

KONNECT

July'18 - September'18
Volume III



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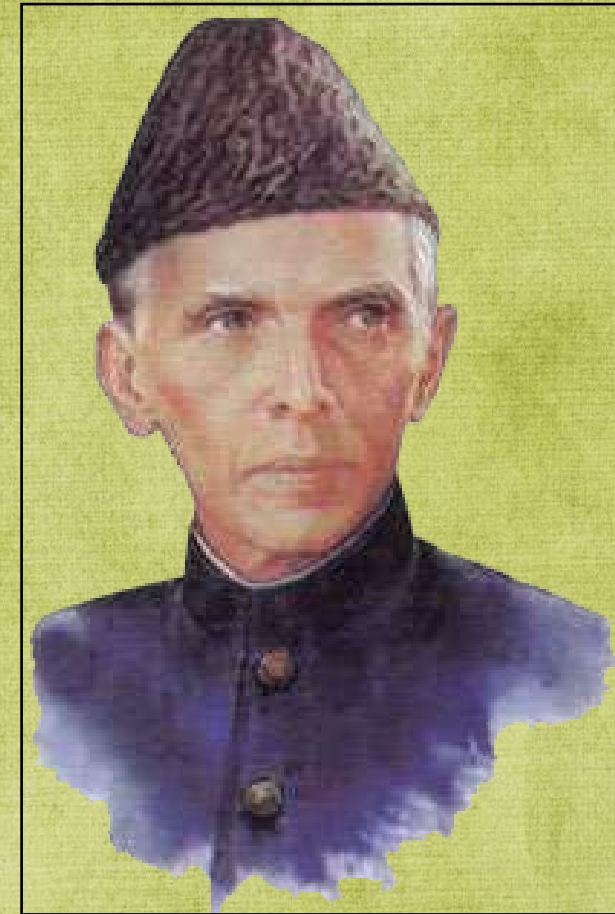
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“With Faith, discipline and selfless devotion to duty, there is nothing worthwhile that you can not achieve.”

Quaid-e-Azam

MEET THE TEAM

Muhammad Imran Moten

EDITOR IN CHIEF



Dear All,

We feel pride in publishing the fourth edition of GTML's newsletter, Konnect. Through newsletter, we plug you into the stories at Gadoon. This issue is more of a sneak peak of our events celebrated at Gadoon and several new initiatives taken by the Branding and Corporate Communication's team in collaboration with Human Resource team. The edition also covers financial update regarding Company's progress from the period from July till September of this fiscal year.

For us, feedbacks of our employees are of extreme value due to which every quarter, a survey form is circulated so, in this volume, considering the feedback, the team has made efforts to keep the content abridged.

With every release, we give you insights of life journeys of our employees and some

other renowned individuals that one may gain a valuable lesson from but this time, the team has only covered a journey of someone associated to us since decades. Like previous editions, this release will be covering events held during the period, a food related section to experience in holidays, experiences of our new onboards and a journey toward success.

On behalf of the management, I appreciate the efforts of the entire team of this newsletter and all those who have shared their views and experiences in this newsletters.



Muhammad Kashif Riaz

EDITOR

"I believe that the key to success, beside hard working, is your commitment towards acheiving a task, being honest with people around you and speak truth. One must keep in mind the circumstances before speakking about anything, as circumstances sometimes affects the ways things are being done."



Fatima Afzal

DESIGN & CONCEPT

"You can never be actually successfull untill you follow your passion. Success is nothing but to be the best at what you love to do or else it is just a fame and good amount of money that satisfy your thirst. It is said, "Money is the means, not the end". I believe never settling for the less than what you deserve drives your passion. Not necessarily, you find it at the age of thirty or fourty but the struggle you do in its search is the reason you will definitely find it. It's nowhere but within you. Peel off that layer and dig in to your heart and search for it. It will come to you one day but only if you search."

Financial Highlights

From the period covering July till September

The Country's economy is facing testing times. Although exports and inflows from remittances increased in the first three months of this fiscal year, however, higher oil prices are pressuring the current account deficit.

Moreover, foreign exchange reserves hit multi-year lows at the close of this September, resulting in devaluation of almost 18% in last 12 months.

On account of unstable policies and current account deficit, new government has already imposed regulatory duty on thousands of imported items to discourage Import.

Interest rates have already risen by 200 basis points in this fiscal year with expectation of further increase in Interest rates and exchange rates on account of loans to be obtained from IMF.

Subsequent to the period end, a further devaluation of 8% has taken place. In addition, government has reduced regulatory duty on imported items used by export sectors to make them competitive in the International markets.

If we look at the Company's performance

during the period, export sales have declined on account of uncertainties with regard to government policies coupled with trade war between China and USA, china being major country importing yarn from Pakistan.

However, Local sales have supported the Company's turnover on account of increased yarn prices and quantities, however, net turnover remained almost stagnant. With timely procurement of quality raw material coupled with Local Sales performance and contribution from strategic investments, Company has been able to post a hefty bottom line of Rs. 523 million. Total Exports of the Company have decreased by 45% whereas Local sales have increased by 21%.

