

# Inset.

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## CoverStory

# Let's Develop Synergy

The last fifty years have seen Dadex grow, evolve and transform. This phenomenal sustained growth is the result of the business philosophy that Dadex has followed since its inception - commitment to quality and delivering value to the customers. Based on half a century of steady performance and results – this year marked the implementation of the challenge of setting a revenue target of reaching 4 billion by the end of 2010.

The same, named '4 in 2', was unveiled to the sales team at the Sales Conference Thailand 2008. In order to involve the entire organization, the theme was carried forward in Karachi via a four day synergy development program which was conducted by Mr. Suhail Nadeem, Director Marketing & Sales with all functional departments of the organisation on 9th, 10th, 16th and 17th October 2008 at the Pearl Continental Hotel.

The objective of this workshop was to create harmony between all Dadex departments, to identify every department's role and contribution and to gain their commitment to achieve the company's target.



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## Editor's Note

Newsletters are vital media for any organisation. They can inform, educate, motivate and inspire an entire audience.



INSET has been accomplishing this task

for many years but due to different reasons it was not issued for more than a year. Therefore, as soon as I joined the Dadex family, my first challenge was to revive INSET with a revamped look and more captivating sections. Before I get started about what's in this issue of INSET, I would like you to have a look at the new design and editorial update as we tried to modernize the look and feel in addition to revising our content so it is timely, relevant and easier to read. Speaking of events, Dadex has experienced a busy year of exhibitions, seminars, sales conference and workshops. We have tried to put light on those which we believe are the most important.

A significant achievement is the Synergy Development Program (see the Cover Story) which, believe me, was a very intelligent and professional initiative: to share with the departments of the entire organisation the "4 in 2 target" which was unveiled to the sales team at the Sales Conference Thailand 2008. But beyond synergy, there was also fun! Dadex, for the first time in its five decades of existence, arranged a Team Building Activity which gathered participants from different departments and regional offices within Pakistan to develop their communication interaction and enhance their collaboration skills within an enjoyable ambience. In this sense, we are working closely to include much of the information you need and we hope that through this issue we will re-gain your confidence in INSET.

Thanks for all those who contributed with their write-ups and support to make INSET happen again! We welcome ideas and inputs and we are always looking for tips, story ideas and suggestions as to how we can make INSET better meet your needs. If you love it, we'd like to hear that too! Just e-mail us at [inset@dadex.com.pk](mailto:inset@dadex.com.pk)

Wishing you a joyous new year and God bless you all!

# News & Events

## ■ Fire Protection

A fire drill was organized at the Head Office on 2nd December 2008 which included an informative presentation for all participants - including employees of Dadex and tenants of Dadex House. The presentation highlighted the causes responsible for fire and how to control it. It also covered the precautions which should be taken prior to and after a fire. Awareness about fire extinguishers and first aid appliances was also part of the presentation.

After the presentation, the selected Fire Fighting Team was given training on usage of the fire fighting equipments. An Evacuation Drill was arranged on the afternoon of 3rd December 2008 without giving any notice or specific time which was also a great success - the entire building was evacuated in less than 3.50 minutes. We are grateful for the kind cooperation and support of all the colleagues in making the fire drill exercise a great success.

### What To Do In Case Of Fire?

- Raise fire alarm or shout "fire, fire!"
- Call fire brigade 16
- Do not use lift
- Use appropriate fire extinguisher
- Evacuate to assembly area

## ■ Inauguration Of Laboratory Expansion

In order to address the growing competitive environment of the business especially in thermoplastic pipe system, Dadex has expanded its laboratory testing facility, which was inaugurated by Mr. Sikander Dada, CEO, on 17th July 2008. The QA team trusts that this expansion will benefit Dadex in:

- Enhancing the customer's level of satisfaction regarding the product quality.
- Granting Dadex an edge on competitors by offering Modern Laboratory testing facilities.
- Fulfilling the laboratory testing requirements for new standard products.
- Providing the standardized testing environment and space for new and existing laboratory equipments as well as space for future expansion.



