

FIRST WORD

During December, there were three major fire incidents reported within three weeks in Karachi. Fire engulfed two multi-story commercial buildings killing 11 and injuring more than 35 people in two separate incidents. The third fire broke out at a factory located in Landhi, causing no casualties, but posing a significant challenge for firefighting teams. Investigations revealed that the accidents were avoidable. Outdated wiring system, absence of fire exits and lack of sufficient firefighting facilities were some of the common factors that led to catastrophic destruction.

Pakistan Cables has been an advocate in promoting safety for decades. As a pioneer of the Industry in Pakistan, we believe it is our responsibility to educate consumers, dealers and electricians alike. The **'Annual Safety Day'** organized by the QHSE at the SITE factory in Karachi is one such example of promoting a preventive mind set which is much needed in our society. A safe environment, be it at work or home, is essential for everyone.

First half of the FY 2024 has been focused on celebrating 7 uncompromising decades of Pakistan Cables. The current edition, covers all major activities rolled out during the July-Dec as part of the celebrations. Dealer and electrician gatherings, first E-store consumer promotion, ICC World Cup TV campaign on sports channels, distribution of gifts for employees were all part of the ongoing 70 years celebrations. The much-awaited **TAPIT reward & recognition** awards for employees also rolled out during the first half of the year. Completion of **ASCEND Module 5**, launch of **PurAzm** which is the Company's first internship program for the differently abled and holding the **1st Amir Sultan Chinoy Women's Tournament 2023** also milestone achievements in Company's anniversary year.

Pakistan Cables remained on the forefront of winning some of the most prestigious awards such as the **PSX Top 25 Best Companies 2022 Award** (second consecutive time) during first half of the year.

Here is to starting the new year strong with a firm resolve of navigating through the challenges and optimising on opportunities collectively.

Mariam Durrani
Editor in Chief

COVER STORY

The Annual Safety Day 2023 was organized by the Quality, Health, Safety & Environment (QHSE) department at the SITE Factory in Karachi with much fervour during December. A full day was dedicated to promoting awareness and significance of safety aspects across the factory floors and offices. QHSE led a cross functional team deployed to conduct exciting engagement activities that focused on a 'learning with fun' approach. Activities focused on showcasing how adopting HSE's good practices can lead to excellence in Operations. Employees at the SITE factory participated whole heartedly and winners of engagement activities were also awarded prizes.





As part of the activities on the day, a 5S competition was conducted among 11 departments, out of which the "Technical Department" won the 5S Competition Award. The health fitness competition was held among the Team Leaders and Mr. Rameez Arif, Senior Manager Admin and Security won the title for "Most Fitted and Smart Person". A large number employees visited the free "Health Camp" set up on the annual safety day where consultations were available with health physicians. In-house awareness sessions on "First Aid" and "Safe Vehicle Driving & Motorbike Riding" were separately conducted for employees to reinforce safety in their everyday lives.



Keeping in view needs for Fire Safety at workplace and at home, two special sessions were organized on "Fire Safety" and "How to Operate Fire Extinguisher and Hydrant System" which included practical demonstrations with the help of external facilitators as session instructors. One of the more creative activities was a "Best Landscaping /Gardening Competition" among the units, which was won by the Admin Department. The purpose of Landscaping competition is to create awareness among employees and promote "Importance of Clean & Green Environment" at workplace.



Pakistan Cables has a legacy of establishing benchmark practices in the industry and has been promoting safety in all aspects of business for decades. The Company has been promoting safety among all its internal and external stakeholders through various activities and initiatives. The Annual Safety Day is an exemplary engagement platform that helps drive the Company's mission to promote safety as a vital tool for attaining operational excellence across all functions

Know more about Pakistan Cables:

 /pakistancables
  /pakistancablesofficial/

 /pakistan_cables
  /company/pakistan-cables-limited

MAIN FEATURE

Independence Day Celebration

Pakistan's 76th Independence Day celebrations held at all offices and factories across Pakistan. We thank our team for coming together and re-igniting the spirit of freedom with much fervor and zeal.



Launch of The Electric Show

Pakistan Cables announced launch of 'The Electric Show', a learning-based digital program, aired on the Company's YouTube channel. The program has been produced in collaboration with The Hunar Foundation who are the knowledge partners for the program.

