

FIRST WORD

Dear Readers,

As we closed the book on another year, it's undeniable that we operated through a unique landscape with its fair share of challenges and achievements. We transitioned from one milestone to another at the Nooriabad factory – commissioning of the water treatment facility, commissioning of Aluminium Rod plant to name a few. Pakistan Cables was also recognized for its benchmark practices through the 39th Corporate Excellence Awards, the Gender Equality Awards 2024 and the 18th Consumer Choice Awards 2024. On the corporate social responsibility front, the Company's volunteers participated in a mangrove plantation activity with World Wide Fund for Nature (WWF) Pakistan. 25 lucky winners of the Loyalty Club were sent on a memorable trip to the Northern Areas of Pakistan, which was a first-ever promotion and much lauded by the electricians.

The current edition also carries new sections, which include unique perspectives from our contributing writers this time. We hope you'll find Aqsa's inspiring poem on Nooriabad Factory equally moving. 2024 goes down as the year that has tested our resilience and adaptability given the uncertain macro-economic activity.

But through it all, one thing has remained unwavering: the spirit and dedication of our incredible team. Despite the obstacles, the Company's commitment to excellence has been an inspiration to us all.

We wish all of you a prosperous and a brilliant new year and look forward to your contributions and feedback.

Happy Reading!

Mariam Durrani

COVER STORY

Northern Trip for Electricians

Pakistan Cables Loyalty Club made history by organizing an exciting "4 Days, 3 Nights Tour" to the northern areas of Pakistan, exclusively for its valued Platinum and Gold members. This initiative is the first of its kind in Pakistan, where electricians were rewarded with a tour.

The scheme duration was from 15th March to 30th June. 25 Platinum and Gold members qualified for this memorable trip. This initiative received tremendous appreciation from the electrician community, as it not only recognized their contributions but also offered them a chance to spend quality time enjoying natural beauty of Northern areas.



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MAIN FEATURE

Launch of ICT Portal and Cyber Security Week

The Pakistan Cables IT Department successfully launched an ICT Portal for employees, marking a significant step toward improving IT support facility and cyber security awareness within the organization.



To ensure employees could seamlessly adopt and utilize the portal, the IT team organized comprehensive training across the company. As part of the portal launch, Cyber Security week was celebrated to reinforce awareness about the importance of cyber security featuring a guest speaker session by industry expert, Javed Jabbar, Chief Information Security Officer at Samba Bank, who reflected on safeguarding against digital threats.

The Cybersecurity Portal delivers real-time updates and critical security information, keeping our team informed about emerging digital threats and best practices. Through an integrated Help Desk powered by JIRA, employees can now efficiently track and resolve IT support requests. Additionally, the centralized Event Calendar streamlines communication about upcoming IT initiatives, from training sessions to system updates.

Independence Day Celebrations

Pakistan Cables marked the nation's 77th Independence Day with vibrant celebrations led by our HR department. Two special competitions brought together employees and their families to showcase their patriotic spirit and creative talents:

'Main Bhi Pakistan Hun' invited participants to express their cultural heritage through traditional attire, while the Best Decorated Workplace Competition transformed our offices into a celebration of national pride.

The initiatives strengthened our sense of community, highlighting the culture and collaborative spirit that defines Pakistan Cables.



#IGNITEPOSSIBILITIES

Pakistan Cables and Bahra Electric sign a MoU to drive industrial growth in the energy sector

Bahra Electric and Pakistan Cables Limited signed a Memorandum of Understanding to strengthen partnerships between the two organizations ushering a new era for collaboration in the industrial and energy sectors between the Kingdom of Saudi Arabia and Pakistan.



Pakistan Cables launched IGNITE-Management Trainee Program

"IGNITE", a platform designed to empower the next generation of leaders. The MT program invited fresh graduates from leading universities in Karachi, offering them an opportunity to kickstart their professional journeys. 11 talented MTs were recruited at Pakistan Cables, reflecting our commitment to nurturing young talent and shaping future leaders.

WIRING FOR GROWTH

IEEEP Industrial Fair 2024

This year also Pakistan Cables participated in IEEEE Fair 2024 as Platinum Sponsor, held at Expo Centre Karachi, from 10th-12th September. Fahd K. Chinoy, CEO of Pakistan Cables, participated as a panelist also at the conference during the Event, highlighting the role of "Make in Pakistan" in driving economic and technological growth.



