



NEWS LINE PCI



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"From Good to Great"

Dear Reader

The journey that started sixty year ago by our late Chairman has resulted in our company being recognized as good. But we won't stop here. We intent to keep moving forward to become "great."

The year 2010 was a year of achievement for us. During the course of the year, we were able to launch new product range based on newer technologies.

In November 2010, we formally launched the commercial production of Injection Molding Parts. These parts were developed in a record time of 45 Days to meet our customer development & quality requirements.

Other major activities that were in focus in the second half of the year is the website development of our retail operation. This would be highly interactive and user friendly website.

The achievements did not stop here. Our Automotive division was awarded with Quality award by Pak Suzuki Motor Company Limited.

For the past several years, we have adopted latest management techniques in our operations. This has bought a lot of efficiencies in our operations. Our efforts were duly recognized by EFP. The details are already in front of you.

As you already know we are a very socially responsible company. We initiated a lot of activities internally as well as externally. During the course of the year some major initiative would be taken to enhance the role of CSR in our organization. The main focus would be creating equal opportunity for all of our employees.

I hope that this team work will help us to enhance our organizations collaborative efforts and will provide a boost to achieve the excellent standards.

Best 5S Activity Award



Kaizen Award



Appreciation Award



The Team

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ASA Wins Excellence In Management & Decent Work From The Employers' Federation of Pakistan

The EFP (Employers' Federation of Pakistan) on its 60th anniversary held a competition to award best performing companies in various fields of Human Resource Management & Development, Industrial Relation & Labor Practices, Occupational Health & Safety Management System, Corporate Social Responsibility & Decent Work Initiative.

"ASA won Excellence Award in Decent Management Work"

The award reinforces the Management Philosophy of bringing professionalism in all sphere of its operations. This recognition would go a long way to keep momentum going and would greatly assist the management and its team of professional to achieve higher milestones.



ASA Win Prestigious Excellence in Quality Award From Pak Suzuki Motor Company

Bravo Team ASA. You have done it again. Winning award from our esteemed customers has become a habit that we would like to keep.

An achievement like this cannot be accomplished without a concerted team effort. We would like to specially recognize the role played by Manufacturing and the Quality Assurance team for the achievement of this milestone.

We hope that all of us would continue the good work and assist the management to achieve greater heights in years to come.



Receiving Award From Pak Suzuki



Vendor Appreciation Awards



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Yet Another Milestone Achieved: Inauguration of Polymer Division

By the grace of **ALLAH** Almighty and efforts of our team, November 13th, 2010 turned out to be a joyous day at ASA. This is the day we started commercial production of the plastic parts.

ASA mission is to become complete interior trim supplier to automobile industry of Pakistan. In pursuit of this mission we diversified into the field of Injection Molding, Blow Molding and Vacuum Forming Technologies. The journey to achieve this milestone has been full of challenges. One of our esteemed customer threw at us a challenge to develop eight parts of injection molding in a record time of forty five days only.

This was an uphill task. However, our team took the challenge to develop these parts and their C/F to meet customers deadline. Shortlisting of tool manufacturer was the first step. The development process included CAD verification, Development of CAM for tool manufacturing and then the tool manufacturing itself. We worked day in and day out to finish the individual tasks on time.

It was pertinent to keep the communication channel as open as possible. We are very thankful to the support and cooperation we received from the customer in timely resolutions of all issues. Without their active participation this target could not have been achieved.



Launching Ceremony of Injection Molding Shop

Photo taken at the launch ceremony of commercial Production of plastic Injection Molding shop seen in picture Mr. Jawed Iqbal Sr. Manager Polymer Division handing over the first lot to Mr. Ashar Aftab DGM Marketing for onward supplies to esteem customer. This ceremony was witnessed by the board of Directors and Advisor.



Launching Ceremony



Injection Molding Shop



Launching Ceremony



Launching Ceremony





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Maximize Your Work & Life

In order to maximize your productivity, happiness, peace, or impact can best be accomplished if you clearly understand the 12 Rules of Time.

1. Have goals

Being more efficient with your time is irrelevant if you don't know how you want to spend it. In managing time, the compass is more important than the clock. Know where you want to go and spend your time on the things that get you there.

Many people spend energy trying to be more efficient without first doing what's important: setting goals. It's like being lost on your way to a new city. Driving faster doesn't help if you are going in the wrong direction. Figure out what direction to go in and head that way.

Once you've prepared it, your list of goals will reveal what is important to you.

2. Analyze how you spend your time

It is always good to know how you're spending your time right now. You can track this by setting a timer to go off every 15 minutes; whenever it sounds, write down exactly what you are doing. Alternatively, divide your day into 15-minute blocks and record each activity you do. Once you have your time logs, examine them. How do they compare to your goals? Are you spending time where your priorities are?

3. Keep a to-do list

This sounds too simple, but it really is the basis of all time-management systems. Your to-do list can be electronic, on fancy paper, bound in a notebook or loose-leaf. The key is to have everything you want to accomplish on one list like "write annual report."

4. Prioritize your list

Once you have the list, determine which are the important items. Mark these with a highlighter, a red pen, or in any other way that makes them stand out.

5. Control procrastination

I use a number of tricks to break any lingering tendencies to procrastinate. For instance, I happen to like having a hard copy of my digital to-do list.

I reprint it every few days as new items are added and completed ones dropped. It is at these times that I look for the items that I've marked as high priority, but which are just not getting done.

People often say I have great self-control. In truth, though, much of it is environment control. I control my environment to eliminate things that I might use to procrastinate.

Take games off your computer, for example, sell your TV, and get rid of the busywork jobs that you use to avoid the important tasks. I have developed one effective habit that has helped break me of procrastination: "Do the worst thing first." At the beginning of every day, I do the one task that is causing me the most stress, and that I haven't been getting done.

