



A Quarterly Publication of Dadex Eternit Limited.

## Dadex WaterWise Art Contest 2006 in Lahore

Dadex marked the World Water Day by holding the Water Wise Art contest in Lahore.

The art contest was held during Feb – Mar, 2006 and invited children between the ages of 08-10 years (Group A) and 11-13 years (Group B) to paint posters on themes that included: 'Water for Life' and 'Let's Conserve Together' respectively. Activity partners for this year's WaterWise Art Contest were the World Wide Fund for



Nature-Pakistan (WWF-P).

During the first phase of the contest, our teams conducted presentations in over 50 schools of Lahore on water conservation, encouraging students to participate in the contest. Kamran Siddique (Junior Manager Marketing) and the WWF-P teams visited schools to roll out the contest in Lahore. School children responded by sending posters that expressed different concerns, ideas that revolve around the themes.

The grand finale was held on March 19, 2006 at the Ali Auditorium, Ferozpur Road Lahore. The Chief Guest on the occasion was Nayar Ali Dada, prominent architect of Pakistan. Murtaza Zafar (Management Trainee – Marketing) started the program with the recitation of the Holy Quran. Saqib Habib (General Manager-Marketing and Sales) gave the welcome address at the ceremony. The key-note speaker on the occasion

was Munnu Bhai, an eminent playwright and journalist, who expressed hope in the ability of children to conserve natural resources by spreading the message in our society. The ceremony was hosted by Mariam Durrani (Manager Strategic Brand Development).

The top 50 entries were displayed for evaluation by a panel of judges that included, Bina Qureshi (Consultant), I. Rehman (Director, Human Rights Commission Pakistan), Dr. Shagufta Shah Jehan (Director South - Environmental Protection Agency Punjab), Amjad Aslam (Head of Communications, WWF-P) and Mr. R Naem (Professor Fine Arts – National College of Arts).

The ceremony was attended by 200 people from different walks of life who appreciated Dadex's consistent efforts to promote social responsibility among children.



## editor's note

Dear Readers,

This year on World Water Day (March 22), Dadex was the only company besides the Government of Pakistan to advertise a public service message on water conservation in a leading English newspaper.

Today, there are still almost 1.1 billion people who have inadequate access to water and 2.4 billion without appropriate sanitation around the world. By 2030, over 60% of the world's population will be living in urban areas. As a result, competing demands from domestic, commercial, industrial and agriculture are putting enormous pressure on freshwater resources. Cities also face the challenge of securing access to safe water for the urban poor, and of cutting down on wasteful and illegal uses. In many societies the whole notion of putting a price tag on something as valuable as water is unacceptable. Yet services must be paid for.

Futurologists predict that wars will be fought on water in the years ahead. With such a scenario - the significance of water conservation multiplies. Our corporate social responsibility initiative, WaterWise, has entered its third successive year. During the last two years, we too have progressed from developing and supporting awareness campaigns, organizing activities such as the WaterWise art contest and developing activity partners such as the WWF-P along the way.

WaterWise has won recognition among various circles for its consistent approach towards promoting water conservation. Let's work together in making WaterWise a way of life!

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## news bites

Khurram Javed & Co, sole distributor of Dadex thermoplastic pipe systems in Karachi, opens 2<sup>nd</sup> retail outlet at Khyaban-e-Tauheed, DHA.



A tea party was organized at Dadex House to congratulate Mr. Ilyas Ahmed, Manager Treasury and Mr. Yousuf Ashfaq MIA & Projects on performing Hajj.



### Nokia 3310: DAKU-PROOF

The following account is a true story and shared with you as narrated by Safdar Mehmood.

"I was heading home in the evening a few weeks ago when I was intercepted by a man armed with a pistol. He asked me for my mobile phone and I instantly handed him my Nokia 3310 for fear of my life. To my utter surprise, he looked at it, returned it saying "ye tum hee rukho!"

