



Year End Issue

2018

ICI Pakistan Limited
Quarterly Publication

engage

The only limit is your
imagination

Page 52





EXPLORE *Challenge*

The only limit is your imagination

Dear *Engage* readers,

Welcome to the year-end edition of our magazine, which takes a look back at some exciting new developments from across ICI Pakistan Limited in the last few months. To compile this issue, we have considered your feedback shared through the recent *Engage Survey* to help us improve the magazines' overall quality and readership experience.

Engage is a publication that doesn't just report on developments; it stands for something. We embrace the idea that our business and employees serve a higher purpose that goes beyond profitability. The stories featured in this magazine reflect and embody how we are a vehicle for progress. Through our stories, we celebrate the success of our Businesses and employees who inspire, innovate and make a difference in the world. Therefore, we have chosen to make the launch of *Explore Challenge*, our Company's first ever intrapreneurship programme, as the cover story. To stay ahead in today's dynamic world, we need to continue to embrace our core value of innovation and unlimit our imagination to come up with better, smarter and simpler solutions. Other interesting stories featured in this edition show our focus on driving employee engagement and how we sustainably make a difference in the communities where we operate.

We would like to thank all contributors for their efforts and look forward to hearing your thoughts about this edition. Happy New Year!

Enjoy your read,
Team CCPA



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

The Engage Team

Editorial
Muhammad Waqas
Manager
CCPA

Osama Khalid
Assistant Manager
Communications
CCPA

Concept & Design
Pernia Hassan
Assistant Manager
Creative & Brand
CCPA

Muhammad Tariq
Graphic Designer
CCPA

Published by
ICI Pakistan Limited

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

Cover Design
**Ready to Explore and
innovate!**
by CCPA

"The cover is a creative depiction of how imagination is perceived. Imagination can be invented or plainly envisioned. More often than not, it often starts off as vague and ambiguous, yet its potential can be immense. In the cover, the bounding box in grey is a one-point perspective of a person's present space - closeness of this space shows reality. Here the space has steps to an opened door, which leads to challenges yet to be explored. These steps depict the initial push one needs to open up the world to their imagination. And once opened, there is no limit."

Contents

Company News



Growing through Strategic Partnerships

6

Company News

Growth is Fundamental to Life	8
Induction of Graduate Recruits	10
GR Testimonials	12
Feedback - Engage Magazine	16
A Journey to Kashmir	18

Business Updates



Improving Animal Health in Thar

20

Improving Pain Management	22
Building Collaborative Relationships	24
Driving Sales Effectiveness	25
Repavar stirs interest at the AAMS Conference	26
HSE Training for Safety	28
Improvements in Quality	32
We Honor Victory	34
Exploring Global Potential	36

Our People



Annual Family Get-Together

38

Jabri: Where strangers become friends	40
Tambola at the HO!	44
One Young World Summit	46
The Happiness Workout	50

Community Impact



Ensuring Water Supply for Khewra

56

Baked With Love for a Good Cause	58
Launch of the Pehchan Volunteer Programme	60
Empowering the Lyari Youth Community	62
Bringing Quality Healthcare Closer to Communities	64
Planting for a Greener Future	66
Annual Prize Distribution	68

In Conversation



In Conversation with Aamer Malik

70

Features



Photo Gallery Winner

74

Runners-up	76
------------	----

Growing through Strategic Partnerships

Collaboration with Huntsman Textile Effects to strengthen ICI Pakistan Limited's position as a supplier of choice for the textile processing sector

By: CCPA

Our Chemicals & Agri Sciences Business has been influencing lives across Pakistan for decades. Through innovative approaches, collaborations and expansions in the Business product portfolio, the Company is able to continue enhancing the many comforts of modern life.

In August 2018, ICI Pakistan Limited signed a strategic partnership agreement with Huntsman Textile Effects in Singapore, to manufacture, formulate and distribute its products and solutions in Pakistan through our Chemicals & Agri Sciences Business.

ICI Pakistan Limited and Huntsman Textile Effects share a common vision of a stronger textile sector in Pakistan, and with this collaboration both companies are uniting their resources to respond to this important market with speed and agility. Through this alliance, ICI Pakistan Limited will leverage its market acumen and strong customer and supplier relationships

to introduce Textile Effects' innovative dyes and textile auxiliaries to the industry.

Speaking on the occasion, Vice President Chemicals & Agri Sciences Business, Arshaduddin Ahmad, said, "In Huntsman Textile Effects, we have found a partner who matches our dedication and commitment. As two customer-centric organisations with a strong drive for innovation, we are set to deliver enduring value for Pakistan's textile sector by supporting local companies to capture global emerging opportunities."

A division of Huntsman Corporation (NYSE: HUN), Huntsman Textile Effects is a recognised global market leader and innovator in textile dyes and chemicals. The strategic partnership with this innovative company is set to enhance the competitiveness of the sector as a whole, and highlights ICI Pakistan Limited's commitment to Cultivating Growth in everything that we do.



Pictured from left: Chief Executive, ICI Pakistan Ltd., Asif Jooma; Vice President Commercial & TR, Huntsman Textile Effects, Chuck Hirsch; Vice President Chemicals & Agri Sciences Business, ICI Pakistan Ltd., Arshaduddin Ahmad; and President Global Textile Effects, Huntsman Textile Effects, Rohit Aggarwal

Photograph: CCPA Team

Growth is Fundamental to Life

To tell the world about ICI Pakistan Limited’s story, we officially launched our first-ever corporate film.

By: CCPA

There’s so much that we do at ICI Pakistan Limited that it often becomes challenging to share our story with the world in an informative, engaging and crisp way. The CCPA team took on this challenge and set out to create a corporate film to visually depict what we do, what we stand for and how we touch lives across Pakistan through our Businesses.

Particularly, if we take into account the fact that we have been in such a strong growth mode over the past five years, we believed that a corporate video would be an effective tool to show how the Company has grown by leaps and bounds with a clear purpose at its core.

To build hype for the corporate film, we ran a successful

pre-launch social media campaign on all our channels that featured our colleagues in teasers, testimonials and other types of engaging content. The film launch also generated a lot of interest across our digital platforms and drew a large audience to understand our story.

Completing this film is a major milestone in the Company’s history and allows us to really delve into the essence of what ICI Pakistan Limited is all about. Although the CCPA team was leading this project, the fantastic outcome could not have been achieved without the support of all functions and Businesses across the Company, who played a big part in the project as well. Congratulations to everyone!



Chief Executive, Asif Jooma, introduces the concept behind our corporate film at the launch event
Photograph: CCPA Team



A shot from the corporate film which was screened live across the Company’s major locations
Photograph: CCPA Team



Colleagues from our Head Office in attendance at the launch event
Photograph: CCPA Team

Induction of Graduate Recruits

The 2018 Graduate Recruits were taken through an engaging induction programme to welcome them to the Company

By: Jawwad A. Siddiqui

Every year, ICI Pakistan Limited seeks to hire the best talent available from all over the country and abroad with the “Race2Boardroom” Graduate Recruit programme. After three months of rigorous screening and assessment, we finalised 13 highly talented graduate recruits (GRs) to join the Company.

To welcome these new recruits to the organisation, the four-day induction process started from the Mozang Lahore office, where they got the opportunity to interact with Suhail A Khan, Vice President Polyester and Soda Ash Businesses, and Management team members of the Businesses. The GRs were introduced to our four primary Businesses through short presentations.

On the next day, a tour of the Polyester plant and our facilities in Sheikhpura was organised, which gave them first-hand knowledge of the Business operations. After this visit, the GRs

headed out to our Soda Ash site in Khewra. The drive to the plant was made fun by a game of Taboo and Charades, that also helped the batch to bond and know each other better. After a tour of our Soda Ash site, the GRs got a chance to explore the world famous Khewra Salt Mines. The experience was one to remember as they were mesmerised by the natural beauty of these mines. Later in the evening, the GRs got a flavour of the community life at Khewra and were invited to mingle with the Business Executive Team, followed by a musical performance by our new GR, Omer Rehman.

The last two days of the induction drive were spent in the beautiful surroundings of Nathiagali and Ayubia National Park, where several team building sessions and activities were conducted by Paul Keizer on how to make an impactful start and develop your own leadership brand.



Pumped up for an exciting day of activities

Photograph: HR Team



One of the many team building exercises conducted during the day

Photograph: HR Team



The GRs displayed true competitive spirit during the activities

Photograph: HR Team

GR Testimonials

Take a look at what our new GRs have to say about their first five months at ICI Pakistan Limited



“My first five months at the Soda Ash Business have been challenging yet fun because I got to work on problems which let me push my boundaries and helped me develop core values of an effective manager and engineer.”

