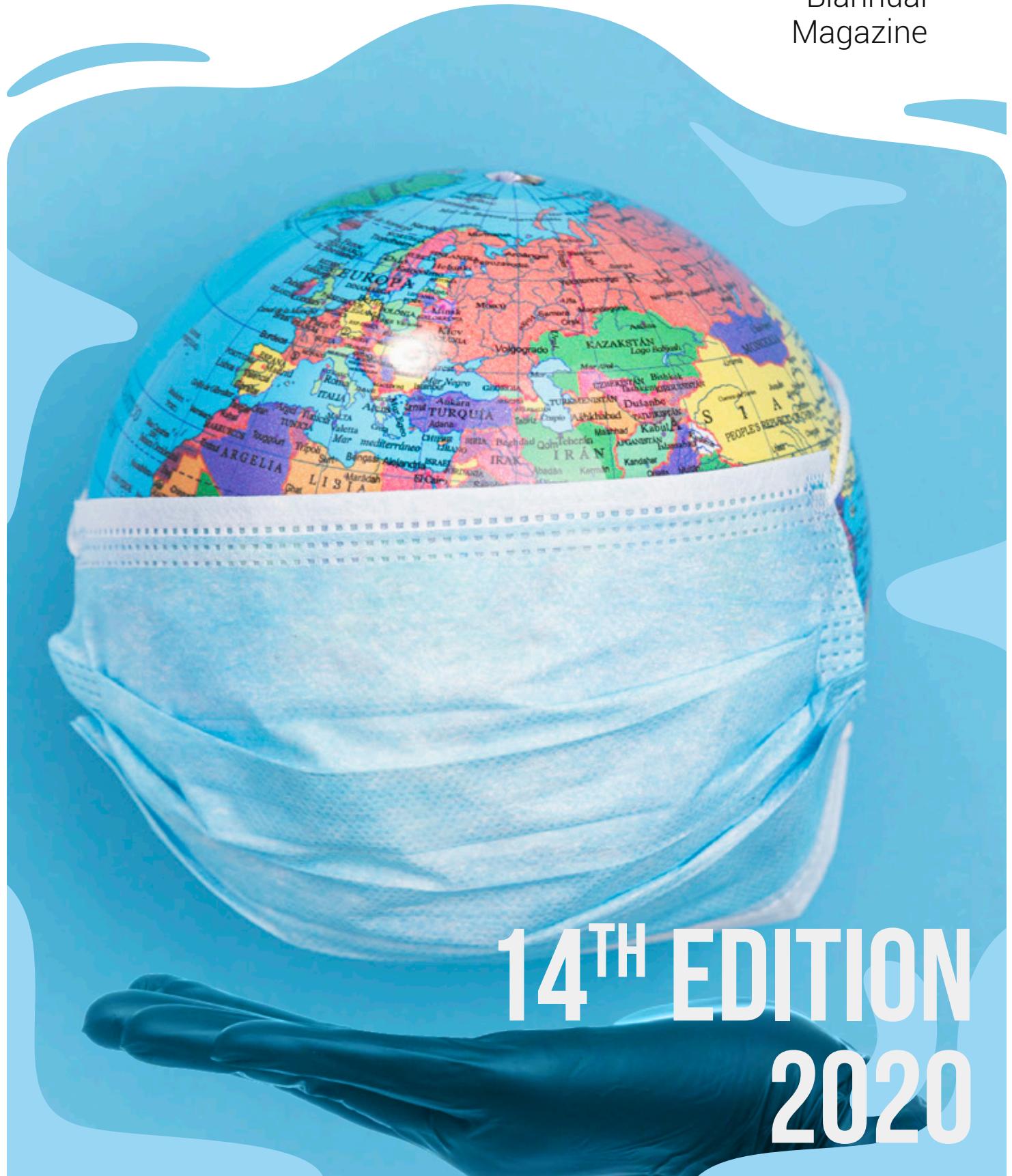


Pak Elektron Limited

hamara



Biannual
Magazine



14TH EDITION
2020



JUMBO DC

Lagao aur Bhool Jao



Automatically Cleans the AC
and Eliminates Moisture



Operates on as
Low as 2.5A



Minimal Start Up
Voltage at 140 Volts



Faster & Longer Air Throw



Change your life

*Based on internal testing and benchmark

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FROM THE EDITOR

Companies are all battling risks and challenges that COVID-19 seems to have thrown at them. They are remaking their strategies, even tweaking their aspirations. Our organization has also faced similar not-so-obvious dimensions of risks and challenges. COVID-19 arrival in the season has pushed us back further into a complicated situation.

It is worthy to state that despite the tough situation, all the PEL family has responded brilliantly to this difficult situation. Response from Production, Admin, and significantly from Sales has been a hallmark.

Measures were taken by various departments to face off COVID-19 nicely depicted in this edition. I must thank all contributors for their valuable input and encourage them to work more enthusiastically for making it a terrific publication of PEL.

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PEL CARES

“

CRISES AND DEADLOCKS WHEN THEY OCCUR HAVE AT LEAST THIS ADVANTAGE THAT THEY FORCE US TO THINK AND REBOOT OURSELVES

The world is facing its first major pandemic and the past few months have come out to be so tough for everyone. In this crisis, we all have learned that every crisis has a silver lining and there is an opportunity to serve your part to the wellbeing of mankind.

PEL believes that wherever there is a human in need, there is an opportunity for kindness and to make a difference. And we are continuously striving to serve humankind. During this pandemic, we contributed our part by distributing Ration bags to those in need.



To cope up with COVID, PEL distributed 500 Face Shields in Fatima Memorial Hospital to Doctors and Staff and 500 Safety kits in General Hospital so that our healthcare heroes continue to fight.



In continuation of our CSR activities, we also donated appliances consisted of AC and Deep Freezer to Lady Aitchison Hospital & Gulab Devi Hospital, and a donation to Allied Hospital Faisalabad for Bio-Medical Equipment.



TESTIMONIAL OF OUR PARTNERSHIP WITH NUST FOR "NEED BLIND PROGRAM"

I am Bilawal from Sukkur, Sindh. I completed my primary education from village Sajan Faqeer Mangrio and matriculation from Pano Akil on merit-based scholarship. It was my dream to take admission in NUST, but my financial status was not allowing me to get admission there.

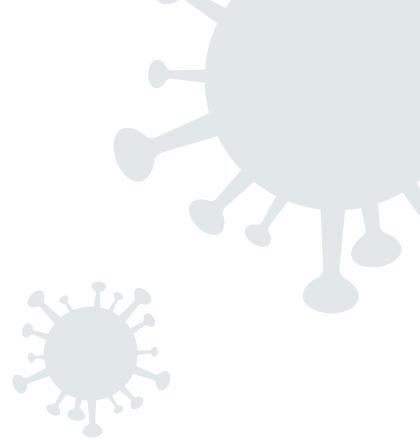
My father took financial assistance from my uncle for admission, but thanks to PEL who partnered with NUST and I was able to gain another scholarship. I am very thankful to PEL who supported me in such difficult time and by virtue of this, today I am confident and ready to start my career in engineering sector.



