





ALKARAM **INSIDER** NEWSLETTER

OCT - DEC
2020



Embodying Strength Despite Pandemic

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**AL-KARAM
TEXTILE MILLS
PVT. LTD**

Newsletter Q4, 2020 Edition

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THE PROLOGUE

In this winter edition of Al-Karam 'Insider' newsletter we have encapsulated a wider and bigger focal lens to trail the highlights of CSR and Sustainability initiatives undertaken at Al-Karam Textile Mills.

While turning the pages of 'Insider' you are walking through a time and space of accomplishments we have achieved as an organization in Q4, 2020 that is above and beyond the target completion and elucidates the effort put in by the employees of Al-Karam Textile Mills in achieving the brass ring.

Whether its the celebration of 'Children's Day' with children diagnosed with life threatening diseases or distribution of blankets to the underprivileged; Empathy, compassion and energy illuminates every page of this quarters newsletter.

Ali Hammad Jafri

Manager – PR & Comms

2 0 2 0 CONSPECTUS



FAWAD ANWAR

MANAGING DIRECTOR - ALKARAM TEXTILE MILLS

2020 has given us many reasons to be grateful for and appreciate the blessings we have bestowed upon us as a nation. As we continue to expand and grow; we are constantly adapting to change, implementing new technologies and finding ways to eliminate waste and add value for our customers.

In 2020, Al-Karam has been resilient in the face of this global health crisis and economic challenge, we are actively serving our part to shape a sustainable future for our community. Moreover, we continue to focus and strengthen, while meeting our next year's sustainable targets and long-term goals.

Progressively, last year; we have invested in renewable energy sources, mechanical advancements and capacity growth. We have also worked on our infrastructure to provide a more cohesive work environment. This year, we aim to enhance and nurture our employees skills, to strengthen our already unparalleled human assets; Coupled with our aim for technological enhancement, these efforts will reinforce our strengths towards our strategic goals.

I would also like to recognize in particular our frontline employees and factory workers and I am proud and inspired by the way our company has risen to this challenge with flexibility, resilience, courage and a caring heart where commitment and discipline are critical at this time to maintain business continuity.

Happy New Year to Team Al-Karam!



MILESTONES ACHIEVED IN Q4

2020

PROCESSING DEPT - **CREATED HISTORY**

Highest production and revenue target achieved in the month of October



LARGEST SOLAR POWERED TEXTILE FACTORY IN PAKISTAN

5.2 mwh on grid rooftop Solar PV System



**AL-KARAM IS THE
FIRST COMPANY
FROM PAKISTAN TO
GO INTO FORWARD
INTEGRATION BY
ACQUIRING A 6-YEAR**

GAP LICENSE.

**HIGHEST
PRODUCTION OF
1,144,791 lbs
BY CONE DYEING DEPT**



MILESTONES ACHIEVED IN Q4

2020

NEW LOOM MACHINES **INSTALLED**

With an aim for continuous improvement, technology upgradation and debottlenecking



Ready Set **GROW!**

Inauguration of B11 (Woven) and B10 (Knit Jersey) floors

More than
600
Jobs created

More than
210
Machines installed



MILESTONES ACHIEVED IN Q4

2020



AHEAD of the game!

1st time in history of Al-Karam domestic, closed winter collection 2020 with 100% yield of the order and 90% greige



Making Us Proud!

Congratulations to Finance team of Al-Karam Studio for securing 2nd Position in NFO 2020 organized by ICAP. An outstanding achievement indeed!



On a LIGHTER Note!

“
The best revenge is
to improve yourself
~ Hazrat Ali (R.A)
”



Up Close & Personal with Mr. Rahat Mazhar
(Business Unit Head (Woven) - Alkaram Textile Mills Pvt. Ltd)