Your Company has achieved approximately Rs. 6.3 billion turnover. Company's Market share of Export of Yarn in dollarized terms has decreased to 2.50% from 5.64% on account of reasons mentioned. However, we anticipate that this trade war between trade giants will come to halt and country's export will increase accordingly.

Below are key Graphs for your better understanding of Company's progress.



Future Outlook:

With the government approaching friendly countries and IMF for building the already depleting Foreign exchange reserve, strict conditions may be imposed on obtaining loans, which may slow down the economy.

However, we expect that the policies being announced by the new government will help find a direction for the economy and will create business friendly environment for the business community.

Furthermore, keeping in view the latest technologies, Company management is committed to continue investing in technologically advanced machineries to increase product efficiencies and effective utilization of power generation.

Independence Day Celebrations

By Ali Saleem

“Saaya’e Khudaa’e Zuljalaal” – Symbol of Almighty’s Protection.

As these verses were read, heads down I realized that how blessed we are to have born on a free land. A land which is indeed a symbol of Allah’s protection. A land which has given us everything a nation could ask for; land to cultivate fruits, harbor to establish trade, forest to feed livestock and mountains to extract minerals.

While I was thinking all this to myself, a voice caught my attention. “We have rendered great sacrifices for the creation of Pakistan, we need to sacrifice more to safeguard it. Muslims do not succumb to the challenges.” Those were the words of the Father of Nation. He knew exactly what people had gone through and foresaw the need to be strong and patient. It was of the ideology of Quaid e Azam and vision that Pakistan came into being. He was well

aware of the hardships faced by Muslims back then to get a land for themselves and for their generations to come. The sights displayed in few of the sacrificial videos of 14th August, shown to us during the event, were painful and distressing. It was in the memory of those freedom fighters that the GTML’s management arranged to celebrate “The Independence Day”.

A man is patriot if his heart beats true to his country – Charles Jefferson

The staff gathered at the main hall, decorated with flags. You can imagine how happening it would have been to gather with your colleagues at your workplace to observe the Independence Day. Everyone were also given T-shirts, which reminded me of my school days to be honest. But nevertheless, we all were excited and eagerly waiting for the event to start.



With the recitation of the verses of Holy Quran by Mr. Muhammad Ali Sikander, the event started. This was followed by the recitation of National Anthem. Everyone recited the anthem with zeal, showcasing their passion and patriotism for this country and love for the day.



The host of ceremony, Ms. Sumayya, addressing the crowd, presented on the social activities undertaken by the management during the last year. She briefed on how the management had been involved in fulfilling their duties towards the society. She added, about the activities undertaken throughout the year, mainly initiation of “Street to School Program”, visit to “Al-Mustufa Academy” an orphanage house, visit to “Children’s emergency” supported by Child Life Foundation and participation in various Job





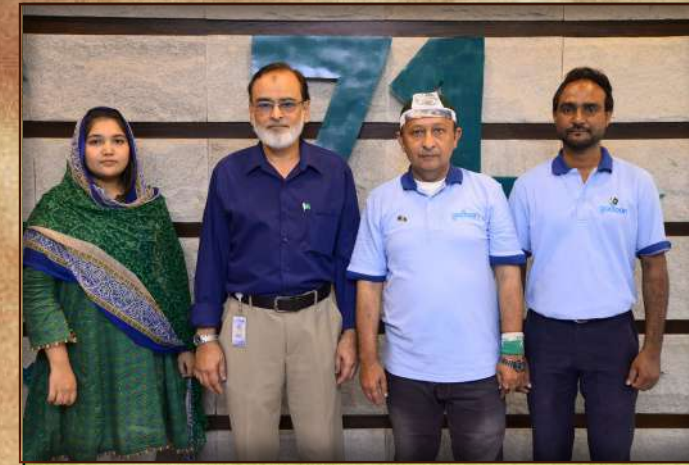
Fairs.

She then invited volunteers to sing national songs. They were joined in by everyone present there, who sang along with enthusiasm. "Iss parcham k saaye tale, hum ek hein, hum ek hein", these verses depicted the true picture that day. How the members of Gadoon family, gathered together with devotion and spirit, singing their lungs out with energy and excitement till we all ran out of breath.

Tired, we all had our eyes on the snacks getting served. Mouthwatering cupcakes along with juices, chips, patties were enough to get our energy back. While I was busy in filling my belly, a noise caught

my attention, "Congratulations Mr. Khalid! You're going to the Pakistan Tour". Well I was then told that the management had planned to hold a balloting to pick those lucky employees who were to go for a Pakistan Tour sponsored by the GTML's management.

To sum it up, it was one memorable day.



With all the fun, it felt like a family gathering. Being new to this family, I had an amazing time. May Allah protect our land from evil and bless our family with prosperity and success, Aameen.

Patriotism is not short, frenzied outbursts of emotion, but the tranquil and steady dedication of a lifetime – Adlai



Go Green - Tree Plantation Drive

Step towards the betterment of society



“May Allah give it strength to grow tall and strong” was the sentence uttered by people during the plantation campaign.

