



# NEWS LINE

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July - 2013 to June - 2014



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ASA is committed to achieve high standards of Environmental Management System to maintain its reputation as an environment friendly, responsive and dynamic organization.



### Promote:

Pollution prevention .  
  
Reduce environmental impact by proper handling and disposal of wastewater, solid waste, hazardous substances.  
  
Reduce gaseous emissions .  
  
Reduction in noise impact.  
  
Meet or exceed applicable environmental, health and safety laws and regulations.

### Conserve:

Energy and other resources.  
  
Use less material, promote recycling.  
  
Reduce the impact of our product packaging on the environment.

### Comply:

With all the applicable environmental legislation & regulations.  
  
Cooperate with concerned authorities.

### Improve:

Our environmental performance continuously by regularly reviewing objectives.  
  
Conduct audits and management reviews under our Environmental Management System.

### Educate:

Train and motivate employees and interested parties to conduct activities in an environmentally responsible manner and as per the company's environmental policy.

## 'TAKING RISKS AND END IT WITH SUCCESS'

What I called is professionalism becomes a norm or you can say a trend of PCI. The last year was the year of achievements that brought hopes and opened the door of attainment and triumph.

Besides attaining the organizational objectives, the PCI tied its knots internationally and had some new techniques in the company to improve its perfection.

The certain changes became the cause of the employees' self-motivation and self-satisfaction that made their graphs of performance more higher.

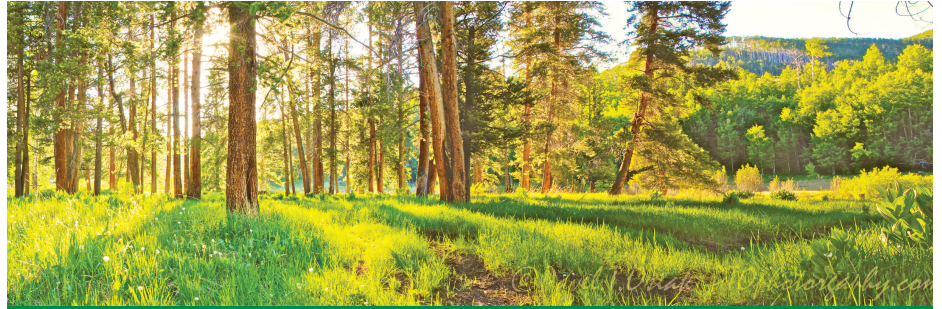
As one of our colleague quoted,

**"I am not afraid of changes because it will first cause to lose something good and then gain something better."**

So with it, we have a little bit changes with our NewsLine too to keep up your interests of reading.

Hope you will like it.

**Anum Ahmad**  
Managing Editor



## The New Variation



In the manner to achieve more progress in the achievements, PCI is nourishing itself with more advance techniques and technologies for its long lasting stay in the market. PCI has implemented the SAP (i.e., ERP Software) and environmental policy so it can have more accuracy and so, its graph of establishment can meet the standards of its stakeholders and the need of the time.

### THE TEAM

|                  |   |
|------------------|---|
| Patron:          | Mehdi Ali Rizvi (Director)                                  |
| Managing Editor: | Anum Ahmad (Executive HR)                                   |
| Editor:          | Zafar Manzoor (Sr. Executive HR)<br>Tariq Raza (A.M. Admin) |

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# REDEFINING FUTURE

The auto parts manufacturing industry is highly depend on OEM's volume. The nature of product is such that parts are not interchangeable. Hence, the reliance on OEM is essential.

On the other hand the OEM volumes are dependent on external factors related to economy, which is very complex to predict in our country. To survive in this challenging environment we have to keep an eagle eye over these factors;

VE) ideas and our focus is to bring our manufacturing cost down, to do so we have studied and applied different Tools of VA / VE such as;

- \* Scrap Utilization
- \* Design / Spec Change
- \* Weight Reduction
- \* Process Change
- \* Yield Improvement
- \* Communization

In VA / VE we study value with

| Un Controllable Factors: | Controllable Factors:   |
|--------------------------|-------------------------|
| Monetary Policy          | Operational Cost        |
| Devaluation of Rupee     | Wastages Cost           |
| High Inflation           | Rejection / Rework Cost |
| Raw Material Cost        |                         |

Not only this but we need to set objective of doing things in such a way that we can create Win - Win situation for our customer and our organization

Setting objective is not an issue but its achievement, in order to achieve this we initiate Vale Addition / Value Engineering (VA /

respect to Function & Cost, so we targeted the ideal option which is to Increase functionality and reduce cost simultaneously.

