



KONNECT

Volume I

Our People, Our Success

Advancing Together is just for beginners, Holding on together is merely progression. Extra ordinary is ordinary for us, for we play marvels..

We are Triumphant for we WORK TOGETHER.

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Dear Readers,

We feel pride in presenting this second edition of GTML's newsletter. With our Semiannual issue, we're unveiling a new look for the newsletter, Along with the implementation of new design and theme, our press' team came up with a new label and tagline for this edition as well.

This edition of newsletter will be covering the milestones that the management has achieved during the period. This includes achievement of highest ever turnover for the period, multiple initiatives of employees' engagement, training and development sessions and Corporate Social activities. Our Team ensured that this edition of newsletter remain informative and workout to be a knowledge base resource for our employees.

On behalf of the management, I am appreciating the efforts of the entire team of this newsletter and all those who have taken out time and contributed in this newsletter.

We highly appreciate all those who has shared their views and experience in this newsletters.



Muhammad Imran Moten
Editor In Chief



Muhammad Kashif
Editor



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FINANCIAL UPDATES OF GADOON

Nine months of the Financial Year 2017 – 19 has already passed, with the current account deficit already at every time high. Overall economic position of the country has remained stable. There have been some political instabilities, which were compensated by other factors, not limited to CPEC gaining global recognition and reduction in power crisis of the country.

During current Financial Year, government has added up 10,200 MWs to the National Grid station, thereby stabilization in Load Management system. Furthermore, Pakistani rupee has been depreciated by approximately **10%**, thereby giving opportunity to Export and utilize local raw materials to help gain margins in the regional markets. However, power and labor cost in Pakistan are still higher than its regional competitors, due to which exports have not been increased with the proportion it should have been keeping in view the devaluation and extension of export package by the Government.

If we look at the Company's performance during these nine months, it's been remarkable, although very little margins on its local sales, export of yarn and knitted fabric helped sustain the Company to show a positive bottom line of **Rs. 686 Million** with the support of Rebate Income and Income from Strategic Investments in ICI, LHL and YEL.

Total Exports of the Company have increased by **38%** whereas Local sales have increased by **8%**. Your Company has achieved approximately **Rs. 20 billion turnover in nine months**, which is highest ever nine month turnover achieved by the Company. Company's Market share of Export of Yarn in dollarized terms has increased from **4.39% to 5.30%** on account of increased quantity and competitive rates. We expect this trend to continue in future which will support Company's bottom line.

Company has already met **10%** increase in export criteria for Knitted fabric and is also expected to meet the 10% increase in export criteria for Yarn. If met, it will support Company's bottom line by Rs. 350 million.



Company has been able to achieve its ***highest ever sales, up by 16.5%***, this is all on account of Sales team and Production team efforts. Although, ***GP ratio and Profit after tax are not very high, but still is highest in past 4 years.*** Furthermore, in 2014, the major contributor to the GP and Profit after tax was the procurement of competitive raw material, which helped sales team to also claim more margins. Company has invested a lot in its equipment is current year, keeping in view the tech-

nological advancement in machineries worldwide. Such huge capex was required to remain competitive in global markets.

This summarizes Company's financial highlights for the nine months ended March 31, 2018. We expect that this year and coming years will be better for the Company keeping in view its decision to invest in Technological advancement in Machineries, presence in more regions by export team, timely procurement of raw material and returns from strategic investments.



MIRACLE OF A PINT OF BLOOD

We live in the world where people run after materialistic things and completely unaware of the happenings around. Thinking only for ourselves, finding our own happiness and satisfying ourselves with worldly affairs has made our hearts a deserted place. We engage ourselves into such trivial matters which can only reward happiness to few people of the society. We reap the benefits of our hard work at workplaces, we celebrate, we enjoy and keep living the contented life we think of and somewhere in this race of life we forget about the people in distress. We hear news of deaths, feel the pain, Ten minutes later it's all the same. Day by day, and year by year, life goes on.

We hear people dying tragic deaths every day and handling it as a casual news. For us accidents, injuries, strokes, suicides are common causes of deaths around us. We do not take a second in mourning for those who lost their loved ones. How casual it has become for us to talk about tragic deaths nowadays and when it comes to doing something for people struggling for their lives, we back off. Millions of lives are lost for the struggle of just a pint of blood.

Patients of thalassaemia needs blood on regular basis, people encountered with severe accident needs blood, anaemic patients' needs blood. If we look around, we

may find many people who are in dire need of the blood and saving lives of those people by donating blood to someone is a precious gift that one can give.

It is difficult for any working class people to extract time out of their busy schedule for such cause. However, few companies provide the opportunity to their employees to be a source of someone's life.

Being a socially responsible firm, Gadoon enjoys the status of being one of those companies where Blood donation drives are

A short medical examination was conducted before taking the blood to check the eligibility of blood donor. Juices and biscuits was distributed among donors by NIBD's management.

Our management made sure that the place where this activity was being conducted is clean and have enough space to accommodate the donors. Doctors and nurses from NIBD also gave tips for healthy living and assured that all donors are fresh and active after donating blood. Not only blood dona-

tion took place, few medical tests were taken as well. After a couple of days online medical reports were sent to all the donors.

At the end of this activity we received a token of appreciation from NIBD which boosted our confidence for conducting similar activities in future. Employees who gave blood were encouraged and appreciated afterwards by their respective head of departments building their morale.

held every year to serve sufferings of our society. What else could have been better for the employees of Gadoon than starting off 2018 with this activity of Blood donation drive? In January'2018, ***Gadoon with the collaboration of NIBD Blood Bank organized Blood Donation Drive*** and insisted on the participation of most of its employees. A questionnaire was circulated among employees to determine the acceptability of people wanting to donate blood this year.



INITIATIVE WITH IoBM STUDENTS

Organization spends huge amount of money on R&D and T&D which later on acts as a catalyst for speeding up the growth of an organization. Companies who do not understand the importance of it, it's difficult for them to project growth. For almost every company, there is a pattern for research work. Usually R&D department is responsible for it. Gadoon does not only believe in Research and development, it also believes in the growth of individuals.

Universities in Pakistan are changing their teaching methodology and exposing their students to real business problems so that they can have a taste of harshness and realities of corporate problems. Recently, **Students from one of the top business University of Karachi – IoBM (Institute of Business Management) reached out to Gadoon for their Capstone Project.**

Capstone project is initiated by IoBM in which students are given real case problems of a company for which they have to present a solution. One to one ses-



sions are held between students' team and Department heads of a company for the purpose of discussing the problem assigned to them. Q&A session is held following few more meetings. After few months, at the end of a semester students are graded based on the solutions presented to companies.

