

Pak Elektron Limited

*hamara*



9<sup>TH</sup> EDITION 2018

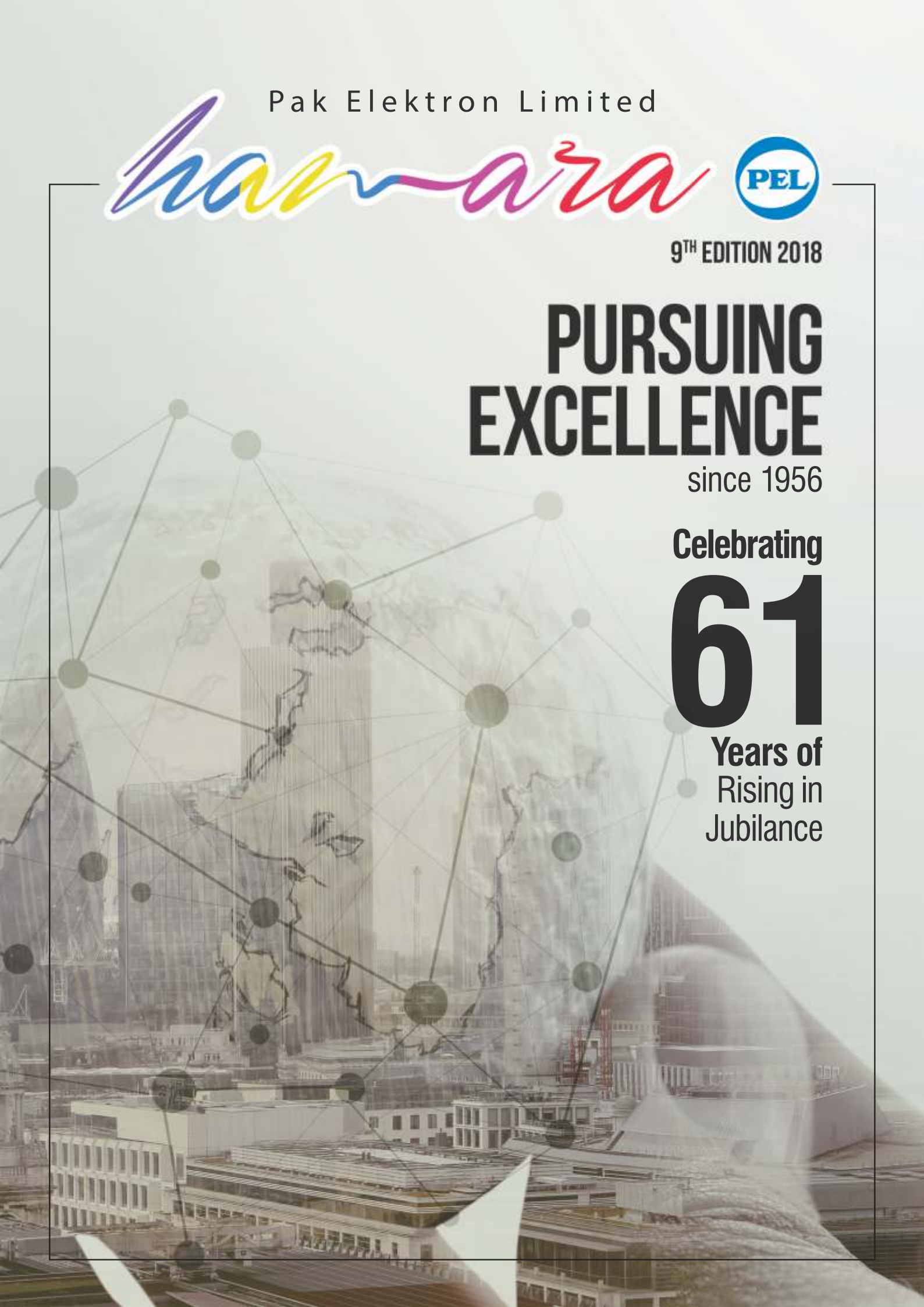
# PURSUING EXCELLENCE

since 1956

Celebrating

# 61

Years of  
Rising in  
Jubilation



# جبریٹرز پر اب 10 سال کی وارنٹی



# تمام PEL ریفریجریٹر



## Change your life



# THANDAY KA DHOKA AB NAHI HOGA



Pakistan's 1st



Heating Microwave



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**INTEGRITY IS ONE  
OF THE MOST  
VALUABLE ASSETS  
OF PEL.  
WE MUST KEEP IT  
INTACT**

- Murad Saigol  
Chief Executive Officer





## FROM THE EDITOR

//

As we move towards a new year, I would like to take this opportunity to appreciate everyone's effort in making 2017 a success. I'm quite hopeful that the challenges and opportunities we came across will help us achieve this year's goals with more precision, rigour and hard work.

Integration among departments and functions is essential to satisfy customer needs, sustain performance and ultimately grow as an organization. Regardless of the size of business, a commitment to better coordinate and integrate is extremely important. An organization that lacks the ability to coordinate and integrate plans acts like a body without a head. Let's make a resolution for this year that we will incorporate integration in every aspect whether it is at workplace or home.

In this edition, we have tried to set an example of integration by engaging people from different departments. I'm honored to have such a diverse editorial board and would like to pay gratitude to everyone for contributing in Hamara PEL 9th Edition.