The Electric Show aims to bridge the gap between academic learnings and Industry practices by providing practical knowledge to electricians, professionals, students and anyone with interest in the electrical field.

The show is easily accessible, for free, on the Pakistan Cables YouTube channel.



#IGNITEPOSSIBILITIES

Pakistan Cables held a series of talks at UET, Lahore

As part of its **70th anniversary celebrations**, Pakistan Cables in collaboration with the **University of Engineering and Technology (UET)** held a seminar, themed "Ignite Possibilities", on the evolving landscape of sustainability in engineering, with a view to inspire young engineers to develop leadership in sustainable development.

At the event, three masterclasses were delivered on principles underpinning sustainable engineering. These were presented by Imrana Tiwana, Convener of Lahore Bachao Tehreek and a Board Member of Lahore Conservation Society; Raza Ali Dada, Managing Partner of Nayyar Ali Dada & Associates; and Sana Ibrahim, Trustee and Development Director at Bondh e Shams.



Pakistan Cables participated in the discussion on "Localization of Industries" hosted by OICCI

CEO Pakistan Cables, **Fahd K. Chinoy**, was a panelist in the discussion "Localization of Industries" hosted by OICCI. He expressed his thoughts on how Pakistan can enhance local footprints through research and innovation to reduce the trade deficit and help set Pakistan on the road to recovery.



Pakistan Cables Sponsors the OICCI's 2nd Pakistan Climate Conference 2023

As a proud partner of the 2nd Pakistan Climate Conference 2023, Pakistan Cables' CEO, Fahd K. Chinoy, shared his views on climate sustainability and how businesses are implementing clean energy initiatives in a panel, on the "Emission Reduction and Clean Energy".



#TRANSFORMLIVES

ASCEND Module V Completed

We are happy to announce the successful completion of Ascend Module V, a flagship initiative to promote STEM among women by offering aspiring electrical engineers scholarships and internships. We are committed to #TransformLives through female empowerment.



Module V focused on scrap management, sustainability practices, finance for non-finance, risk assessment of CR plant at Nooriabad, and XLPE disposal.

Pakistan Cables launches PURAZM, Internship Program for the differently-abled

Pakistan Cables launched its highly anticipated 'PurAzm' internship program during Q2.

The 3 months internship program, 'PurAzm' has been created in collaboration with NOWPDP, which is a leading institution that supports the differently-abled in Pakistan. The exceptional individuals selected for the internship program leveraged their digital literacy and data management skills, honed during their vocational training at the NOWPDP Center for Disability Inclusion and apply them. These future professionals gained hands-on work experience on various business projects in areas of Sales, Marketing, Finance, Information Technology, Human Resources and Legal, closely mentored by the Pakistan Cables team in Karachi.



ChildLife Foundation Volunteering

Pakistan Cables volunteers visited the Children's ER facility of ChildLife Foundation at the Abbasi Shaheed Hospital to commemorate the Internal Volunteer Day on 5th December 2023. Volunteers spread distributed and donated 100 toys to the ER facility. This not only made the children happy but also showed how community involvement can improve the well-being of those going through tough times



STEAM Safer Sessions

STEAM Safer sessions continued during Q2, 2024. Pakistan Cables remained the most active corporate partners during November. 12 sessions conducted during Q2, 2024 by the volunteers. Overall, 44 sessions have been conducted by employee volunteers under the initiative during 2023.



Pakistan Cables and STEAM Pakistan join hands for STEAM Safari

Three school field trips were curated in collaboration with STEAM Pakistan. As part of the curation, most active schools to promote STEAM activities were selected by the STEAM Pakistan team. The field trips were awarded to recognize the efforts of students and the teachers. Approximately 200 students from three government schools visited the TDF Magnificence Centre. Evaluation reports shared by the team indicate, initiation and participation in STEAM related activities increased during the activity period (Oct-Dec) among competing schools.



