"Zarkhez External Launch" Farmer's Program

Dealers Training & Motivation Program

The Shining Stars of Engro Chemical

Something different!!!!!!
Contents

03  "Engro Environment Protection Campaign"
04  "Zarkhez External Launch" Farmer's Program
03  Dealers Training & Motivation Program
04  "There is no Ship, Like Dealer-Ship"
05  Engro Foods 'Tarang' makes perfect complement to tea
06  "Engro Foods' Excelsus Speaker Series "The First step to a Global Tomorrow"
07  The Shining Stars of Engro Chemical
08  Olper's - Strengthening bonds with consumers
09  Independence Day at Daharki Plant
10  "Helping the less fortunate"
11  Reaching Heights
12  Bailey Distributed Control System Consoles Migration to Experion
13  Engro's Participation Appreciated during Lal Shehbaz Mela, Sehwan
14  Excellent O'Levels performance by Engro Chemical Grammar School
    Daharki; Starts A'Level education
15  "Engro Chemical Grammar School scaling new heights in Mathematics"
16  Sahara Art & Craft Centre
17  Cricket Season 2006-07
"Engro Environment Protection Campaign"

By: Idrees & Hammad

Engro firmly believes in Environment Friendly Plant Operations and attaches highest priority to safety, environment and hygiene. In order to spread the message across the country, two Operations Engineers from Daharki, Idrees and Hammad, made hiking trips to 12,000 feet high Lolosar and 14,000 feet high Dudipatsar Lakes from 25th to 29th July, 2007.

It took them a 9-hour difficult hike stretching 18 kilometers to reach Dudipat Lake braving very harsh climate conditions. Engro’s environment protection message was conveyed to the tourists - both domestic and foreign - and to the local population, who greatly appreciated Engro’s effort towards raising awareness about protection of environment among the people.

Pamphlets were distributed and environment protection banners were installed at different places, like Behsal, Lalazar, Naran, and Dudipatsar. The banners carried the following messages:

- Save Water
- Conserve Natural Resources
- Protect Wildlife
- Stop Environment Pollution
- Avoid Litter
"Zarkhez External Launch"

Farmer's Program

By: Muhammad Saeed Mushtaq & Nadeem Ismat

Zarkhez - the ultimate solution for balanced nutrition for plant - completed its five, tough but successful, years. Last year, it was decided in a rejuvenation meeting that three grades of Zarkhez (Pink, Green & Yellow) should be merged in a single grade i.e. Zarkhez Green in view of customer’s convenience. To disseminate this information Zarkhez launch programs were conducted throughout the marketing area at dealers and farmers level. One of the Zarkhez external launch ceremony for farmers was conducted at Okara on April 18, 2007. The objective of the ceremony was to highlight the benefits of merger of Zarkhez grades with its main focus on Zarkhez Green for all cash crops except orchards. About 225 farmers (with a composition of 20% large farmers, 50% medium farmers and 30% small farmers) from all over the Okara Sales District participated in the ceremony.

The program started with the recitation of Holy Quran. Nadeem Ismat, Sales officer played the role of stage secretary. Ceremonies commenced with the note of welcome from Nadeem Ahmed, Regional Manager, Sahiwal presented the note of welcome and briefed the participants about the objective of the program. He highlighted the Engro’s tradition of registering the customer’s concerns and share new ideas in order to take actions accordingly. The merger of 3 grades in Zarkhez Green for all cash crops was part of that continuous improvement program.

Saeed Mushtaq, Technical Services Officer, Okara, made a detailed presentation on balanced use of fertilizers on crops and gave Zarkhez recommendations for different crops. He said, “In our agricultural system, we were just making Investment on Crops (IOC) while in the developed countries farmers are making Investment on Soil (IOS).” He further added that actual investment on soil results in maintenance of soil health and fertility which is amply portrayed in Zarkhez slogan (Zamin ki Taqit; Naslon ki Khushali).

In the 2nd portion of his presentation, he briefed the recommended dose of Zarkhez Green for all cash crops and briefed the participants on how to get maximum profit from Investment on Crop by applying Zarkhez by highlighting “Zarkhez ki Sefarish ker da Miqdar ka Faeda; Munafa mele khurch se kahin Ziada”. A detailed question and answer session after his address reflected high level of interest amongst the farmers. Ahmed Nadeem, Product Officer, Zarkhez, briefed the farmers about Zarkhez Brand, shared his experience as Technical Services Officer in Okara and ways to get maximum yield per acre.

Mian Tariq Riaz, Zarkhez Ambassador Farmer thanked Engro for reaching a better solution towards Zarkhez application to the soil. He told the farmers that he was using Zarkhez Green on his sugarcane crop and expressed his satisfaction. He was followed by the chief guest, Rao Jamil Akhter (Tehsil Nazim & Zarkhez Ambassador farmer) who thanked Engro Chemical team for conducting such a program in Okara and advised the farmers using his own experience as example to adopt the modern agricultural technologies to increase per acre yield.
Realizing the need to listen to its customers, Engro Vopak Terminal Limited (EVT) held a Customer Coordination Meeting at Arabian Sea Country Club, Karachi on July 12, 2007. The event was a major milestone in line with Vopak’s global ‘Customer Service Improvement’ initiative.