**Wish you great year and look forward to touching new heights!**

**Yours truly,**  
Ali Kamran

# EDITORIAL



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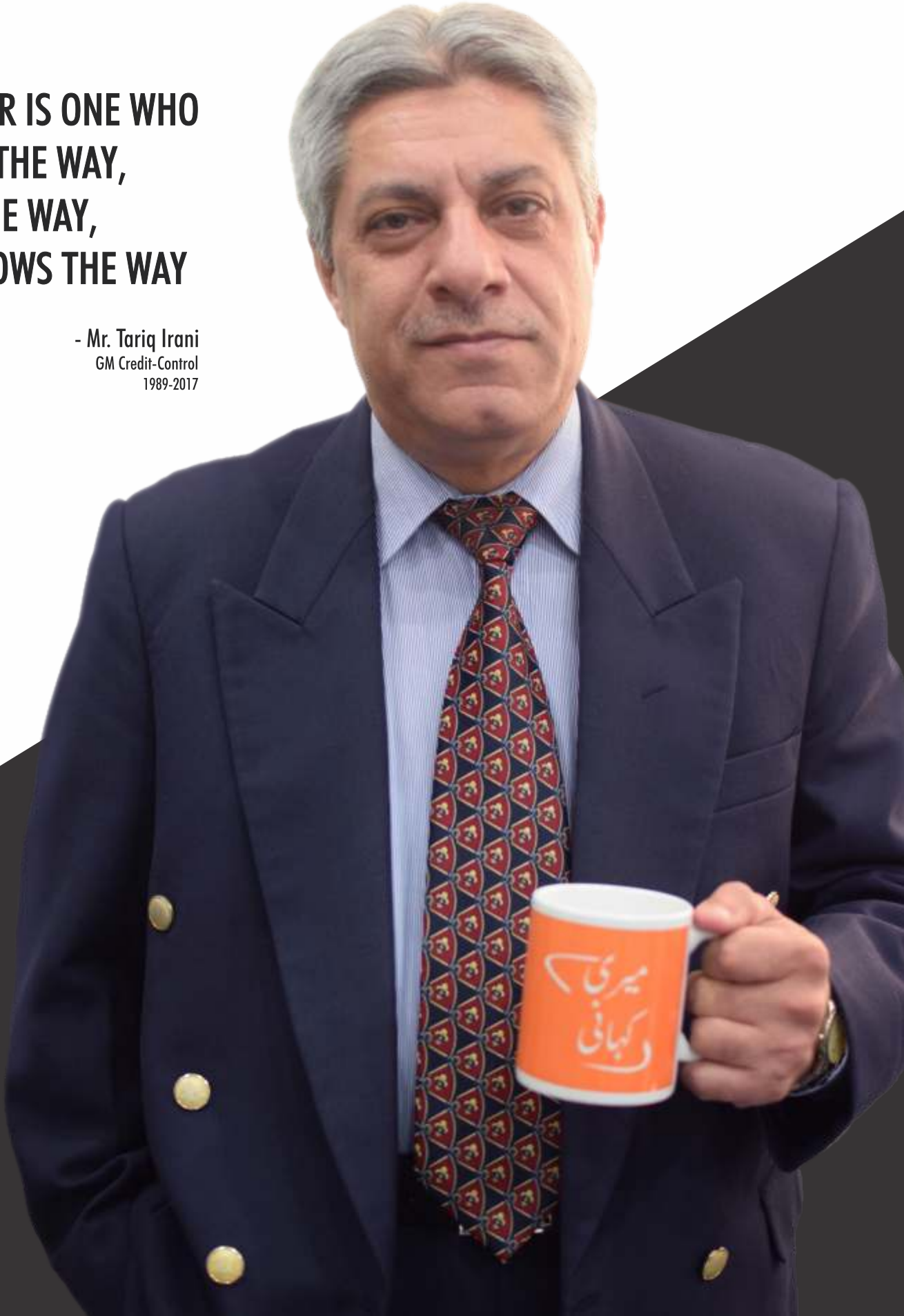


**SYED ZUBAIR ALI**  
GRAPHIC DESIGNER

//

**A LEADER IS ONE WHO  
KNOWS THE WAY,  
GOES THE WAY,  
AND SHOWS THE WAY**

- Mr. Tariq Irani  
GM Credit-Control  
1989-2017





# IN THE MEMORY OF "TARIQ IRANI" (MEMORIAL NOTE)

Mr. Irani was a humble, peaceful, compassionate, hardworking, kind and merciful human being with extraordinary eye for attention to detail. In his 28 years with PEL, there is not even a single person who recalls him anything except these qualities. He was there with the company in the most difficult circumstances and stood like a wall at whatever came to us. The whole Credit Control department is his brain child and its success today is because of his blood and sweat poured in to its roots. Mr. Irani was not only a great performer himself but also a mentor to many; who not only have learned business acumen from him but also how to be a better human being

at heart. He would go the extra mile to assist his subordinates, or call one of his many friends to do the same if he can't, just to make sure that you are comfortable. No one has ever heard him talk about politics, he believed in fairness, justice, trust and forgiveness. Mr. Irani passed away on 8th July, 2017 leaving his family, friends and coworkers in deep grievance. This loss is inexpressible, we bid farewell to him with a heavy heart, lamenting in the void his death shall leave in all of us. He will always be remembered and loved.

**Now that he has left us for his heavenly abode, we can only hope and pray that his soul rests in peace. Ameen!**

## - "Syed Manzar Hassan – Director Finance"

He was a dedicated employee with a strong sense to critically analyze difficult situations. The contributions he made to the company are unmatched; it helped PEL explore new horizons. His presence will be truly missed by everyone here at PEL.

## - "Amir Hamza Qureshi – Sr. GM Sales Appliances Division"

Tariq Irani was one of the most competent and loyal people I have ever come across. His remarkable personality and expertise helped him make many great contributions to the company. He will never be forgotten as a person, a friend and a colleague.

## - "Ali Kamran – Head Human Resources"

Mr. Tariq Irani served PEL for 28 years. His knowledge, relationship and expertise in handling dealers in the market acted as an edge for the company. His years of dedication and selflessness to service will be forever missed.

## - "Muhammad Ali – Manager Distribution Appliances Division"

Working under the supervision of Mr. Tariq Irani has been one of the most memorable experiences during my tenure here at PEL. Mr. Irani was an epitome of compassion and hard work. He made several positive contributions for the company. Never have I seen someone so gentle and humane towards his subordinates and his colleagues. His presence is missed by everyone!

# PEL CARES



## Gangaram, Children's and Mayo Hospital

**E**very business has a responsibility to give back to the community it operates in. PEL believes that changing people's lives requires putting public welfare first. In keeping with our commitment to social responsibility, this time PEL donated air conditioners and refrigerators to **Gangaram Hospital, Children's Hospital and Mayo Hospital** to make patients' life a little easier in the government hospitals.





The management of both hospitals highly appreciated the effort and expressed their gratitude for PEL's contribution. Gangaram Hospital arranged a special ceremony to honor PEL's contributions. Mr. Ali Kamran, Head HR PEL, attended the ceremony accompanied by senior medical officials of the hospital. The honorable participants shared their thoughts on CSR activities and stressed that such activities should be conducted more frequently by all organizations.







