

INSET

A Quarterly Publication of Dadex Eternit Limited.

cover story

Annual Events: Celebrating Success

The month of December proved to be the busiest in terms of social activities for Dadexians. It kicked off with the Annual Sales Conference at Colombo, Sri Lanka. All Sales & Marketing teams attended the three day sessions, chaired by Chairman and General Manager-Marketing & Sales. The regional sales teams presented their performances for the year 2003-04 and reflected on the shortcomings and growth strategies for the next year. This was followed by a series of celebration activities back at home. The annual dinner cum musical evening for the Head Office staff was held at a local hotel in Karachi. The evening started



↑ Dadex Team in Colombo, Sri Lanka



↑ MD with the proud award recipients at the Karachi Factory.

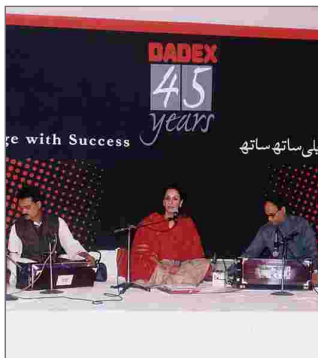
with a dinner which was followed by a brief address from the Managing Director (MD) before the start of the musical evening with Tina Sani. The ghazals performed by Tina Sani rendered a soothing effect on the crowd who enjoyed the evening with their spouses.

Next was the Annual Lunch and Long Service Award Ceremony for the staff and workers on December 25, 2004 at the Karachi factory. The ceremony included awards for Long Service, Best Worker and Best of the Best Worker 2002-2004 categories which was later followed by lunch. Sikander Dada, Managing Director was the Chief Guest on the occasion. Sajid Nazar Ali, GM CC & R, formally started the Award Ceremony with a welcome address. GM HR & Admin., Union General Secretary and the MD also addressed the gathering. Awards were later distributed by the MD to the following individuals:

Best of the Best 2002-2004

Name	Designation	Years in Service
Alamghir Shah	Driver	15 years
Ashfaq Ahmed	Operator	15 years
Bakht-e-Rawan	Crane Operator	15 years
Ghulam Jilani	Operator	15 years
Tanwir Ahmed	Marketing Officer	20 years
Tanseer Alvi	Executive Secretary	20 years
Nawaz Ali	Helper	20 years
Muhammad Hanif Bana	Assistant Manager - A&C	25 years
Muhammad Shah	Operator	25 years
Syed Nawab Shah	Security Guard	25 years
Rehan Gul	Watchman	25 years
Muhammad Sarfaraz	Cleaner / Driver	25 years
Fazal Mateen	Sr. Fitter	25 years
Muhammad Iqbal	Helper	25 years
Ghulam Muhammad	Helper	25 years
Jeeva	Sweeper	25 years
Shahadat Ali	Helper	25 years

→ Cont. on PG 3



↑ Tina Sani at the Annual Dinner

editor's note

Through INSET I wish to welcome you in the new year and hope that it brings all the success and happiness to you. As we enter into the new year, we cherish all the bounties of 2004 while keeping a watchful eye on the shortcomings we had which we allow to eliminate in 2005.

Dadexians are entering into the new calendar year and the later half of the financial year with the determination to outperform their last year's performance.

Keep sending contributions to INSET in the form of news, views, articles and...you decide!

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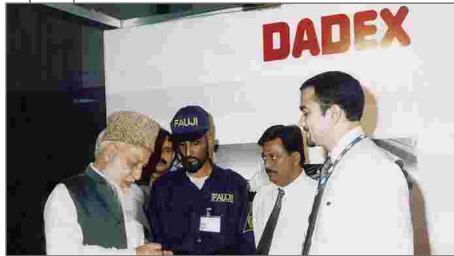
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Events & Exhibitions



City Nazim visiting the Dadex stall at IAPEX 2004

Dadex makes waves at IAPEX 2004

Dadex sponsored a three day building & materials exhibition, IAPEX – 2004 held during December 10, 11 and 12, 2004 at the Expo Centre in Karachi. More than 80 companies and institutions displayed their product and services.