Ahsen Shafique
Soda Ash Business

“My role at the Company has taught me strong skills such as managing people, creating brands and driving sales. I have always felt that my development has been a primary concern for all of my stakeholders.”



Ayesha Yousuf
Life Sciences Business



“The most noticeable thing about working here is the level of recognition and appreciation that you get at the workplace. For me a ‘typical day’ is never typical, its challenging, rewarding and full of opportunities. Whether its work, lunch or a heated game of table tennis, the people here make it all worth it.”

Farheen Ilyas
Chemicals & Agri Sciences Business



“The past five months here have been incredibly fruitful in terms of learning and development. New recruits like myself are given a great deal of autonomy to work on our respective projects. Within such a short time span, I have had a taste of everything from sourcing new suppliers and developing new business to executing sales and contributing to the growth of the Company.”

Hamza Khalid
Chemicals & Agri Sciences Business

“My journey here has been a great learning experience so far. I’m working in the Polyester Business which is going through an exciting phase of market and product developments. The nature of job is fast and competitive where I get to work alongside extremely competent team members. The mentorship I receive from my senior management is something I greatly admire. I love the supportive culture of the Company which is very people-centric. Overall, I feel proud to be associated with the Company and am happy to be here.”



Jamal Khan
Polyester Business



“These few months have been amongst the most memorable times of my life. There is an immense amount of learning in every aspect. Every stone left unturned is an opportunity missed. It seems almost over whelming but it’s the people that get you through it all. Everyone here is family. It’s one of those rare companies where you’re not afraid to settle down.”

Muhammad Bilal
Polyester Business



“An induction like no other. The people are welcoming and helpful. The culture is engrossing and easy to adapt. The values are words to live by. ICI Pakistan Limited has become an integral part of my life in just a matter of months.”

Muhammad Salman
Chemicals & Agri Sciences Business



“The culture here at ICI Pakistan Limited is unmatched. With a focus on learning, the Company has given me the opportunity to grow and feel empowered. It is an organisation that values new ideas and inputs and one I feel proud to be a part of”

Tuba Kamil
Life Sciences Business

“ICI Pakistan Limited encourages new initiatives and ideas, enabling me to take ownership of my work. I have been given autonomy to implement my ideas and had guidance from the management throughout my journey so far. I have acquired a good understanding and grasp of the commercial role in my segment due to the dynamic nature of my projects.”



Omer Rehman
Life Sciences Business

“After graduating from the LUMS MBA program, everyone wants to run after the few pseudo “TOP” companies in Pakistan. I had heard that ICI Pakistan Limited focusses tremendously on the development of its graduate recruits. I never really understood what that meant until I was five months into my job role. Each key person, from the team members to the bosses to their boss’s bosses, is involved in coaching, guiding and developing us. Opting for this Company has proved to be one of the best decisions for me so far”



Zainab Anjum
Chemicals & Agri Sciences Business



“In the five months that I have spent at the Soda Ash Business, I have found an environment that not only demands professional conduct, knowledge of – and adherence to – engineering standards, and conscious understanding of safety, but has also groomed me as an engineer to absorb and implement these critical aspects on a day-to-day basis.”

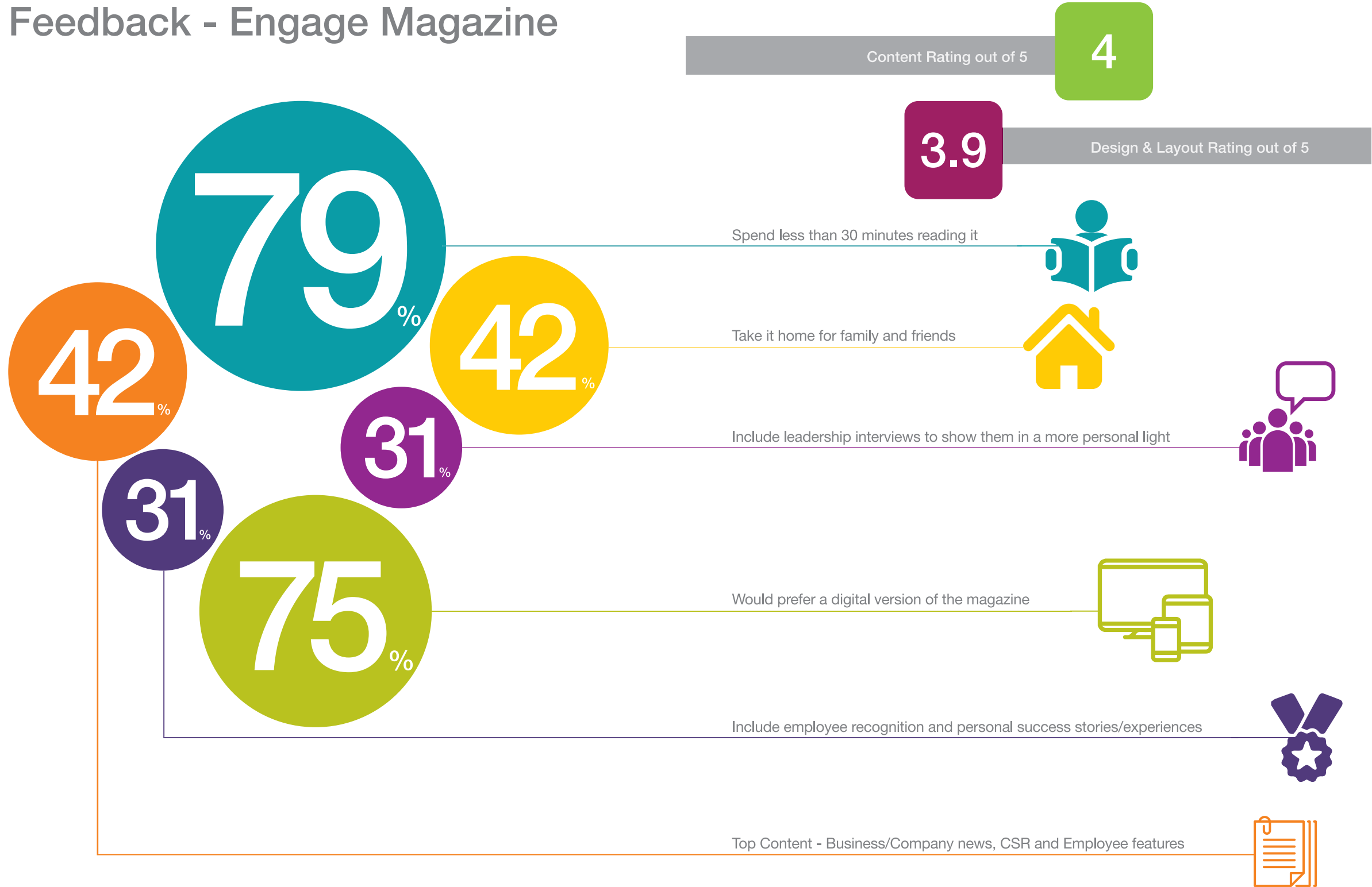
Syed Farzan Ahmed
Soda Ash Business



“During the short time I have been here, the learning curve has been great for me. I can see an ongoing improvement in my time management skills and my approach to solving problems. Although there are challenges every day, the exceptionally welcoming environment at Sheikhpura makes me look forward to working here.”

Zohaa Wajid
Polyester Business

Feedback - Engage Magazine



A Journey to Kashmir

The Corporate IT team enjoyed an outbreak in Kashmir's breath taking Neelum Valley to build more synergy

By: Sharmeen Kanwal

To continue their pursuit of cutting edge solutions, the Corporate IT team ventured to the beautiful and scenic Neelum Valley for the Annual IT Conference. This conference is not only an annual tradition, but also an opportunity for all team members to engage and connect with each other as they travel away from the workplace with a set agenda and schedule of activities that focus on employee engagement.

The whole event was based on team building activities to drive employee engagement, while other activities such as an

indoor shooting range and archery also added the fun element.

The event also included a mesmerising hike towards the renowned Ratti Gali Lake. In the last few months, there had been some new additions to the team and this hike was an ideal icebreaker for new team members to get to know the IT team in a more informal setting. The final engagement session was held at the Muzaffarabad PC Hotel, led by Muhammad Abid Ganatra, CFO, and Mudasser Farooq Mian, Head of IT.



The Team at Ratti Gali Lake
Photograph: IT Team



Head of IT, Mudassar Farooq Mian leading a session
Photograph: IT Team



Group Photo at PC Hotel, Muzaffarabad
Photograph: IT Team

News in Brief | Annual Cyber Security Month

By: Hassan Gulzar

Changing business dynamics and advancement in technology greatly influence how security controls are implemented, and, therefore, escalates the need to address the challenge of constantly making business users aware of cyber

threats.

