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16th EDITION

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throughout the cabinet



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range 125V – 255V



Rapid cooling designed
especially for Pakistan's
environment



Makes ice quicker



Change your life

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From the Editor,

Take a moment out, Cheer and pat yourselves on the back!

2021 has been the year with uncertain circumstances and unprecedented challenges. The way every department strategically encountered those challenges and found opportunities to learn new skills, to evolve throughout the time is worth mentioning. Struggles of every employee at PEL, to adapt to the "new normal" and to adhere to the developed code of conduct, are perceived as their contribution for the progress and sustainability of the company and are sincerely appreciated. The coping with uncertainties of new world has immensely taught us the significance of skills, which are indispensable to cope with the challenges of the new normal.

2022 is here, welcoming and providing us with endless possibilities to learn and achieve more. Lets embrace all those possibilities and gear up to achieve new objectives with all our enthusiasm and dedication exhibiting our master stroke!

This year too, I hope for all of us to stay dedicated and devoted to our goals and anticipate growth and inclusiveness through strengthening and advancing our skill set!

Hoping to see more successful and cheerful days to come!

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PEL CARES

Connecting *Shared Value*

PEL's objective for business and social responsibility are aligned with one another.

Through CSR activities PEL finds opportunities not only for the betterment and development of society but to fulfil our moral obligations. PEL performs its duties for social responsibility in order to have sense of accomplishment, empathy and pure intentions with the societies. Customarily PEL gets the opportunities to pay their responsibilities and services in the sectors of Public Welfares, Medical/Healthcare and Educational sectors.

PEL donated 5 ACs to Fatima Memorial Hospital and Shadara Hospital to provide their patients with the favorable environment for treatment in their new ward. Preferring the need of our partners for the shared value PEL donated 2 ECG Machines to Services Hospital,



Fatima Memorial Hospital

OPD Lights for Shalamar Hospital, Anti D Injection for Lady Aitchison Hospital and Anesthesia Machine for Lahore General Hospital.



Wapda Hospital



Services Hospital

For WAPDA Hospital PEL donated Refrigerators so that the hospital can preserve their medicines at the suitable temperatures also for patient's private rooms. It's not only corporate's obligations towards the society but the part of our core value and objective that drives us to seek more opportunities for this social cause.

Cancer is now the second biggest cause of death around the globe and has caused so much burden on the lives of people. When identified early, cancer is more likely to respond to treatment and can result in a greater probability of survival and less morbidity, as well as less expensive treatment. Therefore, Cancer Care Hospital and Research Centre foundation has started to provide effective public health strategies which are essential to provide pain relief and palliative care for patients and their families. PEL has encouraged them in this noble step towards society and donated the best home appliances to hospital for better facilities and comfortable environment for the patients and their loved ones. As relief from physical, psychosocial, and spiritual problems through palliative care is possible for more than 90% of patients with advanced stages of cancer. PEL has contributed towards such pious causes having faith in the motto, "He who has health, has hope; and he who has hope, has everything."



PEL Contribution towards *empowering Girl's football teams*

“

**The best part of
the game is, the
opportunity to play.**

PEL being a big supporter of healthy activities believes that sports are about those incredible moments where sheer human will and desire overcomes the odds. These are the moments people remember, therefore PEL has always taken initiatives for this purpose. This time PEL was the official Kit partner for GBGFL Season 3, held in Gilgit Baltistan in order to empower women in distant corners of Pakistan where they couldn't play on such big levels and got no opportunities due to limited resources. PEL provided Kits to 112 participants of 8 different teams and this encouraged women football teams of Gilgit and nearby areas to participate and showcase their talent with enthusiasm and passion towards sports. PEL wishes them good luck for future and gives heartiest congratulations to Chipurson Team, the Champions of the season.





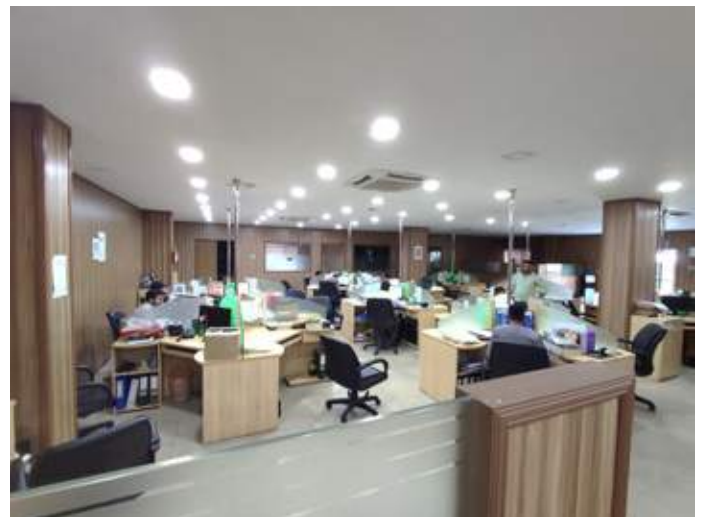
INTEGRATED MOMENTUM

Another Milestone in *PEL's Infrastructure*

In quest of creating an engineering trend setting in Pakistan's electrical industry, PEL has played a very vital role. High Voltage Power Transformers (PTRs) are one of those products which has created the high impact on PEL's product line over last ten years. Embarking on the journey of success, PEL has commissioned a new Power Transformer Facility. High Voltage Power Transformers are the specialized products on PEL portfolio. The new PTR manufacturing facility at PEL power division has started working from the start of 2021. The huge investment of one billion rupees is expected to get a rapid payback as production has already reached at full capacity since March this year. PEL is right now the only active manufacturer of Medium Power Transformers with capacity of up to 80MVA and 132kV. Although the range is not new to PEL as we have been working in this power range through WAPDA reclamation facilities since 2007; the new facility was important to enhance capacity

and installing the latest design and quality systems to produce high quality products. This state-of-the-art facility is designed and commissioned by PEL's very own engineers and designers who have multiple years of experience and international exposure in the field of Power Transformers. The execution of project also went very smooth and all the work got done within prescribed timelines. This is one strong indicator of learning and innovating approach in the culture of PEL.

The factory is developed on an Approximate 40,000 square foot covered area with main assembly hall building of 60-foot ceiling height to accommodate the HV transformer assembly unloading and loading through a 100MT crane. The most advanced Vapor Phase Drying Furnace is installed to make sure the excellent performance of insulation materials. Core cutting line makes sure that no-load losses of transformer stay minimal.





The latest testing facilities with motor generator sets of up to 220kV make sure that only the finest quality product leaves the factory gates. PEL has its own winding and insulation shops to cater the variety of products in 132kV range. The current production capacity of the factory is 8 Power transformers per month which is adequately balanced with national needs and can be increased in future.

The new plant is yet again the proof of business excellence by Saigol Group which is one of the core industrial groups involved in development of the country infrastructure as well as "Made in Pakistan" Products.





Setting New *Benchmarks*

Since the turn of New Year, PEL's South Office (Karachi) has continuously put up groundbreaking numbers in both Private Business and K-Electric Sales, cementing its place as one of PEL's most steeply growing business areas. After a rocky 2020, where everyone had to face and adapt the COVID-19 global pandemic situation, a struggling market and a stagnant demand; we have been able to transform radically in 2021 which has so far proved to be our most profitable year. In these 6 months, the South Office has excelled both in its already expansive KE Business as well as its blooming Private Business setup. Record breaking Order Intake numbers have been achieved with new business partnerships being formed

and the teams's reliability, dependability and trust growing in stature. This has contributed towards the unprecedented positive figures being reported by South Sales Team and hopefully this upward trajectory will continue to hold firm in the second half of this fiscal year with same momentum.

This turnaround saw the restructuring and reshuffling within the South Regional Team with the addition of new faces as well as growth of key individuals for new job roles and responsibilities. In December 2020 fresh graduates, Mr. Areebuddin Ahmed and Mr. Ahmed Hasan joined the Private Sales Team, adding value to the existing group with their energy and inquisitiveness.



KIOSK *Substation*

PEL is the pioneer in the manufacturing of bolted/welded kiosk-type sub-station for almost 30 years. It is defined as enclosures containing low voltage switchgear, transformer & medium voltage switchgear, connections, and auxiliary equipment to supply power from a transformer.

Recently, PEL developed customized outdoor type 11KV Switchgear for its valuable customer. The result was a unique kiosk type sub-station 7 meters long following relevant international standards for placing medium voltage switchgear in this kiosk. This medium voltage switchgear can be made suitable for operation in outdoor conditions.



Chief Minister Gilgit *Baltistan Visit at PEL*

Business expansion is a continuous process and benefits a country's economy in many different ways. PEL keeps tapping the markets and focuses on providing solutions to its customer.

Gilgit-Baltistan Chief Minister Khalid Khurshid, after being elected, has focused on upgrading the power distribution system and modernizing the billing mechanism of GB. CM - GB showed interest in AMR meters used for detailed analysis and billing purposes. Therefore, PEL's Management invited him to visit PEL and its production facility of energy meters and transformers.

