





ALKARAM **INSIDER** NEWSLETTER

APRIL - JUNE
2020



WE RISE BY LIFTING OTHERS

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**ALKARAM
TEXTILE MILLS
PVT. LTD**

Newsletter Q2, 2020 Edition

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THE PROLOGUE

"Unprecedented" is a word which perfectly defines the world today as Covid-19 continues and nobody is certain what the 'new normal' will look like. That said, it certainly applies to this edition of our newsletter in which we will discuss several initiatives from employee wellbeing to community care as our main focus since the beginning of this pandemic.

If you look closely as you leaf through this issue; occupational health and safety has been our major focus. We want to keep you informed, but we also want to do our bit to keep you entertained and stimulated. Everyone needs some distraction in times of great stress. That is why we have added some laugh and confessions as well to boost your read.

Enjoy your read, stay safe and best wishes!

Sonia Pervaiz

Assistant Manager – PR & Communications



“Time for Nature” From MD’s Desk

Today on World Environment Day 2020, Alkaram Textile Mills marks its prolong commitment to sustainable development by setting its long term environmental strategy till 2025 while keeping in view of United Nations Sustainable Development Goals (SDGs) and strive to ensure sustainable production measures throughout its supply chain with a purview of paving path towards circular economy.

This year the theme for World Environment Day is “Time for Nature” i.e. the nature has the power to heal itself; let us promote its healing, restoration and rehabilitation from the impacts of the anthrosphere. The world must acknowledge that fact that with increasing environmental degradation, rise in pandemic diseases such as Covid-19 and depletion of natural resources every year; it is high time that organizations should realize that our actions towards sustainable development goals can instigate an exponentially positive impact on the planet.

Being a textile industry leader; we at Alkaram Textile Mills have grown more conscious of our ecological impact. Over the years, we have taken some drastic steps to rationalize a responsible way of life with our commitment to environmental conservation by investing millions on energy efficient power generation projects, water recycling and effluent treatment plants. Our efforts to implement chemical efficient processes and reducing carbon emissions from our factories is a testament to our commitment to environmental protection.

Lastly, I would like to appreciate WWF for their continued efforts for helping Alkaram Textile Mills and other local businesses in achieving their sustainability goals. Sustainability is always at the core of our business philosophy. As a responsible organization that is passionate about sustainable development I urge everyone to protect our natural environment for the benefit of our future generations. Today on The World Environment Day 2020; we pledge to become the purveyors of sustainable leadership in the Pakistani Textile industry by becoming better stewards of our planet.

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

05th June
2020

WORLD ENVIRONMENT DAY

"Time For Nature"

Elaeis guineensis
planted by
Honorable Fawad Anwar
MD Al-Karam Textile Mills
on
"World Environment Day"
June 5, 2020



START TODAY, SAVE TOMORROW

On World Environment Day 2020, Alkaram Textile Mills (AKTM) with its prolong commitment to sustainable development marked the importance of environmental protection based on this year's theme "Time for Nature" i.e. the nature has the power to heal itself; along with nomination of Al-Karam's sustainability ambassadors.

Moreover, on this auspicious occasion Mr. Fawad Anwar, Managing Director AKTM , Mr. Raheel J Saify, Director Marketing & Sales AKTM and Mr. Rahat Mazhar, Business Unit Head AKTM, inaugurated the tree plantation drive in collaboration with WWF (World Wide Fund) by planting a sapling within the factory premises as a testament to Al-Karam Textile Mills commitment to environmental protection.



On a LIGHTER Note!