## Youth Financial Literacy Program

**T**his year in an effort to create financial awareness in Pakistani youth, PEL collaborated with a social organization "Possibilities" which is headed by a renowned trainer and life coach Qaiser Abbas. A full day "Train the Trainer" workshop was organized on 14th October 2017 in PEL Unit 1 Auditorium to train teachers from different schools, colleges and universities of Lahore and surrounding cities. They learned different tools and techniques to create & understand financial independence. These teachers will now spread this knowledge in their students and colleagues across Pakistan. This whole awareness campaign is a part of State Bank of Pakistan's struggle to increase the flow of money in the economy and amplify the number of contributory members in the society. PEL impels its employees to create this awareness among their peers, friends and family members to put their share of contribution in this great cause.







## Industrial Visit of UET Students

**H**elping students to understand better about industrial environment and how their degree will help them to shape future has always been the custom of PEL. Every year PEL arranges industrial tours for students from school to university level. In Oct, 2017, an industrial visit for students of UET KSK Campus was arranged as requested by IEEE Society.

Ms. Huma Zaidi (IR & Admin Executive-Industrial Relations & Administration) welcomed all students on behalf of PEL and guided them towards auditorium where Mr. Syed Zain Raza (Engineer-Marketing PD) briefed students about all PEL products. Students were inquisitive and asked questions to know more about the production of all items. Later, students visited production floor and observed production and manufacturing of energy meters. Mr. Asif Ali Siddiqui (Senior Engineer-I & QC PD) interacted with students and answered their questions up to their satisfactory level. Admin Department arranged all things flawlessly and offered refreshments to students.







## Fountain House

**P**EL believes in practicing its core values rather than just professing them. Furthering its commitment to CSR, PEL has been extending its support to the Fountain House in Lahore. PEL understands that education and welfare of hundreds of patients suffering from mental disorders is no easy task and requires a lot of funding and support from all sectors of the society. Therefore, this year PEL provided electrical appliances to the newly built Female Block of the Fountain House according to their requirement in Farooqabad. The donated appliances included Split Air Conditioner, Water Dispenser, Deep Freezer and Refrigerator. The management of the Fountain House greatly appreciated the support extended by PEL and regarded it as an exemplary act for other organizations.

# PEL FACILITIES

**G**ym facility at workplace helps increase in productivity, enhance morale, lower health costs and reduce absenteeism at work. Taking these benefits into accounts, PEL has gym facility for its employees with fully equipped and latest machinery. Highly qualified trainer Mr. Bilal is always available to help out the people working out in the gym. He also provides tips and suggests diet plan to stay fit and healthy. Also table tennis has been arranged so that employees along with physical fitness can also work on their nerve control, accurate timing and sharpness of mind. Providing such facilities encourage people to be active and improve overall health. **Rizwan Ahmed Cheema (Manager IT Operations)** shared his experience, "I spend more time on system and pay less focus on health and fitness. When I heard about this facility, I decided to avail and now it's helping me to reduce stress, anxiety and boost my energy."



**GYM  
Facility**



# Mess Facility

**G**ood food is vital for sound physical and mental activity. So, PEL possesses the state of the art mess facility for the faculty which serves high standard, delicious and nutritive meals prepared in modern mechanized kitchen and served in hygienic conditions. It has exciting toothsome menu and with great deal variety which captivates everyone.



Special consideration is given to provide a well-balanced and nutritional diet with varying food tastes. Excellent ambiance is ornamented by melodious light music and bright coloring. Neat and clean staff and environment is maintained in the whole facility. The dining facility and entire installation is inspected and graded on criteria to include food preparation, food safety, service and cleanliness. A modern live bakery and a cold storage are additional features of the mess. Such facilities promote interactive brainstorming sessions and eventually build innovative culture.



# BRANDING 360°

## Bus Branding



PEL executed the Bus Branding campaign. It was a collaborated endeavor with Al-Fateh Travel Gujrat. Whole bus was branded with Deep Freezer Ads giving the message of "Jagah Banane Mein Champion".

## Cinema Campaign

In October 2017, PEL took a step further and bought different spots for its latest TVC's in all major cinemas of Pakistan such as Cinepax, Sozoworld and Universal cinema. PEL utilized the entire cinema for its branding, which turned out to be an amazing platform for brand mileage.



## Dealer Shop Inauguration

A good gesture was shown by Mr. Amir Hamza (General Manager Sales – Appliances Division) as he inaugurated the dealer shop in Sheikhpura to encourage long lasting relationship with PEL.



## Events Sponsored by PEL

### Aman Foundation and SOS Children Village, Lahore

PEL celebrated Independence Day with SOS Children Village Lahore and Aman Foundation for Special Children. Children participated in different competitions such as painting, singing, dancing, drama and salad decoration etc.



### Model United Nations Conference Lahore Grammar School

The purpose of this conference was to create awareness among students regarding global issues through an interactive and enjoyable educational experience.





# #Careforall '17

## FAST University Lahore

The purpose of this event was to engage people through inspiring talks by well-known personalities on important issues such as Interfaith Harmony and Mental Health. At the end of the event, musical night was also arranged.





## 7th Chief of the Naval Staff Amateur Golf Championship & Royal Palm Cricket Tournament

PEL sponsored 7th Chief of the Naval Staff Amateur Golf Championship conducted by Pakistan Navy at Lahore Garrison Golf and country club. Royal Palm also conducted a cricket tournament for their employees with the collaboration of PEL.





## Digital Campaign: Jagah Banane Mein Champion

This Eid PEL established itself as a champion in the market of deep freezers. In our new TVC, we highlighted our new product's expanded capacity which enables the consumers to store large amount of food items. Furthermore, we launched an interesting digital campaign that involved the consumers by inviting them to make videos and prove themselves "jaga banany mein champion" just like the PEL deep freezers. Interestingly, well known actors like, Morro, Faiza Saleem and Ali Gul Pir also supported our digital campaign by making videos for it and proved themselves champions in making space.



## PEL New TVC: Thanday ka Dhoka

This year again PEL's new TVC campaign stood out as a huge success. PEL launched its new TVC for microwave oven in October 2017. The TVC highlighted the new 4D technology in our microwaves that heats up the food equally inside and out. We used the tagline "thanday ka dhoka ab nahi hoga" which served the purpose of advertisement of the innovation added in our product. Our TVC established the whole experience that the consumers suffer by using microwaves of other brands that leave certain parts of the food unheated and the process of reheating ruins the nutrition in the food. Our product has been designed just for them to save them from the trouble of reheating the food or "thanday ka dhoka".



# CROSSING BORDERS

## China Visit

Mr. Imtiaz Ahmad Sheikh (General Manager – Production AD) visited China in August for selection of new versatile assembly line equipments. He also observed international practices and processes for the equipment selection and enhancement.



