

ALKARAM **INSIDER** NEWSLETTER





OCT - DEC
2019



alkaram

THINK SUSTAINABLE, ACT RESPONSIBLE

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**ALKARAM
TEXTILE MILLS
PVT. LTD**

Newsletter Q4, 2019 Edition

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FROM THE EDITOR

Dear Readers,

Welcome to the second edition of 'ALKARAM INSIDER' quarterly newsletter, which takes a look back at some exciting updates and developments from across Alkaram Textile Mills (Pvt) Ltd.

Alkaram has a long lasting commitment to socially responsible and sustainable business practices. The organization's bold ambition around sustainability sets a high bar for others to match or succeed. This edition is also a celebration to our recognition as "THE BEST COMPLIANT EMPLOYER". Other interesting stories include achievements in Q4 and how the company is creating positive impact in communities where it operates.

Moreover, a new year is approaching with new beginnings, new ventures and new projects. Let's continue to see success as we did this year. We would like to thank all contributors for their efforts and hope you enjoy reading this edition as much as we enjoyed putting it together for you!

Wishing all a very happy and prosperous new year.



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Nimra Awan
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Sonia Pervaiz

RESOLUTION 2020

From MD's Desk

Perusing the years that have gone by and realising that life is short, I feel a need to resolve a few important things this year.

By the grace of Allah Almighty I am blessed far more than many and I believe it is my social and moral responsibility to give back for the welfare of lesser privileged people of the society. For me the feeling of giving back is unparalleled which is why this year I vow to be more selfless by investing my time, money & resources for deserving people who cannot even afford the basic necessities of life.

Moreover, as a person I believe that good health is essential to pursue all other aspirations and ambitions. Only a healthy body and mind can achieve something big in life. A connection between health and success is very important which is why I will strongly focus on my personal well being this year.

Lastly, as a leader of an organisation and an entrepreneur, I strongly believe that in this modern era empowering delegation to a good team is critical for sustained growth. It is imperative that I create such a team which can achieve the long term goals and my vision for this prestigious company.



Fawad Anwar
Managing Director – Alkaram Textile Mills (Pvt) Ltd

On a LIGHTER Note!

“
Success calls us five times
everyday, but some are
too busy to answer
because they are busy
trying to be successful.
”



Up Close & Personal with Mr. Sajid Haroon
Director - Alkaram Textile Mills Pvt. Ltd

How do you prefer to
start your day?

a) By performing
Namaz-e-Fajar

What makes you excited
about weekends?

a) Having a good quality
time with my grand
children

Any advice to young
entrepreneurs?

a) Work hard and be
honest, there are
no shortcuts to
success

If you could eat only
one type of food for
the rest of your life,
what would it be?

a) Daal chawal

Life before the internet or
life after internet? Which
is better?

a) Before the internet

A DOSE OF MOTIVATION

“
The will to win, the desire to
succeed, the urge to reach your
full potential... these are the keys
that will unlock the door to
personal excellence

ENGAGEMENT On The Rise

Celebrating . . .

50,000
Followers on 

Followers on 

MILESTONES ACHIEVED IN Q4

2019

BUSINESS UNIT WOVEN – CREATED HISTORY

Highest production ever in a month of 6.15 million meters



FIBRE DYEING MACHINE

Installation

New state of the art Fibre Dyeing machine was installed within the mill

57%

INCREASE In Sales Revenue

For first financial quarter

'BEST COMPLIANT EMPLOYER AWARD'



By Employees' Old Age Benefits Institution, Government of Pakistan

'SUPPLIER RECOGNITION AWARD'



CHILDREN'S DAY CELEBRATION

With The Citizens Foundation School

20 NOVEMBER 2019



NURTURING THE FUTURE

Through education and social development programs, Alkaram Textile Mills aims to break the cycle of poverty and illiteracy by providing quality education to children who previously had no access to it. As a 100% sponsor of 'TCF School Alkaram Campus' we ensure to educate more than 2500 deserving children free of cost every year.

This year Alkaram organized a festive and joyful "Children's Day" event for TCF students. Mr. Fawad Anwar, Managing Director - Alkaram Textile Mills and Mr. Zia Akhter Abbas, Executive Vice President - TCF were the guest of honour for the event. The children added colour to the occasion by giving speeches with great enthusiasm and vigour. A magic show and other fun filled activities were also organized for students.

“The road to success is not easy, but with hard work, honesty and passion, you can achieve anything and everything - Mr. Fawad Anwar (Managing Director, Alkaram Textile Mills) while addressing the school children of TCF Alkaram Campus



REUSABLE FABRIC BAGS DISTRIBUTION

Being Environmentally Responsible

Alkaram Textile Mills distributed reusable bags to the children. The bags were recycled from waste fabric as a testament to contribution in sustainable initiatives by Alkaram Textile Mills to reduce plastic pollution.





