



# Rhino Pulse

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### Interview with Mr Sohail P Ahmed (Director Thal Limited and Agriauto Industries)

**Q1) You have been a key leader in the automobile sector in Pakistan. As a member of the Board at AUTOCOM, what strategic drivers do you recommend for the management to focus on?** You have to pick your own drivers as a company. However, I believe a few things are of great importance. While starting Thal Limited and doing a root cause analysis for

longevity of the organization, I concluded that people are the greatest asset for any organization, and more so



**Mr Sohail P Ahmed with Corporate Communication team**

with a living organization. After all a company is a community of simple human beings, all other assets are for use by these human beings. They are there for a purpose of use only. You need to attract and retain good people. The only way to do that is to have a 'engaged and empowering' culture. Evolve to such a culture which is visible and felt and that even people from abroad will say WOW. To develop such a culture, you will have to jointly identify the work values that can nurture, nourish and evolve the culture. Such values will have to be walked all the time, especially by the seniors, more so by the chief executive. These values have to be communicated to all the people without exception, in a manner that they become living values, with common examples for easy

recall. These should not be compromised. Communication opportunities must be a galore, as it is not only good to vent, but gives the management to address matters transparently before they become cancer. To continually evolve as a living entity, new hire must be carefully selected, more for their values and attitude. I always looked for at least 2 e's, as enthusiasm, energy,

energizing etc out of 10. Mere skill in a field is not enough. This effectively helps to attract and retain good people Also keep on improving as an organization. As in golf raise your own bar rather than comparing with others as drivers to improve are within you.

**Q2) Pakistan suffers a loss of 8.5% of GDP due to the poor performance of the transport sector. The semi-trailer industry is un-regulated and we witness regular accidents and breakdowns that choke the already scarce road network. Road side workshop can put a semi-trailer on the road without any product liability. How can this be addressed in light of Pakistan's accession to the UN TIR and other international treaties?**

In this context, I think standards have to be made for this industry. EDB drew up standards for Trailers many years back and

gave them to PSQC but I don't think they have yet been implemented. There is a big gap between a policy and its implementation in this

**"you cannot ever over-communicate"**

country. You need to have a strategy for implementation of any policy. Similarly the standard for load per axle has been given by NHA, but it is not being implemented. A trucking policy was prepared over a decade back, again not implemented. Without its implementation, our trucks will remain Pakistan bound, while foreign trucks will weave through our roads and beyond after our accession to TIR. You need to have all the stakeholders together for the policy implementation. They need to be on the same page as far as policy implementation and their responsibility towards it is involved. Frequency of communication should increase as you cannot ever over-communicate

**(Continued on page 5)**

## Happenings

### Autocom Birthday

Autocom is a company with a rich heritage. It has a solid background in the heavy vehicle sector due to its decades of experience. It completed its 49 years in January 2017. The 49th Birthday of Autocom was celebrated with great enthusiasm at the head office. Decorations of our corporate colors were put up at the head office before hand. The celebration consisted of games and activities as well as announcement of new Rhino of the Quarter policy and Rhino Café. The initiatives were liked by our Rhinos. The event culminated with a cake cutting ceremony and a scrumptious lunch for our Rhinos.



*Our Rhinos Enjoying the Party*



*Cake Cutting Ceremony*

### Annual Lunch 2017

Our Annual lunch of 2017 was held in January 2017 with the same enthusiasm as the last one. Our Rhinos were eager for the event as soon as it was announced. The HR and admin team as well as our extremely helpful volunteers began the preparations months before the lunch

The Annual lunch 2017 was held at Arena, Karachi. Production staff and officers both were invited. The event started off with Recitation of verses from the Holy Quran followed by a welcome address by our Managing Director. Games with couples, employees and kids and short-plays by our Naatak company were also enjoyed by all. The event culminated with an award distribution ceremony for our hard-working Rhinos



*Our MD with his energizing welcome address*



*The Rhino family filled with energy and enthusiasm*

### Women's Day 2017 at Autocom

Autocom gives great importance to Equal opportunity and gender diversity and that is why we make sure that women are comfortable in the workplace and are given ample opportunities for advancement.



As part of this campaign, Autocom celebrates Women's day every year with great



*Motivational session in Progress*

zeal and enthusiasm. This year also, the Rhino Sorority Club partnered with a female oriented NGO called Circle. As part of this partnership, our female Rhinos went to NED university and Habib University to give career counselling sessions and motivational talks to students. The students enthusiastically listened to the advice given by the team.

The event also included a photo shoot of the Rhino Sorority club. Members of the club were also given gifts as token of appreciation



*Rhino Sorority Club*

of striving in this male-dominated industry.

