

PAK ELEKTRON LIMITED

hamara



11TH EDITION, 2018

4K
ULTRA HD

SMARTTV

COLORON

RUNG
JAMA KE
DEKH

android & O
PARSHAKHLOW

MUSIC BOOM

DOLBY
DIGITAL SI

NETFLIX

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PEL

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Change your life

COLORON

4K
ULTRA HD

SMARTTV



55"



40"

49"

32"



NETFLIX



Change your life

03



PEL CARES

NUST Need
Blind Program,
SOS Children's
Village
Muzaffarabad,
Govt. Training
College for the
Teachers of Deaf

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A word from our director operations

**Happy New Year &
warm greetings for 2019!**

As we embark on a new year, I would like to share a few thoughts with all of you to ponder upon.

Every year brings its own challenges, targets and aspirations. To realize our goals and translate our aspirations into meaningful results, it is important that we efficiently manage our time and energy, and move forward with continued dedication and teamwork.

Working towards our goals, we must keep our focus on why certain task needs to be done; and how compliance is important in its course. Moreover, we must join hands to foster an organizational culture of compliance and transparency to achieve our common goal of sustainable growth.

Moving forward, we must be committed to do our sincere best, not only in business but also in every aspect of life; place importance on integrity and honesty; and act cautiously by living up to the true spirit of our company's Code of Conduct. These will certainly continue to be my priorities and I am confident that I can count on you to do the same.

**Best wishes to you and your family for a
prosperous year ahead.**

Regards,
Zeid Saigol
Director Operations



From the Editor

Dear All,

It gives me a massive pleasure as I am sharing with you the eleventh edition of Hamara PEL. Continuing with the bequest of incessant improvement in the stuffing and excellence and engaging all the employees to become active part of this project, I would like to congratulate all new members that came in house for the editorial board. Many important events and key happenings were able to make inroads in this edition. Being Editor in Chief, it has now become very intricate for me to select content as response is becoming irresistible and appealing. Going forward I am sure we will consider to increase number of pages for this magazine and perk it up further so that the contributions from all can be included in it. Constructive feedback helps a long way to improve the overall material and I am very confident that this platform is helping us all in achieving the objective of constructive feedback.

I would especially like to highlight the involvement of staff in area offices who have shown eagerness in becoming part of HP as it has encouraged us a great deal. Let's build a platform through HP where our next generation also receives support. Thank you my team to give life to the happenings all across PEL.

We hope 2019 turns out to be even better, more prosperous, and full of opportunities for all of us.

Happy reading!
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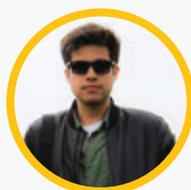
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03

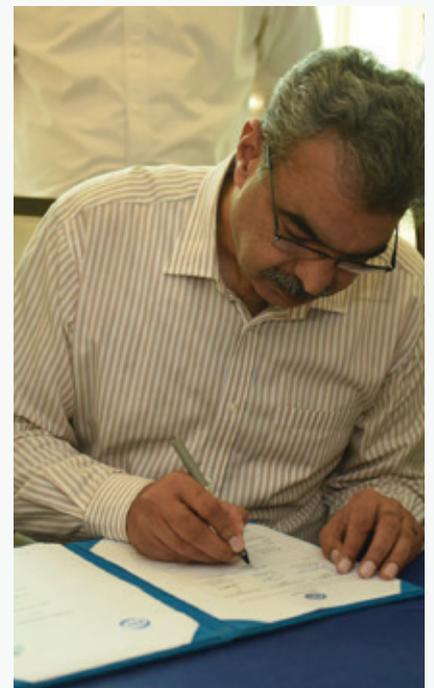
PEL CARES

In order to keep up with the expectations of the society, “PEL Cares”. We have a vast history of contributing for the social causes which help us become a good corporate citizen.

NUST NEED BLIND PROGRAM

“ Giving is not just about making a donation, but it is about making a difference.”

In an effort to secure an intelligent future for beloved Pakistan, PEL always seeks opportunities to take a step-forward in contributing for social good. This year, PEL gave for the higher education of 10 undergraduate engineering students at NUST. The total cost for this donation was PKR 2 Million. PEL believes that paying for this kind of CSR brings good for the society as a whole. The students who will avail this scholarship will at first benefit from our part and later on they will start playing their role.



The graduates of a prestigious institution like NUST will surely throw in a great deal towards the engineering sector of country. This is also excellent because the one, who is taken care of, is most likely to take care of others when he gets to this kind of position. As everyone knows that **Charity never stops.**"



SOS Children's Village Muzaffarabad

The orphan children of our society are enormously neglected. PEL recognizes the problem and always contributes keenly so that these children who are the future of Pakistan can be calmed. This year, PEL donated 15 Refrigerators amounting to PKR 675,000 to SOS Children's Village Muzaffarabad. PEL aims to build a society where less-privileged people don't find themselves deprived of such necessities of life.

“ Nothing that you have not given away will ever be really yours.”



Govt. Training College for the Teachers of Deaf

“ No one has ever become poor by giving. ”

Special Children are beautiful assets of Pakistan and PEL understands their significance and necessities. These children merely need love and affection from society. Bringing a smile on these beautiful faces is the best thing one can do. PEL also loves them and to express it, PEL donated TWO Water Dispensers to the Govt. Training College for the Teachers of Deaf. This effort was made to encourage those teachers who are playing vital role to make these children a better citizen.

05

Branding 360

Launching of PEL ColorOn Smart LED TV

01

Mall Activation for ColorOn Smart LED TV:

This year PEL launched ColorOn LED Smart TV. Launching ceremony took place in Emporium Mall Lahore and Dolmen Mall Karachi; Mr. Manzar Hassan (Director Finance), Mr. Amir Hamza Qureshi (Senior GM Sales & Marketing), Mr. Hassaan Sherwani (Head of Marketing & Strategy), Mr. Saim Ali (Brand Manager), Urwah Hocane and IT bloggers participated in it. Through the activations we shared complete details to the customers, engaged them via Xbox gaming consoles and lucky draws. Small Domestic Appliances and LED's were the bumper prizes for the lucky winners.





