



insider

QUARTERLY NEWSLETTER | ISSUE #1 | OCTOBER 2022

SUCCESS STORY

SUPPLY CHAIN DIGITALIZATION: **Nationwide Deployment of Customer Portal**

ISL offering a seamless personalized, self-service and support experience to customers by providing 24/7 single point of access access to product, ledger and other transactional information.

IN THIS ISSUE:

Cover Story: The New Age of Steel

How newly born ISL Service Center is accelerating the evolution of the flat steel industry in Pakistan while driving the shift towards alternative methods of construction by offering smart and sustainable construction in the modern times.

#BreakTheBias: Women's Day Celebrations

Under the banner of ASC Group, International Steels Limited celebrates Women's Day honouring the IWD 2022's theme - Break The Bias. Employees of ASC Group pledge maintain a culture that is diverse, equitable, and inclusive.

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EDITOR'S NOTE

We are growing!

As International Steels Limited is scaling and continuously improving its operations, corporate culture, manufacturing processes, products, services, technology, and solutions for internal and external customers; we want to update you on all the exciting things we are working on from different departments of the company.

Today, we are pleased to share the first issue of our Quarterly Newsletter, to keep you updated with the latest news from ISL and industry.

The year 2021-2022 was another successful year for the Company in terms of financial performance in spite number of challenges emanating from the economic and business front. The resilience and growth shown by our company in overcoming these challenges show our strength and dedication.

Last year saw a range of new initiatives specifically in the domains of engineering, information technology, sales, marketing, supply chain, planning and most importantly, trainings and development of human resources. The firm also embarked on an ambitious growth and automation programme including the development and deployment of customer portal; the latest developments of which have been included in this issue.

We are proud of what the firm has achieved over the decade and are ambitious for the future. ISL is continuously investing substantial resources to further improve working conditions for its employees to provide a safe, healthy, and comfortable working environment. We are confident that 2022-23 will be an important year for the firm and our customers. We look forward to making smart decisions today that will create lasting value for tomorrow.

We are looking forward to hearing from you.

Editorial Team,
ISL Insider

What kinds of topics would you like us to cover in future issues? Do you have an interesting case story or pictures to share?

Please send your valuable feedback, suggestions, articles, company and industry-related entries at:
madiha.habib@isl.com.pk

HIGHLIGHTS



International Steels Limited proudly sponsored Pakistan Pavilion in Expo 2020, Dubai - The World's greatest cultural show
Read more on Page 29



ISL Marketing and Regional Sales teams successfully organized Annual Fabricators' Conference in different regions
Read more on Page 30



Total Productive Maintenance: A holistic approach to equipment maintenance that strives to achieve perfect production
Read more on Page 15



Building Together : Respect at Workplace
Nationwide training sessions conducted by ISL HR Department
Read more on Page 02



TRAINING: BUILDING TOGETHER

Respect in the Workplace

Making Good People Better

Facilitators:

Mr. Muhammad Bilal Khawar - Head of HR & Admin
Ms. Sana Razzak - Deputy Manager HR

Respect in the Workplace is an initiative of ISL's Human Resource Department which is developed to first and foremost, improve the overall organizational culture through the training sessions to empower teams with a positive mindset and the relevant skills to prevent bullying, harassment, discrimination, and abuse at workplace.

The secondary objective of Respect in the Workplace training is to create a stress-free and collaborative corporate environment for everyone.

This training is designed for officers and above-level employees. Total twenty (20) full-day sessions were conducted at ISL's Factory in Karachi, as well as in Lahore and Islamabad, to cover all officers and above level employees working in Lahore, Multan and Islamabad offices of ISL.

Discouraging and Combating Workplace and Sexual Harassment

Harassment has been a significant issue since long across the organizations and the spotlight on the issue has caused many firms to take a fresh look at their anti-harassment trainings, policies, and practices. This workshop was designed and developed to create awareness as to what is appropriate and inappropriate in the workplace.

Appropriate attitude towards objects, colleagues, policies and procedures is one of the important traits contributing towards a healthy work environment.

Improper business communications occur regularly; gossiping, texting, inappropriate emails, discriminatory conversations, offensive body language or looks, bullying, crude jokes and/or humor are all common types of harassment.

Respect helps to eliminate harassment, bullying, and disagreements

When colleagues show respect to each other in the workplace, a sense of community is established, and incidences of bullying, harassment, or arguing can be diminished. When management shows respect for all employees, there are no opportunities for favoritism, bullying, or harassment.

In an environment built on respect, strengthening, and building relationships can be better understood as the crucial foundation of quality work.

Respect can improve the bottom line

As respect creates a fair environment, increases employee engagement, improves knowledge sharing, and reduces stress, it must help to improve the company's bottom line.

When there is respect in the workplace, the work environment becomes an enjoyable place to be rather than a burden. Respect can replace jealousy with compliments, gossiping with congratulating, and harassment with appreciation.

Why Maintaining Respect in the Workplace is important?

- ✓ To create stronger corporate culture and reputation
- ✓ To strengthen attraction and retention of employees
- ✓ To enhance organizational health, reduce illness and absenteeism
- ✓ To increase productivity and profitability
- ✓ To improve communication and collaboration
- ✓ To increase employees' morale
- ✓ To mitigate legal liability by ensuring compliance with the National anti-harassment Laws and Code of Conduct
- ✓ To create a psychologically safe and stress-free work environment for everyone

Respect in the Workplace

Session held at ISL Factory



ATTENDED BY
270+
OFFICERS AND ABOVE LEVEL EMPLOYEES



Why Mutual Respect is Important?

The importance of respect in the workplace is something that must be understood by employees at every level of seniority. Respect at work is a vital part of establishing a healthy working environment. Mutual respect in the workplace let all employees know that they are valued for their abilities, achievements and qualities.

With the help of several activities, the facilitators discussed and demonstrated the key benefits of respect in the workplace including:

A respectful environment reduces stress

Stress reduction is crucial for the health and wellbeing of employees in the workplace. Employees that feel unstressed and respected are more confident about sharing ideas and working with their colleagues to achieve their goals.

Respect increases collaboration and overall productivity

A respectful working environment and organizational culture can offer more opportunities for everyone.

When we respect our colleagues, we value their opinions and ask for their ideas on various issues and problems. This can lead to increased collaboration and more creative solutions, eventually benefiting all stakeholders.

Respect improves employee satisfaction

Productive collaboration combinedly create a positive workplace as they can leave work at the end of the day with a sense of achievement and pride over what they have accomplished.

This sense of satisfaction is beneficial to both employers and employees. Staff who feel satisfied are more likely to stay with a company that values them and helps them develop both personally and professionally. Then these employees are more likely to lead their teams with the care and respect that they have come to value. When turnover rates are low, less time and cost is spent on onboarding and training.

Respect helps to create a fair working environment and workplace

A respectful working atmosphere prevents favoritism, giving everyone equal opportunity to voice their ideas.

This is powerful as it gives diverse types of employees the chance to participate regardless of age, gender, race, sexual orientation, or disability. By practising respect, every employee feels equal, and all ideas are valued no matter whom they come from. In respectful settings, employees can flourish when they can contribute equitably.

According to a Harvard Business Review study of more than 20,000 employees, the number one way to improve engagement and commitment to an organization is to have leaders demonstrate respect. In fact, the study reports that employees who said their leaders treated them with respect were 55% more engaged.



Respect in the Workplace

Session held at Defence Raya Golf & Country Club, Lahore to cover ISL Employees of Lahore, Multan and Islamabad Regions





TEAM BUILDING WORKSHOPS

Tactics for: **Working Better Together**

Facilitators:

Mr. Muhammad Bilal Khawar - Head of HR & Admin
Ms. Sana Razzak - Deputy Manager HR

As we move into a future where many companies are encouraging collaboration rather than competition; team building activities are being considered essential to help keep the human resources connected with each other.

The importance and main purpose of team building is to create strong teams through forming bonds and connections. A close-knit team will ensure productivity and a decent working environment. Other benefits of team building include increased communication, planning skills, employee motivation, and employee collaboration.

International Steels Limited planned a session of **Team Building Workshop: Tactics for Working Better Together** on February 16, 2022, at Defence Raya Golf & Country Club Lahore, for the employees of ISL's Lahore, Islamabad, and Multan regions. The same session was conducted at ISL Factory last year for the employees of the South region.



Working Better Together

Employees participating in various team building activities





TRAINING: **LEARNING TOGETHER**

Defensive Driving

Safe Driving Save Lives

Facilitators:

OSALP International

In coordination with International Steels Limited

Defensive Driving means protecting yourself from more than just other drivers. It is about thinking ahead and anticipating hazards so you can avoid accidents before they happen.

The most important aspect of driving defensively, is the practice of Safe Road Habits. Defensive Driving Techniques reduce the likelihood of a collision or incident and can even save unexpected costs related to Vehicle Maintenance and Fuel Consumption, by driving smoothly and steadily.