## ■ The Road To 4 In 2

Dadex Sales Conference took place from 3rd to 9th August 2008 in Bangkok, Thailand. On the second day of arrival, the Sales Team and representatives of Sales Support Departments took part in a team building activity at the Amari Orchid Hotel at Pattaya city.

The following day, the entire group including Mr. Sikander Dada (CEO), Mr. Danish Dada (GM Business Development) and Mr. Suhail Nadeem (Director Sales & Marketing) attended a 2-day conference held at the Windsor Suite Hotel in Bangkok.

Following the conference inauguration, Mr. Sikander Dada unveiled the theme of the conference, which was increasing the company's turnover to 4 billion in the next 2 years (2009-2010).

Mr. Suhail Nadeem followed by elaborating on the theme. In order to involve the Sales team and enhance their awareness on how to achieve the target, a workshop was organized accordingly.

The team was equally divided in five groups who had to brainstorm and develop ideas related to the expansion of the Dadex product portfolio, targeting new markets, reviewing the competitor's products and prices, and defining challenges that hinder growth.

The responses proved that the teams developed a sound understanding of the theme and were enthusiastic about achieving the company's new target. At the conclusion of this event, the participants appreciated the arrangements and the smooth proceeding of the Sales Conference.

Mr. Sikander Dada appreciated the efforts and commitments of the Marketing team and positively commented that **“it was probably the best Sales Conference!”**.

The Sales Conference feedback shows that Dadexians are fully aware of the challenges and the opportunities that await them as individuals and as members of Dadex family, hence it is relevant to consider the Sales Conference as the start of their journey on the road to 4 in 2.



# Let's Experience Synergy Around The Game

Team Building games are recognized as playing an important role in developing interpersonal behaviour skills and knowledge-based decision skills of employees. They also contribute to improved performance of the organization.

Therefore, and for the first time in Dadex history, a team building activity was arranged on Saturday 25th October 2008 at Dream World resort for Dadex participants who attended the Synergy Development Program. Although it was a tricky task but yet the Marketing team took the challenge of organizing this team building instead of outsourcing it.

The objective of this activity was the development of communication, collaboration and leadership skills in a teamwork environment by using the notion of enjoyment as a key factor in the learning process.

## TEAMWORK IN ACTION

**THE TEAMS:** Teams were planned according to five famous soccer teams: Arsenal, Liverpool, Chelsea, Barcelona, and Manchester with a captain leading each team.

**THE GAMES:** Five different games were developed to improve communication and decision making skills and to accomplish interaction within each team:

- Blind Fold • Balance the Ball • Hold the Ball • Miniature Golf • Water Treasure

**THE REFEREES:** Each referee was assigned a game and judged the team based on the following criteria: time, planning, coordination, teamwork, execution.

At the end of the day, certificates for participation in the Synergy Development program were distributed. The teams praised the arrangements and the ambiance but above all, they highly appreciated the participation of Mr. Sikander Dada (CEO) and Mr. Danish Dada (GMBD) who chose to be among the players rather than being members of the referees.

On 31st October, a movie of the team building day which was shot by a member of Dadex family, Mr. Azhar Kazmi (National Manager Key Accounts) was screened at the head office.



## EID GET TOGETHER



## HVACR 2008



## IAPEX Karachi



## IAPEX Lahore



## IAPEX Islamabad



## International Conference Of Islamic Art & Architecture



## Let's Develop Synergy

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The participating departments attended the event as per the following schedule:

- Finance, Procurement, Audit, IT – 9th October.
- Channels Management – 10th October.
- Production, Operation, Technical, Quality Assurance – 16th October.
- HR, Admin – 17th October.

In his presentation, Mr. Suhail Nadeem started by differentiating between a fixed and a variable mindset.

People with fixed mindset avoid challenges and consider them as being difficult; whereas a person with a variable mindset is always willing to embrace challenges and consider them opportunities for growth. Therefore, he encouraged Dadexians to positively change their mindset in order to achieve success.

Mr. Naveed Mushtaq, Product Development Manager, elaborated on the role of marketing development in '4 in 2'. He emphasized the need of magnetizing (working together in the same direction) and beautifying (maintaining balance).

According to him, it was imperative that all departments develop and maintain positive mindsets and work together in the same direction towards achieving the same goal - to be a 4 billion company in 2 years.