02

Cinema Activations for ColorOn Smart LED TV launch:

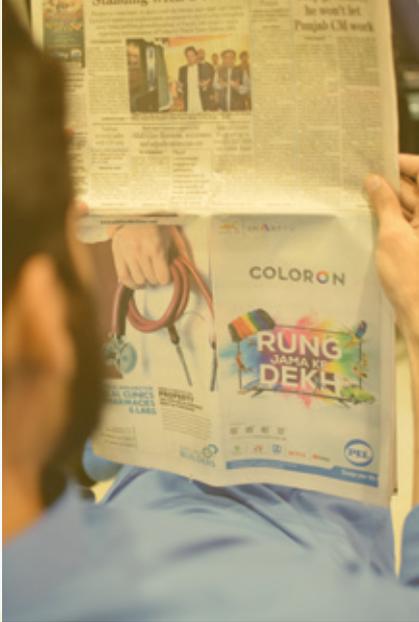
PEL ColorOn LED Smart TV TVC was aired throughout Pakistan while cinemas were branded with ColorOn “RUNG JAMA KE DEKH” balloons & other promotional material. These activities took place in Cinepax, Universal Cinema, Emporium Mall, Nuplex Cinema Karachi and Centaurs Mall Islamabad. Marketing team provided complete demo and information about PEL ColorOn LED Smart TV and engaged customers through VR and Kinect Games.



03

Digital Branding:

Through magazines, newspaper, TV ads, truck branding, hoardings and several other mediums; PEL announced about its ColorOn LED Smart TV.

**PEL E-Commerce**

The success of PEL's products in local markets has encouraged us to compete in e-commerce business. PEL has activated this feature on its website and customer can easily buy products from anywhere in Pakistan rather than visiting local market. We will be launching Small Domestic Appliances via this platform which includes; PEL Steam Iron, Toaster, Sandwich Maker and Electric Kettle.

**PEL & Daraz 11.11**

PEL participated in world's biggest e-commerce festival "Daraz 11.11" with Daraz as Golden Sponsor. We participated in live show of Daraz 11.11's launch where Kubra Khan was representing PEL. PEL took complete advantage of this opportunity and showcased its products. Through Daraz's platform, PEL offered collectable vouchers, nationwide delivery, best prices, discounts and crazy offers all over Pakistan.



Events Sponsored by PEL

01

Defense Day with Lahore Transport Company:

On 6th September 2018, PEL collaborated with Lahore Transport Company (LTC) for the branding of public buses and stops. Different buses and stops on different locations were branded with Defense Day messages. Public appreciated this initiative and felt great pride on their elder's sacrifices.



02

Formula Electric Racing – NUST:

Formula Racing NUST team celebrated the World Art Day with the second Electrical Vehicle Sketch. NUST successfully represented Pakistan at IMechE Formula student with the help of their sponsors which also included Pak Elektron Limited (PEL).



03

Pakistan Wedding Show:

Pakistan Wedding Show was held on 11th-12th August 2018 in Lahore at Expo Centre. It is the ideal platform for exhibitors to meet with visitors and wedding shoppers to build awareness and



recognition for their brand. It also gives shoppers a chance to explore and select from a diverse range of vendors to plan their perfect wedding in one go. PEL also displayed its products and interacted with visitors.

Annual Sale Mela 2018

PEL participated in annual Sale Mela at Abid Market Lahore from 9th-11th Nov 2018. This is considered to be one of the major events of Abid Market. All shopkeepers' offer discounts up to 40% on their stock to attract maximum number of customers. PEL decorated Abid market with its promotional material and conducted lucky draw of ColorOn LED.



Internal Branding

Effective workplace branding leaves a massive positive impression on a potential client. It amplifies the company's culture, and when done well, an office branding that displays prestige and professionalism will entice more potential clients to do business with that company. Moreover it creates great impact on employees' performance.

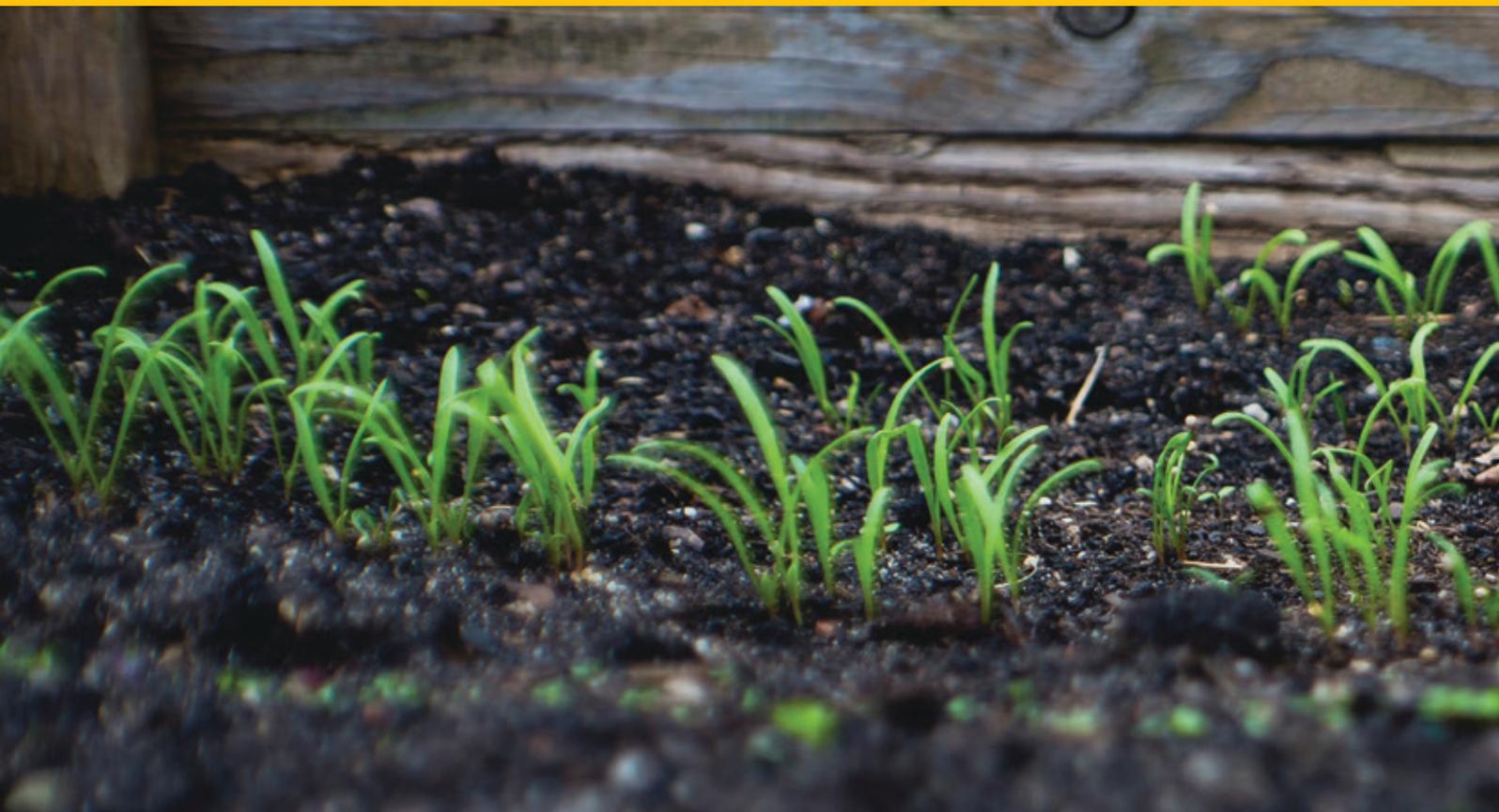
Marketing team took this initiative and changed the wallpaper of Sales & Marketing Department. Different icons related to their nature of job were included in wallpaper. Employees in those departments welcomed this change and appreciated the efforts.

