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GOING BEYOND EXPECTATIONS

They say, “Success doesn’t come to you, you go to it”, since our inception we have achieved great milestones; in the last 12 months, PCI went a long way to further stamp it’s authority as the undisputed industry leader. Efforts for making “the best in the industry even better” were acknowledged when ASA won awards from its prestigious customers. To acknowledge our presence in both local and international markets, ASA now has a newly developed website. Besides this, to further recognize our presence in the market, a state-of-the-art brochure is designed. For better efficiency and productivity we shifted our complete sheet metal department from one plant to another. For effective management, in limited space, time and resources, we developed a completely new finished goods store.

But amid achievements there was also a huge loss. February, 2012, marked the end of an era. Ms. Fareesa Kamal, our Head of HR, departed us forever. She was such a person that no one can ever fill her shoes.

She initiated this edition of NewsLine, so in it, we have tried our best to honor her devotion to PCI.



Best 5S



Best Kaizen



Best Departmental Attendance



Annual Picnic



In-house Cricket Tournament (Malir Plant)



In-house Cricket Tournament (Bin Qasim Plant)

THE TEAM

Patron:	Mehdi Ali Rizvi (Director)
Managing Editor:	Saad Bin Shoaib (AM Sales and Marketing)
Editor:	Tariq Reza (Sr. Executive HR)

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PAK CARPETS SURPASSING NEW HORIZONS



PCI, well known for providing high-end carpets to organizations like Mobilink Pakistan and OMV Pakistan last year, has initiated yet another landmark achievement by attaining carpeting of Fauji Fertilizer Company (FFC) head Office in Rawalpindi.

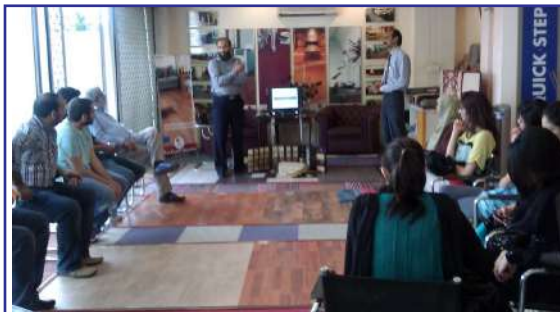
This project has its unique significance as it involved one of the biggest names in Pakistan's Fertilizer Industry. There was a tough competition to meet FFC's performance standards but nevertheless PCI's main Product Interface FLOR passed all norms and specification required by FFC's Project Team and the Architect.

Our PCI Pindi Sales Team, once again, lived up to the expectations and achieved this major milestone under the able leadership of Branch Manager **Mr. Asad Mehmood**.

This success has once again proven the dedication and efforts endowed for such projects by our competent professionals.



PCI - Awareness Program for Indus Valley Students



PCI, as always, in practice of providing product awareness had organized an informal event for Indus valley students in the month of April 2012.

The session concluded more in depth knowledge related to carpet, carpet tiles, laminate and other flooring categories.

PCI took this initiative as a responsible industry player with an enthusiasm to provide the future design community the best knowledge for flooring items, which will definitely help these

young architects and interior designers to further advance their excellence in their upcoming projects.

PCI has committed itself to carry on such sessions repeatedly in coming months.

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EXCELLENCE ACKNOWLEDGED



“When going gets tough, the tough get going”.

Even in the time of economic turmoil, PCI maintained its standards of meeting or exceeding customers’ expectations. PCI’s will to win and to reach its full potential was acknowledged when Automotive Spares and Accessories (ASA) received multiple awards from its customers for its invaluable services.



PAK SUZUKI awarded ASA with the prestigious “Development Award” for the year 2011. It was in recognition for ASA’s

relentless efforts for on-time development of parts. Mr. Ashar Aftab and his team, worked day and night to achieve this milestone.

INDUS MOTORS recognized PCI’s efficiency in sales operations when 2011’s “Delivery Award” went to ASA. Having a tradition of on-time and full delivery to customers, the Sales Operations Department of ASA was rightfully acknowledged for keeping up with the expectations.



FUN WITH WORK



Like all efficient organizations, PCI always believes in constant hard work, but balancing that hard work with positive fun has been a hallmark of PCI Group.

Maintaining its traditions; Marketing Department of ASA organized cricket matches last year.

These matches are regarded a resounding success because top management from our customers participated in their respective matches and, more importantly, everyone had a lot of fun.



ASA's NEW FACE ON THE INTERNET

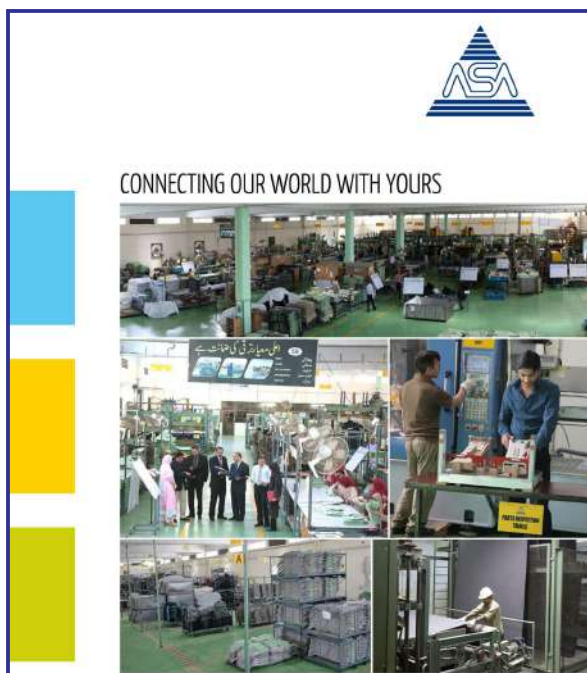


To tell the world how much we have grown, the website for ASA was re-designed from scratch and in February 2012 it went online. The task was initiated and coordinated by ASA's Marketing Department.