A two day IAP Forum titled 'My Architecture – Our Architecture', was organized to synchronise with the exhibition. Prominent national and international architects presented their works of architecture. They included Habib Fida Ali (Pakistan), Ramesh Khosla (India), Kinya Maruyama (Japan) and Cengiz Bektas & Abdi Guzer (Turkey). A number of delegates which included professional architects and students from all over Pakistan attended the forum.

'Water & Sanitation: A historical perspective' was the title of the presentation presented by Mariam Durrani, AM-Brand Development at the symposium. The presentation encouraged architects to draw important lessons on urban infrastructure planning from ancient cities such as the Indus Valley Civilization. Other sponsors included International Industries Ltd. & Master Chemicals Ltd.



Dadex stand at the Seminar, Sheraton-Karachi

IAP-Engro Asahi Seminar

A seminar on creating awareness for uPVC among architects, consultants, builders and developers was recently organized by Engro Asahi in collaboration with Archi Times in Karachi. Dadex was one of the sponsors for the event and displayed

its stall with a range of uPVC Pipes and Fittings. Dadex also distributed its corporate vision mugs as a giveaway to the participants.

newsbites

Eid Mubarak! Cherishing the spirit of Eid at the Dadex House on Nov 18th 2004



Dadex House: The Ultimate Fire Free Zone!

Great news! In a recent survey undertaken by the Fire Protection Association of Pakistan, Dadex House ranked No. 1 among all high-rise buildings on Shahra-e-Faisal Road. Dadex house distinctly stood out for its fire safe construction, fire alarm and detection systems, fire extinguishers, riser, rescue tools and proper emergency stairs.

Other buildings surveyed included The Plaza, Fortune Centre, Business Centre, Kawish Crown, Sea Breeze and Technology Park.



Dadex Sponsors Seminar on PVC By Engro Asahi

A similar seminar geared towards creating awareness of uPVC among the architectural community was recently held in Lahore. The seminar was organized by Institute of Architects Pakistan in collaboration with Engro Asahee. Dadex being a leading manufacturer for uPVC Pipes made its presence felt through a dedicated stall displaying the Dadex uPVC Pipe range. Leading architects attended the seminar. The Minister of Environment Punjab Mr. Makhdoom Ashfaq Ahmad chaired the seminar and visited the stalls along with architects."

New Stationery

New Dadex stationery was launched earlier in November 2004. Stationery elements include letterheads, continuation sheets, envelopes and business cards. The launch and active use of new stationery is yet another image building initiative by Dadex.

Happily Married

Following Dadexians tied the knot:

- Rizwan Raza Haider, Plant Manager CC Div., with Ms Gulnaz Fatima.
- Afzal Minhaj Malik, Quality Assurance Officer, with Ms Sanobar Kanwal.
- Faisal Khan, Junior Account Executive - Accounts, with Ms. Gul Sabeen

We wish all the couples our heartiest congratulations and a happy married life.

New at Dadex



Zaheer Ali Bukhari
Office Assistant cum Sales Coordinator
Islamabad
November 01, 2004



J. Mustafa Shahid
Assistant Sales Manager
Dadex House
November 1, 2004



Imran Allah Wala
Assistant Sales Manager
Dadex House
November 2, 2004



Faisal-un-Nabi Khan
Junior Sales Manager
Dadex House
November 1, 2004



Bina Sabir
Junior Manager
Dadex House
November 1, 2004



Muhammad Shoaib
Junior Sales Manager
Dadex House
November 3, 2004

➔ Cont. from PG ① cover story

Best Workers' Award 2002-2004

	Muhammad Yousuf	Time Keeper
2002-2003	Lal Bahadur	Crane Operator
	Illyas Saheuddin	Senior Fitter / Turner
	Sher Zaman	Helper
	Abdul Waheed	Helper
2003-2004	Haji	Operator

Best of the Best 2002-2004

2002-2003	M. Adnan Irfan	Clerk
2003-2004	Ghulam Hussain	Operator

Employees who retired during the past quarter were awarded a gold medal and a cash prize at the ceremony. They include:

- ➔ Muhammad Ibrahim, Helper - 29 years of service at the Karachi Factory
- ➔ Shamsi Khan, Crane Operator - 36 years of service at the Karachi Factory
- ➔ Fida Hussain, Helper - 29 years of service at the Karachi Factory.