Following last year's successful Cyber Security Month, the Corporate IT team once again celebrated this event at all major sites, including Cirin Head Office and plant in Islamabad and Hattar, respectively. The key idea behind the Cyber

Security campaign is to increase employee awareness and vigilance about various cyber threats that they may face on a daily basis as a user of different applications over the internet, Information Systems and digital devices, such as laptops, mobiles and tablets etc.

The Corporate IT Information Security Team also organised an IT Security awareness session on Private and Corporate Data Protection Privacy at the Mozang Office, Lahore. Two Company-wide Phishing Simulation campaigns were also launched in October, while their

respective results and key notes on how business users can avoid being phished will be presented in separate sessions.

Further training sessions are planned to cover a number of relevant case studies highlighting the impact of information security

and to provide easy takeaways on what guidelines should be followed to keep information assets, personal, and corporate information more secure.



Improving Animal Health in Thar

ICI Pakistan Limited recently helped The Thar Foundation widen its scope to include animal health for development of Thar

By: Abdul Manan

The Thar Foundation has been at the vanguard of efforts to develop the coal rich region of Thar. The areas of health, human resource development, livelihood, infrastructure, drinking water, women empowerment, disaster management, culture and heritage, and youth development, feature prominently in the Thar Foundation's objectives. ICI Pakistan Limited recently collaborated with the Thar Foundation to include better practices in animal health in the region.

The Company will be supporting the Thar Foundation to make sustainable and productive social interventions. Under this partnership, 1,600 bags of Farmer's Choice Vanda (compound feed) were provided to the Thar Foundation to improve the

nutrition intake of cattle in the region.

Furthermore, ICI Pakistan Limited's Dr Dileep Kumar Dharani personally led the initiative to de-worm four thousand local sheep and goats free of cost, and delivered lectures on the proper use of de-wormers, which will lead to better farming practices and animal health. Going forward, the Company has resolved to show its commitment to sustain awareness activities by inculcating a scientific approach to animal health in the region. These practices will play a key role in contributing to the progress of Thar, which is one of the most socio-economically disadvantaged regions of Pakistan.



Team members from the Division highlight the importance of keeping livestock animals healthy

Photograph: Life Sciences Team



Medicines were administered to livestock after the opening session

Photograph: Life Sciences Team

News in Brief | PAEDS Training

By: Tuba Kamil Siddiqui

The Company's Paediatric and Training & Development teams held its annual sales force training session to provide recently inducted team members with vital information about the human body, diseases and product

knowledge, such as the molecule's mode of action. The training helped ensure that new joiners understood the pharmacological effect of the drug and the product benefits allowing them to successfully close a sale. The agenda of the training spanned a period of

eight days, with the last day focussing on team engagement. This activity required each team to display their newly acquired knowledge through quizzes and model detailing, further enhancing their product knowledge.

Improving Pain Management

The First Annual Conference on Pain Management was recently hosted by ICI Pakistan Limited at PC Bhurban

By: Raheel Jamal

To continue improving our understanding and practice of pain management, ICI Pakistan Limited recently hosted the First Annual Conference on Pain Management. The conference was held at PC Bhurban for which forty healthcare professionals from all across Pakistan were invited to be a part of this journey with Naproxen Sodium (Alcuflex).

At the conference, globally renowned speakers, including Professor Saeed A. Minhas and Professor Anser Maxood, held lectures on pain management.

Professor Saeed Minhas, Professor and Head of Department at the Jinnah Post Graduate Medical Centre, elaborated on the role of Alcuflex in the management of orthopaedic pain.

Similarly, Professor Anser Maxood, Dean of Dentistry and Applied Disciplines at the Shaheed Zulfiqar Ali Bhutto Medical University, PIMS, elaborated on the role of Alcuflex in the field of dentistry.

The conference proved to be a solid platform for the participants to share their experiences with the speakers and put forward queries to enhance their knowledge and practice in the field. Additionally, an interactive simulation relating to Alcuflex's positioning captured the audience's interest and contributed to making the event both effective and engaging.

Overall, the event was a success with encouraging feedback received from both the participants and speakers, further improving Alcuflex's market sentiment.



Maaz Ahmed, Category Manager - Primary Care, kicked off the event with a welcome note

Photograph: Life Sciences Team



Over 40 healthcare professionals were invited to the conference

Photograph: Life Sciences Team



Team members pose for a picture

Photograph: Life Sciences Team

Building Collaborative Relationships

The Livestock segment of the Animal Health Division recently held a conference in Thailand to engage with its dealers and build stronger relationships

By: Sabih Ahmed Siddiqui

Customer centricity is a core value woven into ICI Pakistan Limited's culture and as a demonstration of its firm commitment to uphold this value, the Animal Health Division's Livestock team recently held a Dealers' Conference in Thailand. As many as 27 customers were engaged throughout the four-day event. The Supportive Medicine team, which organised the conference, included Malik Mehmood Awan, National Sales Manager, Naeem Mustafa, Area Manager, Masood Rana, Regional Sales Manager, Liaqat Ali Khan, Area Manager, and Dr Muhammad Salman, Product Manager.

The ultimate objective of this conference was to build a collaborative relationship between the Company and its

dealers, and to keep them abreast of the Company's strategic sales goals for the financial year. The two-way exchange of knowledge, via group discussions moderated by Dr Salman, was immensely fruitful in allowing the Company to align its goals with the distributors. The conference also included engagement activities, which served to further invigorate and engage the customers. A boat cruise on the Chao Phraya River, a visit to Phi Phi Islands, and jet-ski sports were some of the most enjoyable activities during this conference.



The Division's Livestock team posing with the dealers for a group photo
Photograph: Life Sciences Team

Driving Sales Effectiveness

The HR team of Life Sciences Business organised a training to enhance the effectiveness of its Sales team

By: Samrah Ejaz

Our Pharmaceuticals Sales team plays an important role in driving the business and achieving our overall objectives. Therefore, it is essential that their skills and knowledge are enhanced and kept updated to help them win in the marketplace. The HR Learning & Development team of the Business co-crafted and organised a sales training called 'Driving Sales Effectiveness' to achieve this purpose.

The training covered a total of 278 frontline sales staff across all the Pharmaceuticals teams in Lahore, Karachi, Islamabad, Peshawar and Multan.

At the training session, the audience were engaged using a combination of theory, role plays and case studies to deliver different learnings.

The training feedback was remarkably positive as the participants thoroughly enjoyed their time and learned crucial tips and tactics.

"The trainer was outstanding. His training style was very good, effective and detail oriented. And he also made sure that every participant had complete understanding of the course content throughout the training," said one participant.

Another trainee was of the opinion that "this training was related to our field of work. We learned how sales can be improved and how to increase proficiency in our respective areas."

Primarily, these trainings proved to be a huge success as they not only helped the Sales team learn about effective selling strategies, but also expanded their knowledge regarding the field in general.



Participants engaged in a group activity at the Sales Effectiveness Training
Photograph: Life Sciences Team

Repavar stirs interest at the AAMS Conference

The Academy of Aesthetic Medicines and Surgery (AAMS) recently held a conference in which our Repavar brand took part with great success

By: Hafsa Zuberi

The AAMS 2018 was recently held in Islamabad and considerable interest was generated in our participating brand Repavar. The conference attracted over 300 top dermatologists from all over Pakistan. The four-day conference was a great success for Repavar with many leading dermatologists, including Haroon Nabi, Dr Sherbano and Dr Attiya Tareen, visiting the Repavar stall and inquiring about its products. We also met with doctors that were regular prescribers, including Dr Shumaila Khan and Dr Anjum Ijaz, and received positive feedback about the brand's portfolio.

We also held a symposium, led by Dr Haroon Nabi, which attracted over 60 top dermatologists and resulted in great traction, with many doctors expressing an interest in using and recommending the products to their patients.

Overall, the conference and symposium proved to be a great stepping stone in establishing Repavar in the doctors' channel, and raised the team's confidence in building on this interest with the help of our Sales team, who also played an integral part in making the brand's presence at the conference a bona fide success.



Dr Haroon Nabi, addressing the audience at the AAMS Conference
Photograph: Life Sciences Team



Hafsa Zuberi, Assistant Brand Manager, welcomes visitors to the Repavar stall
Photograph: Life Sciences Team

News in Brief | Strengthening Customer Relationships

By: Osama Khan

The Pharmaceuticals Division of the Life Sciences Business hosted a conference in Cape Town, South Africa, to strengthen our relationship with leading physicians and key opinion leaders (KOLs) from

across Pakistan. The conference was attended by 33 physicians from various specialties including cardiology, surgery, orthopaedics and family medicine. During the three-day event, these healthcare professionals were briefed on ICI Pakistan Limited's

range of products, including both legacy brands and recent launches. To create further engagement, the trip itinerary included a city tour, along with visits to the beach, various historical sites, as well as a memorable cruise.

