

Pak Elektron Limited

hamara



15TH EDITION
2020



TODAY'S NEW NORMAL



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



*Based on internal testing and benchmark

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Change your life

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EDITORIAL NOTE

From the editor,

Another year has come and gone!

No doubt that 2020 has been a challenging year for all of us. We accustomed to social distancing, getting familiar with work from home, and understanding that communication is inevitable in all areas of life.

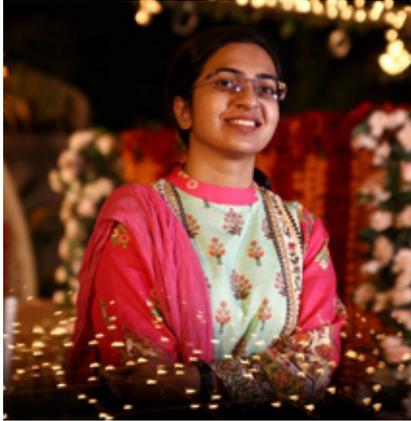
I'm fully aware of the fact that all departments have demonstrated amazing teamwork this whole year and fought with all obstacles. The production team completed their targets while following all SOP; the quality team inspected the items virtually and, the sales team achieved their targets with great zeal. Also, the distribution team assured all deliveries on time, customer service ensured no delay in service and adopted all covid-19 protocols while visiting homes.

While these departments were fulfilling their purposes, the HR team ensured resources fully available to their mates; the IT team provided complete support in all technical matters. Last but not least, the finance team helped in taking the right strategic decision while keeping us updated with the company's financial position.

In 2021, we have continued to invest in our services and personnel to increase capacity and improve the value creation process. It is delightful to know that we all have been resilient throughout these difficult times and strengthen ourselves to fight against all odds. I hope that this spirit will motivate us to keep working with the same passion.

ALI KAMRAN
EDITOR-IN-CHIEF

EDITORIAL BOARD



Managing Editor

Khadija Yousaf

Capability Specialist (Human Resources)

Super Contributors



Sarmad Mahmood

Product Engineer (Development Appliances Division)



Owais Ahmed

Product Engineer (Development Appliances Division)



Muhammad Rashid

IR Executive (Industrial Relations & Administration)



Arslan Ahmad

Assistant Manager (Product Development Power Division)



M. Jahanzaib Minhas

Sales Engineer (Export Sales Power Division)



Ahmed Hassan

Trainee Engineer (Marketing Pvt. Sales Power Division)



M. Fraz Kamran

Sales Engineer (Marketing Pvt. Sales Power Division)



Syed Zubair Ali

Graphic Designer
(E: zubairali450@gmail.com)

PEL CARES

Plantation Drive

“To plant trees is to give body and life to one’s dreams of a better world.



Climate change is a global phenomenon that is affecting developing economies like Pakistan. The worst influences of climate change can be escaped and, now more than ever, governments and communities are coming together to act. Climate resilience of communities and priority ecosystems is enhancing through the implementation of adaptation and mitigation measures. PEL also takes a positive edge on this act through plantation drive in PEL Unit-2 with the collaboration of WWF-Pakistan on a journey to make Pakistan greener.



Donation of Ventilators to Rescue 1122

“The greatest GOOD is what we do for one another.

Under the initiative of PEL Cares, we always try to make our best support headed for social well-being. Considering the health care crises at hand, health measures must be a priority for the government, organizations, and society. Bearing in mind this point, PEL has donated ventilators to rescue 1122. These ventilators, known as Umbulizers, have been developed by Pakistani students at Harvard, MIT, and Boston Universities and have received an emergency use authorization from the USFDA. Umbulizer's are reliable, simple to operate, and portable designed to fulfill the need for life-saving ventilators. This donation is a healthcare solution for critically needed supplies and supports Pakistan's fight against the diseases.



Fatima Memorial Hospital

“You have two hands. One to help yourself, the second to help others.

For companies committed to CSR means to enhance an inclusive reputation in the cynical business world. Likewise, the overall objective of PEL is to accomplish an optimistic impression on society while getting the most out of its contribution towards social, environmental, ethical, and human rights. This year, PEL donated AC to Fatima Memorial Hospital for the continuation of the aforementioned CSR activities.



INTEGRATED MOMENTUM

PEL Power Transformers and Short Circuit Testing

The short circuit is a powerful fault phenomenon that is not rare in transmission lines and, it exerts tremendous energy to the installed equipment in distribution and transmission networks. The likelihood of occurring is around one fault per 100 km of overhead line per year. Sometimes the currents in lines may increase more than 20 times during this fault. The transformer takes a load of these currents for neutralizing the forces. Therefore, this test checks the mechanical strength of the transformer and windings against these loads.



DNV GL KEMA Netherlands is the world's most renowned testing facility that conducts short circuit tests on all kinds of transformers from around the world.

Their recently released data of the past decade depicts that 23% of transformers coming to their facility have failed the short circuit testing. Considering that the best manufacturers worldwide sending their best-crafted products to that laboratory and a quarter of those transformers getting failed means there is a very high ratio of failure.

Sometimes, transformers explode during the testing leaving a captious fire hazard in the labs. To ensure the public's safety, the transformer is critically designed and tested for its short circuit withstand capabilities.

PEL has recently conducted a short circuit testing on 20/26MVA transformer at STL approved VEIKI Lab Hungary and, it passed the short circuit withstand capability test. This is again the successful indicator of PEL's power manufacturing capabilities as it passed the 40MVA power transformer two years back at the same laboratory. Though PEL also faced one failure of 30MVA 33kV Transformer at KEMA Lab just before sending 26MVA for testing and, the team had immense pressure of that failure on their heads. But it only increased the passion for learning and implementing the higher standards resulting in subsequent success.

PEL distribution transformers also have performed well in 2020 with the failure rate in short circuit testing of only 6% against the world average failure rate of 23%. PEL sent sixteen transformers to HV&SC lab Rawat, and only one transformer faced failure that means the short circuit passing rate is 94%. It shows PEL is the best among market competitors and also the finest in the transformer industry worldwide.