## Happenings

### Ground Beaking Ceremony-Autocom 2

Autocom 2 or “New Plant” as we call it, is the new buzzword at Autocom these days. It is a state-of-the-art manufacturing unit located near Port Qasim. In February, all the Rhinos went for the ground-breaking ceremony of Autocom 2. It was indeed better than we imagined.



*Mr Junaid briefing the Rhinos*

The ceremony started off with Mr Junaid Hussain, the production Manager at Autocom 2, giving other Rhinos a briefing on the plant layout and action plan for the remaining construction. As he talked, our Rhinos could literally see their dreams of the new plant come to life. Once the briefing ended, our Rhinos gathered for a photo session with all of them wearing white and light blue clothes. The event culminated with light refreshments.



*The Rhino Family at Autocom 2*

### Visit to SZABIST

Autocom places a lot of importance on getting young blood on board. That is why we offer internships and visits for students of different universities throughout the year. Basically with new blood, we get new ideas which are really beneficial for us.



*Answering questions of Students*

Keeping this into view, the HR team of Autocom visited SZABIST for SZABIST career fair 2017 with the aim of locating talent for the organization. Autocom’s stall was visited by a lot of students from different fields and all of them were quite keen to learn more about the company. The HR team was able to get lots of good profiles for internships in different department through participation in the job fair.



*The HR team at its stall*

We do look forward to visiting SZABIST and other universities in the future.

### Guest Speaker Session

At Autocom, we invest in the personality grooming of our employees. That is why, guest speakers are invited frequently for enlightening our Rhinos with lessons that they have learnt through their own experiences. We believe that such talks broaden the mind.

This time we invited Ms Farhat Rasheed for guest speaker session at one of our events. Ms Farhat Rasheed is the chairperson of an NGO called Show you Care. The NGO works towards enhancing accessibility of public places for handicapped individuals. Ms Farhat Rasheed has faced a lot of challenges in her personal life and has risen above them.

In the session, she spoke about the power of not giving up hope and fighting through tough times based on her own experience. The talk was quite motivating and enlightening for the employees.



*Ms Farhat Rasheed with our MD and Head of HR*

**Happenings..**

**Labor Day 2017**

At Autocom, we always say that production is the core department of the company. We always recognize the importance of our production staff. Working in line with this thought, the HR team celebrated Labor Day 2017 at Autocom with great Zeal.



**Prize distribution to winner of the Quiz**

The event was organized on 2nd May 2017. As we value the health and safety of our workforce, which is our asset, the event consisted of an interactive awareness session followed by refreshments.

The awareness session was based on two topics related to health and safety namely protection against heat stroke and the dangers of consuming Gutka. The production staff listened with great interest when they were made aware of how Gutka can cause cancer and how they can prevent heat stroke that caused the deaths of hundreds of people in Karachi in 2015.



**Awareness Session in Progress**

The awareness session ended with a small quiz based on the awareness session topic. Mr Mohammad Farooque from team Burq was able to answer all questions correctly and so, was rewarded with a gift

**Abilities Expo 2017**

Abilities Expo was organized by Nowpdp and its partner organizations on February 25th 2017 at Expo Center, Karachi. It was held to make the public aware of the challenges faced by differently abled people and how they overcome them. The event included exhibition by different NGOs working for differently abled people, a



**Team Autocom at Abilities Expo**

job fair and different activities that could appeal to people with physical disabilities

As an Equal Opportunity Employer, Autocom also took part in Abilities Expo 2017. The company had a stall in the job fair where people could drop in

their resumes for consideration for different positions. A lot of people visited the stall and were delighted to see that organizations are ready to hire people based on their abilities. The exhibition was quite a good exposure for us as well as we saw how people had overcome their disabilities and were working along with people who were not disabled.



**Our HR representative talking to media**

The HR department was able to get profiles of different qualified professionals through the event. Overall, the experience was very

**Rhino of the Quarter**

January 2017 - June 2017



**Mohammad Saleem-ROQ Jan-Mar 2017**



**Sumaiyah Murtaza-ROQ Oct-Dec 2017**

## Happenings

## Tire pressure monitoring system

Autocom is always on the forefront of innovation as far as the specialized vehicle industry in Pakistan is concerned. Recently, our team successfully integrated a tire pressure monitoring system (TPMS) into the platform to provide a more efficient and safer fleet.



TPMS Monitor Display

After the completion of a successful beta test, the system is now operational. The tire pressure monitoring system (TPMS) allows both drivers and back-office personnel to continuously monitor the real-time pressure and temperature of their tires in a very accurate manner.








They are made aware of different warnings in real time and this allows them to take action. Hence, This reduces driving risk and accidents caused by blow-outs. The system also improves fuel economy by making sure that the pressure is at its proper level. Also, it prolongs the life of tires. Indeed it is another step towards safer and economical fleets.