Initially, **our Marketing team** had an introductory meeting with students in which students were given a brief overview of the company. Current issues, challenges, marketing strategies, sales planning was discussed. After few weeks, meetings were held in which detailed discussions took place. **Our Sales team facilitated students in every manner.**

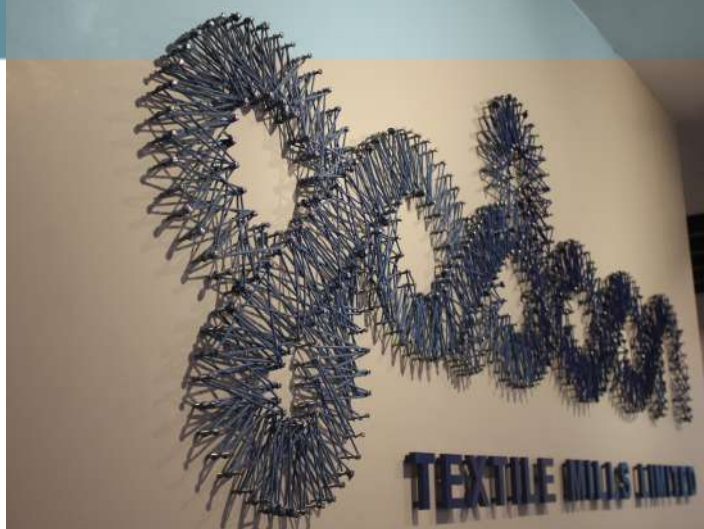
At the end of project, Students along with their faculty came to present us



the solutions to our current challenges. It was quite a lengthy presentation during which students were also bombarded with several questions by our marketing team. Later on, souvenirs were sent to the University Faculty and students in recognition of their efforts.

Though the presentation was from students who are technically not so much aware of industry norms, it was an interesting one and our marketing team appreciated the efforts and gave good remarks for their grading.





Gadoon's logo. Inspired with string work, an initiative of Wall Art work was taken for the designing of **Head office wall**. Trusting the extra ordinary creative skills our youth possess, we planned to have creative minds of Indus Valley School of Art and Architecture on board with us. Two brilliant **students of IVS, Hyder Ali and Fahad Mirza** showed their tremendous artistic skills, designed the wall and showcased it on January 1st, 2018. The

ILLUSTRATION ON THE WALL

For a company, logo has its own prominence in its way to branding. It's a logo which states the position in one's mind. As the world is moving with a rapid pace it creates the need to be adaptable & modernize.

A logo demonstrates the strength and culture of a company. It's a logo which visualizes company's interface in the corporate world. Bright blue color symbolizes trust, confidence, loyalty and commitment and so is the



use of blue nylon thread in this piece of art was impeccable. Starting off with steel nail art along with the **light & bright blue color thread** and exhibiting it within a span of less than 2 weeks was simply spectacular.

Being a people oriented entity, we also promote education along with creativity. From idea generation to sketching board & color structure to color implementation; immense efforts, time and devotion is required to make it efficacious. The art work surely catches everyone's sight with its beautiful architectural design.



ANIMATED VIDEO

Presenting you the journey of Cotton seed to Yarn

You know what yarn is, what it is used for, what is made out of it. You may know it all but do you know the process of how yarn is made? Sales, purchase and Marketing people might know, even the HoDs might know but do all employees know? No.

We work in a Textile firm and yet we have never seen the mechanism. How unfortunate will it be?

So, is it possible to get every person visit a spinning factory and see the live process? Will any of us bother visiting and spend a lot of minutes on each process and wait for the other process in step? No.

So how would we know? Gadoon's management has a solution to it too. An Animated Video. You read it right.

"If you tell them the process of Yarn, They won't remember but if you show them the process of Yarn, they will remember it." - Not a quote, but an observation.

A month ago, Gadoon's Management planned on making an animated video for its employees and external stakeholders to show the journey of cotton flower into the yarn. This idea of animated video was generated considering the fact that not everyone can visit factories and watching video is convenient. Especially video having colors and animations make it easier for our brains to process and memorize.

So, here we are, done with the content, done with colors and done with the animations. In a nutshell, Sit back, follow the link and enjoy the video.

Link ...