I would suggest you carry Nokia 3310, after my experience it has been proved that it is not only a durable handset but it is also DAKU proof."

**IMPORTANT ANNOUNCEMENT**  
Our Zonal Office in Quetta has been relocated to:  
21 Shahbaz Town phase III,  
Quetta Cantt, Quetta.  
Telephone number: 081-2446701

## events

### Introducing New Business Divisions to Architects & Consultants

A gathering of Architects and Consultants was organized on 24<sup>th</sup> February 2006 at Pearl Continental Hotel, Karachi to introduce new business divisions of Dadex to the architects and consultants.

The program started with the recitation of the Holy Quran followed by a welcome address given by Mir Salman Ahmed (Business Development Manager -Pvt. & Industry).

A detailed presentation was given by Asim M. Khan (Divisional Head Architecture Cladding and Curtain Wall Division), featuring Pipe Systems Division, Aluminum Cladding & Curtain Wall Division and Agriculture & Irrigation Division (ZarKaasht).

The presentation was followed by a brief Q&A session. Awais bin Naseem (Divisional Head- ZarKaasht) concluded the program with a vote of thanks. The program was attended by over 70 prominent consultants and architects of Karachi. The gathering was followed by dinner.



### New Plumber Incentive and Trade Scheme Launched in Karachi

A new plumber incentive and trade scheme was launched at the Star Plumber Scheme Award Ceremony on February 24, 2006 in Karachi. The event was organized by the R&D team. Salman Ghaffar (Business Development Manager - R&D) encouraged plumbers to use/recommend quality products while Zubair Khan briefed the plumbers about the scheme which will be effective from March 1 upto June 30, 2006. The Customer Services department later, conducted a technical training session on the Installation of Polydex and Nikasi Systems.

Over 80 plumbers participated in this event.



### Star Plumber Scheme Concludes: Award Distribution Ceremony Held

The Award distribution ceremony of Star Plumber Scheme launched earlier in October 2005 was held on February 24, 2006. Dadex distributed mobile phones and poly-fusion machines to plumbers on achieving targets, set as part of the scheme.



## New at Dadex



Abdul Qayyum Iqbal  
Junior Sales Officer  
Dadex House  
1 Jan, 2006



S. M. Tehsin Zaidi  
Asstt. Manager Maintenance  
Karachi Factory  
2 Jan 2006



Noor Khan  
Junior Technical Officer  
Karachi Factory  
1 Feb, 2006



Syed Amjed Ali Jafri  
Junior Technical Officer  
Karachi Factory  
6 Feb, 2006



Rina Joy Jahans  
Pool Secretary  
Hr & Admin Dadex House  
16 Feb, 2006



Abid Bukhari  
Dy. General Manager  
Agriculture & Irrigation Division  
Dadex House  
15 Jan, 2006



Rashida Majeed  
Asstt. Manager  
Agriculture & Irrigation Division  
Dadex House  
1 Feb, 2006



Fahad Abrar  
Junior Accounts Executive Finance  
Division Dadex House  
7 Feb, 2006



Rizwan Fatmi  
Junior Procurement Executive  
Finance Division Dadex House  
10 Mar, 2006



Ahmed Ali Shah  
Junior Technical Officer  
Karachi Factory  
1 Feb, 2006



Muhammad Farhan Khan  
Junior Technical Officer  
Karachi Factory  
2 Feb, 2006



Tariq Mehmood Lodhi  
Junior Sales Manager  
Lahore  
13 Mar, 2006



**ZarKaasht Launched**



ZarKaasht Agri Solutions, the new agriculture and irrigation division of Dadex Eternit Ltd was launched in Quetta on February 13, 2006. The launch ceremony was held at the Agriculture Research Institute, Quetta. Mr. Owais Ahmed Ghani, Governor Balochistan was the Chief Guest on the occasion. Awais Bin Naseem (Divisional Head-ZarKaasht) gave the welcome address, while Dr. Shahid Anwar (Consultant-ADB) gave a comprehensive presentation on the need for modern agricultural practices in Pakistan. Speaking at the launch ceremony, Governor Balochistan Owais Ahmed Ghani said that Pakistan is ready for adopting modern agriculture and irrigation practices for sustainable development. The ceremony was hosted by Abid Bukhari (Dy. General Manager - ZarKaasht).