NEUTRALIZING

TRANSFORM

SHORT

POWER
23% WORLD

PRODUCTS
BEST-CRAFTED

CIRCUIT
FAULT

HAZARD

100KM
LOADS

CAPABILITIES

VEIKI

TESTING

PASSION

HIGH RATIO

POWERFUL

DNV GL KEMA



Usually, the short circuit test is conducted for only two seconds with high currents as 20 times of rated current. PEL has passed the 5 seconds short circuit test on 1500kVA transformers at DNV GL labs as required by Jordan Electric Power Company. It has enabled PEL to sell transformers in many middle eastern countries and, it has grown as an export oriented organization. PEL transformers have performed well against frequent lightning strikes in the hilly terrain of Swaziland. Their utility trusts PEL's quality over Indian transformers used before. It indicates that PEL's Quality Control, Manufacturing, and Services are equally trusted by its customers.

The management's confidence and investment in research & development, as well as up-gradation of technological facilities, contributed a lot in achieving this success. PEL, a market leader in the Power Industry is all set to explore new horizons under the esteemed leadership of senior management and aims to become prosperous organization.



Virtual Factory Acceptance Test During Pandemic

The Covid-19 pandemic has an immense impact on our lives and, usual tasks are complicated due to this deadly virus. The words quarantine, face mask, social distancing, etc., were unfamiliar as these are now part of our lives. This unprecedented situation also applies to the Factory Acceptance Test (FAT), an essential part of the order before dispatch of the product. Since FATs should be conducted with severe COVID 19 limitations, our local customers were affected by this. But the real challenge was to facilitate our foreign customers.

Considering the situation, PEL organized the Virtual Factory Acceptance Test for its customers in Botswana with the collaboration of the Quality Control department. Mr. Itseng Kwelagobe, Mr. Batsile, and Mr. Mpenya (PEL's customers) virtually witnessed the routine tests of transformer on two ratings 100kVA and 315kVA while staying in Botswana. Mr. Mohsin Hussain (Manager QC),

Mr. Arslan Ahmad (HOD Mechanical Design), Mr. Saleem (Manager Exports), Mr. Naukhaiz Zaman (Engineer QC), and Mr. Jahanzaib Minhas (Sales Engineer - Exports) performed the Virtual FAT. All customers showed satisfaction with the tests and accepted the transformers, along with the release of a shipment to dispatch the transformers to Botswana. They also appreciated the PEL Team's efforts.



Innovation in Transformer

Copper to Aluminum

The freedom of learning and improving professionally is the enviable edge of PEL over others. PEL encourages its employees to continuously improve the products and processes and facilitate them in this regard. Through this publication, Transformer Engineering Department would like to introduce some facts about the Transformer designed by them. Generally, it is made with copper winding however, PEL is the pioneer in introducing the Transformer with Aluminium Winding. The aluminum winding transformer is not a new concept in the global transformer market as there has been a misconception in Pakistan that the transformers manufactured with Aluminium (called 'silver' in market terms) are not as reliable as copper winding. Breaking the myth, PEL developed a 1500KVA aluminum winding transformer in 2015 and got it to type tested from the High Voltage and Short Circuit Laboratory, Rawat, Islamabad. It is justified that aluminum can be the cost-effective alternative to the copper winding transformer after its successful qualification in the short circuit test. This test was meant to determine the mechanical strength of the transformer-coupled with all the electrical parameters.



As far as copper winding transformers are concerned, in the last 5 years, the team has indigenously designed transformers against the stringent specification of Jordan Electric company. Prototypes of different ratings qualified at KEMA Laboratories, Netherlands – a globally renowned independent laboratory for testing the electrical equipment as per international standards. PEL stands as the only Pakistani Transformer manufacturing company with this feather in its cap.

New Prototype Development with K-Electric

New Product Development is the way toward putting up a unique item assumed for sale to the public according to necessity of the market. The goal of product development is to develop, keep up and increment an organization's market share by fulfilling a buyer interest. Measureable statistical surveying ought to be led at all stages of the plan interaction, including before the product or administration is imagined, while the product is being planned and after the product has been dispatched.

K-Electric Engineering Department collaborated with PEL Design Department for the development of Bulk Metering Cubical Panel. Understanding the need of customer and developing a tailored product was a great experience and learning on both sides.



PEL would like to appreciate the efforts of **Mr. Ejaz Hyder – Manager Development**, **Mr. Syed Riaz ul Hassan – Sr. Production Engineer** and **Mr. Mahtab Ahmad – Manager Design** along with their team from Switchgear department to play their part in this process.

Customer Staff's Training on Newly Developed Equipment

Sales management assumes to be played a significant part in consumer loyalty and client maintenance. Safety, security, and unwavering quality are the primary credits of all electrical hardware introduced, so a very much arranged upkeep system is fundamental to guarantee safe tasks and inconvenience-free electrical activities. Arc flash hazards examination is essential to guarantee that the hardware should be worked in a protected way tying down the headway of supply to customers.

For this purpose, PEL designed instructional course centers and support conveyance hardware like Transformers, Switchgears, and Energy Meters vital for this activity. It also arranged On-site VCB Panel operational training that has been effectively led for the total K-Electric Distribution network involves the total Karachi.



The motive behind On-site Panel handling and operational training was to overcome the mishandling issues occurring frequently in the K-Electric network. These exercises would increase PEL brand equity among customers and will increase overall business and market share.