Murad Saigol - CEO, Zeid Saigol – Director Power Division, Manzar Hassan - Director Finance, Irfan Babar – Sr. GM Manufacturing Transformer, and Bilal Mahmood - Senior Manager Production (EMP) welcomed and accompanied him on a facility tour. Both parties exchanged positive notes and agreed on developing cooperation in future.



Evolution of Lean Management Program in Appliances Division

Creative thinking is the foundation of a continuous improvement system whereas, Kaizen is the vital principle and pillar of Lean Management that drives people to think differently. According to Taiichi Ohno, father of Toyota Production System (TPS).

“**People don't go to Toyota to work, they go there to think.**”

It is now more than four years when Kaizen and 5s programs were initiated in AD. Since then, it has been continuously developing and reshaping the Lean Management Program. As Kaizen has based on small step improvements, Kaizen Steering Committee also planning to initiate lean projects under the umbrella of the Lean Management Program. This year many initiatives have also been started like Energy Management Council (EMC), Supplier Improvement Program (SIP), and Safety council. The key objective of the Supplier Improvement Program (SIP) is to engage suppliers so that they understand PEL requirements. Besides Kaizens related to 5s and Safety, there is also a need for raising Kaizens concerning Energy Saving Smart solutions; which will be catered in the future.



Accumulative Cost Saving



Accumulative No. of Kaizens



4th Annual Ceremony



Celebrating Kaizen Program Success in AD





Dealer's *Convention 2021*

Corporate events help to foster and strengthen interpersonal relationships, build loyalty, and ultimately in achieving sales targets. They serve as a great networking opportunity to existing and potential customers and strengthen the ties between employees themselves. Despite the rise of new technologies and the virtual environment, face-to-face interaction remains

one of the most effective ways to get new customers and close sales agreements. 1200 dealers attended Dealer's Convention 2021 that was held in March, in 3 cities, with one mission and one goal to take PEL forward. For recognition of dealers and in celebration of successes and achieved objectives, tokens of appreciation were distributed.



Floor Salesmen *Trainings Across Pakistan*

Floor Salesmen (FSM) Trainings on PEL and Panasonic Air-Conditioners were conducted across Pakistan in the month of June and July 2021. Training were also provided to Zonal Sales Team.

Basic purpose of these trainings was to motivate and educate FSM about PEL's and Panasonic AC's performance and USPs, resolve and clear FSM queries regarding the product, comparison of PEL and Panasonic Air-Conditioners performance indicators with competition.

Branded giveaways were also distributed to the audience.



پیل دوست

پیل دوست پالیسی کے تحت پاکستان کے مشہور و معروف گروپ ممتاز الیکٹرانکس گروپ پیل کے اوڈیٹوریم میں پوری ٹیم کے لیے پروڈکٹ ٹریننگ کا اہتمام کیا گیا۔ جس میں گروپ کے چیرمین محترم کاشف بھٹی اور ان کے بھائی عاصم نذیر بھٹی نے بھی اپنی ٹیم کے ساتھ شرکت کی۔

پیل سیلز اینڈ مارکیٹنگ ٹیم نے ممتاز گروپ کی ٹیم کو تمام پروڈکٹ کی نالج منراہم کی تاکہ ممتاز گروپ کے ذریعے پیل پروڈکٹ بہتر طریقے سے کسٹمز کو پہنچایا جاسکے۔ اس ٹریننگ میں دونوں ٹیموں نے (الممتاز اینڈ پیل) سال 2022 کی پلاننگ کرتے ہوئے ایک دوسرے کے ساتھ تعاون کا یقین دلایا۔ ممتاز گروپ نے اپنے برانڈ کو پیل برانڈ سے منسلک کرتے ہوئے پیل برانڈ کی پروموشن اور سال 2022 میں بہترین شیئر کی یقین دہانی کروائی۔

آخر میں سی ای او ممتاز گروپ نے اپنی بات کرتے ہوئے کہا کہ :

اس پروگرام سے پیل اور ممتاز گروپ دونوں کا فائدہ متوقع ہے اور اس طرح کے پروگرام اکثر منعقد ہونے چاہیے تاکہ آنے والے وقت اور حالات کے تقاضوں کو پورا کیا جاسکے۔





Quality for Sustainability

Routine Pre-Delivery

This year Quality Department took an initiative to start Pre-Delivery Inspection (PDI) of units available in Warehouses all over Pakistan. Quality teams visit warehouses each month and perform PDI on random sampling basis of stock available of all products. Based on which Quality Index Ratio (QIR) is calculated for each product and reports are shared with all stake holders. From January 2021 to June 2021 Quality Index Ratio (QIR) was observed to be 98.5%. This activity provides us the insights of a product's quality and helps to identify improvement areas that need to be focused. It also helps to lay the framework of improvement and corrective actions which needs to be implemented. One of the corrective action taken was the Grass-Root Level trainings to be given to the core-team.



Grass Root Level *Training Program in AD*

In view of PDI conducted in warehouses all over Pakistan, ten training sessions were organized in Appliances Division and over 1300 frontline workers, inspectors, foremen, and supervisors were provided with faults awareness trainings and counselling with reference to the PDI observations and quality feedback received from market and customers. Trainings were anchored by Assistant Manager Quality Mr. Asad Luqman Gill and concerned Quality Engineers.



“What Gets Measured, Gets Managed”

– Peter Drucker

Service Center Self-Evaluation Program 2021

Customer Services Department is always in pursuit of continuous improvement in Service Operations, Quality, and Customer Experience at Service Centers. CSD has taken the initiative and introduced Service Centers Self-Evaluation Program in 2021 to be conducted by CSD Head Office Team with the following objectives:

- IMS implementation at all Service Centers.
- Set operational standards.
- Ensure uniformity of service operations at all Service Centers.
- Gather market feedback regarding after-sale services from sales offices.
- Elimination of audit objections.
- Improvement of overall service operations.
- Training of Service Center staff on Policies & SOPs.

Ms. Amna Khan, Service Operation Executive, and Ms. Rahila Khan, Senior Planning Executive visited Service Centers across Pakistan and supervised this evaluation.

The evaluation was conducted on the following sections:

- Facility • Operations • Technical
- Spare Parts • Accounts

This evaluation was of great help in differentiating the loopholes and areas for improvement. Before and after results of each evaluation were recorded. The reference of CSD's Policy, Procedure, and SOP was mentioned against each evaluation description against which evaluation was conducted to maintain transparency.

CSD has broken the gender barrier to become a role model for competitors by promoting females' visits nationwide for evaluating performance & providing excellent after-sales services to customers and encouraged the team to strive for excellence in the following areas:

- Communication skills
- Teamwork
- Creativity and Innovation
- Flexibility and Problem Solving



Put Safety First

Prevent the Worst

EXTERNAL AUDIT OF PEL IMS AND TRANSITION ON NEW STANDARDS OF OCCUPATIONAL HEALTH & SAFETY (ISO 45001:2018)

An Integrated Management System (IMS) combines all aspects of an organization's systems, processes and standards into one complete framework, enabling an organization to work as a single unit with unified objectives. PEL IMS system is also developed on such framework which meets the needs of various management systems established for multiple products business. In this regard, External Audit has been conducted every year to evaluate the effectiveness of PEL IMS system on all three standards of Quality Management, Environmental Management System and Safety Management System. This year QHSE department has also done efforts for the transition of new standards of Occupational Health & Safety Management System.



RE-ACCREDITATION AUDIT OF DISTRIBUTION TRANSFORMER TESTING LAB CONDUCTED BY PAKISTAN NATIONAL ACCREDITATION COUNCIL (PNAC)

To maintain the accreditation status of PEL Transformer Testing Lab, PNAC conducts audit every year to evaluate the working of lab in the light of international standard ISO/IEC 17025:2017. This year QHSE department along with Lab team performed number of activities including internal audit arrangements, Management Review Meeting (MRM), trainings etc. as per standard requirements in order to maintain its accreditation status.



CUSTOMER AUDITS & REGULAR PRODUCT QUALITY AUDITS

Customer & Product quality audits are detailed review of how company is perceived by its customers, a review of each customer's needs and evaluation of the company as per their requirements and regulations. QHSE department has also played its vital role for the clearance of General Electric (GE) SRG audit, PSQCA audit for the renewal of Energy meter license and also provided extended support to Deep Freezer and IR&A department for the preparation of upcoming The Coca Cola Company (TCCC) SGP audit to strengthen the company's brand image.