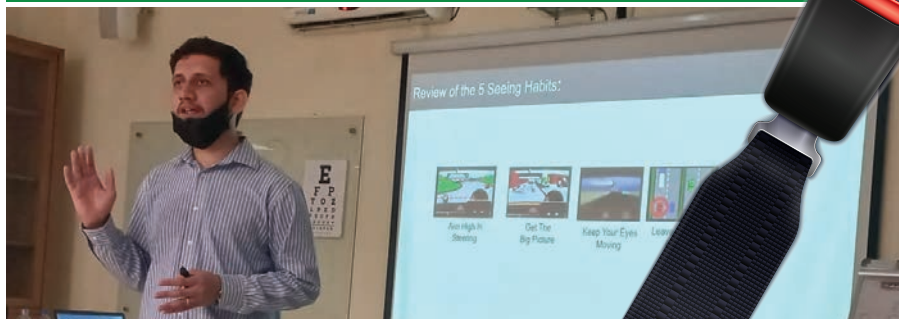
To motivate and educate employees to be safe and responsible drivers, ISL in coordination with OSALP International, organized the first in-house session on Defensive Driving, based on *Smith Systems Driving*, on March 09, 2022.

ISL's first Defensive Driving Session has been conducted in line with IOGP Defensive Driving Recommendation and DriveTech, Netherlands. The course has been updated to reflect Pakistan related driving hazards, laws, risks and conditions.

For the first session, seventeen people were selected from different departments to learn about managing the risks while driving, defensive driving techniques and the 5-seeing habits, fatigue and journey management, adverse driving conditions and control, Vehicle security, inspection, fitness and maintenance, Traffic rules, highway codes, driving ergonomics and accident/incident reporting.

Learning Outcomes

- ✓ Enhancement of the driver driving skills to understand, comprehend and deal with emergency situations which occur on all roads and specifically while driving in various locations of Pakistan
- ✓ Create a mind-set and behavioral change in the driver driving abilities Development of effective vehicle control and observation skills
- ✓ To be able to demonstrate low-risk techniques in driving a vehicle Prevention of avoidable vehicle crashes
- ✓ Development of appropriate hazard perception and risk management Carry out a pre-trip inspection, ensure vehicle fitness and effective Journey Management
- ✓ Understanding of driver fatigue and management of 24 hours' lifestyle
- ✓ Ensuring vehicle and passenger security and avoid potential threatening situations related to hijacking, assault and other crimes
- ✓ Learning about drive in adverse driving conditions including, tire blow out, skidding and fog
- ✓ Understanding of local rules and regulations



Defensive Driving

Employees participating in the interactive exchange of knowledge and awareness regarding safe driving



SAFETY IS NOT AUTOMATIC THINK ABOUT IT

Research has shown that 80-95% of all vehicle crashes are related to human factors





COVER STORY

The New Age of Steel

Light Gauge Steel Structures (LGSS)

Exceptionally fast and affordable solutions to offer smart and sustainable construction in the modern times

COVER STORY

The New Age of Steel

Light Gauge Steel Structures (LGSS) - The Future of Construction

Light Gauge Framing System (LGFS) or Light Gauge Steel Framing (LGSF) is a modern construction technology using cold-formed steel as the construction material. It can be used for roof systems, floor systems, wall systems, roof panels, decks, or the entire buildings. They can also be used as individual framing members such as studs, joists, headers, and truss members.

We live in a world that is in constant motion. Technological innovation is reshaping old business models and approaches, and this is true even for industries like construction.

Over the next decade, the global construction industry is expected to grow, especially in emerging economies of Asia, Latin America, the Middle East, Africa, and India. This kind of industrial growth demands faster and more cost-effective construction methods than ever before.

Cold Form Steel (CFS), also known as Light Gauge Steel (LGS), are reshaping the buildings of the future.

International Steels Limited has been a partner of progress to several esteemed clients in various industrial, commercial, and non-commercial sectors. Through ISL's value-added steel products, these customers have been exploring the advantages of steel structures over traditional construction methods, to drive maximum ROI and value for their businesses and projects.

What is driving the shift towards alternative methods of construction?

Newer construction methods using Cold Formed Steel (CFS) also known as Light Gauge Steel (LGS), are revolutionising the way buildings are created. Offering improved quality, speed of construction, design flexibility and environmental performance, these modern methods are financially attractive alternatives to slower, resource-heavy traditional methods of construction, such as wood and concrete.

As the world around us evolves, so must our building systems and processes. There are many factors driving a change in attitude towards how communities are built. Social, political, economic, and environmental forces, technology, and the growing scarcity and expense of skilled labor forces – are all factors contributing toward a shift away from traditional methods of construction, in almost every market and industry.

Advantages of LGSS

- ✓ Strong, light in weight, made from uniform-quality material
- ✓ Fire-safe
- ✓ Resistant against termite and rodent infestations
- ✓ Withstands wind, weather, and seismic loads
- ✓ Environment-friendly
- ✓ Easily customisable
- ✓ Builds with speed and reduces on-site erection time
- ✓ Flexible and easy to remodel, replace and extend



Light Gauge Steel Structure (LGSS) Project

ISL supplied material to a two-storey school being constructed in Gadap, Karachi on a covered area of 32,000 square feet, using LGSS technology. With the allotment of Land from Government of Sindh, this project is being handled by our client - PEB Industries and it is being financed by The World Bank.



Picture credits : Hafiz Muhammad Miran Khan and PEB Industries



SUCCESS STORY

ISL Service Center

Accelerating the Evolution of Flat Steel Industry in Pakistan with Innovation

ISL Service Centre was established in 2019 is a state-of-the-art facility which specializes in the processing and finishing of commercial steels for a wide range of industrial and manufacturing purposes. Located in close proximity to Port Qasim, in the main industrial hub of Karachi, it offers accessibility to local and the export market. The Centre produces customized products with absolute precision which meets all international standards for steelmaking.

The universe of flat steel stretches from appliances to automobiles to architecture and infrastructure; from making machines to constructing high-rise buildings. The result is a continuous evolution and adaptation to the changes demanded by the market. Acting as a one-stop-shop, ISL Service Center shapes flat rolled steel into various forms for a wide industrial and commercial applications, ranging from purlins and profiles that form exceptionally durable structures and roofs, to custom-cut sheets and slitted coils that serve as ready-to-use input for various purposes, domestically as well as internationally.

ISL Service Center sell steel regularly to original equipment manufacturers (OEMs), companies that manufacture their own products, this sector demands greater productivity and enhanced quality. We aim to further empower our steel service center while responding to changes in processing methods and exploring collaborations with key partners within our group and industrial segment.

The Value of Value-added Services

At International Steels Limited, we not only provide value-add services, but our employees have the industry knowledge and all-around expertise to execute these services to the highest standards. Our quality is our niche which is managed in both large and small quantities, while providing custom-tailored solutions to our clients. And with our top-notch value-add services, we give our customers the materials they need, with the specs they need them to be, at a much faster rate.



We are envisioned to support the steel manufacturing industry's evolution while entering the new age of steel, where customer and customer needs come first and aspire us to innovate.

Service Center Products

Sheets:

- ▶ Cut to Length
- ▶ Slitting
- ▶ Trimming

Sheet Profiles for Roofing and Cladding:

- ▶ Sinusoidal Profiles
- ▶ Clip lock Profiles
- ▶ Screw down Profiles

Sectional Profiles / Purlins :

- ▶ C Sections
- ▶ Z Sections

Technology:



Taking leverage from the advanced steel framing automated process of the FRAMECAD system, ISL delivers material for large-scale Cold Formed Steel (CFS) construction projects with efficient design with faster construction time and accuracy.



Pinnacle is the leading global total solution provider of steel framing technology! Pinnacle researches and develops the world's most advanced robotic machines for steel framing industry. Pinnacle owns multiple global patents for all its advanced machine technology and applications.

C and Z Purlins



C Sections / Purlins

C section purlins are designed to form the walls and floor joists of a building shell structure, making them also ideal for supporting beams needed for mezzanine flooring. In addition, our C section purlins can also be used for door framing, roof trimming, window trimming, wall partitions and side rails.

All of our C section purlins have equal extensions on their sides, meaning they can be used in single spans. They are freestanding and stable, allowing them to be handled with ease whilst being installed and still providing stable structural support.

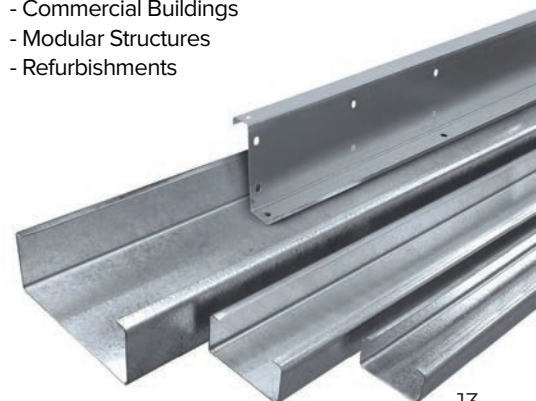
Z Sections / Purlins

Z purlins are beams that are designed to form the roof and wall joists of a building shell structure. They sit between the roofing sheets and the building, acting as a support for the sheet to ensure it is firmly attached and safely in place.