Representatives of all major customers including Pakistan PTA, Fauji Fertilizer Bin Qasim, ICI Pakistan, Engro Polymer & Chemicals (formerly Engro Asahi), SHV Energy Pakistan and Shell Pakistan participated. Sualeha Bhatti, leading trainer and country consultant, facilitated the interactive session.

Customers hailed the event as a big success. They were educated on critical customer processes at EVT with focus on customer services/feedback. EVT staff also got to know its customers in a better fashion. Customer’s feedback on important service areas and EVT’s performance on same was collected. The results were then used to guide an interactive discussion in which all major customer issues were discussed, resolved there and then or noted for later action. Considering the encouraging customer response it has been decided to hold such events twice every year.
Okara district is considered as hub of potato and maize crops with highly progressive farmers. The potato growers of Okara are innovative in nature and adopt the new technologies readily. Farmers who are early adopters are also early switchers. Due to early adoptive behavior of these farmers, on the one hand there lies great opportunity for a company to convert them to its products and on the other hand, there is always a threat of switching loyalties of such customers to new products.

Therefore, in such psychographic situations, customer retention becomes a major challenge for any company. After four to five years of launch of Zarkhez, Engro Chemical started facing the problem of customer's conversion and retention. In order to address this issue a Green Belt project on customer conversion and retention of Zarkhez among potato growers in Okara was undertaken. As a result of third-party research, which had been conducted to identify the Voice of Customer, Green Belt project team found that there were six critical Xs that affect the Y i.e. Conversion & Retention of the customer.

It was found through research that the trade channel plays an important role in brand awareness which is about 40%, while customer decision on fertilizer selection and his purchase habits account of 20%.

The Green Belt team considered it as one out of the six critical Xs that directly affect Y. To address this issue, training and motivation of trade channel was identified as the major area to focus upon. All key components of trade channel (dealers, sub-dealers and archaist) were to be focused in these trainings.

Two such training programs were conducted. The first one was held at Depalpur and the other one at Okara on September 14-15, 2007. Fifty-five dealers, sub-dealers and archaist covering five sales points of Depalpur (Depalpur, Hujra, Rajowal, Basirpur & Haveli) and 41 serving four sales points of Okara (Okara, Renala, Akhterabad and Malgadha) participated in the Dealers Training Program.
Nadeem Ismat, Sales Officer, briefed the participants about the importance of the program and the role of customer service. He also highlighted the role of trade channel in providing customer services, motivated dealers in market development activities and the procedure of database development of potato growers.

Ahmed Nadeem, Product officer presented the findings of research about Voice of Customers, brand message, how it was developed, addressing VOCs and the final strategy for current potato season. Dr. Nasim ul Hassan Shah, Technical Services Advisor, discussed the role of balance nutrition on potato crop and how Zarkhez fulfilled the nutritional requirement of potato crop. He elaborated the salient features of Zarkhez and selling strategies separately for full K and non-K user growers. He shared the results of Engro Chemical demo plot installed in Okara Sales District during the last three years and communicated the concept of Value Cost Ratio (VCR).

Muhammad Saeed Mushtaq, Technical Services Officer, presented salient features of Zarkhez planter (potato seed planter cum fertilizer drill), its philosophy and operational aspects and also shared findings of last year’s research trials and extending its free facility to innovative farmers.

The dealers and arhatis showed keen interest in the planter. He also briefed the participants about the market development plans of Engro Chemical Field Staff to support product consumption, tracking, complaint handling and follow-up of potato growers during and after the season.

In the end Regional Manager, Sahiwal thanked all the participants. The participants offered their all out support for meeting the Green Belt project objectives.
"There is no Ship, Like Dealer-Ship"

By: Riaz Nazim

In the 41 years of Engro’s colorful existence there will be no less than a million tales of the good, the bad and the ugly. Engro is not a place for the faint-hearted. Its field employees interact with people of literally all shapes, sizes, caste, creed, languages and backgrounds with each requiring a different level of consideration, interaction and attention.

Every opportunity brings forth its varied experiences of joy, fun, triumph and similarly despair, failure and hopelessness. All encompassing learning that would prove to be an asset to treasure all your life.

For a Sales Officer the main character in this “action-packed” drama remains one crucial member of the Engro fraternity - "The Engro dealer"

Dealers are the most colorful and mercurial breed in our value chain system. Their psychographics (Emotional and behavioral characteristics) never cease to amaze me. Having worked with 60 odd dealers for the past 811 days of my career, I have learnt the finer art of negotiation, intimidation, prevarication, condemnation, fabrication and conversation each day.

