote speeches, presentations and a long association awards ceremony. In order to enhance the knowledge of our customers on the latest dynamics and developments in the global PSF and textile industry, an insightful presentation was delivered by one of the consultants for the Business, who was invited especially from Malaysia. All of the customers were deeply grateful for the efforts of the Polyester team.

Most customers had accompanied the ICI Pakistan Ltd. team in previous conferences, and they concluded that Russian Escape was the best conference that they had ever attended with the Company.

Mian Jehangir Alam Monnoo, who has been associated with the Polyester Business for over 30 years, said that he was “amazed by the beauty of Russia, a country less frequented by people from our part of the world. I am thoroughly impressed by the way the conference has been organised and this has been an overwhelming experience.”

The trip received overwhelmingly positive feedback from customers and met the underlying objective of strengthening customer relationships. Russian Escape will go a long way in maintaining ICI Pakistan Ltd.’s market share in a competitive landscape, and showcasing the Company as a truly customer-centric organisation that lives up to customer’s expectations even in difficult times.

## News in Brief | Pepsico Management Visits Polyester Plant

*By Yasir Rafique*

On May 14, 2015, a delegation from the plant of Pepsico International Snacks visited the Polyester plant. The purpose of the visit was to comprehend ICI Pakistan Ltd.’s HSE&S Management System. Khurram Shahzad (HSE & Training Manager) explained the Company’s

system, and spoke about safety hazards, environmental aspects and impacts, and emergency protocols.

Afterwards, the delegation visited the plant site to understand in practical terms the functioning of the HSE&S system. The plant management team from

Pepsico International Snacks praised ICI Pakistan Ltd.’s HSE&S Management System and invited the Company’s management to visit the Pepsico Sundar Snacks plant to share knowledge and best practices.



Breathtaking art at a 74-metre deep underground metro station in Moscow.

Photograph: Polyester Team



At the Hotel Kempinski after the conference session, with St. Basil's Cathedral and Red Square in the background.

Photograph: Polyester Team



Asif Jooma (CE) and Suhail A. Khan (VP, Polyester & Soda Ash) presenting a long-association award to honour Mian Jehangir Alam Monnoo

Photograph: Polyester Team



The talented ICI Pakistan Ltd. team which organised the memorable event in less than a month

Photograph: Polyester Team



Suhail A. Khan and Rizwan Afzal Chaudhary (Business Manager, Polyester) with two key customers, Mian Munir Ahmed and Owais Dagra

Photograph: Polyester Team

# Planet Polyester

## Sheikhupura plant marks Earth Day and World Environment Day

By Yasir Rafique

In collaboration with the Environmental Protection Agency (EPA) and the Frontier Works Organization, the Polyester Business celebrated Earth Day on April 22, 2015. Together with EPA, ICI Pakistan Ltd. made a commitment to plant 5,000 Arjun and Conocarpus trees in 2015-16.

Akmal Saif Chattha (Parliamentary Secretary for Environment Protection) and Farooq Hameed Sheikh (DG Environment Protection Agency, Punjab) attended the event as chief guests and expressed their views on environmental sustainability. The guests participated in the tree plantation activity with a team from Polyester comprised of Khalid Mahmood (Project Manager), Wasim Ahmed Qureshi (Technical Manager), Adnan Ahmed Kherati (HR Manager) and Khurram Shahzad (HSE & Training Manager).

The Business also celebrated World Environment Day with

EPA. Every year, June 5 offers a chance for world-wide awareness, political consideration and action regarding environmental issues. This year Polyester organised activities which stirred up an enthusiasm to protect the environment while sustainably utilising natural resources for a better tomorrow.

In this regard, Imtiaz Rasool Alvi (District Officer Environment, Sheikhupura) spoke to participants about sustainability and protecting the planet. Souvenirs were presented to the guests, following which a tree plantation activity was carried out. Mr. Alvi, along with Pakiza Bukhari (Deputy District Officer Environment) and Zafar Farid (Corporate Safety & Environment Manager, Production) planted the trees. The event concluded with a walk around the training centre and group photos, which revitalised the spirit to care for our planet for the generations to come.

## News in Brief | Focus on First Aid

By Yasir Rafique and Hassan Murtaza

First Aid training is essential for industries which prioritise workers' safety and wellbeing. Thus the HSE & Training Department of the Polyester Business conducted a training session on First Aid on May 14-15, 2015. The trainer was Imran Latif from the Pakistan Red

Crescent Society (PRCS). Mr. Latif equipped 24 participants with the skills to effectively handle medical emergencies. The training session provided knowledge regarding safety at work, protective clothing, warning signs, road safety and the First Aid box. The Electrical & Instrumentation

department has also concentrated on maintaining the Business's outstanding HSE systems, with the recent upgrade of the central fire alarm system in the CP Area. This offers comprehensive fire detection and annunciation capabilities for zone detections.





The Business partnered with the Environmental Protection Agency.

Photograph: Polyester Team



On Earth Day, Polyester committed to planting 5,000 trees in 2015-16.

Photograph: Polyester Team

# A Notch Above

## The Polyester Business is always in search of ways to enhance performance

*By Gul Zaman, Shauzab Raza, Hassan Murtaza and Aftab Iqbal*

Several developments at the Sheikhpura plant show the Polyester Business's continued commitment to outstanding performance. One such example is the launch of black fibre.

Following successful trials of the product in the market, regular production was started on August 15, 2015.

The journey to production showcased the Business's dedication and inventiveness. Based on the feedback of black fibre trails, the plant team carried out a series of modifications on Draw Line 3 to enhance efficiency. The spin finish oil system was modified, and a special hard end detection plate was fabricated in-house and installed. Quality parameters were digitally monitored, and specialised photo sensors were installed.

The plant production, technical, workshop, maintenance and electrical teams completed the project on schedule – and were responsible for all the development work. Black fibre samples were tested for colour tones and were within the desired range, with even better results over the previous trials. Overall, the campaign to start production of black fibre was a great success for the plant, and the product is being dispatched to various customers.