Our Z purlins are most commonly used in agricultural and industrial buildings due to their extremely versatile and lightweight properties which make them easily adapted for use in a variety of different sized buildings.

Applications:

- Industrial construction
- Hall and warehouse construction
- Extension construction and renovation
- Agricultural projects
- Commercial Buildings
- Modular Structures
- Refurbishments





CUSTOMER-FOCUSED INNOVATION

ISL Customer Portal

Offering a Seamless Self-service and Support Experience

ISL Customer Portal is a self-service option, which provide customers a single point of access to products, ledger, and other transactional information. It is designed as a personalized and secure interface, protected by username and password. Through this application, ISL customers can easily book orders, view their ledgers, and conduct several functions from the comfort of their offices and homes, through their computer systems or smartphones.

At ISL, we are committed to providing a seamless customer experience and value to our customers. The Customer Portal is also a major step towards providing a seamless experience and value to our customers by providing them convenience while digitalizing the processes of our business. Through this application, users can easily perform several functions, such as viewing their ledgers and order history, they can generate duplicate delivery advice, viewing balance material, checking pick-up details and book their orders according to their needs. This portal gives them a complete snapshot and access to all their order and transactional information in real time. Nationwide orientation and deployment of ISL Customer Portal has commenced with the coordination of Marketing and Sales Department. Welcome packs and gifts are also being distributed among the customers during this activity.

SOUTH REGION



Shahid Trading Corporation

Export International

CENTRAL I REGION



A.S. Traders

CENTRAL II REGION



Azam Traders

NORTH REGION



Mian Ejaz & Sons



IMPROVING TOGETHER

Total Productive Maintenance (TPM)

Everyone, Everywhere, Every Day

Adopting a preventive maintenance model for a manufacturing facility and practicing its tenets according to a regular routine can boost the company's overall production, while keeping the equipment running at an ideal level and alleviate downtime.

Based on the KAIZEN™ methodology, Total productive maintenance (TPM) is among the most popular methods used to achieve such goals of keeping a high focus on employee empowerment, better availability, performance, and quality of processes.

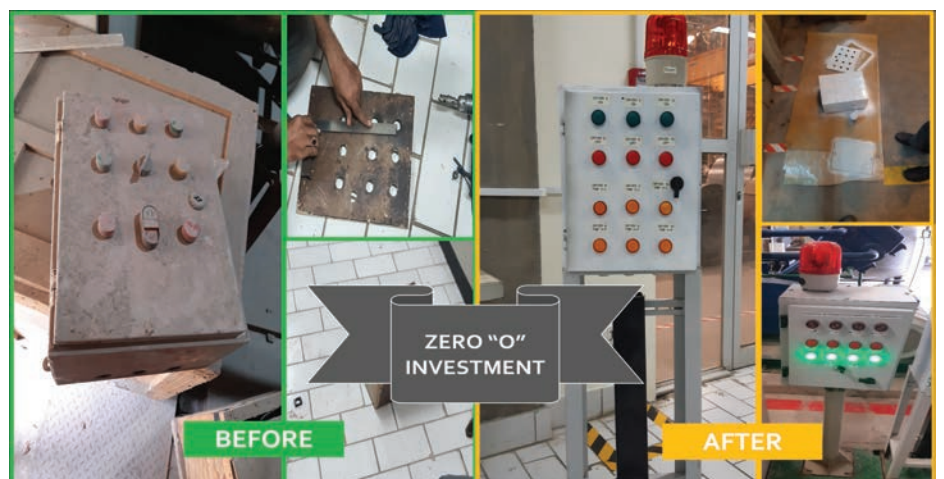
The term of PM (Preventive Maintenance) was introduced in 1951 (from America). By 1957, it matured to CM (Corrective maintenance) as the Japanese applied the concept of KAIZEN™ or improvement to eliminate equipment failures (improving reliability) and make it easier to maintain equipment (improving maintainability). By 1960 it became MP (Maintenance Prevention) as the equipment became Maintenance Free.

The three concepts together became Productive Maintenance. and in 1971, Nippon Denso Co. Ltd. (a subsidiary of Toyota Motors) became the first successful implementor of TPM in Japan. That year they were awarded the "PM Excellent Plant Award" by the JMS, and this was the start of TPM. Today, many Manufacturing companies are already applying the principles of TPM and Lean manufacturing to their systems.

The JIPM TPM Awards

The JIPM offers 3rd party Certification of specific systems through the TPM Awards process. TPM as defined by the JIPM has become a wholistic approach across all areas of a manufacturing plant, working to find and eliminate losses.

We are immensely proud to enunciate that from this year, ISL is participating in TPM Awards. To meet the compliance for the awards, every ISL department from order entry and Engineering, through Plant and Production Scheduling to logistics, is being trained to ensure participation by defining their responsibilities within TPM, which is usually perceived as a single element of machine care, on the contrary, the TPM as defined by the JIPM is an integrated approach across all areas of a manufacturing facility.





HEALTH, SAFETY AND ENVIRONMENT

Basic First Aid and CPR

A Helping Hand Becomes A Saving Hand

Facilitators:

Robin GH Patras IOSH

Aaron Inc. HR and Training Services

To aware employees on how to provide first aid in case of any injury, ISL HSE arranged Four (4) sessions for the emergency response team of ISL Factory and Service Center in Karachi and one session was arranged for the Sales Teams of Lahore, Multan and Islamabad, in Lahore.

First aid training for employees is vital to ensure proactive safety measures in an organization. A safe workplace breeds better productivity and avoids preventable losses of manpower and vital man-hours. The purpose and expected outcomes of first aid training are :

Faster response during an emergency

In the event of an emergency, a fast employee response can save lives. Employees trained in first aid will understand the steps to take during an emergency, thanks to increased confidence and preparation. A quick response can reduce recovery time, leading to less time lost from injuries.

Reduce workplace accidents through awareness

First aid training helps employees learn to be more conscious of safety in the workplace, leading to a reduced number of accidents and injuries. Minimizing risk to workers and decreasing workplace incidents is a benefit to everyone. Safety training and increased awareness have life-saving impact for any organization.

The right kind of training helps minimize risk and drastically reduces the mishaps and incidents in a work environment.

A more positive work environment

A working environment where safety, training is made compulsory exudes an aura of care, safety and positivity. Employees feel safer in this kind of workspace and get improved morale boosts to perform duties. First aid training provided in the workplace can even be used as an excellent team- building exercise and morale booster.



How can First Aid help deal with injuries and accidents when they occur?

First aid helps to deal with injuries and accidents by:

- ✓ Helping to keep injured victims in less pain before professional medical help arrives
- ✓ Providing essential items to treat injuries with minimal effect before consultations with a medical expert
- ✓ Stabilizing accident victims before they can access other healthcare services
- ✓ Assisting with proper positioning of accident victims to lessen the effects of an accident
- ✓ Providing support for easier breathing and resuscitation before access to professional healthcare
- ✓ Timely first aid care after an accident could be the deciding factor if victims survive or not





HEALTH, SAFETY AND ENVIRONMENT

In-house Training on Internal QHSE Audit

Facilitators: Ms. Sajida Khalid from IntelloACE Trainers & Consultants (iACE)

To refresh the knowledge of ISO standards required to successfully conduct ISO / QHSE audits, 3-day training sessions were conducted among 17 participants of ISL Internal QHSE Audit Team in November 2021





HEALTH, SAFETY AND ENVIRONMENT

In-house Training on Fire Safety Prevention and Evacuation

Facilitators:
Mr. Tahir Barlas

Multiple sessions on Fire Safety Prevention and Evacuation, were conducted by Dr. Tahir Barlas among 60 plus relevant ISL employees in December 2021



Installation of Fire Alarm System at Service Center

Project Worth: PKR 2.5 Million

The main function of a fire alarm system is to ensure ultimate safety. They help warn and keep people safe and reduce the amount of destruction to a building.

The purpose of installing fire alarm system at the Service Center facility is to alert employees and others (inside premises) in case of any emergency and to respond the emergency in least possible time.





HEALTH, SAFETY AND ENVIRONMENT

In-house Training on Office Ergonomics

Facilitators: Mr. Tahir Barlas

The primary objective of this training program is to increase knowledge of ergonomics to recognize potential ergonomic problems in the office environment. The session elaborated several common ergonomic risk factors that are easily identified and recognized at a typical office workstation. Learning about these principles and the risk factors associated with poor ergonomics, led to a better understanding and awareness of maintaining best practices in the workplace.

Ergonomics refers to making sure that there is a perfect fit between a product, the purpose it is used for, and the person using it. In an office setting, ergonomics relates to items such as chairs, desks, monitor stands, and other elements that comprise an employee's workstation. Office ergonomics focuses on the worker, ensuring the worker is not at risk of injury or health complications.

Why Is Office Ergonomics Important For Employees?