INTEGRATED MOMENTUM



INDUSTRIAL RELATIONS & ADMINISTRATION



COVID-19 & PEL

It's still not over yet. Like other companies, PEL started implementing all measures to protect its employees from coronavirus. Team IR&A took multiple actions to make the workplace clean and hygienic during lockdown.

These actions led to following results:

- 01** 0 cases were reported in factory premises.
- 02** Less chances of spreading virus.
- 03** More trust on management for taking care of employee's health.
- 04** Smooth Transition of Working from Home to Office



SUPPORTING EMPLOYEES IN TOUGH TIMES

PEL being the best compliant contributor organization of PESSI, benefited its employee 'Muhammad Waseem (51751-Fitter-TR. Assembly-Unit II)' in his wife's cancer treatment, which required medicine worth Rs. 1 Million. Mr. Waseem were extremely grateful to PEL for this kindness.



REJUVENATION OF APPRENTICESHIP PROGRAM

As per agreement with Directorate of Apprenticeship Training, PEL used to enroll 70 Nos. Apprentices in various traditional trades like Industrial Electrician, Refrigeration, Air-conditioning and Fitter for last many years. This year, Team IR&A took initiative to appoint and train apprentices for specialized skill that are rare in market and to whom against lateral recruitment is not so easy at the time of need.

First time in history of PEL, after qualifying for special approval process from TEVTA 20 Apprentices were recruited for approved trades that as mentioned.



Trades

Department

CNC Machine Operator

Die & Mold / Switch Gear

Bending Press Operator

Switch Gear

Die Maker

Die & Mold

Mold Maker

Die & Mold

Injection Molding Machine Operator

PIM

Electronic Application

Maintenance AD

Computer & Hard ware Technician

IT

Office Asst

IR&A

Through this initiative, team is hopeful about training and maintaining people at low cost which will eventually help in Succession Planning.



EOBI PENSION

Pension is one of those benefits that help to maintain and sustain standard of living after the retirement of individual. Team IR&A facilitated 50 employees during Jan to June 2020 to whom Pension cases were stuck up with institution since last year.

POLICE RECORD VERIFICATION

To ensure integrity and company's reputation, background check is one of the tools which provides secure information about the applicant. PEL aims to improve its recruiting system and that's why data of 2000+ employees were uploaded on the Police Verification System (PVS) to ascertain their credentials and zero criminal record.

EDUCATION FOR EVERYONE

According to "The Workers' Children (Education) Ordinance, 1972", Workers Welfare Fund (WWF) facilitates Worker's children with free education. Therefore, IR&A Dept made arrangements for admission of 237 Nos. of admissions in higher secondary and 60 Nos. of admissions in primary schools of PEL's workers' children.

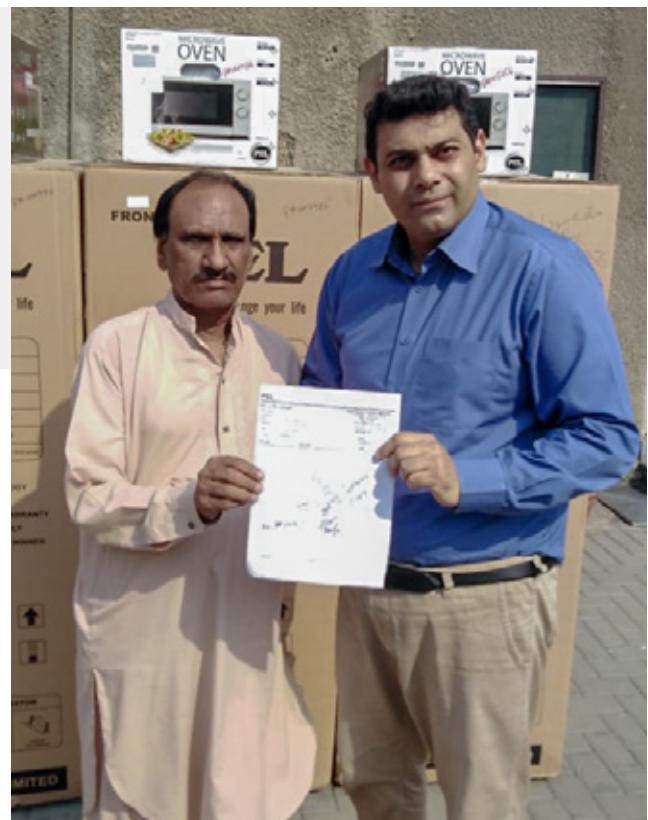


BRUNCH

There are several ways to nourish bond among team members. Nourishing these bonds leverage great results in terms of efficient production, high revenues and strong brand image. PEL arranged brunch for its managers to fulfill this purpose. The brunch consisted of scrumptious and tasty dishes such as Nihari, Halwa Puri, Mutton Kunna, Nan Chanay, Kachori, Anda Paratha, Lassi, Tea and several Chutneys. Everyone enjoyed and thanked IR&A team for arranging such delicious brunch.

GIFTS FOR DAUGHTERS

The aim of these gifts is to provide financial assistance to vibrant employee on the happy occasion of their daughter's marriage. In this regard, PEL provided Fridge and Oven to the precious household of 12 employees.



RESEARCH & DEVELOPMENT AD

Despite the economic slowdown across the world due to the unprecedented pandemic, PEL continued its efforts in transforming the business while working from home. PEL believes that to be competitive in the market we need to ensure business continuity in all circumstances. And we are proud to share that this year PEL has introduced many variants in its appliances range.

Key features of these newly developed products are as follows:

WASHING MACHINE

This year we have added Twin Tub washing machine in our portfolio. This machine enables customer to wash & spin clothes simultaneously in the same unit. Our machine is equipped with air dry technology which increases the efficiency of spinner.

After successful response to our Automatic Washing machine, this year we have introduced Smart Washing Machine in which we offer interactive Touch Screen Panel along with the added feature of Softener and much more programs for convenience of the user.



AIR CONDITIONER

PEL has launched a Full DC Inverter Split Air Conditioner "Jumbo DC" with largest indoor having air throw up to 15 Feet. This advanced technology helps customers to not only saves energy but also gives massive annual savings.

REFRIGERATOR

New Turbo LVS Series have been introduced with start ability of 125V and running up to 95V, eliminating the need of stabilizer.

MICROWAVE OVEN

2 New models have been added in line up of MWO with classical design.

01 PMO 20 WGM

02 PMO 23 WGD



MARKETING APPLIANCES DIVISION

Panasonic

Japan's No.1 AC Brand.
Now in Pakistan.

No.1 AC In Japan

POWERFUL COOLING
Inverter Technology

COOL COMFORT
Shower Cooling

STRONG & DURABLE
Gold Fin Condenser

LOW AMPERE & VOLTAGE
Flexibility

INVERTER

PANASONIC ANNOUNCES NEW PARTNERSHIP IN PAKISTAN WITH PEL

Panasonic Marketing Middle East & Africa (PMMAF) has announced its new partnership in Pakistan with Pak Elektron Limited (PEL). With this development, the companies have joined hands to offer a diverse range of premium and locally-fit products to better meet the unique needs of the Pakistani market.