Mr. Jalil-ur-Rehman (Head – Switch Gear) and Mr. Shahid Rafique (Senior Marketing Executive) visited China to explore new potential suppliers for the switchgear equipments, which resulted in the growth of MV & LV switchgear.



## Demand Planning and Optimization Inventory Conference



Mr. Faisal Kaba (Head – Information Technology) and Mr. Tassawar Hanif (Head – Imports, Logistics and Warehouse) attended Demand Planning and Optimization Inventory Conference in China from 13th - 14th of August. This conference covered following points such as; leveraging the current level of performance in supply chain, demand driven material requirements planning (DDMRP), economic order quantity and ABC Analysis. This intervention will help to streamline inventory management, tackle cost, and improve flexibility in supply chain.





## Joint Venture Agreement between PEL and SENDAN

Mr. Muhammad Saleem (Manager Exports) and Mr. Muhammad Raza (General Manager EPC) visited Saudi Arabia from 20th-23rd of August to sign the Joint Venture Agreement between PEL and SENDAN. They also discussed and requested SENDAN to provide all the required details to complete the feasibility study for assembly of Power and Distribution Transformers facility in Saudi Arabia. This milestone has helped to understand the prequalification requirements of Power Transformers & EPC business demand in market.



## Power Nigeria 2017

Mr. Muhammad Saleem (Manager Exports), Mr. Amr Atef (Regional Manager, Africa) and Mr. Muhammad Waqas (Sales Engineer) attended Power Nigeria 2017 exhibition from 5th-7th of September in Landmark Centre, Lagos – Nigeria. PEL participated for the first time; displayed its products portfolio and capabilities for customers arriving from all African countries. A fruitful discussion was carried out with Power Tech Nigeria to initially make them our representative in Nigeria for PEL's products and to start exploring the business opportunities in the EPC and other services sectors.

## Smart Workforce Summit

2 0 1 7

Mr. Ali Kamran (Head – Human Resource), Mr. Arshad Ali (Human Resource Business Partner – Appliances Division) and Mr. Raza Nabi (Human Resource Business Partner – Power Division) attended Smart Workforce Summit 2017 by HRM Asia from 19th – 21st of September in Singapore. The purpose of this summit was to showcase and explore the impacts of disruptions and trends both present and emerging such as Artificial Intelligence, Contingent Workforce, Growth-Mindset, Agility, People Centered Leadership, Employee Experience, Transformation and Globalization. This summit helped HR team to understand the latest HR technologies, trends and how they are driving smarter workforce. An exclusive session with Dave Ulrich – Management Expert & HR Guru was also



arranged in this summit. He is the author of famous books such as The HR Value Proposition, Victory Through Organization, Global HR Competencies and many others.

## Germany and Italy Visit

Mr. Irfan Baber (General Manager – Manufacturing Transformer) and Mr. Muhammad Shoaib (Manager – Product Development) visited Germany and Italy from 2nd-6th of October to meet MR Germany for technical and commercial discussions regarding new project of Getz Pharma Karachi. They also visited GEORG which is the leading supplier of machine and equipment for transformer manufacturers. This meeting helped PEL's representatives to gain insights about the new technology which will add value in the transformer designs.





# AUX Global Summit Conference 2018

Mr. Muhammad Hanif (General Manager - Supply Chain) attended AUX Global Summit Conference 2018 on 13th October, 2017 in Shangri-la Hotel Guangzhou, China. In this conference, PEL was presented with “Most Valued Partner” award for Pakistan market which endorsed strategic relationship between Aux and PEL. They assured to support with variety of new panel designs and high efficiency model range for PEL.







## Ghana Visit

Mr. Muhammad Saleem (Manager Exports) and Mr. Amr Atef (Regional Manager, Africa) visited Ghana from 27th October - 01st of November to explore business opportunities. In this visit, Duos Dynamics Ltd has been announced as PEL representative in Ghana's market. Meetings with GRIDCO and Millennium Development Authority had been arranged to discuss further business opportunities.



## Nigeria Visit

Mr. Muhammad Saleem (Manager Exports) and Mr. Amr Atef (Regional Manager, Africa) visited Abuja and Lagos from 24th – 26th of October to attend meeting with the Ministry of Power and EKO Distribution Company in which they introduced PEL and gathered information about their demand and registration processes. The outcome of the meeting was that in West Africa, Cast Resin Dry Type Transformers are not much preferred so it's a huge opportunity for PEL to explore West Africa Market.





# INTEGRATED MOMENTUM

## Research & Development Appliances Division

**P**roduct innovation, development and high quality performance are the core objectives of PEL Team. R&D Team understands the need of customer and tries to meet their expectations in all products. Customer satisfaction is imperative for the company's growth. That is why over the years PEL has promising growth in its Product Development.

### Refrigerator

For the first time in Pakistan, PEL has introduced Digital Thermostat with sensitive touch. It allows user to set desired temperature in freezer as well in refrigerator compartment in four cooling modes.

### Split Air Conditioners & Microwave Oven

Since 2016, there has been a significant increase in the trend of Inverter Split Air Conditioner in Pakistan Market due to energy crisis. New Models in Inverter Split Air Conditioner has been introduced with Unique Designs. This year approximately 85% of PEL Split Air Conditioners include Inverter Technology.

Production of Split AC and MWO has been increased 3 times more as compared to previous year by maintaining high quality to fulfill market demand. In Microwave Oven, a new Desire Series is introduced with Glassy Look and Built In recipes.

### Water Dispenser

Lean Manufacturing, Kaizen, 5S, ODM, MES and QR Code have been implemented successfully on Water Dispenser Plant. This year 4 new models are introduced in the market with efficient cooling and elegant designs.





## DEEP FREEZER

R&D team has improved insulation thickness in order to improve cooling performance. In result 15% increase in cooling & 50% cooling retention was achieved.

## Shop Floor Achievements



- 1** The in-house fabrication by Die & Moulds for Plastic Injection Molding of multi-cavity molds within short delivery lead-times, not only has hiked the rate of production but it has shown potential material savings in 2016 and onwards.
- 2** A pilot project in Plastic Injection Molding was accomplished in mid-2017 with the installation of servo-motor to drive main hydraulic pumps of HTF-1000x leading to energy-consumption almost by half.
- 3** To enhance the output of production, new machine was installed this year in thermoforming area; increasing the productivity upto 3 times as compared to the previous machine. New presses were also installed in press shop to help smooth the production
- 4** Challenging production targets in deep freezer were achieved. We also collaborated with new corporate clients like HICO ice-Cream and several private customers too.
- 5** A big break through this year was the start of water dispenser production. For this purpose a whole new plant was built with state of the art machinery while following the standard practices.
- 6** Implementation of Oracle Discrete Manufacturing System (ODM) in Refrigerator is of vital importance. Issuance of material is monitored on a daily basis and shop floors feed their daily receiving, production, rejection and other cost controlling production factors in this system. QR Code has also been implemented in refrigerator production which will not only help in finished goods stock management, but also assist in future inventory management.