For employees, office ergonomics can help prevent injury, boost productivity, and work quality. If an employee is uncomfortable and irritable, this is likely to hinder in their performance at work as well as cause ailments and injuries.

Not following the correct office ergonomics can result in the following common injuries and conditions:

► Repetitive Strain Injury

Typically caused by consistently sitting in an uncomfortable, unnatural position, as well as common mistakes such as straining. It includes a range of painful or uncomfortable conditions of the muscles, tendons, nerves, and other soft tissues.

► Back and Neck Pain

Back and neck pain is mostly caused due to a slumped position causing nerve damage by constriction, as the spine and other bones change their position due to the long-term effects of bad posture.

► Joint Pain and Muscle Stiffness

By sitting in a sedentary and wrong position for most of the day, causes joint pain and stiffness; particularly common in people who sit in a slouched or unnatural position.



► Digestive Issues

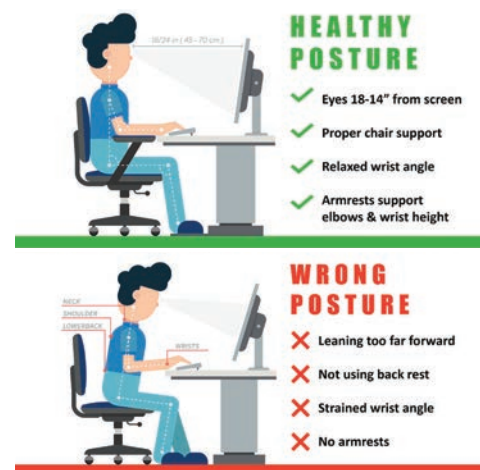
A slouched position can compress your abdominal organs, including your digestive tract. This can have an impact on your metabolism and affects your ability to process food correctly.

► Computer Vision Syndrome

It refers to a group of eye and vision-related problems that result from prolonged computer use. Headaches often occur due to too much glare on the screen and improper computer brightness and color.

► Carpal Tunnel Syndrome

Carpal tunnel is a musculoskeletal condition that causes pain, numbness and tingling in the hand and arm. It causes when one of the major nerves to the hand are squeezed or compressed as it travels through the wrist. This is commonly caused by the wrong mouse and keyboard placement.



HEALTH, SAFETY AND ENVIRONMENT

Digitizing Safety

Online Reporting of HSE Related Incidents through Safesite Software

Safesite is the free paperless safety management system and safety app featuring inspections, audits and checklists, toolbox talks, and incident reports. It is also supported by a mobile app and all the incidents and hazards can be reported on mobile app during plant visits etc.

International Steels Limited procured this software in Q1 (2021-22) for online reporting of HSE related incidents, unsafe practices and conditions. It was deployed by the HSE & QA/QMS Department to enhance reporting of HSE hazards and timely taking actions on the highlighted issues in order to prevent incidents / accidents.

Project Cost: Approx. PKR 0.7 Million (At 1st Stage)

Features of



Inspection and Audit

- ✓ Scheduling and tracking of inspections
- ✓ Creation of safety tasks and raising hazards
- ✓ Customized compliance checklists



Safety Meetings

- ✓ Tracking of attendance and topics covered
- ✓ Identification of training needs
- ✓ Powerful analytics



Incident Reporting

- ✓ Capturing of critical information, instant notification to stakeholders, or addition to OSHA Log
- ✓ Data usage to analyse root cause and reduce Total Recordable Incident Rate (TRIR)
- ✓ Recording of serious injuries, near misses, theft, property damage, and equipment failure



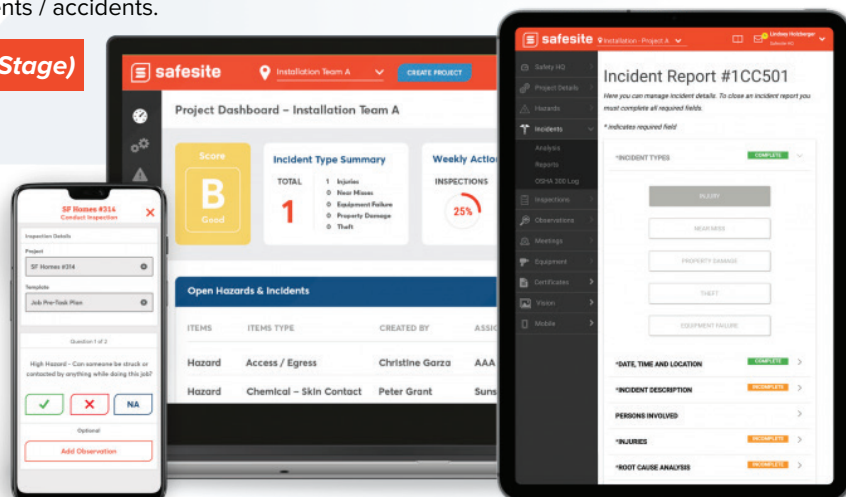
Hazard Management

- ✓ Recording a hazard during a safety walk or as observed
- ✓ Create corrective actions on the spot
- ✓ Assign priority and instantly notify the responsible party



Leading Indicator Analysis

- ✓ Getting a big picture overview of safety programs
- ✓ Identifying areas of increased risk and assigning corrective actions
- ✓ Convenience shareability of data and reports to stakeholders



OUTCOMES ANTICIPATED:

8 hrs
 per week **saved** after
 using this platform

57%
 Expected **reduction**
 in workplace incidents



WINNING TOGETHER

14th NFEH's CSR AWARDS 2022

To acknowledge the efforts made for the betterment of environment and society

14th NFEH's International Corporate social responsibility awards-2022 was organized by National Forum for Health and Environment (NFEH) on Thursday, February 24, 2022 at Serena Hotel, Islamabad.

Several top-tier companies participated in this competition. Like the previous year, International Steels Limited participated and won the 14th CSR award in the categories of :

- ▶ **Community Development and Services**
- ▶ **Education and Scholarship**
- ▶ **Sports & Recreational Activities**

Mr. Tallat Bashir, General Manager - ISL, received the award on behalf of International Steels.





WINNING TOGETHER

Management Association of Pakistan's 36th Corporate Excellence Awards

Chief Guest Syed Mohammad Shabbar Zaidi, who presided over the Management Association of Pakistan's 36th Corporate Excellence Awards ceremony held in Karachi on 28th October 2021, Syed Mohammad Shabbar Zaidi conferred the Sectoral Award in Engineering Category to International Steels Limited

The Corporate Excellence Awards were instituted by MAP in 1982 with the sole aim to recognize and honor companies showing outstanding performance and demonstrating progress and enlightened management practices.

These Awards are divided into Industrial and Financial categories, and Not-For-Profit organizations.

The award in the Industrial category has been named as the Amir S. Chinoy Corporate Excellence Award, to recognize the contributions made by Mr. Amir S. Chinoy towards MAP, being the founding member and the first President of MAP.



Management Association of Pakistan

MAP's 36th Corporate Excellence Awards | 28th October 2021

A get together of corporate luminaries of Pakistan

Syed Mohammad Shabbar Zaidi was the Chief Guest

The 22nd Management Association of Pakistan Convention 2022

Senior leadership of the member companies, which include International Industries Limited, Pakistan Cables Limited, and International Steels Limited, also attended the convention.



EXPORT AND INTERNATIONAL TRADE





EXPORTS AND INTERNATIONAL TRADE

Redefining Made in Pakistan

Exporting to More Than Thirty (30) Countries Worldwide

ISL makes it to the list of Top 45 Exporters of Pakistan

From investing in state-of-the-art technology to redefining what it is to be “Made in Pakistan”, ISL has been determined to transform the industrial and economic landscape of the country. by substituting a significant portion of Pakistan’s flat steel imports, resulting in a significant foreign exchange saving for the country every year.

ISL remains committed towards reducing Pakistan’s reliance on imported steel. The company has substituted a significant portion of the country’s steel imports through localizing an essential raw material.

To date, ISL has saved approximately \$350 Million of foreign exchange outflow and contributed towards diversifying the country’s export base.

ISL products are fully compliant with the national and global standards of steelmaking. As the largest manufacturer and exporter of flat steel products in Pakistan, ISL deploys best available technology to deliver quality, reliability, and availability to provide sustenance to thousands of small and large-sized businesses across Pakistan as well as beyond international borders.



Every year, Employers’ Federation of Pakistan (EFP) organize Award Ceremonies for the Recognition of Top Exporters of Pakistan for the last fiscal year.

In June 2021, International Steels Limited was ranked at number 41, among the Top 100 Exporting Companies of Pakistan.

The Award was conferred at President’s Secretariate, Aiwan-e-Sadr, Islamabad, by His Excellency Dr Arif Alvi, President of the Islamic Republic of Pakistan.



EXPORTS AND INTERNATIONAL TRADE

Providing Value-Added Logistics Services

Providing Intelligent and Sustainable Solutions Across Seven Seas

Businesses across the globe rely on ISL's high precision steel for manufacturing goods that touch numerous lives. Ensuring timely delivery to customers is critical to ISL, that upholds high standards of customer service.