Commenting on the collaboration, Hiroyuki Shibutani, Managing Director – PMMAF said "We are pleased to have partnered with Pak Elektron Limited and are confident of this strategic step to expand our reach in Pakistan – a key market for us – at the same time support the nation's economic growth potential."

Echoing a similar sentiment, Murad Saigol – CEO, Pak Elektron Limited expressed, "Pak Elektron Limited has set successive standards in terms of developments in the Pakistani home appliances and electrical industries. Partnering with a true global innovator like Panasonic will help strengthen our offerings in the market to the next level. Together, we hope to set a new benchmark in terms of technological advancements so that we provide essential products anchored on high-quality Japanese craftsmanship, and which truly enhance our customers' everyday lives."

The newest AC range to be made exclusively available for the Pakistani market are models CS-UE24WKF-9, CS-UE18WKF-9 and CS-UE12WKF-9. These wall-mounted split AC systems offer comfort, reliability and efficient cooling, as well as boast cutting-edge technologies that help drive maximum efficiency and powerful performance. Among these are: the Inverter Technology, which maximizes the performance of the compressor system for precise operation and low energy-consumption; the 4-way Swing, which ensures a uniform flow of cool air to every part of the room with its 360° Air Flow Function; and the R410A refrigerant, which promotes a safer and more environmentally-friendly operation.

CARE FOR DEALERS

While Govt. decided to open markets and allowed businesses to start their operations again, many brands took different initiative to support govt decision by providing care items to prevent from Corona. PEL installed sanitizing booth across Pakistan to keep its primary and secondary customers safe and secure from Covid-19. Masks were also distributed among dealers, floor sales managers, sales and service team. Point of Sale Materials were also placed at several locations to communicate about hygiene and cleanliness.





PEL PRODUCT CONVENTION 2020

It is evident that business cannot grow without providing complete knowledge of its product to customer. Without knowledge, it gets difficult for customer to decide which option they go for. Considering this, PEL conducted trainings for its dealers & floor salesman where representatives from marketing and research department explained model's variants and unique selling points. Sales team also joined these sessions to further grip their knowledge about products and strengthen brand image with dealers.



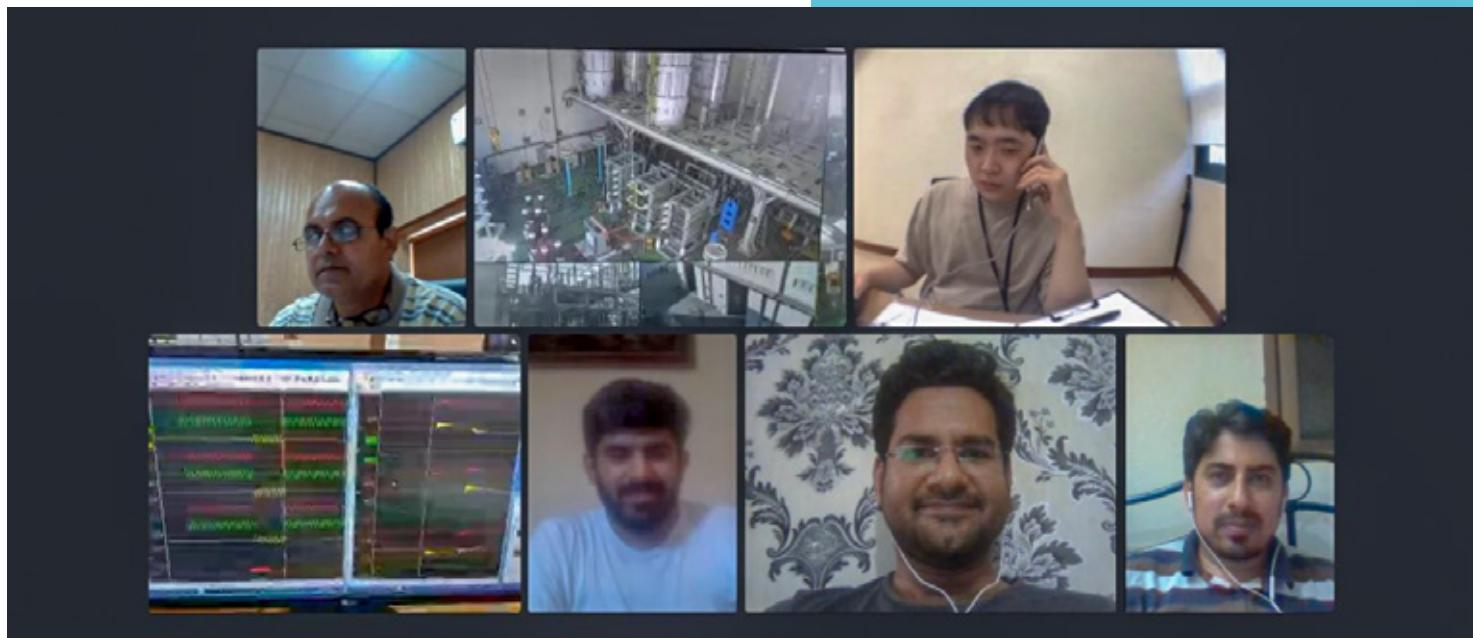
MALL ACTIVATIONS



To increase sales and reinforce strong image of PEL, displays were installed at major malls in Lahore and Karachi. During COVID-19, people were more inclined in online shopping so this tact also helped in getting customer attention. PEL also offered prizes on online shopping.



SWITCH GEAR



ONLINE TESTING OF VACUUM CIRCUIT BREAKER

As NTDC revised specifications for MV Switchgear including its main component "Vacuum Circuit breaker (VCB)", PEL Switchgear's team guided and developed customized VCBs from LS Electric Korea. After receiving the sample, team itself tested and instructed LS for necessary modifications, and then seek testing services from world's renowned lab "KERI" in Korea, for complete advance tests as per NTDC requirements.

It was challenging as the type testing had to be witnessed online due to COVID-19 pandemic daily from 5AM to 3PM for more than one month, but the team handled it greatly. The VCBs successfully passed all the type tests as per latest NTDC specs and international IEC standards with consistent and regular efforts from PEL SG officials through online inspection.

EXPORTS POWER DIVISION

MIDDLE EAST ENERGY EXHIBITION 2020

Mr. Muhammad Saleem, Mr. Uzair Aziz and Mr. Muhammad Jahanzaib Minhas attended Middle East Energy Exhibition 2020 at Dubai World Trade Center from 3rd – 5th of March 2020. This exhibition offers opportunity for exhibitors to study the market demand, new areas of business and strengthen existing customers relationship. The event was split into five key product sectors – Power Generation, Transmission & Distribution, Renewable, Digitalization and Energy consumption & management. PEL acts as an exhibitor and has been participating since 2015. Overall experience went well and team collected enormous knowledge regarding penetration and competitors.