#INSTILPRIDE

Pakistan Cables Loyalty Club mobile app secures the 11th FPCCI Award for Digital Transformation and Technology

Pakistan Cables Loyalty Club mobile app won the **11th FPCCI Award** in the category of Digital Transformation and Technology ceremony held in Islamabad. The award was presented by the Governor of KPK, Mr. Haji Ghulam Ali to Mohammad Ahad, Assistant Manager Marketing & Brands, Pakistan Cables Ltd.



The Pakistan Cables Loyalty Club App is the first of its kind mobile app which allows Loyalty Club members a convenient way to submit and redeem points.

Pakistan Cables wins the 46th FPCCI Best Export Performance Award

Pakistan Cables won the **46th FPCCI Export Award** organized at a ceremony held in Karachi. The Chief Guest at the occasion, Governor of Sindh, Kamran Tessori conferred the award to Ms. Aimen Agha, Executive Export Sales.



Pakistan Cables wins the Icon Award at the 17th Consumers' Choice Award

Pakistan Cables wins the Icon Award at the **17th Consumer Choice Award 2023** ceremony organized by the Consumer Association of Pakistan. The award was presented by the Governor of Sindh, Mr. Kamran Tessori to Mr. Salman Tahir, General Manager Sales.



Pakistan Cables wins the prestigious PSX Top 25 Companies Award

Pakistan Cables won the prestigious **PSX Top 25 Companies Award 2022** for the second year in a row, totaling 8 wins!



Pakistan Cables wins the Platinum Winner Award at the Supplier Excellence Award by K-Electric

Pakistan Cables secured the **Platinum winner award** at the Supplier Excellence Award organized by K-Electric. Mr. Salman Tahir, GM Sales and Business Development received the award on behalf of the company.



Pakistan Cables wins the ICMA- ICAP Best Corporate Report Award 2022

Pakistan Cables Annual Report 2022 picked up the 'Merit Certificate' as part of **ICAP-ICMA's Best Corporate Report Award 2022** in the Auto and Engineering Sector.

The Best Corporate Report Awards are organized annually by ICAP and ICMA to recognize the best corporate reporting practices by public listed companies. Pakistan Cables Ltd. previously won the award twice.



ILLUMINATING AT THE 12th IEEE Industrial Fair 2023, Karachi



ASC GROUP UPDATES

ASCF in collaboration with THF launched EMERGE Pakistan's 1st TVET Incubator

EMERGE initiative is a collaboration between The Hunar Foundation (THF) and Amir Sultan Chinoy Foundation (ASCF) for Pakistan's first technical and vocational education and training (TVET) Incubation Centre.

The establishment of Emerge on THF's Korangi campus aims to combine entrepreneurial learning, industry insights and practices within the curriculum. In addition, the faculty and mentors will aid in accelerating entrepreneurial learning. Through the collaboration between THF and ASCF, EMERGE is set to strengthen empowerment opportunities that can be sustained over time.



ASC Group companies awarded and recognised at the 38th Corporate Excellence Awards 2023

Member companies of the ASC Group were awarded and recognized at the 38th Corporate Excellence Awards 2023 organized by the Management Association of Pakistan (MAP).

1. International Steels Ltd. - Winners (Engineering Goods category)
2. Pakistan Cables Ltd. - Winners (Cable and Electrical Goods category)
3. International Industries Limited - Certificate of Appreciation (Engineering Goods category)



ASC Group companies win top 25 Companies Award 2021 by PSX

ASC Group member companies, International Industries Limited and Pakistan Cables once again achieved recognition, securing the esteemed PSX Top 25 Companies Award 2022



1st ASC Women's Cricket Tape Ball Tournament 2023

The 1st Amir Sultan Chinoy Women's Tapeball Cricket Tournament 2023 held recently marked a milestone achievement for the ASC Group for promoting DEI. Proud teams of Tectonic Titans (IIL), Electric Eagles (PCL), Steel Strikers (ISL) showcased the spirit of inclusivity and women's empowerment on the field. Steel Strikers won the tournament.



ASC Group cricket team qualified for Super Challengers Premier League edition 13

ASC Group cricket team qualified for the semi-finals of Super Challengers Premier league- Edition 13 by beating FNZ Engineering the quarterfinal.



