

editor's note

Dear Readers,

INSET's new edition (Jan-March 2007) is in your hands. In this first issue of 2007, we again bring you a variety of information, news and event updates at Dadex.

Starting the year with mega event updates such as Water Asia and IAPEX in Karachi, it has really been a hectic quarter. Before I get started telling you about what's in this issue of INSET, I'd like to recommend that you take a look at our updated website www.dadex.com in which there are new product listings & information. We have also uploaded the electronic version of INSET on our website.

I would like to thank you for your encouraging feedbacks on the renewed design of INSET which had a new look & feel. We would strive to make it even better. In this issue, there is

a cover story on the Long Services Awards ceremony which was held at the Karachi Factory to present Long Service Awards to our employees for commemorating their long association with Dadex. Furthermore, there is news about the training sessions that were conducted by the sales and customer services teams. I would greatly appreciate if you could share INSET with your colleagues.

From this quarter around we have planned to send this newsletter electronically as well so if you are interested in subscribing to a copy then kindly send us your email id on inset@dadex.com.pk

I hope you enjoy this issue of INSET. Please send your comments and newsworthy items to us. We look forward to hearing from you soon. Enjoy the newsletter! Happy Reading!

LONG SERVICE & BEST WORKER Award Ceremony at Dadex

The ceremony was arranged to appreciate Dadex employees for their long dedicated services to the company.

A total number of 155 awards were distributed to employees under different categories. Besides long service and best workers awards, retirement awards were also presented.

Mr. Muhammad Hanif, working as Helper in Finishing Department and Mr. Shamsuddin, Operator, Rubber Plant were presented with 'Best of The Best Workers' award in recognition of their outstanding performances for the year 2004-2005 and 2005-2006 respectively.

Mr. Ghulam Haider, Chairman CBA emphasized the correlation of planning processes and the role played by employees. He further added that responsibilities

Long Service & Best Worker Award Ceremony was held at Dadex Karachi Factory on Sunday 25th February 2007.

should be aligned with the planning as ill planning doesn't yield the desired results no matter how much efforts are put in. Similarly immaculate planning is meaningless if the actions are not aligned.

Mr. Rizwan Amjed, GM0 paid tribute to the retiring employees and prayed for their long and happy retired life with their families. He also appreciated the long association of the colleagues, having completed 15, 20 and 25 years of services with the company. GM0 was pleased to announce the award in the category of long service, for those having completed 10 years of service.

He maintained that we have state-of-the-art extruders for plastics products. He realized it was a challenging task to excel in the new technologies and commended the untiring efforts of colleagues for managing the new technologies successfully, although there is a tremendous opportunity for improvement.

Mr. Amjad praised the role of CBA in the uplifting of the organization and harmonious relationship that the management enjoys with them. The ceremony was followed by lunch.



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EVENTS & EXHIBITIONS



"Someone calling themselves a customer says they want something called service."

Dadex makes waves at IAPEX 2007

Dadex sponsored and participated in a three day building and materials exhibition, IAPEX 2007 held in January and March in Karachi and Lahore respectively.

Concurrent with the exhibition was a three day international architectural forum at which eminent, internationally renowned architects from over ten countries across the globe presented their papers.

The forum discussed various issues faced by architects in the developing world and discussed innovative design solutions according to their own individual traditions.

A large number of prominent architects, town planners, contractors, consultants and engineers attended the event and appreciated the products and services offered by Dadex.

The event organized by Institute of Architects of Pakistan.



Architect Ejaz Ahed speaks in a seminar

Mr. Ejaz Ahed, a leading architect and President, IAP Karachi Chapter, addressed a seminar on "Pakistan-Trends in Urban Development". The seminar was well attended by the architect's community. Dadex also participated by displaying the UPVC product range. The seminar was organized by Engro Asahi and Archi Times. Dadex was one of the sponsors.



Dadex becomes a part of Water Asia 2007

Dadex participated in an exhibition on "Water Technologies". The exhibition was a part of an experts conference themed, "Water for Life and National Economy". These activities were part of Water Asia 2007, held on January 9, 2007 at a local hotel in Lahore. The event was organized by "The Development Times", in collaboration with the Civil Engineering Department of UET, Lahore, National Productivity Organization, Federal Ministry of Industries and Production, Government of Pakistan, NESPAK, NDC and Engineer Study Forum.