Port Congestion - A Global Business Tension of 2021

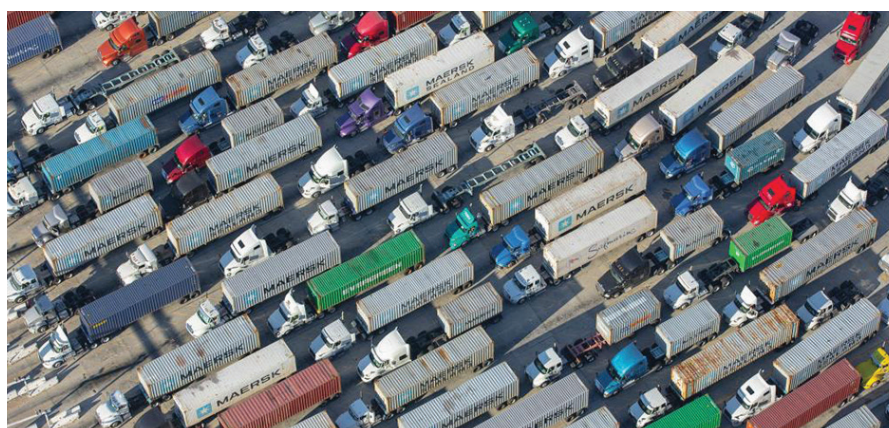
Port congestion is a major challenge faced by many suppliers and businesses globally. Delays to the movements of goods can often be costly and disruptive. In 2021, Port congestion levels became unprecedented, while significantly impacting and disrupting global steel supply chains.

But all of this has only one common factor and that is additional cost. Such additional costs need not only translate to money costs but also loss of time, loss of business and delay of supply.

With no other alternative transport modes possible to get our products to our customers ISL was facing :

► **Unavailability of shipping means, mediums and containers and higher handling costs of containers, which eventually would have resulted in increased freight, not in favour of our esteemed customers!**

► **It was also not possible to deliver larger and heavier coils in containers due to limited tonnage capacity.**



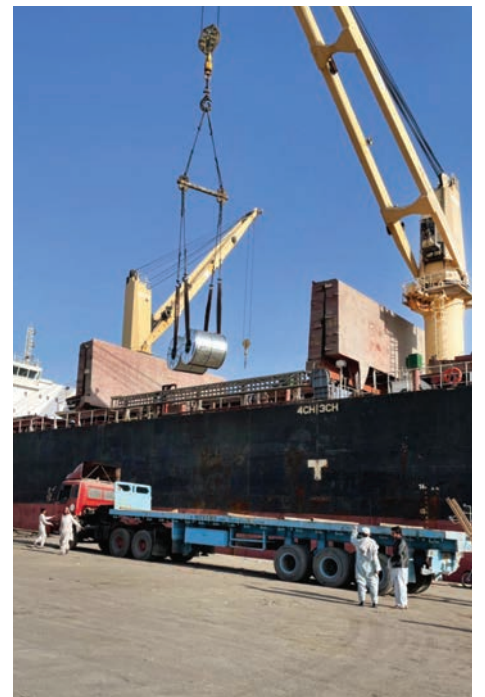
To provide better Value-added Logistics Services to its customers, ISL came with an intelligent and more sustainable solution!

ISL became the first flat steel manufacturer and exporter of Pakistan to charter bulk vessels to deliver its high-quality steels to destinations across seven seas, on time, in highly competitive cost, with comparatively lower freight charges. Delivery on multiple ports was also made possible and customers were delighted with quicker turn around and delivery time.

By chartering personal vessels, ISL's high precision steels were able to reach even those ports and destinations in North America where shipment through containers was not possible. In the past 1.5 year, ISL has successfully delivered its material by chartering three Bulk Vessels.

Striving to be more than a steel supplier, we are committed to shape a better, more sustainable tomorrow by playing our part even in some of the most challenging times.

ISL Chartered Bulk Vessels





EXPORTS AND INTERNATIONAL TRADE

2nd Pakistan-Africa Trade Development Expo and Conference in Lagos, Nigeria

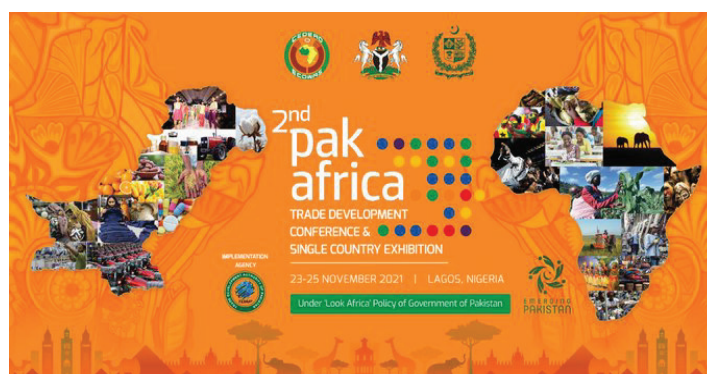
Ministry of Commerce in collaboration with the Trade Development Authority of Pakistan (TDAP) held 2nd Pakistan-Africa Trade Development Conference (PATDC) in Lagos, Nigeria.

Under the umbrella of Amir S. Chinoy Group, International Steels Limited participated in the 2nd Pakistan Africa Trade Conference, held on November 24 to 25, 2021

The conference was attended by prominent Pakistani businessmen representing various sectors including pharmaceuticals, surgical instruments, chemical, tractors/agriculture machinery, cosmetics, IT services, sports goods, food electronics and engineering goods. Business and official delegates from the ECOWAS member states also attended the conference and single country exhibition.

Abdul Razak Dawood, Adviser to the Prime Minister for Commerce and Investment while addressing the conference stressed that given the concrete opportunities that exist between the two sides, Pakistan-Africa trade could easily be increased manifold in coming years.

He added that despite challenges, there would be a steady, gradual but persistent growth in Pakistan-Africa trade with enhanced level of engagement by both sides, public officials as well as private sector.





CULTURAL EVENTS

Pakistan Pavilion at Dubai Expo 2020

A contextual exhibition that positioned Pakistan's past, present and future against a cosmopolitan and global backdrop of interactivity and interconnection

At the sprawling Expo 2020 Dubai, the Pakistan pavilion at the Dubai Expo 2020 attracted more than 100,000 visitors over a period of just 18 days, making it one of the busiest pavilions of the mega event since it started in October 2021. Themed as 'Pakistan: The Hidden Treasure', the pavilion cost \$28.72 million to build and spreads across 35,000 square feet.

One of Pakistan's leading visual artists, Rashid Rana, is the visionary behind the game-changing design of the pavilion's façade that has taken both the Expo organisers and visitors by storm. Rana's design draws inspiration from the diversity that Pakistan has to offer. Under the theme 'The Hidden Treasure', with an inviting façade and an immersive walk-through experience, the pavilion aims to showcase Pakistan's vast opportunities in tourism and commerce and investment to the expected 25 million global audiences. The adviser to the Prime Minister on Commerce Abdul Razak Dawood, thanked all visitors coming to the pavilion and showing their interest in Pakistan's culture and appreciating the richness and diversity it holds.

The Dubai Expo 2020 kicked off on October 1, 2021; a year late due to the Covid-19 pandemic and ended on March 31, 2022.

Reference: www.dawn.com



International Steels Limited co-sponsored the event of The World Expo 2020 Dubai. This global cultural event was an excellent opportunity for Pakistan to demonstrate its incredible potential. International Steels Limited was also featured in Pakistan Pavilion's official coffee table book - "Treasured Companies of Pakistan."



International Steels Limited

International Steels Limited (ISL) is a leading steel manufacturing and trading company in Pakistan. It is a subsidiary of the Government of Punjab, established in 1974. The company has a long history of providing high-quality steel products and services to the construction and industrial sectors. ISL is committed to sustainable development and has implemented various initiatives to reduce its carbon footprint and improve its environmental performance. The company is also a member of the International Steel Association (ISA) and the World Steel Association (WSA). ISL is a proud sponsor of the Pakistan Pavilion at the Dubai Expo 2020, and is committed to showcasing the steel industry's contribution to Pakistan's economic growth and development.



Read the "Treasured Companies of Pakistan" here :

<https://www.pakistanexpo2020.com/coffee-table-book/>



CUSTOMER ENGAGEMENT

ISL Fabricators' Conference 2021-22

Winning Hearts and Minds of Our Customers

ISL Marketing Department has taken the initiative of planning and organizing regional corner meetings and conference for ISL's fabricators (end-users) in collaboration with Regional Sales Teams.

ISL has successfully organized two corner meetings in the densely populated business hubs of Multan, Lahore, and Rawalpindi to date. The success of these meetings has encouraged us to turn them into recurring corporate customer events.

The meetings start with greeting the customers, recital of the Holy Quran followed by the addresses of the Company's General Manager Marketing and Regional Managers. After which a detailed Questions and Answers session related to ISL products, services, prices, footprint and international certifications is conducted. The audience is also briefed about International Steels Limited's Service Center; and how it creates value, convenience, and utility for the customers.