COTTON FIELD



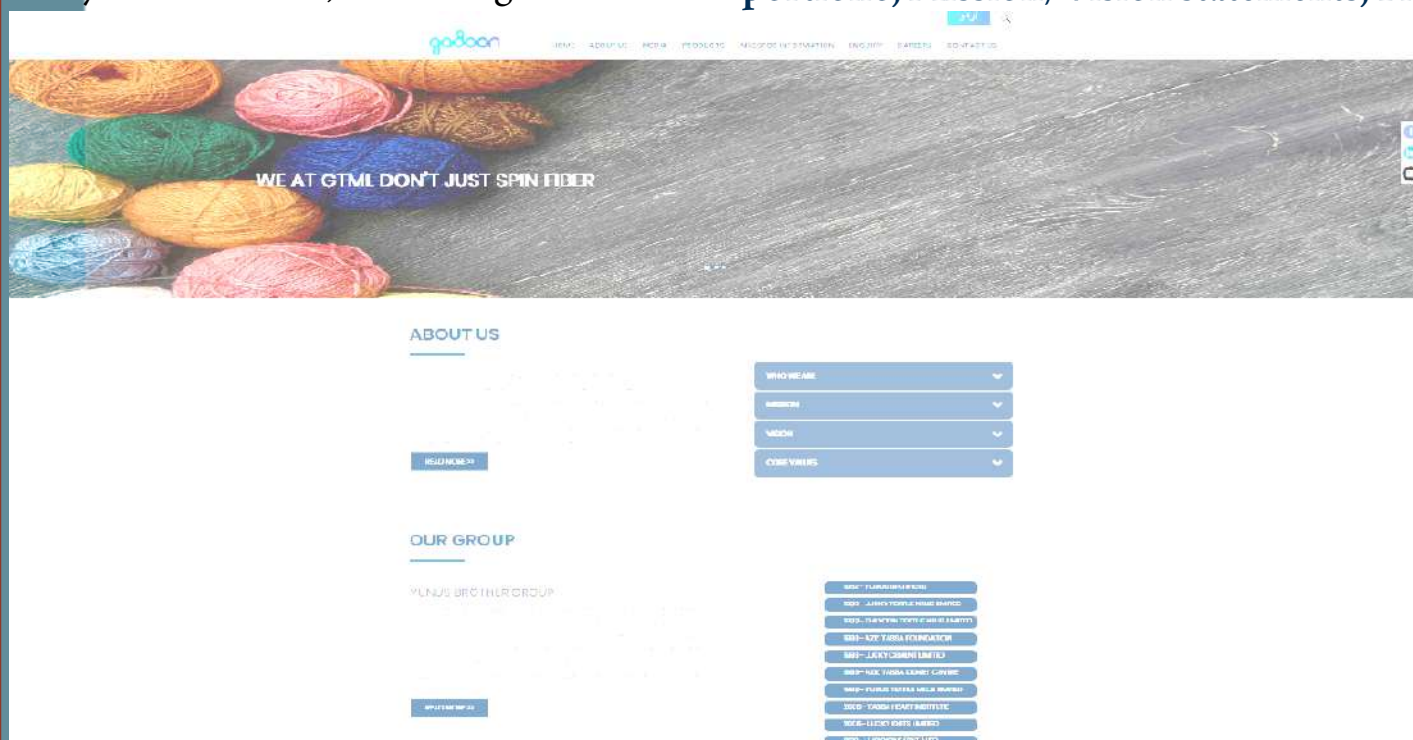
COTTON READY FOR GINNING

gadoon
Textile Mills Limited

REVAMPING GTML'S WEBSITE

Your website is the face of your business on the Internet, and that is why the right web design is so important. More and more people prefer to do as much business online as possible, and the trend seems to be headed further in that direction for the foreseeable future. With so many good websites online, it is more important than ever to have yours stand out, but having it stand out

sible. Considering the change in business world and understanding the importance of having a good website design, **GTML management stepped up to move on for revamping of organizational website with an innovative and corporate manifestation, capturing a theme of ensigns, sliding of corporate images, a variety of products portfolio, Mission/Vision statements, Fi-**



becomes more difficult as the market gets more crowded.

Those are some of the reasons why three factors are of the utmost importance for having a successful website: The first is having the best possible SEO (Search Engine Optimization) utilized for your website.

The second factor is aesthetics. But the first two factors are rendered mostly worthless unless a third is utilized: The third factor is to have your site be as user friendly as pos-

nancials, a terrific Careers TAB, Customer TAB and intact social networking links.

Each element of GTML website is not just a design but it is a combination of ideas, creativity, a time efforts of different GTML professionals.

A new theme of GTML website will result a host of benefits, including an uptick in search engine ranking and the generation of interest from potential buyers, partners and customers.

ORIENTATION SESSIONS AT GADOON

To an organization, conducting orientation session is important because it creates an awareness for employees regarding company along with their roles and responsibilities of the Job.

Previously, orientation sessions at Gadoon was not something people were familiar with but this year Gadoon's Human Resource team planned to set up an orientation sessions for new hires and executed it successfully.

Orientations are held on the first day of new employees at office. A brief presentation session takes place initially in which employees are made aware of the company's past trends, its environment, cultural norms, projections and our expectation from them. At the end of briefing a Q&A session is held

after which employees are asked to return to their work stations where a small welcome gift awaits for them. **A card is also handed to them with sweet welcoming messages in it; of Heads and few employees.** Later, when employees are settled at their work station, they are introduced to their respective Head of departments and colleagues.

On assessment, positive response was received from employees and according to them, it made them familiar with the organization's environment and help them understand their responsibilities.

Orientation session at Gadoon serves to acclimate employees and speed up the time it takes for them to become a productive member of the organization.



GADOON'S CAREER FAIR 2018

Talent Acquisition through Career Fairs-bridging the gap between Employer and Employee

Career fairs are events that gives students and other job seekers a chance to meet one another, establish professional relationships, and discuss potential job and/or internship opportunities. Many employers from a variety of industries attend, and there are both general and specialized career fair events. These are highly popular in the eyes of both employers and potential job seekers. To aid the recruitment, application, and networking process; job fairs and training expos are held all over the world in various locations. This is an ingenious way to meet the needs of both employers and potential job seekers. Spring is here and that means its career fair season. This is more than just a chance to fill hiring needs, such fairs also present an opportunity to promote the company and services, establish the company brand in the community and also to check out the competition and what they are doing, says Robert Hosking, executive director of Office Team (officeteam.com).

"Career fairs are a great opportunity for employers to meet a lot of job seekers in one location, especially those from a specific region or industry," says Hosking. "One thing to keep in mind about career fairs is that you may end up at booth right across from a company you consider a competitor. That's why it's so important to really stand out and make a strong impression on job applicants."





Gadoon Textile followed below mentioned agenda while attending the career fairs;

Why is your company the place to work for?

Discuss the openings with students or job seekers.

Know the audience

Sell the company

Community Involvement

Do not focus on applicants completing long applications

This time most of the top universities like **IBA, GIK, IoBM, Iqra, SZABIST & ICAP** conducted career fairs which proved to be very fruitful in filling the vacant positions. We had a direct chance to meet the students from finance, CA, HR, Marketing, Media, Designing, Engineering background. Despite the stereo typing, it was pleasure to find out that all institutes are producing students with different potential levels. But most of the students are striving for learning and looking to build successful careers, they are also focusing more on their communi-

cation skills. Projects of students from GIK were really interesting and eye catching, similarly the students of Iqra University presented very attractive designer outfits. However, it was noticed that some of the students were not prepared professionally, and were unaware of even the names of the participating companies. For a job seeker to succeed at a career fair, they need to prepare, set a plan and execute. The same holds true for employers. Go into the job fair with a plan to promote/represent the company and find employees who can contribute to company success. This will help us making the upcoming job fairs more successful.

STUDENTS VISIT AT GADDOON

Numerous case studies of exemplary workforce programs indicate that a key component of a successful workforce development program is a strong relationship between the educational institutes and employers. Many reports emphasize the importance of community college-industry partnerships. Without this foundation, other components of

can overcome these barriers to build a strong foundation for workforce development partnerships with industry leaders.

Many universities that do a lot of partnering have full-time corporate liaison staff. These are experienced individuals with deep knowledge of the university who can help to manage expectations



a workforce development strategy may not align or may be unsustainable.

