

INSET

A Quarterly Publication of Dadex Eternit Limited.

cover story

Dadex Celebrates World Water Day

WaterWise Art Contest 2005

Dadex recently organized a children's art competition which was supported by the World Wide Fund for Nature – Pakistan. The competition was titled 'WaterWise Art Contest' and was held in Karachi to celebrate World Water Day. The top three winners from two age groups were awarded prizes and certificates at a colourful prize distribution ceremony which was held at Marriott Hotel on 20th March 2005.

Over 60 leading schools participated in the contest and more than 1,500 individual entries were received from students of the participating schools. The contest invited children between the ages of 08-10 years and 11-13 years to paint posters on the themes of 'Water for Life' and 'Let's Conserve Together' respectively.

Over 200 people attended the judging and prize distribution ceremony. This included contestants with their families, school principals, diplomats, literary figures and members of the press.

Judges for the competition were Arshia Qadir, Group Art Director Jang Group of Newspapers; Durraiya Kazi, Chairperson, Visual Arts Studies Dept. University of Karachi; Dr. Ejaz Ahmed, Deputy Director General-WWF Pakistan; Dr. Abdul Latif Rao, Country Representative - IUCN and noted artist Feica.

The Chief Guest on the occasion was Shamsul Haq Memon, Secretary of Environment, Government of Sindh who stressed on the need to educate the young about global environmental issues. The keynote address was made by Douglas Rohn, Consul General of the U.S.A.

The Chairman, Maqbool H. H. Rahimtoola, explained that Dadex hopes to strengthen the concept of water conservation further in times to come and link this up with the company's efforts of corporate social responsibility.



↑ WaterWise Art Competition: Winners & Runner Ups of the contest with the Judges, Chief Guest, Keynote Speaker and Chairman-Dadex at the ceremony



↑ 1st Prize winner in Group A - Iqra Moazzam, Froebel Education Centre

North & Central Celebrate Success

Dadex's North & Central regions organized a joint annual dinner in February 2005. M. Hassan (Regional Director) gave the welcome address for the program. The event featured various contributions from all those present, such as poetry recitals, jokes and parodies. This was followed by a song competition, a general knowledge quiz contest, and a live band performance.

The event was moderated by Afaq Qazi (General Manager HR) and Zafar Miraj (Sales Manager Islamabad), and was attended by the Managing Director, Sikander Dada.

→ North and Central Team with MD at the Annual Dinner



editor's note

This issue encircles a number of interesting events that took place during the last quarter. The most notable being the WaterWise Art Contest which generated an overwhelming response from schools and students. Dadex has always been committed to its duties as a good corporate citizen and the art contest was an initiative in this regard through which the importance of water and its conservation was highlighted amongst children. Judging by the entries received and zeal with which the students participated – we are certain that this event has indeed been a fun learning experience for them all.

Dadexians are the biggest asset of the company. They are working together as a team to achieve new heights as they are entering the last quarter of the financial year 2004-2005. With growing business opportunities around us, we need to continue to work diligently to attain professional excellence in all spheres of business so as to ensure customer delight.

BEST OF LUCK!

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Let's Grow Together:



↑ A satisfied customer in Faisalabad was happy to show us his crop yield which showed the excellent results achieved with the Dadex drip irrigation system installed at his farm



↑ Inauguration of the fittings warehouse at the Karachi Factory



↑ Celebrating Eid at the Head Office

events & exhibitions

Drip and Sprinkler Irrigation Systems Displayed at AgroAsia, Karachi



Dadex displayed a dedicated stall to display its range of irrigation systems at AgroAsia held from the 26th to the 28th of March. The stall had a working demo of drip irrigation, and had video animations showing relevant information about irrigation systems offered by Dadex. AgroAsia was the first exhibition of its kind to take place in Pakistan, and received an overwhelming response from relevant sectors. The Dadex stall attracted a number of representatives from government organizations, research institutes, and agricultural farmers.

The Greatest Home Build Show 2005

Over 46 companies displayed their architectural, civil engineering, interior, home comforts and household products at the 16th annual 'Greatest Home Build Show' held from the 4th to the 6th of March. Dadex exhibited its products in a stall at the exhibition which was visited by a number of architects, engineers, designers, contractors, trade professionals and the general.