Being business partners (and definitely not the silent ones), It is never wise to only talk work with the dealers as relationship building becomes imperative in today's competitive world.

They say that if you repeat a story enough times it becomes a legend. There are Stories of Urea, of sharp-witted Sales Officers, hard at work Territory Sales Officers and patronizing Regional Managers. The would narrate stories of dating back 20 years, which could be about short / long supply scenarios, terminated dealers, and of course their all time favorite i.e. how and when they became Engro dealers.

Comparisons follow inevitably. They compare Regional Managers, Sales Officers and even their era’s long by gone. For example, they would mention about a Sales Officer who used to bring his own thermos and never had a bite at the dealers shop or about a particular Sales Officer saying, “Jo panjaan sattaan mulkoon de angrezi lay kay ajanda see” or the Sales Officer who had inkling for “Chaatay kee lassi”. Some dealers criticize; some praise and some are indifferent but I learnt that every time a dealer told a story about someone else, he in fact explained what the dealer himself is actually all about!
It is almost impossible to please each dealer every time. The Sales Officer being the only point of contact between the dealer and the company bears the brunt of the dealer's wrath as each time either sale is stopped or differential is imposed or shipment is late or commitments are left unfulfilled due to any change in company policies.

It has also been observed that "The dealers who works the least, nags the most". Most of the dealers tend to suffer from short term memory loss and it takes them only 11 minutes to forget 11 months of cooperation of the Sales Officer.

In Bahawalpur sales district, September is the month when all dealers become special i.e. "deaf and dumb" as anything the Sales Officer says doesn't budge them from their pet answers: "Sir recovery nehin ho rahi"; "Sir kapaas ki chunai late hai"; "Sir October 15 kay baad kaam shuro hoga". God bless the short supply scenario (which inadvertently takes place on at least 01 product each season) that really makes up for the slack months and the Sales Officer gets a chance to even the scores.

I am especially surprised by those dealers who travel a distance of 80 kilometers in searing heat in a crowded mini bus to place an order ranging anywhere between Rs. 5-10 million.

Having 07 ECD's in Bahawalpur sales district is both a blessing and a curse because there is always a dealer who expects extra favors like "Sir gaadi bhijwa dein, DD shaam mein day doon ga"; "Sir FFC to credit mein maal day rahi hai, Aap yeh policy kyoon nehin kartay"; "Sir maal puranay rate pay day dein, aik din kee hee to baat hai". An SO who can survive such an onslaught from a dealer is a winner. There is a saying that "Shareef Sales Officer woh hai jis ko ya to mokaa na miley ya phir pakda na jaaey".

A policy that is universally acknowledged as a guarantor of success is "Divide and Rule". Once a Sales Officer is able to get the dealers to compete with each other (no matter on what basis), his sales figures will flourish.

My past 811 days at Engro have been the most happening period of my life due to the unpredictable nature of: the dealers; the market scenario and company policies. I can safely say that during this time I have made friendship with some dealers which are for lifetime. Similarly there are some dealers who will remember me just as their Sales Officer and some who might even be happy that they have a new face doing the rounds. But one thing remains for sure that dealers will always have stories and who know I might be mentioned in one of them sometime in the future!
Engro Foods "Tarang" makes perfect complement to tea

By: Danish Raza Syed

Engro Foods launched a product which is ideal for Pakistani tastes and preferences; "Tarang" - a liquid tea whitener that has just the right consistency and richness that gives tea a special taste and makes it a perfect match every time. The brand was launched in August 2007 with an innovative 360-degree campaign in six major cities of the country.

Tarang made a high-impact launch with print, TV, Radio, PR and BTL campaigns which created tremendous amount of excitement and helped the brand reach its target audience.

Tarang's innovative TV commercial, which received accolades from the audience, took the colorful world of Pakistani films and directly brought the nostalgia that, is part and parcel of those golden days back to the audience.

The campaigns focused on how a brand is helping revive the struggling Pakistani film industry besides doing social service for people by providing entertainment opportunities in a country where so little of it exists.

As always, the vision of Engro Foods reflected the rehabilitation of other industries along with the development and growth of its own.

By: Danish Raza Syed

Tarang made a high-impact launch with print, TV, Radio, PR and BTL campaigns which created tremendous amount of excitement and helped the brand reach its target audience.

Tarang's innovative TV commercial, which received accolades from the audience, took the colorful world of Pakistani films and directly brought the nostalgia that, is part and parcel of those golden days back to the audience.

The campaigns focused on how a brand is helping revive the struggling Pakistani film industry besides doing social service for people by providing entertainment opportunities in a country where so little of it exists.

As always, the vision of Engro Foods reflected the rehabilitation of other industries along with the development and growth of its own.
"Engro Foods' Excelsus Speaker Series
"The First step to a Global Tomorrow"
By: Danish Raza Syed

The marketing Department of Engro Foods launched the "Excelsus Speaker Series for 2007" with a view to showcase business leaders both from Pakistan as well as from abroad, in order to inspire and develop its key resources for tomorrow.