“
Many of life's failure
are people who did
not realize how close
they were to success
when they gave up
”



Up Close & Personal with Mr. Mehmood Alam
(Technical Director Processing - Alkaram Textile Mills Pvt. Ltd)

- **One word that describes you the best?**
Industrious.
- **What was your dream career when you were at college?**
When I was in college I never used to think about specific positions but instead I used to think about different responsibilities which I would enjoy having as part of my position which contribute to my success and my company's success as well.
- **What is that one thing your peers like about you the most?**
They like my goals, vision and mission to guide people and organizations to a meaningful purpose.
- **What is that one thing your peers don't like about you?**
I focus too much on details which they might not like.
- **Which application do you use most often on your phone?**
WhatsApp because it helps me to get in touch with everyone; also it allows me to easily get work related updates from my team while on the job.
- **If you could change one thing about your life, what would it be?**
If I could change one thing about my life, I would focus on being more grateful of life, and everything that has helped get me to where I am today. I know that it might seem a little cliché.
- **Your favourite sport?**
My favorite sports is cricket as it's another simulation of life, it has a set of rules and the challenge is to do well by using your resources in the most optimal way and be the best version of yourself.
- **What is your definition of success?**
Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don't quit.
- **One career advice for youngsters?**
My advice for youngsters is to step forward towards finding a fulfilling career. Take your time and think about the type of work you'd enjoy doing. It's also important to consider what you think a 'good' career for you actually means.



MORE THAN 8,000 RATION BAGS DISTRIBUTED In Collaboration with Fair Trade USA

Due to the global crisis of COVID-19, our beloved country Pakistan is facing a severe lock down. The daily wagers and the salaried staff are the people worst hit by this pandemic.

Being a responsible employer with thousands of workers at our disposal, Alkaram Textile Mills in collaboration with Fair Trade USA decided to giveaway ration bags in support of our resilient employees to rise stronger in these tough times.

The ration bags included number of eatable items such as rice, flour, lentils, tea, sugar, soap, cooking oil and other basic necessity food items.



Fair Trade
USA™



Considering the tough economic situation of the country during Covid19 crisis, we proposed ration distribution for the benefit of our workforce. I feel proud to say that Alkaram Textile Mills and Fair Trade USA has taken a commendable step for all employees during these trying times. Such practices are very encouraging and should continue in the future as well.

Uroosa Zaib
Fair Trade Committee Member - AKTM

LEARNING & DEVELOPMENT Q2 2020

PROCESSING DEPT – INTERNAL AWARENESS SESSION

To raise awareness for COVID19 related precautionary measures



QUALITY- TRAINING SESSION

To implement high level Quality standards



WWF - TRAINING SESSION ON ENVIRONMENT DAY

To discuss the importance of environmental protection





UNSUNG HEROES OF ALKARAM TEXTILE MILLS

A security team to be proud of !

Muhammad Saleem, Muhammad Raza, Jawed Ali and Muhammad Hassan were awarded cash prizes in recognition of their instrumental effort at the entrance security check post to stop corruption. Alkaram Textile Mills have zero tolerance approach when it comes to bribery and corruption. We are committed to support each employee who stands up for our zero tolerance of corruption and refuses to compromise our ethical standards.

INSTALLATION OF WATER STORAGE PUMP AT KORANGI AREA BY FAYAZ ANWAR FOUNDATION



VENDING MACHINES INSTALLED FOR ALKARAM EMPLOYEES



WE ARE AGAINST CHILD LABOUR

The International Labour Organization estimates that a staggering 152 million children worldwide are still involved in child labour today. Being a responsible employer, Alkaram Textile Mills follows strict policy measures, procedures and code of conduct to prevent child labour; and not only that, If the child labour is found working in the supplier's facility, Alkaram does not continue business with the supplier and the information of the same is communicated to the customer. Let us all play our part to curb child labour from Pakistan for a better future of our children.



COVID WAY OF LIFE

At Alkaram Textile Mills, our resilient employees are taking all precautionary measures and are following all social distancing practices. We have adapted to the COVID WAY OF LIFE !!



During Covid19 I have experienced a huge difference in the mindset of workers including myself. Health and hygiene has become a priority for everyone. Thanks to the awareness sessions at the mill, we are more responsible now than ever.

Muhammad Ayaz



Enjoy the little things in life, the things we miss most are simple. If we are able to remember this we may be a little happier after the crisis than before.

Hakeem Dar



The coronavirus pandemic has made us realize that apart from the hustle bustle of everyday life; A normal day at home with your loved ones and having a cup of tea with them is a virtue itself.

Shadi Ur Rehman



Coronavirus has made us more forgiving, generous and caring. Every worker at the mill is willing to help the other who is in need. Even our employers distributed ration to all employees which was highly appreciated.