However, financial challenges as well as cultural differences between businesses and colleges/universities may form barriers to developing these relationships. By taking positive steps to navigate these differences, educational leaders

can overcome these barriers to build a strong foundation for workforce development partnerships with industry leaders. Many universities that do a lot of partnering have full-time corporate liaison staff. These are experienced individuals with deep knowledge of the university who can help to manage expectations on both sides. For example, a company must understand the need for academics and their students to publish. Explain from the beginning the terms in the research contract where the university has room to negotiate and the terms that are non-negotiable (such as protections for progress of graduate students).



Gadoon believes in promoting such relationships and for that matter, it welcomes students from different universities with different assignments and projects. Most of the assignments are done within 1-2 meetings, some require more time and effort by the students and Gadoon employees as well. This is a very common practice now and lots of students are availing this opportunity to create strong relationships with the industry. Company also avails this chance to analyze the potential of students and sometimes, if vacancy arises, students get a chance for employment. Similarly, this is also a good opportunity for existing employees for their learning and development and proves to be a dynamic factor for workforce development strategy. Currently, the learning and development team is engaged in developing

a partnership with university scholars in order to streamline certain theoretical business practices and operations' processes through technical and non-technical training programs. Hence, it's a win-win situation.



WELL BEING OF EMPLOYEES

KIDNEY SESSION BY DR. SHARJEEL SAULAT (DIRECTOR SURGERIES AT ATBBA KIDNEY CENTRE)

Kidneys are extremely important organs of our body. These natural filters help remove extra water and toxins from the blood, stimulate RBCs production and control blood pressure. But sadly, most of us take these vital organ for granted. According to the National Kidney Foundation, millions of people are affected by kidney disease. Besides the high treatment cost, the excruciating pain our body and loved ones go through is unimaginable.

Nowadays, Healthcare providers and patients increasingly turning to the Internet and websites as well as social media platforms for health-related information and support. Along with that, many institutions and not for profit organizations conduct a regular session regarding the kidney disorder along with their symptoms and preventions. Being an employee, it is my pleasure to write up the session related to the Kidney Awareness organized by GTML.

The session took place in collaboration with Tabba Kidney Centre & Lucky Cement Limited. The guest speaker, Dr. Sharjeel Saulat (Director Surgeries at Tab-

ba Kidney Centre) made us aware about the kidney diseases, causes and symptoms along with the steps to be taken keeping kidneys healthier specifically during the month of Holy Ramadan when the consumptions of harmful beverages are at its peak.

Finally, the employees who stays healthy works healthy, means they feel physically active during the performance of their duties. To keep our kidneys healthy, we must consider tweaking our lifestyle. Drinking a plenty of water and avoid consuming too many protein-loaded foods or foods that are, in general, not good for health, and should also go for walks or run to keep your body functioning properly. Finally, we should keep our doctor informed about our food habits especially if any of us is suffering from kidney disease.

This session of healthy kidneys has given us a better idea on where to begin. Remember, it's not too late – start now! Good luck!

A ONE-DAY SESSION FOR YOUTH

Self-Awareness, Positivity and Personal Leadership



How many of you know, who you really are? How many of you can say they really know themselves inside out. In today's tough life schedule and demands, we as a human being do not know who we really are. We keep ourselves busy in completing the tasks and wishes of people around us, and in that race, sometimes we forget what we really want for ourselves. This in return at some point in our lives, create aggression and nega-

tivity especially in the youth because what we do not realize while making others happy, we sacrifice our own self. Keeping this in mind and thinking in developing personal morale of the employees, a session of Self Awareness & Personal Leadership was organized in collaboration with SOL. The agenda was to create self-awareness and respecting self-esteem as a first and then how to get along with people and displaying a posi-



tive attitude as both are crucial for success in career. Further based on these two, the trainer also focused on group discussions related to personal and professional growth, with the help of certain team building and brain storming activities.

Communication is a key for not only developing personal but good professional relation as well, so in this session, the participants from different departments with diverse skills set were able to discuss their ideas openly and to share their opinions on developing soft skills. They have learned basic problem solving & conflict resolution tips along with team work, adaptability to change, critical observation, learn to say NO, personal and professional leadership methods. Traditionally, workers were hired primarily on the basis of their technical or functional skills but now the company is more focused on placing greater emphasis on less tangible qualities, such as good communication

skills, cooperativeness, flexibility and a positive attitude. In fact, “nine in 10 employers believe that graduates with soft skills will become increasingly important,” according to a survey by Talent Q. The session ended on a positive note and with the understanding of organizing such sessions again in the future. The response of the participants were over whelming and the management also realized the importance of personal development as it believes that growth of organization is in the growth of its employees.





LEAD TOGETHER AND BUILD

Training session on “Leadership and Team Building”

A workshop on leadership and Team Building was arranged for the *Head of Departments of Gadoon Textile Mills Limited* on Saturday, March 24th, 2018, at Mövenpick Hotel, Karachi.

The full day session's facilitator was Mr. Yasir Taak of Ingenium Business Solution.

The workshop was very interactive, the facilitator ensured that the participants stay engaged all the time.

The participants were involved and took interest in what was being delivered. The discussions and exercises were interesting and thought provoking.

In general the discussions, exercises,

role plays etc. were well coordinated and the participants willingly took active part in them.

The participants were able to get an understanding about the basic idea of leadership and what a leader should do for the team.



VISIT TO KARACHI PROJECT

Employees visit to Gadoon's factory

Like every good company encourages its staff to know more about it or organization, same way Gadoon Textile took the initiative and organized a visit to Gadoon Textile's Factory at Super Highway. We went with a group of our fellow workers including a few from senior management as well to guide us all the way through Gadoon Factory. After covering a long distance of 1 hour by bus we reached our destination. It was a sunny day and we had the entire day ahead of us but we all were enthusiastic and this excitement made us not feel the heat.

We walked into the building where we were welcomed by Mr. Akhtar Kamdar (Resident Director) and Mr. Tahir Sal-

eem (Technical Director) along with other overwhelming staff members. We were being introduced to all and then Mr. Tahir Saleem presented in brief, the whole process of Yarn manufacturing at Gadoon factory. Senior Management rewarded him with a certificate of appreciation for taking out time from his busy schedule and briefing us the process.

Since it was our first time at factory, we were given special instructions for our safety before we moved towards the production mills. We walked into the mill in groups of 10, each with a factory representative. We went through the blow room, draw room, ring and combing and to the final stage where the





high quality combed and carded yarns were being packed and made ready for dispatch. We were amazed to see the technical advancement, there were high quality machines installed which made labour intervention at its minimum level.