This was often heard, from almost everyone who were there. The excitement and passion shown by all towards this activity was commendable. And the idea of having a “Tree Plantation”, along with the celebration of Independence Day was indeed an icing on the cake.

Being a proud member of Team GTML, we visited Karachi Project on 13th of August to plant around 500 saplings. We were accompanied by ACCA Pakistan’s team and students from a reputable ACCA tuition provider. Event started with an address from our Technical Director Mr. Tahir Saleem, who not only supported this noble cause but also emphasized on having such

activity more frequently. This was followed by brief address from our CFO, Mr. Imran Moten, who allegedly focused on social responsibilities of the Company and on importance of having such activities.

It was then when we were splitted into teams. Accompanied by the support staff, who had already put in their efforts to dig up the soil for our convenience, we went towards the area. That shimmering smile on all the faces along with excitement in their eyes was clearly visible. Although it was hot outside, around 32 degrees Celsius, even then we all remained steadfast in our mission.

As soon as we reached the ground, demonstration was being performed by Mr. Faisal Shakoor, walking us through the entire process. Instructing us clearly on how we were supposed to handle the sapling, place



it into the ground, cover it up with the soil and finally, release some fresh water.

The Key to Greener Planet is in your Hands!

Everyone around started to follow him and planted few saplings. I also reached down to the bottom of the ditch in front of me, placing the sapling gently. As I covered it up with the soil, I could feel such tenderness within me such as a mother would have felt while wrapping her newborn in the cloth. I know I might not be able to express the feelings I had back then, but trust me it felt so good to do something for this land we have been thriving on and to give something in return, maybe as small as a little portion of our time or effort.

Deep in my heart, I prayed for its strength and for its growth. I guess everyone who were there must have felt the same way. Even though it was tiring, we all stood afresh. “May I plant one more, please!” was often heard from students there. It was a good day to be honest, not only it showed our concern towards the Mother Nature



but it also displayed the passion towards team work, as how everyone there shared the same ambition.

Once done with this activity, we were guided back to the main hall. We all were then offered refreshments to get our wit back. Acca students were then presented gifts as a token of appreciation for their efforts by GTML’s management.

To conclude, well let’s not forget that this activity needs our attention and that it should be done more often. Climate changes coupled with Global Warming issues prevailing lately, needs us to address them proactively. And to have such activity within our Company, I take in pride and honor that this matter was looked upon and addressed effectively. I hope and pray that may Allah (SWT) accept our efforts towards this noble cause and bless our Company with prosperity and success, Aameen.

“He, who plants a tree, plants a hope” - Lucy Larcom

Students Awareness Session at Factory



Gadoon runs a continuous student support program throughout the year. This mainly comprises of providing educational support in preparing of their assignments, projects, researches and factory tours for an insight to the production process.

In pursuance of the above, GTML organized a factory visit of ACCA students in order to give them an insight of the production process. The students were accompanied by their supervisors and a team of GTML Head Office to the factory. They were briefed about the production processes by Technical Director, Mr. Tahir Saleem, who also gave them some good motivational points to lead a successful career. After that, the students were taken into the production area in groups, each lead by a technical supervisor to make them understand the details of production from the begin-

ning till packaging.

Students really enjoyed the tour and the exposure made them realize the importance of other processes besides financial area. The visit ended with an informal refreshment organized by the factory staff.

The purpose of this tour was to not only provide the students with an experience of witnessing the actual production line but also to make them interact with factory officials and to develop their confidence and intellectual level. They had a good chance of interacting with each other as well as building network with technical professionals which will eventually help them in their educational and professional career.

Best Corporate Report Award - 2017



Annual corporate sustainability report of basically emphasizes on social, environmental responsibility and sustainability issues that forms the basis of our long-term success.

The Company publishes its annual report covering the events from July to June, each year. Other than financial statements and certain reports which the Company as per law is mandatorily required to disclosed, the Company voluntarily present certain additional information in order to meet Best Corporate Reporting (BCR) criteria, jointly determined by the Institute of Chartered Accountants of Pakistan (ICAP) and Institute of Cost and Management Accoun-

tants of Pakistan (ICMAP) for each year.

The purpose to disclose additional information is to promote accountability and transparency through provision of accurate, informative, factual and reader-friendly Annual Report. This year also, the Company continues the trend and secured 2nd position in the Textile Sector for "Best Corporate Report 2017" in the award ceremony jointly hosted by ICAP and ICMAP. The award reflects Company's commitment on communicating information accurately, timely and transparently.

What is BCR Evaluation Criteria?

BCR Evaluation criteria aims to promote

cohesive approach to corporate reporting to improve the quality of information available to the investors and other key stakeholders which will help in elevating the level of accountability and stewardship of reporting organization and enabling effective decision making by stakeholders.

Those Companies which intend to participate for BCR award, present information in their annual report based on certain criteria's. The Companies are divided into their respective sectors and are assigned marks based on the information disclosed in their annual report. Company securing highest marks in the relevant sector is presented first position for that sector. 4 to 5 positions are assigned for each sector. Further, an overall award is being presented to the Company securing highest marks in all sector.