HSE Training for Safety

The Soda Ash Business recently carried out a number of trainings to promote safety and health among employees

By: Raja Ghulam Akbar

The HSE department of Soda Ash Business recently organised a number of HSE and technical trainings for newly hired Management and non-Management staff, in collaboration with the Production department and external agencies.

Firefighting Training

The HSE department, with the assistance of Rescue Team 1122, organised a fire-fighting training event to create greater awareness about fire-fighting techniques. The rescue team was welcomed by Rana Muhammad Adeel Jamshaid, HSE and Training Manager, alongside Raja Ghulam Akbar, Training Officer.

The session began with an overall briefing on the types of fire and appropriate methods to stay safe during a fire emergency situation in an industrial or community area.

Furthermore, the session also included the importance of understanding different types of fire alarms, handling hosepipe and the use of a fire extinguisher. Following these presentations, practical sessions were held for fire-fighters to put the learnings into action.

In the end, it proved to be an interesting and informative experience that helped the team appreciate the importance of teamwork in dealing with a fire emergency.



Group photo of fire-fighting training with 1122 Staff
Photograph: Soda Ash Team



Training on Emergency Response Procedures
Photograph: Soda Ash Team

Learning Event Database Management System

The Learning Event Database is a useful tool to create a safe working environment by adopting a proactive approach to eliminate hazards. The HSE team, led by Rana Muhammad Adeel Jamshaid, arranged a workshop for the newly hired Management staff to help them better understand this tool and its role in keeping a track of safety performance. A practical demonstration on use of the database management system was also included in the workshop.

Defensive Driving Campaign

Two defensive driving sessions were organised, in collaboration with the Motorway Police, to raise awareness about safe driving.

A training centre was also setup for the drivers to introduce them to basic defensive driving techniques, use of a seat belt, side-mirrors and indicators, road conditions and road signs. At the end of the session, Muhammad Umar Mushtaq, Works Manager, appreciated the efforts of Motorway Police team and thanked them for imparting these valuable skills.

Emergency Response Procedure Training

To test the understanding and readiness of our employees in case of emergencies, the HSE team organised an emergency response training session for newly hired officers, plant operators and contractual staff.



Health Awareness session delivered to our colleagues by Lady Dr Attiya Rubab
Photograph: Soda Ash Team



Inspection round during housekeeping competition by Rana Adeel & Sabir Mehmood
 Photograph: Soda Ash Team



Training on Learning Event Database Management System
 Photograph: Soda Ash Team

This session included the understanding of sirens and its types, evacuation drill and responsibilities of the Emergency Coordination Committee, and Safety Manager.

Gastro Health Awareness Training

To continue promoting better health and well-being, the Soda Ash Business held a Gastro Health Awareness Training. Leading the workshop, Dr Attia Rubaab highlighted the symptoms and causes of this condition, and how it could be overcome by managing stress levels, ensuring adequate sleep and maintaining a healthy diet.

Housekeeping competition

To bring a competitive spirit to the practice of maintaining a safe working environment, different teams at the Plant engaged in a housekeeping competition. The teams were judged on the set safety protocols, with Production Manager Sabir Mehmood and Rana Adeel thoroughly inspecting all areas.

Teams 1 and 6 were declared combined winners of the competition and recognised with a trophy for showing immense commitment and hard work to improving safety in their areas.

As part of our goal to ensure sustainable business operations, we place great emphasis on the principles of health and safety for all stakeholders. We accomplish this by regularly carrying out trainings and workshops to keep our employees updated about our HSE policy and standards.



Group photo: Motorway Police held a training session with the community ladies
 Photograph: Soda Ash Team

Improvements in Quality

The Polyester Business recently achieved a major milestone by upgrading and completing the transition to ISO 9001:2015 Quality Management System certification

By Meraj Ahsan Qureshi

In today's highly competitive business environment, product quality has become an integral dimension of an organisation's performance. A high quality product improves customer retention and highlights the organisation's pursuit for operational excellence.

The Polyester Business continues to focus on maintaining a high quality standard, and recently the Business has successfully completed a transition of its Quality Management System certification from ISO 9001:2008 to ISO 9001:2015 standard, which is more stringent in nature and covers support services such as HR and IT under its umbrella as well. This new standard will help to improve the Company's image in the market, both domestically and internationally.

A number of training sessions and one-on-one meetings were conducted with all departments to highlight the new standard's

clauses and changes. Under the leadership of Meraj Ahsan Qureshi, ISO Coordinator, the team of Mr. Tariq Mahmood, Laboratory Officer, Abdul Qayyum, Production Officer, and Muhammad Ali Latif, Production Officer, showed immense commitment to update and circulate all documentation related to the new standard across other departments. The team did a splendid job and put in tremendous efforts in ensuring a smooth and successful transition to ISO 9001:2015 standard. To appreciate the efforts of this team, the HSE & Training Department arranged a dinner at the Defense Officer's Services Mess. The Business is looking forward to continue to deliver the highest quality products and, through the implementation of this new standard, improve its outcomes, processes and reduce costs.



Opening session by HSE Manager
Photograph: Polyester Team



Certificate ceremony with the Technical & Production team
Photograph: Polyester Team



Certificate ceremony with the Marketing team
Photograph: Polyester Team



Certificate ceremony with the E&I team
Photograph: Polyester Team

We Honour Victory

Polyester Business celebrates significant milestones of two Fibre teams

By M Umer Chishty and M Tanveer

Recently, Group-C set a new benchmark and achieved a 'no bank down' milestone at the Spinning Bank-4 line for a full year in their shift. Through sheer hard work and collaboration, the team was able to achieve non-stop spinning operations. As a result, the team has made a significant contribution in terms of production, efficiency, waste reduction, safety, equipment integrity and customer satisfaction.

To mark this achievement, a celebration was held at the plant before start of the evening shift in which Spinning Group-C, comprising of its permanent staff of Operations team, contracted staff members and Production Officer Shamshad Ahmad, were appreciated for their efforts. Certificates and gift hampers were distributed to the contributing team members. The ceremony ended with a motivational speech by Muhammad Umer Chishty, Shift Manager, Fibres, who thanked all Operations

and Engineering team members, and asked them to keep up the good work.

Another similar feat of 'no bank-4 down' for a complete year was achieved by the Fibres Group-D, under the leadership of Muhammad Tanveer, Shift Manager, Fibres. The team also secured minimum waste for two months from spinning, along with zero customer complaints for the same period at the draw lines.

To celebrate this achievement and to promote the efforts of its Operators, Helpers, Apprentices, Engineering staff and Productions Officers, the team gathered at the Monal Restaurant in Lahore. After the dinner, Khurram Shahzad, Plant Manager, Fibres, and Nabeel Ali, Development Manager, Fibres, praised the team's efforts in achieving these milestones and presented the Team Leader with recognition shields and certificates to acknowledge their efforts.



M. Umer Chishty, Shift Manager Group C , Fibres, receiving the appreciation certificate
Photograph: Polyester Team



Fibres Group-D Draw lines team receiving certificate of appreciation
Photograph: Polyester Team

Exploring Global Potential

The leadership team from Polyester Business embarked to the US for a customer engagement visit

By: Alina Husain

Around three years ago, the Company's Polyester Business began its journey to create new Polyester Staple Fibre (PSF) variants. One of these variants was Terylene Black, which was introduced in the domestic market in 2015 and since then has secured over 80% market share. The Business has now set its sights on exploring the global potential of its specialised products and PSF variants are now exported to multiple destinations, including Turkey, Bahrain and the United States of America (US).

In order to develop a better and more profound understanding of the market needs for PSF variants, Suhail A Khan, VP Polyester and Soda Ash Businesses, and Rizwan Afzal Chaudhry Business Manager, visited the USA to meet potential customers.

The team met with Parkdale, a world leader in yarn manufacturing with 29 manufacturing sites in the USA, Mexico and South America. The meeting was highly productive as the discussions opened up various avenues for cooperation that will enhance PSF exports. Strong engagement with a customer like

Parkdale will support our efforts in attracting other customers in the region.

Besides Parkdale, the team also met other key players of the industry including Milliken & Company, Mount Verner and Frontier Textiles for a potential partnership.

During the same visit, the Business team also held a meeting with UNIFI, the owner of Repreve (recycled Fibre) to discuss a collaboration and licensing agreement for selling their product in both the domestic and international market.

Furthermore, a meeting was also held with WestPoint Home, the biggest buyer of the Company's Silverbac Antimicrobial Fibre.

These activities highlight the Business's ability to increase its footprint through growth in the variants category. The Business envisions to develop a sustainable export market with key customers by leveraging its strengths in the areas of management, expertise, and a diversified product portfolio and compliance record.