Making an Impression

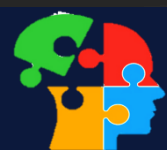
Fair Trade USA Visit Alkaram Textile Mills

A 03 member team of Fair Trade USA visited Alkaram Textile Mills to examine the impact of Fair Trade activities inside the mill related to better working environment and better health facilities provided to workers.

The esteemed delegation from Fair Trade USA was led by Ms. Desta A. Raines (Sr. Director AHG Program), Ms. Julia Smith (Factory Support Services Operations Specialist) and Ms. Ariel Raymon (Brand Partnership Manager).



Fair Trade Certified company of Pakistan



Puzzle Your MIND!



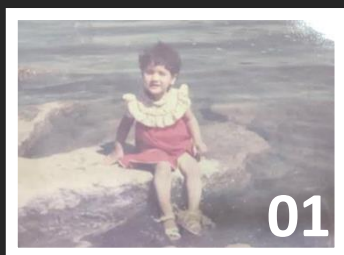
FIND

08

VALUES OF ALKARAM

1. Honesty
2. Teamwork
3. Transparency
4. Passion
5. Leadership
6. Positive Mental Attitude
7. Humbleness
8. Simplicity

GUESS WHO? NOW AND THEN



01

Hint

Marketing Dept.



02

Hint

Marketing Dept.

UPCOMING BIRTHDAYS



JANUARY

AMEER KHAN
MUHAMMAD SAIF ULLAH
KASHIF IQBAL
ABBAS MEHDI
JAWAD BAKHTIAR
MUHAMMAD SAJIDIQBAL KHAN
MUHAMMAD SHAKIR RAJA
MOHAMMAD ILYAS
JAWAD RASHEED
JIBRAN AHMED
MUHAMMAD QAMAR ZAMAN
HAFIZ MUHAMMAD AMIR BILAL
MUHAMMAD WAQAS FAROOQ
AHMED RAZA
AAMIR SOHAIL
MUHAMMAD IQBAL
SHAH ZAIB KHAN
REHAB ZIA
SYED MAZHAR ALI

FEBRUARY

ABID HUSSAIN
ASGHAR ALI SHAH
YASIR AHMED BIN QADIR
FAZAL HADI
SYED SHIRAZ ABID
RIAZ AHMED
MOHAMMAD IRFAN GODIL
FARHAN ABBAS MEMON
BILAL MAJEED
KASHIF ALI
ZULFIQAR AHMED QURESHI
WASEEM ABBAS
MUHAMMAD ABID KHAN
SAJID ALI SHAHMEHMOODALI KHAN
SHERBANOO .
MUHAMAMD REHAN
FARHAN SHAMIM
MUHAMMAD SHAHZAIB AHMED
TARIQ WASEEM
SHOAIB MUHAMMAD

MARCH

MUHAMMAD MUDDUSSIR ASHRAF
MUHAMMAD SHAHZAD SADIQ
AAMER JAVED
MUSHTAQ AHMED
FAROOQ MAIRAJ
SYED EJAZ AHMED BOKHARI
MUHAMMAD SAJID
MUHAMMAD FAHAD AQEEL
ARSHAD MAHMOOD
MUHAMMAD ARIF FAROOQI
MUHAMMAD NASIR
KHURRAM AFZAL QURESHI
SYED MUHAMMAD SHOAIB
IRFAN AHMED
WASEEM ABBAS
KUMAIL ABBAS
JAHAN ZAIB
FURQAN QURESHI





PINKTOBER

The objective was to raise awareness about breast cancer and the importance of early detection, as well as encouraging female workforce to look after their general health and well being

Pakistan has the highest rate of breast cancer than any other Asian country. Approximately 01 out of every 09 women are likely to suffer from this disease at any point in their lives. 77% of invasive breast cancer occurs in women above 50 years, but if diagnosed early the survival chance increases to 90%.

90,000

new cases are diagnosed in females every year out of which

40,000

die due to lack of awareness and early detection



 **BREAST
CANCER
AWARENESS
SESSION**



Why Wash Your Hands?

- 16%** Reduced risk of respiratory infections
- 40%** Less chances of diarrhea
- 57%** Less chances of gastrointestinal illness
- 88%** Chances of removing germs much more effectively



GLOBAL HAND WASHING DAY
Clean Hands For All

On Global Hand Washing Day, a session was conducted by Dr. Riffat Shaheen, a professional trainer and infection control practitioner with vast local and international market experience of health sector. She demonstrated the proper way of hand washing and sanitizing, explaining the importance of creating and supporting a general culture of hand washing, especially among the employees at workplace.