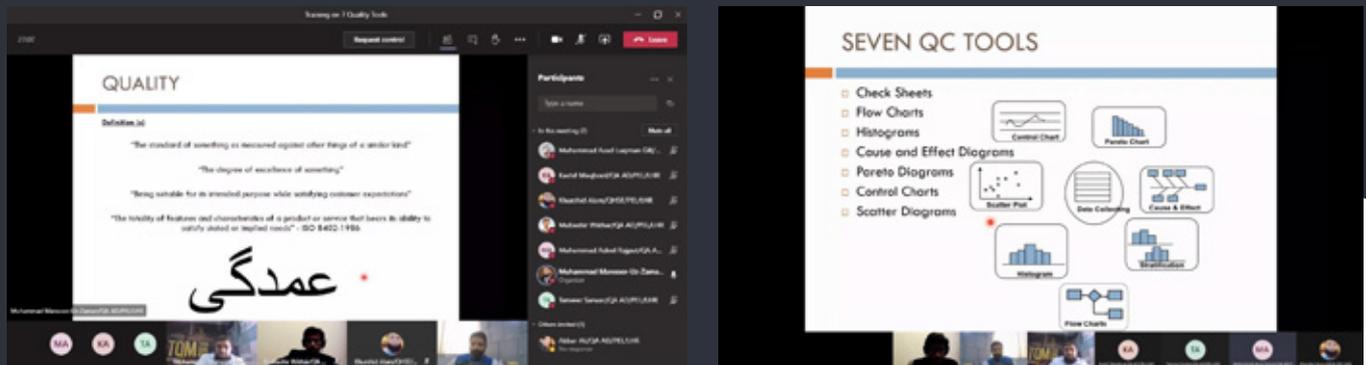
PEL will be grateful to **Mr. Muhammad Asad Ullah - Trainer** who shows his generous support for this useful cause.



Quality Control & Assurance

Seven Quality Tools

It is vital to uplift the team on developing skills crucial for growth. Considering this, Mr. Mansoor-uz-Zaman facilitated a session for quality executives. He presented a detailed overview of seven quality tools that are used in quality control systems for process monitoring, process improvements, and root cause analysis.



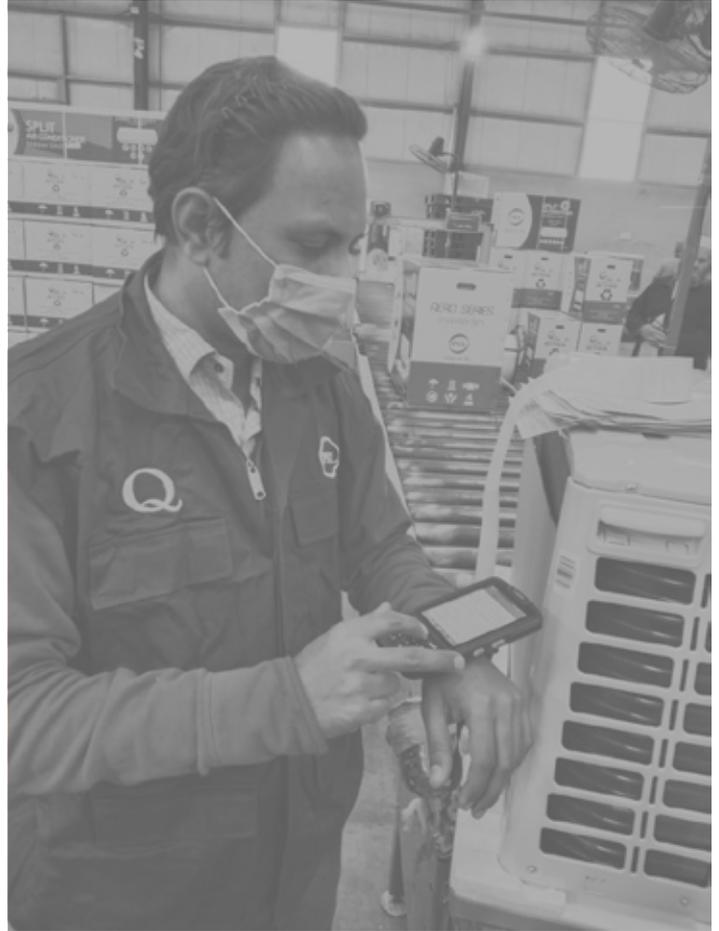
Sessions with Customer Services Team to Improve Feedback Framework

Market input is a great opportunity for improvements in products, and Customer Services Officers (CSO) are the key people who record the client feedback and convey the concerns. Keeping in view the data significance and changing patterns, many sessions were facilitated via MS Teams with CSOs from all over Pakistan. The purpose of this effort was to make the feedback recording framework consistent and to improve data management. It likewise profited both CSOs and Quality division data cell in overcoming any issues and assisted both with being on the same page. CSOs appreciated the activity and communicated to proceed with the improvement interaction.



MES Implementation in Appliances Division

The Quality Department is progressing towards digitizing the processes and increasing the span of control in liaison with the Information Technology department. Quality Department has implemented MES system in four products i-e: Water Dispenser, Washing Machine, Air Conditioner and Microwave Oven which has resulted in no manual recording, instant data retrieval, and analysis systems.



Highest Number of KAIZENS in the Year 2020

Keeping the tradition alive, QC&A won the Highest Kaizen Raising Award in Kaizen Ceremony held on 31st December. Total three Kaizens awards were received by the Quality department.



Quality Department Committed to Follow COVID SOPs

Companies have been taking several measures to prevent their employees from this deadly virus. Leaders are actively involved in ensuring the health and safety of their team members. Quality Control's team has also taken prudent steps to save themselves from COVID-19 and fulfilling the commitment of delivering results without any delay.



Research and Development



You Have to Believe It Before You See It

PEL is investing in technology and future capabilities to take new products and services to market and add to the company's bottom line. Given this fact, PEL's Research & Development team of Appliances Division continuously do its best in developing the strategy to stay ahead of the competition. Despite the globally pandemic situation, PEL proudly introduces the following products:

Split Air Conditioner

As PEL is perseveringly prepared to take challenges while in transit to make a suitable item for its customers. Keeping in view the customer affectability, PEL is enchanted to lunch a Full DC Inverter Split Air Conditioner "Super DC" having supreme highlights:

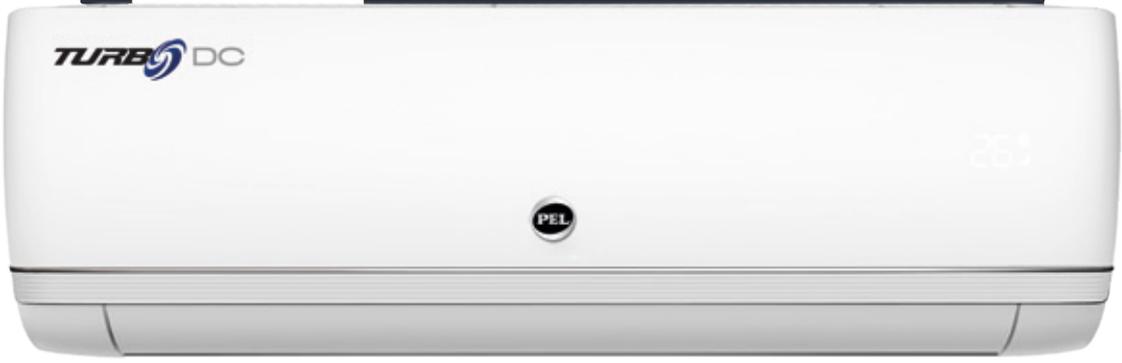
- 01 Largest Indoor
- 02 15 Feet Long Air Throw
- 03 Twin Rotary Compressor
- 04 Specifically designed for T3 Conditions

Refrigerator

As PEL is ready to affect your lives whether it is through dealing with your home, your way of life, making your day-to-day events easier, or by causing you to save energy. To keep up this consistency, this year PEL is pleased to dispatch a climate cordial refrigerant R600a with Low consumption potential in two models 2350 and 6350 with proficient cooling.

Water Dispenser

In transit towards progress, PEL accomplishes another achievement through the profitable dispatch of another basic model in water distributor to be specific PWD 115 Pearl which is invigorated with hot and cold water alongside a capacity bureau to keep your tidbits, tea-production things, cups, glass, and so forth new.



Industrial Relations & Administration

PEL's Industrial Relations and Administration Department has been hitting the ground with their ceaseless support to create and keep a positive functioning relationship among employees. In the perpetuation of this effort, team performed the below stated beneficial exercises this year:

Screening of Tuberculosis Infection

Keeping in view the significance of ailment of PEL Employees, the IR&A department indeed arranged a medical camp dated 28th and 29th January 2020 and 10th & 11th November 2020 with the assistance of the Punjab TB Control Program (PTBP) to screen 600 employees engaged in hard jobs particularly Welding, Foaming and Electroplating.

Screening of Hepatitis & Vaccination

Another Medical camp was arranged on 28th & 29th January 2020 and 10th & 11th November 2020 to screen hepatitis B&C among PEL Employees with the help of "Directorate General of Health Service Punjab under Prevention and Control of Hepatitis program." A total of 824 employees were screened for hepatitis B&C out of which 485 employees were given the first dose for prevention of Hepatitis "B" and the second dose was managed on 03rd January 2021.



Covid-19 Test for PEL employees

To comply with Health Department Directives, the IR&A department arranged a Covid-19 screening of 400 PEL Employees to ascertain the positive ratio among them. Alhamdulillah the results came negative for all employees and become the reason of uplifting confidence in management and employees.



Gifts for Daughters

PEL has consistently giving monetary help to its employees on the happy occasion of their daughter's marriage. In such a manner, PEL gave the precious household (Fridge and Oven) to its 75 workers in 2020.



Labor Law: Why Need to Know

IR&A Department arranged awareness sessions where employees were educated about their privileges and commitments as indicated by Pakistani's Labor Law. They were also informed about different costs which are separated from pay rates and wages and, being borne by the company to facilitate employees.



Farewell to Retired Employees

In Dec, a graceful ceremony was arranged for retired employees of different departments. They were appreciated for their dedicated long service and appraised by the management.



Apprenticeship Program in PEL

Apprenticeship programs play a vital role in producing high qualified workforce and encourage entrants to learn and develop new skills respective to their interests and career choices. Through this program, PEL not only offers training but also provides an opportunity for future job prospects. So, regular feedback sessions are arranged to assess their learning and aptitude towards jobs, as TEVTA has limited resources in some technical fields.



REFLECT



Resilience



Emotional
Intelligence



Flexibility



Lifelong
Learning



Entrepreneurial



Creativity / Critical
Thinking



Teamwork

PEL Virtual Internship Program 2020

Many students find an internship the most exciting part of their degree. It helps them to connect the curriculum with real-world applications. Every year at PEL, hundreds of students enrolled themselves in the summer internship program to test career possibilities and make connections with industry professionals. Due to COVID-19, chances of arranging an internship program vanished and, students were worried about wastage of their time as universities were also closed. But PEL decided to launch the virtual internship to serve the community and designed the program from scratch.

The process of recruiting interns was rigorous as the team had taken online interviews to assess the interest of students. It was announced in selective departments such as Human Resources, Finance, Internal Audit, Marketing, EPC, and Production. Sessions took place on different online tools available for the meeting. Apart from the internship, Bloom (soft skills development session) was also facilitated online; the model "REFLECT" was created to impart the knowledge of soft skills crucial to excelling in the workplace. All interns praised this activity and thanked PEL for creating this opportunity.



Distribution and Warehouse

A solid warehouse management system is vital for a manufacturing company's success. Having a warehouse provides safety to the products and also stores them in an orderly and precise manner. This year, the warehouse and distribution team handled more than 0.9 million units and; delivered around 0.5 million units in the given time. Apart from that, no delay was observed in deliveries due to COVID-19, and SOPs were followed in all actions. Dedication and support from the "Distribution and Warehouse" team during that difficult time is commendable, which has ultimately contributed to achieving organizational goals.



As per amendments in the Sales Tax Act 1990, it is a mandatory requirement to mention the maximum retail price (MRP) on the products. Keeping in view, MRP printing on all products was made to avoid any inconvenience.

Raw Material Warehouse

Get Lean, Get Mean, 5S it

Raw Material Warehouse's team has successfully implemented 5S activity in their warehouse. Following developments have happened:

- 01 Warehouse Management System Implementation in Deep Freezer Warehouse.
- 02 Safety Signs board placement in all Warehouses.
- 03 Deep Freezer & Water Dispenser's material centralization under one house.
- 04 Reduction in material delivery time of Deep Freezer & Water Dispenser.

It has been possible with the continuous support of management and their complete trust.