After a hectic visit to the production mills, we were energized through mouthwatering refreshment and a relaxing Tea. We were contented by their

hospitality It was a delight to see our other half of Gadoon family there at factory and enjoy each other's company. It showed us how our co-workers can be close and so helpful in spite of everyday pressures.

Thank you to the management of Gadoon for giving us this opportunity. It was a great experience visiting the factory.



GUEST OF HONOR AT ACCA

It's a very prestigious moment for any firm when its seniors are given an honor of attending events as Chief Guests. Gadoon is one of the reputed firm where most of its seniors have been called in several institutes as Guests of Honor. Mr. Imran Moten, Chief Financial Officer recently attended the Alumni Dinner of ACCA as an Honored Guest where he delivered a speech regarding Technological upgradation.

The Speech did not only cater technological perspective of our CFO but also of how important it is to him for students. He constantly kept focusing on how important it is to develop new skills and have an eagerness for learning unconventional ways of doing things. He also spoke about changing business norms and the impact of technological change on businesses.

The purpose of sharing this is to give an insight of our Chief Financial Officer's viewpoint regarding the constant technological change in our industry. In whichever size of the business we work in, there is an absolute impact of technology change. In this corporate race for future relevance, recognizing the opportunity is essential.

He believes the revolution has begun and adaption is critical. In his entire career, he has been witnessing that the technological advancement has provided the finance functions with significant opportunities to play a value role in maximizing the organization's strategic ambitions. They may not all be relevant immediately, however, understanding



which of them are and when to apply can deliver a significant value.

Specifically talking about the accountants, he has observed that accountants mostly focus on stewardship and record keeping functions. He wants them to realize that now is the high time to use our traditional skills to expand their roles using technologies in order to improve the quality of recording, analyzing and becoming the strategic business partners in the business.

He ended his speech with an assertion that whoever fails to take the advantage of technological upgradation may not be able to reach at the strategic decision making position so now is the time to avail the opportunity of technological advancement.

We are CELEBRATING



YEARS of togetherness

TIME MANAGEMENT

Few Points to Ponder

Everyone whom I talk to every day appears so busy in work, activities, family obligations, taking care of young ones & elderly relatives, creating, building, struggling, thriving or anything.

Time is simply the one thing we are never sufficient of.

Without appropriate time management

skills, we simply cannot do all the things we mean to do and inevitably, because of this, we feel guilty and stressed.

But, since we all get the same 24 hours, why is that some people achieve so much more within the same time than others? The answer lies in good time management skills.

The above graphs indicate that most of the employees arrive within the grace time period which was initially allotted to maintain the attendance of an employee in case of emergency or any other uncertainty. The management wishes to improve the punctuality of employees more and expect the employees to arrive before the grace time period i.e. before 9AM.

Benefits of Managing Time

“Time management” refers to the way that you organize and plan how long you spend on specific activities. These activities can be official or personal. Relating it with the above mentioned analysis, **if one arrives late in the office, then all his/her daily tasks related to work will suffer. Consequently, in order to complete the given tasks, he/she will sit late and this will in return affect their personal lives. If employees manage their routine activities in a timely manner, late sittings may be avoided thus, leading to a balanced work life.**

The benefits of time management are enormous:

- Greater productivity and efficiency.
- A better professional reputation.
- Less stress.
- Increased opportunities for growth.
- Greater opportunities to achieve important work life goals.

Failing to manage your time effectively

can have some very undesirable consequences:

- Missed deadlines.
- Inefficient work flow.
- Poor work quality.
- A poor professional reputation and a stalled career.
- Higher stress levels.

Spending a little time learning about time-management techniques will have huge benefits now – and throughout your career, hence, it's now or never to start implementing on time management strategies.

In GTML head office, some very practical HR practices have been followed which includes leave and attendance policies. Despite of that, the recent attendance analysis report showed some figures which can be more improved if employees try to manage their time efficiently.



SUCCESS STORY AT GADOON

In our 20's, it was normal for every detail of our life to be planned. Whether we are going to college, what our major will be, what organization is best for us; the list can go on and on. Through all the chaos of our insanely busy 20 live, we forget to stop, take a breath, and actually pray to Allah/God to lead us to follow the plan He has set for us.

So often we are devastated when the plans that were not meant for us don't work out.

No matter how much effort and planning we do to support our dream, they often crumble because we remain so focused on obtaining our version of a successful ending that we don't even think about the gigantic and beautiful plans that Allah/God has made for us.

It is said and believe, "God's plans for your future are far greater than any of your fears."

People decide on what they want to become, plan accordingly and end up becoming what they wished for. You think that's how every success story is?



It surely is but sometimes life takes a turn around and makes us what we never thought of. Not every success story is planned. Sometimes, it is a combination of planned and unplanned events. Leading this thought, we would like to share a Success story of one of our renowned employee Mr. Abdul Sattar Abdullah, from the very beginning till now, how his journey changed its course of actions during this time period, what he learned from life and his valuable advises for the coming generations.

What is success to you?

Mr. Jumani answered, everyone has a different perspective of success. To me, Success means balancing life. Sometimes you get success through planning but sometimes it's your fate. For success, there are three rules, first is to have a certain benchmark, second is to plan accordingly and third is its execution. If these three elements are missing and you get something without planning, then it is not success but fate.

Did you follow the same pattern?

Somewhat, I would say. After my HSC Examination, I did my first job as an outdoor clerk at Fazal Textile Mills Limited. After being hired as an outdoor clerk, based on my performance I got promoted to account clerk, account assistant, assistant accountant, accountant, senior accountant, account officer and then accounts manager. I did not know what a voucher was, what did debit credit mean. I knew nothing in accounts as I did my Intermediate in science.

Did you continue your studies along with the job?

Yes, I had good people around. I give credit to my senior, Mr. Akhtar Kamdar, who is currently Resident Director at Gadoon's Karachi Project. He made me

learn a lot. During my interview, he asked me if I wanted to work, I replied in the affirmative tone. He then asked me to remove the wrist watch I was wearing. He told me that he doesn't like such people who wear watches during work. He said, ***"If I see you wearing watch tomorrow, I will assume that you are not interested in working but if you don't wear the watch only then I can believe that you are willing to work."***, on asking reason he said, ***"If you wear watch, then you will keep taking note of every minute that passes by, you won't be able to concentrate on work, you will only be looking at time, waiting for the clock to struck 6, time to take off."***

Did you follow?