The whole process is carried out independently by the ICAP and ICMAP teams under the supervision of industry and audit firm experts. The criterion for BCR 2018 can be broadly classified under the follow-

ing headings:

1. Organizational overview and external environment.
2. Strategy and resource allocation.
3. Risks and opportunities.
4. Governance.
5. Performance and position.
6. Outlook.
7. Stakeholders relationship and engagement.
8. Specific disclosure of financial statements.
9. Sustainability and corporate social responsibility.
10. Business model.
11. Striving for excellence in corporate reporting.
12. Assessment based on qualitative factors.

In order to secure 1st position for the Annual Report 2018, strong efforts have been placed by Branding and Reporting team in this period and it has been ensured that all criteria's as mentioned above are adequately addressed in 2018 Annual Report.



Mini Vacation of Gadoon Family

By Sumayya Azmat



"Happiness Inspires Productivity"

Maintaining a work-life balance in the modern world is becoming increasingly more challenging with every passing day. The pressure to achieve targets at office and the obligation to spend quality time with family is too much to ask for. With the rising influence of technology, an employee is no longer restricted to the desk. The management expect you to be available 24/7. All this pressure handling, obligation towards family and growing in career at the same time leave one with no other option but to suppress the time meant for relaxation and peace. It has been observed that employees don't get time for themselves and risk their physical and mental health to cope up with fast paced life style.

Keeping this in mind, the management of GTML has taken an initiative this year to introduce a recreational tour in order to break the communication barriers between seniors and juniors, perceive the gap between leadership and employees and to create a team building environment which in return can have constructive effects on overall work productivity. These activities help break those barriers by giving the employees a chance to see their leaders as colleagues and peers.

Cheerful, happy, enthusiastic employees with great self-esteem are healthy, motivated and productive employees.

A tour of ten employees was organized to visit beautiful northern areas of Pakistan



which included Hunza, Naran and Skardu.

The employees were selected through an electronic balotting system based on certain criteria. The trip was of 10 days with complete facilities provided by the company. The employees had a great time together and they built strong bonding with each other.

This recreational activity gave the entire team, leadership and employees alike, a chance to understand each other's strengths and weaknesses. This knowledge again can be put into show while working and can help increase efficiency and provide improvement to the work life balance of the employees.

Work can also become repetitive and mundane for anyone. These recreational activities can help break this feeling as a sense of excitement and distinction can be brought about in the employees. With this tour, it was observed that employees have become more happy and a positive vibe was shared among colleagues, which resulted in a better productivity and workplace environment.



Mr. Bilal Ahmed Shares his Views about Pak Tour arranged by Gadoon



I will begin with thanking Almighty Allah Who chose me for exploring the natural beauty of our beloved country Pakistan. I would like to appreciate Gadoon management for this awesome arrangement and well planned tour. We explored lots of natural beauty of Naran, Kaghan, Sakardu and Hunza Valley as well.

I enjoyed a lot at all places but I would like to mention the names of the tourist spots where I enjoyed the most, including Shosher Lake/ Upper Kachura Lake in Sakardu and Khunjerab pass at Hunza.

I would like to request to higher management of the company to continue this kind of practice in future for boosting the morale of employees.



Mesmerizing Moments of Mr. Tahir Bawany at Pak Tour



It was my first experience with Gadoon and it was amazing. We were ten people and we shared rooms for the stay. We had developed very good understanding due to which we did not face any problems with each other. It took a lot of time travelling to Skardu but after reaching there, it was worth travelling because of its beauty. After experiencing the breathtaking views, I realized that how beautiful my motherland is. Indeed, it was a memorable trip and we enjoyed a lot.



Mr. Muhammad Ayub had a Wonderful Experience of Pak Tour



I regard this trip as one of the best experiences of my life. I and my colleagues are thankful to Gadoon for this amazing trip and we want them to keep giving us these kinds of opportunities in future. On my trip, I came across Abbottabad Lake of Skardu which is the most beautiful place over there. I was in love with the entire experience of travelling. Most importantly, we employees developed good understanding and bonding between each other.



From the Diary of Mr. Umer Farooq

An Experience of Hajj

Alhumdulillah, this year Allah chose to bestow on me and my mother with the blessing of performing Hajj, a divine, and a blissful journey, which has revitalized our faith and strengthened our beliefs. Hopefully, an investment for the hereafter.



The journey for Hajj begins much before boarding the aircraft. It begins even before the tickets are booked. This is a journey that has a beginning in a dream to see the land where our beloved Prophet Muhammad (Peace Be Upon Him) walked. It begins with a prayer to Allah to take you to the holiest of masjids, the sacred masjid in Makkah and it commences with a desire to pray there, and with an intention to complete the fifth pillar of Islam, an individual desire to undertake this arduous and difficult expedition to the city of mercy as Allah has ordered us.

Hajj is a journey that starts off by seeking for His forgiveness and culminates with giving out forgiveness to others.

I can't believe it was just a month ago, I performed the rituals of the Hajj pilgrimage. It was my first time performing the Hajj and all my preparation and anticipation still had not primed me for what was, literally the most wondrous experience of my life. I returned home irrevocably changed, yet at

times frustratingly the same person I had always been. However, it's my dueling nature that spurs me to remember that feeling I had, while performing Hajj and remind myself the lessons learnt as I progress in life.