PEL FAMILY

Cricket League 2020

Even though at PEL, we strive to create a work environment that is comfortable and refreshing for every individual involved. However, life can still get monotonous dealing with machinery and business meetings all day. Engaging in physical activity manages to ease out the stress that might pile up due to the daily office routine. For that purpose, a cricket tournament was organized that was initiated by Production and R&D with the mutual support of other departments including Corporate Sales, Buying and IR&A provide a platform for its employees to express themselves physically in a friendly competition which also provided ample room for interactions.

All key departments such as R&D, Production, ILD, FP, Marketing, and IT participated in the tournament, which took place on the 24th of October, 2020 at the Al-Bilal Cricket Club Township. The professional diversity of the employees involved was at its peak with the number of distinct departments involved but on the day of the tournament, everyone managed to interact on a friendly level, detached from the requirements and regulations of work.



After several intriguing but fun-filled contests, the event managed to boil down to two teams in the final- R&D and ILD, with the ILD department winning a truly thrilling match. The whole event was highly successful primarily because it proved to be a platform for employees to enjoy themselves via a sport.



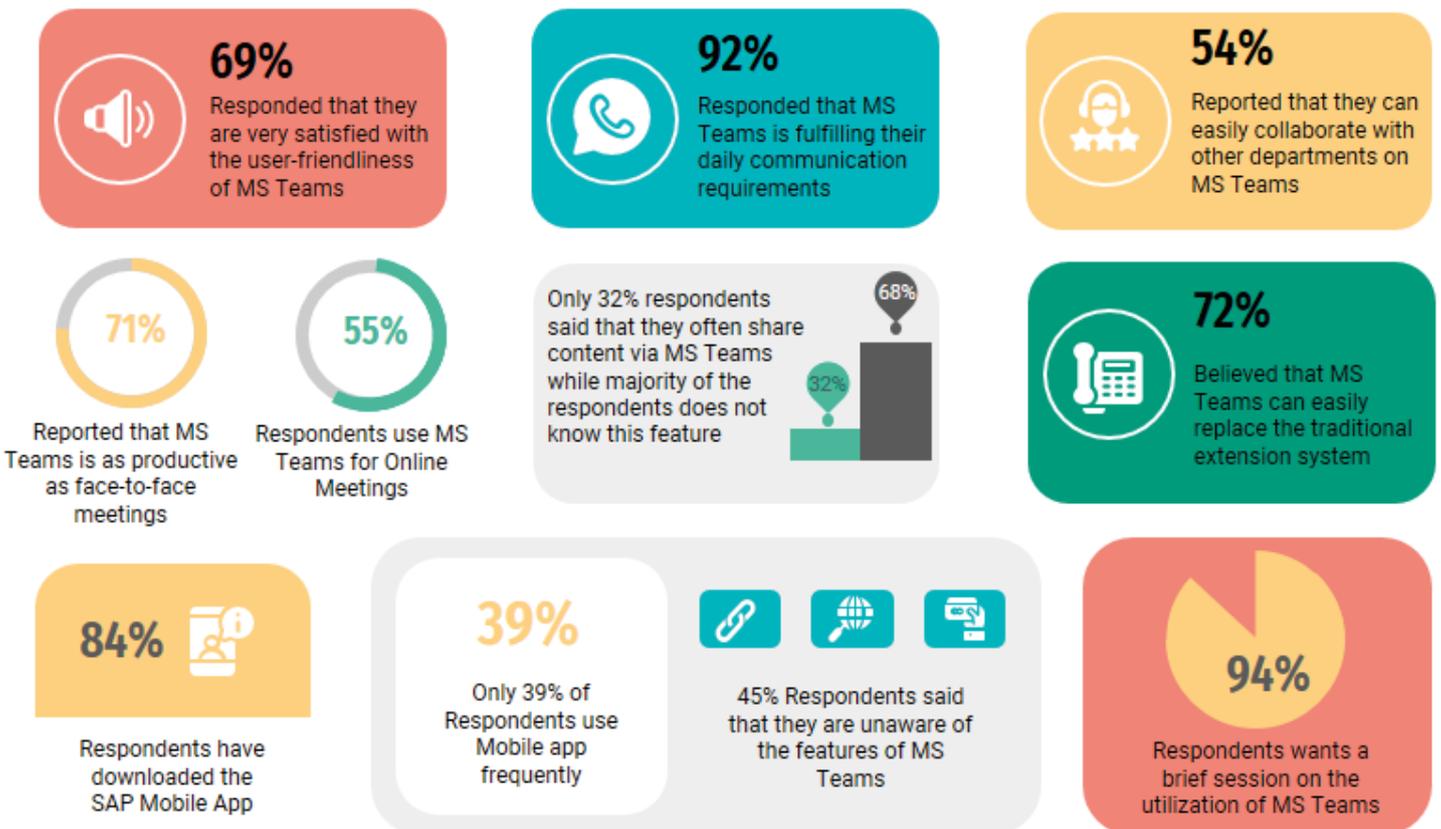


Microsoft Teams, Features and Utilization

The COVID-19 pandemic may have a lot of dark sides but it also created new opportunities to overcome our challenges. It has changed the way of our communication, dramatically. Gone are the days of penned letters, extension phones and emails etc. Top-down communication didn't allow us to reach or hear every single team member when we were using outdated communication methods. To make sure the flow of our internal communication, we introduced Microsoft Teams platform that is a one-stop solution for all our internal communications needs. This excellent tool comes with complete document sharing, online meetings, and many more extremely useful features for our business communications.

We launched an online survey to get an understanding of the outlook and challenges of this tool and other communication related issues. The survey was completed by 174 employees. The responses from the employees helped us to create solutions that address exactly what was needed to be done. This survey results helped us to understand and overcome the challenges of our internal communication. Some highlights from this survey are given below.

MS Teams Survey Results



A Conversation with FARHAN ALI

Mr. Farhan Ali is working as Assistant Manager Sales for 3.5 years in Pvt Sales Department. Our board member Mr. Ahmed Hasan got a chance to had a fruitful conversation with him. Here it is for all of you.

What is one value you learned in PEL that you regularly apply or practice in your daily life?