The function concluded with a vote of thanks followed by lunch.



Zaighum Zaman
Assistant Sales Manager
Dadex House
November 22, 2004



Syed Shahrulh Mehdi
Assistant Sales Manager
Dadex House
November 22, 2004



Zubair Ahmed Khan
Junior Sales Manager
Dadex House
November 22, 2004



Safi Haider
Junior Sales Manager
Lahore
November 01, 2004



Muhammad Abbas Ali
Store Officer
Karachi Factory
October 12, 2004



Naweed Hassan Khan
Production Engineer
Karachi Factory
September 14, 2004

■ training programs

Training Program At Al-rahim Builders

A training program in association with the Al-Raheem Builders was conducted in Hyderabad by the CSD South team. Participants were briefed on the advantages and installation procedure of PE pipes and fittings.



↑ MCS conducting the training session at Hyderabad.

Dadex Speaks At MTRI

A four day training course was organized by the Municipal Training and Research Institute (MTRI) on Fundamentals of Municipal Engineering during December 15-18, 2004 at the premises of MTRI, Karachi. Tasneem Ahmed Qazi, National Manager Customer Services (NMCS) was invited as one of the key note speakers at the session. He delivered a lecture on Chrysotile Cement and uPVC Pressure Pipes. Participants included members of the local Government, Town Nazim and engineers.



↑ NMCS addressing the audience at MTRI, Karachi.

Site Training For Sheet Fixers

A training session was conducted for sheet fixers and helpers on the installation of LSC sheets at Al-Sadiq Traders in Karachi in October 2004. Participants were briefed on various aspects of on site sheet installation. → Cont. on PG 5

■ point of view

What we should know of Customer Services By Nasir Hussain, JM-CSD

Dadex has always been committed to customer service. Leaving our customers delighted with their choice in choosing Dadex is a top priority for us as an organisation. The following code of practice is an easy guide to making the customer smile, and us the champions in delighting customers

STEP 1: EXPLORE YOUR CUSTOMER

- Determine their needs and preferences
- Share information with customers on how you can help them by making product presentations
- Search for the customer's core driving force with regards to your product

STEP 2: AGREE

- Ensure that customers have a thorough understanding of the product they are willing to purchase
- Provide the customer with flexibility – this encourages your customer
- Become a true representative of your customer
- Remove ambiguities with regards to prices, discounts, delivery details, payment modes etc. of the product
- Safeguard yourselves by clearly stating all sales terms and conditions in the agreement → Cont. on PG 5



➔ Cont. from PG④ point of view

STEP 3: DELIVER

- ➔ Ensure the secure delivery of goods and the accompanying product descriptions, brochures and complimentary items
- ➔ Contingency plans must be in place to compensate for any unforeseen delays or problems

STEP 4: ASSURE

- ➔ Ensure that customer care continues after the sale is made
- ➔ Maintain a track record of transactions, details, customer preferences, complaints and compliments for future reference

CONCLUSION

To meet the challenges of our competitive environment, presence of an effective system is critical. The provision of customer service should not be by chance but an essential component of ensuring customer satisfaction.

■ book review



Every forthcoming issue of Inset will now feature a book recommended by avid readers at Dadex. This quarter's choice comes from **Mr. Tasneem Ahmed Qazi, National Manager Customer Services.**

Title: Al-Io-Io Wal Marjaan

Compiled by: Mohd Fawad Baqi

Translator: Syed Bashir Ahmed

Category: Spiritual/Religion

Readers will find this compilation informative and useful since it successfully captures various aspects of life in light of the Prophet's practices and teachings. It serves as a practical guide to our Prophet's (PBUH) sayings on day to day issues. All sayings have been categorically divided which make searching through the relevant topics easier. The sayings have also been verified from Sahi Bukhari and Sahi Muslim.

Do you wish to recommend a book for this section? Send us a brief review of your favorite book.