We have not yet stopped here, still the journey of VAVE is going on, we are confident that this journey will reap more benefits to our customer and the industry.

| Before VAVE  | After VAVE   |
|--|--|
|  <p>Plastic Based Qtr Trim</p>   |  <p>Carpet Based Qtr Trim</p> <p style="color: red; font-weight: bold;">65% Saving</p>        |
|  <p>PVC Based Luggage (3Pcs)</p> |  <p>Carpet Based Luggage (1 Pcs)</p> <p style="color: red; font-weight: bold;">12% Saving</p> |
|  <p>PVC Dash Board</p>           |  <p>Felt Dash Board</p> <p style="color: red; font-weight: bold;">25% Saving</p>              |



## CUSTOMER IS PRIORITY AT ASA



The Pak Suzuki made ASA gratified when they visited ASA with its newly recruited team to make them accustomed with their vendor's culture and environment and how a relation has been established between the Pak Suzuki and ASA. The team was explained to the processes and the other works. The ASA's team made every possible effort to make the visit successful and to meet the purpose of the visit.

# Another milestone achieved...

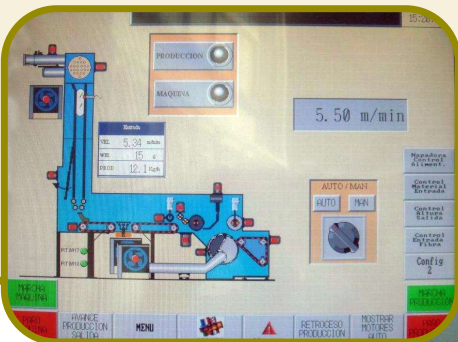
As part of Group's diversification strategy, we expanded ourselves into the Injection Molded Plastic Part Manufacturing. It was relatively new and far different product line, yet we took this challenge Through relentless effort and great support from our customers we, Alhamdulillah, succeeded.

Participation and sheer dedication of our team, consisting of Marketing, Development, Quality and Production Departments, enabled us to overcome all the obstacles and achieve what has not been done in the past. successful maturity of this project has further encouraged us to go for bigger and bolder projects in this line of business. We hope a day would soon come when all the vehicles in Pakistan would have injection molded parts manufactured by us.

ASA is the leading supplier of carpet and allied products, and, now we are looking forward to be the leader in plastic products.



## INTENSIFYING PRODUCTION CAPACITY



Our Group's Company, Unik Fabrics (Pvt.) Ltd is effectively meeting all the production challenges and has proven itself as a very handy co-partner in order to meet all the required targets of Automotive Division.

In recent past rapid increase in demand of Underlay (felt) was observed. Keeping in view the uprising intake of Underlay for industrial usage as well as household, and to deal with this emerging consumption Unik Fabrics (Pvt.) Ltd decided to induct a machine which can keep the velocity with this requirement.



After research, Technical Team finalized a EU origin Machine and hence, the inauguration of AIRLAY TECHNOLOGY took place in September 2012. It is very decent production machine so far and it enhanced the production capacity of Unik Fabrics enormously from 8000 SQM to 25000 SQM a day. We know "The Quantity Devoid of Quality Means Nothing", so AIRLAY not only produce quantity but also qualify all the quality standards we follow.

The size of this machine covered around 400 Sq. Meter approximately. Due to its size and production abilities the people working in AIRLAY department calls it "JiNN".



# PCI FLOORING

The aim of this newsletter, and all the future newsletters, is to update our readers about our projects and products.

Because of the co-operation of our valued clients and our partner brands, we have been able to floor many wonderful projects in Pakistan.