You can see it all and much, much more on www.asa-pci.com



ASA's NEW BROCHURE



We believe in selling organization not just its products. And selling organization means selling its systems. Following this theme, Marketing Department of ASA was put to task once more and designing of a brand-new brochure, highlighting systems implemented in ASA, was completed in April, 2012.

You can download our brochure from:
www.asa-pci.com/Asa_Download



DEVELOPMENT OF FINISHED GOODS STORE AT BIN QASIM PLANT



Handling of materials before and after production is pivotal for effective production and efficient supplies. ASA has always maintained high standards of suppliability. In order to ensure that pre and post production handling of material is done in the most efficient and most systematic way, ASA's Marketing Department developed a Finished Goods Store, which has provided the following advantages:

1. All systems (5S, FIFO, Min / Max Level) are thoroughly implemented.
2. Bins and Trolleys introduced allowing for vertical staking of parts.
3. Loading and unloading time drastically reduced.
4. Dedicated space for every part because of which chances of error have been reduced.
5. Excess inventory can be highlighted instantly.
6. Issues regarding safety hazard are now properly addressed.



SHIFTING OF PAINT SHOP (SHEET METAL DIVISION) TO BIN QASIM PLANT

Our Sheet Metal Department was previously divided into two sections. The Paint Shop section was at Malir, while the assembly section was at Bin Qasim Plant. In order to increase the efficiency of Sheet metal Division, the ASA's Maintenance Department successfully shifted the paint Shop to Bin Qasim Plant:



1. Reduction in movement of materials.
 - a. Previously parts were initiated in Bin Qasim. Set to Malir for application of Paint. Returned to Bin Qasim for completion and dispatch to

- customers.
 - b. Now all activity is done at Bin Qasim Plant.
 2. Gas load shedding and pressure drop issue permanently resolved.
 3. Productivity per day has significantly improved by 150%.

LEARNING FROM THE “TRANSFORMATIONAL LEADERSHIP PROGRAM (TLP)”

By: Syed Ashar Aftab

In PCI we never treat training as an expense; we treat it as an investment. The Center for Executive Education (CEE) at IBA Karachi organized 'Transformational Leadership Program' for senior managers and top level executives.

For PCI, I attended the 4 day program along with late Ms. Fareesa.

It was surprising and encouraging to see that in this program we were the only local manufacturing concern which participated.

The program was designed as a platform for transformation from a managerial to leadership mindset. It was actually quite helpful in understanding concepts like self-realization. It guided where Managers can unleash their true leadership potential for understanding the chasm in the areas of leadership.

Following are a few things that I learned:

Leadership is a multi-dimensional phenomenon; it is personal and it is social, and a leader should have both of these. It also has two sides, emotional and rational and without the one the other is useless. If you look at leadership in an organization's perspective you will realize that it shouldn't be only task oriented but about building relationships as well. Primarily it is about having and using coercive and attractive powers to achieve organizational objectives. Therefore, it's usually called as a Disruptive Art.

Managing paradoxes and tensions and making choices when facing dilemmas is what a leader does. A leader higher moral values and confidence among his people and that's how the progressive organizations and societies form. The apparent paradox for all of us is to achieve successes in life without being dishonest, unfaithful, unlawful and unjust. The dilemma we are facing as humans is how to progress and achieve success in our professional career as well as attain human excellence.

In today's world the ability to deal with complexity, provide innovative solutions and inspire subordinates and team members are the key to success. Today's successful leaders are characterized by critical thinking, open to change and are complemented with strong will power and clarity for vision.



"YOUR CANDLE BURNT OUT LONG BEFORE, YOUR LEGEND NEVER"

Late Ms. Fareesa Kamal (1982 – 2012)

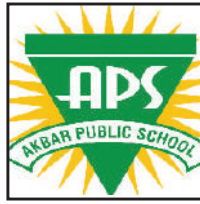
"To live in peoples' hearts is to live forever", Ms. Fareesa Kamal ruled the heart of every PCI personnel. On February 9th, 2012, she started her final journey, becoming a memory for all of us to treasure, here are a few words in her honor

“We are all deeply saddened by sudden demise of Fareesa and would like to express our sincere grief and sympathies to her family at this difficult time on behalf of the management & staff. She was someone who any company or manager dreams of having in their team and it was always a joy to see her commitment & devotion at work. May Allah Almighty rest her departed soul in peace and give the family strength to bear this irreplaceable loss – Ameen”

Mr. Hadi Ali Rizvi
Chairman, PCI Group

“When death strikes cruelly and without warning, it leaves shock and anguish. The sudden demise of Fareesa Kamal, our Head of HR, on 9th February 2012, has deeply saddened our hearts. She was well loved in PCI Group for her loyal and sincere work. May her soul rest in peace and soften the grief of bereaved family”

Management,
Akbar Public School



AKBAR PUBLIC SCHOOL

Corporate Social Responsibility



3rd Death Anniversary of Syed Ali AKbar Rizvi – Founder Chairman APS



Visit of Syed Mustafa Kamal, Former City Nazim Karachi to APS



Briefing to Senator Mustafa Kamal about the system, policies & procedures of APS

Motivational Activities

Most punctual staff of APS having group photograph with the Director & Principal



5S Award winning teachers group with the Director, Principal & Admin Manager

EVENTS & ACTIVITIES



Science Exhibition



Millad un Nabi (SAWW)



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