Teamwork and collaboration. I believe PEL has molded me into an individual who cares about every single person he comes across rather than only those with who he is frequently in contact. Similarly, in PEL, we care about every member of the staff because we understand that every single individual has a crucial role to play to maintain the integrity and functionality of our corporate family. So, collectivism is something that I apply in my daily life and that has been instilled within me by PEL.



What has been your favorite experience/moment as a member of the PEL Family?

One particular experience I've enjoyed at all times with PEL are exhibitions and expos we participate in as a team. They provide me with the freedom to mingle with people, all the while representing PEL and myself. Exhibitions tend to remove barriers of communication and enable us to express ourselves freely- and that is precisely why I love taking part in them.

What would be your one essential advice to an individual just beginning his PEL journey?

The first piece of advice I'd impart to any newcomer would be to never hesitate from doing anything. I believe no task is less or more important in the greater scheme of things and every individual must be humble enough to fulfill any role when he is required to do so. So yes, learn and continue to learn, and most importantly, never shy away from giving your absolute best!

Suggestions Corner

Solar Panel Production:

Move towards alternate energy sources to electrify homes and establishments in the future of Pakistan. A cheap source of electrification at the time of high-priced electricity Units is the need of the hour. So, PEL should dive into this upcoming business opportunity by manufacturing Solar Panels.

By: Mr. Naveed Ahmed (IR Manager)

Instant Heat Geyser:

Due to the increasing price of gas and the introduction of instant geyser technology, it is highly suggested that PEL should also see this product category potential and manufacture instant Geyser under PEL Home Appliances.

By: Mr. Muhammad Rashid (IR Executive)

Cell Phone Manufacturing:

Everyone needs a cellphone in this age of communication. Only 2-3 companies are manufacturing cellphone in Pakistan. There are many chances of growth in this domain, so I would suggest that PEL must venture with interesting brands for cell phone assembly.

By: Mr. Muhammad Asghar (Sr. IR Executive)

A Journey of Intern to Employee

Recently, two virtual interns have joined in Marketing Pvt Sales Dept as Trainee Engineer. At PEL, it is exceptional and, only a few students get a chance to work as an employee. They were asked to share the experience and, here it is.



Khawaja Syed Areebuddin Ahmed – Electrical Engineering – NED KHI

It all began with the Virtual Internship Program and, then I was afforded the privilege to join PEL (Power Division- South) as a Trainee Engineer. It has been a very constructive journey so far. I get to have new learnings, brain-storming sessions, and growth-oriented challenges every single day. It is undoubtedly the best platform for shaping oneself into an “enabled individual”.



Ahmed Hasan - Electrical Engineering – NUST KHI

“It is a wonderful experience to be a part of the PEL family. I have found PEL’s corporate environment to be truly unique- where individuals strive to help and uplift each other and collectively build a comfortable working space. I hope to continue my journey with determination and vigor, giving my absolute best for the company, my seniors, and my teammates!”

PEL's Young Leaders Program

To develop tomorrow's leaders today, PEL takes a self-reliant action under the PEL's Young Leaders Program that provides an opportunity to fresh graduates to explore their academic practices into practical experience. It gives an excellent platform to those who want to begin their professional life as this program offers the chance to feel great by doing great in your conventional work. Consequently, PEL promotes fresh bachelors specifically in the engineering industry and commerce who are motivated to learn, ready to take new challenges, and have the aptitude to lead to start building the pipeline for future positions and to make a positive contribution to society in developing youth.

To maintain a balanced assortment based on criteria, PEL scheduled a Merit-Based Recruitment process under which candidates from different educational backgrounds applied for this program through an online application forum. After this, candidates were screened out based on their age, CGPA, and city. Further shortlisting was done through Online Technical Aptitude and Personality Test. Subsequent that, the best-suited candidates proceed through the In-person assessment center supervised by the senior management of PEL. The last and final measure involved panel interviews after which the nominated candidates were appointed against each customizes position. This year students from engineering and management backgrounds have been placed in several departments such as manufacturing, customer services, sales, and human resources.





Celebrating Christmas at PEL

“

Being celebrated by others is a key step toward being able to appropriately celebrate yourself.

Celebrating events at the workplace is a vital element of the productivity cycle. Without taking a moment to celebrate events both large and small, it becomes all too easy to lose sight of what we are working for. The HR department at PEL has realized well how to boost up employees by availing of such event celebration opportunities as it has been a difficult time and everyone needs a reason to celebrate. PEL considers a similar core for its employees and takes celebrations as a chance to be freedoms to connect employees proactively and incrementally. Keeping in view, PEL celebrated Christmas by organizing a cake cutting ceremony which is a positive initiative, showing gratitude that for PEL all their employees are valuable.