"As I continue to face spiritual and worldly challenges in my life I try to reflect on the lessons conveyed to me during my Hajj pilgrimage" - Omer Farooq

It is easy to fall into the trap of being disdainful to others. But, during Hajj I witnessed all the pilgrims dressed in the same white clothes, expressing the same "Labbaik" and moving towards the valley of Mina. People from all races, caste, creed, and color from all around the world, together in a Valley of Mina sharing tents, some put out mats on busy roads to sleep on. Pictures or words won't do justice to express the beauty of the scenes experi-

enced at Mina as I had fallen in love with Mina. For anyone who's thought that Islam is an intolerant religion, I would invite them to just go for Hajj. As, for instance, I can recall that on the 1st day of Hajj at Mina, due to some technical issues with the water pumps for a few hours there was a shortage of water and you can imagine more than two million people without water and what insurgent situation it could have turned out to be but, that was the time we realized that now the exam has begun. Alhumdulillah, we didn't panic nor did even anyone get intolerant with the administration. Instead, people started helping each other with whatever resources they could. This is the spirit of Islam. Islam is a total commitment to peace, compassion, and kindness, which must be manifested in our daily lives.

Hajj teaches a lesson of being mindful in improving oneself by keeping a strong inner connection with Allah at all times.

At Arafat, day of judgment is depicted as we walked towards the distant burning sun, there were hundreds of thousands of people around us and each person was asking for Allah's forgiveness. People had their hands raised in the air and some had uncontrollable tears rolling down their cheeks. The sun was extremely hot that it became so hard for us to walk in the scorching heat and the sweat was pouring off our bodies. Hence after the Hajj sermon at Masjid-e-Nimra, I remember that most precious feeling of attainment and satisfac-

tion that we are forgiven for all of our past sins solely on the basis of our attendance. Subsequently, the stop at Mashar-al-Haram (Muzdalifa) is particularly poignant – all distractions, be it the bright lights of a city, the hustle, and bustle of inner city traffic or even the distant hums of the gadgets, all are silenced. All that can be seen is the night sky in its beauty, and all that can be heard is the buzz of remembrance of Allah.

"And proclaim that the people shall observe Hajj pilgrimage. They will come to you walking or riding on various exhausted (means of transportation). They will come from the farthest locations." (Quran 22:27)

Those moments just go around my mind every night and makes me realize the merciful nature of Allah, it warms the heart and reassures me, that regardless of our transgressions and sins, Allah is most benevolent and most forgiving.

Journey at Gadoon

Mr. Akhtar Kamdar

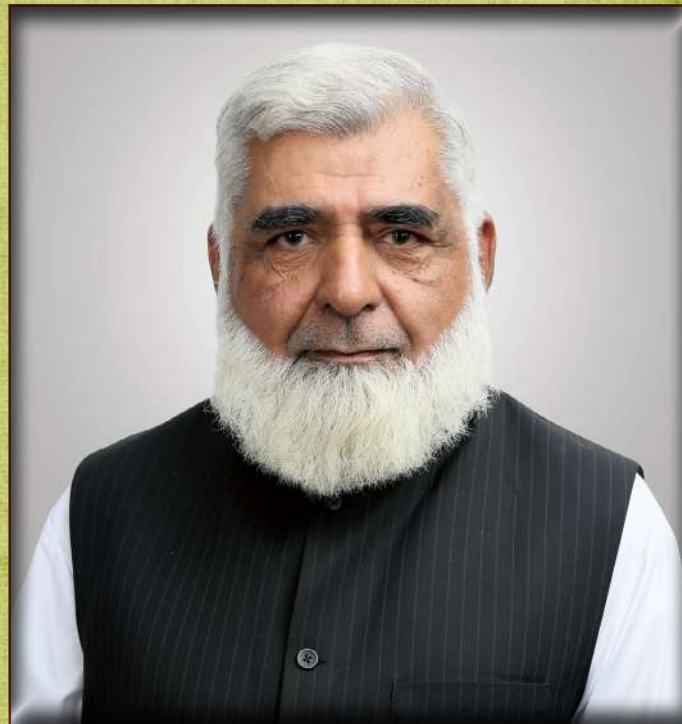
Previously, the team interviewed people who we meet or see on daily basis, know a lot more about their lives and their success but this time we wanted to have someone on board, who has been serving Gadoon for more than 30 years and has abundant of experience to share with us. There are many people who have been part of Gadoon for more than 30 years but we thought to start with the one relatively close to Late Mr. Abdul Razzaq Tabba (Ex-chairman YBG), as for us there can be many lessons to learn.

This section of Success story has always been about the journey of our employees at Gadoon, how they struggled for it, what hurdles they faced and how they made it to the top but this story is not just some journey but the wisdom one can get.

Mr. Akhtar Kamdar, Resident director of Gadoon Textile Mills Limited, has been a part of Yunus Brother Group for more than thirty years and has a lot to share with us, so instead of making a timeline of his journey and filling pages, the team preferred to carve out his life lessons and experiences.