Imran Khan



Communication between people has increased. We have gone from being strangers crossing paths on the stairs to being interested in each other's health.

Lukman Khan

RAPID FIRE

With Syed Hashim Raza
(MD Secretariat)



Q1 What is one thing you still have from your childhood?
School report cards

Q2 First celebrity crush?
Kajol

Q3 What's your favourite thing in your closet right now?
My T-Shirts

Q4 How long does it take you to get ready?
15 minutes

Q5 Omelette or Fried Egg?
Fried Egg

Q6 Who inspires you the most?
My Mother

Q7 Describe Your Life Using One Word?
Struggle

Q8 Name the first word that comes in your mind ?
Help others

Q9 How do you manage your fitness level?
Eat less, exercise and walk a lot

E-TAILING

EXPANDING INTO THE E-COMMERCE SIDE OF BUSINESS



E-commerce will help Alkaram Textile Mills to test unchartered territories of B2C segment worldwide and expand existing product range to cater more customers. Also, with Alkaram's own brand, we will become a part of our customers daily lives with our own name resulting in "GLOBAL AWARENESS OF OUR BRAND".

Ali Bajwa - General Manager Ecommerce

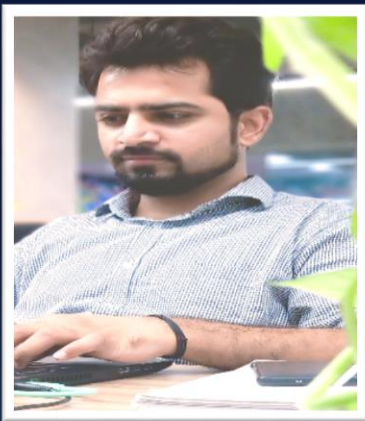


A DOSE OF MOTIVATION

"The same boiling water that softens the potato hardens the egg. It's what you're made of. Not the circumstances."

CONFESSION CORNER

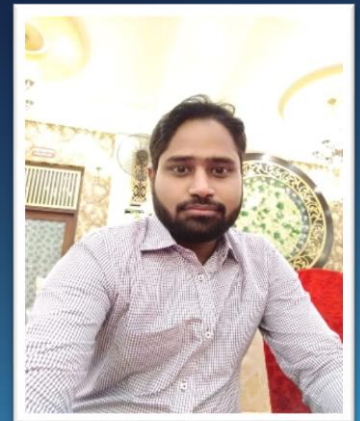
What is your secret/hidden talent?



I think my unnoticed skill is being "Jack of all trades AND master of SOME" :D
Waleed Bin Rasheed (PD)



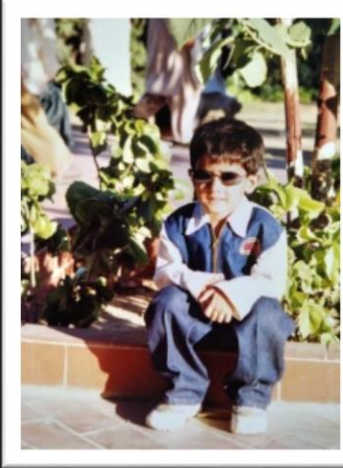
I can make fancy omelet.
Yasir Mughal (CS)



I have a soulful voice.. I can sing well.
Syed Fahad (HR)

GUESS WHO ?

NOW AND THEN



Hint

Marketing



Hint

Costing

the Pet Corner

"Animals are such agreeable friends- they ask no questions; they pass no criticisms"