PRODUCT KNOWLEDGE SESSION IN ESWATINI



Euro-Swazi Investments Pty Ltd. is a valuable customer for PEL who plays an important role in total exports and supplies transformers to Eswatini Electricity Company (EEC). PEL had supplied thousands of transformers to Euro-Swazi in last couple of years. In January 2020, they faced technical issues with the transformers for which immediate visit was planned. Mr. Mohsin Hussain (Manager I&QC) along with Mr. Azhar visited there and conducted numerous training sessions for their engineers and technicians. EEC was satisfied with the performance of transformers as well as the training sessions.



fit Wash
LIFE MEIN LAO
NAYA SPIN



FULLY AUTOMATIC SERIES



Automatically detects optimal washing for clothes



Exclusively customized for Pakistani consumers



Automatically calculates and starts washing cycle

SEMI AUTOMATIC SERIES



Reduces the direct load on motor, eventually increasing its life



Wider pulsator removes stains more efficiently



Rustproof body gives strength to machine



QUALITY HEALTH AND SAFETY ENVIRONMENT

In early months of 2020, WHO had announced a state of emergency concerning the coronavirus which causes the illness COVID-19. Keeping in view, companies were asked to take the essential precautionary measures in order to protect both employees and the company. At PEL, we had already started implementing these precautions and QHSE department took complete responsibility of it. Several actions were taken which are listed below:



Developed manual including guidelines and measures for COVID-19.

Prepared check sheets to check the compliance of SOPs issued by Government of the Punjab.

Provided assistance to IR&A Dept regarding COVID-19 preparations (selection of disinfectants chemicals, hand sanitizers and PPE's).

Developed protocols for PEL Dispensary regarding COVID-19 patients.

Monitored health status of employees on daily basis.

Conducted awareness sessions on COVID-19 for staff workers.

Established protocols for field technicians and CSD centers.

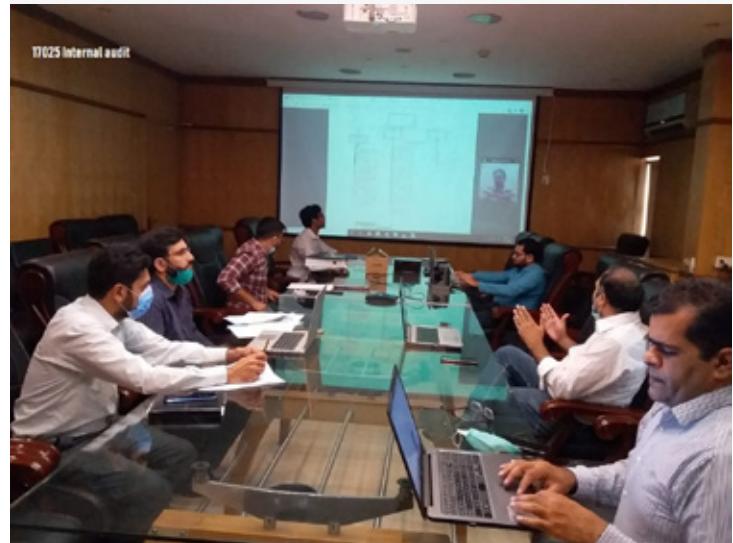
Supervised production floors on weekly basis and shared status with management.

Followed social distancing measure while providing in canteen for staff workers.

Apart from this critical project, QHSE Dept managed their other projects successfully. Detail is given below:

ISO:17025 FOR PEL TRANSFORMER LAB

To enhance the scope of accreditation & transition on new version of 17025 DTR testing lab, team developed the entire system of DTR Testing Lab as per new standards. They also made arrangements for online internal & external audit and Management Review Meeting by keeping in view the current pandemic situation and as per International Standards Requirement and PNAC guidelines.



OBTAINING NON-OBJECTION CERTIFICATE (NOC) FROM ENVIRONMENTAL PROTECTION AGENCY (EPA) FOR UNIT 2



To operate business in sustainable way, it is important to fulfill mandatory requirements. For acquiring NOC, primary working and cooperation with consultant were made to avoid any hassle. Initial Environment Examination, Environmental Impact Assessment and public hearing were also conducted for smoothing procedure.

REGULAR AUDITS TO STRENGTHEN BRAND IMAGE

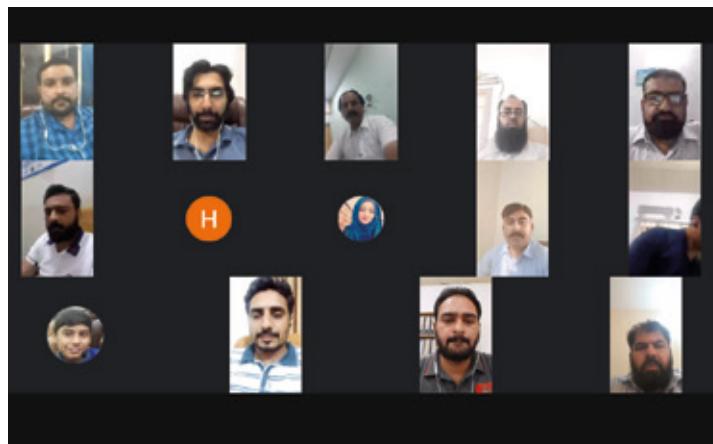
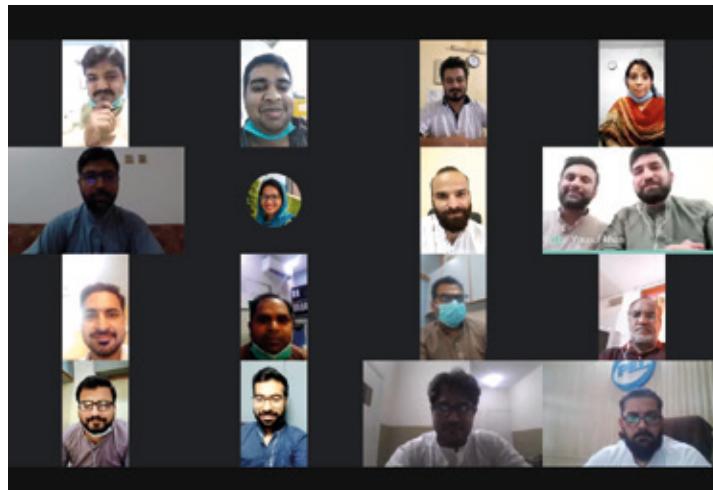
If company's products comply with all standards and procedures, it surely becomes a stronger brand. PEL understand this philosophy and recently liaised with concerned departments to conduct Européenne Conformité Mark Audit for Power Products, PSQCA and QCC testing of appliances products.



COMPLIANCE

COMPLIANCE AWARENESS SESSIONS

A series of sessions were arranged in the month of July, where Regional Sales, CSD and New Joiners were invited for PEL internal compliance program refresher. Participants were informed about PEL internal compliance programs, its updates and amendments in existing policies and procedures. Queries related to implementation of compliance policies and procedure were addressed with practical examples.