Q. How did you start off your journey?

A. In early time, YBG had an office at M.A Jinnah Road, Karachi and whenever



I passed by, I always wished if I can work for these giant exporters one day. YBG was the largest exporter group of that time and received trophies for it. The office during those time was not a huge one like it exist today but more like in small shops. I always wondered on how they get awards and manage with such small office. We all know what a busy road MA Jinnah had always been and hardly a call can be answered in such traffic noise. No other person was able to attend international calls at YBG but one and only Mr. Razzak Tabba (Ex-chairman YBG) dealt with those calls.

Q. What do you want to say about Mr. Tabba?

A. Mr. Tabba was a man who had sympathy for not only his employees but for their families as well. He was humble and cared for everyone around him, be it an office boy or a top executive. He treated all with patience, made a perfect example for all.

Q. What inspired you from the life of Mr. Tabba?

A. It is said that never let your right hand know what your left hand is doing. Our chairman's life was a true depiction of it. He always helped people and nobody knew about it not even people close to him had an idea about it. Wherever he went, whatever he did, he always helped people in need. No matter how rich he was, he was so humble, polite, loving, caring and to him people came first.

Q. Please tell us about the timelines of your journey?

A. I did my intermediate from Government Commerce College, did my article-ship at Hyder Bhimji then worked with Indus dyeing as Senior Accountant for three years. In 1977/1978, I got an opportunity at Yousuf Textile Mills Limited and started there as Chief accountant for 2 years. My father always wanted me to have an experience of abroad but I never intended to do so as I was married and did not want to leave my family alone in Pakistan but only to fulfill my father's wish I went to Saudi Arabia in 1983 and worked for Weatherford Saudi Arabia Limited. In 1987, after

spending four years in Saudi Arabia, I came back to Pakistan and joined Fazal Textiles. I was among the first few employees at Fazal and therefore, was given the responsibility to handle everything. It was not an easy task to start a company from its birth and manage all departments but I did and later on few people were hired too.

We proceeded towards asking him about his educational record.

Q. How did you manage to cope up with your tough education of Chartered Accountancy?

A. In early times, Chartered Accountancy was tough and during that era, if one failed in any exam of CA, he/she had to give all exams again and I always used to fail in last exam which made it difficult for me to complete it. Then rules changed and a new law came into being where failing in two exams meant giving all exams altogether again. I saw some hope in it that now I will be able to clear exams but at the same time it became harder for me to take out time for studies. As I was married and had responsibilities to cope up with, studies were an additional responsibility then so I only used to go for exams and did not find time for preparation. For humans, a new phase in life means change in priorities and by the time I could complete my studies, I was blessed with a child so eventually priorities changed for me as well. I became more focused on getting experiences and learning rather than studying so, I started making

final accounts for groups and company so that in future I am at least an experienced person and can get job on this basis.

Q. What are the principles that you follow at work?

A. I don't like being a strict person for work and remind every individual to be determined for their goals and work. I believe that whatever an individual starts working on has to be finished by the time he/ she leaves his/her office. No matter if it takes the entire evening or the entire night. I only want my people to understand the importance of work themselves and undertake the responsibility they are given to.

After listening about his journey and career, the team asked if he planned for his career or even thought about what he wanted to become like the way we all think for future goals.

Q. Did you ever plan your career goals?

A. I never planned for anything as yet and I don't believe in planning. The reason I don't believe in this is because when a child is born, Allah (SWT) writes his/her destiny so no matter what an individual thinks or plan, one will undergo the journey He planned for him/her.

Q. What do you have to say about your experience in Indus Dyeing?

A. I was doing my articleship at Hyder Bhimji (Audit firm) and used to visit Indus dyeing for audit. I used to work day and night for their audit. At Indus dyeing, their chief accountant was leaving and they offered me a position there but I was left with my six months articleship at the firm. It seemed impossible for me to join Indus at that time but it was due to my dedication towards work, I believe, that CE himself went to the firm and asked for my release from articleship and offered me a job.

After hearing how much struggled he did, we have been wanting to ask one question about his inner satisfaction.

Q. Did you ever feel disappointed or stuck in your life?

A. We as humans are mostly thankless of whatever we have and been blessed with. We can never put a full stop on anything and crave for more. But to me, if you thank Allah for blessing you with what you have right now, you will never be sad or impatient. I never felt disappointed in my life because I always thanked Allah for everything. On daily basis, when I am about to sleep, I analyze my entire day and think of those things that went wrong and how can I amend it the very next day. With this resolution of correcting my mistakes, I wake up every day and starts working on it. I believe in resolutions, be it of your life, of your work or anything.

Q. What do you believe that what has to be an exemplary working style of a qualified professional?

A. Whatever work you do, you should have an excellence over it and before pointing out on someone's work or before asking any question, you must know the answer. Your mind should never be a dull mind. Whenever I ask any question, I always think of the possible answers of that. Also, be confident of your work. As for work, I believe, actions speaks louder than words. Rather than talking about how will you get done with work, just finish the task and then prove it.