ENCOURAGING INNOVATIONS

MOU signing between Alkaram Textile Mills & National Textile University, Faisalabad



EDUCATION CESS TOKEN DISTRIBUTION

Education CESS is a social welfare association which distributes books, shoes, uniforms, stationery and other accessories to deserving factory workers in order to support the education of their children.



Factory workers have benefited from CESS Education tokens in the last 02 years



Opening Our Doors to **BRIGHTER FUTURE!**

University Visit - Jinnah University for Women



University Visit - Asian Institute of Fashion Designing



EXTERNAL FIRE FIGHTING & FIRST AID TRAINING

A Civil Defence approved trainer educated the 'Activate Emergency Response' team on handling emergencies such as medical, fire, explosion and hazardous material spillages.



ZERO DISCHARGE OF HAZARDOUS CHEMICALS

Training Session by WWF



Reiterating its commitment to eliminate the hazardous chemicals from textile supply chain for the protection of natural environment, Alkaram Textile Mills Pvt. Ltd (AKTM) in collaboration with World Wide Fund (WWF) conducted a training session on ZDHC chemical management & waste water guidelines.

RAPID FIRE

WITH

Anum Anwer

Sr. Manager Marketing

What is your life mantra?

Keep improving, do better

Favorite pizza topping?

Smoke chicken, Pineapple and corns

Last thing you googled?

Hotels in BALI

Best compliment received?

Diamond in the rough

Your hidden talent?

I love to create vases

Favorite dialogue?

Hasta La Vista BABY !

Three things every women should own?

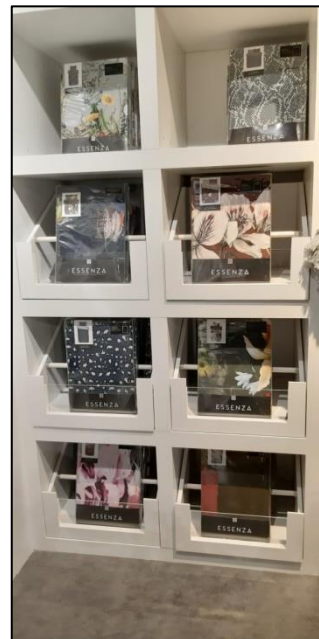
Great personality, confidence and good sense of style