#TRANSFORMLIVES

Pakistan Cables pledges support for plantation of 1,000 Mangroves



Pakistan Cables Limited pledged to support the (WWF - Pakistan) for its ongoing efforts for mangrove plantation. To kick off the plantation, the Pakistan Cables employees volunteered for the mangrove plantation activity at WWF Wetland Centre, Karachi. The Company has supported plantation of 1,000 mangroves at a designated WWF site in Somyani.

#INSTILPRIDE

Pakistan Cables wins 39th Corporate Excellence Award by MAP

Pakistan Cables wins the 39th Corporate Excellence Award fourth time in a row organized by the Management Association of Pakistan (MAP). Mr. Fahd K. Chinoy also delivered the keynote address at the ceremony, highlighting Pakistan Cables as a case study on change management in the corporate sector.



Pakistan Cables wins the Icon Award at the 18th Consumers' Choice Award 2024

Pakistan Cables wins the Consumer Icon award at the 18th Consumers' Choice Awards 2024 making it our fifth consecutive winning streak.



ASC GROUP UPDATES

ASC Group Marks Pinktober, Hosts an Evening Raising Awareness on Breast Cancer

ASC Group organized a Breast Cancer Awareness event, featuring special guests, Dr. Bushra Maham Amin from Shaukat Khanum Hospital, cancer survivor Aysha Jamil, and former First Lady Begum Samina Arif Alvi. This informative session helped the attendees learn more about the symptoms, prevention, and treatment of breast cancer.



2nd ASC Women's Cricket Tape Ball Tournament 2024

The 2nd Amir Sultan Chinoy Women's Tapeball Cricket Tournament 2024 held recently is a testimony to our efforts to promote DEI and collaboration among its member companies— Proud teams of Tectonic Titans (IIL), Electric Eagles (PCL), Steel Strikers (ISL) showcased the spirit of inclusivity and women's empowerment on the field.

IIL lifted the winner's trophy and PCL emerged as runner-up. Ms. Misbah Hussain from PCL team won the Player of the Tournament Trophy.

ASC Group participated in Saudi Build Expo 2024

ASC Group companies participated in the Saudi Build, expo to explore the region's largest building and infrastructure market at the 34th International Trade Exhibition for Construction Materials and Building Technologies held at Riyadh International Convention & Exhibition Center during November 4-7, 2024.



ASC Group participates in IAPEx Lahore 2024



ASC Group companies participated in the IAPEx Lahore, held at Lahore Expo Centre during November 1-3, 2024. Pakistan Cables highlighted Wiring Accessories portfolio exhibiting new additions to the range during the three days exhibition.



1 MINUTE WITH

Tell us a bit about yourself and your work?

I am a lawyer by qualification and hold Master's degrees in Public Administration and Industrial & Organizational Psychology. This academic foundation has equipped me to navigate workplace dynamics and labour relations effectively.

Currently, I focus on managing HR and IR strategies that enhance productivity, compliance, and employee well-being. I find my work both challenging and inspiring, and I take pride in building bridges between employees and management to create a collaborative work environment.

How did you get into Industrial relations management? Was there a defining point in your career, and if so, how did it shape you as an IR specialist?

I began my professional journey in Human Resources, but my transition from Gandhara Nissan to Dawlance marked a turning point. At Dawlance, I encountered industrial disputes and active unions, which introduced me to the complexities of Industrial Relations (IR). Working closely with the IR department, I discovered that this field suited my temperament and interests.

As a qualified lawyer, I saw an opportunity to merge my legal expertise with my career, making IR my specialization. Subsequent roles continued to challenge and refine my skills in both IR and HR. At Pakistan Cables, I faced diverse IR challenges that deepened my expertise and reinforced my passion for this profession.

Looking back, my journey into IR was unplanned but deeply fulfilling, driven by a natural alignment of my skills, interests, and a commitment to addressing workplace dynamics effectively.

What are you currently reading?

I don't read a lot of books, but I enjoy those related to law and mystery. Currently, I'm reading *One of Us Is Lying* by Karen M. McManus, which was recommended by a friend to me as it aligns with my interests.

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

My favorite author is Agatha Christie. I admire her for her unparalleled ability to craft complex plots and create characters that leave a lasting impression.