With the commissioning of the steam turbine at Polyester,

the Business has also demonstrated its capability in energy matters. The process began with the commissioning of the medium voltage room, with electricity being provided by ICI Powergen. This marked the process of checking all plant equipment, starting from the coal conveying system, moving on to the boilers and their auxiliaries, and ending with the commissioning of the steam turbine itself. The plant now caters to all the process steam and energy needs of the Business, providing reliable low cost energy and steam. The Electrical & Instrumentation (E&I) department also undertook an energy-saving initiative that will lead to a saving of hundreds of thousands of rupees every year. With the installation of photo sensors at the new coal fired boiler, ambient light will be automatically detected, and the lights will be turned off. The sensors will also detect the decreased ambient light levels to automatically turn on the lights at night. Such innovation has been supplemented with the enhancement of the oil cooling system. At Draw Line 5, the coolers were redesigned, doubling the size to increase the efficiency of lube oil coolers. There has also been an upgrade of the Bank 5 automation system. The Polymer E&I team took the initiative to replace the controllers with the latest Siemens S7-300 controllers, which offer even greater reliability.

### News in Brief | Refresher Training on Fibre Process

*By Yasir Rafique*

The Polyester Business's production team attended a refresher training session on the fibre process at Faletti's Hotel, Lahore. The two-day session, organised by the HSE and Training

department, commenced on June 16, 2015, and had 24 participants, bringing people from different departments to the same platform to emphasise how quality affects other departments. Zahid Abbas, the chief trainer, drew on his

decades-long experience to explain how small routine checks play an important role in making a top quality product. Zain Arshad from the Technical Service Department explained the customer's viewpoint in terms of strategy and challenges.



The team behind the installation of photo sensors.

Photograph: Polyester Team



The steam turbine project was commissioned in June 2015.

Photograph: Polyester Team

# Waste Not, Want Not

## Initiatives at Polyester boost sustainability and cut costs

*By Yasir Rafique and Hassan Murtaza*

The Polyester Business has collaborated with Critical Green, a research organisation, to bring innovative solutions in waste water treatment through bioremediation.

Bioremediation is a waste management technique that involves the use of organisms to remove or neutralise pollutants from a contaminated site. Bioremediation has been adopted as the most cost effective, socially feasible and environmentally sound approach in 52 countries. This method of water treatment removes chemicals which cannot be removed by deploying other conventional waste water treatment options.

Critical Green and research scholars from Quaid-i-Azam University have made visits to Poylester, in order to understand the nature of activities being carried out at the plant. Pilot experiments are in progress at the Quaid-i-Azam University's laboratory, so that effective methods can be

devised to remove pollutant load from waste water.

At Draw Line 4, there has been a general reduction in waste.

A detailed analysis of the type of waste and reasons for its generation were found. The crimper ramp and stackers were modified, which helped in achieving the new targets of low waste at the line. There have also been improvements in efficiency and the quality of the product. During fibre processing, steam is applied on the tow bands at various modules which contributes to the moisture of fibre and crimps per centimetre. This can lead to high moisture in polyester staple fibre. However, modifications at Draw Line 4 have ensured there are no moisture issues.

Another project involved the installation of a flow transmitter on the spin finish application system, which helped to achieve better control on the oil pick up parameter of fibre, on which the smooth running of the spinning mill depends.

## News in Brief | Asian Polyester Industry Leaders Meet in Beijing

*By Rafia Murtaza*

Asif Jooma (Chief Executive) and Rizwan Afzal Chaudhary (Business Manager) represented ICI Pakistan Ltd. at the tenth Asian Chemical Fibre Industries Federation (ACFIF) Conference held from May 13-16, 2015, in Beijing, China.

The ACFIF was founded in 1996 by the President of the Japan

Chemical Fibers Association, Katsunosuke Maeda. Members of the ACFIF are industry leaders from China, India, Indonesia, Japan, South Korea, Malaysia, Pakistan, Taiwan and Thailand. The ACFIF Conference provides a chance to engage with representatives from all the countries and to understand

challenges and opportunities. Rizwan presented a comprehensive paper on the current state of the PSF industry in Pakistan. The country heads participating in the event were called for a media session in which Asif represented Pakistan and answered media queries.



**At Draw Line 4, waste has been reduced and quality enhanced.**

Photograph: Polyester Team



# CE Hails Khewra Expansions

## Asif Jooma inaugurates projects and holds CE Session at Soda Ash

*By Aqil Karim*

“Khewra is the site of firsts, always hitting the first six,” said Asif Jooma (Chief Executive) in a vibrant opening to the first ever CE Communication Session to be held at the Soda Ash site.

The Session took place on September 2, 2015, at 3pm, but the day started early in the morning. There was a packed agenda, with the inauguration of key strategic projects and the celebration of unprecedented milestones achieved during the year. The initiatives undertaken by the Soda Ash team are part of a broader strategy which demonstrates the management’s focus on long-term business growth and sustainability.

Firstly, the CE inaugurated the new Staff Residential Estate (SRE) road, a requirement due to the larger plant area to support the site’s expansions. Asif appreciated the cooperation from all concerned employees towards this critical



initiative, before taking a round of the SRE with the Soda Ash team. The use of old bricks, dating back to the 1940s, in the construction of the SRE walls was highly commended by the CE as a sustainability initiative.

Asif then visited the CFB 3&4 project site and remarked that the construction site conveyed excellent planning and efficiency, with a focus on HSE. He also referred to the 80 metre CFB chimney as a representation of the plant's "vertical expansion."

Next, the CE inaugurated the new purpose-built projects office building, which will serve as the coordination centre for the existing and upcoming expansions. This was followed by the inauguration of the new refined sodium bicarbonate (RSB) warehouse and a visit to the new dense ash (DA) plant site. The new RSB warehouse will add value to the Business through economies of scale, better handling of food grade RSB product and a dust-free environment.