Since Mr. Akhtar Kamdar has reached such level where he heads over several affairs of the company with his immense experience and we tried to ask a personal question.

Q. Have you ever favoured hiring relatives?

A. I am never in the favor of hiring relatives because to me, honesty and loyalty comes first. If I am not loyal and honest towards my company, I cannot expect my people to have the same sense for the company or for me. Wherever I am working or whatsoever position I am at, I would never favor any candidate for the position with biasness and I believe in complete merit based hiring because we all are working for the management of the company not for individuals."

Adding on, he further said for con-

cluding his interview:

"I have never done or said anything in my life to please CEOs. I do things honestly and with complete devotion which ultimately leads management praise the work. We all need to know that in order to get praise and admiration, one needs to work efficiently because in the end it's all about the work not the person himself or herself. Also, if an employee thinks about an issue/ idea which needs to be addressed to the CEO or top concerned person, he/she should not hesitate to do so, thinking that CEO might not like it or may disapprove but one needs to consider the whole picture before placing the matter in front of CEO."

Before we could have continued more, we realized that we have indulged so deeply with the interview that we lost the track of time. Mr. Akhtar told us much more interesting stories in his interview and after the interview, we all felt that we have actually learnt a lot about him and our late chairman. If we have written each and every word he spoke and told us, we could have filled many pages but for the conciseness, we kept it short and well simple.

We hope this success story conveys life learning lessons to you all.

The Journey from Kiryana Store to the Superstore - Imtiaz Abbasi

Imtiaz Abbasi is the prominent and leading business tycoon of Pakistan and inspiration to the millions of people. He is a brand itself that earns a competitive edge in the market due to its exceptional performance. Imtiaz supermarket is a giant that does not stand a chance of being superseded by its rivals and competing organizations.

The Beginning

Definiteness of purpose is the starting point of all achievements – W. Clement Stone

At an early age, Mr. Imtiaz had learned the trading basics and he entered into the field of business in 1968. The journey started off when the father of Mr. Imtiaz laid the foundation of a small grocery store in the compact area of Bahadurabad. This was not enough as Mr. Imtiaz did not satisfy himself for settling over a small-scale business. Although they had limited resources and capital, progression and expansion were what he was looking for. He came up with an idea of home delivery and hired a person for delivering items at the doorstep of the consumers. In order to publicize the Kiryana shop, he advertised with the help of handwritten pamphlets and distributed them. In fact, he became the first person

Hard Work Paid Off

The success became evident when Mr. Imtiaz decided to recreate kiryana shop into the business model of Imtiaz Superstore, inspired by the retail chains of Al-Mustafa store in Singapore. The start was taken by adding a variety of product categories so that the people may buy everything under one roof, making it a hassle-free shopping experience. The premium quality of the products and feasible yet convenient buying earned Imtiaz Supermarket a favorable response from the customers. The brand name started strengthening through the word of mouth, bringing in more value to the organization. This further paved a way to the buying of adjoining shops for expanding the business. Now the business operates in Karachi, Faisalabad, and Gujranwala.

The future belongs to those who believe – Franklin D. Roosevelt

Hurdles that Obstructed the Way

Success doesn't lie in the comfort zone. Hurdles come in two ways: difficulty and challenges. It depends on how we see it. Mr. Imtiaz saw opportunities in the criticism and downfall faced. The customers had a complaint about the congested area of the store. The company then started working. Along with this, penetration in the market was a great challenge. This was because the

to shop from small stores for which they did not have to pay top bucks.

Mr. Imtiaz was the grey matter behind building customer loyalty and providing solutions such as discount offers, vouchers, free gifts, and samples. This worked to benefit in grabbing the market share and the retention of the customers. Today the retail experience is all about variety, top-notch quality, affordability, and convenience.

The Unique Selling Proposition of Imtiaz Supermarket

The customer satisfaction is the prime focus. It is believed that the strength of a brand lies in the hearts and minds of consumers so the company initially focused on connecting the brand with the people by highlighting its unique selling points. Imtiaz Supermarket follows an economic pricing strategy that stands it out from the crowd in order to limit the customer foot-fall.

Imtiaz Abbasi states in an interview that in his five-decade retail journey, he has always focused on giving back 30% of the profits earned in the form of discounts, gifts, and giveaways.

The discerning customers belong to the middle-income segment that lookout for quality products in affordable means and for this, they opt for Imtiaz Superstore. In addition to this, exceptional customer service, enjoyable shopping experience are the hallmarks.. Trained, qualified and skilled



The Future Plans

Purchasing patterns and consumer lifestyles are being altered and people are focusing more on food and clothing. This ensures that the untapped retail market in Pakistan has a tendency to be grown. The company intends to facilitate its customers through online means and e-commerce as well so that the minds of consumers are set at ease along with a sense of satisfaction. A further expansion in the business is aimed to be followed that would also boost employment opportunities.

A Final Thought

It is not about being perfect, instead, it is about the effort. Whenever the effort is brought, that's where transformation happens and that's how change occurs. The story of Mr. Imtiaz is inspiring on many levels and gives encouragement to the people. Standing steadfast throughout crucial times and coping up with the challenges, undoubtedly, pays off at the end.