Yes, I thought that this is the time to decide if I want to focus on my personal and social life or I want to focus on my personal grooming and my career. The very next day, I took off my watch and went to work. At office, he came to me, looked at my bare hands and appreciated me. He then said, ***"Come. Let's get to work now. I will take you to a journey where after two years if you look back you won't find any of your friend at your level."***

Didn't that scare you?

We used to work late till 10 or 11 PM. At that time, political parties were on the verge and leaving for houses late night was

risky for us. Sometimes we had to spend night at office and get to work next day.

Did your family support you in the beginning of your career?

My family did not support me in the beginning. They were concerned about my social life and safety as I mentioned that political rifts were on upsurge at that time so it was difficult for them to understand my work load, late sittings and my passion for growth. I even had to ask them to consider me out of town for 3 years as I barely used to stay at home. But eventually, with time, they began to support me and things got smooth.

How was work?

I kept learning at work. At that time, the concept of bonus did not exist and we had salary increments in terms of work recognition. I was working with a team of 3 to 4 people.

Did people support you for studies? When and how did you decide to do ICMA?

I had an engineering background and my marks were not up to the mark due to which I couldn't get admission in engineering college and hence I dropped my studies. My senior asked me if I was studying and I told him the reason for my drop off. He asked if I wanted to grow and I said

yes. He told me that there is only one difference between our positions-Difference of experience and education. He further added that 'we both are determined but due to the lack of education and experience, you cannot reach at my level. If you want to grow then you have to cover this obstacle'.

His words gave me a new direction and motivation to pursue my career in the field of accounting and finance. He asked me to take admission in B.com and I graduated with an average grade. I thought this was it. I have graduated and I'm done with my education. My senior asked me to do ACMA then. I did the same and managed studies with work.

My senior, Mr. Akhtar Kamdar was asked to shift to the new group company, Gadoon Textile Mills Limited at Gadoon Amazai which he refused and sent me instead. I went to Gadoon Amazai and worked for 3 years there.

In 1994, when I returned to Karachi, Gadoon's Head Office was already established and ready to be operational. I got married in the same time span and continued my job for 2 years. In 1997, I left Gadoon and worked with Fecto group as Senior Manager Accounts and Finance then I worked in Diwan group as Senior Manager Accounts of Textile division. Later I got a job at Mehran Rice and Spice as GM Finance.

During my job, I was called by Chair-

man of Gadoon to restart my career at Gadoon again. I couldn't refuse and I joined in 2005 at Senior Manager Finance. I got promoted to CFO, then Director Finance and later I became Executive Director Finance.

In my journey, I never planned getting into accounting field but life had different plans for me. At every step of my life, I set benchmarks. Familiarity with accounting was a challenge to me.

First benchmark I ever set in my life was to complete my education in targeted period and grow with it. In 2003/2004, CFO was a new term in Business industry which became my second benchmark. Later on, when I achieved this position as a CFO of GTML, I was asked to look after the power sector of the same group's company which again was a challenge. But despite of all hurdles and challenges, I accepted that challenge and I achieved well.

Would you like to share your personal experience with the readers?

Yes, definitely. I have experienced that wherever you work, whatever position you are at; there is one thing that will help you perform well and that is loyalty. If you can't be loyal to yourself, you can't be loyal to anyone. Optimum utilization of your skills is necessary to grow.

Secondly, you have to create your own

way. One has to build a strong team, assign responsibilities, take follow ups and own outcome of decisions. In these, one important thing is to own your decision.

Thirdly, if you haven't created your successor, you won't be promoted. If you see through management perspective, you can only be promoted if there is one alternate available. Teach other people. We think if we teach others or let other people learn, it will not only improve work environment in the organization, but also will be a great contribution to the country as a whole in developing professionals. Your experience differentiates you. If you let other people learn, they will not be on your level unless they keep doing hard work. Their learning takes you to the higher level.

I have observed that people bear hatred in their hearts rather than having patience. For promotions and growth, you have to be patient and prove yourself. Success is not served, one has to strive for it.

Meet Sameer Ahmed Khan

We all have heard story of Robert Bruce, King of Scot who gave us a lesson of “Keep trying”. We have a Pakistani Robert version too. He is an entrepreneur, a software developer, a social media expert, a trainer and a speaker, Sameer Ahmed Khan. Google a **26 years old** successful Pakistani entrepreneur!

Sameer is the CEO and Co-founder at "Social Champ, platform which automates an individual's social media presence." and "OuzelSystems, platform which provides software development services". Sameer did not become the **CEO of Social champ** in one go. In fact he failed in three startups but he did not quit. He kept trying and finally, his fourth start up became a huge success. If he stopped at third, this world could have lost a talented entrepreneur.

Sameer received his early education in Qatar, later achieved 2nd position in Bachelors' Degree in Computer Science from University of Karachi, Pakistan. Sameer did not only receive recognition locally but internationally as well. He and his co-founders could have work from US but they preferred working in Pakistan. On his interview, he says *“Although I believe that my life would be really comfortable in foreign countries, I think I can do more for people here.”*



SUCCESS STORY



Meet Zain Ashraf Mughal



Pakistan's 1st Interest-Free Crowdfunding Platform, **Seed out** is a platform which caters the need of underprivileged families by helping them in setting up their own business. Loans are given to the needy ones and once the business is set up, money is paid back with no interest.

What difference does it make? **IT CHANGES SOMEONE'S LIFE. IT TRANSFORMS SOMEONE'S LIVING. IT MAKES PEOPLE HAPPY. Above all, IT MAKES YOU HAPPY.**

The man behind this idea is **Zain Ashraf Mughal**, a bachelor **under 30s**. Zain started off with a Bachelors in Entrepreneurship from the University of Miami and now he is the **Director of Super Asia Group and Owner of Hardees**. Zain Ashraf has also founded Eccountant which is Pakistan's first online web accounting app for start-

ups.

He does not make money only, he gives back to community as well. He founded seed out when he earned enough and decided to serve society. Zain Ashraf was awarded the prestigious Commonwealth Youth Award 2018 — the first Pakistani to receive the accolade.

He said, *"Beggary is a curse and we need to empower the destitute and transform them into self-employed entrepreneur."*



ENTICE YOUR TASTE BUDS



Tried Kolachi's cheese naan? Must have. Tried Chai wala's nutella paratha? Surely have. What is the expectation level for such Nutella paratha? 11/10. Must be.