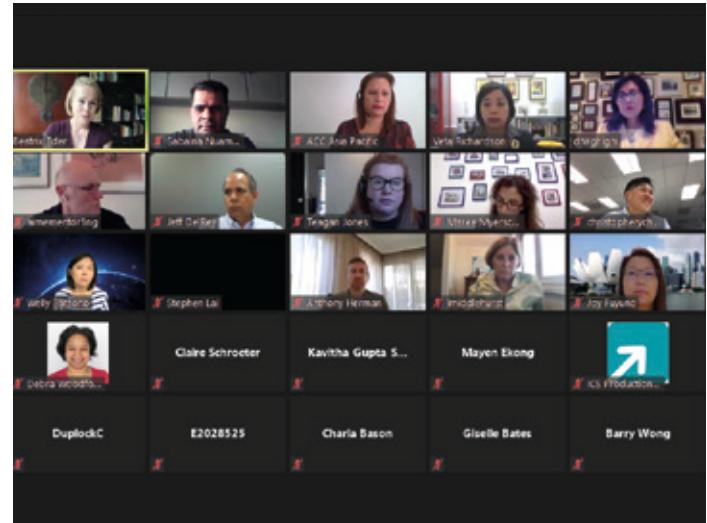
ACC ASIA PACIFIC IN-HOUSE COUNSEL SESSION

Mr. Nuaman Ahmed (Manager Compliance & QHSE) participated in 2020 Association of Corporate Counsel (ACC) Asia-Pacific Digital Meeting held on 29 – 30 July 2020, as a speaker and panelist. There were 300 delegates from 19 countries and it was a stimulating and insightful experience. He represented PEL and spoke on below topics:

Compliance Function Volatility during COVID-19 Pandemic.

Challenges of Remote Corporate Compliance Management

Laws were not affected by Pandemics, so the Compliance Functions?



HUMAN RESOURCES

SAP SUCCESSFACTORS-PMGM

In an era in which technological advancements play a vital role in every organization, integrating and aligning a Performance Management system and turning it into impactful action is an absolute key to ultimate success. PEL believes that the commitment and understanding of leadership and management for achieving a workable performance system are critical to performance success. To cope up with this criticality, PEL introduced an internationally recognized tool SAP SuccessFactors- PMGM to strengthen the performance management culture at organization. We are proud to witness a remarkable launching ceremony of the SAP SuccessFactors-PMGM system with our CEO and all the heads of departments at our facility.



This modern system enabled us to link our goals to the strategic objectives, accurately evaluate our performance levels and development activities in a more structured way than ever.

Significant features of SAP SuccessFactors-PMGM are as follows:

Goal Library of more than 500 SMART goals.

Continuously update employee effort, success probability, and comments with Mobile App of SAP SuccessFactors.

Utility like Continuous Performance Management ensures that activities are always align to goals.

Capture achievements as they happen to easily prepare for the more synergetic Performance assessments.

CPM also allows employees to get quality and timely feedback.



To make this transformation successful, we also organized various awareness sessions in head office and area offices to provide the orientation of the system to the employees.

Distantly-Connected

"When we Strive to Become Better than we are,
Everything around us Becomes Better Too"



Guidelines to Follow

Follow
Rotation Plan

Ensure
Availability

Be Responsive

Ensure
Productivity

Deliver KPI's



Change your life

DISTANTLY CONNECTED

At the start of 2020, we all were preparing and casting a new vision for corporate and for ourselves as well. Nobody knew that what this new decade would bring to us. This global pandemic not only changed our way of thinking but also it has molded us in a better way. Living in quarantine for months has offered us a rare opportunity to reflect on our lives and, potentially, to reset them and make necessary changes before it is too late. The real challenge started when we all had to move towards remote working setup. It was difficult for both the Employers and Employees because none of us were prepared for this global change.

When this crisis burst out, we were aware that the physical and emotional wellbeing of our employees was highly impacted during this exceptional time. PEL being the accommodating employer, conducted an employee survey to understand more specific aspects of employee challenges and their overall emotional wellbeing during COVID-19 and the factors driving it. With the help of survey results, we were able to take effective decisions to keep our employees safe during the pandemic.

In this survey, we asked for suggestions for adjusting to remote work. Prior to that, PEL also made sure that its employees adapt well to the change and create a healthy work-life balance for themselves, without feeling pressured to be over productive or living and working in fear of being laid off. We also introduced a new Work from Home Model named "**Distantly-Connected**". Besides the employees' concerns, we also had to convince our managers that "being out of sight" does not mean decreased productivity or lack of focus. We also needed to break the stereotype and make our workforce believe that we do not need to work in the same physical space to collaborate. This model helped us to revive our lives with passion and great enthusiasm. The transition which would have taken years to happen, took less than a month.



WFH FOLLOW UP SURVEY

48% Reported that no Formal attire of work makes them motivated

56% Employees mentioned their productivity has been compromised

43% Responded that they do not interact daily

43% Employees are having distractions at home as a major challenge

51% Respondents biggest concern: Not being able to hangout

69% Respondents are easily coping with this New Normal / modified way of working

46% Respondents felt Happy while WFH while 44% mood doesn't get affected

44% Reported that their mood doesn't get affected while working remotely

66% Enjoy having homemade Food during working hours

INTRODUCTION

In this survey, we have tried to put forward all those questions which will help us to find ways to avoid pitfalls, conquer distractions and stay professional & productive while working from home.

33%

Managers

67%

Executive

DOMESTIC SKILLS EMPLOYEES LEARNED DURING WFH

- Gardening
- Home Decoration
- Baby Sitting
- Electrician Work
- Hair cutting at times
- Balancing Personal & Work Life