ASC Group marks Pinktober, hosts an evening raising awareness on Breast Cancer

ASC Group organized a Breast Cancer Awareness event, featuring Dr. Sana Zeeshan from Aga Khan University Hospital and Nausheen Farrukh, a clinical psychologist with 20 years of rich experience in the field. The event included a panel discussion and a Q&A session with two breast cancer survivors. This informative session helped the attendees learn more about the symptoms, prevention, and treatment of breast cancer.





1 MINUTE WITH

Tell us a bit about yourself and your work?

I am a Chartered Accountant and Law Graduate by qualification. I joined Pakistan Cables in 2014 and have served in various roles in Finance covering Financial & Management reporting, Forecasting & Budgeting, Taxation, Costing, and Payments. I have also served in various other roles including management of Supply Chain matters in 2017 and worked as Company Secretary in 2020.

My hobbies include keeping myself updated with latest trends and global economic affairs, trying new eateries, travelling, and exploring new investment opportunities.

How did you get into Finance? Was there a defining point in your career, and if so, how did it shape you as a Finance specialist?

From a very early age I was interested in learning about economics and kept myself updated with global economic trends. This drove me to pursue Business and Commerce as my field of study, leading me to opt for Chartered Accountancy. Defining point in my career was joining Pakistan Cables, which has provided me an opportunity to explore almost all the areas in Finance. Here, one does not spend hours book keeping instead one gets to work continuously on new assignments and special projects. Keeping all the stakeholders on Board for financial and operational performance aligned and eventually contributing towards company's success are some of the more exciting parts of my job.

What are you currently reading?

I am currently reading "Your next five moves by Patrick David" Also considering my interest in current trends and global economic affairs, I regularly read newspaper.

Who is your favorite author and why do you admire them?

At present I find Patrick David interesting as his book revolves around knowing oneself, finding solutions to your problems, to build relationships, and importance of sacrificing short term gains to achieve long term objectives.

If, in some Freaky Friday-like situation, you could live the life of another career professional, for a day, who would it be, and why?

If given an opportunity to have any other career, I would go for Investment Banking as it is a dynamic and fast paced industry. The attractive thing about this industry is that you get exposure to various financial instruments, industries, complex transactions, mergers and acquisitions, and global markets.

How would you define success? Do you think you've found it yet?

Success is subjective and varies from one person to another. I perceive it as an ability to tackle challenges, continuous growth, striving to do justice with your role, and creating a legacy that inspires.

Yes, I feel I have achieved success both in my personal and professional life. But considering that nothing in life is permanent, it's good to continuously evaluate one-self.



Arsalan Sattar
Sr. Manager Finance

"Keeping all the stakeholders on Board for financial and operational performance aligned and eventually contributing towards company's success are some of the more exciting parts of my job."



MINUTE WITH

Tell us a bit about yourself and your work?

I completed my B.E from the NED University in Electrical Engineering following which I graduated with an MBA from Bahria University. I have been with Pakistan Cables for almost 10 years now. Prior to this, I have worked for SIEMENS Pakistan, ABB and Accrescent Engineers (Schneider Electric Authorized system partners)

How did you get into Sales? Was there a defining point in your career, and if so, how did it shape you as a Sales specialist?

I always wanted to be part of a company where I could put my education to good use. As an intern at SIEMENS, when I was offered a permanent role in the company, was a turning point for me. I was studying at the time and finishing my MBA at the time. But when I got a jump start to work and study at the same time, I just took a leap of faith and never looked backed.

I think I have always been lucky to work with people who are great leaders – they have mentored me and helped me in becoming a sound sales professional.

If, in some Freaky Friday-like situation, you could live the life of another career professional, for a day, who would it be, and why?

My father has been associated with teaching for over 50 years. I have seen the amount of respect that he has earned for his relentless services. Among all the values, for me the most important is RESPECT. I would definitely want to swap lives with my father for a day.

What keeps you motivated?

In sales, every day is a new day. You encounter new customers and new challenges. The passion and hunger to win prestigious projects and customers always keeps me motivated and also sleepless at night sometimes.

How would you define success? Do you think you’ve found it yet?

Success is different for every person. As I mentioned earlier RESPECT is extremely important for me. I have been fairly successful in my professional career as not only my customers, my colleagues at work – that all is very satisfying for me.

In your opinion, what are the essential qualities or skills required to be an effective sales manager?