Suhail A Khan, Vice President Polyester and Soda Ash Businesses, meets Ronald Salati, Director GSI International, at Parkdale Headquarters in Gastonia, North Carolina. GSI International is a distributor of the Polyester Business in US market, while Parkdale is the world leader in yarn manufacturing.

Photograph: Polyester Team



Suhail A Khan Vice President Polyester and Soda Ash Businesses, and Rizwan Afzal Chaudhry, Business Manager, Polyester Business, pose for a photograph at Parkdale Headquarters in North Carolina.

Photograph: Polyester Team

Annual Family Get-Together

The N-Gauge platform of Polyester Business recently held the Annual Family Get-Together at its site in Sheikhupura.

By Muhammad Babar Sarfraz

At ICI Pakistan Limited's Polyester Business, we strongly believe in maintaining a healthy work-life balance for all our employees. Our N-Gauge platform focusses on organising employee engagement events for all staff members throughout the year.

The Annual Family Get-Together is one of the most popular employee engagement events at the Polyester Plant. Headed by the Industry Relations department, with support from the Administration and HR teams, the event brings together Management and non-Management staff, along with their families, for an evening filled with fun, food and other entertainment activities.

This year's event was held on December 22, and was attended by over a thousand people, including Suhail Aslam Khan, VP Polyester and Soda Ash Business, and other departmental heads. Aurangzaib Khan Jadoon, Industry Relations Manager, started the event with a welcome speech, followed by Raja Khalil ur Rehman, Union General Secretary and Suhail Aslam Khan, who shared some motivational closing remarks. A comedy session by one of Pakistan's most renowned comedians thoroughly entertained the audience. A photo booth and live pan stalls were also setup at the venue, which received a lot of positive feedback from everyone. The event concluded with a power-packed performance by Farhana Arshad and the Coke Studio sensation, Sahir Ali Bagga.



The event was widely attended by the Polyester team and their families
Photograph: Polyester Team



Power-packed performance by Sahir Ali Bagga
Photograph: Polyester Team



The audience danced and thoroughly enjoyed the musical performance
Photograph: Polyester Team



The comedians were a crowd favourite
Photograph: Polyester Team

Jabri: Where strangers become friends

The Chemicals & Agri Sciences Business went out on a team outbreak, this is the story recreated through the lens of one of its team members.



Team members pose for a picture before the day-long hike

Photograph: Chemicals & Agri Sciences Team



A revitalising yoga session was held in the morning

Photograph: Chemicals & Agri Sciences Team

By: Abdul Ahad

My first corporate outbreak did not initially excite me much. The idea that Company would send the whole team to a distant location for “teambuilding and collaboration” in office hours seemed alien to me. I was not a big fan of it when I learnt about the trip as I do not like travelling and I certainly do not enjoy camping - this particular outbreak involved both. On a separate note, the idea that for three days you get to explore the northern areas of Pakistan and familiarise yourself with your colleagues

did have a certain pull to it. Finally, as most of my friends were going, I could not say no to a trip to the north with good people.

When we reached there, we saw that the setup was incredible. There were blue camps all over the place, music blared in the background and a buffet table was laid out on one side of the camp. To start things off, we had an ice breaking session to introduce ourselves to our campmates. Fast forward, our teams were announced and we had a competition underway. After four hours of cut-throat competition, we finished third...

out of four teams. Although I was really disappointed with this performance, we all took it in good spirit and looked forward to more fun activities.

Second day in, I hear loud noises at 7:30 am outside my tent and to my surprise, I see everyone was getting their mats ready and stretching. It was yoga time! After 45 minutes of bending, flexing and posing that seemed humanly impossible, we headed out on a hike. Everyone got ready to explore the wilderness that was Jabri. It was quite an experience, with rock climbing and a therapeutic stress management activity, we came back to camp fulfilled and exhausted at the same time.

For me, the best part of this trip was sitting around the bonfire after sunset, sharing stories about how we met people in our lives and the things we have done for them. I was so happy to see people sharing their stories and enjoying a good laugh. Afterwards, we started dancing and singing as everyone joined in on the fun.

On the last day, I was hoping that this trip would not end so soon. We did another round of yoga and sat down for breakfast. This breakfast was about more than just filling and nutritious food. It was a whole new emotional and bonding experience as we all had to open up to people who were our colleagues, yet we barely knew them on such a personal level. It was fascinating to hear out each other's experiences, and I felt lucky to be

amongst such a strong group of people.

While leaving for home, one thing was on top of my mind. What would have happened if I had not come to this trip? I would have out so much on all these memories, new friendships and

It was a whole new emotional and bonding experience as we all had to open up to people who were our colleagues, yet we barely knew them on such a personal level.

experiences. These three days taught me a lot about myself that I could not have figured out otherwise. I am very thankful for this amazing initiative and I hope the friendships we made at Jabri would last forever.



Team members gathered around a bonfire during the outbreak

Photograph: Polyester Team



The yoga session was a personal favourite for many at the outbreak

Photograph: Chemicals & Agri Sciences Team



The yoga routine posed a challenge at times, but it was all in good fun

Photograph: Chemicals & Agri Sciences Team

Tambola at the HO!

The Chemgage team of Chemicals & Agri Sciences Business organised Tambola at the Head Office to boost engagement

By: Anza Riaz

Fun activities at work are vital as they provide a break from our daily routines, help build interdepartmental connections and cohesiveness, and rejuvenate employees. Such activities surely play a role in improving the Company's productivity, efficiency and building an engaged workforce

In light of this, the Chemgage team of Chemicals & Agri Sciences Business organised Tambola at the Head Office. The event was attended by colleagues from all functions of the Business, who were joined by peers from other Businesses and Corporate functions.

The witty host of the event had funny phrases associated with all the announced numbers. For example, quoting six as

Miandad ka chakka, 33 as 3 aurten 3 kahanian, 38 as 38, don't forget to close the gate, and 40 as Ali baba or 40 chor; which made the game more interesting and kept everyone engaged. The game was also supplemented by some appetising savouries and coffee. However, the highlight of the day were the prizes and lucky draw, keeping everyone enthused to try their luck till the very end.

We hope to see more of such activities in future as well as they reflect ICI Pakistan Limited's commitment towards a 'people first' culture and bring people across Businesses together.



The Tambola activity drew in plenty of participants
Chemicals & Agri Sciences Team



Prizes were handed out after the activity
Chemicals & Agri Sciences Team



A glimpse of some of the prizes
Chemicals & Agri Sciences Team

One Young World Summit

If not you, then who? If not now, then when?

By: Muhammad Hassan Rafique

Exciting, inspiring and thought-provoking. This is my reflection of the memorable One Young World Summit held in The Hague, renowned as the International City of Peace and Justice. Under the theme of “Building a Better World” that focussed on UN Sustainable Development Goals (also known as SDGs or Global Goals), the summit was attended by 1,828 young leaders from 192 countries, under the age of 35

I had the honour and privilege to be selected as the Ambassador for ICAP and Chartered Accountants Worldwide at this year’s summit. Travelling to One Young World alone was a daunting prospect, but I was eager to embrace the opportunity that was being offered. I quickly met people from all over the world: Singapore, Palau, Comoros, India, Australia, New Zealand, Middle East, from Europe, North & South America and more. Each individual brought with them an interesting and passionate story. The variety of perspectives, ideas and opinions on subjects discussed around the table was both fascinating and thought-provoking. These were ordinary people from all across the world implementing and developing extraordinary initiatives. Already aware of the importance of networking at a local business level, I experienced the vast learning and development that can be

achieved through effective networking.

After meeting some of the most incredible and young global change makers, individuals that are making a positive impact on the world in some of the most difficult circumstances; I felt inspired and empowered to believe that I can also change the world. In fact, we all can.

The magnitude of the event really came to life with an epic opening ceremony at the Peace Palace, in the presence of some the most successful and accomplished current global leaders from all walks of life. To mention a few, these included Dutch Royalty, Nobel Peace Prize winners, CEOs of international businesses, former world leaders and global celebrities. While these individuals have already changed the world and positively impacted lives of millions of people, they came together to inspire the next generation of leaders.

The overall aim of this year’s One Young World was to inspire and empower young leaders to make a positive change in our respective communities, so that we can achieve the targets set in the Global Goals by 2030. The four-day event also welcomed 160 speakers and involved inspiring seminars, thought-provoking workshops and stimulating networking breaks. Over the four days, we heard these leaders and delegate speakers talk about



Muhammad Hassan Rafique, Finance Manager, Chemicals & Agri Sciences Business with other participants at the summit

Photograph: Chemicals & Agri Sciences Team



Other participants from Pakistan pose for a picture alongside Hassan

Photograph: Chemicals & Agri Sciences Team



The summit was an excellent opportunity to network and engage in fun activities
 Photograph: Chemicals & Agri Sciences Team

building a better world through economic development and poverty alleviation, improving education, preventing treatable diseases, human rights and environmental sustainability.