The event was aimed at reviewing the national challenges faced in the Water Sector and updating know-how in various sub sectors.

Prominent personalities from the government and private sector visited the Dadex Stall and appreciated the efforts taken by Dadex in contributing to sustainable infrastructure development.



News Bites

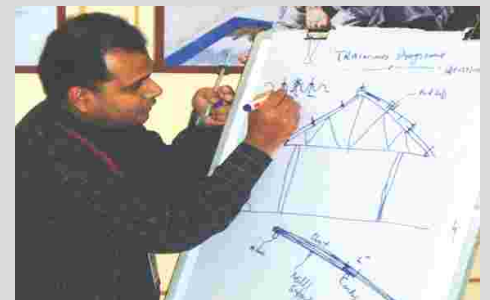
Plumber Training Program Held in Lahore

A plumber training session was recently organized by the Customer Services and R&D team in Lahore and generated an overwhelming response from plumbers and dealers alike.

Mr. Nasir Laeeq gave the technical presentation on Polydex, Nikasi & T-Flex.

Mr. Shoaib Awan gave the presentation on jointing techniques of T-Flex. Mr. Ch. Ikram gave the presentation on jointing techniques of Polydex & Nikasi.

Participants were awarded certificates at the completion of the session. The training session concluded with a vote of thanks by Mr. Jamshed which was followed by dinner.



Fitters Training Program in Karachi

To create awareness of Dadex LSC Sheets (Roofing Systems) and to educate the fitters about the installation techniques and tools used for the roofings, a training session was conducted by Dadex at a local Hotel in Karachi on January 19, 2007.

The main objective of the event was to educate the fitters about the tools and techniques used in the process of installation of Dadex Roofings.

The sales and customer services team demonstrated the techniques and carried out an interactive session with the dealers and fitters. The program was followed by dinner.



"I propose that we change our motto from 'Put Your Best Foot Forward' to 'Safety First.'"

wedding bells

Aminuddin Ahmed, Territory Manager tied the knot with Fatima on December, 24 2006. On behalf of the Dadex family, we wish the couple heartiest felicitations on this memorable occasion.



Have Your Say!

Action for Success

By Murtaza Zafar

"Many of life's failures are people who did not realize how close they were to success when they gave up" - Thomas Edison

Too often we try to schedule success and try to plan it for after we buy a home or get a new gadget or anything that we may have been planning to get.

To gain success one must, sooner or later, take stern action and move on for it!

Well, personally, I feel that everyday is a day for action. Every moment of life is a moment of achievement, a continuous learning process that keeps on teaching us and giving experiences which are different from the moment that has passed.

So, how do I start? How do I begin living in a perfect moment?

Start Dreaming: This does not mean you go to sleep and start dreaming. I mean to say that give yourself food for thought, everything you do, do it whole heartedly and tell yourself, "This is what I want to do!"

Start Planning: Plan your action. How will you do it? How long will it take? What resources you will require? Will you need a partner to help you achieve your goal? If yes, who will it be? Ask yourself these questions and once they have been answered move on.

Reach out: Reach out to gather the resources, talk to people who have achieved whatever you want to achieve. Listen to and read the success stories of people who have made it.

Discuss your issues, problems with your friends, co-workers; ask them what they would do if they were in your place.

Bifurcate and set priorities of different tasks and set deadlines for your small/big, personal/official, long-term/short-term tasks and always try to finish the task by that deadline.

Be a Miser - invest wisely: People who are successful, understand that their actions will require an investment of time or money or energy. Be prepared to pay the price. Use your resources wisely.

Have a mentor: Have someone beside you for a 'second opinion'. Two heads are always better than one.

Success is no accident. Success is always the result of our best efforts. It's the result of investing time, energy, careful thought, and hard work. It's the result of taking action, getting started...