The theme of the First Speaker Series was "Marketing Excellence for Tomorrow" with a special focus on the role of Vision in successful business organizations.

Prominent speakers on the occasion were Mr. Ahsan Iqbal, former Minister of State of Planning Commission, Mr. Asad Umar, President & Chief Executive, Engro Chemical Pakistan Ltd and Ms. Musharaf Hai, former chairperson of Unilever, Pakistan.

Mr. Ahsan Iqbal who is also the Chairman, "Organization Development Group", a leading management consulting and development organization, spoke on the "Strength of Vision" capturing the strategic importance of vision in a successful business organization and said, "Never ever have paradigms shifted at the pace in the history of mankind that we are witnessing at present. Vision is very important especially when life is tough. The context in which the vision is being formulated is equally important and should be understood properly before the vision is formulated."

Mr. Asad Umar elaborated on the issue of "Next Century Business Leadership" as a cornerstone for lessons for Engro Foods and used his core expertise, which is in the area of new business development and diversification into different business portfolios, to highlight the issue.

The "Excelsus" Series is aimed at increasing dialogue between EFL and international speakers, teachers and institutions. As a first step, global business leaders are being invited to the forum. This forum is eventually planned for international exchange of its employees through organizations such as the USIS (United States Information services) and business network groups.
The Quality Star Team Program was initiated by I&E department in 2003 to monitor Departmental Key Performance Indicators gauging work processes and practices against World's best practices and of course as a strong motivational platform for extending appreciation to employees. The program lasted in its basic form until 2005 and yielded desired results. The dynamic nature of the program brought major surgery about Evaluation Criteria in the year 2006 to align it with organizational initiatives of improving behavioral safety, reliability engineering (concept of RIR's) and pervading SIX SIGMA approach. The criterion has been revised to incorporate the Management Safety Audits (MSA’s). The Six Sigma became, and still is, one of the cornerstones of the analysis. Once again, MAXIMO data entry has been given its due share of weight age.

Individuals have been teamed up on basis of area assignment. The analysis is conducted once a quarter at the end of which the performance of each Team is assessed. Once done, the three teams from Electrical and Instruments (Ammonia-II, URUT & Urea-II) are ranked and the top team from each section is awarded a recognition certificate followed by a formal Annual Award ceremony at the end of the year wherein due appreciation is extended in the presence of entire Plant management.

The idea behind this program is to maintain the high standards of work practices set by I&E team for themselves. The stringent criterion serves to motivate every individual of the team. Even though each individual is scored independently, the final assessment is done on a team basis. The program, therefore, not only brings out the best from an individual but also highlights the need for healthy teamwork.

By: Ali Abbas
Olper's - Strengthening bonds with consumers

By: Danish Raza Syed

Ramadan has traditionally been celebrated in a specific spiritual and emotional way. Olper's gave industry a novel idea to feel the real ambiance and festivities of this holy month. The campaign to welcome Olper's first Ramadan last year was a remarkable success. It is widely regarded as one of the highest recalled communications that Olper's has ever made.

The challenge this year was to produce an even better campaign than the previous one. It is particularly very hard when you have your previous work as a benchmark and you have to improve your own strengths rather than to exploit others' weaknesses.

Olper's as a brand, since its launch, has been building its emotional muscle 'Optimism' and this time too, the idea was to build on this muscle on Ramadan platform.

The ambit of this communication was national and the aim was to get mass appeal for the desired brand message of 'Optimism'. The campaign went on air with a comprehensive integrated marketing plan. All the effective mediums were used efficiently to create massive impact. The campaign used Innovation during the execution and for the first time Olper's used digital activation which really placed Olper's in a different league altogether.

Overall, the response of the campaign was tremendous. The TV commercial mesmerized all the viewers while the brand activation activities, consumer relations activities, Print media placements, Radio spots all other elements gelled together to create an aura of a brand that understands the sentiments of its consumers.

Expressing his views about the campaign, Ali Akbar, Director Marketing said, "We saw the dream of owning this Ramadan; we saw the dream of delivering the best and we did that because as team we always knew 'you do not become what you want, you only become what you believe'. We know that we are the best so we can deliver the best."
On 2nd August, 2007 Ammonia Plant at Daharki had to be shutdown due to an abnormal sound in the business-critical Syn Compressor turbine. Upon inspection, the rotor was found damaged which had to be replaced an activity of around 11 days. The previous outage had just ended only a month ago, and such back to back outages affect the morale of the workforce with impacts on safety as well. To boost up morale of manpower, it was thus decided to celebrate the 14th August, our Independence Day, at the Plant with all the manpower including the contract manpower. Around 400 people gathered at Urea-2 Field Maintenance Lawn to celebrate the jubilant Independence Day.

It proved, as hoped for, to be good recreation and a morale boosting event. The Safety milestone of 2 million man-hours without a Lost Work-day Injury was also achieved on the same day, and production was successfully attained three days later on 17th August. It was yet another demonstration of hard work and vigor from the Daharkians!