Mr. Tanveer Khan owns a ravishing German Shepherd

Mr. Ikhtlaq Baig owns a adorable Persian cat



UPCOMING BIRTHDAYS



JULY

ARIF SIAL
MEHMOOD ALAM
SUKENA RAZA
SHALLA AIJAZ
SHARMEEN MEHMOOD
MUHAMMAD YASIR MUGHAL
HUMAYUN KHAN
WAJAHAT HUSSAIN
RIZWAN ILYAS
MUHAMMAD ALI KHAN
ZEESHAN ELLAHI
HARIS MIRZA
AHMED GHAFFAR
MOHAMMAD ARSHAD KHAN
MUHAMMAD IMRAN
SAFDAR ALI KHAN
MUHAMMAD ARISH
ABDUL AZIZ
MUHAMMAD AYUB
KAHEEL UDDIN
HAFSA SIDDIQUI
NAJEEB ULLAH
SYED ZIA ABBAS RIZVI
MUHAMMAD AZAM MUNIR
BABU FAQIR JAVED
MUHAMMAD MUBIN
HIRA KHAN
MUHAMMAD ATIF ISHTIAQ
SHAHINA ASHFAQUE
ABDUL NAEEM
ADNAN SHARIF RATHORE
TANVEER RAZA
SYED MUZAMMIL SHAHAMIR ZEB
MIRZA ABID BAIG
AIJAZ AHMED
MUHAMMAD SAEED JAN
QADIR BUX
MUHAMMAD WASEEM
SYED MOHAMMAD HANI
ADNAN ALI
MOHAMMAD YOUNUS
SAJID KHAN
ADEEL AAMIR
MUHAMMAD NADEEM KHAN ZADA
ZAFAR AHMED
WAJAHAT ALI MUGHAL
MUHAMMAD BASIT

AUGUST

MUHAMMAD HAMID ALI
SYED OVAIS SHAHZAD
MAHMOOD SABIR
SHAKIR KHANAAMIR SHABBIR ANSARI
HAROON MEHBOOB
AHMED BUTTFAIQ AHMED SIDDIQUI
HASEEB KHAN

FAISAL ZIA USMAN
IHASEEB AHMED

AMIR SAEED SABZWARI
MUHAMMAD UMAIR CHOUDHRY
AHSIN ALI
SYED SAAD ALI
DANYAL RASHID KHAN
QAZI ZAFAR MEHMOOD
RAHEEL UR REHMAN
AYESHA SHAIKH
MUHAMMAD MOIZUDDIN NAYYAR
SYED IRFAN ULLAH
ZAFAR YOUSUF
ZEESHAN RASHEED
SHAHID BUTT
MUHAMMAD UMER FAROOQ
GHULAM MUSTAFA
SHOAIB IRFAN
SYED MUZAMMIL HUSSAIN
RANA MUHAMMAD AQEELIMRAN ALI
ARSALAN RAFIQ
MUHAMMAD AMMAD RAZA
GHULAM MASOOD BAWANI

SEPTEMBER

FATIMA MAHMOOD
ADEEL MUSHTAQ
SHELIZA .
SYED HASHIM RAZA
KAMAL ANWAR
MUHAMMAD NIAZ
SARAH AHMED
RASHID ALI
MUHAMMAD ZEESHAN BAIG
MUHAMMAD ZSIDRA MUJAHID
ASAD KHALID
UMER DRAZ KHAN
MUHAMMAD BABAR
MUHAMMAD ASHFAQ
SYED SHAKEEL AHMED QADRI
GHULAM NABI
HABIB UR REHMAN
AHEER KHAN
MUHAMMAD GHUFRAN
MUHAMMAD AYAZ UDDIN WARSI
MUHAMMAD TARIQ SIDDIQUI
IRFAN ALI
SYED AHSAN IQBAL
CHOUDHRY SHOAIB RABBANI
SYED MOHSIN HASSAN NAQVI
SANA AZAM
WALEED BIN RASHEED
MUHAMMAD SALMAN
HAMID IQBAL
MOHSIN NADEEM
MUHAMMAD SHOAIB
MUHAMMAD ABRAR
SYED MAAZ BIN ABUL-LAIS

CELEBRATING INTERNATIONAL FIRE FIGHTERS DAY

On international fire fighters day our courageous team of HSE took an oath to protect us all in times of need and danger with a slogan "Stay Alert & Stay Ready".



EXTERNAL FIREFIGHTERS & FIRST AIDERS TRAINING 2020

Fire & other incidents are unavoidable events that evokes all kind of emotions. With the interval of time practices & refresher training's are necessary to deal with foreseeable situations. As part of 2nd quarterly external firefighters & first aiders training, HSE arranged a training by CIVIL DEFENSE approved trainer.





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