Customers are taken through the insights of marketing activities such as gifts, shop boards, shop branding etc. to induce the importance of the relationship between ISL and its business partners. ISL's virtual tour is conducted by the Marketing Department or fabricators and customers through videos, which give them a chance to know more about ISL's state-of-the-art manufacturing facilities and infrastructure.

Hi-tea or Lunch is served to the attending audience followed by distribution of souvenirs. Both events were well-liked by our esteemed customers.

Main Objectives of Corner Meeting with Fabricators:

- ✓ To create closer customer relationship to promote ISL brand loyalty
- ✓ Increase customer awareness regarding ISL's product/services
- ✓ Foster customer goodwill and brand affinity amidst of growing market and competition
- ✓ Many people were not aware about ISL's manufacturing scale and technology, these meetings provide good opportunities to represent ISL as a world class supplier to the customers



ISL Fabricators' Conference Lahore



ISL Fabricators' Conference Multan



ISL Fabricators' Conference Rawalpindi





HEALTH AND WELLBEING

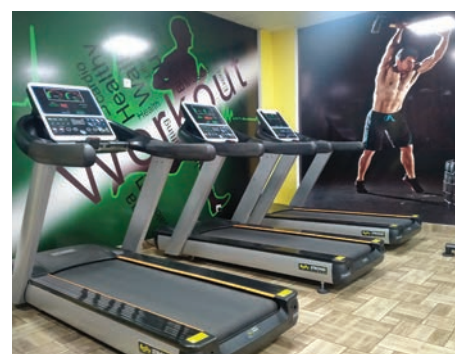
Workplace Wellness Culture - ISL Gym

To Develop a Healthy and Thriving Workforce

An article in the December 2010 issue of the Harvard Business Review defines workplace wellness as an organized program that a company initiates for their employees to help reduce health risks, to enhance personal effectiveness, to improve quality of life and to benefit the organization's bottom line.

ISL positions physical and mental health management as the foundation of work-life balance and its management, which encourage employees to work efficiently to create sufficient time for their private lives. The aim is to promote a working culture that allows employees to maintain and enhance their health while being highly productive. There are frequent activities in place to provide entertainment and means of recreations to employees inside and outside the company.

To encourage and facilitate employees for adopting a healthier lifestyle, a fully furnished Gym have been recently established at ISL Factory premises, where employees can avail the facilities of gym including personal fitness instructor, state-of-the-art fitness equipment and hot shower/changing rooms.





CELEBRATING TOGETHER

Women's Day Activities 2022

#BreakTheBias: Gender Equality Today for a Sustainable Tomorrow

Every year on March 8th, Women's Day is commemorated to honour the accomplishments and contributions of women in the numerous disciplines in which they have excelled.

At International Steels Limited, Women Go Strong!

They participate in diverse roles and achieve excellence in their own areas. Collectively, we envision an organisation free from bias, from stereotypes and discrimination.

Taking this commitment forward, ISL and IIL jointly planned an activity in the premises of their head offices to engage employees of both genders around the global theme of International Women's Day for this year, which is :

#breakingthebias – Creating a world free of bias, stereotypes, and discrimination; a world that's diverse, equitable, and inclusive, where difference is valued and celebrated.

To forge inclusive work cultures where women's careers thrive and their achievements are celebrated, women were greeted with personalized gift baskets and cards, placed on their desks. This gesture delighted them and brought smiles on their faces.

Then during the first half, a pledge wall and selfie stand were installed, and employees were encouraged to write their pledges and messages around the theme.

Men and women, both were photographed holding their pledge cards in solidarity to the mission of ending gender-based biases, promoting a gender-equal world and standing for equality in all walks of life.

Employees shared their #BreakTheBias and #IWD2022 photos on social media to express that everyone has a part to play in shaping the future of the world.

As a first of its kind event, the programme was a success and was well received by the participants and management.



International Women's Day

IWD 2022 Campaign Theme:

Imagine a gender equal world.

A world free of bias, stereotypes, and discrimination.

A world that is diverse, equitable, and inclusive.

A world where difference is valued and celebrated.

Together we can forge women's equality.

*Collectively we can all **#BreakTheBias.***

Women's Day Activities 2022

ISL and IIL Employees engaged in Women's Day Activities at Head offices



ASC Group Women's Day Event 2022

Awareness, Wellness and Motivational Session at Pearl Continental



Later in the evening, International Steels Limited, International Industries Limited, Pakistan Cables, and International Steels Limited held an awareness and wellness event, under the banner of ASC Group, in Pearl Continental exclusively for the women of ASC Group.



Several speakers as well as the senior management of ASC Group shared their life experiences, appreciated the roles of women in different professions while motivating the participants to break stereotypes by raising awareness against inequality and actualizing their dreams as they want. Gifts were also distributed among the participants.



The program started with an interactive presentation and activities conducted by Ms. Lubaba Afzal (CEO and Founder of Psyched Brain, Organizational Psychologist, and Change Agent), who talked about combating stereotyping and breaking the social and cultural biases which cause hurdles in the progression of women professionals.



Ms. Xenab Ansari (Motivational Speaker and trainer for Self Defence and empowerment), stimulated the participants through her empowering speech, followed by an orientation of psychological self-defense techniques to combat the everyday challenges women face.



Ms. Haya Faisal (An inspirational female cab driver who runs her own pick and drop services for women and families), inspired the audience by narrating her life story and journey of self-determination.



Finally, Ms. Rimsha Ali (Certified Reiki Healer Level II from Sri Lanka and Advanced Sound Healing Practitioner with Himalayan Singing Bowls from Nepal), conducted a relaxing and stress-relieving meditation session using sound healing.



The attending women employees also shared their own personal and professional stories that how they have been breaking the biases, moving forward, while growing and serving in their respective roles with dedication.

We are firmly committed to shaping a better tomorrow, by adhering to our vision and values, while upholding transparency and ensuring that nothing stops our people from excelling!

ASC Group Women's Day Event 2022

Women of ISL sharing their personal and professional life experiences



ART AND CULTURE

ISL Artists in Residence Program

Bringing Art and Industry Together

In collaboration with Canvas Gallery, the ISL Artists in Residence Program was the company's very first attempt at incubating and facilitate the culture of art in Pakistan for bringing the corporate world closer to art. The aim of this programme is to recover the cooperation between the two apparently antithetical fields; Art and Industry.

The program involved Mentoring from leading Artists, along with provision of fully equipped workshop to develop pieces of art using steel. The objective of ISL's Artists in Residence programme was to create a cross-fertilization of ideas and concepts through an incredible overlap of disciplines and bodies of knowledge and experience.

Six young and emerging Pakistani artists working particularly in the field of sculpture were invited to live and work at the expansive premises of ISL factory in the Landhi Industrial Area of Karachi for a period of two weeks. This exercise displaced these artists from the interruptions of routine life and relocated them into a different industrial landscape. The entire activity was mentored by the input of the three Karachi-based renowned artists.

With all aspects of living, boarding and lodging covered by the residency, artists were given full access to the site, materials, labor and resources the ISL facility has to offer. Being at the heart of ISL's industrial complex, a new space and inspiration totally changed their ways of thinking, seeing and perceiving art in relation with the industry.

The residency created an interesting exchange of knowledge and collaboration between the artists and factory space. The factory workers of ISL were also engaged and worked tirelessly with these artists to give life to their concepts.



artists in residence

"Modern life rhythm, mainly determined by the industry, has deeply changed the aspects of reality and created a new panorama.

This is generally considered to be ugly and poetryless; the panorama of modern world and life can inspire artists in the same way as nature inspired the artists of the past!"

Giulio Carlo Argan
Italian Art Historian and Politician.



International Recognition

ISL Artists in Residence received the Corporate Art Award 2017 at the prestigious PPT Art Awards held at the Ministry of Art and Culture in Rome, Italy. Making Pakistan the first Asian country to receive this award.

In the following year 2018, ISL Artists in Residence was recognized and awarded by the European Union Parliament Brussels, Belgium.

ART AND CULTURE

Reimagining Art and Mediums

Through the Lens of Steel

Featuring:

Mr. Sohail Ashraf

Deputy Manager - CCL- ISL

Sohail Ashraf is associated with ISL since 2010, currently working at the Color Coating Unit, in the capacity of Deputy Manager. The 2017's Artists in Residence Program at ISL inspired him to express his creativity and create pieces of art using steel.

Sohail is a self-taught artist who has excelled himself in steel conformations by creating abstract and conceptual geometric and curvilinear forms with flat steel. He explores the infinite potential of chromatic and tonal scales within two-dimensional and three-dimensional sculpture art-based compositions.

Installed in various points at ISL Factory and office, his work juxtaposes with the ashen and plain tones of manufacturing environment and provides an enticing kinetic experience to the eye. His palette is simple but innovative; brings an innate sense of color harmony, and compositional elements. Regarding his art as visual poetry of his own expressions, sohail uses organic shapes and abstract forms, often super-imposed upon the other, to create his art pieces.