24%

Want to resume working at office as soon as possible

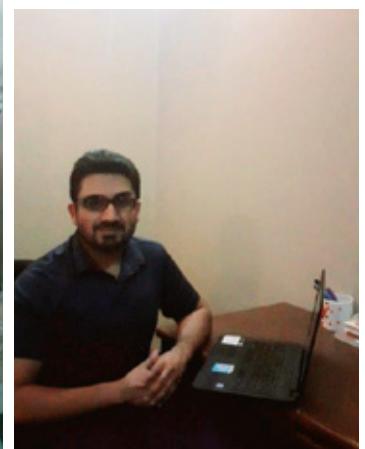
63%

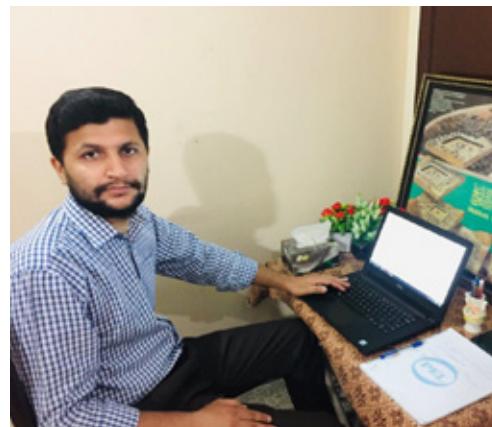
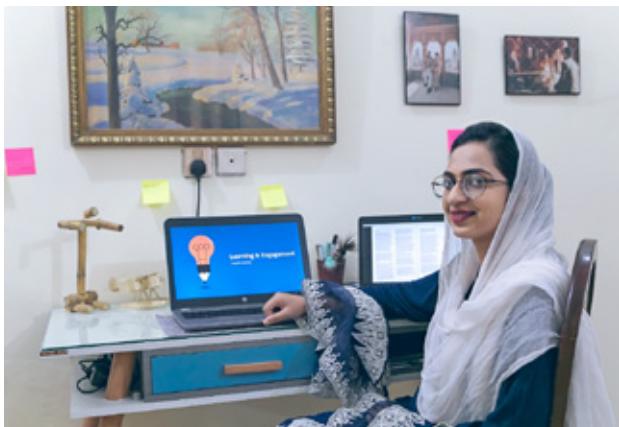
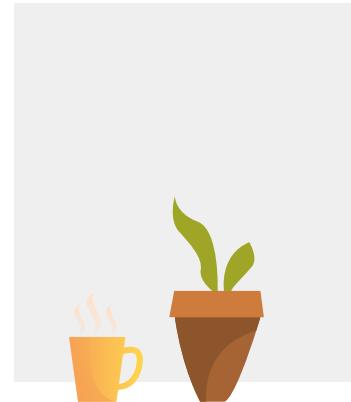
Want to Continue Working from Home

37%

Employees are Willing to come office on alternate days

DISTANTLY CONNECTED CHAMPIONS







PEL FAMILY



EMPLOYEE WELLNESS

PROGRAM "MR. FIT SESSIONS"

"

Take care of your employees and they'll take care of your business



There is no doubt that human capital drives every aspect of business operation, from research and development and production to delivery and customer services. To build a competitive edge, companies have started focusing on employee's wellbeing programs. Several recent researches have shown that health, work behavior, and the value of human capital are linked.

Considering this, the PEL HR Department took an initiative to arrange fitness sessions for employees. Mr. Zafar from Pulse Fitness was taken on board for this purpose. Mr. Murad Saigol (CEO), Mr. Zeid Saigol (Director-Operations), and Mr. Manzar Hassan (Director Finance) also participated and encouraged employees to take part in such initiatives. HR Team received positive feedback from employees and showed eagerness for the continuation of such initiatives.





EACH FOR EQUAL— WOMEN'S DAY 2020

International Women's Day is a global day celebrating the social, economic, cultural, and political achievements of women - while also marking a call to action for accelerating gender equality. This year's International Women's Day theme was "Each for Equal", which calls on everyone to work together to achieve gender equity. It is about collective individualism, to build a gender-equal world, challenging stereotypes and broadening perceptions.

Every year PEL celebrates women's day to recognize their accomplishments, hard work, and promote work-life balance. Continuing the tradition, this year the HR Department arranged exciting activities and invited all females to rejoice their achievements. These activities include a one-hour mindfulness and yoga session arranged by AimFit, a panel discussion on the "Art of Co-existence", sharing a journey while working with PEL, and lock one's fears in a cage.



Ms. Shanze Sumreen (CEO of SAN Internationals) and Ms. Javeria Malik (Director Marketing and Communication at ICMA-Pakistan) shared their life experiences to encourage females while Mr. Iftikhar Hussain (Director Lahore at Founder Institute) facilitated the panel discussion. Heartfelt appreciation to Ms. Rahila, Ms. Fatima, and Ms. Mehnaz from the Customer Services department for many wonderful years of Service with Pak Elektron Limited and sharing their professional long-life journey with all females. Mr. Ali Kamran (Head HR) concluded the day while empowering females to maintain their own identity and create a difference in the society with their name.



AUTHENTIC LEADERSHIP & COMPLIANCE

“

In modern corporate world success is an output of authentic and ethical leadership.

In this changing world, business leaders are facing unforeseen challenges to cope up with pandemic and resultantly global economic meltdown. In these tough times, corporate survival is directly connected with authentic leadership.

Authenticity requires leaders to be true to themselves, regardless of what situation they encounter and stand fast with basic principles of morality and ethics. However, that's not as easy as it sounds for top management and particularly middle tier managers, so here are some tips to help!

Difficult situations and even the idealized views of others can sometimes make it tough for leaders to live up to expectations and earn genuine respect. Authenticity based on ethics and morality creates trust - leaders who act ethically are often viewed to be more charismatic and compelling. They foster goodwill and command respect. So, how can you display authenticity?



Tips to ensure your leadership is authentic based on values and ethics.

01

Develop self-awareness

This is fundamental to being an authentic leader. Get to know your strengths and weaknesses (you can't be good at everything so be realistic). What motivates you? What values are most important to you - for example, is it honesty, patience, integrity, discipline, determination, humility, gratitude, or compassion maybe? Be sure to always act professionally.

02

Find role model

Having a role model who behaves ethically & authentically can be invaluable - you can watch how they react to situations in a genuine way and incorporate this into your own leadership style.

03

Seek a mentor at your work place

Look for someone with whom you identify and can be yourself with. Compare how you behave with them to times when your behavior seems inauthentic or you are deviating from core principles and work out how to close the gap.

04

Reach out and form a connection with people

Be sincere and try to form genuine connections with others. Take time to find out what makes them tick and get to know them. Avoid 'spin'. Create a room for others while they are trying to adjust themselves in a new situation. Let them adjust in their own shoes.

05

Play to your strengths

Some leaders are better at improving morale, some are ruthless when tough decisions have to be made, and others are adept at improving productivity. Work to your strengths and get help to overcome any weaknesses.

06

Be discreet

Avoid revealing too much negative information and your weaknesses; consider whether it's relevant and if it helps others understand your decision or values first; otherwise you may be seen as too self-centered, unsuitable for management and therefore lose respect.

07

Get regular feedback

Find out how your colleagues perceive you. Do you come across as aloof or too introverted? It's useful to know how others see you. But remember being authentic doesn't guarantee popularity!

08

Encourage colleagues to be authentic and ethical

Let your team know that you value their input and encourage them to speak up.



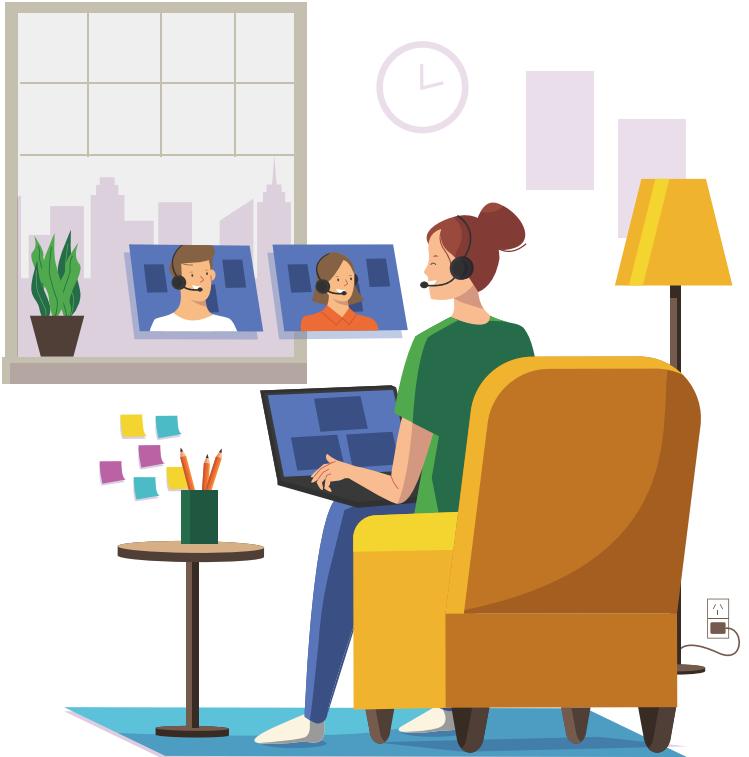
LEARN TODAY; OVERCOME ADVERSITY TOMORROW