11

integrated Momentum

Industrial Relations & Administration

Industrial Relations Department is the backbone of organization. Without this department, organization would crumble and fail to achieve objectives. Since the inception of PEL, IR&A Department has been hitting the ground with its endless support and contribution to make PEL first choice of customers. This year, again some fruitful activities were carried out and their detail is given below:



01

#PlantforPakistan:

A one-day Tree Plantation Campaign was carried out in PEL Unit-II in which over 500 Trees were planted inside & outside the premises of the factory. PEL aims to help Pakistan grow neat and clean.

02

Awareness Session for Traffic Rules:

“We must understand that speed thrills but kills”.

A session of awareness about traffic rules was arranged in PEL Unit-II with collaboration of “City Traffic Police Lahore”. Employees from different departments showed interest and asked questions to clear confusions.

03

Online Overtime System:

Being part of Paper-Less Environment initiative, IR&A Department has achieved another milestone by introducing “Online Overtime System” with the help of IT Department in PEL Unit -I. Through this initiative, process will become speedy and smooth and workers will get their money on time.



04

TEVTA'S Job Fair:

Mr. Rashid (IR&A Executive) and Mr. Sufian (Management Trainee Officer) attended a job fair organized by TEVTA. Interviews of 240 skilled candidates were conducted and some of them were hired as well. Participation in such kind of activities improves PEL's branding and help to attract best talent.



05

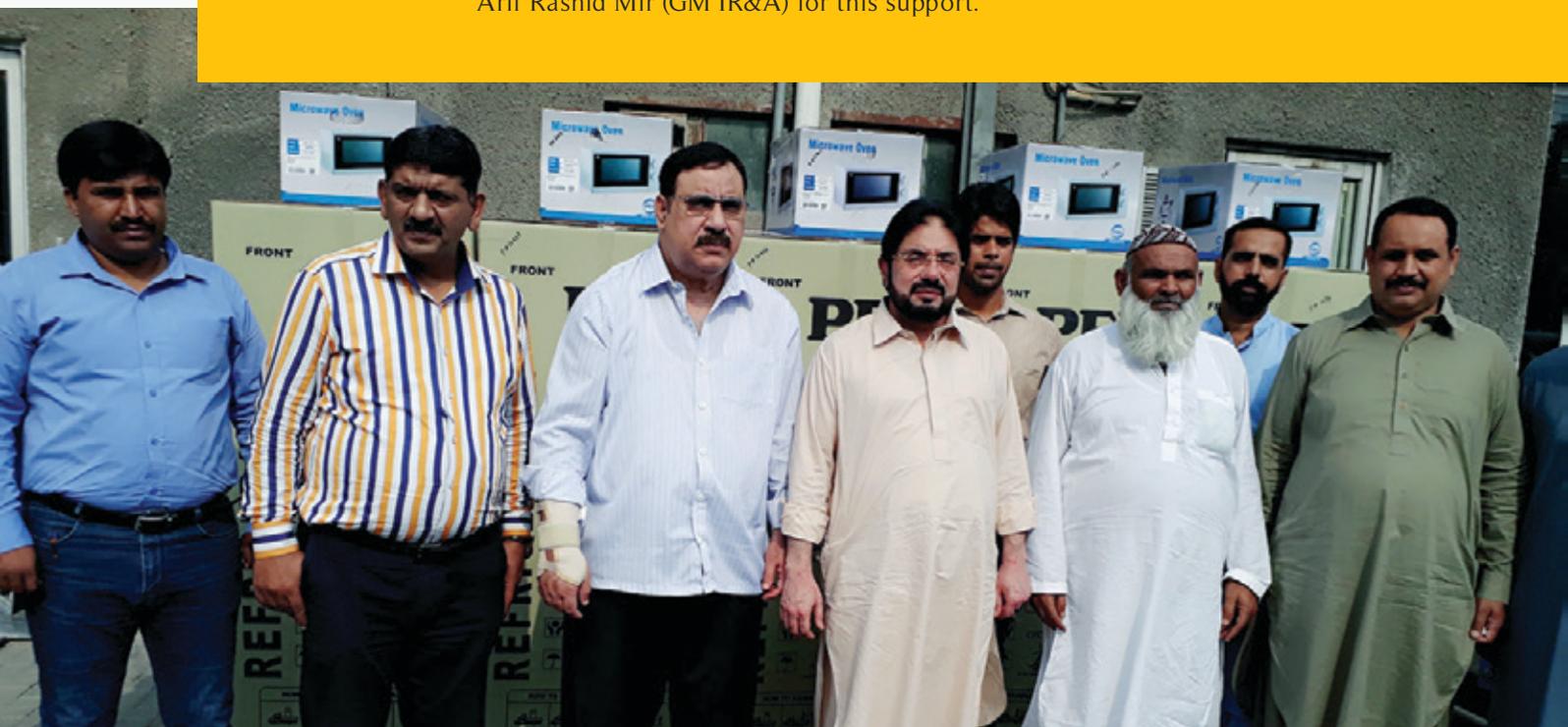
Internship:

Internship opportunities helps students to bridge the gap between academia and corporate. PEL understand this fact and provides reasonable opportunities to practice their knowledge. Keeping in view the needs of Undergraduate/Diploma Holder Students, PEL arranged internship for 40 students holding DAE Diploma. These students were placed in different sections at production floor.