ZarKaasht will open a new chapter in the agriculture sector of Pakistan. ZarKaasht means 'reaping gold', it focuses on improving yield, savings in energy, soil conservation, better crop management and frugal use of water through drip irrigation. The event was widely attended by the grower community, government officials and media representatives.



**Training Course Conducted By Zarkaasht In Collaboration With Netafim**

The closing ceremony of a month long training program conducted by ZarKaasht Agri Solutions (a business division of Dadex) in collaboration with Netafim Irrigation University (NIU) was held on March 11, 2006 in Quetta.

The training program was attended by a diverse group of participants from water management engineers, agronomists, horticulturists and agriculture university students from all over Pakistan. The curriculum included plant water relations, drip agronomy, greenhouse technology and high efficiency system designing. Trainers included prominent agronomists from South Africa and India.

At the closing ceremony, Dr. Shahid Ahmed, Consultant - Asian Development Bank appreciated the efforts of Zarkaasht for launching a comprehensive training program for professional development in the agricultural field. Abid Bukhari (Dy. General Manager-Zarkaasht) gave the vote of thanks.

At the end of the ceremony, certificates were awarded to all the participants.



**INTERESTING FACTS**

- Coca-Cola was originally green.
- The most common name in the world is Mohammed.
- The name of all the continents ends with the same letter that they start with.
- The strongest muscle in the body is the tongue.
- You can't kill yourself by holding your breath.
- It is impossible to lick your elbow.

**news bites**

**R&D Sets a New Record in Sales**

R&D (National) set a new benchmark in the Company's sales history by recording a Total Sales of Rs. 49 million in one month against all products of Pipe Systems division distributed through retail only.

With a new sales record under their belt, we hope that our team continues to focus on attaining new heights and making Dadex a household name.

**Wedding Bells**

Our heartiest congratulations to Rehana Ali (Account Executive-Finance Dept.) who tied the knot with Shahzad Shabbir on March 11, 2006. We wish the happy couple best of luck for the future.

**Obituary**

Mr. Shaif Gill, Driver, Lahore Office passed away on March 14, 2006. May his souls rest in eternal peace and the Almighty grant their family strength and fortitude to bear this irreparable loss.

Mr. Athar Mir, Mir & Co.-Islamabad (Dadex-Distributor of thermoplastic pipe systems) passed away on 10 April 2006 after a prolong illness. May Allah bless his soul and grant his family the strength to bear the loss (Ameen).



Sibtai Abu Talib  
Junior Manager Sales Coordination  
Islamabad  
23 Feb, 2006



Abid-ur-Rehman  
Accounts Executive Finance Division  
Dadex House  
16 Feb, 2006

Muhammad Aslam  
Field Coordinator Quetta  
Agriculture & Irrigation Division  
Quetta  
13 Feb, 2006

Syed Masood Akhtar  
Manager Engineering Stores  
Karachi Factory  
16 Feb, 2006

Shakir Shah  
Office Coordinator  
Agriculture & Irrigation Division  
Quetta  
13 Feb, 2006

Majid Raza  
Junior Technical Officer  
Karachi Factory  
6 Mar, 2006

Azeem Iftikhar  
Officer Sales Coordination  
Lahore Office  
1 Jan, 2006

Bilal-ur-Rehman  
Office Assistant  
Islamabad  
1 Jan, 2006

M. Nadeem Akhtar  
Junior Technical Officer  
Karachi Factory  
7 Mar, 2006

Muhammad Anwar Qureshi  
Junior Technical Officer  
Karachi Factory  
7 Mar, 2006