Some essential qualities or skills needed but not limited to: Positive and open attitude, ability to coach (depending on what level you are at in your jounrye), managing customer relations, market intelligence and analytical skills.



Faisal Khan
Manager Project Sales - South

“The passion and hunger to win prestigious projects and customers always keeps me motivated and also sleepless at night sometimes.”

T A P I T AT WORK



TEAMWORK

Being part of a team is truly special to me. I believe that teamwork is the key to success in any joint effort. It's about blending our individual talents, skills, and perspectives to reach a common goal. In our well-coordinated team, communication is smooth, and we openly share and refine our ideas. I take pride in contributing my unique talents to the mix. Teamwork creates a strong sense of unity, mutual support, and shared responsibility. I'm grateful to be a part of such a dynamic and collaborative team!

Hunain Arbani
Sr. Deputy Manager IT
(Karachi)

AGILITY

In my day-to-day activities, being agile requires quickly adjusting my schedule to tackle the most crucial tasks first when there is an unexpected change in priorities. Additionally, communication skills play a crucial role in showcasing agility. Being able to convey ideas clearly and being open to feedback allows for better collaboration and quick adjustments is a requirement of the role if one wants to do it well.

Atif Kazmi
Sr. Deputy Manager Accounts
(Karachi)



PASSION

It is never about finding your passion; it's about developing a passion for the work that you do. Passion involves seeing my work as an integral part of my life, providing relief, and becoming a source of joy. It never burdens me.

Salman Anjum
Sr. Deputy Manager Sales
(Karachi)

INNOVATION

My commitment to innovation in the workplace enhances the efficiency and simplicity of daily tasks. Embracing innovative transformations fosters a dynamic and contemporary office environment, streamlining work processes and enhancing overall satisfaction for all.

Uzma Hussain
Executive- Supply Chain
(Karachi)



TRANSPARENCY

I emphasize transparency as a cornerstone of our operations. Clear communication and shared information empower me to contribute effectively.

Hasan Rehman
Assistant Manager - Admin
(Karachi)

**T A P
I T** **LAUNCH OF TAPIT REWARD AND RECOGNITION PROGRAM**

TEAMWORK	TEAMWORK	AGILITY	AGILITY	PASSION	INNOVATION
Shehzad Khan Sales	Rameez Arif Admin & Facilities	M. Ammar Hanif Sales	Rija Farooqui HR	M. Imran Ashiq Sales	Muhammad Mohsin Sales

HR TRAININGS

Becoming an Effective Team with Winning Mindset - July	Awareness Session on Disciplinary Action policy - August	Lubricant Training - September
PURAZM Simulation Session - September	First Aid training - September	Basic & Intermediate Excel - October
Sign Language Training - November		