06

Dowry Distribution:

The aim of dowry article is to provide financial assistance to vibrant employees on the happy occasion of their daughter's marriage. In this regard, PEL provided the precious household (Fridge & Oven) on the happy occasions of the weddings of their daughters to its 48 employees in 2018. Employees were humbled and thanked Mr. Arif Rashid Mir (GM IR&A) for this support.





14thAug Celebrations:

07

With rich excitement and enthusiasm, an Independence Day Celebration was arranged for workers. On this happy occasion, Mr. Arif Rashid Mir (GM IR&A) told workers that we are indebted to our ancestors for their innumerable sacrifices for the cause of freedom and dignity of their future generations. This day provides us an opportunity to reaffirm our commitment to the ideals of our Quaid and to the aspirations of Dr. Allama Mohammad Iqbal who wanted to see the Muslim community flourishing in a separate homeland without any fear of oppression, intolerance, inequality and injustice. Workers enjoyed the cake cutting ceremony and showed their determination to promote brotherhood and peace among PEL workers.



Mr. Azeem Talib (Regional Manager South) said that it is an exclusive forum for the electrical professionals to meet the challenge of rapid developments in the electrical engineering field. The exhibitions like IEEEEP also provide a bridge between the academia and industry for bright future of our young engineers, he added.

Naheed Memon (Chairperson Sindh Board of Investment) visited PEL platform and inquired from Mr. Nasir Paul (Senior GM Marketing & Sales - PD) about the latest developments and technological improvements in Power Sector. She admired the efforts of PEL regarding innovative solutions to engineering related challenges in recent years.

IEEEEP Fair-2018

Pak Elektron Ltd. (Power Division) once again participated in IEEEEP Fair 2018 held from 31st July to 2nd August 2018 at Karachi Expo Centre. Addressing the soft launch ceremony of the exhibition, convener IEEEEP 2018 said that this event is aimed to serve industries by providing most productive environment to meet top professionals, key decision makers, government officials and to discuss areas of mutual cooperation in the field of electrical, electronics, industrial automation, power generations, and energy conservations etc. to cater the future requirements of the country.





Switchgear's business is expanding with the growth of industries all over Pakistan. PEL has the major share of switchgear business in market. It has exported its switchgear products to Afghanistan & Jordan. Currently on going export projects are South Sudan Project and Kunduz-Baghlan Afghanistan 20kV Project.

Tameer-e-Nau of Switch Gear

PEL has always strived to provide cutting edge technology product and latest engineering solutions as per their customer requirement since 1956. Being a dynamic organization, it is the need of changing time to evolve and keep itself updated with the global technology & engineering enhancement. Understanding the opportunities coming ahead, top management decided to shift an important department "Switchgear" to Unit-2 from Unit-1. Under the leadership of Mr. Jalil-ur-Rehman (Head Switch Gear), this relocation was treated as an opportunity for team work exercise.

Relocation was challenging as it was like shifting an iceberg from one sea to another in one piece without melting. It was gradually done with in the period of one month.



Transformer Inspection & Quality Control

Distribution Transformer Testing Lab has always tried to maximize its quality standards and is an ardent believer in the philosophy of “continuous improvement”. Therefore, it is trying to increase the scope of accreditation of ISO 17025:2005. It has completed its documentation for the temperature rise and impulse test of transformer. Distribution Transformer Testing Lab will be pioneer among testing labs for getting accreditation for the above mentioned tests.



Transformers in the yard are ready to be tested. These transformers will undergo all the routine tests as per International Electro Technical Commission (IEC). It will be dispatched only if the transformer has passed all the tests and other quality checks. Testing lab uses sophisticated and calibrated equipments to ensure the integrity of results. This lab has also ensured the health and safety of all staff by adopting internationally recognized safety measures. A separate Oil Lab helps to perform different tests on oil. Transformer Testing Lab is accredited from PNAC under ISO/IEC 17025:2005. That means the test report issued by DTR lab is a certificate in itself.



Thanks for following us and being a part of our journey!

50,000  Followers

We appreciate your support and enjoy engaging with you!

STAY CONNECTED FOR REGULAR UPDATES!

Celebrating 50,000+ Followers on LinkedIn

PEL HR, as always, has put up its efforts to a common commitment which is to make PEL an Employer of Choice. In continuation to their efforts for Employer Branding, a huge milestone was recently achieved in terms of PEL's social media presence 50,000 followers to PEL's LinkedIn page. PEL LinkedIn page is an important tool which has enabled HR to actively engage potential recruits and create a positive image of the organization as a career oriented employer. It has helped us to attract the best talent at national & international level.

Some of the important initiatives HR took this year through LinkedIn (apart from posting jobs) were:

01

Provide learning opportunities to our followers by posting articles weekly which range from personal development learning to organizational problem solving tools.

02

Share our new joiner's experiences to let the followers know who we are as an Employer and what possibilities await them.

03

Let everyone know that we care about society and have shared all CSR initiatives.

research & development

Appliances Division

PEL's Research and Development team of Appliances Division always determines to make innovative products so that customer satisfaction can be achieved at maximum and their life can be made easy. This year, several ideas were experimented and many of them were successful. Details of those ideas are shared below.

“ Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow.”

01

Refrigerator:

PEL is proud to launch French door series in various variants including Glass Door and VCM Series with Side by Side and Four Door. In French door series, we have introduced digital thermostat and touch panel while in Side by Side no frost unit with LED Light, touch display, Glass Shelves are considered as main characteristics.

02

Visi Cooler:

This year PEL achieved a milestone by launching Visi Cooler for corporate and domestic clients. It is a merchandising solution ideal for small turnover outlets & various trade channels. Our main business partners are Pepsi, Coca Cola, Nestle, Unilever, Engro & dairy industry.

03

Deep Freezer:

Series of Slider Door Deep Freezers with five different colors have been launched this year which saves energy by preventing cooling losses far better than conventional design.

04

PEL Logix:

Striving for customer's ease always give unmatched reward. Mr. Attique Ahmad (Manager Development – Appliances Division) offered an innovative idea of Wi-Fi USB for PEL Air-Conditioners which has been executed successfully.



This device is not only a masterpiece in terms of technology but will also prove to be the perfect one to elevate user's life.