EMERGENCY PREPAREDNESS AND RESPONSE TRAININGS

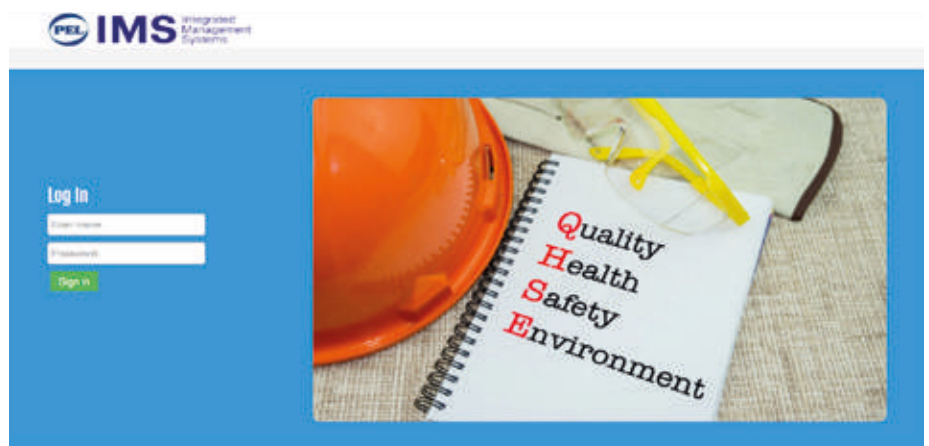
Preparedness for the emergencies is the process of turning awareness about natural hazards and risks faced by employees in order to improve their capability to respond and recover from disasters. In this regard, QHSE department has also arranged training & awareness session for its Emergency Response Teams (ERT) by RESCUE 1122 to enhance their capabilities to tackle any emergency situations in a professional manner. QHSE department has also managed the investigation teams of RESCUE 1122 & Civil Defense during the fire investigation process.



Launch of New PEL Integrated Management System Portal

PEL IMS Portal is the backbone of our documentation excellence and reflection of our integrated system into our processes. Focusing on continual improvement and to meet the future challenges with updated technology, PEL IMS has been upgraded on new server by using web based technology. The upgraded version of PEL IMS Portal will enable more user friendly interface with enhance features e.g. easy accessibility, quick retrieval of documents with additional filter selections and also provide Safeguard against confidentiality.

This technological up-gradation allows to automate more processes like Corrective Action Reports, Incident Analysis, Internal IMS Audit closures etc.



Industrial Relations & Administration

Covid'19 Vaccination Camp

Amidst the third wave of COVID'19, awareness and in turn demand for the COVID'19 vaccine has increased. PEL being the trendsetter, became the first company across the industry to roll out COVID Vaccination Drive for its employees and their families.

Admin team took special approval from the Government of Punjab for this drive. After that, the Primary & Secondary Health Care Department arranged two camps to administer both shots of vaccination in the PEL Unit 1 vicinity. Health care workers were present till 10 pm every day to facilitate employees working in different shifts. We received an overwhelming response and approximately 6500 employees and their families were vaccinated through this drive. PEL team warmly welcomed all families and; served refreshments to them. The feedback of this whole drive was remarkable and, lots of appreciation was received by all the guests.



Pension Cards

IR&A Team managed to arrange pension cards with the support of Employees' Old-Age Benefits Institution for 60 retired employees. A ceremony was also organized for honoring their contributions and the distribution of cards.

Fair Price Shop Automation System:

With the help of the Information Technology Dept, PEL's Fair Price Shop system was fully automated. Because of this, can keep track of ration's inventory and complaints related to this will be down to 0%. Further, in-out details and availability of material can be accessed easily.

Dowry Article



The dowry article aims to provide financial assistance to PEL employees on the happy occasion of their daughters' marriage.

In this regard, PEL provided the precious household (Fridge & Oven) to its 35 employees from Jan 2021 till Jun 2021.



Confirmation of Employees

Confirming an employee makes him feel a part of the system and boosts their morale. Keeping in view the performance, 174 employees were promoted to Permanent Category in May-2021. These employees worked zealously and achieved production targets.



Rescue 1122 Training

Rescue 1122 facilitated a practical training session for emergency response functions such as first aid, control bleeding, fracture management, shifting protocol, and firefighting. Participants were also provided with practical demonstrations of the techniques for handling different types of emergencies.



Pak Africa Trade Development

Conference and Exhibition 2021

2nd Pak Africa Trade Development Conference and Single Country Exhibition was organized by Trade Development Authority of Pakistan under the 'Look Africa Policy' of the Ministry of Commerce, which was launched in 2017. The business conference was inaugurated by His Excellency Advisor to Prime Minister on Commerce Mr. Abdul Razak Dawood and Governor of Lagos His Excellency Mr. Babajide Sanwo-Olu along with high dignitaries from Nigeria and other government officials of ECOWAS region. Mr. Muhammad Saleem and Mr. Jahanzaib Minhas from the Export Power Division Department participated in the organization on 23rd to 25th of November 2021 at Eko Hotel and Suites, Lagos Nigeria.

1) The outcomes of these events

With attendees from all over Nigeria, this exhibition offered opportunity for exhibitors to study the market demand, new areas of business and strengthen existing customers relationship. This exhibition helped us to explore more business opportunities especially in Nigeria and ECOWAS region.

2) This interactive activity created the following impact

- Penetration in the neighboring markets
- Market demand and size are now known
- Competitor's information and their strength in the market now known.

3) Worldwide trends in Power field or anything that you observed and deem it worth sharing etc.

Nigeria is Africa's biggest market and this exhibition facilitated access to challenging and hard to reach markets through partnerships with distributors and agents. Nigeria has huge potential and demand in the power sector with installed capacity of only 12500MW with the population of over 200million.



Pakistan-Tajikistan *Business Forum*

Date: 15th to 16th September 2021

Venue: Dushanbe, Tajikistan

Participants: Mr. Muhammad Saleem

Pakistan-Tajikistan Business Forum was organized by the Ministry of Commerce and TDAP to be held tentatively on 15-16 September 2021 at Dushanbe. After arriving in Dushanbe, H.E the prime minister of Pakistan Mr. Imran Khan inaugurated the maiden meeting of the Pakistan-Tajikistan Business Forum, for which a group of Pakistani businessmen have also travelled to Tajikistan.

A total of 67 companies from Pakistan and more than 150 Tajik companies participated in the Forum. A large number of B2B meetings were held among companies representing Engineering, Textiles, Pharmaceuticals, Leather, fruits and vegetables, processed food, Transport and Logistics, construction, education, Tourism and Mining. Fifteen MOUs were signed for Joint Ventures and many orders were booked by Pakistani exporters.

Mr. Muhammad Saleem (Manager Exports) attended this business forum. He met with different Tajik businessmen to discuss business opportunity in Tajikistan related to Power Sector. Tajikistan has huge potential in power sector with a market of 9.7 million people. PEL hired a Sales Executive to explore the market more in detail for both its Power and Home Appliances products.



Pakistan-Uzbekistan *Business Forum*

Date: 15th to 16th July 2021

Venue: Hyatt Regency Hotel, Tashkent

Participants: Mr. Muhammad Saleem

Ministry of Commerce and Trade Development Authority of Pakistan organized Pak-Uzbek Business Forum in Tashkent, Uzbekistan on 15th July, 2021. H.E Prime Minister of Pakistan, Mr. Imran Khan inaugurated the business forum.

The purpose of this initiative was to bring the businessmen of Pakistan and Uzbekistan under one roof to explore ways to enhance trade and investment. H.E Advisor to the Prime Minister on Commerce and investment Abdul Razak Dawood presented bilateral trade opportunities and signed MOUs, preferential trade & transit trade agreement.

Mr. Muhammad Saleem (Manager Exports) attended this business forum. He met with different Uzbek and Pakistani delegates, Chambers officials and associations and discussed the possible ways to promote our products (power as well as appliances). Uzbekistan has important geo-economic location, a market of 34 million people and easy access to Central Asian states through Uzbekistan.





Independence Day

Independence can only be celebrated with the Passion!

At PEL Independence day is celebrated with the great zest and zeal every year executing different activities and competitions. This year there were three competitions, one was to decorate the department, second was to shoot the National Anthem video – which was sung by the teams, third was to dress up according to the Pakistan's culture.

Decorating the department activity started a week before the Independence Day. Every team member participated in this activity and decorated their departments in such a way that every wall of PEL was presenting the colors of Pakistan. The efforts and team work behind this activity can be seen in the final décor of every department. The awards were presented to the best decorated departments.

HR received an overwhelming response from every department for the National Anthem video. Finance and Accounts team shot the best video in which they sung the National Anthem beautifully.

Dress up competition was won by the three employees of the PEL. Two team members of Marketing Private Sales Power Division, Mr. Hamza Zaman – Sales Engineer and Mr. Mujtaba – Sales Engineer and one team member of Quality-Health-Safety-Environment (QHSE) department, Ms. Maryam Nawaz costumes were presenting the beautiful cultures of Pakistan.

PEL Unit II decorated the Factory and every department and organized a Cake cutting Ceremony. Areas Team decorated their offices and were connected throughout the day with Head Office digitally.



Industrial Relation & Administration Team presented the 10 Motor Bikes to the PEL Workers through ballotin .





Maersk & PEL Collaboration for *Supply Chain Management Solutions*

In a constant effort to provide our customers with the best products and services through innovation and collaboration, PEL collaborated with Maersk Pakistan. Through this strategic partnership PEL aims to optimize the supply chain management and would like to continue to serve our customers the best way possible.

"At PEL, we believe to excel in providing engineering goods and services through continuous improvement. SCM providers are plenty, but with Maersk, we get to operate within a strongly established network that covers end-to-end logistics as well. We are looking forward to a close and strategic partnership with Maersk going forward and building more on the success of this SCM solution." Manzar Hassan – Chief Financial Officer of PEL.