Muhammad Saleemuddin  
Junior Technical Officer  
Karachi Factory  
8 Mar, 2006

Malik Ayazul Haque  
Manager Industrial Relations  
Karachi Factory  
22 Feb, 2006

## اداریہ

اس سال پانی کے عالمی دن (22 مارچ) کے موقع پر حکومت پاکستان کے علاوہ ڈائیکس وہ واحد کمنٹی ہے جس نے پانی کے تحفظ کے موضوع پر ایک بڑے اخبار میں اشتہار شائع کرایا۔

دنیا میں اب بھی تقریباً 1.1 ارب لوگ پانی جیسی بنیادی ضرورت کی مناسب مقدار میں فراہمی کے حصول سے محروم ہیں۔ جبکہ تقریباً 2.4 ارب لوگ اب بھی نکاسی کے لیے گئے گئے موزوں انتظامات سے محروم ہیں۔ دنیا کا تقریباً 60 فیصد شہری علاقوں میں رہائش پزیر ہیں، یہی وجہ ہے کہ بڑھتی ہوئی گھریلو تجارتی، صنعتی اور زرعی ضروریات نے صاف پانی کے موجودہ ذخائر پر بے پناہ دباؤ ڈالا ہے۔ شہروں میں غریب آبادیوں کے لیے صاف پانی کی فراہمی بھی ایک چیلنج کی شکل اختیار کر گئی ہے۔ اس کے علاوہ پانی کا غیر قانونی استعمال اور نسیان بھی ایک چیلنج کی حیثیت رکھتا ہے۔ بہت سے ملکوں میں اب بھی پانی جیسی بنیادی نعمت کے حصول کے لیے قیمت کا ادا کرنا ایک عجیب سی بات ہے، پھر بھی ان بنیادی خدمات کی فراہمی کے لیے خاطر خواہ قیمت ادا کرنی پرتی ہے۔

مستقبل پر نظر رکھنے والے یہ پیش گوئی کرتے ہیں کہ آنے والے سالوں میں جنگیں پانی کے مسئلے پر لڑی جائیں گی۔ اس تناظر میں پانی کے ذخائر کو تحفظ اور احتیاط سے استعمال کی اہمیت کی اٹھانا بڑھ جاتی ہے۔ ہمارے ادارے کا اہم کامیابی ذمہ داری کو پورا کرنے کے حوالے سے ایک اہم قدم، واٹر واٹرز، اپنے تیسرے سال میں داخل ہو چکا ہے۔ پچھلے دو سالوں کے دوران ہم نے اس اہم مسئلے کے بارے میں لوگوں میں آگاہی پیدا کرنے کے لیے مختلف ایونٹ منعقد اور سپورٹ کیے۔ واٹر واٹرز آرٹ مقابلہ اور WWF-P جیسے اداروں کو اپنا اہم قدم بنانا اس کی واضح مثال ہیں۔

وقت کی اہم ضرورت یہ ہے کہ سرکاری اور پرائیویٹ شعبوں میں جدت پسند اشتراک عمل پیدا کیا جائے، ایک ایسے احتسابی نظام کے ساتھ جو کہ تمام سماجی اور ماحولیاتی عناصر کا بھی احاطہ کر سکے۔

واٹر واٹرز نے اس پیغام کو آگے بڑھانے کے سلسلے میں جس مستقل مزاجی سے کام کیا ہے وہ حلقہ حلقوں میں اس کی منفرد شناخت کا باعث بنی ہے۔

آئیے واٹر واٹرز کو اپنی زندگی کا ایک بڑو بنانے کے لیے مل کر کام کریں۔



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## "پانی کے عالمی دن" کے موقع پر واٹر واٹرز آرٹ مقابلہ