"Helping the less fortunate"

By: Sheila Malik, Principal Engro Chemical Grammar School Daharki

In order to inculcate the spirit of helping the less fortunate, the students and teachers of Engro Chemical Grammar School, Daharki recently organized a Charity Bake Sale for collecting donations for the students of the Sahara School.

All residents of the Engro Management Colony were invited to the event. The Students, dressed up as waiters and chefs, served mouth-watering home-made delicacies to the guests at the Club Hall which had been converted into a restaurant for the day.

The response from the community was very positive which allowed the students to raise a huge amount through sales, tips and service charges.

It has been planned to spend this amount on buying school uniforms for the poor students of the Sahara School.
Air compressor at ammonia plant provides a basic nutrient of urea fertilizer i.e., Nitrogen from air. This machine consists of four stage compressor, coupled with a gas turbine drive. A knockout (KO) drum is installed after each stage to remove moisture in air.

In June 2007 shutdown pitting and corrosion marks were observed at third stage inlet blades. One of probable causes could be high moisture contents at 3rd stage inlet due to low performance of its suction KO drum.

Process engineering was assigned to look into this KO drum design and suggest improvement in its performance. In less than two months’ time, design modification was proposed by Process Engineering and implemented the next forced shutdown in Aug 2007.

In this modification, the geometry of inlet deflector / impingement baffle of KO drum were changed with improved design. The new design diverted the inlet air flow direction to swirl around to the vessel wall carrying out more moisture (See schematic diagram below).

Due to the above modifications moisture carry-over is reduced, resulting in improved KO performance. Reliability of the compressor will increase along with improved efficiency as well.

"A Step Towards Technical Excellence"

Old Scenario

New Scenario

Inlet Gas Impingement Plate

Air Inlet

D 2508 YES SEL WALL

Inlet Gas Impingement Plate

Air Inlet

D 2508 YES SEL WALL
Reaching Heights

Working at heights has always been difficult and involved the risk of some serious injury and equipment damage. At Engro, we have many installations which frequently require working at heights. These installations typically include Street Light Fixtures, Process Equipment, and Civil Structures etc. Till recently, our practice had been to use either "Ladders" or "Scaffolds" to work at heights. This practice had been followed since ages.

Scaffolds are costly and time consuming, while Ladders are unsafe to be used for working at heights. This raised a need for some arrangement which is safe, easy to use and economical. Instrument & Electrical Department took the initiative and a Mobile Elevating Working Platform was explored. After necessary due diligence, "Model R17 BHS - By CUSTERS" from Netherlands, was procured in July 2007 which can safely operate up to a height of 50 feet.

The Platform was successfully used for the first time in Bagging Hall (PM&S-1) for revamping purpose. The past practice for this job was to use a mobile scaffolding which was a time consuming and costly way of doing the job. It required about 10-12 hours to do the same job which got completed using access platform within 04 hours.

The introduction of Mobile Elevating Working Platform will certainly bring a paradigm shift in our work practices at site and will certainly eliminate unsafe acts and conditions associated with use of "Ladders / Scaffolds".

Following additional benefits can easily be envisaged related to work processes / practices.

- Ease of operation
- Speed and efficiency
- Cost saving

By: Usman Siddique
The Bailey INFI-90 DCS system was commissioned at UREA-II and URUT Plants in 1998. Operator stations supplied by Bailey were Signature Series based on proprietary Hardware and software. Instrument & Electrical team proposed to upgrade the consoles of Bailey after having aging, lack of support and spares issues. After Substantial evaluation Honeywell's Experion Process Knowledge System was chosen as the migration path option.

**Experion Process Knowledge System**

Experion provides a robust, scalable, plant wide system with unprecedented connectivity through all levels of the plant. The Experion unified architecture combines DCs functionality and a plant-wide infrastructure that unifies process management to:

- Optimize work processes
- Accelerate improvement and innovation

**Experion User Interface Easily reads Bailey Function**

Proprietary Bailey consoles replaced with Experion stations, one by one to allow operations having friendly access. The Experion user interface reads and displays Bailey functions blocks configuration. The Experion user interface allows easy view access to configuration parameters from the Bailey Controllers. Redundancy option has been provided for high availability and no single point of failure to controller data. At present, we have installed 03 Experion stations in control rooms. Once all Bailey consoles removed, new distributed control system furniture will be installed at Urea control rooms. The control presentation will be;

---

**Experion Bailey Distributed Control System**

The Bailey INFI-90 DCS system was commissioned at UREA-II and URUT Plants in 1998. Operator stations supplied by Bailey were Signature Series based on proprietary Hardware and software. Instrument & Electrical team proposed to upgrade the consoles of Bailey after having aging, lack of support and spares issues. After Substantial evaluation Honeywell’s Experion Process Knowledge System was chosen as the migration path option.