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 I had the chance to experience the life of another career professional for a day, I'd choose to live the life of a Lawyer. The courtroom has always fascinated me, and stepping into the role of someone who crafts compelling arguments, thinks on their feet, and fights for justice would be exciting.

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

Success is an evolving concept for me, and as long as I continue to pursue meaningful work and maintain personal fulfillment, I will consider myself on the right path. I measure success by the quality of my relationships, the challenges I overcome, and how I contribute to family & Society.

I wouldn't say I've found complete success yet because there's always room to grow, learn, and achieve more.



Imran Ghani

General Manager IR and HR

"I find my work both challenging and inspiring, and I take pride in building bridges between employees and management to create a collaborative work environment."

HEALTH HACKS BY CHEF HAMZA

Say Hello

to our Canteen Incharge

Chef Muhammad Hamza Sial

If you've ever experienced well-managed dining operations, you know it takes someone special to compose daily tasks of a busy mess hall. At our Nooriabad factory, that someone is **Mr. Muhammad Hamza Sial**, the mess in-charge, whose journey from Faisalabad to Karachi reflects dedication and passion in action every day.

Picture a young boy in Faisalabad, watching his father take over the kitchen during his mother's illness. Those moments of care, expressed through carefully prepared meals, planted the seeds of what would become Hamza's life calling. Though he initially enrolled in computer science for his bachelors, his heart kept pulling him back to the world of food and hospitality.

"You know that feeling when you create an environment where people enjoy their meals?" Hamza explains passionately, "That's what drew me to food service management. I'd spend hours observing restaurant operations, talking to kitchen staff, and learning about the intricate details of running a dining facility."

With his family's support, Hamza made the bold decision to switch from computer science to pursuing hospitality management at the College of Tourism & Hospitality Management (COTHM). "My time at COTHM was invaluable," he says. "I learned not just about food service, but also how to lead teams and handle the daily challenges of mess operations."

There was a particular energy in his voice when he mentioned his early exposure to the food industry through an appearance on Masala TV when he was only 12 years old! Now, as our mess in-charge at Nooriabad factory, Hamza brings the same passion as the opportunity unfolds!

Keep watching this space for more quick and healthy recipes for a balanced lifestyle in the next edition.



Chia Seeds Pudding

A nutritious breakfast or snack option that supports weight management thanks to its high fiber and protein content, helping you stay satisfied longer.

Ingredients

- ½ cup milk of choice (almond, light coconut, or oat milk)
- 2 tablespoons chia seeds
- ½ teaspoon sweetener (maple syrup, honey, or sugar)
- Pinch of cinnamon powder or small cinnamon stick

Optional Toppings

- ✓ Fresh cherries
- ✓ Blueberries or other berries
- ✓ Chopped nuts
- ✓ Any fresh fruit of your choice

Instructions

- Heat the milk until hot.
- Transfer the heated milk to a jar with a lid.
- Add chia seeds, sweetener, and cinnamon to the milk.
- Cover the jar and allow the mixture to cool to room temperature.
- Shake well to combine all ingredients.
- Refrigerate for a few hours, then stir thoroughly to break up any clumps.
- Continue chilling overnight or until the pudding reaches desired consistency.
- Top with your preferred fruits and nuts before serving.

Storage and Tips

Prep ahead: Make a batch on weekends and portion into individual containers.

Storage: Keeps well in the refrigerator for up to 5 days.

Consistency adjustment: If the pudding becomes too thick, thin it out with a splash of milk before serving.



Syed Amjad Wahab
Business Unit Head –
Aluminium Profile Business

WRITERS' WALL Opinion



Let's Own This Country – Our Country!

Every time I step out and drive, I notice things that deeply upset me. People spitting paan on the roads, casually rolling down their car windows to throw garbage outside, and giving money to professional beggars at every corner. Ambulances stuck in traffic because no one gives way. There appears to be a lack of discipline and an overwhelming disregard for both the law and a basic civic sense amongst us.

This behavior shows that many of us don't see Pakistan as our own. We treat it like a place that doesn't matter, as if it isn't our responsibility. But the truth is, this is our home, our country. It deserves our care, respect, and effort.