At the Summit, we remembered the late UN Secretary General Kofi Annan, who had been associated with One Young World since 2010, and stood for encouraging everyone to make a

I felt inspired and empowered to believe that I can also change the world. In fact, we all can.

collective effort through small changes for sustainable solutions to our social issues. I have always believed that each one of us should contribute to our communities in small ways. When we embed these actions into our daily, weekly and monthly routines, we turn social responsibility into a habit. Chartered Accountants hold a well-recognised and highly respected position in the business environment. We should use this influence as a platform to encourage social awareness and responsibility

among business leaders, and other professionals.

The sessions reiterated the importance of maintaining a long-term and holistic perspective in life. It is quite easy to get caught up in our busy routine and comfort zone, without fully appreciating the difficulties of other individuals who are not as fortunate. We assume that basic necessities like food, clean water, healthcare, education and a safe home to live in are a given in life. In reality, a majority of the world's population struggles for survival without these facilities

I have also become more self-aware, and realise more than ever before that our actions and behaviours can have a much wider direct or indirect impact in today's digitally connected world.

Ben van Beurden, CEO of Royal Dutch Shell, challenged us to develop our opinions into solutions. He encouraged all young leaders to start conversations around these global issues, discuss and develop solutions, believe in your ideas and, more crucially, put them into action. We must take action, change our habits and make a difference. As Tidjane Thiam, CEO of Credit Suisse, questioned: "What do you want your legacy to be?"

I look forward to collaborating with these young leaders, with whom I have made meaningful connections, in the future. We must celebrate multicultural diversity - it is something we can benefit from immensely. Meeting individuals from different

countries, backgrounds, cultures, religions and races gives us the opportunity to embrace, develop, learn and accept. When there is a call to build walls and create division, instead we must build bridges, connections and friendships. Together is the only way we can move forward.

My generation is powerful and purpose-led. We care about the wider social and environmental impact that businesses have on the world. Businesses will need to proactively embrace this change in generational mentality, especially given that my generation makes up a significant proportion of the workforce

and consumer spending. No individual, organisation and country can win in a world that is failing.

It is up to my generation and future generations to save our planet, create a more peaceful society, and put an end to poverty. Ultimately, it is easy to talk about changing the world and making a positive impact, everyone wants to do it. In reality, actually doing it is not easy. But remember, if not you, then who? If not now, then when?



A picturesque shot of the Hague
 Photograph: Chemicals & Agri Sciences Team

The Happiness Workout

An engaging pep talk session at the Head Office to discover the power of positive thinking and overcoming stress

By: *Aqsa Mughal*

Work stress: we all have faced it at some point. But, when the going gets tough, the tough get going. That was the mantra, along with some tips and tricks, shared by Suhail Zindani (corporate trainer) in a recently held session with the Chemicals & Agri Sciences team. The session with him was a breath of fresh air amidst a very busy day for the Business. It was held after lunch for the teams, who were unaware of what to expect at the training. We wondered whether this was a stress relieving physical workout or a theoretical training; but who knew it would be a very unusual and extremely memorable session.

From the laughing fits to the questionable preconceived notions of work life, Suhail's Happiness Workout session taught the team how to manage everyday stress in a more productive way and question the status quo without losing one's inner peace. While he conjured witty remarks throughout the session, Suhail asked some serious questions like "what is happiness?" which were followed by some interesting answers, such as shaadi, from some co-workers. It was an engaging session which showed participants how to look at everyday situations in a new light.

As part of the Happiness Workout, a descriptive workbook

was shared with the participants that included space to write short notes regarding happiness and activities that served as a reminder of how we should be thankful for the seemingly small

Happiness Workout session taught the team how to manage everyday stress in a more productive way and question the status quo without losing one's inner peace.

blessings in our life. The team left the room with a renewed sense of purpose, passion and motivation. It was great to see some of the most serious faces, boggled with everyday stress, smile wide at the session!



Suhail Zindani was quick to lift spirits at the beginning of the session
Photograph: Chemicals & Agri Sciences Team



The session's participants left with renewed optimism and increased motivation
Photograph: Chemicals & Agri Sciences Team



Ready to Explore and Innovate!

ICI Pakistan Limited recently launched the EXPLORE Challenge, under the umbrella of its first-ever intrapreneurship programme

By: Syed Fahad Jilane

Technology and innovation are disrupting many industries across the globe and our Businesses are not immune to these disruptions. An ever-increasing competitive business environment makes it critical to discover innovative solutions to existing problems and identify new and unique opportunities. This fact, coupled with the increasing proportion of millennials in our workforce and their attitudes towards dynamism and innovation, mean that the time is right for us to put the necessary impetus behind Innovation - one of our core values.

In line with global best practices, we are looking to leverage the external ecosystem and drive an internal, sustainable cultural shift towards innovation. The Strategy, Business Development & Innovation (SBD&I) team launched the EXPLORE Challenge in October 2018, under the umbrella of Company's first-ever intrapreneurship programme named EXPLORE. The EXPLORE Challenge is a team-based, idea generation competition across the Company with great rewards and prizes. The programme's exciting launch included a week long teaser campaign, followed by thirteen events across ten cities that engaged more than 900 employees in over two weeks. These events were co-hosted by Eqan Ali Khan, GM SBD&I, and Syed Fahad Jilane, Innovation & Strategy Manager, with Chief Executive Asif Jooma being present at four major locations. All the events were well-attended with excellent engagement from the participants.



The EXPLORE catalysts and team members played an important role in making the HO launch a success
Photograph: CCPA Team



CE, Asif Jooma, unveils the EXPLORE box during the launch event at our Mozang office
Photograph: CCPA Team



EXPLORE Champions led the Q&A session after the event
Photograph: CCPA Team



Audience at our Sheikhupura site during the launch event
Photograph: CCPA Team

The EXPLORE Challenge has received a phenomenal response from the entire organisation as over 200 ideas, relating to new business development, start-up and mobile applications, and improvements in internal processes and systems, have been submitted.

Over the next few months, the ideas will be shortlisted, refined and presented to the leadership team to select the final winners. The support of Executive Management Team, Innovation Champions and Catalysts from across the organisation has been key to the success of this initiative. We have also partnered with The Nest I/O, one of Pakistan's leading tech incubators, to provide us support in developing the programme's structure, evaluation of the shared ideas and training of the shortlisted teams.

We plan to launch various other initiatives under the EXPLORE umbrella in the coming months, so stay tuned for more updates.



Our Polyester team at Sheikhupura celebrated the launch of the EXPLORE Challenge with some fun and games
Photograph: CCPA Team



Colleagues at our Lahore office listen intently
Photograph: CCPA Team

Ensuring Water Supply for Khewra

ICI Pakistan Limited donated two 500 KV diesel generators to the Khewra Municipal Committee to ensure continuous clean, water supply

By: Muhammad Hassan Khan

Out of all socio-economic needs of the Khewra community, access to clean and potable water is the most critical one. The Soda Ash plant has continued to support the community in this regard by providing supply of clean water to the Khewra community. More than 216,000 liters per day of free, clean drinking water are provided through 22 taps and bowser to the Khewra community.

More recently, ICI Pakistan Limited recently embarked on an ambitious project to provide two back-up generators to the Municipal Committee, which would enable regular pumping of water from Jhelum River even in the case of load shedding. The inauguration ceremony for this project donation was held on October 5, 2018. The Chief Guest on this occasion was the Minister for Information and Broadcasting, Chaudhary Fawad Hussain. On behalf of the Company, Suhail A Khan, Vice President Soda Ash and Polyester Businesses, welcomed all the guests and stakeholders at the inauguration ceremony.

While delivering the welcome note, Vice President Soda Ash Business mentioned that for the past 75 years, the Company

has demonstrated a longstanding commitment towards the development of Khewra. He shared the process of how this donation came about, “[T]he Company was approached by the local administration and through a process of dialogue, it was agreed that standby generator sets would be provided to the Khewra Municipal Committee which would enable regular pumping of clean water to meet the community’s need .” He further added, “while handing over these generators sets to the Municipal Committee, we reaffirm our commitment to remain engaged whilst providing technical assistance. The goal is that the Khewra community will be provided regular supply of clean water even in the case of load shedding.”

Following the presentation, a note of thanks from Mr Suhail A Khan was given to the chief guest, government officials, notable members the community, stakeholders and all the guests for collectively working towards the betterment and development of Khewra.