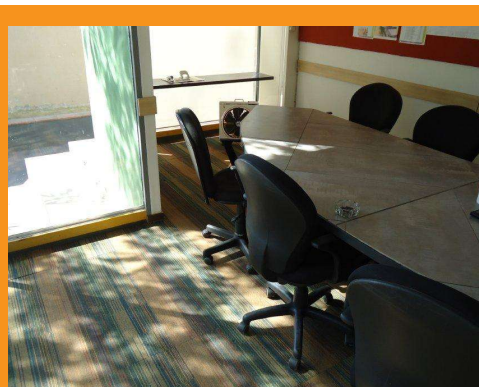
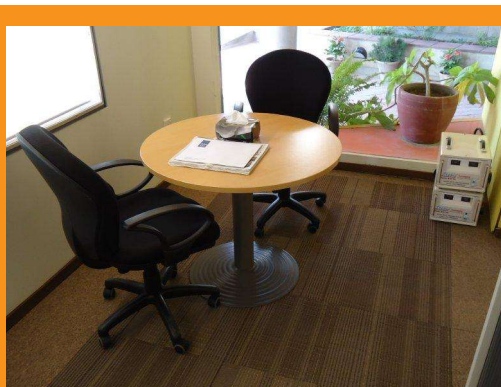
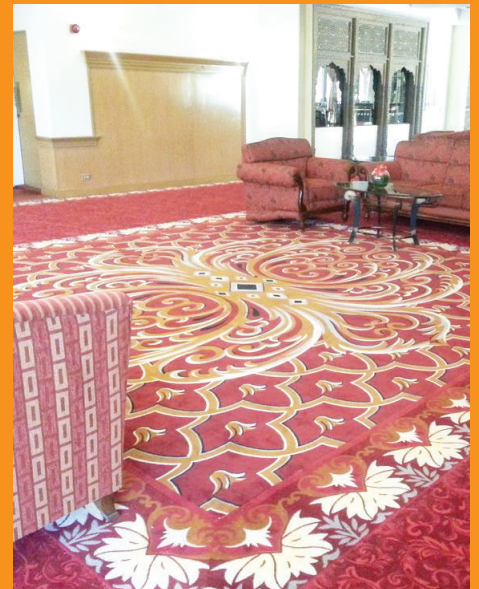
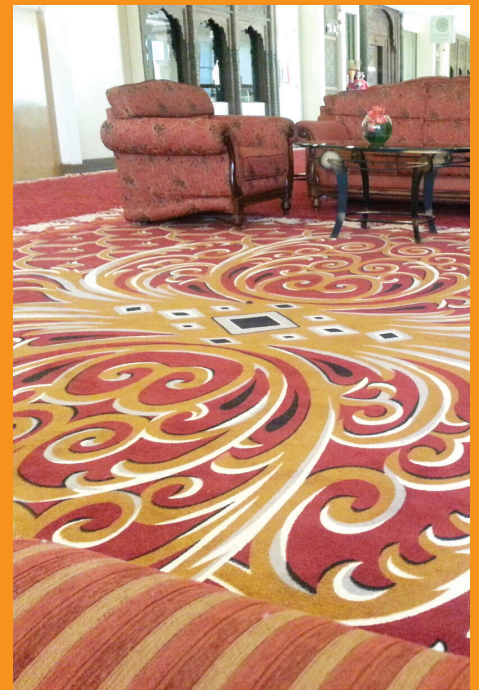
We hope that their association with us continues for the years to come, especially at this crucial junction when we are undergoing a rebranding process.

The aim of our rebranding exercise is to reposition ourselves as a brand which is accessible to consumers nationwide. We feel that with time everyone needs to innovate and reinvent themselves and it is keeping this theory in mind that PCI Flooring feels the need to come up with a new image. This in no way will affect our relations with our current clientele, in fact we aim to improve upon our current service level and go two steps beyond this.

It is with pride and gratitude that we present to you our new newsletter and hope that you will enjoy looking at our project pictures and CSR work.

We would like to thank our partner brands;

*Interface* FLOR®



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# 8 WAYS OF SELF-MOTIVATION

Work, work and work as Jinnah's saying, gives a result that can be permanent and stable but less driven and energetic.

This saying worked in old times, but nowadays people need motivation so they can keep up their effectiveness and efficiency both in their work to give more productivity. The western world has main focus in introducing some new motivational ways to their working level so they can't be jaded while they are on work. They have their concentration on Elton Mayo's Theory which says the employees must be cared by the organization.