With utmost proficiency, Sohail takes leverage from the incredible workability of steel and invites us to view steel as a contemporary medium of art. The young artist believes that the art world must understand that the choice of materials taken by an artist has a lasting impact on the environment; therefore, art should be as organic as it could be.

He stresses on the important role of artists in drawing attention to issues of sustainability. Steel to him is a material which fully conforms with the laws of nature by being almost 100% recyclable while offering superior workability. This makes it a better choice over virgin plastic, glass and wood.



TRAVEL DIARIES

Exploring Heaven on Earth

A Travelogue on Azad Kashmir and Shogran Trip

Contributed by:
Mr. Naveed Arshad
Deputy Manager - Sales - ISL

we all have a busy schedule and lifestyle which is confined to a lot of mental stress and strain. To find back our inner peace, traveling is an ultimate remedy!

Spending few days away from the hustle bustle of tedious urban life, help me unwind from my everyday routine while experiencing peace in the lap of nature. This year, I made plans to travel along with my family, to the picturesque Neelum Valley of Azad Kashmir and Shogran hill station, in the first week of March - the best time to enjoy spring in these beautiful locations.

On the early morning of our first day, we travelled from Islamabad to Shardah taking short stays during our 10-hour long journey in Muree, Muzaffarabad and Athmuqam, reaching Shardah after dusk.



We met snow fall on our way to Shardah. We checked in and enjoyed a hearty meal. Next morning, we explored the beautiful snow covered landscapes of Neelum Valley, stopping at the point of Keran in Neelum Valley.

Keran is a middle point of the Neelum Valley and it is located on the banks of the river Neelum of Azad Kashmir. It is also the nearest point to view the LOC (Line of Control) between India and Pakistan with just a river separating both countries. We stayed in Keren Retreat.



Spending a day exploring the upper Neelum Valley, we travelled to Kutton, and village of Kundal Shahi. This area is full of breathtaking waterfalls and mesmerizing scenery. We also enjoyed the traditional *Kashmiri chaai* (tea) there.

Naveed's Travel Itinerary

► Day One:

- Arrival in Islamabad
- Islamabad to Shardah (Neelum Valley, AJK) via short stays in Muree, Muzaffarabad and Athmuqam

► Day Two:

- Traveled to Keran, Neelum Valley, AJK from Shardah, Neelum Valley, AJK

► Day Three:

- Upper Neelum Valley, AJK to Kutton Valley, AJK

► Day Four:

- Kutton Valley, AJK to Pir Chinasi, AJK

► Day Five:

- Arrival in Shogran, KPK with a short stay at Kiwai Waterfall

► Day Six:

- Shogran KPK to Islamabad
- Exploring Islamabad
- Dining in Des Pardes Restaurant, Saidpur Village

► Day Seven:

- Return to Karachi

The Journey Matters More Than The Destination



On day four of our trip, we left for Pir Chinasi - from Kutton while staying some time in Balakot. It is a bustling town on the banks of the Kunhar River. You pass through this place on your way to Shogran, which is 30 kilometers from here. A good place to stay overnight, shopping, or simply taking a break and having your lunch and dinner.

We reached Pir Chinasi by noon on the same day. Chinasi is a hill station near Muzaffarabad, at a height of 9,500 ft



above sea level. What is particularly interesting about this mountain is its paved pathway which allows for ease of access to the peak.

You can easily take your vehicle to the top if you have a strong engine. However, if you take on the incredible feat of trekking it, you will be able to experience the natural beauty and the breath-taking landscapes.

On the fifth day, we were all excited for our journey to Shogran, Kaghan Valley, KPK, which is notorious for its serene green hills forest-covered slopes and fresh air. In early spring, Shogran's beauty is spectacularly at its peak.

Taking a short stay at Kiwai waterfall, we reached Cedarwood Chairlift Lodges. It is situated in the middle of Shogran village, accessible by any of the vehicle in summers but in winters it's only accessible by jeeps.



Next morning, on day six, we departed for Islamabad as our journey was ending. On our way to Islamabad, we stopped in Des Pardes Restaurant, located in Saidpur - a rural district in a ravine in the Margalla Hills, near the Daman-e-Koh. Des Pardes offers a unique dining experience serving authentic Mughlai Cuisine with fine dining services.

Finally, on day seven, we explored Islamabad till it was time to catch our flights back to Karachi. This way another fascinating trip ended.

Travel doesn't become adventure until you leave yourself behind





LEARNING, SHARING AND LEADING

Developing Leadership Skills

Through a Journey of Self-Reflection and Self-Discovery

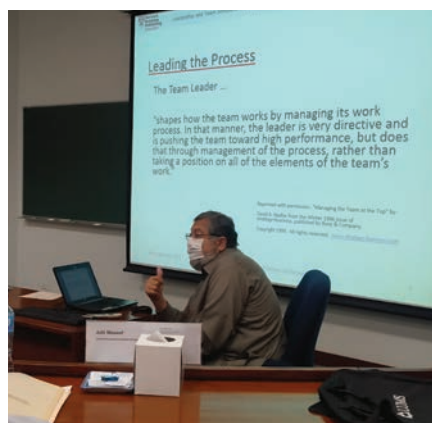
Contributed by:
Ms. Madiha Habib
Deputy Manager - Marketing- ISL

In October 2022, the management of International Steels Limited nominated me for the DFL (Developing Future Leaders) Program by LUMS.

It is a transformational 7-day modular programme which helped me exploring my individual strengths, while inducing a deeper understanding of effective leadership, team dynamics, and methods to enrich my current job role.

The sessions were facilitated by highly seasoned thought-leaders bearing exceptional command over their respective subjects. The course contents impart real-world knowledge through interactive sessions, classical and contemporary case studies, group discussions, exercises, and simulations.

After taking this truly enlightening programme, I am sharing some of my learning to benefit the readers.



Leadership and Customer-focus

In modern times, understanding customer needs has become crucial and customer centricism is essential which is driven by :

- **Absolute passion for the customers**
- **Understanding their needs closely**
- **Innovation**

There are two approaches of running businesses successfully. The first tactic is by increasing profitability (charging them more). The second and more impactful route is increasing the market share by providing them more value; the latter being a more sustainable approach.

Breaking functional silos through customer-centricism is not possible without employees taking ownership and responsibility to keep customers engaged and delighted; while always keeping their needs at the priority.

For all departmental units like Human Resources, Administration, Marketing, I.T., Human Resources, Finance, Operations, Sales and Support Functions; satisfying internal customers is also as important as serving to the external customers. Attending to the needs of internal customers ensure an effective workflow in the organization and reinforce better service levels for the external customers.

It is never too late to reflect and re-invent. Individuals and teams should always keep evolving with the changing times and situations.

Valuing Individual Differences

We are more diverse than we think and more similar than we perceive!

Individual differences are the ways in which people differ from each other. Every member of an organization has its own personality and behaviour traits.

The more we understand individual differences, the better we can work with others. But before trying to understand the personalities and behaviours of others, we must reflect on the positive and negative traits of ourselves.

Personality is partly biologically determined (nature). Approximately 50% of personality can be explained by hereditary factors. The other half can be explained by life experience (nurture).

Using tools like MBTI® Myers-Briggs Type Indicator, personalities can be identified and understood but these tools must not be used with the goal of changing the personalities, or to stereotype; but to appreciate differences between people, as all personality types are equal, and there is no best or worst type.

Both personality and situation factors can, therefore, influence behavior. Cognition, affect, and behavior are determined by the interaction between personality and situation. Effective managers understand this interaction and use it to help employees perform optimally.

Developing Leadership Skills

Emotional intelligence is widely known to be a key component of effective leadership. Emotional intelligence (EQ) refers to the ability to understand and deal with one's own and other's feelings. In leadership, it is comprised of empathy, social skills, self-awareness, motivation and self-regulation. A high level of emotional intelligence is positively related to functioning and well-being at work. Whereas, a low level of emotional intelligence can be restrictive.

Personality can change through experience but not in the short term. Although we can't change how we are born, but we can definitely adapt, evolve and try to be a better version of ourselves; personally and professional.

Team Building and Team Roles

All teams are groups but not all groups are teams!

There are significant challenges present in every team like managing people and dealing with conflicts. Unlike in groups, in teams, members are interdependent, share responsibility focus on achieving collective team goals and make the team effective together.

Well-functioning teams do not just rely on the rational skills of members; interpersonal skills like listening, supporting, and differing. Strong interpersonal skills enable leaders to foster meaningful relationships with their team, engage and motivate employees, navigate setbacks, and address the root cause of performance-related problems.

Design Thinking : Creating and Executing Innovative Ideas

Design thinking is a human-centered approach to innovation, anchored in understanding customer's needs, rapid prototyping, and generating creative ideas that will transform the way we develop products, services and processes of organizations. It debates on what customers really want instead of relying only on historical data or making risky bets based on instinct instead of evidence.

Innovation is driven by Neuroplasticity, which refers to the lifelong capacity of the brain to change and rewire itself in response to the stimulation of learning and experience.