“ **I strongly believe that if we could bring even a little discipline to our roads, it would make a big difference. And this change doesn't need to start with the government or the authorities. It needs to start with us—the “educated” citizens who know better.** ”

Ask yourself this simple question: isn't this our country? If your answer is yes, then it's our duty to make a difference. Each of us can make a change in our own circle of influence, whether it's our families, friends, colleagues, or communities. We can set an example by doing the right things, even in small ways.

For example, what if you stopped throwing garbage on the road and encouraged others to do the same? What if you made it a habit to follow traffic signals, even when no one is watching? What if you decided to give way to ambulances every time you heard their sirens, knowing that someone's life might depend on it? What if you spoke kindly to those around you, treating your fellow Pakistanis with courtesy and respect?

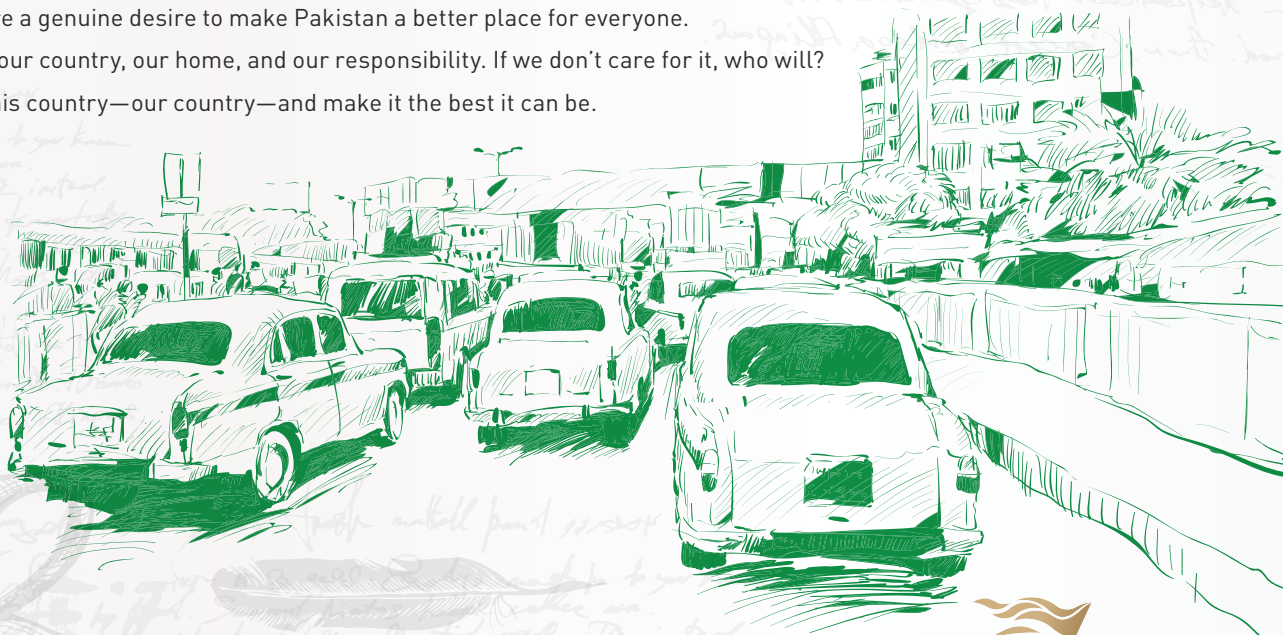
Imagine the impact if hundreds of thousands of educated citizens like us started doing these simple things. Our actions would inspire others, creating a ripple effect that spreads across the entire nation. Over time, this change would become unstoppable, and our roads—and our country—would transform.

It's time to stop blaming others. The responsibility also lies with us. If we want to see a better Pakistan, we must become better citizens.

Let's nurture a genuine desire to make Pakistan a better place for everyone.

Pakistan is our country, our home, and our responsibility. If we don't care for it, who will?

Let's own this country—our country—and make it the best it can be.





Hunain Arbani
Manager ICT Application

WRITERS' WALL

Useful Tips



The "Laziness " Trap

It's easy to fall into the trap of relying on technology, particularly, AI tools to do all the work for you. While AI is an incredible resource, overusing it can impact one's ability to think critically and solve problems independently. Think of it like using a calculator for every simple math problem—eventually, you might forget how to do basic calculations in your head!

This article aims to guide you on how to use AI tools effectively in your everyday life, without losing your own problem-solving skills.