After attaching this device to the AC, consumers will be able to collect/gather information about their AC's performance; can keep an eye on real-time electricity consumption and bill savings. They can even control the temperature through their phones on way home.

quality control & Assurance

Appliances Division

Coped with the challenges of cost reduction and quality improvement, QC&A has been striving hard to formulate a strategy which can meet mentioned challenge. In this pursuit, Zero Defect Approach is applied at pre-assembly stage of refrigerator plant. The key concept behind this approach is to identify problems at the source and align remedial efforts for removal of causes. The awareness effort at initial stage focuses on instilling a constant & conscious desire to do the job right the first time. The results are amazingly very encouraging. Now, at final packing stage quite a few residual portions of tapes and foam leakages are removed in a recurring routine. With zero defect approach, tapes are applied correctly, critical joint sealed properly & cleaning quality is upgraded significantly at final finishing stage.

Use smog test in Refrigerators is another intelligent solution for identifying minor leakages which are otherwise unidentifiable during routine tests. With the intended arrangement for smog collection we are able to prevent slippage of several internal and external minor leakages.

PRE-ASSEMBLY STAGE
DO THE JOB RIGHT THE FIRST TIME
SMOG TEST REFRIGERATOR PLANT
ZERO DEFECT
QUALITY
APPROACH
TAPES ARE APPLIED CORRECTLY
CRITICAL JOINT SEALED PROPERLY
CLEANING QUALITY IS UPGRADED SIGNIFICANTLY
& CONTROL
ASSURANCE

customer services

PEL Tech-Trail:

CSD has continuously been improving PEL after-sales operations. We, Alhamdulillah, have achieved another milestone of developing an exclusive Android Application by collaborating with PEL IT Department. The application, named as 'Tech-Trail' will work on android phone and enable service centers to monitor the movement of Field Technicians all the times while they are on their designated routes for resolving/attending complaints.

This Tech-Trail will help in improving technicians' efficiency, Repair-Turn-Around-Time (RTAT) and ultimately increase customer satisfaction. It will also enable technicians to remotely enter feedback over complaints into PEL CRM (COMS), Reducing the probability of late data entry.

Awareness Session for PEL Centralized Call Centre:

Recently an awareness session was carried out for call agents & other team members at Abacus Consulting. Core purpose was to update the knowledge of PEL appliances, Unique Selling Points, Key Policies & Procedures to call agents. These sessions are arranged on quarterly basis as refresher of existing models & upcoming new products of PEL.



corporate sales

PEL formally established its Corporate Sales Department in 1999 to facilitate their direct customers of home appliances products. The objective of the company was not only to sell the products but also to provide consultancy in selection of the right product that caters to the customer requirement keeping in view the capacity along with final installation. It also plays a vital role in OEM (Original Equipment Manufacturer) business by providing technical support and solutions for their customized units in ice cream industry.

PEL CS department is proud to achieve 60% share of refrigerator's sale at CSD Outlets (Army Stores) and plan to increase this in 2019. They have prequalified in MCB bank and have received 90% share of Split Air Conditioner this year. Customized Deep Freezers are provided to Unilever, Omore & IGLOO from the platform of CS.

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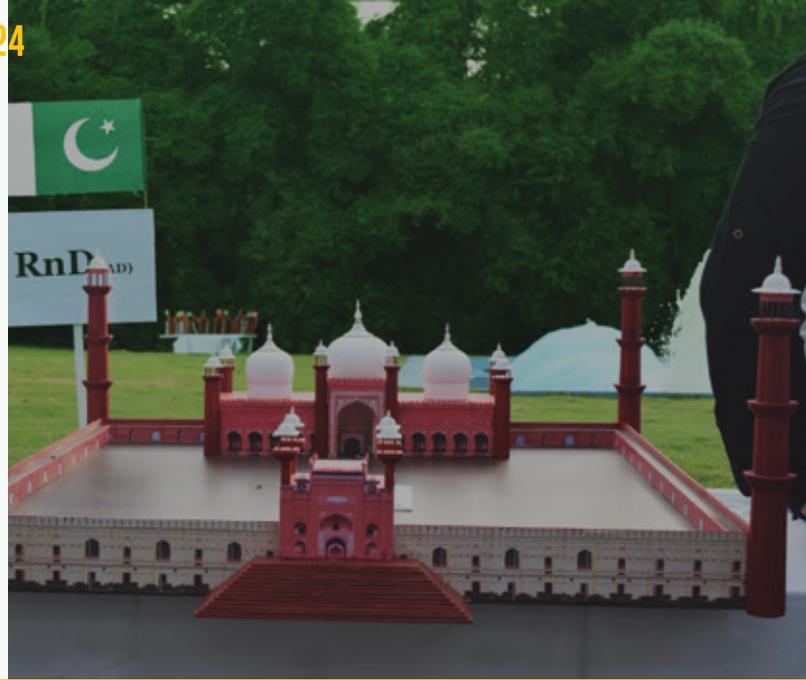
PEL Family

HUM HAIN PEL PAKISTAN



PEL and Pakistan have always been side by side as PEL has become 62 years old now. We are proudly PEL Pakistan. We have always articulated our love towards our great country in so many ways whether it is termed as CSR or the Industrial Growth, PEL being a mature corporate citizen of Pakistan has played its fundamental role in mounting the industry and the society at the same time. Even our employees have never stepped back from expressing their gratitude and love for their country. PEL Family commemorated the Independence Day with great fanaticism and jingoism this year too as they have always done in the past. The Independence Day Celebrations were held at organizational level in PEL under the title Hum Hain PEL Pakistan.

There were many activities that day which included flag raising, performances of national songs, quiz competitions and a fascinating 3D Models Competition. All workers had participated whole-heartedly in this event. The celebrations were kick-started by Mr. Zied Saigol when he raised the Pakistan Flag in order to symbolize the rise of our nation. Everyone prayed for Pakistan's success and escalation in every field of life. The moment when everyone saluted the Green Flag while the National Anthem was being played in the background gave goose bumps to everyone. A group of employees sang a beautiful mash-up of national songs and lifted up the patriotic spirit of PEL through their musical voices.



The most awaited 3D Models were then presented to the judges and they announced the first three positions in that competition. RnD Department had won the First Prize because of the beautiful handicraft of Badshahi Mosque. The Second Position was secured by DTR because of their lovely model of Monument of Pakistan i.e. Minar-e-Pakistan while the Third Prize was won by AC & MWO Production as they had made an attractive model of Faisal Mosque.

Mr. Ahsan Maqsood from Buying PD sang a classical national song in solo and amused the audience with his melodious voice. Then a quiz competition was held among the audience and many of them won exciting prizes by answering quick questions about the history of Pakistan.

Finally the audience was served with mouth-watering dishes prepared by our expert chefs. Everyone relished those tasty dishes. All of this was never promising without the support and contribution of Marketing, Human Resource and Admin & IR Department. PEL acknowledges their efforts that made it happen.