**Experion Process Knowledge System**

Experion is a cost-effective open control system that expands the role of distributed control. Experion provides a robust, scalable, plant wide system with unprecedented connectivity through all levels of the plant. The Experion unified architecture combines DCs functionality and a plant-wide infrastructure that unifies process management to:

- Optimize work processes
- Accelerate improvement and innovation

**Experion User Interface Easily reads Bailey Function**

Proprietary Bailey consoles replaced with Experion stations, one by one to allow operations having friendly access. The Experion user interface reads and displays Bailey functions blocks configuration. The Experion user interface allows easy view access to configuration parameters from the Bailey Controllers. Redundancy option has been provided for high availability and no single point of failure to controller data. At present, we have installed 03 Experion stations in control rooms. Once all Bailey consoles removed, new distributed control system furniture will be installed at Urea control rooms. The control presentation will be;
Engro's Participation Appreciated during Lal Shehbaz Mela, Sehwan

By: Asad Muhammad Khan & Naeem Behad Akhtar

Annual 755th Urs of Great Sufi Saint, Lal Shehbaz Qalandar was celebrated on September 07 in Sehwan Sharif District Jamshoro. It is an integral event in Sales District Dadu witnessed by thousands of Zaireen all across the country. People from different walks of life came and participated in three days long celebrations.

On this occasion the District Government organized an Agricultural Exhibition in the exhibition ground to highlight the working and achievement of different departments and companies.

Engro being innovative in modern agriculture participated in this exhibition by holding an informative stall displaying our products and crop literature. Engro’s stall was fully decorated with our products literature, banners, buntings, pamphlets and physical display of our fertilizer products which got attention of thousands of people and Zorawar & Zingro were the most discussed brands.

The honorable Chief Guests Ahmed Bux Narejo (District Coordinating Officer, Jamshoro) and Abdul Hamid Buledi (District Naib Nazim, Jamshoro) inaugurated the exhibition and paid a visit to our stall. The chief guest was welcomed and briefed about Engro’s products by Engro District Team. He appreciated Engro’s efforts in the field of agriculture for providing balanced fertilizers for the modern crop production. Later the Chief Guest was presented with a traditional gift of Ajrak.

The stall was also visited by Executive District Officer, Agriculture Jamshoro, Executive District Officer Agriculture Dadu, District Coordinating Officer Dadu and different District Government Officers.

On the third day, a special Certificate of Appreciation was given to Engro Dadu team by the District Coordinating Officer, Jamshoro - Chairman Mela Committee during closing ceremony, for the excellent performance in arranging and actively participating in the exhibition activities during three days celebrations.

Dadu team is hopeful that this activity will create positive image about Engro products in the minds of farmers and general public.
Engro Chemical Grammar School Daharki was established in 1971 as Colony Model School. It soon grew till the 10th grade and renamed Exxon Chemical Grammar School and later Engro Chemical Grammar School.

Uptill 2003 we were following the Matric stream but in the same year we switched over to O'Levels. After producing excellent O'Level results, we have confidently started our A'Levels this year. With God's blessing and a dedicated faculty we are sure to excel in A' Levels too.

Excellent O'Levels performance by Engro Chemical Grammar School Daharki.

Engro Chemical Grammar School Congratulates CIE O'Level Students on their meritorious results for May-June 2007.

Sheezay
8 A's
Sufian
8 A's
Naveed
6 A's
Usman
6 A's
Behjut6
A's
Mishayam
2A's
Nimra
2A's

Colleage
"Engro Chemical Grammar School scaling new heights in Mathematics"
By: Sheila Malik

For the past three years the Government College University's School of Mathematical Sciences, Lahore, has been conducting the world's largest mathematical event "Mathematique Pour Tour" which is also known as the International Kangaroo Mathematics Contest.

This year, approximately 4-5 million students took part in the contest worldwide. From Pakistan 32,000 students from 800 schools belonging to all the four provinces took part in this prestigious Mathematics event. Twenty-eight of these contestants were from Engro Chemical Grammar School, Daharki.

According to the results announced in daily DAWN (September 9, 2007) 22 schools of Pakistan have achieved the highest level of performance in this event. One of these top achieving schools is Engro Chemical Grammar School. M. Bilal Khan has secured First position, Taimoor Shafiq, Fourth position and Uneeb Rathore, Eighth position, at the Pakistan level. The rest of the contestants from the school are in the top 40 best performing students nationwide. The prize distribution ceremony, in this regard, would be held shortly at Government College University Lahore.

Hats off to the students and teachers for such a high level of performance at an International event!
Vocational education has been considered as a crucial sector of manpower development in achieving the socio-economic goals by Pakistan's developing economy. The last two decades have witnessed eminent development in establishment of new institutions or expansion of the existing ones. But this has not happened, particularly for the female population, in District Ghotki. There is only one, small vocational training centre available for population of 460,000 females and that too at one corner of the district. If a girl wants to attend a course in this centre from Daharki, she has to travel for one-hour which is impossible in this backward area.