➔ Cont. from PG④ training programs

A workshop on Dadex pipe systems was held at Govt. Technical & Vocational Training Centre (GTVC) Peshawar on September 29, 2004. Safdar Mahmmod, Saeed Khan and Irfan Khatak inducted training sessions for installation methods of Polydex, Nikasi and P.E pipes. The students were given lectures with demonstrations. Advantages and technical features of Dadex pipe systems were also discussed. More than 30 plumbing students and their instructors participated in this session – including Syed Halim Shah, Principal of the Technical Centre. He appreciated and especially thanked the Dadex team for their efforts.

A training course was conducted by Tasneem Ahmed Qazi on Fibre Cement and u-PVC Pressure Pipes at the Municipal Research & Training Institute on December 16, 2004. 25 participants attended the course including local government officials, nazims and engineers.

Training program on installation of Polydex & Nikasi: Pipes at one of the Army Housing Directorate sites in Peshawar. Training was conducted by Safdar Mahmmod, Saeed A.Khan & Adnan Rehmat.



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ڈاڈیکس کی سالانہ تقریبات

ادراہ:

میں آپ سب کو سال نو کی مبارکباد پیش کرتا ہوں اور امید کرتا ہوں کہ یہ سال آپ سب کے لیے بہت سی خوشیاں اور کامیابیاں لے کر آئے۔ نئے سال کی آمد کے موقع پر ہم سب کو جہاں پچھلے سال کی کامیابیاں یاد آ رہی ہیں وہیں ان کمزوریوں کو بھی یاد رکھنا چاہیے جنہیں ہم نئے سال میں دور کرنے کا عزم کریں گے۔

ڈاڈیکس نئے کیلنڈر سال اور اقتصادی سال کے دوسرے نصف میں اپنی گزشتہ سال کی کارکردگی کو مزید بہتر بنانے کے عہد کے ساتھ داخل ہو رہے ہیں۔ اپنی نگارشات ان سیٹ کو بھیجتے رہیں۔ شکریہ

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اس سال کمپنی نے اپنی کامیابیوں کے سفر میں شامل تمام ملازمین کے لیے مختلف تقریبات کا اہتمام کیا۔ ان تقریبات کا مقاصد ملازمین کو ان کامیابیوں میں شریک کرنا تھا۔ جو کمپنی نے ان کی ان تھک محنت کے ذریعے حاصل کی۔ اس سلسلے میں کراچی فیکٹری میں ظہرانے اور ہیڈ آفس کے ملازمین کے لیے ڈنکا اہتمام کیا گیا۔ اس کے علاوہ حیدرآباد فیکٹری اور نارتھ کی ٹیم کے لیے ڈنر بھی پروگرام میں شامل ہیں جو جنوری کے مہینے میں متوقع ہیں۔ اللہ تعالیٰ سے دعا ہے کہ ڈاڈیکس اسی طرح ترقی کے مراحل طے کرتی رہے اور ہم اس طرح آپس میں خوشیاں بانٹتے رہیں۔

اس سال سیلز کانفرس کا انعقاد سری لنکا میں کیا گیا۔ تمام سیلز اور سیلز سے متعلق شعبوں کی کارکردگی اور آنے والے سال کی حکمت عملی کا جائزہ لیا گیا۔ اس موقع پر چیئرمین جناب مقبول رحمت اللہ نے اس بات پر زور دیا کہ آنے والا وقت اپنے ساتھ نئے چیلنج لے کر آئے گا، اور ہم سب کو اس کے لیے زیادہ مرتب ہونے کی ضرورت ہے۔ سیلز ڈپارٹمنٹ نے اگلے نئی پلانڈیوں کو چھوٹے کا عزم کیا اور امید ہے کہ ہر آنے والا سال ڈاڈیکس کو کامیابیوں کی نئی منزلوں تک لے جائے گا۔ انشا اللہ



New at Dadex



Ghulam Murtaza Simair
Junior Manager Customer Services
Sukkur
October 27, 2004



Syed Atif Zia Naqvi
Junior Technical Officer
Karachi Factory
September 14, 2004



Qamar Shah Khan
Junior Technical Officer
Karachi Factory
September 20, 2004



Kashif Gul Khan
Junior Accounts Executive
Dadex House
December 01, 2004



Hafiz Noor Alam
Imports & Exports Executive
Dadex House
December 06, 2004