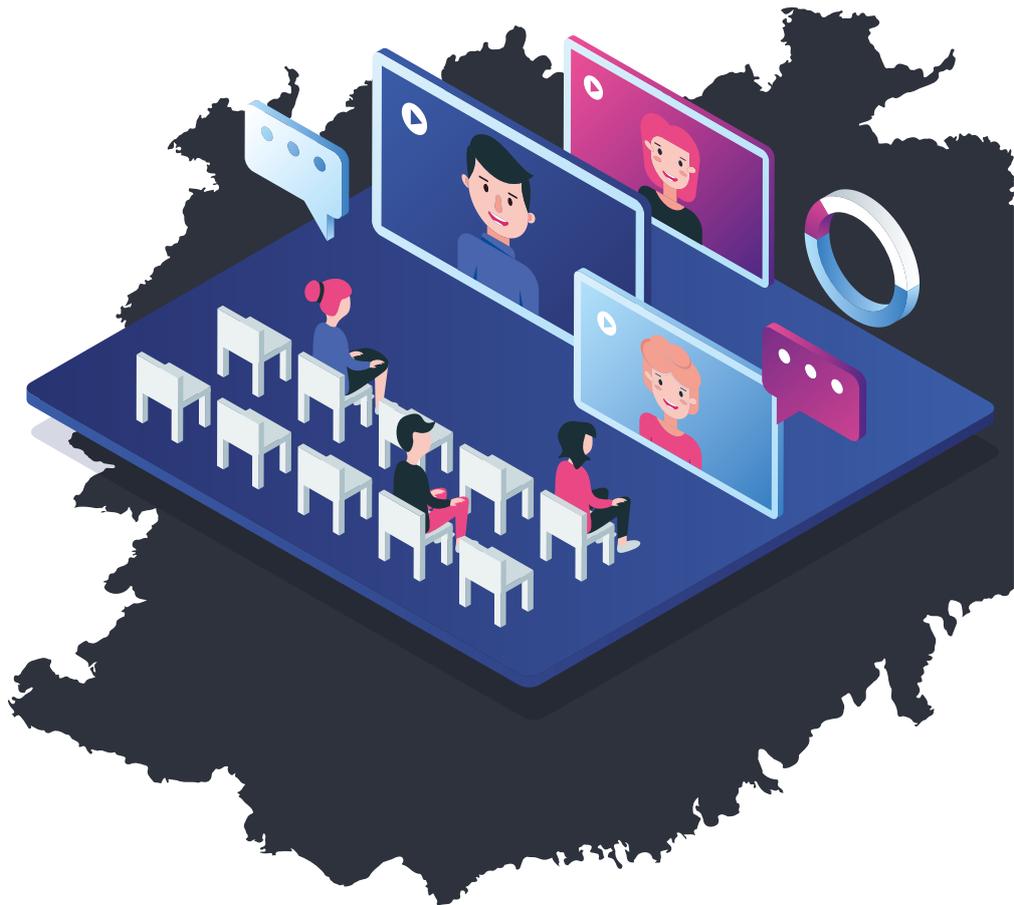


EMBRACING THE E-LEARNING

COVID-19 has put an important question in L&D professional's minds; What type of shift COVID-19 will create in the training and development industry? How interactions are going to take place while following all SOPs? Well, we all have been preferring Instructor-Led Training for a long time, but now they need is to create virtual opportunities by using multiple platforms. It includes online courses, webinars, and virtual sessions on Microsoft Teams, Zoom and Skype, etc. Although interactions have been compromised, at the same time it has been proved that these platforms are great for engaging employees remotely. As business requirements are changing rapidly, quick adaptation is required in training and development functions. At PEL, L& E team is highly prioritizing this adaptation and developing online resources to help employees become flexible with the rapid changes in the business setting. In the last six months, we launch different programs and initiatives of which details are given below.

Weekly Webinars

Although COVID-19 brought a lot of challenges and mental stress, it also came up with new opportunities and fresh perspectives related to personal and professional life. At the start of 2020, we initiated weekly webinars to engage employees and received a positive response. Even after the opening of offices, we have been arranging sessions online and providing e-resources to all employees. In the last months of 2020, multiple webinars were shared on several topics such as Supply Chain Digitalization, Project Management, Plan Your Marketing Budget for a World of Uncertain Events, Agile Organizational Transformation and Positive Leadership, etc.



Open Enrollment Programs

- ▶ **KPI's for Business Performance** conducted by Strateasy Consulting and attended by Ms. Sehar Nasim
- ▶ **Quality Analysis of Transformer Oil** conducted by Hydrocarbon Development Institute of Pakistan attended by Mr. Mohsin Hussain and Mr. Naukhaiz Zaman



PEL Customized Programs

Mastering PowerPoint 365

Either you are a business professional, entrepreneur, or presenter, all of you have to face one thing in common; how to effectively structure thoughts and present ideas compellingly. According to research, “Communication, Integration and Presentation Skills (CIPs) are required for about 40% of all positions and makeup 11 of the top 20 skills that are required by 39% of the fastest-growing, highest-paying positions”.

To develop and strengthen presentation skills, the L&E team designed an exciting 5 hours virtual workshop named “Mastering PowerPoint 365” with **Mr. Owais Ahmed** (Product Development Engineer). An amazing response was received in the first workshop and considering the feedback, another workshop was arranged for the Branch Manager Sales – Appliances Division.



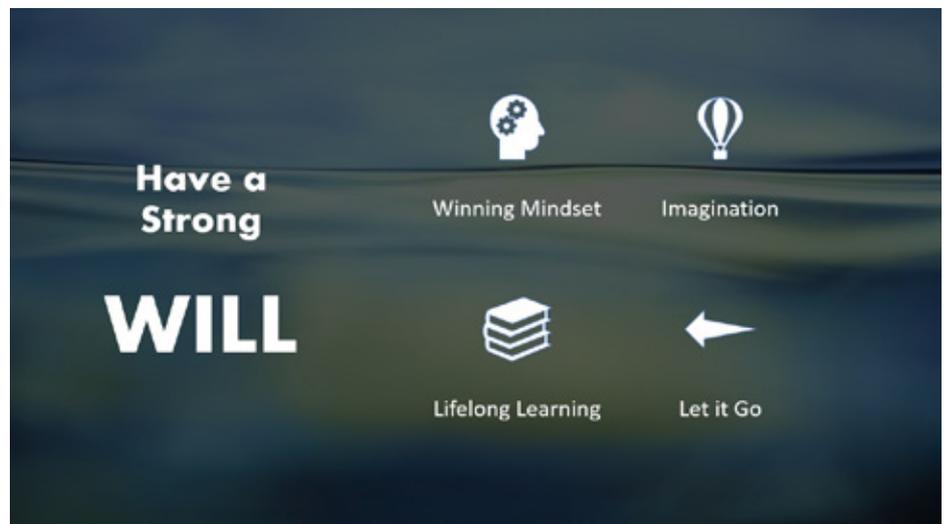
Mastering Excel 2016

To stay competitive, it is important to understand new technologies / software and work as efficiently as possible. Excel is one of those tools that offer a range of features and can assist in daily operations involved in office work. To learn this tool, the L&E team launched a 4 hours virtual workshop that includes assignments. Mr. Usman Sultan (Team Lead Spare Parts) facilitated the workshop and helped participants to practice this tool. Participants appreciated the efforts of the facilitator and L&E team for arranging the workshop in need of time.



Embrace Excellence

Every organization has certain working philosophies and, over the years, gets imprinted into every employee's approach. If we understand this philosophy well, then we will be able to perform much better in the organization. PEL has a discrete culture built over 64 years. It offers enriched learning opportunities to young professionals. Considering this, the L&E team arranged a virtual session for newbies to help them become more self-confident and productive. A model "WILL" was delivered with the help of activities and useful insights.