- 7 Recently a modern plant for Deep Freezer assembly line was installed having double production capacity and equipped with high tech technology, helping to launch new models according to marketing requirement.



## Engineering Procurement Construction (EPC)

EPC is now focusing on diversified business approach and apart from Substation Distribution & Transmission it's now targeting the Generation projects as well. Our trusted valuable clients include NTDC, DISCOs, K-Elektric, DHA, Bahria and many other private customers. Moreover we are also making our way to Export EPC business and looking forward to the best opportunities for it.



## Traversing New Heights

PEL EPC embarks upon a major achievement by introducing **Substation Automation System (SAS)** at our 220KV GIS Grid Station in Bahria Town Karachi. For the same **Mr. Uzair Aziz (Manager Protection & Automation)**, **Mr. Niaz Haider (Sr. Manager EPC Contracting)** along with Officials of Bahria town and Consultant visited our Partner **Schweitzer Engineering Laboratories (SEL)** Bahrian to finalize Automation proposal. Using the highly reliable SEL IED's, communication processor and substation hardened computing platform as core products along with SEL long and intensive engineering experience, the Substation Control and Automation solution from SEL provides robust, reliable and flexible implementation of Power System Control and automation functions.



## Award of Contract

**P** EL EPC has achieved a major milestone and scored **MEPCO-GSC-33** which includes procurement of Plant, Design, Supply & Installation, and Testing & Commissioning of 5Nos. of AIS Grid Stations. Also we made our way to **Sundar Punjab Industrial Estate Development & Management Company (PIEDMC)** where we were recently awarded with a new Project of Extension of 132KV Grid by erection of a Transformer bay. We recently have been qualified for two more projects of **PIEDMIC**.

## Revival of Sheranwala Grid



## Ongoing Projects Progress

- A** 220KV GIS Grid Station at Bahria Town Karachi.
- B** Getz Pharma 132KV GIS Grid Station.
- C** MEPCO-03 Projects which includes 2Nos of AIS Grids at Punjab Housing Society and Buch Villas Multan.



## Seminars / Trainings

Recently training and awareness session in different cities had been arranged for our clients from NTDCs, Discos, K-Elektric Consultans and other. Officials from SEL discussed and presented modern protection and automation solutions for Power Industries.



## Commercial

The objective of Commercial Department is to make long term successful relationship with Federal Board of Revenue and to enhance the effectiveness of our working by using modernized tax systems. It also performs a potential role in conducting external audits successfully. It provides the various analytical reports to the Higher Management as a support for proper planning to handle fierce competition in the market. This department has a vital role to provide help and support for reducing the manufacturing cost by getting various concessions at imports stage and various refunds on exports.



## Celebrating 20,000<sup>+</sup> Followers on LinkedIn



**L**inkedIn is an employment-oriented social networking service which connects multiple professionals working across the globe. Our LinkedIn page is an important tool which enables us to actively engage with our current and potential employees. Through LinkedIn, we boost PEL's employer image which helps us attract the best talent from all over the country.

Over the last 18 months we have almost doubled our followers on LinkedIn, with over **20,000+** colleagues and potential recruits. With regular updates on our page, we've endeavoured to create an interesting and varied platform that keeps our followers engaged.

We are leading on LinkedIn as compared to our competitors with the organic growth of **27%** per month. Major contributors in terms of followership growth are our **20+ job ads, learning and engagement updates (30+ training updates)** and others which supports our brand (**marketing campaigns, CSR activities or any other employee engagement activity etc**)

Many thanks to all people who 'Follow', 'Like', 'Share' and 'Comment' on our content, we appreciate your support and look forward to engage you in different ways.



# PEL FAMILY

## Hum Hain PEL Pakistan

**T**his year on Pakistan's 70th Independence Day all Pakistanis across the country started preparing quite early in the month for the 14th August celebrations with great zeal and spirit. The aura of patriotism that this month instills, makes the nation united. People across the country compete with each other to come up with better and innovative ideas to celebrate the day. Undoubtedly, this day is worth all the celebrations. When the beckon of Independence Day felicitations is in full swing, why would PEL stay behind?

And like every year, PEL family celebrated the Independence Day of our beloved country with great enthusiasm and patriotic fervor. This year's celebrations were held in PEL Factory Unit 1. The event was titled as, "Ham Hain PEL Pakistan" with all the flares of fun, patriotism, liveliness and unity. Team PEL organized a variety of fun activities, food, music, game show, face-painting and lots of exciting surprises for all PEL family members.

All employees from every department participated in the celebrations and honored the struggles that made Pakistan a reality. Interdepartmental Decoration Contest titled "GO GREEN!", was one of the many interactive activities organized for this event.



Each department took part in this competition and decorated their workplaces with flags, flowers, balloon, ribbons and different other creative ideas. A team of judges from senior management visited each department to see how much effort, passion, spirit and innovation was put into the decorations. Best decorated departments were appreciated ceremoniously by CEO and all members of senior management.

A choir comprising of people from different departments did an exuberant live song performance. An interactive quiz related to Pakistan was conducted and participants with right answers were rewarded with gifts on the spot. Ceremony was concluded with a Parade, cake cutting ceremony and a flamboyant dinner.