This was followed by a visit to the land purchased for limebeds. Referring to



**The day culminated with a spirited CE Session.**

Photograph: Soda Ash Team

## News in Brief | Community Spirit at Soda Ash

**By Muhammad Akram and Hammad Khan**

Chand Raat and Eid Ul Fitr were celebrated with great enthusiasm by management staff and their families at Khewra. Special events were organised by the Winnington Club for members staying at the plant site for duties. Stalls and games were arranged, and Eid

dinner was complimented by a musical event. During Ramadan, the annual Iftaar dinner was held, hosted by Suhail A Khan (VP, Polyester & Soda Ash) and his wife at House No.1.

The new Winnington Club committee began its tenure by inviting all members to Tombola

Night on June 9, 2015. More than 70 management staff members and their families attended. Independence Day was also celebrated at Khewra; Umar Mushtaq (Operations Manager) was the guest of honour at a flag-hoisting ceremony.



the procurement of 88 acres of land, which has secured the Business's operations till 2030, the CE used the term "horizontal expansion" during his Communication Session later in the day. A detailed briefing through maps and the physical demarcation of the area was conducted by the Soda Ash team, and Asif appreciated the efforts made by the team for the long-term sustainability of the Business. Increasing growth has also necessitated enhanced infrastructure in Khewra. With this in mind, and with the aim

of providing top quality housing to the managers residing on site, the Soda Ash team embarked on a project to construct eight new houses in the Management Residential Estate. The project was completed in 11 months and also involved landscaping and road development. Asif handed over keys and allotment letters, along with bouquets, to the families at the inauguration ceremony. Speaking at the occasion, the CE mentioned that providing good quality housing is in line with one of the Company's core values, 'Passion for People',



**Asif Jooma (CE) surveys the land purchased for limebeds.**

Photograph: Soda Ash Team

and that the delivery of this housing project is a clear demonstration of Soda Ash's enterprising and can-do attitude. The families present appreciated the architecture and aura of the surroundings. A plantation ceremony was also held, in which the CE and Suhail A Khan (VP, Polyester & Soda Ash) planted trees in the lawns adjacent to the new housing.

At the Winnington Club, a sumptuous networking lunch was arranged; young managers, including Trainee Engineers, FTOs, G33s and G34s, also attended. Soon afterwards, Asif and Suhail enjoyed a ride on the electrical bike made by Ahmed Zia (Trainee Engineer), which was featured in the previous issue of *Engage*.

The day culminated with a highly engaging and spirited CE session, in which Asif discussed the Company's performance in 2014-15 and looked ahead to the future. The theme of the session was 'Expansion', and the CE also spoke in detail about the 'IMPOWER Employee Engagement survey. In addition, Asif shed light on CSR initiatives being undertaken through the ICI Pakistan Foundation in Khewra and P.D Khan. The presentation was followed by a Q&A session and then refreshments, providing a chance for the CE to mingle with members of staff.

After the eventful and exciting day, the CE's visit left a profound feeling of reassurance and confidence in the Soda Ash team's capability to keep growing and expanding.



### The new houses in the Management Residential Estate.

Photograph: Soda Ash Team



**Asif Jooma (CE) plants a tree to mark the new construction.**

Photograph: Soda Ash Team



**Suhail A Khan (VP, Polyester & Soda Ash) with members of his SA team.**

Photograph: Soda Ash Team

# A Fresh Perspective

## Production and Marketing teams undertake outbreak sessions

*By Ch. Muhammad Arif and Omar Rasheed*

To see things clearly, it is said, we must occasionally step out of the picture. With this in mind, the Soda Ash Business's Production team put together a one-day adventure trip in April 2015. The session was a great opportunity to enhance team dynamics. The journey started in the early morning, and after a one-hour drive the group reached the residence of L.G. Reed, a former GM of the Business. This was the perfect spot to break, with nature in full bloom, and the team was enchanted by the dazzling colours of spring.

The team then embarked on a trek to the top of Pir Chambal – a 900 foot cliff. To reach the top is a nerve-testing journey, and a local guide was invaluable to make one's way to the summit. Weaving their way through narrow passages, it took almost three hours to reach the top of the cliff. The reward was majestic views of greenery and the River Jhelum. At lunchtime, the team enjoyed home-cooked food. The location, ambience and the weather were all conducive to a successful engagement session.

The fiscal year 2014-15 was a historic landmark for Soda Ash, as many records were broken and new feats were achieved. However, the year was not just about the bottom line; it was ultimately about our people. To keep this focus on team work and engagement, on June 12, 2015, the Marketing department embarked on a journey to Islamabad in an effort to take a step back, unwind, and reflect on what went well and what can be done better moving forward. This inner reflection was imperative, given that the 2015-16 targets are more challenging, with expectations higher than ever before. Various team building exercises were carried out, including brainstorming sessions and strategy discussions – and even paintball. Sales Promotion Officers were also invited in recognition of their efforts that led to a very successful year. The outbreak activity was a great success, and gave everyone ideas about which factors to improve in the new fiscal year.

## News in Brief | EIA Public Hearing of Expansion Projects 2014-15

*By Muhammad Taufiq Cheema*

Conducting an environment impact assessment (EIA) is a legal requirement of the Pakistan Environment Protection Agency. According to Section 12 of the Constitution of Pakistan 1973, the potential impacts of proposed projects relative to the physical,

chemical, biological, cultural and socio economic components of the environment must be assessed. For this purpose, the Soda Ash Business arranged a public EIA hearing on April 20, 2015, at the nearby Government Degree College auditorium. It drew a large audience, including journalists

and students from a professional institute, the Lahore College for Women University. After detailed discussion, the EIA was approved and endorsed by the District Officer Environment, Jhelum, who presided over the hearing.



SA Marketing visited Islamabad on an outbreak session.

Photograph: Soda Ash Team

# The Khewra Community

## Soda Ash shows its support through health, education and sport

*By Muhammad Faisal and Saleem A Siddiqui*

Since its very beginnings, the Company's site in Khewra has made great efforts to contribute towards the welfare of the wider community. Several recent activities in and around the Soda Ash site demonstrate that this ethos is stronger than ever.