Vision Of Nature

WWF's 4th Traveling International Environmental Film Festival

Dadex recently sponsored WWF's Traveling International Environmental Film Festival; an endeavour to share a large assortment of films on various environmental and development issues. The festival was attended by senior government officials and journalists, along with members of the general public who were interested in nature and conservation. This event falls in line with Dadex's active role in corporate social responsibility.

EXPO 2005

The International Trade Exhibition, EXPO 2005 was held at Karachi Expo Centre from February 2 - 5. The exhibition was the first of its kind and was organized by Export Promotion Bureau. Over 470 companies including entrepreneurs displayed their products and promoted their services. Dadex displayed its stall in this exhibition and attracted foreign and local visitors alike.



health wise

Fight ailments with good food!

Submitted by Tasnim Tahir, QA Officer Karachi Factory

COLDS? EAT GARLIC!

Clear up that stuffy head with garlic.

COUGH? USE RED PEPPERS!

A substance similar to that found in cough syrups is found in hot red pepper. Use red (cayenne) pepper with caution-it can irritate your tummy.

HEADACHE? EAT FISH!

Eat plenty of fish - fish oil helps prevent headaches. So does ginger, which reduces inflammation and pain.

INSOMNIA? HONEY!

Use honey as a tranquilizer and sedative.

HIGH BLOOD PRESSURE? EAT CELERY AND OLIVE OIL!

Olive oil has been shown to lower blood pressure. Celery contains a chemical that lowers pressure too.

UPSET STOMACH? BANANAS or GINGER!

Bananas will settle an upset stomach. Ginger will cure morning sickness and nausea.

(Source: Nature - Jan. 2005)

New at Dadex



Muhammad Shahzad Qureshi
Asst. Manager
Finished Goods (Fittings)
Karachi Factory
January 31, 2005



Saqib Waheed
Junior Technical Officer
Karachi Factory
December 06, 2004



Syed Fahim Hussain
Junior Technical Officer
Karachi Factory
December 07, 2004



Syed Fahim Ahmed
Junior Technical Officer
Karachi Factory
December 03, 2004



Murtaza Hussain
Junior Manager
Delivery Operations
Karachi Factory
February 14, 2005



Syed Masroor-ul-Haque
Junior Manager
Planning & Coordination
Karachi Factory
February 14, 2005



Syed Abdul Sattar
Junior Accounts Executive
Dadex House
January 03, 2005



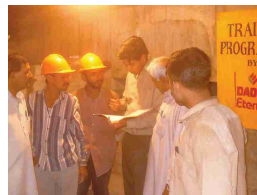
Muhammad Usman
Junior Sales Manager
Lahore
January 04, 2005

training programs

Site Training Session Conducted for National Engineering Services at AKUH

A site training was conducted by JMCS & JMCS (F) for the staff of National Engineering Services working at Aga Khan Hospital. This site training was planned for facilitating the installation of Polydex and Nikasi in hanging conditions. The session was followed by a physical demonstration of socket fusion jointing for the participants.

→
JMCS explaining about
Dadex Nikasi Pipe System



Plumber Training Program Held at Mustaqim Dyeing & Printing Industries (Pvt.) Ltd

A plumbers' training program was conducted on the Installation Techniques of Polydex by JMCS(F) at M/s Mustaqim Dyeing & Printed Industries (Pvt.) Ltd. The session was informative for all the participants as Polydex was successfully introduced at M/s Mustaqim Industries (Pvt.) Ltd. for the first time.

→
JMCS (F) with participants at
M/s. Mustaqim Dyeing & Printing Industries (Pvt.) Ltd.



Site Training Session Conducted for Shamsi Builders

An onsite training session was organized and conducted by the Customer Services team earlier in March, 2005 with Shamsi Builders. The sessions were targeted towards the staff working onsite and featured guidelines on proper laying and jointing techniques for Dadex Fiber Cement Pressure Pipes.

A number of participants attended the session including Executive Engineer (SITE), Project Manager (Shamsi Builders), Engineers, Supervisors, representatives of Consulting Firm, Contractors, Sub-contractors and their respective staff.

Mr. Uzair, Project Manager - Shamsi Builders gave a welcome address in which he described the importance of such sessions specially for the field staff and acknowledged the efforts made by Dadex team and appreciated the proactive approach.

↑ Product Demonstration:
Participant during the training session



Plumber Training Program Held in Multan

A plumber training program was held in Multan earlier in January. Over 40 plumbers from various sanitary markets attended the training program on 'Jointing Techniques of Polydex, Nikasi and PE Pipes'. Plumbers were awarded certificates after the completion of the training session.