A Winter Night with the Best Ambiance - Pranzo Restaurant

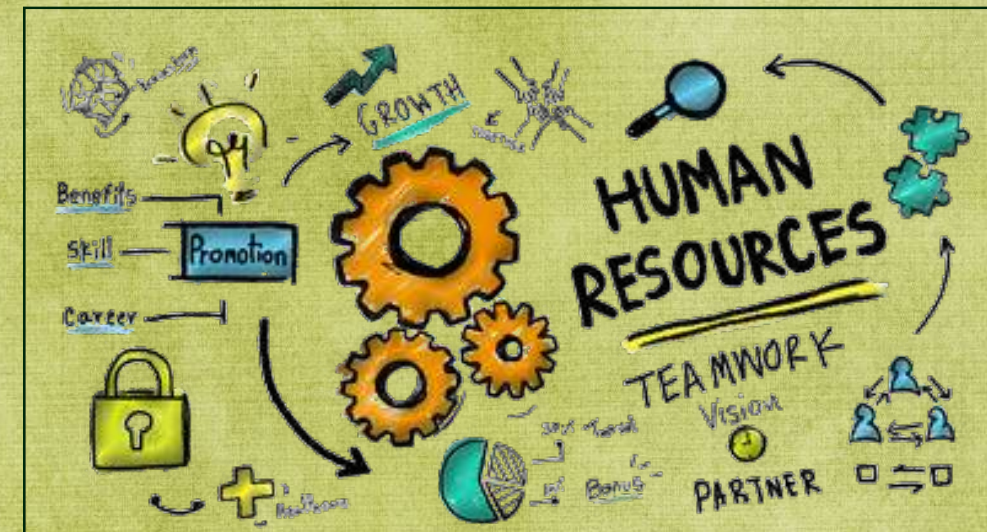


If you want an outdoor sitting to enjoy weather while eating, then **Pranzo** is the place you should go for. They have a variety of food from desi to Italian to Chinese with a right touch of spices. The service is impeccable and the food is, of course, ravishing. You can enjoy your meal in a calm place with light soothing music.

The baroque style decor, the dreamy romantic chandeliers, comfortable table settings, huge premises, high ceilings, and various levels and sections of seating both outdoor and indoor presents a perfect setting for celebrations, or just chilling out after a long day with friends and family. There is absolutely nothing compared to a good environment that can lighten up your mood and Pranzo is the perfect place for it.

Take your family and friends to Pranzo at Block 5, near BBQ tonight, Clifton.

Essential Elements of HR Duties



As we know that, employees are the most important asset of a company. If an employee is regularly able to contribute thoughts, ideas, and suggestions to problems at hand or regular work activities, that is a feeling of accomplishment which goes a long way. If employee shows flexibility in work so they will feel motivated. Every HR manager should appreciate employees by giving them good feedback and thanking them for whatever they are doing.

A simple THANK YOU and GREAT WORK can acknowledge efforts, encourage employees to work even harder and build loyalty.

HR supervisor ought to communicate with employees because Communication plays a vital role in developing positive and long-term relationship with employees. Communication shows that you care about them and want them in organization, this will

also increase employee's motivation and retention.

HR managers should encourage and recognize employees work because employees enjoys appreciation at work. An employee's efficiency level is not only based on their abilities or qualifications. Motivated employees will generally put their best effort in the tasks that are assigned to them and can lead to increased productivity and allow an organization to achieve higher levels of output.

In order to achieve positive workplace environment, HR managers need to encourage employees and ensure that employee's efforts and work can lead towards a positive

Internship Experience at Gadoon



Samad Ullah Mughal

Intern - Marketing



Sheharyar Shaikh

Finance Assistant

"Internship at Gadoon has provided me an immense experience of work. Every day brought a different challenge and an opportunity to come up for its own unique solution. The mentoring and encouragement from seniors made it very easy to face every problem head-on. I was fortunate to have the exceptional leadership, who guided and inspired me to improve and stretch my limits. The best thing about Gadoon is its people, which made me feel part of the family since day one. This encouraging and nurturing environment of Gadoon sets it apart from all the other organizations."

"I joined Gadoon on 01st August, 2018 as a Finance Assistant and soon realized that Finance is my passion and with the right coaching and mentoring I am learning and growing in this area. For me a 'typical day' is never typical, at Gadoon, you can never get bored, there is always something challenging happening and every day you're coming across new learning opportunities."

The thing I enjoy most about working at Gadoon is the people I work with. There is a great atmosphere - it's nothing like the 'toxic corporate world', it's like a family."

Internship Experience at Gadoon



Syed Muhammad Umair

Finance Assistant

"I joined Gadoon textile on July-18 in Treasury department. The best thing of Gadoon is its people, their working environment and excellent management. I work with a bunch of talented people with an amazing passion to work. Gadoon offers an excellent working experience with the opportunity to get involved in many projects. I am very thankful to AL-LAH who gave me an opportunity in Gadoon. It has been a great journey at Gadoon and i am hoping for the same in future."

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