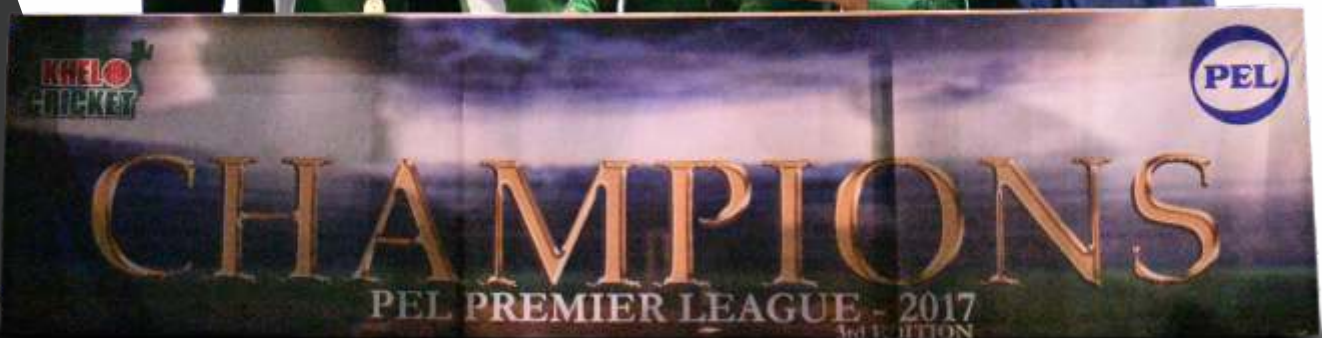
# PEL Premier League 2017



PEL has always taken great pride in its enthusiastic and full of life workforce. Every year for the love of cricket and adventure, PEL organizes a mega level sports tournament "PEL Premier League" where all departments compete with each other in a passionate yet friendly environment.

**T**his year the extravaganza was organized on 6th – 7th October 2017 in Aleem Dar Cricket Academy Lahore. From junior most employees to top level executives all were invited along with their families in this exciting and full of fun jamboree of 2 days and nights. With a spirit of excellence and teamwork, 12 teams clashed like titans

to win the "Champions Cup" in an extensive battle of total 19 matches while "families and kids" in spectators enjoyed comfy seats, jumping castle, table tennis, selfie booths, fresh Jalebi, gol gappay, juices, drinks, ice cream and deluxe dinner.







After fierce competition Team Hawks from Audit and IT departments proved their mettle and won the tournament while Team Falcons from R&D-AD department took the runners up trophy. PEL always cherishes and promotes workplace diversity hence a ladies badminton tournament was also an important highlight of this occasion. PEL congratulates all the teams, players, their families and organizers for such a spectacular event.





# PEL GOT TALENT 2017

**T**he importance of employee engagement can't be overstated - employee engagement strategies have been proven to reduce staff turnover, improve productivity and efficiency, retain customers at a higher rate, and make more profits. Perhaps most importantly, engaged employees are happier, both at work and in their lives. When employees are engaged, it infuses everything they do with purpose, energy, and enthusiasm. Keeping in view, this year PEL took another initiative and organized **PEL GOT TALENT** for its employees. Different categories were introduced such as singing, painting, poetry and photography so that employees can register as per their interest and demonstrate talent. A panel of respected judges **Muhammad Saleem** (Manager Exports – Exports), **Ahmad Ayub Bhatti** (Assistant Manager Manufacturing – DF Assembly), **Saim Ali** (Brand Manager – Marketing AD) and **Aina Shahid** (Performance & Reward Specialist – Human Resource) evaluated participants on fair



criteria to decide winner in each category. It was fierce competition and every participant did best to prove their mettle. Winners and Judges were provided with gifts to encourage and honor their presence and effort. At the end, refreshment was arranged; audience appreciated this effort and asked to keep arranging these kinds of events frequently. Following were the winners of program:

- 1 **Ahsan Maqsood** | Purchase Officer | Buying PTR 🏆 Position in Singing
- 2 **Ayesha Naeem** | Engineer | Transformer Design 🏆 Position in Painting
- 3 **Mujahid Iqbal** | Senior Accounts Executive | Accounts 🏆 Position in Poetry
- 4 **Ahmad Nawaz** | Senior Engineer | Transformer Design II 🏆 Position in Photography



## FAST SPORTS GALA 2017



**T**his year PEL participated in 15th Annual FAST Sports Gala 2017 with great zeal and liveliness. FAST University arranged this event with the key purpose of promoting sports amongst different companies such as Wateen, Netsol, Descon, Systems, TRG Audi, Dominar Engineering, Rafi Group, Nestle, Telenor, CureMD, Sapphire and many others. Event was scheduled for 3 days from Friday 10th Nov 2017 to Sunday 12th Nov 2017. PEL's employees participated in different games such as Badminton, Chess, Cricket, Foosball, Futsal and Table Tennis. Trial session was arranged to choose best participant for relevant category and practice had been done to perform at best level. PEL's employees also got a chance to network with other professionals. It was a wonderful experience and PEL aims to explore these kinds of platforms in future as well.





# ARE YOU MANAGING YOURSELF EFFECTIVELY ?

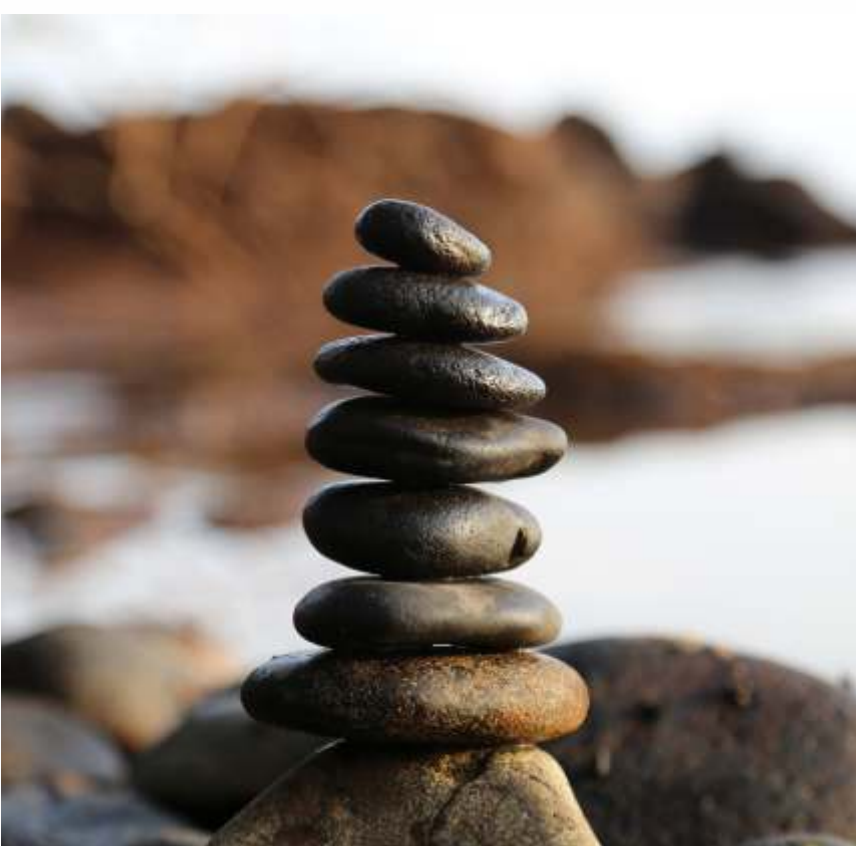
by Owais Ahmed

**I**n the modern era of technology and continuous strive for better living style; we have forgotten to “**live in present**”. We are actually not present in the very immediate environment we are living in. Most of us have to attend a number of meetings in our daily routine, but while physically being present in the meeting our minds are usually wandering around the outcomes of our previous decision we made or the next important meeting we are going to attend. We generally live rather in past or in future due to which present is neglected many times.