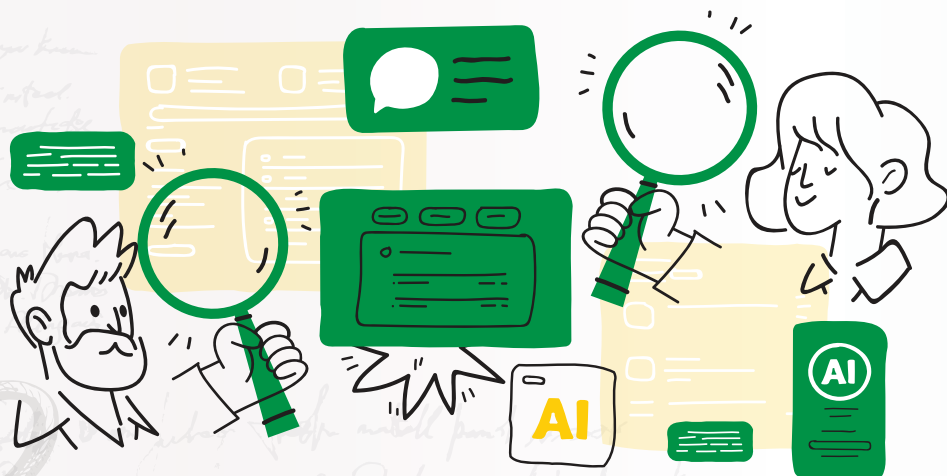
Imagine you're a programmer tasked with writing a code. With AI tools like "ChatGPT" or "Gemini" it's tempting to simply type in a query and let the AI provide a solution. For instance, you might input: "Write a function to sort an array in Python." The tool quickly spits out the code, and you're done. But what's missing here? Your own logic.

Instead, you can use AI in a more productive way. First, write the code yourself. Then, use the AI tool to optimize it. Ask the tool why certain changes should be made. For example, "Can you suggest improvements for this code, and explain why those changes are necessary?" This allows you to understand why certain methods or techniques are better, expanding your knowledge and improving your problem-solving skills. By using AI to complement your knowledge, you learn new ways to approach problems, rather than just relying on it to do everything for you.

Let's say you're a content writer with brilliant ideas, but you struggle to articulate them professionally. Instead of relying on AI to write your entire article, start by drafting your thoughts in your own words. Once you have a rough idea, you can use AI tools to help polish and rephrase it. For instance, you might input your draft into an AI tool and ask, "Can you rephrase this in a more professional tone?" The AI tool will suggest improvements, making your writing sound more refined. You can then take those suggestions, adjust them further, and add your own flair to make the content truly yours.

“ In both examples, AI is a helpful assistant, but it's your personal logic and creativity that makes the final product stand out. The key is to use AI as a tool that enhances your work, not as a crutch that replaces your abilities. ”

By finding the right balance—using AI for optimization and enhancement while still applying your own critical thinking—you can avoid the trap of becoming too reliant on it and continue growing your skills.





Aqsa Mehmood
Senior Maintenance Officer

WRITERS' WALL

Poem



Project Nooriabad - the Factory we built

We began with a vision, a dream in our eyes,
To build something lasting, to reach for the skies.
A factory, strong, with power to create,
But we knew it would take more than just fate.

Each brick, each tool, each beam and each wire,
Was shaped by hands that never tired.
Through the long days, and through the nights,
We worked as one, reaching new heights.

No task too small, no challenge too great,
We came together, determined by fate.
Some worked with machines, others on the ground,
Every effort mattered, every voice, every sound.

From planning to action, from thought to design,
Every individual gave their time,
Their skills and wisdom, their hands and heart,
Each played their role, each played their part.

There were long hours, and moments of doubt,
But with every setback, we'd push and pull out.
Our belief was unshaken, our spirit stood tall,
No obstacle too big, no task too small.

The team was the key, the strength of our will,
Together, we built, together we still.
From the blueprint of dreams, to a factory so grand,
It was our teamwork that made it stand.