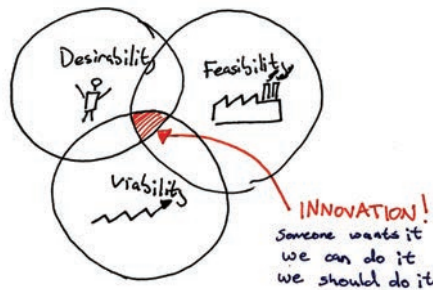
Desirability, Feasibility, Viability

Design thinking brings together what is desirable from a human point of view with what is technologically feasible and economically viable.

Desirability: What makes sense to people and for people?

Feasibility: What is functionally possible within the foreseeable future?

Viability: What is likely to become part of a sustainable business model?

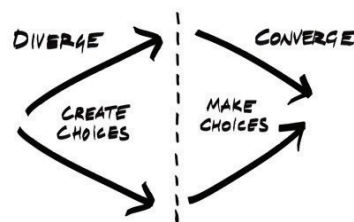


The Creative Process

With multiple cycles of iterations, with each phase, you move closer to a refined solution, by diverging to create choices, and converging to refine ideas and make decisions, and repeat.

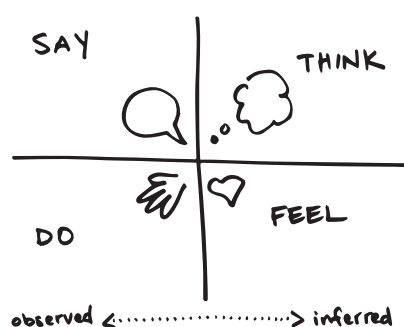
In Divergence, teams go wide to find insights and generate new ideas.

In Convergence, teams narrow their focus by refining ideas and incorporate them.



Empathy Maps

Empathy mapping can help you take what you learn from observing human behavior and come away with actionable insights.



The 360 Degree Leadership

According to John C. Maxwell, leaders today face the challenge of influencing people from all sides of an organization. 99% of all leadership occurs not from the top but from the middle of an organization.

We can lead others from anywhere in an organization. And when we do, we make the organization better. It doesn't matter whom we are helping, whether it's our boss, a peer, or someone working for us. When we help someone on the team, we help the whole team. And when we help the team, we are helping the leaders.

The PPRW Framework of Leadership: Leading yourself, Leading your people and Leading the organisation

Do we have the right **PRIORITIES**?
Do we have the right **PEOPLE**?
Do we have the right **RELATIONSHIPS**?
Do we know the **WAY FORWARD**?

The three competencies of a leader which are necessary to inspire the followers on the path towards the destination is described in Iqbal's famous verse:

نگاہ بلند، سخن دلنواز، جان پر سوز
یہی ہے رختِ سفر میرِ کارواں کے لیے

High ambition, winsome speech, a passionate soul
This is all a leader of the Caravan needs to lead!

Nigah-e-Buland (The loftiness of vision)
Do we have the right priorities and a vision?

Sukhan Dilnawaz (Winning Hearts and Minds)
Do we have the right relationships?

Jaan Pur Soz (Passionate soul and empathy)
Do we possess Emotional Intelligence?

Rakht-e-Safar (Way Forward and Strategy)

Karawan (Caravan)
Do we have the right people on our team and the knowledge of what they need?

Meer (The Leader of the Caravan)
Do we know how to lead the team?

Summary of 360 Degree Leadership:

- Understanding and developing people
- Placing people in their strength zones
- Modelling the behaviour we desire
- Translating and transferring the vision



SPORTS AND RECREATION

Last Man Stands Cricket Tournament

ASC Group Companies Participates in the Global Amateur Cricket League



AB de Villiers
Global Ambassador
of Last Man Stands



Last Man Stands is a 2 hour, 8-a-side, T20 cricket game for all abilities. Played in cricket grounds globally, in distinctive coloured kits, LMS is the world's largest and widest-reaching amateur cricket league. Last Man Stands connects amateur cricketers all over the world through its global ranking system. The LMS website stores and displays all team and individual player profiles with full career history. Every player receives a global batting, bowling, and all-rounder ranking.

The Amir S. Chinoy Group Cricket Team participated in the first ever Last Man Stands Cricket Tournament held in Karachi in March 2022, where different organizations participated with their respective cricket teams. LMS encourages countries to start locally and go globally by participating in tournaments where they can compete with teams internationally.

Eighteen selected employees of the member companies of the ASC group including International Industries Limited, Pakistan Cables Limited, and International Steels Limited proudly represented the group in the tournament.

ISL TEAM MEMBERS

ASHAR SARTAJ

Divisional Manager
Supply Chain
SCM PP & IC - ISL

UZAIR ABBAS

Senior Manager
Sales and Marketing - ISL

NAVEED AKHTAR

Manager I.T.
Information Technology - ISL

INAMULLAH KHAN

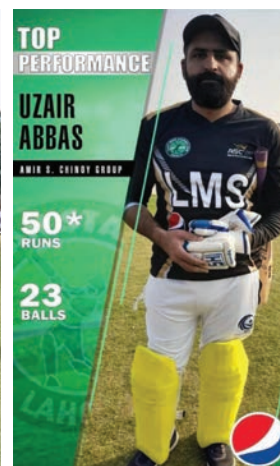
Manager
Powerhouse - ISL

ABDUL MANNAN

Assistant Manager
Sales and Marketing - ISL

ZUBAIR KHAN

Assistant Manager
PSA - ISL





PEOPLE AND COMMUNITIES

ISL Social Upliftment Programs

Promoting social progress by addressing the needs of the marginalized and vulnerable segments of the society through donations and contributions every year.

The Company is committed in supporting the community and has a policy to contribute at least 1.5% of its profit after tax. The Company contributed Rs. 85.6 million, 1.58% of its profit after tax, to different health care, educational and social uplifting projects.

At ISL, winning is all about creating an impact that matters. Our sensitivity to the commitment of improving lives in the communities we serve has driven us to actively support various social, educational and healthcare related initiatives across Pakistan. ISL partakes in various social initiatives to promote wellbeing of people in different sectors, for social uplift and charitable causes.

While creating significant social and cultural relationships, the company envisions an equitable and enlightened society where every individual actualizes his or her potential with dignity.

At ISL, we seek to address some of the challenges that our society faces. Being a large-scale industrial manufacturer, we have been striving to play our role as an enabler and facilitator of human development through our operations.

Our corporate culture is driven by the inclinations of our founder, Mr. Amir S. Chinoy, towards being a staunch supporter of the local community.

ISL makes its donations regularly to charitable causes either directly or through the Amir Sultan Chinoy Foundation (ASCF).

► Healthcare



The Company regularly supports various healthcare facilities including SINA Health Education and Welfare Trust, SIUT, LRBT, Karwan-e-Hayat, Al Rehmat Benevolent Trust, AKUH Patients Behbud Society (PBS), The Indus Hospital and The Kidney Centre to ensure provision of quality healthcare facilities to the less privileged section of the society.

► Education

ISL believes that the future of our country is linked with high quality education. Education is critical for sustainable economic development as well as human and social interaction within society. The Company has continued to maintain scholarship program in NED University for the deserving talented individuals.

Regular support is extended to Habib University Foundation, Hunar Ghar and The Citizens Foundation Chinoy Campus at Landhi to cater growing needs of education and vocational training.



► Social Uplift

The Company demonstrates a firm commitment towards contributing to the social uplifting and community development initiatives by supporting organizations like Amir Sultan Chinoy Foundation and Asian Study Group.



Corporate Social Responsibility (CSR)

During the year 2021-22,
PKR 86 Million was contributed
 to various organizations and institutions
 working for social and community welfare



Welcome to Team ISL



Muneem Ahmed Khan
Deputy Manager
SCM Logistics & Dispatch



Hamza Ahmed Ramzani
Assistant Manager
Information Technology



Rana Avais Ahmed
Assistant Manager
Information Technology



Tahneet Ali Khan
Assistant Manager
Internal Audit



Roomesah Naeem
Officer
Finance



Zeeshan Khan
Coordinator
SC SCM Logistics & Dispatch



Basit Mehmood
Fitter
GP - I Maintenance



Muhammad Rameez
Fitter
Mechanical Maintenance



Abdul Aziz
Operator
Power House



Muhammad Qasim
Assistant Crane Operator
SCM Finished Goods Cranes



Farhan Khan
Store Attendant
SCM Stores



Abdul Waseem
Apprentice
SC Slitter 2



Hasnain Moavia
Apprentice
Electrolytic Cleaning Line



Nasir Khan
Apprentice
Electrolytic Cleaning Line



Yaseen Hussain
Apprentice
CPL - Production



Akhtar Hussain
Apprentice
Electrolytic Cleaning Line



Naeem Ullah
Apprentice
Electrolytic Cleaning Line



Muhammad Behroz Ali
Apprentice
Electrolytic Cleaning Line



Muhammad Bilal
Apprentice
Electrolytic Cleaning Line