The TPMS used by Autocom is valve mounted and equipped with anti-theft screws that will prevent it from theft.

It can display different warnings such as high temperature, low pressure, high pressure and fast leakage so that appropriate action can be taken in time and further damage can be prevented. Moreover, the external sensors used for TPMS is quite easy to install.



TPMS Installed

Icon	Description
	Tire Indicator
	High Temperature
	Low Pressure
	High Pressure
	Fast Leakage
	Sensor Low Battery Indicator
	Monitor Battery Indicator

TPMS Monitor Display

## Interview with Members of Advisory Board of Autocom (Cont'd)

Interview with Mohammad Rajpar (Director-Port Qasim Authorities,)

**Q1 - You have been a key leader in the shipping/logistics sector in Pakistan. As a member of the Board at AUTOCOM, what strategic initiatives would you like the management to take to capitalize on the growth opportunity in the industry?**

As you are aware the most significant economic phenomenon in Pakistan at present is the China Pakistan Economic Corridor (CPEC); whilst its primary focus is on energy and infrastructure, there are significant knock on effects on the logistics industry. AUTOCOM should evaluate which of these best benefit AUTOCOM. Difficulties, and the law needs an enforcement agency that owns and is responsible for implementing it, Hopefully, we shall be done with that process within 2017.

**Q2 - Do you see the role of Karachi and Port Qasim somewhat diminish with the focus on Gwadar over the next 5 - 10 years?**

In my view, Gwadar will not dent KPT or PQA which have their own *raison d'être*, locational advantages, captive cargo, cargo handling facilities, institutional strengths, etc. which cannot and will not be replicated by Gwadar which is aimed at catering to transit and transshipment cargoes which have historically not been a core competence of KPT/PQA. However, I think real and sustained activity at Gwadar port is still 3 to 5 years away since the enabling infrastructure and environment still needs to be developed.

**Q3 - Is there untapped potential for Pakistan's trucking com-**

**panies (AUTOCOM's customers) or will the Chinese trucking companies be the primary beneficiaries? .**

I don't think Chinese trucking companies will be the primary beneficiaries as Pakistani trucking companies would be better placed in understanding the local requirements, culture, credit terms, regulatory issues, etc. Also, Chinese trucking companies would only be involved in cross border movements whereas there will be multi-fold effects on local (within border) transport. In my view, Gwadar will not dent KPT or PQA which have their own *raison d'être*, locational advantages, captive cargo, cargo handling facilities, institutional strengths, etc. which cannot and will not be replicated by Gwadar which is aimed at catering to transit and transshipment cargoes which have historically not been a core competence of KPT/PQA. However, I think real and sustained activity at Gwadar port is still 3 to 5 years away since the enabling infrastructure and environment still needs to be developed.



Mr Muhammad Rajpar

## Our Award-Winning Rhinos



**Junald Hussain—Rhino of the Year**



**Sumayah Murtaza—Rhino of the year**



**Khurram Shahzad— Super Rhino**



**Zehra Raza—Super Rhino**



**Faizan Akhter— Rising Rhino**



**Mashhood Iqbal—Rising Rhino**



**Uzma Shakeel—Rising Rhino**



**Tuan Sharif—Rising Rhino**



**Asma Mohiuddin—Rising Rhino**



**Suneel Pitamber—Dependable Rhino**



**Muhammad Raza Devraj—Dependable Rhino**

## Interview..

### Interview with Ms Sumaiyah Murtaza (Manager Supply Chain and Operations)

Ms Sumaiyah Murtaza has been a part of Autocom since 2014. She is an industrial engineer and holds extensive experience in this field. She is one of the key people at Autocom and has been involved in choosing new plant's machinery and processes. We had a chat with her about her journey at Autocom and what it is like to be a female engineer.

**Q1) You have been with Autocom for more than 4 years now. How has the journey been so far? What changes have you seen?**

**A:** Well it just seems like yesterday. My getting associated with AUTOCOM, was an important milestone of my life where I was recognized/offered a higher cadre despite my quite young age off course with the fact that I am a lady & not a gentleman. The journey was quite interesting yet challenging. We have seen tremendous fruitful years of record sales & the best is yet to come.

**Q2) What are the "sticky" features that you like at Autocom?**

**A:** Appealing work environment, the RHINO family culture, the opportunity to perform, getting appreciations & rewards on performances.. I believe AUTOCOM is a ship, sailing in an ocean with unseen icebergs but we are still moving ahead, witnessing success, reaching goals & that just because of our leadership which is led by a captain who is a very fine gentleman & an inspiration for me.