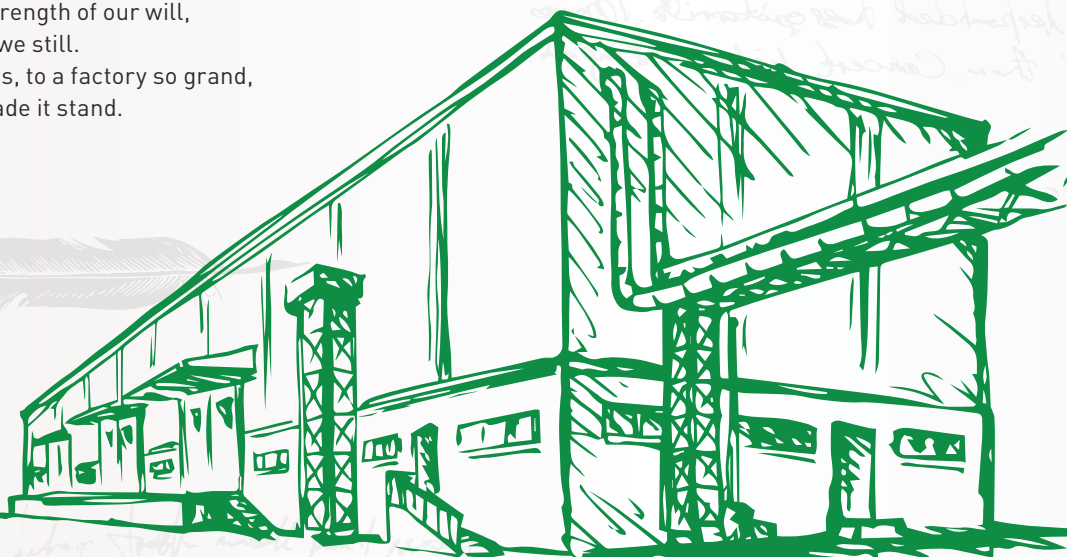
The walls that now echo with life and sound,
Are built on the efforts that were always around.
Each hand that turned, each tool that shone,
It's the work of a team that made it all known.

Some sorted the resources, some managed the flow,
Others kept the machines working to grow.
From start to finish, we knew what to do,
Together we built, together we grew.

Every spark of energy, every drop of sweat,
Led to a success we'll never forget.
For it wasn't just work that made this dream true,
It was the hearts and minds of the dedicated crew.


Now the factory stands, a symbol of pride,
A testament to those who stood side by side.
It wasn't just the plan or the skill we had,
But the unity, the passion that made us glad.

In the end, we learned that no dream is too far,
With hard work, dedication, we stand united.
This factory we built, with care and with grace,
Is a reflection of the teamwork's enduring embrace.



NEW TO THE GRID

(JUL - DEC 2024)

 Abdullah Bin Shehzad Senior Officer Production	 Abdul Zahid Khan Deputy Manager Internal Audit	 Aena Malik Trainee Officer	 Aiman Mehmood Management Trainee Officer	 Anas Ansari Administration & Facilities	 Areesha Zafar Management Trainee Officer	 Ayesha Mateen Management Trainee Officer	 Daniyal Naeem Executive Production
 Faizan Iftikhar Assistant Manager Procurement	 Farrukh Yaqoob Senior Officer Trade Sales	 Hasnain Abdullah Shirazi Executive Production	 Hussain Iqbal Assistant Manager Maintenance	 Kamran Rasool Manager Engineering	 Moiz Umer Khan Management Trainee Officer	 Muhammad Awais Executive Production	 Muhammad Bilawal Abbasi Executive Accounts
 Muhammad Fahad Arshad Assistant Manager Sales & Business Development	 Muhammad Faizan Executive Warehouse	 Muhammad Naeem Executive Production	 Muhammad Noman Khan Executive IT Support	 Muhammad Saleem Senior Executive Production	 Muhammad Shameem Executive Production	 Muhammad Sheharyar Senior Officer Production	 Muhammad Wajahat Hussain Executive Quality Control
 Muhammad Zafar Masood Senior Executive Logistics	 Musferah Jamal Senior Officer Accounts	 Naveed Ahmed Executive Tool Room	 Naqqash Arshad Executive Sales	 Osama Khan Senior Executive Production	 Raheel Ahmed Senior Executive Maintenance	 Raza Ali Executive Production	 Rida Fatima Management Trainee Officer
 Shahbaz Ali Senior Executive Quality Control	 Shah Fahad Senior Officer Marketing	 Sharia Management Trainee Officer	 Shoab Ahmed Siddiqui Executive Quality Control	 Syed Muhammad Talha Senior Executive Production	 Syed Muhammad Yahya Kazmi Management Trainee Officer	 Tabish Moqem Senior Officer Quality Control	 Talha Amjad Executive Warehouse
 Tayyab Jamil Manager Procurement	 Tooba Bashar Senior Officer Production	 Ubrud Anis Management Trainee Officer	 Wajdan Munawwar Management Trainee Officer	 Wishma Nafees Management Trainee Officer			

CONGRATULATIONS!