Infinity: Online Learning Session for Customer Services Staff

Great customer service can increase loyalty and influence future buying behavior - consumers are willing to spend 17% more on companies with outstanding customer service. Sometimes we face issues in providing excellent customer service and bear loss. They are many factors behind it. To improve, the L&E team arranged a series of virtual sessions focusing on communication skills and customer handling for Customer Services Staff nationwide.

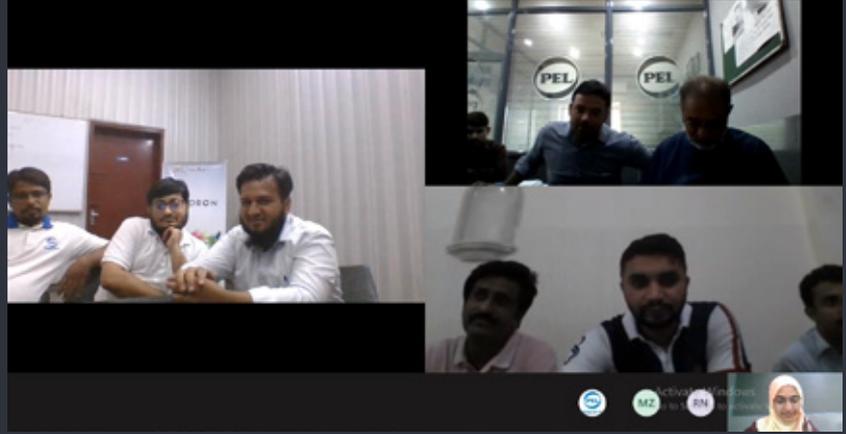


In technician's sessions, a model "سهولت" and in other staff's sessions, model "CARE" was delivered. سهولت stands for سہولت = اور ت = تشخیص، ل = لیاقت، و = وضاحت، ہ = ہمدردی، س = سننا، ہ = ہمدردی، و = وضاحت، ل = لیاقت، اور ت = تشخیص while CARE stands for C=Communication, A=Accountability, R=Rapport, and E=Empathy. Here's the glimpse of feedback:

1) Through this training, I have learnt how to satisfy customer and strengthen its trust on PEL's products. **M. Arshad – Field Technician – WAH Cantt**

2) We should listen to customer complaint, develop mutual understanding and guide them in positive way. **Muhammad Yasin – Service Manager – BWP**

3) Listen to customer's issue and talk politely. Tell that we feel sorry for its issue and here to resolve it. **Hammad Fareed – Branch Accountant – RYK**



Uncertainty Avoidance & Responsible Leadership

Responsible leadership isn't as simple as caring about everyone – there are many challenges one could face as a leader. Employees, suppliers, shareholders, and policymakers all demand different things, as each group has unique concerns and needs. Sometimes, the leader is going to make tough decisions that don't please everyone. There are challenges which will emerge from the outside company too – how will dramatic economic changes alter the way business operate? Quick fixes won't cut it – responsible leaders make decisions that are sustainable as well as ethical. Finding a balance can be difficult, and will need to consider everyone's opinions in decision-making. Building on this, the L&E team arranged a virtual session in collaboration with UNICAF, where Dr. Ursula Schinzel (Faculty Member's UNICAF) facilitated the session.

Communication During Crisis

The corona virus pandemic has put the business of risk communication front and center. Every day, it seems, we are getting mixed messages from our leaders, messages that differ in their tone and content depending on who is talking. So much has already changed, with the closure of schools, restaurants and gyms, many workers being asked to stay away from the office, the cancellation of major life celebrations such as weddings and graduations and directives to keep our distance from one another. What is key is that we focus on how to help one another navigate the way forward. Considering this, L&E team arranged virtual session in collaboration with IKL (Institute of Knowledge & Leadership) where Mr. Sohail Rizvi (CEO at IKL) facilitated the session.



Critical Thinking: A Need for Changing Times

Some believe that critical thinking will affect one's creativity as; it depends on rules of logic and rationality, as creativity might require breaking rules. Well, this is not true. Critical thinking is something to do with thinking out-of-the-box. Critical thinking is an utmost important part of creativity and; we often need it to help us in evaluating and improving our creativity skills. The good news is that critical thinking is a learned behavior that can develop through practice. For this, the L&E team developed an online course that focuses on design thinking vs. critical thinking, key elements of critical thinking and, makes better decisions through critical thinking.



Manage Stress in Virtual Setting

Manage Stress in Virtual Setting

As a result of the coronavirus and the disease it causes, Covid-19, millions of people aren't just worried about their health, but also about their livelihoods and futures. At the same time, warnings about stress itself is bad for our health and might even make us more susceptible to the illness. The irony is obvious. Fortunately, there is an alternative approach. We can use that stress to improve our health and well-being. Research suggests that it's not the type or amount of stress that determines its impact. Instead, it's our mindset about it that matters most. But how to develop that mindset? And how to manage stress effectively? To know about this, the L&E team designed an online course on Manage Stress in Virtual Setting.

THROUGH THE LENS

Birthday Celebrations



Muhammad Usman Sultan
Assistant Manager-CSD



Arif Rashid Mir
Sr. GM Administration & IR



Muhammad Omer Farooq
GM Finance & Corporate-Group



Faisal Kaba

Head of Information Technology

Farewells



**Malik
Muhammad
Younas**

EPC Dept



Muhammad Aijaz

CSD Accounts Dept

Other Happenings



Mr. Tassawar Hanif Sahabyal Receiving Award from Finance Minister
Mr. Hammad Azhar on Occasion of International Customs Day

Sales Target Celebrations in South Zone





KIOSK Activity "PEL Salami"





Quality Control Get together



Samosa Party MKT Pvt Sales Dept



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COOLING REFRIGERATORS
WITH



*Based on internal testing and benchmark



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NAYA SPIN



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INTELLIGENCE

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optimal washing for clothes



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and starts washing cycle



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For Queries, Feedback &
suggestions to the Editor

hamarapel@pelgroup.com.pk