Although industrial workers and their families working at the plant and at Dandot Cement are registered with the Punjab Employees Social Security Institution (PESSI) and covered under its benefits, until recently they had to travel to PESSI Chakwal Dispensary, which would refer them to hospitals in big cities such as Rawalpindi and Lahore.

Therefore there was a strong demand for the establishment of a PESSI dispensary, with a fully-qualified medical practitioner, in Khewra. After persuasion and assistance from ICI Pakistan Ltd., the PESSI authorities agreed to set up a unit in Khewra. The inauguration of this newly built Social

Security Dispensary was presided over by Raja Ishfaq Sarwar (Provincial Labour Minister) on April 15, 2015. The minister and the industrial workers of the locality praised the efforts made by ICI Pakistan Ltd. and its commitment to Corporate Social Responsibility.

The Company has also committed to a new building for its long-running Ladies Welfare Centre. Due to the increase in the number of pupils, it was decided that it was necessary to construct a new purpose-built building, in which the separate sections could be housed and taught. Suhail A Khan (VP, Polyester & Soda Ash) was invited to the ground-breaking ceremony on July 9, 2015.

The Company has committed to restoring and renovating Pind Dadan Khan Park in collaboration with the local civil administration. The Business also supports local sports. The Alkali Sports Club sponsored the 'All Punjab Hockey Tournament' at its ground from May 12 to June 7, 2015.

## News in Brief | Soda Ash Stays on the Safe Side

*By Saeed Iqbal*

The Soda Ash Business always places safety first, and this was reflected in an injury-free year during 2014-15. Umar Mushtaq (Operations Manager) congratulated the whole Soda Ash team on this superb achievement. In the same spirit, the HSE &

Training department arranged a vital awareness session on CPR & First Aid on August 11, 2015, for works and project employees. Dr. Rashid Khan conducted the session, with video clips and practical demonstrations helping participants gain a clear understanding. In addition,

'International Fire Fighter Day' was celebrated on May 4, 2015, and a detailed and successful training session on 'Fire Prevention' was held on August 10, 2015, conducted by Saeed Iqbal (HSE& Training Manager), Mussaddiq Husnain (Senior Fire Safety Office) and Raja Ghulam Akbar (Training officer).



Raja Ishfaq Sarwar (second from right, Provincial Labour Minister) on the eve of inauguration ceremony of the new dispensary at Khewra.

Photograph: Winnington Team

# A Class Above

## The story of Winnington School, told by its Principal

*By M Jamal Malik*

Winnington School, Khewra, is an English-medium high school run under the auspices of ICI Pakistan Ltd. The school is located inside the Company's estate at its Soda Ash site, with its own clearly defined premises, and educates boys and girls from play-group to Secondary School Certificate level. The purpose-built buildings are idyllically situated in the shadow of neighboring hillocks of the famous Salt Range. The school's objective is to be an academic centre of excellence,

providing opportunities for pupils to realise their potential while striving to form well-rounded personalities. It is well-equipped with large, airy classrooms and spacious playing fields. The school is divided into junior and senior sections and has a highly-qualified and committed teaching staff. When the Soda Ash Business was established over 70 years ago in Khewra, the initial modest establishment consisted of a limited number of management personnel. Over the years, rapid expansion of the Business led to more and more staff



**The school's main building houses ten large classrooms.**

Photograph: Soda Ash Team



members – and the need for a school for their children. Previously, employees' children went to the PMDC Model School in Khewra, but to raise standards to the levels of the best schools in the country, the Company decided to launch its own school. The then General Manager, Asafuddin Khan, inaugurated the Winnington Club Cooperative School on April 3, 1983.

The school was housed in the former Female Ward of Winnington Hospital, and the entire teaching staff consisted of the wives of management staff. Furrukh Barlas was appointed the headmistress while the wife of Mr Muhammad Iqbal Khan, the incumbent Works Manager, took over as honorary Principal. The school commenced classes from Nursery to Grade III, with 24 pupils.

In 1984, it was decided to further improve the school by employing a professionally qualified headmistress. Zaib-un-Nisa Rashid was appointed to the role and the school was extended to Grade V; the number of students increased to 42. In 1989 it was decided to organise the school into a proper educational institution with a status worthy of a quality educational institution. With these objectives in mind the Soda Ash Business Area executive committee, led by Munnawar Hamid (then General Manager) constituted a Board of Governors of Winnington School in April 1989. Until 1989 the school followed the curriculum of Lahore Grammar School. The same year Munnawar Hamid

approached the Esena Foundation, Lahore, to seek its guidance and expertise in establishing the school on a firm footing. Mrs. Anese Majid Khan (then Director Esena Foundation), joined the Board and recommended the adoption of the Esena curriculum with effect from January 1990, and the school remained associated with Esena in its initial years.

Lt Col (Retd) Naeem Taqi Jajri replaced the Headmistress in January 1990 and served the school for about 14 years. I took over in 2004 and continue to manage the school as Principal. Over the years a well-equipped Science Laboratory, Library and Computer Room were added to the existing facilities. The school came of age on May 5, 2003, when a new purpose-built block of classrooms was inaugurated by the late Azhar Malik (former Chief Executive). This block consists of 10 spacious and airy classrooms which now house Grades 1 to 10. During the course of time it was also decided to extend the school facilities to the local community and later to the workers and officers of the Business.

A pre-school section, with the addition of a play-group class, was added in 2010. Ali A Aga, the then Chairman of the BOG, was the force behind this. Subsequently the old building was pulled down and a wonderful new facility was added to the school in the shape of a purpose-built pre-school block in December 2014. This was inaugurated by Suhail A Khan (VP, Polyester & Soda Ash).