"We are in the business of integrated container logistics with a mission to simplify our customers' supply chains. We want to provide complete logistics solutions to our customers so that they can focus on their core business. The SCM solution for PEL is a step in this direction and we are looking forward to playing a role in the successful growth of our customer." Aruna Hussain – Managing Director, Maersk Pakistan

COOLING KA —NAYA— STANDARD

PAKISTAN'S FASTEST
COOLING REFRIGERATORS
WITH



*Based on internal testing and benchmark



Change your life

PEL FAMILY

International *Women's Day*

International Women's Day is a day to celebrate all women and what they have contributed not only to society but to the lives of people around them. For each IWD there is a theme picked to highlight something different each year, and 2021's theme was "Choose to Challenge". This theme was a reminder that a challenged world is an alert world and individually, we're all responsible for our own thoughts and actions – all day, every day. We can all choose to challenge our potential. We can all choose to seek out and celebrate women's achievements. Collectively, we can all help create an inclusive world.

PEL is creating women empowerment by accepting and utilizing the strengths that they bring to the workplace. We're proud to say that our line managers and heads of department are empowering PEL's females and helping them to become active and equal members of the society.

This year PEL commemorated women's day with PNY Pink; along with their CEO and speakers. Ms. Zuha Tahir, an expert nutritionist, took the opportunity to get across the idea of how to strike a work-life balance in the contemporary world. Then Ms. Suhaira Sajid uplifted the event while inculcating make-over tips, dressing up techniques in line with the workplace culture.



Mr. Ali Kamran – General Manager HR concluded the day while giving a message of spreading positivity, confronting the misogyny, feeling stronger, and encouraging them to maintain their own identity.

Huge gratitude to Mr. Shoaib Sultan – Head EPC for giving us a chance to watch a masterpiece "Darya K Iss Par" written and directed by him, which depicts the typical cultural behavior of society towards mental illness.

The day ended with the pledge to make this society, place, company a better place to work and show skills.





اس مشکل صورت و حال میں پیل کے ہر مندر کی کارکردگی، کاوشیں اور یک جہتی نے یہ ثابت کر دیا کہ ہم سب کا پیل سے صرف ایک کمپنی کی ہی نسبت نہیں بلکہ پیل کے لیے گھر جیسے احساس رکھتے ہیں اور سب ملازمین "پیل فیملی" کی حیثیت رکھتے ہیں۔

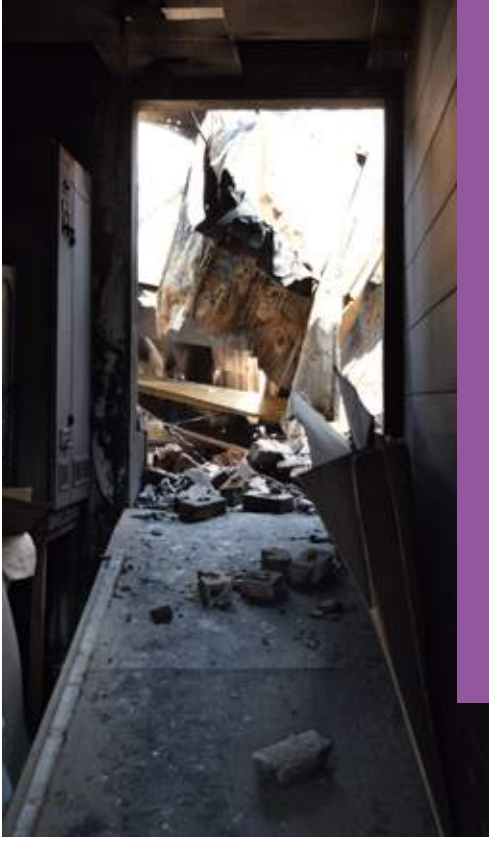
پیل اپنے ہر امپلویء ورکر اور ٹیم ممبر کا شکریہ ادا کرتا ہے کہ جنہوں نے پیل کو پھر سے آباد کیا۔ اور اپنی بے پناہ کاوشوں سے تمام نقصان کو پورا کرنے کا بیڑا اٹھایا۔ پیل کے ڈیپارٹمنٹس نے اپنی ذمہ داری کو بھرپور نبھاتے ہوئے ہر کام کو بروقت اور بہترین طریقہ سے سر انجام دیا۔



متحد کاوش، متحد کامیابی

24 اپریل ہفتہ کی صبح جیل فیکٹری کے ایک پروڈکشن سیکشن میں اچانک آگ کے کچھ شعلے بھڑک اٹھے۔ اس آگ نے ارد گرد کے کئی اور سیکشنز کو بھی اپنی لپیٹ میں لے لیا۔ اس آگ نے نہ صرف فیکٹری کے کچھ حصے اور جیل پروڈکشن کے کئی حصوں کو نقصان پہنچایا بلکہ بہت سے ورکرز کی محنت ہر ڈپارٹمنٹ کی کاوشیں اور حسابی ڈپارٹمنٹ کی خدمات کو بھی متاثر کیا۔ اس وقت جیل میں موجود ورکرز نے بھرپور ذمہ داری کا مظاہرہ کرتے ہوئے جیل انتظامیہ اور ریلیکیو 1122 کو اطلاع دی۔ سب سے پہلے متاثرہ سیکشن میں سے تمام سٹاف کو فوری طور پر مگر مکمل احتیاط کے ساتھ نکال لیا گیا جس کی وجہ سے جیل کسی بھی قسم کے حبابی نقصان سے محفوظ رہا۔ فوری احتیاطی تدابیر کو اپناتے ہوئے اس آگ کو بجھانے کی کوششیں جاری کر دی اور اسی دوران جیل کے ہر ڈپارٹمنٹ اور سیکشن سے امپلویز اور میٹرز بھی فیکٹری پہنچے۔ جیل کی تمام مینجمنٹ اور سٹاف نے ہر لحاظ سے حصہ لیا۔ مگر جیل نے اپنی ہمت اور جبرأت سے یہ ثابت کر دیا کہ نیک نیتی سے کی جانے والی محنت رائیگاں نہیں جاتی۔ اسی واقعہ پر مراد صاحب نے کہا:

"خدا کا شکر ہے کہ اس نے ہم سب کو محفوظ رکھا"



PEMA Premier League *PPL 2021*

This year Pakistan Electronics Manufacturers Association - PEMA organized an action-packed three days cricket tournament for all member companies at Bahria Town Cricket Academy from 19th Feb - 21st Feb 2021. A total of 14 companies participated in the tournament.



PEMA made event management and organizing committee and, the following PEL Staff was the part of the committee:

- Raja Mukkaram
- Sarmad Mehmood
- Muhammad Sharif
- Arshad Ali
- Afzaal Butt
- Khalid Zaheer
- Muhammad Taimoor
- Muhammad Farooq
- Asif Bhatti
- Allah Ditta

The final match took place between Orient and Electrolux and later won the match. Winning and Runner Up Team was provided with trophy and shield.

This kind of event will not only provide a recreational activity among members but will surely provide an opportunity for the Home Appliances Industry to put across a message to exhibit & promote unity and encourage the members for joint representation.