Training Session at Army Housing Multan

Technical staff, contractors and plumbers at the Army Housing, Multan participated in a training program based on features of Polydex and Nikasi. The session was followed by practical work by the plumbers onsite which was found satisfactory by all present on the occasion. The department personnel appreciated efforts by the Dadex team in Multan.



Karachi Factory: Path to Grow

A computer training session was conducted at the Stores department of the Karachi Factory earlier in January 2005. This was part of the initiative to computerize the currently manual Purchase Requisition system. It is hoped that this initiative will help streamline activities in Stores.

news bites

Tanveer Saleem goes on Quality Training Scholarship: Tokyo, Japan

Tanveer Saleem (Technical Manager PD & QA) won a scholarship to attend a 2-week 'Program on Quality Management for Pakistan' (PAQM) organized by the Association for Overseas Technical Scholarship (AOTS) in Japan. He was part of a group of 21 senior managers from Pakistan who attended the program that was geared towards promoting a deeper understanding of the practices of quality management in Japan. The program included lectures and visits to various Japanese companies that are internationally renowned for their quality standards.

Seminar on "Converting Dreams into Realities"

Dadex sponsored a seminar on "Converting Dreams into Realities" organized by fortnightly publication, the Engineering Review earlier in February at the University of Engineering and Technology, Lahore. Dadex participated by setting up a product stall and branding the event venue.

Congratulations to Mr. Saleem Memon and Ms. Amna who recently tied the knot. We wish them both all the best for the future.



Shahzad Ashraf
Junior Sales Manager
Faisalabad
January 03, 2005



Ahsan Ali Qureshi
Asst. Sales Manager
Lahore
February 01, 2005



Faisal Akhlaq
Asst. Manager Accounts
Dadex House
February 28, 2005



Syed Ahmed Ali
Purchase Manager
Dadex House
January 01, 2005



Shah Jahan
Junior Technical Officer
Karachi Factory
March 01, 2005



Muhammad Aslam Khan
Junior Technical Officer
Karachi Factory
March 01, 2005



Sheikh Waqas Javed
Junior Officer Q.A.
Karachi Factory
March 07, 2005



Muhammad Adnan Khan
Junior Technical Officer
Karachi Factory
March 07, 2005

ڈاڈیکس

ڈاڈیکس ہماری عظمت والی

ڈاڈیکس ہماری شانناں والی

ڈاڈیکس ہماری اچھی ہے ڈاڈیکس ہماری پیاری ہے۔

ہر شہر میں اسکا نام ہے

ہر گھر میں اسکا کام ہے

یہ بڑی ہی قسمت والی ہے

یہ بڑی مقدر والی ہے

ڈاڈیکس ہماری اچھی ہے ڈاڈیکس ہماری پیاری ہے۔

ہر شہر میں اس نے کام کیا

ہر شہر میں اس نے نام کیا

ڈاڈیکس ہماری عزت والی

ڈاڈیکس ہماری اچھی ہے ڈاڈیکس ہماری پیاری ہے۔

ہم سب اس میں کام کرتے ہیں

ہم اس سے محبت کرتے ہیں

ہم اس کے گیت بھی گاتے ہیں

ہم سب اس کا ہی لکھتے ہیں

ڈاڈیکس ہماری اچھی ہے ڈاڈیکس ہماری پیاری ہے۔

جو اس کے مقابل میں آیا

وہ بڑا ہی گھبرایا

ڈاڈیکس ہماری جرأت والی

ڈاڈیکس ہماری ہمت والی

ڈاڈیکس ہماری اچھی ہے ڈاڈیکس ہماری پیاری ہے۔

میں تیل والوں کو سلام کرتا ہوں

جو شہر شہر میں جاتے ہیں

ڈاڈیکس کی شان بڑھاتے ہیں

ڈاڈیکس کا مان بڑھاتے ہیں

ڈاڈیکس ہماری اچھی ہے ڈاڈیکس ہماری پیاری ہے۔

منیا حیدر
لاہور آفس



A Quarterly Publication of Dadex Eternit Limited.