These kinds of events raise a spirit of patriotism among individuals that can never merely be expressed through words. PEL looks forward to organize more of these events to deliver a message of peace and love to the world and to remember the sacrifices of our ancestors that they had made to create this beautiful homeland.



Pakistan

Zindabad!

Hamara PEL 10th Edition Dinner

Our previous edition Hamara PEL 10th Edition has been the most successful edition so far and this was achieved due to the untiring efforts of our editorial board. To celebrate the success, a dinner was arranged by Chief Editor Mr. Ali Kamran for the editorial board of 10th edition at Nadeem Buffet.



Everyone gave their feedback regarding the experience of working in the team. New inputs and ideas were discussed for the next edition with more enthusiasm. Mr. Ali Kamran congratulated the team & gave his ideas for next edition too. Everyone cherished the efforts of Mr. Ali Kamran for arranging the dinner & celebrations. The celebrations ended with a group photo outside the venue.



In the Memory of

- **Muhammad Ilyas Warraich** -

“Gone,
but never
Forgotten.”

Mr. Ilyas Warraich joined PEL on 19th February 2004 and died on 13th October 2018. He was Commercial Officer in Marketing PD Department. He spent a time of almost 14 years in PEL, long enough for one to grow a reputation that lasts eternally in the hearts of others. May his soul rest in peace.

01

-**Mr. Tasawar Sarwar** claimed, “Ilyas was an incredible man. We were humbled by his compassion to everyone around him because he was truly a “friend”. He was a wonderful team member. He was always focused on the good of the company and the department. He will always be remembered.”

02

-**Mr. Hassan Ali Hashmi** said, “His sudden death was a great loss for us. I found myself sad upon hearing his passing. In fact, he was an amazing person in so many ways. His presence will truly be missed.”

Highlights of lifelong journey **with PEL**

Growth of the organization can never be made without the support teams sitting in area offices. All members of these teams are working with enthusiasm and fervor in order to contribute their part towards the value addition in PEL's success.

Recently we conducted short engagement activity and asked one question from them. That question was; "How your journey has been so far with PEL? Describe in 3 words." We got ample interesting answers and decided to share few in this edition.

Have a look!



Musaddiq Ashraf

Experiment, Hard work,
Appreciation
Area Sales Officer – Sialkot



Ghazanfar Ali

Encourage, Freedom,
Ambition
Area Sales Officer – Quetta



Ahsan Ali

Empathy, Family,
Care
Area Sales Officer – Karachi



Muhammad Irfan Baloch

Achievement, Capabilities,
Struggle
Sr. Area Sales Officer - Dera Ismail Khan



Muhammad Farooq Zuberi

Learning, Responsibility,
Team work
Area Accounts Manager – Sialkot



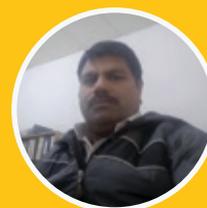
Waseem Abbas

Nurture, Progress,
Competitive
Service Manager – Sahiwal



Muhammad Yasin

Knowledge, Compassion,
Relationship
Area Accountant – Sahiwal



Shahid Pervaiz

Challenging, Opportunities,
Engagement
Sr. Sales Coordinator -Faisalabad



Muhammad Imran Nawaz

Enthusiastic, Dynamic,
Aspiration
Service Manager – Wah Cantt



Hafeez ur Rehman

Intellect, Win,
Fulfillment
Service Manager – Islamabad



Muhammad Subhan

Groom, Grow,
Go
Service Manager – Multan



Anila Kamran

Result Oriented, Trust,
Accountability
Customer Services Officer – Karachi



گفتگو محمد اکرم کے ساتھ

محمد اکرم گزشتہ چالیس سال سے پیل (PEL) میں بطور فورین شعبہ ٹرانسپارنٹیشن میں کام کر رہے ہیں۔ ان کی طویل خدمات سے متاثر ہو کر ہمارا پیل کی ٹیم نے ان کے ساتھ ایک مختصر نشست منعقد کی جس کے چند نکات درج ذیل ہیں۔

1- پیل کے ساتھ چالیس سال کا سفر کیسا رہا؟

میری عمر 54 سال ہے۔ جب میں نے پیل میں شمولیت اختیار کی اس دور میں صرف موٹر میں ٹرانسپارنٹیشن اور ہینٹل بنتے تھے۔ کچھ عرصہ کے بعد نسیم سہگل صاحب نے اس کی استعداد بڑھانے کے بارے میں ضروری اقدامات کئے مزید سرمایہ کاری کی اور اس میں فریج اور ایئر کنڈیشنر بھی بننے شروع ہوئے۔ ایک سے دو یونٹ ہوئے اور اب ماشا اللہ تیسرا یونٹ بھی بن چکا ہے۔ میں نے چھوٹی سطح سے اس ادارے کے ساتھ کام شروع کیا اور محنت، ایمانداری سے آج اپنے شعبے کا انچارج ہوں۔

2- روزمرہ کے کام کی تفصیل بتائیں۔

رات کی ڈیوٹی میں میرے ساتھ 80 لوگ کام کر رہے ہیں۔ ڈیوٹی پر آتے ہی میں اپنے نگران سے اُس دن کا نارگٹ سمجھ لیتا ہوں اور سارے کام اُن اہل لوگوں میں بانٹ دیتا ہوں جو اس کام کو وقت پر اور بخوبی انجام دیں۔ اور نئے آنے والوں کی مناسب رہنمائی بھی کرتا ہوں۔ دیئے گئے کام کو وقت پر اور خوبصورتی سے انجام دینا ہی میری ذمہ داری ہے۔

3- اپنے ساتھ کام کرنے والے لوگوں سے کیسے پیش آتے ہیں؟ نئے آنے والوں کے لیے کوئی پیغام؟

میں نئے آنے والوں کی مناسب رہنمائی کرتا ہوں۔ اور جو اپنے کام صحیح طرح سے انجام دے اُسکو نرمی سے سمجھاتا ہوں۔ میں ایک ہی پیغام دینا چاہوں گا کہ محنت اور صرف محنت سے کام کریں جیسا کہ قائد اعظم کا فرمان ہے کام، کام اور صرف کام۔ انسان کی فلاح اور بقا صرف اسی میں ہے کہ وہ اپنے فرائض کو مکمل ایمانداری سے ادا کرے۔