In the past few months, everything has moved online. As in many organizations, the transition happened almost overnight in the midst of an unprecedented health crisis that has disrupted everyone's private as well as working lives. In times of turmoil, anxiety runs high and the instinct to preserve the world as we know it takes over. Organizations are least prioritizing "Learning & Development" which is dangerous. Like all major crises, and perhaps more than most, the COVID-19 pandemic is bound to leave behind lasting changes in the way work and business take place. Learning will be the foundation of our survival, then, for both organizations and the individuals who make them up. As the world shifts to online work and businesses struggle to reinvent themselves, organizations need to learn what kind of new products and services will appeal to their consumers and learn how to create them.

At PEL, we have highly prioritized this foundation of survival and striving to engage employees in different ways. In the first 6 months, we launched different programs and initiatives of which details are mentioned below.

WEEKLY WEBINARS

A few months back when all of a sudden we had to shift towards remote working where no one knew how we are supposed to adopt this change and resume our working. For us, the biggest challenge was to keep our workforce motivated and enthusiastic. And we are proud to say that we did it successfully. We were able to create an engaging environment through weekly webinar series where our employees felt emotionally and psychologically connected and effectively performed their duties without the external forces destroying their enthusiasm.



PEL CUSTOMIZED PROGRAMS

FEARLESS (LEARNING INTERVENTION FOR SALES AD TEAM NATIONWIDE)

Defence Raya Golf & Country Club - Lahore



It might look difficult to reinstate belief in creating a victory and positioning oneself to capitalize on opportunities. But committing to display greater ownership, acting faster than the competition, and showing a willingness to pay the price for success can result in that. If we exhibit the power of one team and act as a dependable team player, no one can win us.

Reflecting on this, this year PEL HR department arranged an exciting and thrilling 2 days intervention for Sales AD team with Mr. Qaiser Abbas (Founder and CIO at Possibilities) at different locations in Pakistan. More than 100 sales team members participated enthusiastically in session and showed seriousness towards their growth and development.



Serena Hotel, Swat



Dreamworld Resort, Karachi



Ramada Hotel, Multan



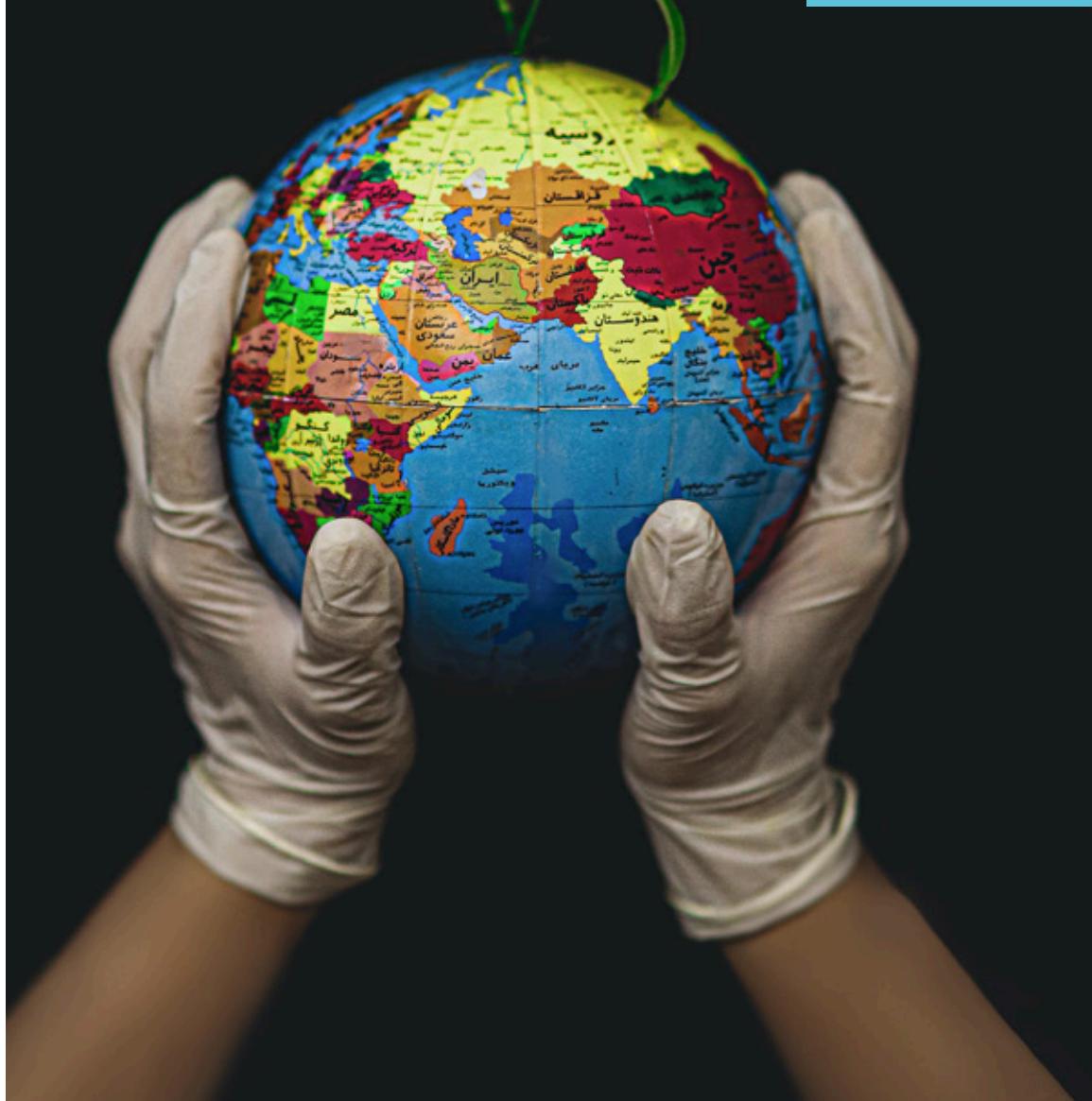
INFINITY - MANAGEMENT FOR EMERGING LEADERS | DESIGNING THE HUMAN CONNECTION

Every year, PEL HR dept focuses on not only to contribute to the development of individuals in an organizational context, but to address their personal dimension as well. This concept has become more prevalent in recent years because of increasingly complex demands on managers. In the start of this year, Mr. Sahil Adeem (Senior Training Manager at Source Code) facilitated this session for our newly promoted managers and introduced 1/3/5 management model which consists of 1 Purpose, 3 Proficiencies and 5 Attributes.