ڈائیکس نے "پانی کے عالمی دن" کے موقع پر لاہور میں واٹر واٹرز آرٹ مقابلے کا انعقاد کیا۔ آرٹ کا یہ مقابلہ فروری-مارچ، 2006 کے دوران منعقد کیا گیا جس میں 8 سے 10 سال (گروپ A) اور 11 سے 13 سال (گروپ B) کے بچوں کو مدعو کیا گیا تھا ان بچوں نے "پانی زندگی ہے" اور "آؤ پانی کو مل کر بچائیں" جیسے موضوعات پر پوسٹرز پیش کیے۔ اس سال کے واٹر واٹرز آرٹ مقابلے میں ورلڈ واٹرز فنڈ برائے نیچر (WWF-P) پاکستان نے ڈائیکس کا بھرپور ساتھ دیا۔

اس مقابلے کے پہلے حصے میں ہماری ٹیموں نے لاہور کے پچاس سے زیادہ اسکولوں میں "پانی کے احتیاطی استعمال" (Water Conservation) کے موضوع پر پریزینٹیشن دیں اور اسکول کے بچوں کی حوصلہ افزائی کی تاکہ وہ اس مقابلے میں حصہ لیں۔ کامران صدیق (جو نیچر مینجر مارکیٹنگ) اور WWF-P کی ٹیموں نے لاہور کے اسکولوں کا دورہ کیا تاکہ بچوں کو اس مقابلے کے لیے رجسٹر کیا جاسکے۔ بچوں نے اس مقابلے میں حصہ لینے کے لیے پوسٹرز ارسال کیے جن میں اس موضوع کے حوالے سے اپنی تشویش / آراہ کا اظہار کیا گیا تھا جو کہ اس مقابلے کے موضوع سے مطابقت رکھتی تھیں۔

فائنل مقابلہ، 19 مارچ، 2006 کو علی آڈیٹوریم فیروز پور روڈ، لاہور میں منعقد کیا گیا۔ اس تقریب کے مہمان خصوصی پاکستان کے مشہور و معروف آرکیٹیکٹ میر علی دادا تھے۔ تقریب کا باقاعدہ آغاز تلاوت کلام پاک سے ہوا، مرتضیٰ ظفر (مینجمنٹ ٹرینی، مارکیٹنگ) نے تلاوت کے فرائض سرانجام دیئے۔ نائب حبیب (جرنل نیچر مارکیٹنگ اور سیلز) نے خیر مقدمی کلمات ادا کیے۔ اس موقع پر مٹو بھائی جو کہ ایک ممتاز صحافی اور ادیب ہیں ایک کلیدی مقرر کی حیثیت سے خطاب کیا جس میں انہوں نے اس امید کا اظہار کیا کہ بچے اپنی تخلیقی صلاحیتوں کو استعمال کرتے ہوئے "قدرتی وسائل کی حفاظت" جیسے اہم پیغام کو معاشرے میں پھیلانے میں ایک اہم کردار ادا کر سکیں گے۔ اس تقریب میں میزبانی کے فرائض مریم ڈرانی (نیچر سٹریٹیجک براڈ ڈویلپمنٹ) نے انجام دیئے۔

پچاس اعلیٰ انٹریز کو جانچنے کے لیے جج کا ایک پینل تشکیل دیا گیا تھا جو کہ بیٹا قریشی (Consultant)، جناب آئی رحمان (ڈائریکٹر، ہیومن ریسورس کمیشن پاکستان)، ڈاکٹر گلگفتہ شاہ جہاں (ڈائریکٹر سائٹس اور منیجمنٹ پروٹیکشن ایجنسی پنجاب)، جناب امجد اسلم (ہیڈ آف کیونٹیکیشن WWF-P) اور جناب آرمیم (پروفیسر فائن آرٹس، نیشنل کالج برائے آرٹس) پر مشتمل تھا۔

اس تقریب میں زندگی کے مختلف شعبوں سے تعلق رکھنے والے 200 لوگوں نے شرکت کی اور بچوں میں اس سماجی ذمہ داری کے فروغ کے لیے ڈائیکس کی مستقل مزاجی سے کی جانے والی کوششوں کو سراہا۔



### EDITORIAL BOARD

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Designed & Produced by O2 Communications