T A P I T SPOT RECOGNITION (JUL-DEC 2024)

TEAMWORK

Muhammad Burhan
Syed Muhammad Anas

AGILITY

Ahmed Hussain
Asim Usman
Sarwar Alam

PASSION

Mehmood Sultan
Hassan ur Rehman
Naveed Gul
Noor Ul Hasnain
Sadia Mehmood

TRANSPARENCY

Touqeer Hussain

T A P I T SEMI-ANNUAL REWARD & RECOGNITION (JAN - JUN 2024)

TEAMWORK

TEAM AWARD

Abdul Khaliq
Afaq Ahmed
Asim Raza
Baber Akber
Hasan-ur-Rehman Khan
Irfan Ahmed
Muhammad Ather
Muhammad Azeem Qureshi
Muhammad Bilal
M. Imtiaz Ali
Muhammad Imran
Muhammad Junaid Hussain
M. Masoom Siddiqui
Muhammad Mateen Baig
Muhammad Naseem
Mehmood Sultan
Muhammad Rayees
Niaz Ahmed
Sehrish Omair
Sheikh Muhammad Humayun
Shoaib Ahmed Khan
Sirajuddin Rafiuddin
Syed Muhammad Ahsan
Usman Ahmed Farooqi

AGILITY

TEAM AWARD

Fahim Akhtar
Haider Ameer
Minhaj
Muhammad Asad Ali
Muhammad Azeem Qureshi
Muhammad Ebad Ullah Ghori
Muhammad Naseer Ahmed
Muhammad Saleem
Noman Ahmed Khan
Saif ul Wahab
Shoaib Hashim
Waqas Ahmed Jafery

INDIVIDUAL AWARD

Sidra Mujahid
Syed Muhammad Ahsan
Syed Muhammad Imran Wasti

PASSION

TEAM AWARD

Arsalan Alam
Hareem ul Hasnain
Kausar Raza
Muhammad Mohtashim Khan
Muhammad Saleem
Munazza Zaheer Shaikh
Sehrish Omair
Yumna Hassan

INDIVIDUAL AWARD

Sidra Mujahid
Syed Muhammad Ahsan
Syed Muhammad Imran Wasti

INNOVATION

TEAM AWARD

Asad Ullah
Mirza Akbar Baig
Muhammad Arsalan
Noman Ahmed Khan

INDIVIDUAL AWARD

Atif Kazmi
Muhammad Asif

T A P I T AT WORK



TEAMWORK

I always try to create collaborative environment where teams work across regions and functions to achieve shared goals. By fostering strong relationships and mutual trust among colleagues, I've consistently helped drive organizational success through improved productivity.

Mr. Usman Manzoor
Deputy Manager Project Sales
(Rawalpindi)

AGILITY

In my daily routine, I stay agile to effectively manage supply chain and logistics challenges. Ensuring smooth store-to-customer deliveries and maintaining customer satisfaction is paramount. I embrace change swiftly and adapt flexibly to address opportunities and problems, delivering optimal results for both our team and customers.



M. Qasim Khan
Assistant Manager – Sales Operations
(Lahore)



PASSION

Passion is the foremost value that has sustained my motivation for the past nine years to give desired results. It has not only improved my focus on the daily tasks but also help me connect with other colleagues on collaborative task more effectively.

Mr. Inayat Ullah Khan
Accounts / Admin Executive
(Rawalpindi)

INNOVATION

In my role, I drive innovation by collaborating with the production team to create customer-focused products, identifying new markets and leveraging diverse pricing strategies to attract clients.

Muhammad Afaq
Assistant Manager Sales & Business Development
(Lahore)



TRANSPARENCY

I champion transparency by maintaining thorough financial records and fostering open communication. My commitment to addressing discrepancies promptly and sharing critical information has helped build trust among team members. Through this dedication to integrity and accuracy, I actively demonstrate our company's values.