Vocational training for women is an important avenue to increase women's participation in the main stream of economic life and thereby raise their productivity and contribution to economic development and family welfare. The skill training given by Sahara Welfare Society is mainly in needle-work such as tailoring, embroidery and related areas.

Vocational education has long been acclaimed for its "hands-on" approach to education; its ability to demonstrate a connection between what is learned at school and what is required for employment. Employers and other community members, including parents, can augment vocational programs by helping at-risk persons bridge the gap between their current status and the realization of their life and work potential. Engro Chemical Pakistan Limited has planned to address this concern by providing the skills training opportunities which incorporate with the income-generating activities for women through its Training and Resource Centre. The company provided financial resources to Sahara Welfare Society to setup a vocational and skills training system. The Sahara Art & Craft Centre was a fruit of such efforts which was established in 2003 in village Jing, Taluka Daharki.

To enable more and more women participation in different vocational courses Sahara has received a funding from International Youth Foundation. This funding enables the Centre to accommodate a higher number of women by providing free learning material and activities suitable to women to them.

The overall objective of the Project is to help the Government implement an integrated and articulated national skills training system. Specific objectives are to strengthen the quality of the career orientation program to provide quality of skills training; and increase short-term employment and self-employment oriented skills training for the unemployed and underemployed in the District Ghotki.

### Year-wise Enrollment Aug 2003 to Aug 2007

<table>
<thead>
<tr>
<th>Sr. #</th>
<th>Year</th>
<th>Teaching Staff</th>
<th>Stitching</th>
<th>Embroidery</th>
<th>Diploma Course</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2003</td>
<td>2</td>
<td>43</td>
<td>0</td>
<td>0</td>
<td>43</td>
</tr>
<tr>
<td>2</td>
<td>2004</td>
<td>2</td>
<td>59</td>
<td>22</td>
<td>3</td>
<td>84</td>
</tr>
<tr>
<td>3</td>
<td>2005</td>
<td>2</td>
<td>40</td>
<td>11</td>
<td>7</td>
<td>58</td>
</tr>
<tr>
<td>4</td>
<td>2006</td>
<td>4</td>
<td>68</td>
<td>9</td>
<td>1</td>
<td>78</td>
</tr>
<tr>
<td>5</td>
<td>August 2007</td>
<td>4</td>
<td>160</td>
<td>40</td>
<td>27</td>
<td>216</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>4</td>
<td>370</td>
<td>82</td>
<td>27</td>
<td>479</td>
</tr>
</tbody>
</table>
Engro Chemicals Pakistan Limited has always been a keen supporter of extra-curricular activities. The Engro Daharki Cricket Team is no such exception. It has been the tradition in the past years; this year as well the team had full cooperation from all Daharkians. All players got new kits which was a great gesture of encouragement highlighting the year. Cricket Season 2006 - 07 spanned over 22 matches with 20 being played at home and 2 away.

The team performance was outstanding, being victorious in 16 of these matches. During the course of the season there were some remarkable performances on the part of the players in all aspects of game. Some superb hitting and batting elegance was displayed by players with Faisal Ansari being the leading run scorer having scored 878 runs in 22 matches. Others were not far behind with Sajid Saeed, Sarfaraz Ahmed and Rafaqat Ali scoring 444, 573 and 452 runs respectively in 17 matches each.

The bowling department also saw some extraordinary skills with Saeed Iqbal leading the charts by bagging 44 wickets. He was well supported by Shahbaz Soomro and Abdul Qadeer picking up 36 and 21 wickets respectively. Overall, the season saw some great all round performances from the Engronians.

The next year promises to bring with it even better quality cricket with more matches both home and away. With the Cricket Team performing so well and the keen assistance on the part of Daharkians, it is without doubt that the future looks bright.
Zarkhez speech competition was a novel idea presented by Brands. This was conceived to forge a connection between the progressive farmers of tomorrow and Engro. The objective of this activity was to create a connection between our brand slogan, farming community and their future generations. This activity will help us bridge the gap between Zarkhez brand and the local community. This activity will also help forge an emotional bond between Engro Zarkhez and farming community by using the message “Zameen Ki Taqat, Naslon kee Khoshali.

Competitions were held at Sahiwal and Sargodha and the response was phenomenal. 3 Sahiwal District schools participated in this competition. The topic given to them was “Zameen Ki Taqat, Naslon kee Khoshali”. Local team had briefed them about this topic one week before the competition and the speeches were a reflection of the immense intellect of the participants.

Sargodha team chose Agriculture College Sargodha for this activity and the well-informed students made excellent speeches on the same topic. They did not just limit themselves to speeches but also made a highly creative play based on the same topic.

Local Government representatives were invited and they were highly appreciative of this Engro initiative. Students were visibly delighted and participated whole-heartedly in the competition. What made these events special was the palpable goodwill for Engro exhibited by all.