**Asif Jooma (CE) on a visit to Winnington School.**

Photograph: Soda Ash Team



**The school is proud of its academic excellence.**

Photograph: Soda Ash Team

The school prepares the students in science subjects for the SSC Examination of the Board of Intermediate and Secondary Education, Rawalpindi. A Board of Governors, headed by the Chairman, who is the Vice President of the Business, and the Works Manager, who is the Deputy Chairman, look after the affairs of the school. The Board comprises senior managers of the Soda Ash Business. Pupils of Winnington School have always shown a penchant for excellence and along with achieving commendable results in the SSC Exams, they have also done well in other activities. The school has produced a 100 % result in the SSC Examination conducted by the BISE Rawalpindi for the last 22 years, and is geared for further success. Indeed, this year a total number of 16 students (seven boys and nine girls) appeared in the SSC (Matric) exam. 13 attained an A+ grade while three got an A. This year's result was the best yet, and the highest marks obtained were 1053/1100 (95.7%); eight students scored more than 90%.

## News in Brief | Company Donates Books to PD Khan Library

**By Maj (R) Muhammad Faisal**

Raja Ghazanfar Ali Khan was a close associate of Quaid-i-Azam and a local notable, and he played a significant role in the Pakistan Movement. The Company therefore felt privileged to contribute to the Raja Ghazanfar Ali Khan Public Library in Pind Dadan Khan by

donating books.

An inauguration ceremony was held on April 18, 2015, at the library. DCO Zulfiqar Ghumman, AC PDK Chaudhry Ashraf, the grand-daughters of Raja Ghazanfar Ali Khan, Umar Mushtaq (Operations Manager), Aqil Karim (HR Manager) Major Muhammad Faisal

(Administration & Security Manager) and local notables attended. It is hoped that local youth will benefit from the books, most of which are about the Pakistan Movement, and refresh memories of the contribution that this area played in creation of Pakistan.



**Umar Mushtaq (Operations Manager) at a cricket match.**

Photograph: Soda Ash Team



**Extra-curricular activities are central to the school's ethos.**

Photograph: Soda Ash Team



**Girls and boys are educated from play-school to SSC level.**

Photograph: Soda Ash Team

# Photograph of the Quarter



## Photograph of the Quarter Winner: Talha Abid

Nanga Parbat, July 2015



# Other Selected Photographs



**Arang-Kel, Azad  
Kashmir**

Photograph: Shahid Aslam





Rama Lake, Gilgit-Baltistan

Photograph: Waqar Zubairi



St. Peter's Square,  
Vatican City.

Photograph: Samie Cashmiri

# 'IMPOWERed For Action

## **ICI Pakistan Ltd. partners with Gallup to conduct Employee Engagement Survey**

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*By Sonia Chagani*

ICI Pakistan Ltd. believes that success comes when people are engaged, aligned and committed to the Company's vision, values and aspirations. In line with this philosophy, the Company launched the 'IMPOWER Employee Engagement Survey, which is a long-term programme that will empower its people to make the 'big picture' by sharing their candid thoughts on workplace experiences and our Company's future direction.

The Company aims to be a top performer in employee engagement by 2018. It will be an exciting and rewarding journey and the collective efforts will reap enormous benefits in terms of building a more successful and promising organisation through a more engaged and committed workforce.

ICI Pakistan Ltd. has partnered with Gallup, an independent research company known for its understanding of people and their opinions, to administer the survey. Gallup has identified 12 questions that measure the most important elements of employee engagement, known as Q12. Gallup's Q12 is one of the most effective measures of employee engagement and impact on the outcomes that matter most to your business. The Company has already received the results of its first 'IMPOWER Employee Engagement Survey for 2015 and the Action Planning process has been initiated.

The Company understands the criticality to have employees who enjoy their work and feel positive about it – not just because it creates employee engagement, but also because a more engaged workforce results in higher productivity and prosperity for the organisation. Thus, engagement is in itself highly advantageous for employees, and at the same time is an important driver of success.







The Gallup Q12 measures the most important elements of employee engagement.

In addition to these 12 questions, the 'iMPower survey also had questions specific to ICI Pakistan Ltd. to gain insight on engagement parameters of values and leadership particular to the Company's context. Gallup will provide a full result analysis of the Company's survey each year, including benchmarking data so the Company can track its progress internally and against other companies in the Gallup database.

This year's survey generated a response rate of 97%, which speaks volumes for the employees' commitment to the Company's collective future. The results of the survey indicated an overall engagement score of 3.87 for

ICI Pakistan Ltd. on a five point scale. The core is a good initial benchmark and brings collective responsibility on all members of staff to take steps towards improving the engagement score.

The same survey will be conducted in May next year in order to gauge changes in the Company's scores on the basis of organic improvement of various areas of workplace engagement derived from the results of this year's survey. Such improvements at the local level will bring an overall increase in ICI Pakistan Ltd.'s engagement level and will help the Company reach closer to its aspiration of being amongst the top quartile of Gallup's database.

## News in Brief | Health and Safety at Mozang Office

By Haq Nawaz

Safety is vital to sustainable business practices, and preventing and dealing with fire incidents is vital knowledge for all members of staff. Tahir Rashid (Administration & HSE Manager) conducted a firefighting session for all Mozang-

based staff on May 29, 2015. This also included practical firefighting training in the car park. The Company also prioritises health, and Dr. Akhtar Malik (Consultant Physician, Ittefaq Hospital, Lahore) conducted a session on general health

awareness on June 24, 2015. Additionally, a session on personal hygiene for kitchen staff at the Mozang office was conducted on July 30, 2015, by the Company's medical officer, Dr. Hammad Hassan Khan.

## Action Planning Process

Action Planning starts with managers as their role is pivotal in driving the programme, both in encouraging their team to participate and in helping to ensure that it brings about lasting change in the form of improved team engagement. Each manager has received a report on their own team's engagement levels: an individual team report if they have four or more direct reports who completed the survey, or a 'roll-up' report from their broader team if they have three or fewer

reports who completed the survey.

Managers are expected to share these results with their team members in action planning meetings and to work with them to plan local improvements. Effective Action Planning promises high engagement which helps in achieving productivity and business improvements. To facilitate managers in leading effective action planning sessions, we invited Dr. Tao Wu, (Senior Practice Consultant , Gallup) to conduct workshops for managers in Lahore and Karachi.