What if we tell you that there is an amazing dhaba look, Open air eatery serving the best kinds of naan in town? The extra ordinary soft Naan, filled with Nutella with chunks of Oreo bites rolling in scrumptious brownie cream and an exceptionally soft naan, filled with finger licking cheese enticing your taste buds to over eat.

Does this description appeal you? I'm sure it does. Then let's keep **CLOUD NAAN** in our to-eat list for this month.

<https://www.facebook.com/cloudnaan.pk/>



REVIVE OLD KARACHI

Quoting an Instagram post,

“Starting off in the horizon, sitting across a peppy wrinkled face, flawlessly hoarding salt and pepper hair with a mischievous glint in her eyes, Dadi Maa dramatically narrated an event from her exhilarating teenage years in Karachi’s cool summer breeze. Go back to those nostalgic veranda moments which are an evocative of family gossip, as Chupa rustom celebrates just that with each of its unique meal”



What one perceive from this? An old school thought. Been to TDF Ghar? Been to Quaid’s residence? You will find a furniture of old times. Been to old mansions? You will experience a bit of Old Karachi. Chupa rustom is all about how Karachi has been years ago. From the outside, we may think of it as a posh restaurant where only Italian menu is supposedly served. The moment you step inside, you will be mesmerized with its interior. It isn’t some designer made or heavily invested mind behind the décor. Walking down the memory lane and cherishing moments from past and fighting over the last sip of Lassi, Chupa rustom welcomes you to the 80’s with the best taste in town for traditional food. Let yourself drown in past decades by visiting **CHUPA RUSTOM** once this month.

<https://www.facebook.com/chuparustomcafe/>



SATISFY YOUR CRAVE

What's the hype about nowadays? Doughnut Cones? No, not just a doughnut cone but a doughnut topped with

heavenly dose of ice-cream. We all have had chocolate, Nutella, strawberry and a lot more different types of doughnuts but this doughnut cone is itself a different version of what we always had. **THE CRAVE BAR** serve a dessert called the Lotus, and it consists of vanilla ice cream with Cinnamon topping in a donut cone only for Rs. 350 and trust me these donut cones are exceptionally delicious and filling. With every bite you gulp, you will definitely feel worth paying for it.



<https://www.facebook.com/thecravebar.pk/>



LOVE OF STREET FOOD

Not just an eatery but a place to get inspired from, Dubai Falafil House serving various Middle Eastern dishes including a dish of spiced mashed chickpeas or other pulses formed into balls or fritters and deep-fried, usually eaten with or in pitta bread called falafel, a traditional marinated chicken shish kebab of Middle Eastern cuisine widely eaten in Turkey, Azerbaijan, Lebanon, Egypt, Jordan, Syria, Iraq, and Israel, Shish taouk and a Levantine dip or spread made from cooked, mashed chickpeas or other beans, blended with tahini, olive oil, lemon juice, salt and garlic, Hummus. What's inspirational in it is its set up. This set

up is run by an old husband and wife. For some old typical mindset, it is embarrassing to work on street but this old couple is a major goal for all of us. People visit their food stall not in empathy but for the love of its taste. I highly recommend you to at least give a try at **DUBAI FALAFIL HOUSE.**

<https://www.facebook.com/dubaifalafil-1>





HAVE
A GREAT
Weekend

TANTALIZE YOUR TASTE



WE ARE
CLOSE
To the sea!



Pizza? A thick crust pizza, thin crust pizza, pizza with soft dough. Been there, done that! No? Why not try an Exquisite dough instead of a pizza dough seasoned with olives, mushrooms, cheese and all what a traditional pizza bears over.

Valletta's Kitchen serves a kind of pizza which has a chicken plate instead of a dough. Does it sound crazy? It is totally not. It's a proper pizza but with an addition of chicken on its lower base which makes the nugget pizza a heavy one but leaving you with a tantalizing taste.

<https://www.facebook.com/vallettaskitchen/>



BE A MILLIONAIRE. HOW?

Cryptocurrency - An introduction of digital asset

A Cryptocurrency is a type of digital currencies (intangible), alternative currencies and virtual currencies designed to work as a medium of exchange with techniques to secure, control and verify the transactions. Crypto currencies use decentralized control that is not one single entity has control over all the processing. The decentralized control of each crypto currency works through a Blockchain, which is a public data, collected in an organized way.





Structure of a Blockchain:

A **Blockchain** is a continuously growing list of records, called **Blocks**. Each block contains a timestamp which has a label stating the date and time when the record was entered and a link to the previous block, so they actually form a chain. All blocks are encrypted in a special way, so everyone can have access to all the information but only a user who owns a special key is able to add a new record to a particular chain. Blockchains are inherently resistant to modification of the data and therefore impossible to manipulate. The largest example of blockchain in use, Bitcoin a simpler implementation of blockchain technology as a digital currency in which anyone can participate.

Bitcoin created in 2009, was the first decentralized crypto currency which allows you to send or receive money across the internet. Bitcoins are used for electronic purchases and transfers, you do not physi-

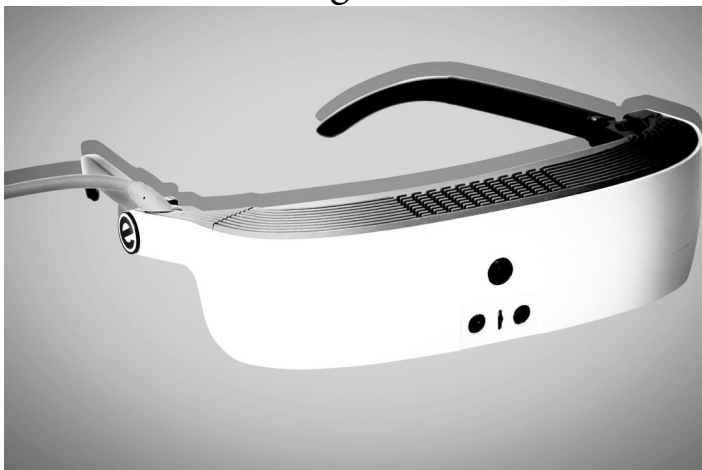
cally purchase goods by handing notes to the seller. You can use bitcoins to pay friends, merchants, etc. Every single purchase is immediately logged digitally (on computers) on a transaction log that tracks the time of purchase and who owns how many bitcoins. Think of this transaction log as an audit trail: it contains every single piece of information of every bitcoin transaction. This digital transaction log is called 'blockchain, the blockchain records every single transaction and the ownership of every single bitcoin in circulation. The security and transparency associated with bitcoin is worth mentioning as well. Bitcoins are growing in popularity, and although they were largely used by speculators who were looking at it as a way to make money by buying bitcoins at lower prices and selling them at higher prices. Following the popularity of bitcoin, there are more than 900 other crypto currencies then have been created, including national currencies. These are frequently called Altcoins, as a blend of alternative coin.