- **What is the first thing you do in the morning?**
Enroll my kids to online classes.
- **What is your best childhood memory?**
Best childhood memory is the time spent with friends, time spent with my family & winters.
- **Something you are most passionate about?**
I'm passionate in always trying to make a difference !
- **What strategy do you employ for building an efficient work team?**
My strategy always is to delegate with accountability and motivate at every single step.
- **Covid-19 has been dubbed as one of the greatest challenges the world has ever faced – What are the key lessons you have learned and how can we make the best of the situation?**
I would say the sweetness of success erases the bitterness of patience.
- **What do you think are the biggest challenges our industry will face in the next 5 years?**
 - Capacity
 - Infrastructure
 - Human Resource &
 - Energy
- **What do you value most about the culture and vision at Al-Karam?**
Uniqueness & diversity
- **If you could live anywhere in the world, where would it be ?**
Anywhere in Pakistan
- **What traits do you value most in yourself and your team?**
 - Resilience
 - To keep moving on &
 - Keep it up
- **What do you hope to accomplish within the next few years?**
Al-Karam's five year strategy, keeping the vision in mind to achieve goals. Also I would love to reform & sustain this vision & also absorbing change.



Make-A-Wish[®]

CHILDREN'S Day

Celebration!

Al-Karam Textile Mills and Make-a-Wish Foundation Pakistan joined hands to fulfill wishes of children suffering from life threatening diseases on 'Universal Children's Day'.

Al-Karam Textile Mills as a socially responsible corporate organization has always been at the forefront when it comes to supporting the community. The partnership with Make-a-Wish Foundation Pakistan is reflective of its commitment to the society. Our collaboration with "Make-a-Wish" gives us an opportunity to help these children and make their dreams come true! Everyone deserves a chance at happiness and Al-Karam is proud to contribute in any way that we can!"

Few notable wishes fulfilled included a Bedroom themed after Disney's 'Frozen' cartoon character. This includes having a bed, cupboard, bedsheets, blanket and towel of 'Frozen', Rechargeable Bikes, Smart Phones, Bicycle, Cricket Kit, Doll House, Remote Control Cars, Drone Cameras and Birthday Celebrations.





- Misbah-ul-Haq (Age 03) diagnosed with Leukemia wished to have a Rechargeable Bike.
- Abdul Qayyum (Age 16) diagnosed with Leukemia wished to have a Smart Phone.
- Hamza Rasool Buksh (Age 10) diagnosed with Leukemia wished to have a Bicycle.
- Amaan Fida (Age 12) diagnosed with Left Ventricle Dysfunction wished to have a Cricket Kit.
- M. Ismail (Age 05) diagnosed with Cancer wished to have a Rechargeable Bike.
- Marium Sarfraz (Age 10) diagnosed with Thalassemia wished to have a Doll & Doll House.
- M. Khalid (Age 12) diagnosed with Thalassemia wished to have a Remote Control Car.
- Abdul Hadi (Age 11) diagnosed with Hemophilia wished to have a Bicycle.
- M Ajmal (Age 15) diagnosed with Thalassemia wished to have a Drone with Camera.
- Talha (Age 04) diagnosed with Cancer wished to Celebrate Birthday with Family.
- Sidra Ahmed (Age 07) diagnosed with Cancer wished to have a "Frozen" themed bedroom.





PINKTOBER

To tackle the problem of lack of awareness and debunk myths around breast cancer, a session was arranged lead by Dr. Zeenat of AKUH for female workforce. The objective was to raise awareness about breast cancer and the importance of early detection.

Pakistan has the highest rate of breast cancer in the whole of Asia and around 40,000 of our women lose their lives annually to it. The incidents are particularly high in Karachi and unfortunately, less than 10% of total cases are reported due to cultural taboos and lack of awareness.

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



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.

More than 300 blankets were distributed to **ORPHANAGE HOMES, OLD AGE HOMES** and underprivileged families of **KAKAPIR VILLAGE, THARPARKER AND SAKRO**. 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.



WHAT IF!

What If you become a movie star, which movie character would you want to play and why ?



“Katniss Everdeen from Hunger Games because she is an amazing woman who has the power to influence the world.” –
Sidra Mujahid
(Business Technology)



“Will Smith from the movie The Pursuit of Happyness because he emulates perseverance and a relentless grit.” –
Naem Uddin
(Human Resources)