4- زندگی کا وہ لمحہ جسے آپ بھول نہیں سکتے۔

جب میرا بیٹا ڈاکٹر بنا۔ اس کی سخت محنت کا رب نے اُسے پھل دیا اور آج وہ جنرل ہسپتال میں اپنے ہم وطنوں کی خدمت کر رہا ہے۔

5- کشتی کا شوق کب سے ہے؟ کشتی سکھانے کا موقع ملے تو سکھائیں گے؟

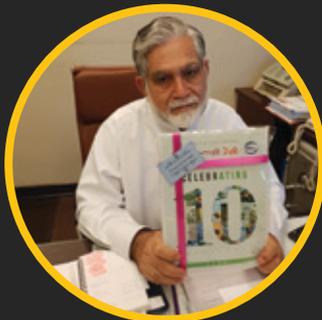
مجھے جوانی سے ہی کشتی کا شوق تھا اور یہ شوق مجھے میرے دادا جی سے ملا۔ پاکستان آرمی کی طرف سے مجھے اسی بناء پر ملازمت کی پیشکش کی گئی لیکن گھریلو مجبوریوں کی وجہ سے جوائن نہ کر سکا۔ پنجاب سٹیڈیم میں منعقد ہوئے کشتی کے مقابلوں میں بھی فتح حاصل کی۔

جی ضرور! یہ کام میرے لیے فخر کی بات ہوگی اگر میں کسی بھی طرح اپنے ملک اور اس کے شہریوں کے کام آسکوں۔

Glimpse of Distributing Hamara PEL 10th Edition

Everyone was overwhelmed that we reached double figures. This would not have been possible without the people who encourage us. We Thank You all for your support!

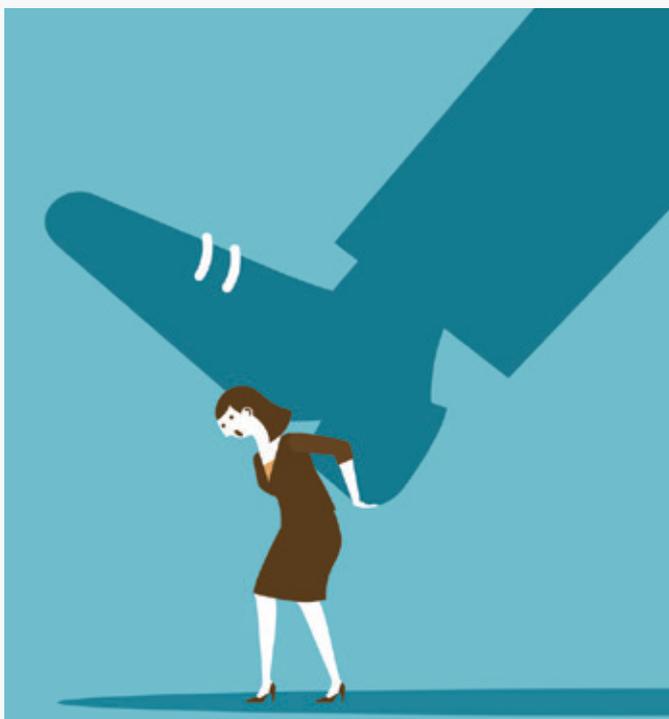
- cheers!





Harassment - A social menace

Sweep it under the carpet, turn your eyes away, and shrug it off as much as you want, but the existence of the social menace aka Sexual Harassment can never be denied. Our society has often very conveniently hidden itself under, what I like to call, a “cloak of oblivion” whenever one observed a strange guy ogling a girl at a bus stand, passing suggestive remarks, touching or brushing against her on purpose. The list goes on! A lot of people around us, including men, women, children as well as transgender, have been harassed on multiple occasions, which may have scarred them for life, but they never gathered the courage to speak up. Awareness about harassment or sexual harassment in particular, is integral to any society but sadly it is not something one is always comfortable openly speaking about. And that’s where the problem lies.



However, with the changing times and the growing impact of social media that has given freedom of expression to many, we at least began to talk about the previously tabooed subjects. The debates, arguments and discussions finally panned out into laws aiming to protect us from the perils of harassment. “Protection against Harassment of Women at Workplace Act 2010” (“the Act”) is one such law that directly deals with cases of harassment of women in workplace setting.

This civil law provides a detailed system of how workplace harassment is to be reported and dealt with. The Act provides the minimum standards on how employees, management and owners of organizations are required to behave in a work environment and defines what constitutes sexual harassment. The Act requires every organization to set up a three-member inquiry committee, of which one has to be a woman, to deal with cases of harassment. According to the Act, sexual harassment manifests itself in the form of abuse of authority, hostile work environment and retaliation. The Act further provides how an informal and formal complaint is to be dealt with.

A strict time frame of 30 days is provided within which the inquiry committee must deal with a formal complaint. The organization then has seven days to ensure the implementation of the committee's findings. Alternatively, a complainant may directly approach the provincial ombudsperson with the complaint. The procedure to appeal is also provided. The ombudsperson plays an important role in combating sexual harassment. Under the Act, the federal and provincial governments must ensure that ombudspersons are appointed and that they are working in an effective and transparent manner.

The law on sexual harassment has the potential to be a catalyst for positive change in our attitudes towards women in the workplace. The Act and the establishment of the ombudsperson's office are good starting points.



However, for law to be a realistic deterrent and to reshape social attitudes towards sexual harassment, effective implementation and consistent oversight is essential. In Pakistan, cultural norms around what is expected of women, unequal power relationships at the workplace and a lack of an enabling environment are some of the reasons sexual harassment is still rampant. Therefore, it is now time to take deliberate, verifiable and precise steps to ensure that our ethics and values of mutual respect and kindness find their way into our workplaces.

STEPS TO FOLLOW IN CASE YOU ENCOUNTER WORKPLACE HARASSMENT

STEP 01

You need to make it clear to harasser that his/her advances are unwelcome or unwarranted.

STEP 04

If you want to lodge an informal complaint, you or your designated person can informally report this incident to your supervisor or inquiry committee,

STEP 07

If you are not satisfied with decision of inquiry committee and competent authority (of your organization), you can appeal to Ombudsman.

STEP 02

Inform some trustworthy colleague in your organization.

STEP 05

For filing a formal complaint, you have three options:

- a) Report the incident to Inquiry Committee, constituted within your organization.
 - b) Report directly to Federal/Provincial Ombudsman, appointed under this Act
 - c) Report directly to Police (under Section 509 of Pakistan Penal Code)
- It is better to initiate complaint inside your organization.