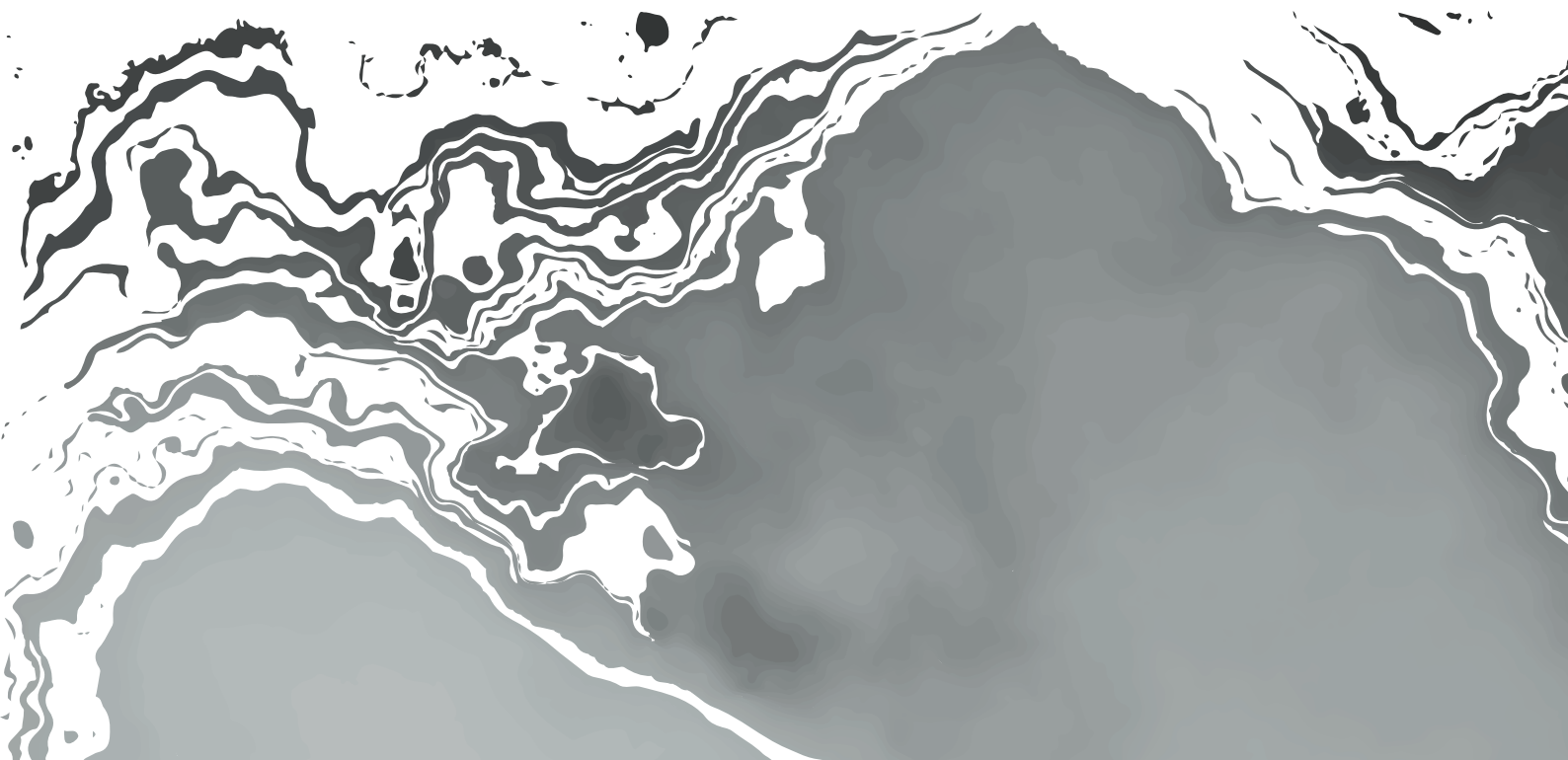


In the Memory of Mr. Amer Fayyaz Khawaja

We all have been saddened beyond words at Mr. Amer Fayyaz Khawaja's untimely demise. He had an immediate positive impact when he joined Pak Elektron Limited about 26 years ago. He initiated and implemented much in his role as a Manager Budgeting and contributed significantly towards the company. His work will not be forgotten. He has indeed left behind a real legacy, which will affect the way we do things at PEL for a very long time to come.

We can only imagine the depth of the void that his passing away will leave for his family. I hope that the time and memories will help lessen the burden of the family's sorrow and; they may draw some measure of comfort knowing that we as an organization also care about their loss. PEL bows its head in honor of Mr. Amer Fayyaz Khawaja and extends its condolences to his family.

His attitude and responsiveness towards his work showed dedication and pure intentions for the advancement of his team and the PEL. We altogether are unable to say a single word for him that can portray and show a little bit of his diligence and loyalty. Only what we can say is "Thank You" and there will be a lasting impression and inspiration that you left behind for us to work like you.



In the Memory of Mr. Irshad Khan Khattak

These words are written to honor the contribution of Mr. Irshad Khan Khattak who worked at Pak Elektron Limited as Manager Coordination. During his 17 years tenure at PEL, he worked with integrity, honesty, and achieved many milestones. He had a great talent for serving his colleagues and the community with generosity and heart. He made too many friends count during his time at PEL. He was well-known in the company through his years of active involvement in the achievement of the company's mission. PEL pays tribute to him and their name will always be remembered in the company for his dedication and legacy.

People come to the world, live, and leave, but there are very few who stay in hearts forever because of the impact and influence they leave behind.



ART & INTELLECT CORNER

Book Review of "Mastery: The Keys to Success and Long-Term Fulfillment"

By M. Adnan Shahid Transformer Engineering Dept.

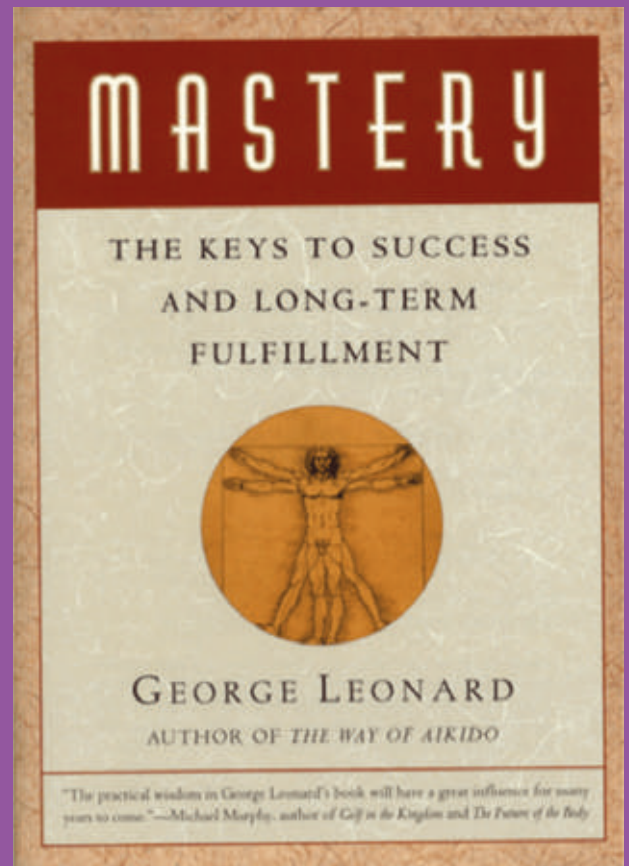
This evergreen self-help book is a gem for those who consider perseverance as their signature strength. As the name suggests, the book is all about developing and maintaining mastery and fulfillment in any walk of life without quick fixes and shortcuts. The author first offers the reader to choose him from three stereotype characters as dabblers, hackers, and obsessive. None of these behaviors led to fulfillment in life. The way to mastery is defined as a journey on a plateau where you get surges of achievements however, you keep appreciating and enjoying the path with '5 Master Keys' even in the absence of extrinsic reward. Those keys are Instruction (learning), Practice (mindful repetition), Surrender (to fundamentals), Intentionality (mind and body aligned), and the Edge (pushing yourself beyond known limits). The most interesting part of the book is about dealing with Homeostasis – resistance to change. Once you are set for the master's journey, you will come across this strong opposition that not only speaks in your head but also through the people around you. It will try to bring you back to the 'normal' and make you feel comfortable by not confronting the change. Succumbed by this, one may backslide. The best technique to deal with it is to be conscious, acknowledge its presence, and be willing to negotiate with it. To get constant energy on the journey, you need to maintain physical fitness, set up priorities, make or impose commitments, and take actions to fulfill them.

Some worth considering quotes from the book are:

“

If our life is a good one, a life of mastery, most of it will be spent on the plateau. If not, a large part of it may well be spent in restless, distracted, ultimately self-destructive attempts to escape the plateau.

Truth-telling works best when it involves revealing your feelings, not when used to insult others and to get your way.



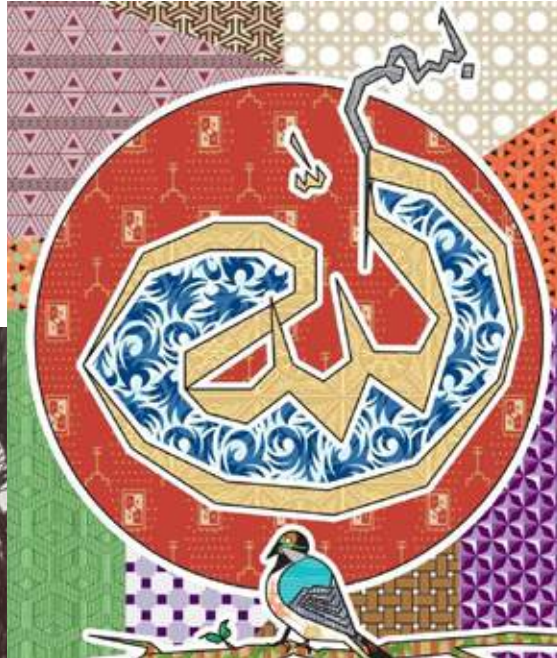
“

To learn is to change. Education, whether it involves books, body, or behavior, is a process that changes the learner. It doesn't have to end at college graduation or age forty or sixty or eighty.

Sketches by

**Muhammad Waleed
Bin Kashif**

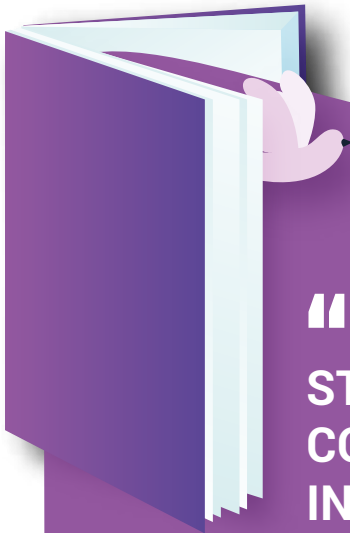
Engineer Ref Door -
Assembly



Q
♥



Storytelling *an Art*



“

**STORIES ARE THE CREATIVE
CONVERSATION OF LIFE ITSELF
INTO A MORE POWERFUL AND
MEANINGFUL EXPERIENCE.**

The art of storytelling can be a powerful tool in the hands of business people, as it empowers them to transcend the confines and tropes typical of business, and to start breaking boundaries with a powerful narrative to support their message. In the two decades since storytelling was called the “sensemaking currency of organizations,”

I am sure that storytelling can be especially powerful when used for business communication. The story arc lends itself to the polished form of advertising formats. A storytelling structure can be used also to organize conferences, orientations and conventions. The typical three-act schema can also enable powerful communication inside the company and can be used by managers dealing with change management and in HR. Having faith in this I would really like to share my own short story of life when I went for a Bollywood movie “Goal”, with my family in 2007, that movie created great impact on my personality and from that day onwards, I never give up on my passion no matter how hard is to keep up with it, I maintain it with persistence and determination without making excuses and by the grace of Allah Almighty I am mostly able to achieve it.