Asif Jooma (Chief Executive) spoke about 'iMPOWER' at his CE Session on September 2, 2015: "We have a business aspiration of '3x in 5', but let's set ourselves an engagement aspiration as well. Our goal is to score at least 4.43, which will place us in the 75th percentile and make us as good as any global company in attracting quality human resources."

Photograph: Soda Ash Team

# A Sea Change in Kakapir

## Thriving school in Karachi village now educates over 200 students

By CCPA

ICI Pakistan Ltd supports a school in Kakapir, Sandspit, which has become an oasis of education. What had once been a “ghost school” in a poor, largely illiterate fishing community is now a flourishing centre of learning, progress and, above all, hope.

Ayesha Abdul Ghani, a brilliant woman in her mid-twenties, runs the Kakapir School. It was set up in 1994 but neglect and corruption saw it slide into disrepair and abandonment. It was Ayesha’s father, social worker Abdul Ghani, who was determined to revamp his village’s only school. He sought support, finding a helping hand in ICI Pakistan Ltd. He also initiated education for girls in the community for the first time. The tide turned for good after the school was adopted by the Fisherfolk Development Organisation in 2010 and began receiving financial and organisational support from ICI Pakistan Ltd.

Tragically, Abdul Ghani was murdered in 2011. But his daughter has carried the torch, and the school is a beacon of hope in the village.

There are now over 200 students, from Nursery to Class V. Last year, ICI Pakistan Ltd. was faced with a challenge: 80 more students asked for admission. Unable to accommodate them in the main building, community members and volunteers from the Company made a shed which provided three additional classrooms. After this year’s summer holidays, the school has admitted 40 new students from a nearby island.

The site does not only cater to children. A literacy programme for adults was set up in 2013 after community women saw the revolutionary impact of education on their children – and asked for their chance to learn. The programme is supported by the ICI Pakistan Foundation, in partnership with The Literate Pakistan Foundation, which created the ‘Jugnoo

گورنمنٹ بوئٹز اینڈ گریڈ پرائمری اسکول کی

سالانہ تقریب

زیر انتظام: آئی سی آئی پاکستان فاؤنڈیشن  
تعاون: فٹرفوک ڈیولپمنٹ آرگنائزیشن (ریسرچ) اور "جینوسین"



### The annual Kakapir School Function was held on May 18, 2015.

Photograph: CCPA

Sabaq' curriculum. The school is truly a centre for everyone in Kakapir, with 'Dadi' and 'Nani' learning how to read and write alongside young children.

Recently, a woman who had taken the adult literacy programme got married. The Qazi asked for her thumb impression on the nikah nama. She declined to give it and told the Qazi, "I have studied in the Taleem-e-Balghan (Adult Literacy Class). I can now read and write, so I will sign my own name on the nikah nama."

The ICI Pakistan Foundation pays the salaries of teachers, support staff, and other school expenses. The Company also supported the annual Kakapir School Function on May 18, 2015, which showcased the tremendous progress being made by the local community.

The function began with Quranic recitations and the national anthem. This was followed by performances, including a welcome dance, poems, skits and a fancy dress show. Perhaps the highlight was a series of staged scenes, in which

the children acted out dramatic situations which highlighted the necessity of literacy to navigate the modern world. As the children played anxious parents whose children informed them about expiry dates on medicines, or rigid uncles who were persuaded to let their nieces go to school, comedy mixed with serious themes to form a superbly effective performance.

A group of boys, dressed in Sindhi clothes and *topis*, then performed a high-energy dance which was so infectious that community women got up and danced as well. Diana Francis (HR Manager, Head Office) also joined in the fun. The event had a boisterous atmosphere, as the enthusiasm of the children and the pride of their mothers elicited cheers and applause at every opportunity. Abdul Ghani (CSR Coordinator & Public Relations Manager) was the host for the occasion and cranked up the volume even higher. He interspersed his introductions with inspirational comments about the school and its achievements. Shields were presented to position



**Samie Cashmiri (VP, Life Sciences & Strategy) was the Chief Guest.**

Photograph: CCPA

holders in every class, with each prize-winner cheered to the rafters.

Samie Cashmiri (VP, Life Sciences & Strategy) was the Chief Guest and was given a Sindhi *topi* and shawl on taking the stage. He concluded the occasion with a speech, thanking the children, applauding the whole community's efforts, and telling those gathered that ICI Pakistan Ltd. was with them.

As the sun set in Kakapir and the children went home with their parents, a heady sea breeze swept over the school.

There is change in the air, and the children of Kakapir are smiling towards a better future. The school stands as a symbol of all ICI Pakistan Ltd. has accomplished in CSR over the years – and all the future progress it is eager to achieve.



The school now has over 200 students.

Photograph: CCPA

# Cultivating Growth, Literally

## Tree plantations form the core of Earth Day and World Environment Day celebrations

By CCPA.

To mark Earth Day on April 22, 2015, ICI Pakistan Ltd. joined hands with The Citizens Foundation (TCF) for a tree plantation drive at the TCF Maqbool H Siddiqui Campus, Landhi, Karachi. TCF students and volunteers from ICI Pakistan Ltd. planted trees and discussed ecological issues to raise awareness and consciousness of environmental protection. Earth Day is celebrated every year with worldwide activities which demonstrate support for 'going green'. It was first observed in 1970 and is marked in more than 192 countries each year.

Based on the concept of 'Every Day is Earth Day', a number of employees from ICI Pakistan volunteered to take part in the environmental teach-in activity, setting a prime example for the primary school kids. Each of the volunteers personally oversaw students who planted trees and took oaths to care for the trees every day.

The activity started on a high note with the national anthem sung at the top of their voices by all 90 children present. It closed with cheers of "Green" to celebrate the successful drive, and "Pakistan Zindabad" for the welfare of the nation. The Company also marked World Environment Day on June

5, 2015, with a tree plantation drive at its Head Office in West Wharf, Karachi. A large number of colleagues from ICI Pakistan Ltd. planted 27 Gulmohar trees on both sides of the road leading from its main entry gate.