After the presentation run by the Marketing team, the respective participants from different departments presented their main activities, job duties, achievements and shared their challenges.

This was followed by an open discussion session in which Sales and the respective functional departments mutually defined the appropriate working relationships in order to reach their targets.

Mr. Sikander Dada, CEO, who was present on all 4 days, emphasized the need to work together as members of Dadex family to achieve growth and success together, despite the declining economical condition the world is facing nowadays. He also assured his full support to all Dadexians.

So let's strive so that "Asman Ko Chotay Jain Hum"!!!





# ZarKaasht

## Light Visible at the end of the tunnel for growing vegetables

BY HANIF IDREES - Divisional Head &  
DR. BIN YAMIN KHALID - Consultant and  
Agronomist - ZARKAASHT

“Agree Culture” is the need of the hour. It is a great shift in culture. We have seen “I” bubble bursting worldwide not in distant past. With ever deteriorating situation globally, no sane nation or team in the world can stick to “I”. Therefore, howsoever you spell, whether as Agri or Agree all pundits agree that with the unprecedented levels of drought and crop failures being experienced by the world and being the single largest sector in the country contributing 21 percent to its GDP and employing 44 percent of the workforce, solution lies in focusing on Agri(ee)culture.

Vegetables are one of the profitable crops in Agri sector. Growing vegetables in Tunnels with proper irrigation and fertigation using ZarKaasht’s Drip Irrigation / Fertigation Systems is the technique for achieving higher yields, superior quality and early vegetables and reaping the fruits of “Agreeing”. This is niche market and early arrival of vegetables in the market fetches good prices for farmers.

To bring awareness amongst the farmers community, ZarKaasht Division organized two events on Tunnel Farming with Drip Fertigation with very active involvement of our Mr. Nadeem Afzal, Territory Incharge, of Punjab - looking after Central Punjab.

The first event was held on October 22, 2008, at University of Agriculture, Faisalabad (UAF), in which leading Tunnel growers and faculty members of Institute of Horticultural Sciences participated. Prof. Dr. M. A. Pervaiz, Director of the Institute highlighted the importance and opportunities of Tunnel Farming. Mr. M. Hanif Idrees presented introduction of the Company and the national importance of Agriculture. Ms. Rashida Majeed assisted in finalization of the presentations and coordination of the whole activity. Dr. B. Y. Khalid made an extensive presentation on, “Tunnel Farming with Drip Irrigation-a source of productivity enhancement. The questions were handled jointly with Mr. L. B. Joshi from Netafim.

The second event was held at our Regional Office Lahore, on October 23, 2008, in collaboration with Agri Development Services.

These sessions were successful with full Team Effort and “Agree Culture”. Our special thanks are due to Team of Lahore office for their administrative support and to UAF for their cooperation. These activities have invoked interest of Tunnel Farmers and we can see the light at the end of the vegetable tunnels with our ZarKaasht Drip Irrigation / Fertigation Systems.



# In Their Own Words

## Financial Tsunami

BY MUHAMMAD HANIF IDREES  
Director Finance & Company Secretary

Towards the end of the year 2008, we are experiencing the most unpredictable financial crisis – I call it “Financial Tsunami”. Inflation is in double digits, foreign exchange reserves are on the decline, interest rates are on the rise and our love affair with IMF has begun. I do not want to paint a gloomy picture but we cannot ignore the fact that more than 22.3 percent of the population earns less than two dollars a day that is the defined poverty line. These are official figures and reality is more depressing.

What is the prescription for us as a Nation and as Dadexians in our individual capacities as well as a corporate entity, under the circumstances? The financial crisis is global but we are fortunate to have the economy less dependent on global economy. Our problems are indigenous and so are the solutions. Therefore, answer lies in living within your means and adopting the attitude of gratitude and thankfulness. Optimising on costs, practicing lean structures before lay offs become inevitable (prevention is better than cure) and introducing efficiencies in all business processes are some of the areas which we need to focus.

The morale of the story of global financial crisis is that success of the “Conservative Approach” is evident over the floodgates of “Free Economy” which has swept off the so-called economic “Giants”.