This success would not have been possible without the efforts of Sahiwal team, Asif Ali and Murtaza Qudooosi and Sargodha team Ateeq-ur-Rehman Malik and Nadeem Sattar.
Promotions

Aamirz Janjua - Operations Engineer II
Muhammad Qaiser Janjua - Instrument Supervisor I
Mohammad Ashraf Rashid - Operations Engineer I (Zarkhez Plant)
Mohammad Ahmad Malik - Unit Manager - Urea II
Mohammed Iqbal Ghauri - Mechanic Advisor I
Muhammad Janjua Tarqi - Banking Officer I
Shaukat Ali - Project Engineer III
Quaiser Pervez - Environment Engineer I
Quaiser ul Hassan - System Officer IV

Staff News

Saad Afzaal Shamsi - Operations Supervisor IV
Muhammad Karim - Operations Supervisor II
Adil Aziz Khan - Unit Manager (On secondment to EAPCL)
Ahmad Naem Aftab Pasha - Senior Logistics Engineer (Zarkhez)
Aamir Afroz Bhatti - Inspection Engineer I
Ali Bajwa Jai - Maintenance Engineer II
Aamina Waheed - Senior Medical Advisor
Bilal Qasim - Bagging Operator II
Faisl Bakhsh - Senior Maintenance Engineer
Farhan Akram - Senior Finance & Accounting Advisor (On secondment to EAPCL)
Farman A. Lodha - Senior Project Engineer
Hafiz M. Imran Hira - Process Engineer III
Husain Muhammad Khan - Electrical Engineer II
Kartar Ali - Operations Supervisor II
Khalid Rasheed - Electrical Supervisor II
Kamish Shehzad Butt - Operations Supervisor III
M. Harris Ahmed - Planning Officer II
Mehran Ali - Clerk II
M. Omar Khan - HR Officer IV
Muhammad Ali Solangi - Senior Operations Engineer
Muhammad Ali Solangi - Senior Operations Engineer
Muhammad Pervaiz Khan - Senior Accounting Advisor (On secondment to EAPCL)
Muhammad Imran - Finance & Planning Advisor
Muhammad Imran - Finance & Planning Advisor
Muhammad Imran - Quality Training Advisor
Muhammad Farooq - Bagging Operator
Muhammad Jamil Yousuf - Admin Services Manager
Muhammad Masood Gajar - Operator I

Appointments

Adeel Arvere - Sales Officer IV
Akash Ali - Technician II
Ali Abbas Khatwala - Graduate Trainee Engineer
Amjad Rasool - Technician II
Atique Ahmad - Graduate Trainee Engineer
Bilal Saleem - Graduate Trainee Engineer
Christabel Desouza - Secretary (Finance and Planning Department)
Haj Nazwa - Bagging Operator
Moharban Ali - Clerk II
Mohammad Omar Khan - HR Officer IV
Muhammad Ali - Accounting Advisor (Finance & Admin Division)
Muhammad Ali - Accounting Advisor (Finance & Admin Division)
Muhammad Ali Imam Naqvi - Quality and Training Advisor
Muhammad Faseed - Senior Safety Engineer (Working with EFL on Secondment)
Muhammad Faseed - Senior Safety Engineer (Working with EFL on Secondment)
Muhammad Wajid - Technician II
Muneer Azfar - Senior Finance and Planning Advisor
Saud Atta Shamsi - Instrument Engineer IV
Saud Rehman Rashmi - Graduate Trainee Engineer
Shahid Amin - Accounts Officer I
Shakir Ahmed - Clerk II
Shehryar Qadir - Finance & Planning Officer IV
Sayed Muhammad Vahdat - Graduate Trainee Engineer
Iran Umar Quazi - Planning Engineer IV
Usman Mazhar Ahsan - Senior Officer II
Yasir Jamil - System Analyst IV

Retired

Abdul Qadir - Senior Manager - Islamabad
Muhammad Imran Samejo - Senior Manager - Pakistan
M. Ashar Haqqi - Sr. Security Guard
Regional Manager - Hyderabad

Expired

Rehmat Ellahi Ansari - Head Inspection Technician
Head Inspection Technician

Moves/Promotions in Fertilizer Expansion Project (Enven Project)

Abdul Aleem Khokhar - Section Head - Project Engineering
Ahmad Haider Kazmi - Electrical Engineer I
Arif Ali - Section Head I & E
Farman Hormuz Khan Lodhi - Senior Project Engineer (Move from Manufacturing to ENVEN Project)
Faruq M. Saleem - Senior Process Engineer
Ishander Tahir - Instrument Engineer I
M. Asad Wahid - Section Head - Construction
M. Mubarak Hussain - Senior Civil Supervisor
M. Murtaza Aftab - Senior Machinery Advisor
Muhammad Majid Latif - Unit Manager - Process Engineering
Saud Atta Shamsi - Instrument Engineer IV (Move from Manufacturing Division to ENVEN Project)