NEW TO THE GRID

- | | | | | | | | |
|---|---|---|---|--|--|---|--|
| 
Abdul Moeed
Deputy Manager QC | 
Abdul Moiz Faruqi
Officer Quality Control | 
Abdul Rehman
Senior Officer ABU | 
Ammad Hassan
Executive Production | 
Anas
Senior Officer Quality Control | 
Aqsa Mehmood
Senior Officer Maintenance | 
Asad Noman
Senior Executive IT Support | 
Asjad Abdurraheem Siddiqui
Senior Executive Planning & Materials |
| 
Athar Bilal
Assistant Manager Export & Development | 
Ayyaz Ali
Senior Officer Production | 
Eesha Tur Razia
Senior Officer Quality Control | 
Fahad Siddiqui
Senior Officer GCF B | 
Faisal Habib Khanzada
Deputy Manager Network Support | 
Faisal
Senior Officer Quality Control | 
Feroz Ullah Khan
Senior Executive-Control & Analysis | 
Hunain
Executive Maintenance |
| 
Hunain Jawed
Human Resource Business Partner | 
Hussain
Senior Executive Finance | 
Husnain Miraj
Executive Trade Sales | 
Huzoor Buksh
Executive CCR | 
Intikhab Ali
Executive Maintenance | 
Jawaria Zia
Assistant Manager CCV Line | 
Kamran Ahmed Khan
Senior Executive Maintenance | 
Linta Mateen
Senior Executive Projects ICT |
| 
Muhammad Ahzan
Officer QC | 
Muhammad Anas
Executive Production CCV | 
Muhammad Arif
Senior Officer Maintenance | 
Muhammad Asad Bhatti
Senior Officer Quality Control | 
Muhammad Asim Khan
Senior Officer Quality Control | 
Muhammad Babar
Executive Maintenance | 
Muhammad Faisal
Deputy Manager Maintenance | 
Muhammad Junaid Hashmi
General Manager Metal and PVC Processing and OPS excellence |
| 
Muhammad Nabeel Uddin Warsi
Manager Networks and Communication | 
Muhammad Naseer Ahmed
Senior Officer Production | 
Muhammad Rizwan Sheikh
Senior Officer Recovery | 
Muhammad Saeed
Assistant Manager Procurement | 
Muhammad Sameed Shahid
Senior Executive Projects | 
Muhammad Shoaib Sheikh
Senior Deputy Manager Metal Rod | 
Muhammad Taha Khan
Executive Warehouse | 
Muhammad Umar Asghar
Executive Maintenance |
| 
Osama Waseem
Executive PCF | 
Paris Kumar
Senior Officer Maintenance | 
Raheel Nadeem
Senior Executive Production PCF | 
Rameez Arif
Senior Manager Administration & Facilities | 
Rameez Iqbal Malik
Senior Officer QC | 
Rehan Ul Haq
Senior Executive Maintenance | 
Sadia Mehmood
Senior Officer Quality Control-ABU | 
Sandesh Kumar
Senior Executive Electrical |
| 
Shaikh Muhammad Humayun
Senior Executive Admin & Facilities | 
Sheharyar Shahnawaz
Senior Executive Projects | 
Sheikh Abdul Rehman Ansari
Executive Maintenance | 
Suhera Sultan
Deputy Manager Project Management ICT | 
Syed Asad Ahmed Bukhari
Business Unit Head Wiring Accessories | 
Syed M Farhan Ali Shah
Senior Officer Maintenance | 
Syed Muhammad Owais
Executive Warehouse | 
Syed Muhammad Ali Rizvi
Executive IT Support |
| 
Tariq Aziz
Deputy Manager Infrastructure | 
Usman Ahmed Farooqui
Deputy Manager Sales Projects | 
Yumna Hassan
Senior Officer HR | | | | | |

NEWS BITES

ڈیلرز کے لیے ترکی کا دورہ

2023 میں، پاکستان کیبلز نے اپنی 70 ویں سالگرہ کے موقع پر 100 ڈیلرز کو ترکی کا 5 روزہ یادگار دورہ کروایا، جس میں گولڈ بار کے انعامات شامل تھے۔