Laughter Is The Best Medicine

Corporate Terminology

1. COMPETITIVE SALARY: We remain competitive by paying less than our competitors.
2. JOIN OUR FAST-PACED COMPANY: We have no time to train you.
3. CASUAL WORK ATMOSPHERE: We don't pay you enough to expect that you'll dress nicely.
4. MUST BE DEADLINE ORIENTED: You'll be six months behind schedule on your first day.
5. MUST BE FLEXIBLE: On many occasions, you'll be asked to bend over and grab your ankles.
6. SOME OVERTIME REQUIRED: Some time each night and some time each weekend.
7. DUTIES WILL VARY: Anyone in the office can boss you around.
8. MUST HAVE AN EYE FOR DETAIL: We have no quality control.
9. CAREER-MINDED: Female employees must be childless (and remain that way).
10. APPLY IN PERSON: If you're old, fat or ugly you'll be told the position has been filled.
11. NO PHONE CALLS PLEASE: We've filled the job; our call for resumes is just a legal formality.
12. SEEKING CANDIDATES WITH A WIDE VARIETY OF EXPERIENCE: You'll need it to replace the three people who just left.
13. PROBLEM-SOLVING SKILLS A MUST: You're walking into a company in perpetual chaos.
14. REQUIRES TEAM LEADERSHIP SKILLS: You'll have the responsibilities of a manager, without the pay or respect.
15. GOOD COMMUNICATION SKILLS: Management communicates, you listen, figure out what they want and do it.

How to ask your Boss for a salary increase..?

One day an employee sends a letter to his boss asking for an increase in his salary:

Dear Bo\$\$,

In thi\$ life, we all need \$ome thing mo\$t de\$perately. I think you \$hould be under\$tanding the need\$ of worker\$, I am \$ure you will gue\$\$ what I mean and re\$pond \$oon.

Your\$ \$incerely,
Employee

The next day, the employee received this letter of reply :

Dear,

I kNOw you have been working very hard NOWadays, NOthing much has changed. You must have NOticed that our company is NOT doing NOticeably well as yet. NOW the newspaper are saying the world's leading ecoNOMists are NOT sure if Pakistan may go into aNOther recession. After the presidential elections things may turn bad.

I have NOthing more to add NOW. You kNOW what I mean.

Yours truly,
Manager

obituary

Tahir Mehmood Lodhi's (TM Lahore) mother passed away on 14th January 2007. May Allah bless the departed soul (Ameen)

We pray that Almighty Allah grants the grieving family strength and fortitude to bear this irreparable loss.



LONG SERVICE & BEST WORKER Award Ceremony at Dadex

اس موقع پر جنرل فیض آفریشتر جناب رضوان احمد نے ریٹائر ہونے والے حضرات کا خراج تحسین پیش کیا اور ان کی ریٹائرمنٹ کے بعد کی زندگی کے خوشگوار ہونے کی دعا کی۔ انہوں نے ان لوگوں کی خدمات کو بھی سراہا جنہوں نے پچھلے 20 سے 25 سال کئی کے ساتھ گزارے۔ انہوں نے 10 سال مکمل کرنے والے ورکرز کے لیے بھی ایوارڈ دے جانے کا اعلان کیا۔

جناب رضوان احمد نے بتایا کہ ڈاڈیکس کے پاس بہترین مشینیں موجود ہیں۔ انہوں نے اس بات کا اعتراف کیا اس جدید مشینری کو چلانے کے لیے انتہائی مہارت کی ضرورت ہے اور ڈاڈیکس کے ورکرز نے اس مشینری کو چلا کر اپنے ہنرمند ہونے کو ثابت کیا ہے۔ اس عمل میں مزید بہتری بھی لائی جائے گی۔ انہوں نے سی بی اے کے کردار کی بھی تعریف کی اور کہا کہ سی بی اے نے ورکرز اور مینجمنٹ کے درمیان خوشگوار ماحول قائم رکھا ہے جس کے لیے اسے جتنا سراہا جائے کم ہے۔

کراچی فیکٹری میں ایک رنگ رنگ تقریب کا انعقاد کیا گیا جس کا مقصد ان تمام ملازمین کی خدمات کو سراہنا تھا جنہوں نے ایک طویل عرصے تک کئی کے لیے ان تھک محنت کے ساتھ کام کیا۔ اس کے علاوہ کچھ بہترین ورکرز کو ان کی بہترین کارکردگی پر ایوارڈ دیا گیا۔ ساتھ ہی ریٹائر ہونے والے ساتھیوں کو بھی Retirement Award دینے گئے۔