Information Minister, Fawad Chaudhry, was the Chief Guest on the occasion

Photograph: Soda Ash Team



Suhail A Khan, VP Polyester and Soda Ash Businesses, along with other key team members, at the inauguration ceremony

Photograph: Soda Ash Team

Baked With Love for a Good Cause



The Corporate HR and CCPA teams organised an annual Winter Bake Sale to celebrate the festive season and raise funds for charity

By: Lalahrkh Murtaza

To end the year on a merry note and make the year-end festivities memorable, the annual Winter Bake Sale was organised at Karachi Head Office and Mozang Lahore on December 7. In the spirit of charity, the fun event also engaged the Businesses in a fundraising competition for the NJV Government Higher Secondary School, which is the oldest educational institute of Sindh.

Volunteers from each Business came together as teams to bring homemade delicacies for the event. Cupcakes, brownies, channa chaat, sandwiches and a whole lot of other treats were on the menu. The EMT members joined the festivities as well and Nausheen Ahmed's homemade jam and Asif Jooma's pizza were among the crowd favourites. Besides enjoying the

tantalising food, employees won gifts through a raffle draw and thoroughly enjoyed the "Jail and Bail" game in which the jailed colleagues were bailed out in return for donations. This highly interactive and lively afternoon ended on a high note, as the EMT members were challenged in a fun-filled rapid fire interview round.

Children from the NJV School were invited to the Bake Sale in Karachi and got a chance to be part of the celebrations, as well as to interact with members of our EMT. The Chemicals & Agri Sciences team emerged victorious in the fundraising competition and was recognised for its tremendous efforts, and support for the event.

With the continued support of all employees, we hope to make this event bigger and better each year!



Group photo of children from the NJV along with some of our colleagues
Photograph: HR Team



Chemicals & Agri Sciences generated the highest contribution towards the charity
Photograph: HR Team



Jail and Bail: the most popular activity of the day
Photograph: HR Team



Bake Sale arrangements at the Mozang Lahore office
Photograph: HR Team

Launch of the Pehchan Volunteer Programme

ICI Pakistan Limited recently launched Pehchan - a first of its kind, structured employee volunteer programme

By: CCPA

At ICI Pakistan Limited, we maintain a strong focus on supporting and investing in communities around us. We believe that helping these communities to grow and develop today could mean a more sustainable future that will positively impact generations to come. While our community investments are made through the ICI Pakistan Foundation, we know the importance of providing our employees a platform to give back to the society.

To engage our people with various community-based initiatives, the Pehchan Volunteer Programme was launched. The programme is guided by the Company's Board-approved CSR policy, and all volunteer activities carried out under the Programme focus on the core areas of interest as mandated by the Company's CSR Policy.

Under the Pehchan programme, in line with the Company's culture, values, and brand promise of Cultivating Growth,

employees can officially devote up to two working days (or 16 working hours) annually on Company time in pursuit of volunteer work. Each Pehchan volunteer will reflect values such as Passion for People, and Delivering Enduring Value, in action.

The name Pehchan comes from the Urdu word 'Pehchan', which has a layered meaning. It fits perfectly with the initiative as, in one context, it means identity, while in the other it is about recognition. By volunteering their time for a good cause, our people are establishing their identity as a caring and responsible citizen. They are also representing the Company as a brand ambassador, and helping to uplift our brand image as a responsible corporate entity committed to giving back to the society. In essence, they become our Pehchan!



The Pehchan launch team poses for a photograph

Photograph: CCPA Team



CE, Asif Jooma, highlights the importance of volunteering at the launch event

Photograph: CCPA Team



A glimpse of the audience during the event

Photograph: CCPA Team

Planting for a Greener Future

Two tree plantation drives were conducted as part of the Pehchan Volunteer Programme in Karachi and Sheikhupura

By: *CCPA and Syed Adnan Ali*

Following the successful launch of Pehchan Volunteer Programme, our employees immediately set out to take advantage of this opportunity.

The first batch of 50 Pehchan volunteers, led by our very own CE, Asif Jooma, got together for a tree plantation drive in Karachi at the Urban Forest Park in Clifton. Our Pehchans planted over 75 saplings of various native species, which will help restore Karachi's degraded environment. A total of 500 saplings have been pledged by ICI Pakistan Limited to the park.

A similar activity was also conducted in Sheikhupura by the NutriCo Morinaga (Pvt.) Ltd team as part of its community engagement, where Pakistan's first Morinaga infant formula manufacturing facility is also under construction. The drive was successfully carried out in collaboration with Caritas Pakistan, Punjab Irrigation Department, Punjab Forest Department and Environmental Consultancies and Options (ECO). Muhammad Azhar Zaman, Head of CTED, Farhan Anwar, Project Manager, JV Co, Syed Adnan Ali, Project Coordinator, JV Co, and Muhammad Zeeshan, Admin Officer, JV Co, represented ICI Pakistan Limited during the event.

The team planted 5,000 trees of indigenous species on the banks of Upper Gogera Canal at Farooqabad district Sheikhupura. Around 80 students from the Rehman Elementary School, Sheikhupura also participated in the event.

The Pehchan volunteers described these events as a fantastic learning experience and they gained a renewed sense of understanding about the importance of creating a greener and more sustainable environment.



CE, Asif Jooma, shared his thoughts before the tree plantation drive
Photograph: CCPA Team



Group photo: Pehchan volunteers at Urban Forest, Karachi (left) and Sheikhupura (right) after the tree plantation
Photograph: CCPA Team

Empowering the Lyari Youth Community

A certificate distribution ceremony was held for Roshan Lyari Programme's first graduating batch

By: CCPA

In early 2018, the ICI Pakistan Foundation partnered with Sindh Tech Skills Development Centre to launch the Roshan Lyari Programme to support the youth of Lyari and empower them with useful, marketable skills, including MS Office training, tailoring and stitching and beauty care. These courses were organised to enable the students to earn a sustainable income and provide for themselves and their families.

On September 30, a graduation ceremony was organised to recognise the first batch from three courses; MS Office, fashion designing and domestic tailoring, and beautician and make-up stylist. The ceremony highlighted the passion and determination of students who graduated with flying colours, with top students awarded prizes for their respective courses.

At the ceremony, several students were invited to share their learning experience during the course. Most of the students expressed their heartfelt gratitude for being offered a chance to practice doing what they loved without any barriers, while others shared their excitement in continuing the journey ahead and how they would go on to convince more youth from their communities to participate in the programme.

Such heartening responses and the joy of shaping a stronger future make our community efforts at ICI Pakistan Limited worthwhile and encourage us to continue supporting the communities around us.



Students and their families thoroughly enjoyed the ceremony
Photograph: CCPA Team



The beautician students took part in a bridal make-up contest
Photograph: CCPA Team



The top three winners of the contest
Photograph: CCPA Team



Gift and certificates were handed out during the ceremony
Photograph: CCPA Team

Bringing Quality Healthcare Closer to Communities

With much fervour and excitement, the newly built Hamqadam Community Clinic in Shekhupura was officially inaugurated in October.

By: CCPA

Following the success of Hamqadam Community Clinic in Khewra, a similar clinic for the Shekhupura community was officially launched on October 4, 2018. A soft launch of this clinic was done in May 2018.

The Management team of ICI Pakistan Limited joined the Shekhupura community for the clinic launch, which will meet the community's pressing need of a quality healthcare facility within its surrounding area. Since the soft launch, the clinic has already

catered to over 4,560 OPD cases, along with the registration of 125 pregnant women, and more than 1,218 children under the age of five have been monitored for immunisation and nutrition through the 'Road to Health' chart.

This initiative has been well-received by the community, with many expressing their delight and gratitude to the Company. As a socially responsible Company, we look forward to continue making such community investments that positively impact the communities where we operate.



The clinic has been well received by the community and has already begun to benefit families and children with quality healthcare

Photograph: CCPA Team



Since its soft launch, the clinic has catered to over 4,560 OPD cases in the community

Photograph: CCPA Team



CE, Asif Jooma, alongside Suhail A Khan, Vice President Polyester and Soda Ash Businesses, inaugurates the clinic

Photograph: CCPA Team

News in Brief | Raising Awareness for Breast Cancer at the NJV School

By: CCPA

With October being international Breast Cancer Awareness month, we joined hands with Shaukat Khanum Memorial Cancer Hospital and Research Centre to spread awareness about the disease and the importance of its early

detection for treatment. The awareness session was held at the NJV School, the oldest government school established in Sindh, which is now adopted and managed by the Akhuwat Foundation. The awareness session, which included presentations on the need

for regular checkups for women over the age of 40 years and role of friends and family to fight the disease.

Annual Prize Distribution

The Winnington School's students are awarded for their continuing excellence

By: *Jamal Malik*

On December 24, the Winnington School in Khewra held its Annual Prize Distribution Ceremony with Muhammad Umar Mushtaq, Deputy Chairman BOG Winnington School, in attendance as the Chief Guest on this occasion.