Saif Ullah
Zulfikar Electric Store - Peshawar



Afaq Ahmed Qureshi
New Nazeer Electric Store - Hyderabad



Ashraf Sons



Azeem Aziz
Haseeb Electric Store - Karachi



Jasim Iqbal
Iqbal Electric Store - Lahore



Javed Yousaf
Universal Electric Store - Karachi



Kashif Umer
M.K. Electric Store - Lahore



Khalid Yousaf
Universal Electric Store - Karachi



M. Ali
Pervaiz Electric Store - Lahore



M. Talha
Hafiz Traders - Faisalabad



M. Yasir
Makki Electric Store - Islamabad



Muhammad Arif Shamsi
M.A. Hardware - Karachi



Muhammad Salman
Energy Zone - Karachi



Nadeem Ishrat
Sabri Cables - Rawalpindi



Rehmat Shah
Shah Electric Store - Peshawar



Mohsin Ali Rasheed
Master Electric Agencies - Rawalpindi

میگا ڈیلر ایونٹس اور الیکٹریٹیشنز تقریبات



FAISALABAD



GUJRANWALA



LAHORE



LARKANA



MANSEHRA



PESHAWAR



QUETTA



RAWALPINDI



SIALKOT

لائسٹی کلب بڑی آزادی آفر کے جیتنے والے خوش نصیب ممبران



MR.ABDUL HAMEED - RAWALPINDI



MR.MUHAMMAD AKRAM - ISLAMABAD



MR.JAVED IQBAL - JHELUM



MR.MUHAMMAD NAZEER - MUZAFFARABAD



MR.NIGAR HUSSAIN - PESHAWAR



MR.ZAKAULLAH - MARDAN



MR.KHUSHI MUHAMMAD - GAHKUCH GILGIT



JAMEEL UR REHMAN JADOON - ABBOTTABAD



MR.MUNEER AHMAD - MANSEHRA

VISIBILITY DRIVE AT RETAIL TRADE



FAISALABAD



LAHORE



PESHAWAR



RAWALPINDI



SAHIWAL



BAHAWALPUR



SUKKUR



GUJRANWALA

FIRST WORD

دسمبر کے دوران، کراچی میں تین ہفتوں کے اندر آگ کے بڑے واقعات رونما ہوئے ہیں۔ آگ نے دو تجارتی عمارتوں کو لپیٹ میں لیا، جس میں 11 افراد لقمہ اجل بنے اور 35 سے زائد افراد زخمی ہوئے۔ تیسری آگ لائڈھی میں واقع ایک فیکٹری میں لگی جس میں کوئی جانی نقصان نہیں ہوا، البتہ ان واقعات میں فائر فائٹنگ کی ٹیموں کیلئے ایک بہت بڑا چیلنج پیش آیا۔ ان واقعات کی تحقیقات سے یہ ظاہر ہوتا ہے کہ پرانی وائرنگ سسٹم، آگ بجھانے والے آلات کی ناکامی اور فائر فائٹنگ سہولیات نہ ہونے کے باعث یہ حادثات رونما ہوئے۔

پاکستان کیبلز سائٹ دہائیوں سے SAFETY کو فروغ کرتا رہا ہے۔ پاکستانی صنعت میں ایک لیڈر کے طور پر یہ ہماری ذمہ داری ہے کہ ہم صارفین، ڈیلرز اور بجلی کے کاروبار کو تعلیم دیں۔ (QHSE) کی جانب سے کراچی میں سائٹ فیکٹری میں "Annual Safety Day" منایا گیا جو ہمارے لئے ایک مثال ہے کیونکہ SAFETY کے فروغ کی ہمارے معاشرے میں بہت زیادہ ضرورت ہے۔

2023-2024 کے پہلے حصے میں پاکستان کیبلز کی 7 Uncompromising decades کا جشن منایا گیا۔ موجودہ ایڈیشن، جولائی تا دسمبر تک ہونے والی تمام بڑی سرگرمیوں پر مشتمل ہے۔ ڈیلر اور الیکٹریشن کے اجتماعات، پبلک ایسیٹور صارف پرموشن، اسپورٹس TV چینلز پر ICC ورلڈ کپ کی وی میم 2023، ملازمین کیلئے تحفوں کی تقسیم، یہ سب 70 سال سے جاری تقریبات کا حصہ رہے۔ ملازمین کیلئے بہت سے TAPIT انعامات اور ایوارڈز بھی سال کے پہلے حصے میں دیے گئے۔ ASCEND Module 5 کی تکمیل، PurAzm کا آغاز جو کہ معذور افراد کیلئے کمپنی کا پہلا انٹرن شپ پروگرام ہے اور پہلے امیر سلطان چٹانے ویمنز کرکٹ ٹورنامنٹ 2023 کا انعقاد بھی اس کی سالگرہ کے سال میں سنگ میل کی کامیابیاں تھیں۔

پاکستان کیبلز مسلسل دوسری بار Top 25 Best Companies 2022 ایوارڈ اور اعلیٰ معیار کیلئے KE کا سپلائی ایوارڈ جیسے ایوارڈز جیتنے میں سب سے آگے رہی۔

آئیں ہم مل کر عہد کریں کہ ہمیں چیلنجز سے گزرنے اور اجتماعی طور پر مواقع کو بہتر بنانے کے پختہ عزم کے ساتھ نئے سال کا مضبوط آغاز کرنا ہے۔