**Q3) Engineering is quite an unconventional field for women especially in Pakistan. What made you choose it?**

**A:** It has to do with my brought up as I have been growing up with 4 brothers. I always had dinkies, toys mechanisms to play with instead of barbies. I wasn't very decisive to opt engineering till I did my high schools but I changed my subject from biology to engineering as I realized medicine isn't my thing. I was good at crunching with numbers more than dissecting an earth worm. So it's a choice of bias. Secondly, I wanted to challenge the stereotypes & misconception of women vs engineering, especially in Asian society. It was a proud moment when I gained approval/appreciation when I was an international traveler and a white guy pronounced my as "BRAAKE LADY".

**Q4) Have you faced any problems or hurdles in your career as an engineer? If so then do tell us about them?**

**A:** First of all let's acknowledge the changing trends that led us to at least choose building our carrier as a women and in such male dominated fields. Though things are changing yet we have some debris of conventional thoughts & beliefs about women education/working. Some nice people who were related confirmed this quotation when I was admitted to university "ISKO LARKUN KE UNI MAIN MAT BHEJO, BIGAR JAEGI" (Don't send her to her to study with men, she will be spoilt). So it was prohibited from stage 1. Then at a later stage when I wanted to work & I did my graduation everybody was waiting to receive and invitation of "Myself trying to knot". Being an engineer & with your passion to become a practical one, you can't just afford to sit in a temperature controlled environment & you have to go out talk to labors. Obviously learn the ground realities, so that is how it was supposed to work but I realized that Pakistan has a lot of talent, they whistle & they sing really well apart from working hard". At the time of one alone travelling, its me & my God who helps me persuade my parents. There is still a group of people who consider women as an opportunity since a lot of such events happened to me. My message to engineers is that "WILL POWER EXCEEDS ALL THE HORSE POWERS". So yes you might be weaker sometimes but don't give up.

**Q5) You have been involved in choosing the machinery and process for our new plant. Could you tell us what we can we expect at Autocom 2? How will the operations be different ? What will be the new challenges?**

**A:** It as a tremendous exposure to global systems for manufacturing tanks. And we must take pride in being a part of such an organization which is not only a No 1 in Pakistan trailer industry but has set up a new mechanized system of making tanks as pioneers. We are expecting to reduce the manufacturing costs & production lead times prominently. And I personally felt it turned out even better than our expectations as our team is performing really well in commissioning & installation of equipment's with minimal guidance. With this spirit I am certainly confident that our new plant is sure to that efficient operations with bring dynamic transition in our industry. We will have our COGS reduced, customer doesn't have to wait so long for their product. This will increase our customer base and our business from the society point of view too & we will have more standard, quality product running on roads that will reduce accidents & casualties. New challenge: Obviously every change comes with difficulties & challenges to address. This is where we have to perform, we have to play our parts. Our new workplace is quite afar so we have to accommodate each one's convenience & have to control costs at the same time. Attracting & retaining good people/skillful workforce is a challenge. The technology is obviously new & this is a first time experience for us. We will be "learning by doing". Expectations are higher & we have to keep up with it.

**"Will power Exceeds all the horsepower"**

**Q6 What message would you like to give to aspiring engineers especially females?**

**A:** Willpower exceeds horsepower. You might be weaker but don't give up. Serve Pakistan.



Ms Sumaiyah Murtaza

**Customer is King!**

**Delivering Excellence**

A glimpse of some of our products delivered to our customers



48,000 liter fuel tanker, 3 compartment, Shell GVS Standard



48,000 liter fuel tanker, 4 compartment, Total PATROM Standard



48,000 liter fuel tanker, 5 compartment (APL Standard)



50,000 Liters Fuel Tanker, 4-Compartment, Hascol Standard



52,000 liter fuel tanker, 2 compartment as per NLC Standard



60,000 Liter 3 Compartment Fuel Bowser Outreach Standard



BRICK CARRIER 59-TON, 3-AXLE SEMI-TRAILER



Mini Tipper



Mounting of the Effer Crane on ISUZU FTR truck chassis with cargo body



Side Wall Trailer



Tipping Trailer



Tipping Trailer



Water Bowser, 6,000 Liters, Engine Driven Pump



4,500 Liter Diesel Bowser



40 Feet 3 Skeleton Trailer



# Snapshots..

## Azm-e-Parwaaz



Team Raftar (Oct-Dec 2016)



Team Jiddat (Jan-Mar 2017)

## Rhino Birthdays



January 2017



March 2017



February 2017



April 2017

**Snapshots..**

**Safety Matters**



Our COO Mr Shariq Hassan speaking on Tri-Star Safety Day 2017

**Rhino Sorority Club**



Rhino Sorority Club with Mr Sadaffe Abid of Circle