Sometimes I just give it a quarter of an hour - based on the theory that I can stand just about anything for 15 minutes. Frequently it is this short thrust that breaks me through.

If I still find myself procrastinating, I review my reasons for setting a goal. To create extra motivation to complete a task, I strengthen the reasons why it should be done. Similarly, many people reward themselves for completing a job.



6. Organize

Organization and time management are linked. I find that I get important things done when I have all the tools I need to perform the job.

The opposite of organization - chaos, clutter, disorganization generally leads to busy work. If your desk is piled high, every piece of paper says "look at me." You can end up doing a lot of work without ever getting to the important stuff.

7. Delegate

One way to expand your time is to get others to help you with it. The key to delegation is to hand off any tasks that someone else can do significantly faster or more easily than you can.

If you're protesting that you don't have anyone working directly for you to whom you can delegate tasks, no problem. Consider delegating to a peer, a superior, a supplier, or even a customer. Treat delegation like networking: who in your network would be best for the job?

In some cases you will need to invest up-front to train someone so he or she can take over a task from you. The long-term savings are usually worth the up-front time and costs.

After delegation, remember to thank appropriately. You might think people would resent being delegated to, but exactly the opposite is true. People like to be asked, especially if it is to do something that they're good at.

8. Master efficiency tricks

The best trick I have found is "The Power of While." What can you do while you drive? While you walk? While you clean? While you watch TV? I am a huge

frequently listen to tapes while I am doing something else. Being a techno person, I love all the organization software out there that allows me to keep my contacts, to-do lists and appointments.

I also use gadgets such as cell phones, wireless e-mail, and personal digital assistants. Good use of technology can save you valuable time.

9. It's OK to say no

Saying "No" can be the most powerful time tool you can master. When someone asks you to do something, ask yourself how important this is. Does it help you achieve your goals? Is this a task you would be better at than most people? Don't always look for reasons to get out of things, but be strategic about what you take on.

This doesn't mean that I always say no when asked to help out. But if I do say no, I am always polite and tactful, and try to suggest someone else who would do the job well.

10. Focus

Committing 100% focus and concentration on one task at a time can be very powerful. Eliminate distractions. Focus on the task. When you're properly organized and prepared, when your energy and power are high, you can often complete a task in 20% of the time it would take when you're distracted or open to interruption.

11. Build your efficiency bank

High efficiency is not possible if you don't look after yourself. Eat right, exercise, sleep well and drink moderately. Mom knew best: all the things she said were good for you just happen to be best for your efficiency, too.

I also believe meditation can be a great way of building your efficiency. It could be transcendental meditation, Zen, or just finding a way to get into a relaxed state that lets you focus on the task you have to do. No matter how you do it, recharging your batteries gives you the power to do more during the times you need to be at your best.

12. Take care of yourself

It isn't possible to be "on" all the time. Take the time you need to look after yourself -- body and soul -- so that you can reach peak efficiency when you need to. Have a list of things you like to do. Find out what activities energize you, and spend more time doing them. This will give you the power and energy to be more productive when you return to work.

Article Source:

http://EzineArticles.com/?expert=Jim_Estill





Pak Carpet Industries

is proud to announce the launch of its new website
www.pci.com.pk



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This new site has been redesigned with a fresh new look and streamlined site navigation making it more intuitive and user-friendly. It will establish a closer relationship with its existing & potential customers, suppliers, and other stakeholders. It clearly reflects our position in the flooring industry. We have included a lot of new content, not only explaining what we do, but also reinforces our dedication to our CSR mission.

This new site also showcases our commitment to customers, business partners, suppliers, and community and is a gateway for them to communicate with us.

- ❑ Complete SEO "Search Engine Optimization"
- ❑ Search Engines Friendly Structure
- ❑ Entry in Search Engines & Web Directories
- ❑ Dynamic Database Driven Pages
- ❑ Product Catalogue (Dynamic Flash Galleries with light box appearance)
- ❑ Project Album (Dynamic Flash Galleries with light box appearance)



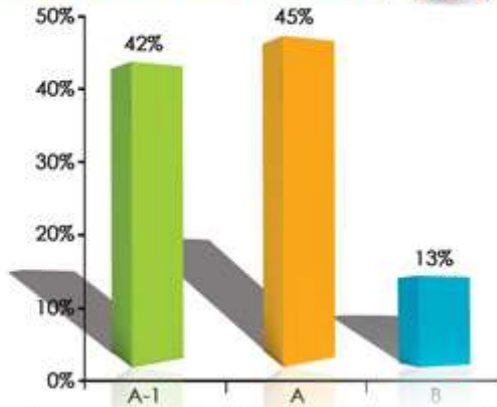
and many more interesting features



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Corporate Social Responsibility

Result of S.S.C. Part I



The above graph showing the result of S.S.C.I 2009-10, in which 42% students scored "A-1", 45% "A" and 13% "B". The highest percentage scored by student i.e. 90.1%. **APS** scholarship was also awarded to the highest percentage holder.

Science Exhibition

APS conducts different activities for student's motivation by which they can learn more effectively and enhance their skills. The project was well prepared, and also the concept & theme followed by the students were very creative. The feedback of this Exhibition was declared outstanding by the visitors.



World of Colors



Intel Training Program



City District Govt. Karachi with the collaboration of Intel Education Pakistan conducted "One day Workshop for Standard I.T. Literacy Programme" on 16th October 2010 in APS.

The feedback of the training received by teachers & other staff members was excellent. After the training, International level Certificates were awarded to the participants.

A set of different software were also given to the administration of APS for our computer lab.



ISO 9001:2008 Certified



PCI Group

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