Storytelling plays a role in institutional communications and in PR, where a well-constructed narrative can change the views of lawmakers and influence the public at large. I have seen that Great leaders usually are also great storytellers because they know that ideas stick better if they are delivered through a story. I believe that Storytelling in the corporate world can be used in our organization while drafting press releases, preparing corporate presentations, creating content for the end users or for the employees. The outcome of any ad, article, presentation, video will be enhanced by the use of the right storytelling knowledge. Self-knowledge is the root of all great storytelling. After I started liking this concept, I question myself, “If I were this character in these circumstances, what would I do?”. So, the more you understand your own humanity, the more you can appreciate the humanity of others in all their life struggles.

Written By: Maham Zahid
HR-Business Associate

Poetry

آگ میں کچھ ایسے کوزے رہ گئے تھے
چپاک پر مجھ سے گھسروندے رہ گئے تھے

کھڑکیوں سے آنا جانا ہو گیا تھا
گھر کے دروازے کھٹکتے رہ گئے تھے

جن سپراغِ حباں سے کب کا چپکا تھا
سب مری مٹی کھرپتے رہ گئے تھے

رنگ پکے بھسر دیے رنگاز تو نے
پر مرسے دھاگے جو کچے رہ گئے تھے

ہوتے ہوتے ہم کسی کے بھی نہیں ہیں
وہ ہمارے ہوتے ہوتے رہ گئے تھے

ہم نے اپنے آپ کو خود ڈس لیا تھا
آستیں کے سانپ تکتے رہ گئے تھے

روح نے اپنی غذا چھکا کے لے لی
ایک دو سکے جو کھوٹے رہ گئے تھے

میں گرج کر چپ ہوا تو دیکھتا ہوں
اور بھی بادل برستے رہ گئے تھے

داحنلہ اسکول میں میرا کرا کر
گھر میں تباہ دو کھلونے رہ گئے تھے

جس جگہ رہ کر رہا جاتا نہیں ہے
ہم فقط تیرے بھروسے رہ گئے تھے

بتلیاں جو جو بتائیں اڑ گئیں وہ
ہم پہ مرنے کو پتے رہ گئے تھے

کیا بتائیں ترک الفت کی کہانی
انگلیاں یارو چٹختے رہ گئے تھے

سنڈریلا یاد ہے تجھ کو کہ اک شرب
میرے در پر تیرے جوتے رہ گئے تھے

By: Arslan Ahmed

Assistant Manager
Design Power Division

Journey of Managing *Oneself to Managing Others*

In 2020's appraisals, PEL's management applauded the efforts of all employees and approved promotions of those who proved best of themselves. HR Team asked them to share their experience of this journey of managing themselves to managing others.

Muhammad Usman Sultan Assistant Manager Inventory Customer Services

I became a part of the PEL Family in 2013. The inventory Management job is a demanding endeavor. Stock levels fluctuate and, customers' demand can be dynamic. But still, with the support of my line manager, I was able to handle all the challenges. All efforts were rewarded in terms of promotion and, it was the happiest moment of my life.



Bilal Aslam Assistant Manager Industrial Relations & Administration

I started my career at the E3 level & it took ten years to reach M1. The working culture of PEL is very competitive & professional. Seniors are very cooperative, helpful and provide an extensive level of support. I like to stay here for a long time.

Khalid Sharif

Assistant Manager

Corporate Sales

I became a part of the PEL Family in 2005. My journey started from day first, when I started thinking about getting the maximum productivity and efficiency from myself. In the pandemic, I went the extra mile and achieved 120% of the target. My efforts were appreciated my promotion is the recognition of management.



Muhammad Afzaal Butt

Assistant Manager

Industrial Relations & Administration

I became a part of the PEL Family in 2014 in Industrial Relations & Administration Dept. Most people think that the administration job is thankless, however, it gives immense pleasure to accommodate employee needs with the best possible options. My promotion is the recognition from the management of my services here.



Haris Rasool

Assistant Manager Design

Distribution Transformer

I became a part of the PEL Family in 2012. Till yet, I love what I do at my workplace. The best part about this journey is to face new challenges and devise methods to solve them and; as an engineer, nothing can be more fulfilling. Saying this, the only change I have felt after being promoted to M1 is the increase in expectation from me, which makes doing my job all that interesting.



Nuaman Latif Khan

Assistant Manager

Oracle Development
Information Technology

I became a part of the PEL family in 2016 as a Sr. Oracle Business Intelligence developer. During this time, I utilized my skills in different domains and, management showed confidence in me. I would like to say that the management at PEL acknowledges and recognizes the abilities of brilliant and hardworking employees by bestowing them with several rewards.



Farhan Ali

Assistant Manager Pvt. Sales

MKT Pvt. Sales Power Division

My transition to a front-line management position has been an exciting one with continuous learning and self-development being integral components along the way. I can envision the challenges and focus from the perspective of PEL's management to keep the company policies and systems going at the optimum level. I sincerely believe that my experience with PEL in an executive cadre has groomed me professionally by providing the vital tools to grow and evolve into my current capacity.



Asad Rasool

Assistant Manager Refrigerator

Manufacturing Appliances Division

I became a part of the PEL Family in 2012. My journey from Production Engineer to Sr. Engineer was full of experiences and lessons. I choose this area because it keeps accelerating and is vital for the growth of the economy. I have learned a lot from my nine years journey here and still like to serve PEL.



Muhammad Shahbaz Ul Haq

Sr. Branch Manager

Sales Appliances Division

The journey began with a single step, but the steady rise in ranks can be credited to my perseverance, determination, and most of all, the organization's trust and belief in me. I joined PEL in the 2013 Sales Dept as Area Sales Officer. With a consistent pace, I kept on achieving targets and fulfilled the commitments. Now when I look back, I feel great pride in my decision of choosing PEL for my career growth.



Muhammad Hamayoun Atta

Assistant Manager

Accounts

I am happy to be in my new position under the guidance and support of my seniors as it has been my aspiration. I joined in 1995 as Trainee Accounts Assistant. In 25 years, I improved myself gradually and kept exploring to add value to my work. I firmly believe that management will acknowledge my efforts in years to come.



Muhammad Tanzeel Bashir

Assistant Manager

Vendor Development Appliances Division

PEL is growing at a faster pace in Appliances Industry despite global challenges particularly the Covid-19. Overall experienced staff fastened with an extraordinarily competent Top Management has significantly paved an excellent way of learning to me. Throughout my journey to PEL, it is made clear that an employee is an asset to this organization, hence growth is beneficial to both parties. I am excited to be a part of the ever-growing PEL.





Khurram Saleem
Sr. Branch Manager
Sales Appliances Division

It feels me proud that at such a young age, I have become a manager. And this is not only the confidence given by the company but also my endless efforts, passion, and love for work which even gives a positive vibe to my subordinates and colleagues. I am still motivated and giving my maximum as my goal is to be higher and higher.



Nabeel Iqbal
Assistant Manager
Development Appliances Division

Well, it has been quite a learning experience, as I believe one should gain enough knowledge and experience to reach a significant position in life. I am looking forward to more challenges and opportunities to polish myself for future endeavors.



Abdul Ahad
Assistant Manager
Finance

I joined in the executive grade in 2012. The guidance and support of my seniors have always been my inspiration. My promotion in M1 grade, after completing CMA in 2018, is a twofold joy as it happened within two years. All these years, I kept developing myself and looking for opportunities to add value to my work and department.



Akmal Siddique
Assistant Manager
Internal Audit

A wonderful feel of achievement, responsibility and ownership.

Success is no *accident!*

Mr. Ali Javaid is working in the IT department as IT Assistant and performing tasks related to networking. He joined PEL as a laborer and eventually became a tech guy. How did it happen? HR Team had a chat with him and now presenting his story.

How did you start your career at PEL?

I lost my job at the start of 2020 and was struggling to find a new job. I heard about the seasonal hiring of labor at PEL. I was in much need of a job so applied for it and, got hired as a Laborer in Manufacturing Dept. It was a difficult decision for me but there was no other option. While working over there, I heard about the apprenticeship program and decided to apply for it. I was selected for IT dept and started working over there. I was very optimistic and passionate about learning and getting skills in my field. After a year, my team members appreciated my work and offered me a permanent position.

How do you see your career progression at PEL?