It is a disease from which most of us are suffering these days; namely “**Disease of being busy**”. Being so much busy in our professional life we are neglecting our family & friends, most importantly our health. In old days we used to think that technology would help human kind to live a luxury life, although it enables us to live luxury life but at the same time we are bound to technology now. We cannot afford to leave our cell phones even on the dining table, while having a family time we are still connected to our office 24/7; via internet & laptops. We don't have any time for our health, family and friends.

No one can be a civil if he/she is always busy and not present in the very immediate environment living in. Few tips have been mentioned which will help you work on these problems:





## Active Listener

You don't just have to hear what others are saying; rather you have to be an Active Listener. Not paying attention to what other person is saying also shows lack of interest. "Maintaining an eye contact" while having a conversation is a key point for active listening; it only doesn't motivate the speaker but also helps you to stay focused within the discussion/conversation.

## Be Present

Be in a moment. No matter how busy you are in daily routine, practice leaving aside all the thoughts in your mind and "focus on what you are living in". Living the present moment only doesn't give a sense of satisfaction rather it also gives pleasure and self-motivation to oneself.

## Be grounded in your body

Spend some time with the environment whenever possible. It's a good practice to relax down body and brain by just spending time with surroundings. Discussing problems in daily routine or taking a walk enables one's mind to get out of the stress bearing all the day along.



## Practice Mindfulness exercises

Make a habit to practice these simple exercises which can lead to be an active listener, being present and grounded in body as given below:

- 1 Avoid the excessive use of cell phones/laptops
- 2 Maintain a balance in personal & professional life
- 3 Multitasking is always appreciated but try to focus one task at a time
- 4 Try to schedule your day properly for the given tasks
- 5 Divide long term tasks/targets into small fragments

Last but not the least, before going to bed take out at least "5 minutes for you" and just go through the whole day. Whether you have spent day being an active listener? Were you present in every situation you went through? Your mind was grounded within your body? Did you maintain balance in personal & professional life? Everyday just go through these questions and analyze what areas you are lacking in; and next day try improving them. Continuous practice of this exercise would eventually lead to be a civil person.





# ADVENTURES IN LEARNING

**L**earning is a perpetual mission of exploration, adventures, occasionally failures and eventually triumphs. Consider yourself as a crew member on a spaceship whose sole purpose is to explore the universe to find out strange new worlds, to seek out new life and new civilizations, to boldly go where no one has gone before. You are also responsible to help your crew members during this perpetual voyage and contribute as much as possible because “when one teaches, two learn”.

PEL provides various learning opportunities for those who are really eager to keep themselves engaged in this mission. Following are some highlights of this year's learning adventures.

## OPEN ENROLLMENT PROGRAMS

**L**ive web-based Webinar on “Performance – Based Budgeting; Predictive Accounting” by ICAP attended by Mr. Arshad Ali

**B**uilding Impactful Brands by LUMS attended by Mr. Saim Ali

**F**ederal and Provincial Labor Laws and Comparative Analysis by 360 Consulting attended by Mr. Aziz ur Rehman

**S**trategic Quality Management by Octara attended by Mr. Muhammad Asif, Mr. Muhammad Sharif, Mr. Nabeel Iqbal, Mr. Muhammad Hassan Amir, Mr. Kashif Nazir and Mr. Khalid Zaheer

**R**eport Writing Skills for Internal Auditors by Ingenium attended by Mr. Akmal Siddique

**A**n Intro to Blue Ocean by Octara attended by Mr. Azeem Talib

**M**anufacturing Process Optimization by Marcus Evans attended by Mr. Jamshaid Ahmad, Mr. Imtiaz Ahmed Sheikh and Mr. Faryal Ahmad

**S**eminar on Companies Act 2017 by ICAP attended by Mr. Sayed Atif Ali Kazmi, Mr. Masood Tahir, Mr. Arshad Ali, Mr. Ehsan Hasni, Mr. Salman Ahmed, Mr. Umer Shahzad and Mr. Shahzad Safdar

# PEL Customized Programs

## Android Development Application-Customized Training for IT Department

**I**nformation technology (IT) has become a vital and integral part of every business. Whether it's about communication, inventory management, data management, management information system or customer relationship management; IT plays a central role. Keeping in view these important aspects, a training program was specially designed and conducted in collaboration with ICT trainings in PEL premises.

Mr. Rizwan Ali, Mr. Muhammad Hasan Azez, Mr. Hafiz Sohail Javaid, Mr. Ilyas Ahmad Khan and Mr. Shehryar Tariq attended this program with great enthusiasm and showed commitment towards this learning journey. Training was 10 days long and covering different aspects of Android development.

## Online Course: Be Who You Are!

Learning is no longer restricted to class rooms or in-person training sessions. Even if some of us have lost the appetite for reading or writing, in this digital age, a lot of rich learning content is available online in video and audio form with extremely interesting visuals and info-graphics. These online contents nullify the geographical, physical and, to some extent, time constraints due to accessibility on our mobile phones and other devices. This year PRC took another initiative and launched PEL's first online course on "Be Who You Are". This course focuses on developing self-awareness, self-management and building relationships. There are total 9 lectures covering 35 minutes of videos, 45 minutes of reading material and 40 minutes of do it yourself activities. We will soon launch another online program. Stay tuned!





# People Managers Toolkit Program

**D**eveloping as a manager requires on-going investment in mastering new skills and behaviors. The manager in today's fast-moving, ever-changing organization has a difficult role. While management skills are inherent in every leadership position, the label of manager most often refers to the person responsible for a team's performance. Understanding the importance of this aspect, PEL organized a 2 days customized workshop in Management House Lahore with Omair Rana from Schuitema on 17th – 18th August 2017 for enhancing leadership skills of high potential budding managers.