STEP 03

You can also launch a formal complaint to your supervisor or inquiry committee.

STEP 06

If you are still aggrieved by decision of Ombudsman, you can make a representation to President or Governor for justice. (Appeal option is available to both parties i.e. complainant and the accused)

Report any violations or get more information by contacting the Compliance Department:

Email: speakup@pelgroup.com.pk
Phone: +92 42 35920119
Whatsapp: +92 301 8456349



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key to success is continuous **Learning**



THERE IS NO END TO EDUCATION. IT IS NOT THAT YOU READ A BOOK, PASS AN EXAMINATION, AND FINISH WITH EDUCATION. THE WHOLE OF LIFE, FROM THE MOMENT YOU ARE BORN TO THE MOMENT YOU DIE, IS A PROCESS OF LEARNING.

Learning is a never ending process, and it continues till the urge for doing something “new” stops. Everyone has certain goals in his life and is always striving to achieve them. We, at PEL encourage such environment and give opportunities to explore your skills which might have not been discovered yet. Following are some highlights of this year’s learning interventions.

Open Enrollment Programs

Cyber Security Transformation Training Workshop by Delta Tech Global attended by Mr. Zeeshan Akram.

Inventory Management by Pakistan Institute of Management attended by Mr. Muhammad Usman Sultan.

Train the Trainer by Carnelian attended by Mr. Raza Nabi and Ms. Khadija Yousaf.

Digital Master Class - Green Belt with Google Pakistan by Pakistan Advertisers' Society attended by Mr. Hassaan Khan Sherwani, Mr. Saim Ali, Mr. Shahzeb Babree, Mr. Abrar Anjum, Mr. Hannan Rasool, Mr. Muhammad Anas Waheed, Mr. Umar Shahzad, Mr. Gulzar Akbar and Ms. Nayab Hanif.

PEL Customized Programs



Stronger Together:

Learning is not just limited to class room lectures and technical courses, if we keep our minds open and susceptible, then we can learn from anything and everything that crosses paths with us. It can be our daily routine, our friends, colleagues, seniors, juniors, situations, challenges and even our surroundings. It is rightly said, **“When the student is ready, Teacher appears!”**

This year 9th stronger together session was arranged for IT team. The purpose was to enhance the collaboration of team members and come out as a stronger unit than before. The session gave us interesting insights and the team felt more motivated.



Authentic Emotional Intelligence *Can We Fake EI?*

Emotional intelligence has been ranked 6th in the World Economic Forum's list of the top 10 skills that employees will need to possess to thrive in the workplace of the future. People with a higher EI have a greater ability to self-regulate, and higher levels of motivation – which can in turn reduce their tendency to procrastinate, leads to improved self-confidence, and enable them to focus on achieving long-term goals.

PEL collaborated with ACCA for this program and Mr. Omer Zaheer Meer gave an amazing session on Authentic Emotional Intelligence. Few insights of the session are as follows:

- 01** Emotional Intelligence is based on four points: Self Awareness, Self Management, Social Awareness and Relationship Management.
- 02** Self Awareness is not about discovering deep, dark secrets or unconscious motivations, but, rather it comes from developing a straightforward and honest understanding of what makes you tick.
- 03** Walking in the shoes of another person helps to gain perspective and deeper understanding of that person, improve our communication and identify problems before they escalate.

You versus the **Clock**

Effective time management allows you to take control of your life rather than following the flow of others.

As you accomplish more each day, make more sound decisions, and feel more in control, it lets you take advantage of learning opportunities, lowers stress, and helps you focus, which leads to more career success. We arranged a session of time management in which the importance of time was explained and tools for effectively managing your time were shared. Everyone participated enthusiastically in all the activities & appreciated the efforts of trainer.



Few learning points of the session were as follows:

- 01 Focus on the big picture. We always get lost in daily tasks and forget why we are here. Routine tasks make us overlook the actual role and we stay in our comfort zone. It's time to check-in with ourselves and keep asking what we want to do with our life.
- 02 It's important to set, refine and prepare communication strategy for priorities. While setting priorities, ask yourself 3W. What, When and Why.
- 03 People who think themselves successful because they late at night and have less sleep are actually not. Sleep is extremely important if you want to succeed in life.

Sharing of Training – Inventory Management

This year PEL Resource Club came up with a new session for its employees in which the importance of inventory management and tips for effectively managing it were shared. This session was facilitated by **Usman Sultan (Team Lead Spare Parts – CSD)** who is expert trainer of Advance Excel.

Key learning points were:

Functions/Objectives of Inventory

Inventory Costs

ABC Analysis

EOQ Calculation Process

Material Requirement Planning

Auditing Inventory Records





Secret of Perfect Alliance

Sometimes it looks difficult to understand other person's perspective. Why? Because we generally don't understand that there is potential value in every interaction. Success in business often depends on your ability to be tactful, developing empathy, and making the effort to appreciate other people's points of view. The more you arrive at shared understandings with colleagues and clients, the better you'll be able to create high-quality connections with them. Taken together, these skills can make your workplace happier, more cohesive, and more productive.

PEL HR Team arranged 1 full day training program to help its employees understand one's differences and manage it. Key points of the session were as follows:

- 01** Be an attentive listener.
- 02** To be interesting, be interested.
- 03** Ask questions that other persons will enjoy answering.
- 04** Encourage them to talk about themselves and their accomplishments.



Some Other Training Programs:

- 01 Compliance Awareness Session
- 02 Awareness Session on ISO/IEC 17025:2017
- 03 Embrace Excellence
- 04 Role of Internal Audit in Today's World



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through the lens



Nomaan Maqbool
Branch Manager
Sales

Muhammad Suleman Butt
Engineer

BIRTHDAY CELEBRATIONS

Muhammad Adnan Shahid
Manager Design
DTR



Syed Manzar Hasan
Director Finance



Usman Aziz Sheikh
Sr. Sales Engineer



Khadija Fatima
Audit Officer



Abdul Wahab Tahir
Engineer

unforgettable moments

Street Life at Baghbanpura Lahore
Feature Photo by Khadija Yousaf @unsplash



Team Lunch
Customer Services Department



Marketing AD Team



Mr. Nuaman Ahmed
Manager Compliance PEL speaking
at (SCCE)'s 17th Annual Compliance
& Ethics Institute on the topic of
**“Corporate Compliance & Information
Technology Challenges”.**





Kaghan in Winter

Click by Anees Ur Rehman

**Target Achievement Celebration
at Faisalabad Zone**



**Target Achievement
Celebration at
Head Office**





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