I feel excited about my job and see myself as an expert in the field of IT. PEL provides several learning opportunities which help employees develop skills. I am confident that PEL will be a significant learning institute for me and I will add value to my dept.

How are the culture at PEL and any view about your team?

I have spent almost two years and, there was not a single day spent without learning. The culture here is progressive, nurturing, and flexible. All the engagement initiatives such as cricket tournaments, celebrating national events, and different skills development workshops make me driven always. My team consists of supportive & collaborative people from whom I have learned a lot. I would like to thank Mr. Faisal Kaba, Mr. Imtiaz Ahmad, Mr. Abdullah Mateen, and Aftab Ramzan for their continuous support. Above all, I'm thankful to Allah Almighty who takes the best decisions for us.



REVOLUTIONIZING THE LEARNING & ENGAGEMENT AT PEL

“

**Have a Break,
Have a Learning**

Advance Excel Workshop

PEL believes that Learning and Improvement is the key to perform the best. Continuous Improvement is one of our core values that's why PEL always drives opportunities for the PEL Family to learn and master the skills to perform the best. PEL Learning & Engagement Team arranged 6 in-house sessions for PEL Family to Master the Advance Excel Skill. Muhammad Usman Sultan (Assistant Manager – Inventory CSD) delivered his expertise in a designed approach.



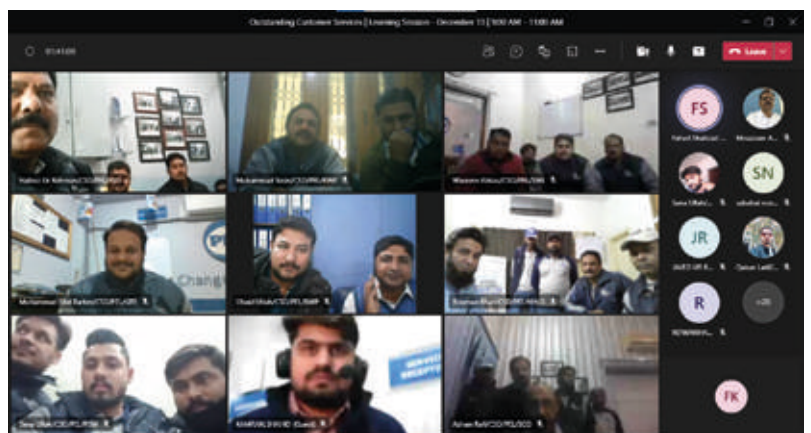
Mastering the Power Point 365

Continues Improvement is not just the mission but the culture of PEL. PEL always creates opportunities for the employees to groom and brush up their skill set for their career progression as well as to make their selves more competent and adept. In-House PPT 365 Workshop was organized by Learning & Engagement Team for the employees, comprised of 6 sessions. Expertise was shared by Owais Ahmed (Engineer – Development AD) member of our PEL Resource Club.



Outstanding Customer Services

Learning and Development is not the one time transactional thing, it is the process of transformation that should be practiced every day. Learning and Engagement Team organized a session "outstanding customer services" which was delivered by Fiza Khalid (HR – Business Associate) to all Customer Services Officers and Technicians of all Service Center on MS Teams to share the learning and experiences with other team members. Everyone were sharing their experiences for how they can provide the outstanding customer services to the customers.



Active Mind = Healthy Life

We keep taking initiatives of learning and engagement to help people develop skills crucial to performing best. And no doubt, with better mental and physical health, productivity gets double. Considering this, the Learning & Engagement team arranged an interesting workshop consisting of versatile activities: Mindfulness, Meditation, Exercise, and Healthy Diet. The session was facilitated by Mary Pervaiz Psychologist, Director of Thrive Services, and Founder of KaroParwaz.



Embrace Excellence

Every new joiner is not only the addition into the team or organization but it is the addition to the productivity and success of the team. To Embrace the Excellence in the Code of Conduct, L&E team organized full day session for the new joiners for making them adapt for the PEL culture and new normal era. Ms. Khadija Yousaf (Capability Specialist – HR) delivered the session in an effective way.





S1 to JE

Congratulations to the promotees of S1 to JE. PEL HR team welcomes the employees from Admin Headcount to the HR Headcount. HR team gave a warm welcome to all the promotees, who made their way to the Executive cadre. All promotees were provided with the HR policies and code of conduct orientation as an executive. In addition to this L&E team organized an embrace excellence session to brush up their adaptability skill.



PEL Virtual Internship Program 2021

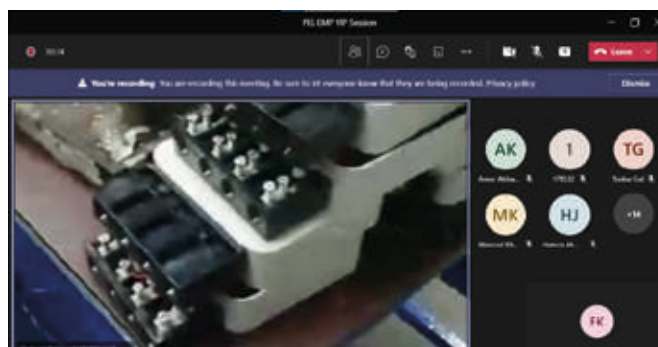
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It's Fast, It's Furious, It's Youth

This year we offered our previously announced Virtual internship program again for the students of all recognized institutes from all over the Pakistan. We received almost six thousands applications from students of different disciplines through which we shortlisted around two thousands interns and gave them the opportunity to enhance their skills virtually. We offered a platform for students to exhibit their potential and skills through group discussion, presentations and real-time projects, etc.



We made sure that our virtual interns get the exposure of working environment by connecting through MS Teams. We organized virtual production floor visits through which they gained the real experience. Our Supervisors helped them to stay ahead of corporate concerns and 'real world' challenges and amplified their learning by enabling them to provide practical solutions.



Our interns were provided with a thorough timeline with stated deliverables that helped them to not only track the feasibility of the projects but to produce valuable results. We concluded our Virtual internship program 2021 by appreciating the top 5 projects from all three batches.

Bloom – Corporate Grooming Workshop

We organized a full day training session to enhance the personal and professional competency of our young talents. We conducted this training with a special focus on how to manage your own self so as to project a better image of yourself in a corporate setting. This session helped our participants to develop relevant understanding of professional grooming as well as relevant soft skills for professional networking and socializing.







FAST TRACK *Growth Program*

Accelerate your Future

To develop fresh graduates as future leaders through Fast Career Path, PEL introduced an MTO Program under the brand name "Fast Track Growth Program" that provides an opportunity to fresh graduates to experience their academic practices into industry and accelerate their future. Fast Track Growth Program is a 6 month developmental program which is designed to nurture the young talent with professional excellence and confidence to take up the future challenges.

A Merit-Based Recruitment process had been taken under which candidates from different educational backgrounds applied for this program through an online application forum. More than 3000 applications have been received from all over the Pakistan. 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, 170+ candidates proceed through the full day In-person assessment center supervised by the senior management of PEL where we evaluates the candidate fit and readiness for the organization. Accumulatively 5 Assessment drives were run in Lahore & Karachi to cover the candidates of Punjab, KPK & Sindh region. Candidates shortlisted through assessment drive were gone through panel interviews after which the finalized candidates were appointed against positions in different departments. This year students from engineering and management backgrounds have been placed in several departments such as manufacturing, Design, Quality, Marketing, Supply Chain, sales all over the country.





2020 was a peculiar year! Every human was striving to normalize themselves with the new normal. Companies were looking for different options to engage their employees remotely and asking training professionals to provide creative solutions.

At PEL, the L&E team prioritized the need of developing skills required to adjust to the situation and organized different programs of which details are given below:

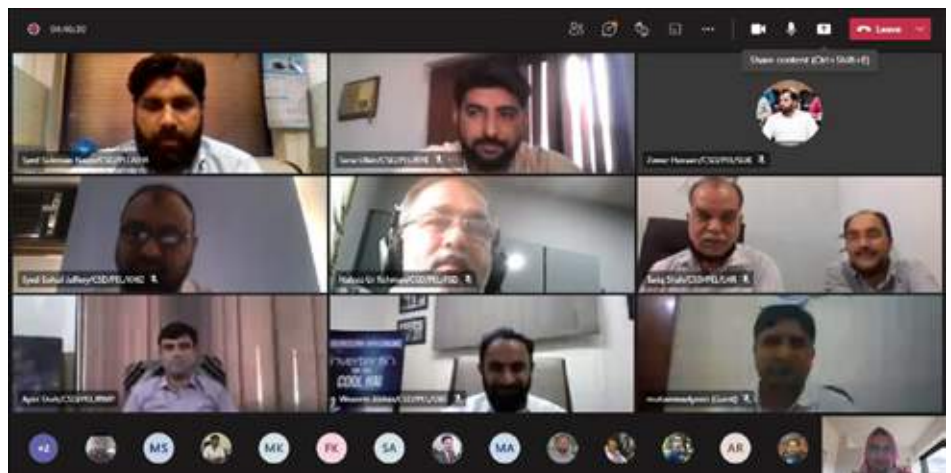
Train the Trainer

"Excellent customer service is the number one job in any company! It is the personality of the company and the reason customers come back. Without customers, there is no company!"