تقریباً 155 ورکرز کو مختلف قسم کے ایوارڈز سے نوازا گیا۔ جناب محمد صغیر، ہیڈ آفیسر، ڈپارٹمنٹ اور جناب شمس الدین، آپریٹرز بر پلانٹ کو بہترین ورکر کا ایوارڈ دیا گیا۔ یہ ایوارڈ انہیں سال 2005 اور 2006 میں بہترین کارکردگی پر دیا گیا۔ سی بی اے کے چیئرمین جناب غلام حیدر نے اس موقع پر خطاب کرتے ہوئے پلانٹ اور عمل کے درمیان مطابقت کی اہمیت کو اجاگر کیا۔ انہوں نے کہا کہ مدداریوں اور پلانٹ کو یکساں اہمیت دی جانی چاہیے اس لیے کہ پلانٹ کے فقدان سے اچھا عمل بھی بے کار ہے۔



ایڈیٹر کے قلم سے

ان سٹ کا تازہ شمارہ آپ کے ہاتھوں میں ہے۔ سال رواں کے اس پہلے شمارے کو آپ پیش کی طرح معلومات، واقعات اور خبروں کا ایک حسین اجزاج پائیں گے۔

سال 2007 کی یہ پہلی سہ ماہی کافی مصروف رہی۔ اس کا آغاز "وائٹیا" اور "IAPEX" جیسی سرگرمیوں سے ہوا۔ اس سے پہلے کہ میں مزید تفصیلات میں جاؤں میں یہ بتانا چاہتا ہوں کہ ڈاڈیکس کی ویب سائٹ نئی تہذیبوں کے ساتھ "Upload" ہو چکی ہے۔ اس میں کئی اور مصنوعات کے بارے میں معلومات ایک دلکش انداز سے مل سکتی ہے۔ اس کے علاوہ ان سٹ کی "ایکٹرائٹ" کا پی ایچ ویب سائٹ پریس ہے۔ میں ان تمام حضرات کا خیر دل سے مشکور ہوں جنہوں نے ان سٹ کے نئے ڈیزائن کو پسند کیا۔ اسے مزید بہتر بنانے کا عمل مستعمل میں بھی جاری رہے گا۔

اس دفعہ ورق کے طور پر فیکٹری میں مشغول ہونے والی "Long Service Awards" کی تقریب ہے جس کا مقصد ان تمام ملازمین کی خدمات کو سراہنا تھا جنہوں نے ایک طویل عرصے تک کئی کے لیے ان تھک محنت کے ساتھ کام کیا۔ مجھے امید ہے کہ آپ اس شمارے سے لطف اندوز ہوں گے۔ برائے مہربانی اپنی نگاہات پہلے کی طرح ہمیں ارسال کرتے رہیں۔

new at Dadex



Adnan Zulfiqar Ghouri
Human Resources Officer
Head Office
March 1, 2006



Asif Iqbal
National Sales Coordination Manager
Head Office
February 19, 2007



Danish Usman
Junior Accounts Executive
Head Office
March 7, 2007



Jaffar Mahmood
Communication Officer
Karachi Factory
January 5, 2007



Khalid Iqbal
Accounts Executive
Head Office
December 12, 2006



Syed Muneeb Ahmed
Shift Engineer
Lahore Sunder
December 1, 2006



Salman Atique
SAP Team Member
Head Office
March 1, 2007



Shujaat Ali
Jr. Manager - Sales
Head Office
February 1, 2007



Suresh Kumar Ladhar
Shift Engineer
Karachi Factory
January 3, 2007



Wajid Ali Khan
Manager - Stores
Karachi Factory
February 6, 2007



Yassir Mohiuddin
Manager Quality Systems
Karachi Factory
March 1, 2007



Hafiz Zeeshan Alam
Jr. Technical - Officer
Karachi Factory
December 5, 2006



M. Haris Samiullah
Shift Engineer
Karachi Factory
February 7, 2007



M. Kashif Shaikh
Shift Engineer
Karachi Factory
February 14, 2007



Altaf Ismail
Manager General Accounting
Head Office
March 21, 2007



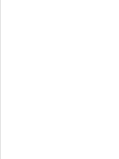
Syed Saqib Shams
Shift Engineer
Karachi Factory
February 14, 2007



Danish Iqbal
Shift Engineer
Karachi Factory
February 14, 2007



Zafar Ali Khan
Store Officer
Karachi Factory
December 8, 2006



Javaid Iqbal
Electrical Supervisor
Lahore Sunder
February 6, 2007



Jahangir Junaid
Jr. Officer Q.Q
Karachi Factory
December 1, 2006



Rizwan Khalid
Shift Engineer
Lahore Sunder
February 1, 2007

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