## Business Communication Comprehensive In-House Course

**E**ffective Business Communication is the key to corporate success in today's fast paced knowledge based world. We all need to keep on enhancing our skill set in order to keep on growing. Considering this fact, PEL planned a comprehensive program to enhance oral, written and non-verbal communication skills in PEL premises with Muhammad Shafeeq from Unique School of Languages. It was 2 months long program covering 16 sessions 3 hours twice a week, assignments, assessment and presentations.



## IMS Transition Training

**A**n in-house training on IMS new standards by Mr. Ali Mahmood was arranged for the employees. The purpose of this session was to upgrade knowledge regarding internationally recognized standards ISO 9001:2015 latest version. Content and material of this training was developed as per international standard of BVQI. We are sure that these programs will help company to keep on implementing ISO certified procedures and bring best practices in company.





## Stronger Together

This is an action packed, wilderness based learning expedition. Till now, 8 Stronger Together Expeditions have been conducted, most recently with Marketing-AD and Switch Gear Department. Both trainings were extremely insightful and participants felt motivated and focused after coming back from Mushkpuri.



The purpose to design this program in Northern Areas is to experience real-life challenges and perform tasks in real-time collaboration with other colleagues. We are looking forward to arrange more training programs for other departments.



## The Carriers-Warehouse Management Program

This customized training program was held on 12th and 13th Oct in PEL for Warehouse team. Program was custom designed by collaborated efforts of Warehouse and HR team under the leadership of Mr. Tassawar Hanif and Mr. Ali Kamran. On first day, participants were involved in different activities to experience teamwork, leadership, decision making and relationship

building. Certificates were provided to all participants. On second day, participants were provided with technical and other mandatory trainings such as Warehouse Management, QHSE, Firefighting etc. At the end of the session, best employees were provided with shields of appreciation and giveaways.



## SHARING OF TRAINING SESSIONS

When you dream of conquering the world and you fill your agenda with daunting projects, it's often necessary to equip yourself with a large mug of coffee and with the right people. Any successful project, either big or small, has one thing at its core: effective collaboration; and you can achieve it with knowledge sharing.

Organizations are like seas of knowledge. There is no limit to the amount of knowledge that an organization has. However, where the issue of knowledge sharing is concerned, it is most important that employees share their job-related knowledge with each other, so that they will be able to perform their job better and eventually to make that project successful. In PEL,

we have provided this facility that employees can find training program related to their job, discuss with their concerned HOD and get approval from HR. After attending the program, it is compulsory for that employee to conduct "sharing of training" for their team members and other employees. Following sharing-of-training programs were conducted this year.

### Vortex

#### Module 3 and Module 4 on Strategic Quality Management & Lean Manufacturing

Are you looking to bring efficiency and effectiveness to your organization with improvements on a continuing basis? All of this and more can be achieved if one starts looking at business improvement as a strategic initiative and not as a short-term fix.





Our first sharing of training session for this year was arranged by colleagues working in Appliances Division. While facilitating the session, they focused on Value Adding and Non Value Adding Activities, Lean Thinking Approach and Statistical Process Control. This session was conducted in Unit 1. Mr. Ahmad Jamshaid also facilitated session in Unit 2 on the same topics.

## Azeem Talib's sharing of training

A session was arranged in Karachi area office in which Azeem Talib shared his experiences what he learned while attending training workshop "An Intro to Blue Ocean" by Octara.

**He covered following points:**

- |  |   |
|--|---|
| <p><b>1</b> Time Management Matrix (Urgent vs Important)</p>                         | <p><b>2</b> Career Progression Curve (Competence vs Commitment)</p>             |
| <p><b>3</b> Blue Ocean Strategy Basics (KCFs, BOS Canvas, as-Is vs To-Be Models)</p> | <p><b>4</b> Blue Ocean Leadership (Acts and activities, Cold and Hot Spots)</p> |

## Saim Ali's sharing of training

Brands has a powerful influence on customer engagement, competition in the markets, and the management of a company. A strong brand presence in the market differentiates a company's products from its competitors and creates brand affinity for a company's products or services. It takes years to establish a brand, but when it finally occurs, it has to still be

maintained through innovation and creativity. Mr. Saim Ali shared his experience of training session and discussed case studies of Coke and Black & Decker Corporation. Participants discussed what they are doing so far to make PEL a strong brand and what strategies can be used in future to make PEL a first choice.

# PEL Summer Internship Program 2017



**P**EL Summer Internship is an enormous chance to gain hands-on experience for students. Like every year, **PEL summer internship program (SIP'17)** was again considered to be the top preference of students for internship this year. PEL provides project based internship to those students who have quest to gain an insight that how industry actually works. Like previous years, around **11,000 students** from all over Pakistan applied against SIP program. Out of these students, **600+ students** of 3rd & 4th year were selected for a three batch program in different fields like Human Resources, Marketing, Corporate Sales, Accounts & Finance, Engineering, QHSE, Internal Audit and many others. PEL has a well structured internship program that sets their interns up for success.

Students have the opportunity to utilize the classroom knowledge and analyse how their studies can translate into a professional setting. PEL's interns work on projects that provide valuable practical experience and they also get a chance to learn from experienced professionals. PEL Learning & Engagement team organized full day



sessions at every weekend for all students doing internships in different departments of PEL. The purpose of these sessions was to focus on developing soft skills crucial for personal & professional development. Participants were gone through different activities & challenges to learn these skills and build strong network with each other. This experience will help them to bridge up the gap between academia and corporate.



# THROUGH THE LENS



**Ali Kamran Celebrating Birthday**  
(Head – Human Resource)



**Iqra Sibghatullah Celebrating Birthday**  
(Engineer – EPC Projects)



**Khuldoon Virk (Project Engineer – EPC)**  
visited Turkey for conductance of FAT for 132kV  
AIS Grid Station Daraban PESCO



**Naveed Shahid (Project Engineer – EPC)** visited China  
for conductance of FAT for 132kV Switchyard Equipment



**TCF Exposure Trip to PEL**





Hajj



Training Session for Workers facilitated by Huma Zaidi  
(Executive – Industrial Relations & Administration)



Amir Hamza Celebrating Birthday  
(Senior General Manager Sales  
– Appliances Division)





Certified Success Coach Session by Qaiser Abbas





Man of the Series Yasir Shah receiving award after Pakistan won the final test match



Research & Development Appliances Division  
Team Lunch



Private Sales Power Division  
Karachi Office's Staff



Water Dispenser

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