It's vital to stay updating ourselves and the team with the right skills and knowledge; to keep the customer service excellent. No one can do this job better except the line manager, who can share the latest trends with the team.

Considering this, L& E team and Customer Services team decided to arrange a "Train the Trainer" program for the Zonal and Branch Service Managers nationwide. Ms. Khadija Yousaf - Capability Specialist delivered the session on Microsoft Teams and focused on the following points:

- Purpose of Training
- Development of Training
- Training Process
- Managing the Environment

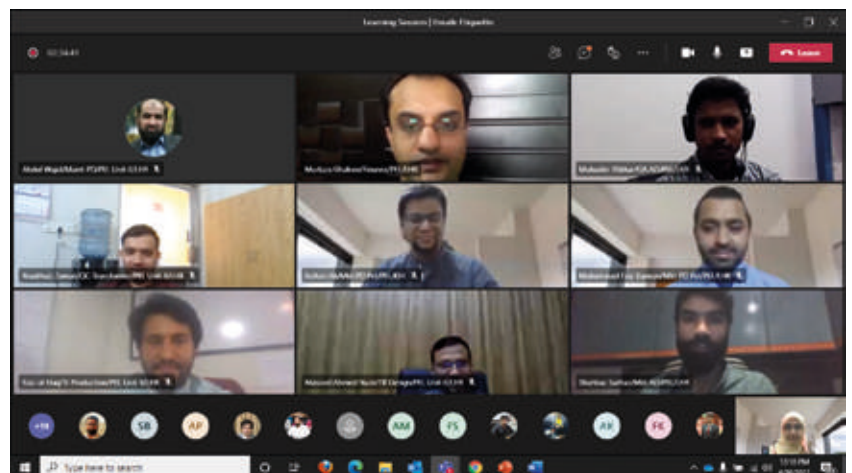




Participants were asked to arrange a session on customer services for their team as a post-activity. Each service center gave an overpowering response and prepared a session on soft and technical skills. A glimpse of sessions is below:

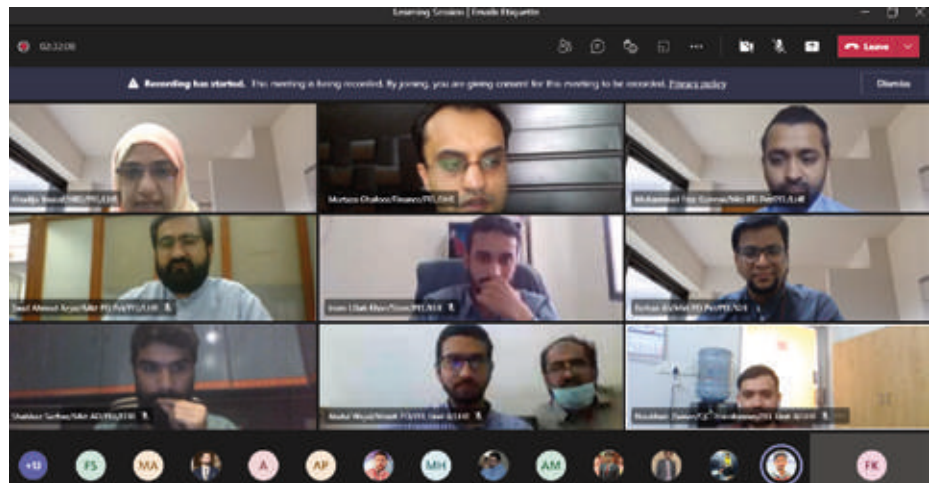
Email Etiquettes

COVID-19 brought a considerable shift in communication style as we are now meeting people less and communicating digitally more. We are depending on emails, phone calls, and online meetings and striving hard to make sure that message sense and tone shouldn't deliver any misunderstanding. Considering this, the L&E Team designed a virtual session for all employees on "Email Etiquettes" and Ms. Khadija Yousaf (Capability Specialist) delivered this session for two hours.



The Language of Thoughts

We are halfway through 2021 however, still amid COVID-19. Although the vaccine has been prepared and reaching all the corners of the world. People are still feeling dreary and coping up with the loss of their loved ones. In these turbulent times, we are still fighting with ourselves to focus on the positive things and develop the right kind of mindset for a better future. Considering this, the PEL HR Team designed a virtual session for all employees on “The Language of Thoughts” and Ms. Khadija Yousaf (Capability Specialist) delivered this session for two hours.



Overview of Substations including Primary and Secondary Design

Organizations are always on the lookout for technologically apt employees because they work faster and smarter. They build agile and well-connected business environments. Doing business with thousands of clients across the globe is not only a possibility but a very potent reality for organizations. They understand that ignorance can be costly, and adequately trained employees can help them in achieving their organizational goals. Considering this, Mr. Miftah-Ur-Rehman arranged a learning session to share knowledge about the substations, primary and secondary design.



Other E-Learning Initiatives

Apart from virtual and in-person sessions, plenty of other opportunities were shared with all employees such as LinkedIn Learning courses and webinars. These opportunities help employees learn skills at their own pace with the flexibility of anywhere anytime.

THROUGH THE LENS

Birthday *Celebrations*



Iftikhar Ahmad

Sr. General Manager Sales



Muhammad Hanif

General Manager Supply Chain



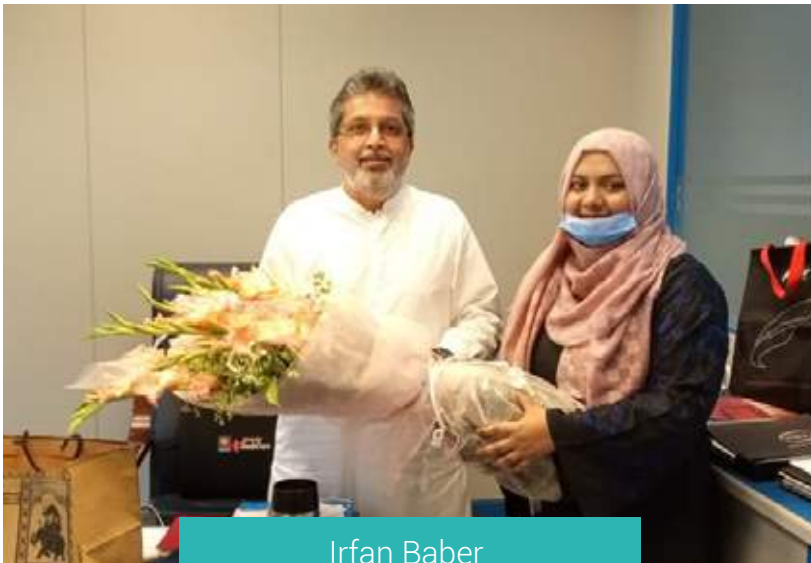
Aqeel Qasim

Manager Business Development

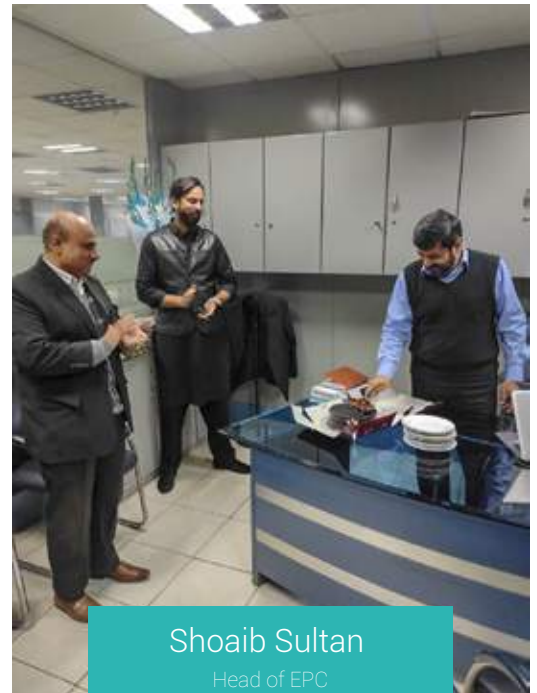


Muhammad Nasir Paul

Sr. GM (Projects & Private)



Irfan Baber
Sr. GM Manufacturing (Transformer)



Shoaib Sultan
Head of EPC



CSD Birthday Celebration



HR Team Dinner *at Spice Bazar*

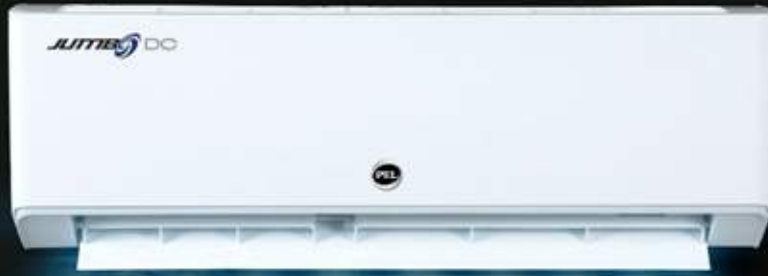


Sales Target Celebrations *in South Zone*



Dubai Expo





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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