COVER STORY

"Annual Safety Day 2023" کا انعقاد کواٹھی، ہیلتھ، سیفٹی اور ماحول (QHSE) ڈپارٹمنٹ کی جانب سے کراچی کی سائٹ فیکٹری میں دسمبر کے دوران انتہائی دھوم دھام سے کیا گیا۔ ایک مکمل دن فیکٹری میں حفاظتی پہلوؤں کے بارے میں آگاہی اور اہمیت کو فروغ دینے کیلئے وقف کیا گیا۔ QHSE نے ایک کراس فنکشنل ٹیم کی قیادت کی جو مصروفیات کی دلچسپ سرگرمیاں انجام دینے کیلئے تعینات کی گئی جس نے "مزے کے ساتھ سیکھنے" کے نقطہ نظر پر توجہ مرکوز کی۔ تمام سرگرمیاں یہ دکھانے پر مرکوز ہیں کہ کس طرح HSE کے اچھے طریقہ کار کو اپنانا کر آپریشنز میں کمال حاصل ہو سکتا ہے۔ SITE فیکٹری کے ملازمین نے دل و جان سے حصہ لیا اور مصروفیات کی سرگرمیوں میں جیتنے والوں کو انعامات سے بھی نوازا گیا۔



اس دن سرگرمیوں کے حصے کے طور پر، جگمگوں کے درمیان 5S مقابلہ منعقد کیا گیا، جس میں سے "ٹیکنیکل ڈیپارٹمنٹ" نے 5S مقابلہ ایوارڈ جیتا۔ ٹیم لیڈر کے درمیان ہیلتھ فٹنس مقابلہ منعقد ہوا اور مسٹر میز عارف، سینئر مینجریٹو ایڈمن ایڈیٹس کیپورٹی نے "Most Fit and Smart Person" کا ٹائٹل جیتا۔ ملازمین کی بڑی تعداد نے سالانہ حفاظتی دن کے موقع پر لگائے گئے مفت "Health Camp" کا دورہ کیا جہاں ڈاکٹروں سے مشاورت دستیاب تھی۔ ملازمین کیلئے "First Aid" اور محفوظ گاڑیوں کی ڈرائیونگ اور موٹر بائیک کی سواری کے بارے میں آگاہی سیشن الگ سے منعقد کیے گئے تاکہ ملازمین کی روزمرہ کی زندگی میں حفاظت کو تقویت مل سکے۔

کام کی جگہ اور گھر پر فائر سیفٹی کی ضروریات کو مد نظر رکھتے ہوئے، دو خصوصی سیشنز ایک "Fire Safety" اور دوسرا آگ بجھانے والے آلات اور ہائیڈرینٹ سسٹم کے استعمال پر منعقد کیے گئے، جن میں سیشن انسٹرکٹرز کے طور پر بیرونی سہولت کاروں کی مدد سے عملی مظاہرے شامل تھے۔ سب سے زیادہ تخلیقی سرگرمیوں میں سے ایک، یونٹس کے درمیان بہترین لینڈ سکیپنگ اباغیانی کا مقابلہ تھا، جسے ایڈمن ڈیپارٹمنٹ نے جیتا۔ لینڈ سکیپنگ کے مقابلے کا مقصد ملازمین میں بیداری پیدا کرنا اور کام کی جگہ پر صاف اور سرسبز ماحول کی اہمیت کو فروغ دینا ہے۔



پاکستان کیبلز کے پاس صنعت میں بیچ مارک پریکٹس قائم کرنے کی میراث ہے اور وہ کئی دہائیوں سے کاروبار کے تمام پہلوؤں میں حفاظت کو فروغ دے رہی ہے۔ کمپنی مختلف سرگرمیوں اور اقدامات کے ذریعے اپنے تمام اسٹیک ہولڈرز کے درمیان حفاظت کو فروغ دے رہی ہے۔ سالانہ سیفٹی ڈے ایک مثالی مشغولیت کا پلیٹ فارم ہے جو تمام افعال میں آپریشنل اہمیت حاصل کرنے کیلئے ایک اہم ٹول کے طور پر حفاظت کو فروغ دینے اور کمپنی کے اس مشن کو آگے بڑھانے میں مدد کرتا ہے۔

Fahd K. Chinoy
Chief Patron

Mariam Durrani
Editor in Chief

Shahbaz Akbar, Imran Khan and Arfa Mughal
Contributors

Sehrish Shah
Associate Editor