Once fully grown, the Gulmohar trees will be visible immediately when one turns from the bridge towards ICI Pakistan Ltd.'s entrance. The trees will bloom with red flowers and form a stunning archway over the road, providing a soothing and sublime sight on entry to work every day – and for years to come.

Each tree was planted by a different team; all the teams were named after trees. Examples included Team Safaida, Team Oak and Team Peepal. The trees represent a powerful symbol of ICI Pakistan Ltd.'s brand promise – 'Cultivating Growth' – and will provide a lasting testament to environmental protection for decades.

ICI Pakistan Ltd. is actively involved in incorporating sustainability within its business operations. Recent initiatives have included planting over 350,000 trees at our Soda Ash site in Khewra, marking Earth Hour at all our sites, conducting Earth Day activities at schools, using bio-degradable bags and leading cleanliness drives.





Colleagues planted 27 Gulmohar trees at Head Office in Karachi.

Photograph: CCPA



The Company joined hands with TCF on Earth Day.

Photograph: CCPA

# The Spirit of Patriotism

## Head Office, Mozang Office, Polyester and Soda Ash hold Independence Day ceremonies

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By CCPA

ICI Pakistan Ltd. marked Independence Day by bringing some much-needed cheer and colour to children in hospitals. On August 13, 2015, volunteers from the Company in Karachi visited Civil Hospital, and on August 14, 2015, members of staff went to the National Institute of Cardiovascular Diseases.

The volunteers decorated the pediatric wards with banners and flags, and then the celebrations began. This included singing the national anthem and milli naghmay, a magic show, quizzes and competitions.

The doctors, nurses and other medical staff seemed to enjoy the occasion as much as the children and their parents, and even joined in with the singing and magic show.

Abdul Ghani (CSR Coordinator and Public Relations Manager), said that the hospitalised children “can feel lonely on special days like this, whether it’s Eid, August 14 or

September 6. The future of Pakistan is our children and it our duty to help them celebrate this day with great passion.”

It was a heart-warming occasion and thoroughly enjoyed by all participants. As Abdul Ghani said, “The idea was to make this day special, and doing something for these children, we have also made this year special for us.”

On August 13, 2015, the Company also celebrated Independence Day at Head Office in Karachi, as August 14 is a national holiday. Colleagues wore green and white to office, and a flag-hoisting ceremony was held at the end of the day. Abid Ganatra (CFO) gave an inspiring speech and colleagues came together to sing the national anthem.

Independence Day celebrations were also held at the Mozang office, as well as at the Polyester and Soda Ash sites, on August 13, 2015, with flag-hoisting ceremonies, cake-cutting celebrations and group walks.



The celebrations at Civil Hospital were full of passion and energy.  
Photograph: CCPA



Children involved in an activity at NICVD, Karachi.  
Photograph: CCPA

# Meet Sarchina Kumari

## From Hala New to Head Office

By CCPA

For generations people have spoken of the 'ICI Man', an archetypal figure evoking dedication and consistency. For many years now, however, the 'ICI Woman', who has these qualities in abundance, has gained equal prominence in the public eye. Symbolic of a new era of women at the Company is Sarchina Kumari (IT Trainee Officer), who has endured financial hardship and social stigma to become a shining young star of the modern ICI Pakistan Ltd.

Growing up, times were tough for Sarchina. At her government school in Hala New, teacher absence was a near-daily irritation, and due to family circumstances, life was not easy. As Sarchina says, she had to "illuminate her own beacon." The torch she wielded is the most powerful in the world – hope. It was backed up by some other rather useful attributes: determination, hard work and unbreakable faith.



Sarchina borrowed textbooks from friends at better schools, followed their curriculums, and taught herself. As a teenager she almost single-handedly pulled herself up on a ladder of study, and eventually made history in Hala New with the highest ever exam marks.

Sarchina won a scholarship to IBA as part of the 'Sindh Talent Hunt Program' and studied Computer Science. However, there were whispers in Hala New: some thought she would be at risk due to Karachi's notorious law and order failings; others were blinded by prejudice, thinking a young woman should not live such a life, and that education was pointless since her ultimate workplace was the kitchen and household. But Sarchina was on a journey and could not be stopped. At IBA, she also went on the UGRAD exchange programme, attending Grand Valley State University, Allendale, Michigan, USA, for a semester.

Sarchina has changed her own life – and also her wider community. She is involved in several community programmes. "The journey does not end with me," she says. "For me, the day of success will be when each deserving person will be discovered through programs like the Sindh Talent Hunt Program."

Sarchina is loving every minute of her job at ICI Pakistan Ltd. "It's a familial environment, and that's very important for me because I'm so far away from home. The diverse people here are so warm and welcoming, I feel part of another



Sarchina visited New York during her USGRAD exchange programme.

Photograph: Sarchina Kumari



**Mamnoon Hussain (President of Pakistan) at Sarchina's convocation.**

Photograph: Sarchina Kumari



**She won a scholarship to IBA, Karachi.**

Photograph: Sarchina Kumari



**Sarchina Kumari: From Hala New to Head Office (via the US!).**

Photograph: Sarchina Kumari

family. I don't feel homesick, thanks to my colleagues. In the IT Department, my colleagues are so encouraging and supportive."

Sarchina was recently selected for the Pakistan-US Alumni Network's Youth Technology Camp 2015. After three days of training and development, Sarchina and her team members initiated a social project called 'uMatter', a website which provides a platform for sponsorship for creative ideas. She

also recently appeared as a guest speaker at 'I Am Karachi – Youth Champions', in which she shared her life story and inspired other young people to pursue their dreams. Female colleagues at ICI Pakistan Ltd. speak of a "courageous, talented" young woman. For Sarchina, her philosophy is simple: "The guiding voice that I've followed my whole life is, 'Work hard and do your best and leave the rest to the Almighty, because he knows better than we do.'"