COPING IN THE TIME OF COVID

Is there more to life than being happy? How one can spend meaningful life? COVID-19 has put all of us in the state where we started asking these questions from ourselves. While in lockdown, everyone was struggling to take care of their families and thinking about making this quarantine time productive, PEL HR department launched course to help employees figure out these questions and gave some tips to make their time useful.



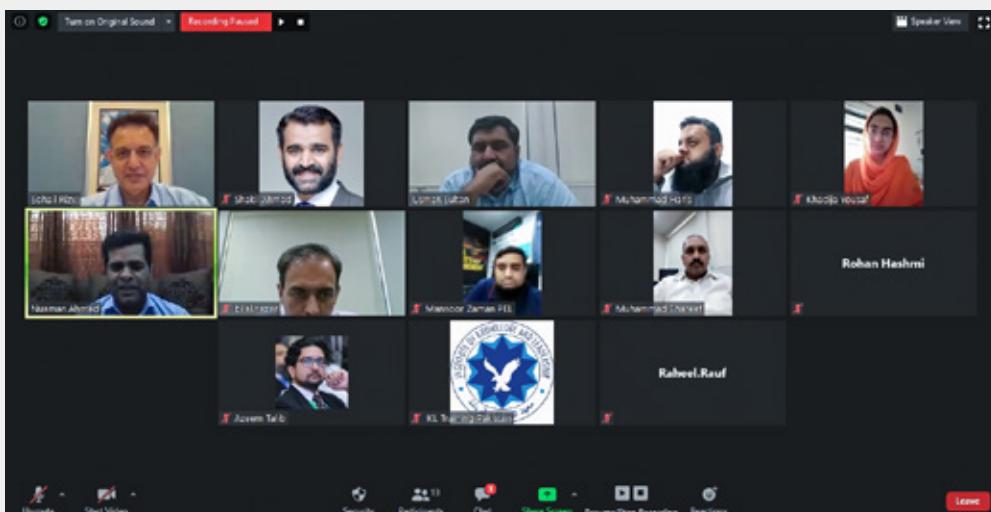


LEAD WITH HUMANITY IN THE TIME OF CRISIS

The unprecedented Covid-19 pandemic has tested all of us in many ways. In the first phase of ensuring health and safety, many phases still need attention such as how to take care of personal and professional growth, taking challenges as opportunities, and helping

others to stay sane in such conditions. But it's difficult to focus on all phases alone. Considering this, PEL HR department created an online course which focuses on how to go ahead in crisis by following model LEAD. L=Leverage, E=Engage, A=Adjust and D=Direction.

DEVELOPING RESILIENT AND AGILE LEADERSHIP



No one has predicted that 2020 will be a full roller coaster ride. The world has suffered many natural disasters, tragedies, deaths, regional conflicts, and a new virus outbreak. All these incidents are significant moment for all leaders. A moment that will either define them – or a moment that they will seize the opportunity to serve others as individuals, because of what they decided to do – at this moment. Resilience and Agility are the foundation of great leadership and help organizations to transform in difficult times. Building on this, PEL HR Dept arranged virtual session in collaboration with IKL (Institute of Knowledge and Leadership) where Mr. Sohail Rizvi (CEO at IKL) facilitated the session.

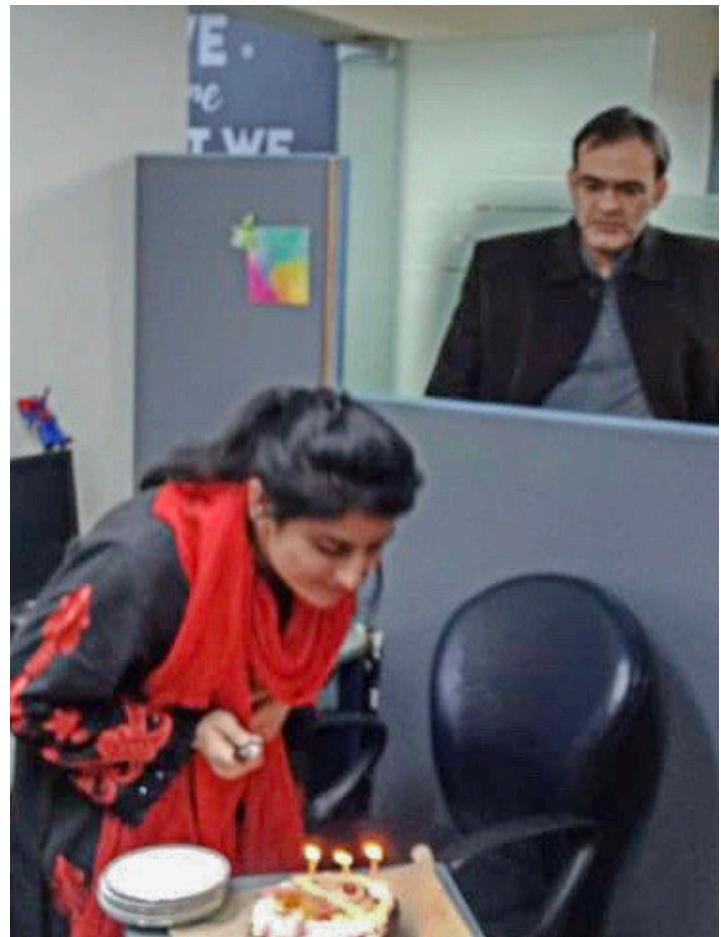
THROUGH THE LENS



BIRTHDAY CELEBRATIONS



Ahmad Jamshaid
Sr. Manager Production DTR



Mariam Nawaz
QHSE Executive



Ali Kamran
Head Human Resources



Arshad Ali
HR Business Partner AD



Syed Manzar Hasaan
Director Finance



Tassawar Hanif
Sr. Manager Imports & Logistics



Tariq Afzal
Branch Manager Sales Sargodha



Faiz-ul-Haq
Assistant Manager DTR

UNFORGETTABLE MOMENTS



Team Dinner at
Monal Lahore
MKT Wapda Power
Division



Team Lunch at Bon Vivant Palais
Human Resources Dept



Team Party at Butt Sweets
Distribution Transformer Dept



Team Gathering at
Soon Valley
Switch Gear Dept

OTHER HAPPENINGS



Visit of Northern Areas
Pictures by
Anees-ur-Rehman –
Vendor Development PD





Sales Target Celebrations at Different Locations



Training of Maintenance Team by HASCOL FUCHS Lubricants



TURBOLVS

AB LIFE SET HAI



Low Volt Start at 125V



Faster uniform
cooling throughout
the cabinet



Save money.
Voltage range
125V – 255V



Rapid cooling designed
especially for Pakistan's
environment



Makes ice
quicker



Change your life

COLORON



SMART TV



NOW INTRODUCING 32" SMART LED TV

ALSO AVAILABLE IN 40", 49" & 55"

*Based on internal testing and benchmark

androidtv Google Play

NETFLIX YouTube





Change your life

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