UPCOMING BIRTHDAYS



JANUARY

- SYED MAZHAR ALI
- MOHAMMAD JAVEED
- SYED MUHAMMAD ARSALAN HUSSAIN
- MUHAMMAD SAJID KHAN
- SYED MUHAMMAD ARIF
- JAWAD BAKHTIAR
- MUHAMMAD SAIF ULLAH
- MUHAMMAD YASIR HUSSAIN
- SHAHZAIB KHAN
- AAMIR SOHAIL
- MUHAMMAD JUNAID
- SHAHZAD AHMED
- MUHAMMAD WAQAS ANSARI
- AHMED RAZA
- KASHIF IQBAL
- ABDUL QADIR
- MUHAMMAD ATIF
- AMEER KHAN
- SYED MUHAMMAD FAHAD
- MUHAMMAD ILYAS
- MUHAMMAD HASSAN TANWIR
- MUHAMMAD SAJID IQBAL KHAN
- SYED WASEEM IQBAL
- MUHAMMAD WAQAS FAROOQ
- ABBAS MEHDI
- MUHAMMAD RAFI MUGHAL

FEBRUARY

- SHERBANOO RAZA
- MOHAMMAD IRFAN GODIL
- MAHTAB KHOWAJA
- NOUSHAD HUSSAIN
- FAZAL HADI
- RIAZ AHMED
- MUHAMMAD KAMRAN QURESHI
- MUHAMMAD MURAD
- SYED SHIRAZ ABID
- KASHIF ALI
- ZULFIQAR AHMED QURESHI
- QURAT UL AIN FATIMA
- FARHAN ABBAS MEMON
- SAJID ALI SHAH
- ASGHAR ALI SHAH
- KAMRAN MUSTAFA
- WASEEM ABBAS
- FAHAD ISHAQ
- YASIR AHMED BIN QADIR
- MUHAMMAD YAMEEN KHAN
- ABID HUSSAIN
- BILAL MAJEED
- FARHAN SHAMIM
- AISHA AZAM
- MUHAMMAD ABID KHAN

MARCH

- WASEEM ABBAS
- SARFARAZ
- IMTIAZ ALI
- MUHAMMAD WAHAJ
- MUHAMMAD SAJID
- JAHANZAIB
- MUHAMMAD AFTAB
- SYED EJAZ AHMED BOKHARI
- SYED MUHAMMAD SHOAB
- AFTAB AHMED
- IRFAN AHMED
- VIJAY KUMAR MAHESHWARI
- MUHAMMAD ARIF FAROOQI
- ABDUL WAHAB SOOMRO
- MUHAMMAD FAHAD AOEL
- MUHAMMAD MUDDUSSIR ASHRAF
- ARSHAD MAHMOOD
- KHURRAM AFZAL QURESHI
- FAIZAN SARWAR
- FAROOQ MAIRAJ
- MUNEER HUSSAIN
- SYED ABDULLAH SHAH
- DANISH RAZA
- AMER JAVED
- ABRAR UL HASSAN



GUESS WHO? NOW AND THEN

Hint
Marketing Dept.



RAPID FIRE
Adnan Asif
(DM Procurement)

One thing you always have in your fridge?
Fruits

Your favorite TV show when growing up?
Big Bang Theory

Last song that was stuck in your head?
Aadat – By Atif Aslam

Your first career choice as a teenager?
Professor (Teaching)

What accomplishment are you most proud of?
To be part of Al-Karam Textile Mills

Chicken Karahi or Tikka?
Tikka



Favorite movie dialogue?
“Hardest Choices Require Strongest Wills” – Said By Thanos in Avengers

Your nickname?
Aadi

One thing you would change about yourself?
Extreme Positivity in my Attitude

Facebook or WhatsApp?
Facebook



TRAINING & DEVELOPMENT

Training and development is an important part of Al-Karam's culture through which we inspire our employees to achieve unprecedented growth and business transformation.



STRATEGIC LEADERSHIP TRAINING

A two-day workshop on 'Strategic Leadership' was held at Ramada Creek Hotel Karachi in collaboration with Schuitema Pakistan. Mr Fakhir Hasan Shah (CEO - Schuitema Pakistan) spoke about fundamentals of leadership and tools required for greater success in business environment.



MANAGER TOOL KIT TRAINING

A two-day workshop on 'People Manager Toolkit' was held at Ramada Hotel Karachi in collaboration with Schuitema Pakistan. Mr Shahbaz Aftab (Trainer - Schuitema Pakistan) explained the tools required for greater success in business environment for future leadership of Al-Karam Textile Mills in a light-hearted yet effective context.



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