Musferah Jamal
Senior Accounts Officer
(Lahore)

HR TRAININGS



Power Woman Mentorship Program organized by PSTD In Karachi



Sales Leadership Training



IR & Admin Colleague attended Labor Law and Industrial Relation Professional course



Cybersecurity Workshop by Dr. Erdal Ozkaya



Anti-Harassment Session



Enhancing Interviewing Skills: A Philosophical Training



Security Staff Training

NEWS BITES

#LoyaltyClub

لائسٹی کلب ایکٹویشن کے لکی ڈراونرز





الیکٹریشنز کے لیے شمالی علاقہ جات کا ٹور

پاکستان کیبلز کے لائٹنی کلب نے اپنے معزز پلائینیم اور گولڈ ممبرز کے لیے پاکستان کے دلکش شمالی علاقوں کا "چار دن اور تین راتوں کا دلچسپ ٹور" منعقد کیا۔ یہ ایک منفرد پروگرام تھا، جو خاص طور پر الیکٹریشن کمیونٹی کے لیے ترتیب دیا گیا تھا۔ یہ پاکستان میں کسی بھی کمپنی کی جانب سے اپنی نوعیت کا پہلا قدم ہے۔

یہ سکیم 15 مارچ سے 30 جون تک جاری رہی، جس کے تحت الیکٹریشنز کو ان کی وفا شعاری اور محنت کے صلے میں انعامات سے نوازا گیا۔ پلائینیم اور گولڈ کیٹیگریز سے تعلق رکھنے والے 25 ممبرز نے اس ناقابل فراموش سفر کے لیے کوالیفائی کیا۔ یہ اقدام الیکٹریشن کمیونٹی میں بے حد پسند کیا گیا، کیونکہ اس نے نہ صرف ان کی خدمات کو سراہا بلکہ انہیں پاکستان کے شمالی علاقوں کی قدرتی خوبصورتی سے لطف اندوز ہونے اور آرام کا موقع بھی فراہم کیا۔

COVER STORY

FIRST WORD

گزشتہ سال پر نظر ڈالتے ہوئے، یہ واضح ہوتا ہے کہ ہم نے ایک منفرد سفر طے کیا جس میں چیلنجز بھی تھے اور کامیابیاں بھی۔ نوری آباد فیکٹری میں اہم سنگ میل عبور کیے گئے، جن میں واٹر ٹریٹمنٹ پلانٹ اور ایلو مینیم راڈ پلانٹ کا آغاز شامل ہے۔ پاکستان کیبلز نے اپنے شاندار پالیسیز کی بدولت 39 واں کارپوریٹ ایکسیبلنس ایوارڈ، جینئرز ایکوالٹی ایوارڈ 2024، اور 18th کنزرویٹو چوائس ایوارڈ 2024 جیسے اعزازات حاصل کیے۔

ہماری سماجی ذمہ داری کے عزم میں کوئی کمی نہ آئی، اور ہمارے رضا کاروں نے ہمارے ساتھ مل کر اینگرووز کے درخت لگانے کی مہم میں حصہ لیا۔ ایک اور شاندار لمحہ پہلا لائٹنی کلب پروموشن تھا، جس میں 25 خوش نصیب جیتنے والوں کو پاکستان کے شمالی علاقوں کے دلکش مناظر کا یادگار سفر کرنے کا موقع ملا۔ ایسا تجربہ جسے الیکٹریشن کمیونٹی نے بے حد سراہا۔

اس شمارے میں ہم نے نئے خیالات اور دلچسپ تحریریں شامل کی ہیں۔ ہمیں یقین ہے کہ اقصیٰ کی نوری آباد فیکٹری کے بارے میں لکھی گئی نظم آپ کو ضرور متاثر کرے گی۔

سال 2024 ہمارے لیے چیلنجز کا سال رہا، لیکن ان سب کے باوجود ہماری ٹیم کی محنت، جذبہ، اور لگن نے ہمیشہ ہمیں آگے بڑھنے کا حوصلہ دیا۔ ان کی کوششیں ہم سب کے لیے تحریک کا باعث ہیں۔

اس نئے سال میں داخل ہوتے ہوئے، ہم آپ کے لیے کامیابی اور خوشحالی کی دعا کرتے ہیں اور آپ کی قیمتی آراء اور تعاون کے منتظر ہیں۔

پڑھنے کا لطف اٹھائیں

نیک خواہشات
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