# Sustainability Success

## Company wins Swiss award, with report published in 'Building Sustainable Legacies'

By CCPA

ICI Pakistan Ltd. has won a 'Sustainability Innovation Award' from Business School Lausanne (BSL), Switzerland. Such international acclaim for sustainability processes and disclosure is a rare and prized feat for a Pakistani organisation.

BSL was "very impressed by ICI Pakistan's significant engagement in addressing important economic, social and environmental issues." It saw this as a demonstration of the Company's "capability of integrating sustainability into its core business strategy."

The Swiss institute is a distinguished innovator in business instruction and highly respected for its cutting-edge sustainability executive education. ICI Pakistan Ltd.'s award was based on a case study submitted by one of BSL's doctoral research consultants, Nazish Bukhari (Assistant Professor, University of the Punjab), who studied the Company for one and a half years to fully understand its sustainability journey.

The report has been published in 'Building Sustainable

Legacies', which features seven case studies of advanced sustainability firms around the world. It is hoped that ICI Pakistan Ltd.'s story will serve as an inspiration and guide for other organisations in developing countries.

Ms. Bukhari's process included a transparent sharing of data and policies from senior members of ICI Pakistan Ltd.'s staff. She surveyed forty managers through the comprehensive Sustainable Culture and Leadership Assessment, and also interviewed Suhail A. Khan (VP, Polyester & Soda Ash), Asif Malik (former VP, Life Sciences), Syed Iqbal Haider (GM, Technical) and Zafar Farid (Corporate Safety & Environment Manager, Production).

The award is an encouraging development for the Company, which in the past year also won the ACCA-WWF award for Best Sustainability Report. However, Asif Jooma (Chief Executive) has emphasised that ICI Pakistan Ltd. will not slow down in its sustainability journey. "We do not take these honours as reason for complacency, but as a spur to do even more," he said.

## News in Brief | Mother's Day Celebration at Bint-e-Fatima

By CCPA

On Mother's Day (May 10, 2015) volunteers from ICI Pakistan Ltd. visited the Bint-e-Fatima Old Home (Trust) in Karachi. Bint-e-Fatima is a non-governmental and non-profit organisation which provides shelter

to senior citizens and victims of domestic or gender-based violence. The charity was set up to care for the homeless elderly and neglected female senior citizens – those members of society living on their own, often in poverty or ill health.

The Company's volunteers engaged in lively, spirited conversation with those living in the home, and together they enjoyed poetry recitals and songs.



**Book Review**

# What the Dog Saw, by Malcom Gladwell

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By CCPA

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The *New Yorker* writer Malcom Gladwell's fourth book covers everything from financial predictions to dog training, criminology to job interviews. Gladwell has developed worldwide fame for his ability to draw compelling narrative – and sharp insight – from diverse subjects. This book showcases his talent at its best, with his entertaining ability to find surprising answers to seemingly simple questions. *What the Dog Saw* is a collection of Gladwell's favourite articles from his work for the *New Yorker*, where he has been a staff writer since 1996. One illustration of his unique approach is the article about tomato ketchup, which asks why ketchup has stayed the same when mustard comes in so many varieties. The chapter encapsulates the qualities which Gladwell brings to his writing, illuminating what might initially appear to be a mundane topic.

Gladwell divides the book into three sections. The first is about what he calls “minor geniuses,” the second is about “ways of organising experience,” and the third about predicting behaviour in people. All of the sections display the author's canny gift of fusing big ideas, research and intimate human portraits to create a stimulating – and highly enjoyable – reading experience. As Gladwell himself says, great writing succeeds on “its ability to engage you, to make you think.” If we accept this criteria, *What the Dog Saw* is a resounding success.

The book is available for all ICI Pakistan Ltd. colleagues to borrow from the Learning Resource Centre. If it is not currently present at your plant or office, the Learning & Development (L&D) team will dispatch the book to your site. Please contact the L&D team for more information about the Learning Resource Centre.

# IT Innovations

## Corporate IT continues its pursuit of best of breed solutions

*By Muhammad Atif Hussain and Omer Bin Asad*

Corporate IT's objective is 'Fuelling Business Enablement'. With this goal in mind, the function has continued its pursuit of best of breed infrastructure and innovative solutions. Having introduced the IT Strategy and Governance Model, Corporate IT is now focused on instituting cutting edge solutions to assist the Company in its business operations. The New Hardware Replacement Project was successfully completed earlier in the year, along with the installation and implementation of a backup application and modern chassis. Dell was the partner of choice, and the whole project was successfully carried out without any external vendor support. Corporate IT visited Dell in Singapore before commencing the project.

Another demonstration of the function's inventive and collective approach was the Monthly Review of Operations (MRO) initiative, launched in July 2015. The MRO is a comprehensive report which depicts all the financial aspects of Businesses. Previously, the Finance department updated the MRO every month by downloading multiple reports from SAP and consolidating the various pieces of information in an Excel-based report. Since all the building blocks of the

MRO were captured from SAP, it was always felt that it was unnecessary to download all the material from SAP and then run the report on Excel.

The idea of an automated MRO was accordingly mooted by members of staff from Finance across the Company. Teams from Corporate IT and Polyester Finance took on the project and discussed the proposal. After running multiple trials, MRO is now completely automated on business intelligence software. An infographics facility has been added to the report, as well as several dashboards. The new MRO significantly saves time and enhances financial analysis and decision making.

Earlier in the year, the Company also successfully retired Lotus Notes, through the effective migration of over 50 applications to Microsoft SharePoint. ICI Pakistan Ltd. now only uses the leading and globally accepted application platforms of SAP Enterprise Resource Planning and Microsoft SharePoint for its business applications and processes. The IT team also managed to successfully launch the P&DD, Rise Portal and Joiner's & Leaver's form, among other initiatives in Q2 and Q3, 2015.



The IT team worked with Polyester Finance to automate the MRO.

Photograph: IT Team



Corporate IT partnered with Dell for the hardware replacement project.

Photograph: IT Team



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