The ceremony kicked off with Headmistress, Mrs Qudsiya Khalid, delivering the welcome note and opening remarks. Following the recitation and translation of verses from the Holy Quran, Principal M Jamal Malik presented the school's Annual Report. In his presentation, Jamal Malik gave an overview of the highlights of past year, which included the excellent performances in the IKLC, IKMC, and another competitions as part of the YES programme. He also further reiterated the school's commitment to impart quality education to its pupils and improving the future prospects of the community.

Students from pre-school made an impressive presentation in which they dressed up as famous personalities from across the world. A tableau was then presented which focussed on the eternal fight between good and evil. The meaningfully pragmatic, colourful and well-choreographed display was well received by the audience.

The tableau was followed by an English play. This year a one-act play 'The Stone Soup' was enacted by students from Grades 4 and 5. The entire play including the script, acting and wardrobe was greatly appreciated by the audience.

Two students, Janice and Humaila, who recently returned from

their year long stay in the US as participants in the YES programme, then took centre stage to share their experiences with the audience.

Next, students from Grades 9 and 10 enacted a humorous and amusing play entitled 'Short-cut', which had the audience spell bound through its witty dialogue and fine acting. The play was then followed up with an Urdu speech, which focussed on the value and importance of hard work and consistent effort. Finally, the well-known national song, 'Watan kee mitti' captured the interest and patriotic spirit of the audience.

Mr and Mrs Umar Mushtaq handed out certificates and prizes to students who had shown excellence in various school activities. Fizza Mibasher was presented with a Gold Medal for attaining the highest marks in the SSC Board Exam, while Syeda Afia Batool received a silver medal for securing the first position in the SSC Part 1 exam. Commendation letters and prizes were also awarded to teachers who had shown exceptional results in the SSC exam.

The Chief Guest was then invited for the ceremony's closing remarks. In his address, he praised the high quality of presentations and congratulated the Principal and staff on hosting a well-organised ceremony. He congratulated all parents and reiterated ICI Pakistan Limited's commitment to support the school so that it would continue its mission to empower the youth of the area through quality education.



Students from pre-school performed a play in which they dressed as famous personalities from around the world

Photograph: Soda Ash Team



Principal M Jamal Malik shares his thoughts during the ceremony

Photograph: Soda Ash Team



All the presentations and plays were greatly appreciated by the audience

Photograph: Soda Ash Team

In Conversation with Aamer Malik

In this candid conversation, Aamer Malik, VP Life Sciences, talks about his career, passion for football and fast cars, Millennials at the workplace and much more.

You are not new to the Company, having left and come back after several years. What has intrigued you the most about ICI Pakistan Limited so far?

The ICI Pakistan Ltd that I left so many years ago is pretty much the same today in terms of the culture. I was pleasantly surprised to see that the culture and value systems are still intact, especially the culture of health and safety. I see that focus today as well, it is good for all of our stakeholders.

On the business side, there is a big change in our willingness and ability to invest. Back in the days, we could not do much expansion and investments on our own. Our Cirin acquisition and the purchase of Wyeth plant will prove beneficial for us in today's competitive world. If we really want to grow, we need to go for inorganic growth as well. This growth-oriented mindset

is a welcome change. We are now setting the stage for future generations to build on.

What are you most proud of personally or professionally?

I am very proud of making it to the top of Mount Fuji. I was with my family and we climbed through the night. The idea is to start the trek after sunset and reach the top just as the sun is rising. This was in 2009, it was a beautiful experience. We came down from the wrong side as we had missed a sign. But, we could not climb back at that point. We eventually got home after having been up for 36 hours. However, it was all worth it and something really special.



If you had not been in the profession you are today, what would you have been?

Probably a singer. I used to sing quite a lot. I sing when I am on my own. I used to sing during my college days, to the extent that I was interested in a college concert at one time but then eventually did not gather the courage to go for it. I used to sing duets with a class fellow of mine as well. These were my undergraduate days. I usually sing anything that is on top of the charts at the moment, like song of the day.

Best career advice anyone gave you that helped you grow in the corporate world?

Well, there's one person I have really admired, even though I have worked with top leadership in global companies and here as well. For me, this person was Azhar Ali Malik, the ex-CEO of ICI Pakistan Limited from 2001-2003.

A few days before he passed away, I went to see him and we started discussing problems that affected the business. There were a lot of challenges at that time and after our discussion, he told me, "come to me when you want to let it all out, whenever you want to share something". And in that capacity, it was helpful and felt good to have a boss who was willing to listen and support the team in difficult times. His leadership was really an inspiration for me.

Looking back, any advice you would give to your younger self?

I think one of the things that I would tell my younger self would be to better manage my temper. Now I have mellowed down quite a bit, though. I never got into trouble for it but there were

times in which I may not have taken the best decision in the heat of the moment. Over a period of time with maturity and work experience, and as you get into leadership positions, you realise the need to manage yourself differently, at least in a professional environment.

What is your take on work-life balance?

It can be managed. Work pressures are always there. As you grow in the organisation to assume leadership positions, it becomes more and more challenging and your responsibilities grow as well. But if you work smartly enough, you can manage both things well. Work hard, work diligently and work smartly. The mindset today has changed as families are now more understanding with regards to the demands of the work environment. In order to have peace of mind at work, you need to have peace of mind at home.

What's your favourite movie and actors?

Sholay, the Indian movie. I have watched it seven or eight times on the big screen in my younger days, when I was doing my undergraduate studies at the Delhi University in India. I did my three-year B.Com degree from there. So, I must have watched at least 300 movies in those 3 years. Those were the days of legendary performers like Amitabh Bachan, Dharminder and Hema Malini. It is not the same anymore.

And Godfather is my favourite Hollywood movie, I really liked the characters in that movie. My favourite actors are Amitabh, Robert De Niro, Madhuri Dixit and Babra Sharif.

Any hobbies outside of work that you would like to share with us?

I don't watch a lot of movies anymore. I don't have that kind of patience anymore to sit in front of a screen. I used to read 'The Economist' regularly, I really need to get back into that habit. I also need to go back to reading books generally. You constantly need to improve your knowledge.

But my hobby I would say is travelling and mountain trekking, especially in the Northern areas of Pakistan. I have done the Nanga Parbat base camp and have ventured close to the base camp of Rakaposhi. I have seen most of the main places up North. I do wish to go back again- there is so much to see.

What's the top item on your wish list right now?

On the personal front, I really like driving nice cars. I had to sell my Porsche when I left Singapore, and I wish I could have brought it with me. So now one of my wishes is to drive a Ferrari - a red one... or a Maserati, maybe in black.

Professionally, I would want to make this business a success.

I want to build the Business and provide it a platform that will help build the future for us and make it successful, profitable and sustainable in the years to come

This Business has transformed over the last few years and we have yet to do justice to that transition.

Are you interested in sports?

I am a big football fan. I love watching the sport and I used to play as well, especially when I was in Singapore. It's a great way to relax.

Tottenham Hotspur is my favourite team, I have been a fan since the 1970s. I did my CA from England and we used to play in a ground that was very close to where the team practiced. A couple of times, I got the chance to play with Gary Mabbutt, one of their ex-captains. It was good fun to be on the same field with him. I really enjoyed it.

Millennials now make up more than half of the workforce at our Company. Any word of advice for them? What have you learned from the younger generation?

The younger lot is much more tech savvy and my generation is at a disadvantage that way. But, we can definitely learn better and newer ways of working using technology and improving



the way we run our business as well. I am talking about digital transformation, which is now happening across the world and that's one of the areas where I feel the younger generation can make a significant positive contribution.

I would like to encourage the Millennials to always do the basics well - the way you conduct yourself, the way you talk to

people, the way you work. Get the basics right, build on those and that will help you to achieve future success.

I would like to encourage the Millennials to always do the basics well - the way you conduct yourself, the way you talk to people, the way you work. Get the basics right, build on those and that will help you to achieve future success



Photo Gallery

Winner: Kaleem Akbar

White Winter Snow - Lake Saif-ul-Malook, Naran



Runners-up



Reflection - Swat River
Photograph: Rizwan Khatri



Tranquility - Phander Valley, Ghizer, Galgit Baltistan
Photograph: Sharjeel Shahid



Green Dreams and Blue Skies - Shogran
Photograph: Sikandar Ali



Rain Relief - ICI Pakistan Limited Sheikhupura site.

Photograph: Meraj Ahsan Qureshi



Rolling Clouds - Karan, Neelam Valley, Kashmir

Photograph: Muhammad Yousuf



ICI PAKISTAN LTD.

A publication of the Corporate Communications &
Public Affairs Department

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

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

www.ici.com.pk