The organizations appreciate such workers or employees that know how to bring wits in their work.

By the small effort, we can be the ones who can be appreciated by our management too. Recently, I come across the Ian Messy's article, who beautifully explained the 8 steps towards Self-motivation which can help an individual in different ways.

To you, here are the 8 steps of Self-motivation from Ian Messy's desk.

- 1. Start simple.** Keep motivators around your work area - things that give you that initial spark to get going.
- 2. Keep good company.** Make more regular encounters

with positive and motivated people. This could be as simple as IM chats with peers or a quick discussion with a friend who likes sharing ideas.

**3. Keep learning.** Read and try to take in everything you can. The more you learn, the more confident you become in starting projects.

**4. Stay Positive.** See the good in bad. When encountering obstacles, you want to be in the habit of finding what works to get over them.

**5. Stop thinking.** Just do. If you find motivation for a particular project lacking, try getting started on something else. Something trivial even, then you'll develop the momentum to begin the more important stuff.

**6. Know yourself.** Keep notes on when your motivation slumps and when you feel like a superstar. There will be a pattern that, once you are aware of, you can work around and develop.

**7. Track your progress.** Keep a tally or a progress bar for ongoing projects. When you see something growing you will always want to nurture it.

**8. Help others.** Share your ideas and help friends get motivated. Seeing others do well will motivate you to do the same. Write about your success and get feedback from readers.

I enjoyed reading the Ian's article and adopted the 2 points i.e. to stay positive and keep learning that brings self-reliance to such level where I can see a change in myself and that will mirror in the work. Try it, what so ever, might be it will bring change in you and in your work.



BEST 5S OF THE YEAR



CRICKET 2012 - 2013



PICNIC 2012-2013



BEST EMPLOYEE OF THE YEAR (PS)



BEST EMPLOYEE OF THE YEAR (MALIR)



BEST KAIZEN OF THE YEAR (MALIR)



BEST KAIZEN OF THE YEAR (PS)





## 2nd POSITION AMONGST VENDORS IN TOYOTA IMC 20th QCC CONVENTION

Apart from daily routine activities we feel honour to mention that we work for Continues Improvement Activities through Quality Control Circle (QCC) not only on shop floor but also to get customer satisfaction.

Every year a QCC convention is organized in IMC and out of

60 vendors we got second position in the grand final. Our circle name is "The Initiators " under the theme title of 'to win customer confidence through PPM and DPU reduction' Being the part of this QCC convention we established good interpersonal relationship among the team members, without team-work it was not possible for us to achieve



the objectives effectively. We built the sense of fellowship, common interest and commitment to the accomplishments of objectives which was rewarding experience for all of us.



## EXCELLENCE ACKNOWLEDGE

### INDUS MOTOR COMPANY



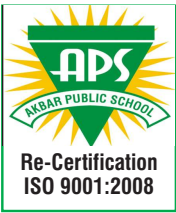
By keeping the convention of delivering every product on time to our customers, ASA is again being acknowledge with 2012's Delivery Award after the 2011's award by Indus Motors.

The marketing team is still on stream with their voyage of overpassing the milestone and performing extra ordinary to be recognized internally and externally.

We are still looking forward to keep the record next year so than ASA can have the unbeaten record to achieve three consecutive yearly Awards.







# NEWS LINE PCI

## AKBAR PUBLIC SCHOOL



### 4th Pakistan Educational Tour 2013



Maudan Lake, Kalam



Malam Jabba ,Swat



Salt Mine, Khewra



APS Nursery Staff having Appreciation Certificate



Millad un Nabi (SAWW)

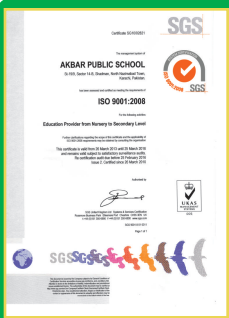
### EVENTS & ACTIVITIES



Nursery Classes Visited to the Amusement Park



Annual Picnic 2013



### 5S Award

Principal & Supervisors visited Ali Institute & Sufi Foundation Lahore & exchanged working experiences and ideas with each other.

URL: [www.akbarpublicschool.edu.pk](http://www.akbarpublicschool.edu.pk),



"Plantation Project in Pak Suzuki"