عالمی دن برائے آب اور ڈاڈیکس:

ڈاڈیکس نے عالمی دن برائے آب کے حوالے سے کراچی میں اسکول کے بچوں کے درمیان ایک آرٹ کے مقابلے کا اہتمام کیا، مقابلے میں بچوں نے پانی، اس کے زیاں اور اس قدرتی وسیلے کی اہمیت جیسے عنوانات پر نہایت عمدہ ڈرائنگز بنائیں، مقابلے کے اختتام پر مقامی ہوٹل میں ایک رنگارنگ تقریب برائے تقسیم انعامات منعقد کی گئی جس میں پہلے تین انعامات حاصل کرنے والے طلبہ اور اس کے علاوہ پہلی پچاس بہترین ڈرائنگز بنانے والے طلبہ اور طالبات نے شرکت کی۔

اس مقابلے میں تقریباً ۶۰ اسکولوں کے ۱۵۰ طلبہ اور طالبات نے شرکت کی اور اپنی بنائی ہوئی تصاویر مقابلے کے لیے بھیجیں۔ طلبہ اور طالبات کو عمر کے لحاظ سے ۸ سے ۱۰ سال اور ۱۱ سے ۱۳ سال کے دو گروپوں میں تقسیم کیا گیا۔ ۸ سے ۱۰ سال کی عمر کے گروپ نے "پانی برائے زندگی" اور ۱۱ سے ۱۳ سال والے گروپ نے "آئینہ مل کر پانی بچائیں" کے عنوانات پر تصاویر بنائیں۔ بہترین تصاویر کا انتخاب ججوں کے پینل نے کیا۔ یہ پینل محترمہ عرشہ قادر (گروپ آرٹ ڈائریکٹر - جنگ گروپ)، محترمہ دریہ قاضی (چیئر پرسن ڈپارٹمنٹ برائے بصری علوم کراچی یونیورسٹی) ڈاکٹر اعجاز احمد، (ڈپٹی ڈائریکٹر عالمی فنڈ پاکستان)، ڈاکٹر عبداللطیف راؤ (نمائندہ برائے پاکستان اُنی - یو سی - این) اور مشہور آرٹسٹ: فیکا پر مشتمل تھا۔

تقریب تقسیم انعامات میں بچوں کے علاوہ ان کے والدین، تقریب میں شامل بچوں کی اسکول پرنسپل، امریکی قونصل جنرل، صحافی حضرات اور دیگر ادبی شخصیات نے شرکت کی۔ تقریب کے مہمان خصوصی، صوبائی سیکرٹری برائے ماحولیات جناب شمس الحق مین نے اس موقع پر تقریر کرتے ہوئے بچوں کو پانی اور اس سے متعلق مسائل کے بارے میں باخبر کرنے کی اہمیت پر زور دیا اور اسے ایک عالمی ذمہ داری قرار دیا۔ تقریب کے مقرر خصوصی، امریکی قونصل جنرل جناب ڈگلس روہن تھے، جنہوں نے ڈاڈیکس کی اس کوشش کو سراہا۔ اس کے علاوہ چیئرمین ڈاڈیکس جناب مقبول رحمت اللہ نے بھی حاضرین سے خطاب کیا اور مستقبل میں معاشرتی مسائل کی طرف نشاندہی اور ان کے حل میں ڈاڈیکس کی طرف سے مزید کوششوں کا اعادہ کیا۔

ادراپہ

یہ شمارہ کچھلی سہ ماہی میں ہونے والی سرگرمیوں کا احاطہ کرتا ہے، جس میں سب سے قابل ذکر تصویریری مقابلہ تھا جس کا تفصیلی احاطہ کیا گیا ہے۔ ڈاڈیکس ہمیشہ سے اپنا ذمہ دار معاشرتی فرد ہونے کے کردار کو بخوبی سمجھتا آیا ہے، اور یہ تصویریری مقابلہ اس کا ایک ثبوت تھا۔ اس مقابلے کے ذریعے بچوں میں پانی اور اس کو بچانے کی اہمیت کو اجاگر کرنے کی کوشش کی گئی۔

ڈاڈیکس کمپنی کا بیش بہا سرمایہ ہیں۔ موجودہ اقتصادی سال کی آخری سہ ماہی میں ہم سب ایک متحد ٹیم کی طرح کام کرتے ہوئے داخل ہو رہے ہیں، روز بروز نئے مواقع ہمارے سامنے آرہے ہیں اور ہمیں اس بات کا احساس دلارہے ہیں کہ یہی وقت ہے کہ ہم سب مل کر ان مواقع سے فائدہ اٹھائیں اور فنی زندگی میں بہترین کام کریں۔



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Designed & Produced by O2 Communications

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March 01, 2005



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