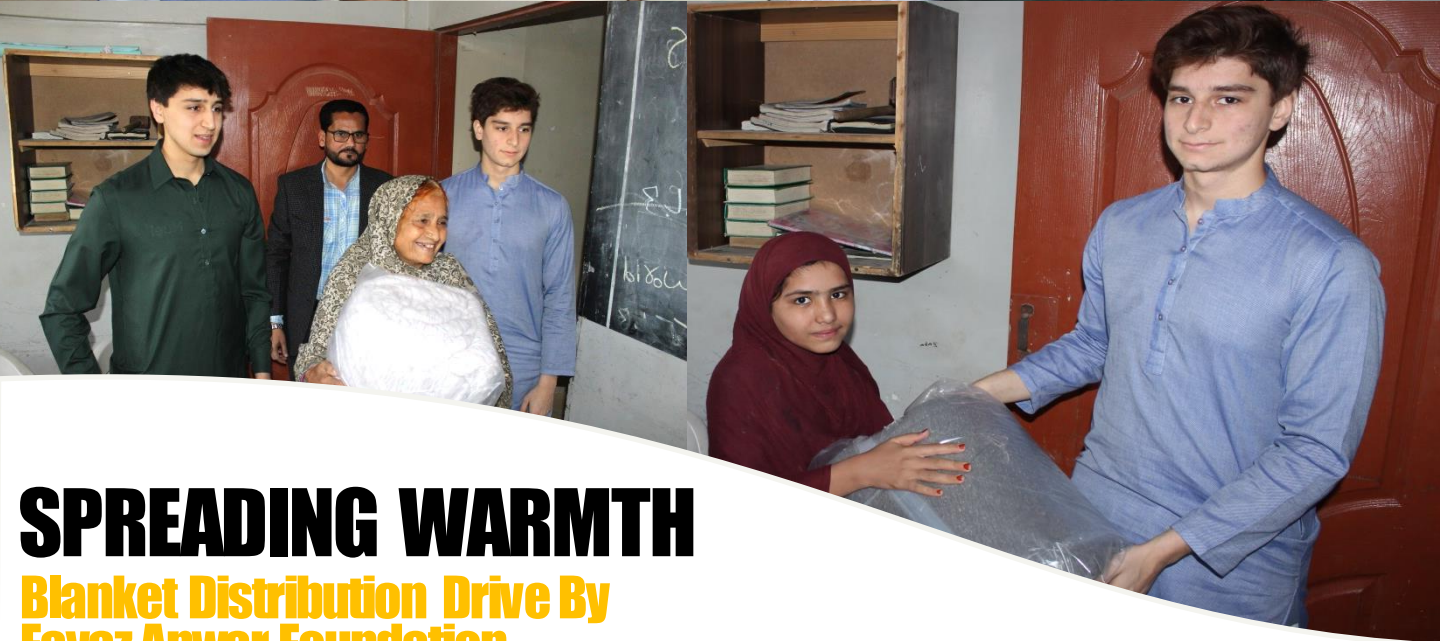


HIGHLIGHTS OF COMPSHOP &



**DUTCH
DESIGN
WEEK
EINDHOVEN**





SPREADING WARMTH

Blanket Distribution Drive By Fayaz Anwar Foundation

As the winter chill turns harsh with each passing day, Fayaz Anwar Foundation took the initiative to spread warmth amongst the less privileged people of the society by carrying out blanket distribution drive.

Blankets were distributed to more than 200 deserving families at Gulshan Sikandarabad Basti area. The smiles on the faces of these deserving people were a true reward for all the effort put in by the volunteers of Fayaz Anwar Foundation.



NEW YEAR'S RESOLUTIONS

2020



I hope this upcoming year I make a few mistakes. Because making mistakes opens the door for you try new things, learn, innovate and bring a positive change in your life. So don't be shy to make mistakes ever and keep exploring yourself!

Salik Sajid

My new year resolution is to work harder consistently and make Alkaram the highest exporter of Pakistan!



Shafi Sajid



Change of year is only of numbers for me ... My mission in life, my goals and my commitment to myself remains unchanged.. A new year only adds more fire to it!

Nimra Awan

On this new year, our positive actions should not only impact an individual, rather they must cater to our society



Arif Sial



I want to quit smoking in 2020!

Raheel J. Saify

NEW YEAR'S RESOLUTIONS

2020



To stay more positive as positivity strengthens your mind and gives new directions to think upon

Mehmood Alam

To start believing in myself and stop worrying how 2020 is going to end

Raheel Rehman

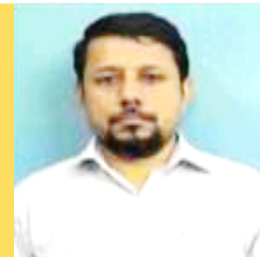


Every new day is another chance to change something in your life, every new day is a chance to feel blessed for what you have!

Masood Bawani

Write it on your heart that every day is the best day in the year!

Faisal Usmani



My new year resolution is to learn a new language

Ali Hammad Jafri

NEW YEAR'S RESOLUTIONS

2020



To enjoy all the new surprises that comes along my way

Ayesha Pervez

To focus more on fitness and health

Amir Iqbal



To be structured enough for success and achievement
and flexible enough for creativity and fun

Aleena Majeed

I believe if you want to change something, change it from now
and start by yourself and don't wait until the New Year!

Malik Ahsan



To bring balance in life & work by avoiding late sittings
and managing time effectively

Ovais Shahzad

NEW YEAR'S RESOLUTIONS

2020



Stay hydrated and try to cherish everything I do!

Nida Tariq

In 2020, I will be more keen towards learning new Data Science techniques and develop algorithms to control variances through AI

Daniyal Rashid



Spend less time on gadgets and more on personal development

Furqan Mehmood

To read more books, be grateful, strengthen personnel relations & volunteer my time for youngsters counseling

Amir Bilal



Looking to achieve the environmental sustainability goals at Alkaram beyond the applicable requirements in 2020

Furqan Ullah

NEW YEAR'S
RESOLUTIONS

2020



I want to settle down and get married in 2020 😊

Shahzaib Khan

Travel more and see the world

Mohsin Nadeem



To be least bothered about what people are saying behind my back or what they perceive about me & to focus more towards achieving my goals!

Qamar Zaman



To live everyday as a new day not to live in past. Happy New Year Folks!

Shalha Aijaz



In 2020, I will take back my lunch break

Farhan Yunus





WRITE to us!

Our moto for this publication is that 'INSIDER' is a newsletter magazine **of the people, by the people, for the people**

So the INSIDER team looks forward to your contributions for the next edition!

You are welcome to write to us at sonia.pervaiz@alkaram.com if you have any questions, suggestions, comments or new ideas for the content that you feel would make an interesting addition to the newsletter.

Hope you have enjoyed reading this edition.

Regards
Corporate Communication Team