Technology has become a vital part of our lives which is leading us to Eden. A remarkable statement by Arthur C. Clarke that *“Any sufficiently advanced technology is indistinguishable from magic”* is totally true. Our personal lives are highly dependent on the technology that people have developed. Technology has advanced with years and it has changed the way we purchase products, the way we live, the way we communicate, the way we travel, the way we learn and so many changes have been brought about by these continuous technological advancements.

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Have we ever imagined of having a smart cup which can keep the coffee heated at the optimum temperature? No. We rely on microwaves to heat up hot beverages, but with innovations, science can turn unimaginable into imaginable, thus into reality. **Los Angeles based organization ‘Ember Technologies’ have invented the stainless-steel Ember mug which keeps coffee or tea at a precise temperature**—anywhere from 48.89°C to 62.78°C, set through an application. It can be used for the hours or even for the unlimited amount of time, given that the charging saucer has been accurately attached with the mug.



Legally, **blind can see now**. A device, namely **eSight 3** launched in February 2017, which **enables the blinds to see**. This gadget records high definition video and uses magnification, contrast and proprietary algorithms to enhance that imagery into something that legally blind can see. This will enable the ones deprived from the vision to partake in a variety of activities, including sports that would otherwise be off-limits. Although this device is not easily available to everyone as it costs around \$10,000, however, is one of the unimaginable inventions in the recent decade.

It is great to be a part of a Gadoon Textile Mills Limited, where I am honored and considered as a member of Gadoon's family. My Managers, having years of experience, guide and assist me in the best possible ways and appreciate my contribution at work which boosts my confidence and motivates me. Apart from this, Gadoon's supportive and cohesive culture makes me determined towards my goals. The best part of Gadoon is that people here value your ideas and suggestion

which empowers each and every employee working here. Every company establishes a set of core values but mostly focus on technical competencies and often forget what their underlying principles are, however, Gadoon's core values reflect in their practices, which is based on honesty and integrity, providing employees a great environment to work in. I am fortunate enough to get an opportunity to work for one of the best companies.



FAHAMA SIDDIQUI
CA TRAINEE



MUHAMMAD UMAIR
MANAGER FR&A

The one thing that impressed me most about Gadoon during the interview process was the attitude of the people conducting the interview. I got a sense of company loyalty from them mixed with bona fide job satisfaction. Being associated with Gadoon since February 1, 2018, I realized that the senior management at Gadoon give due consideration for the growth and development of their employees and provide them opportunities to

learn new skills. The company strives for a friendly, team-oriented atmosphere and provides a caring and supportive attitude to all employees with open communication within all levels of organization along with strong sense of maintaining work life balance. Further, the company has strong community presence (being part of YBG) and good reputation in the market so I feel proud telling people that I work here.

My first three months at Gadoon were certainly an experience. Prior to joining, I was a little bit anxious about coming back to Pakistan as I had been working with multinational audit firm outside the country. People at Gadoon have helped and contributed in this preliminary phase and it is very important for a new recruit to have a friendly environment, easing him into settling in a new organization.

On top of the above mentioned experience, my time at Gadoon has also been a learning one as well, not only

due to my role in a new department but also because of the knowledge and experiences my peers have shared with me. Similarly Gadoon's management places great emphasis on learning and development of its employees through various seminars and workshops which is an essential element to survive in this competitive age. In my view, the most distinguishing factor about Gadoon's management is its encouragement to friendly environment, promotion of learning and continuous strive for innovation and improvement.



ABDUL MUQEET
SENIOR MANAGER IC&C



HALIMA WAQAS
FINANCE ASSISTANT

My experience at this satisfying" jobs, I know am company has been great so very fortunate to work for a far. It has not been quite long company where I have had since I've started, I joined Gadoon as an intern in Treasury the privilege of being promoted to the position of a department and in few weeks finance assistant within a I knew that I'm working for a short span of time and I believe that it would not have like to stay with for years. been possible without the I feel like my work here is recognized - never overlooked. support of my seniors and colleagues. The environment is very Gadoon is truly a best place friendly and I can go and ask to work. anyone in my department for help and they are always willing to help, which I think is rare in today's workplaces. While many of my friends are searching for new "more

Gadoon is the first company that I have worked for. The way I have been treated shows that the management of Gadoon believes that "Employees Are Our Greatest Strength." It is great working with a team of people from different cultures and different generations because I learn a lot from my co-workers. My seniors have been very supportive of my MBA program and allows me to continuously develop in my position as a procurement officer. They provide a great work environment, are sensitive to balancing work and personal time, and are always ready to provide assistance, helping me learn new skills. They stress that we are all part of a team striving to reach the goal and no one has to do it alone. I feel proud to be a part of Gadoon's Family."



TAIMOUR JAMIL
PROCUREMENT OFFICER



ZOHRA PARVEZ
MANAGEMENT TRAINEE

After completing studies, graduates immediately starts looking for jobs, wanting to be hired in a reputed one.

On my first day at office, I was a little nervous and had many questions in my mind regarding the culture at Gadoon.

When I joined Gadoon, I was a little tensed till I got acquainted with the workplace and co-workers as I got new ground to break. As it is my first professional job I thought it would be hard to grasp things initially and adjust in a complete new environment but people around

here helped me a lot in terms of work and adjustment in Gadoon's culture as well. Few days passed, after knowing people and adapting the culture here, I was so much satisfied as my supervisors and co-workers are very cooperative and supportive.

The environment at Gadoon is very assertive where employees are empowered to work and share their creativity with others. In professional life each day is a new challenge and competition, so is here, pushing me to work harder and achieve my goals.



- Munir Ansari - *Human Resource*
- Ibrahim Zindenai - *Finance*
- Aqeel Godil - *Audit*
- Nimrah Zahid - *Treasury Finance*
- Zohra Parvez - *Treasury Finance*
- Fahama Siddiqui - *Accounts*
- Ali Sikandar - *Human Resource*
- Farhan Siddiqui - *IT*



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