



# RHINO PULSE

## SSWM Board Paving Way Towards a Bright Future

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**Q.1 We are very happy to see the new institutional arrangement of SSWMB for the management of most neglected issue of Waste Management in Sindh. Please tell us about the objectives of SSWMB.**

SSWMB was established in 2014 through an Act of Government named as "Sindh Solid Waste Management Act 2014". Under this act SSWMB is responsible to deal with all matters of collection, transportation and safe recycling of municipal waste, hospital waste, industrial waste and sludge. This means SSWMB is responsible for every type of waste except nuclear waste.

SSWMB's objective is to make industrial arrangements for house to house collection of waste, safe transportation from point of generation to the final disposal site. Another objective is to make use of potential of solid waste. Previously, "waste" was considered as waste only but now we can use this waste to manufacture many things, it's a "resource" for us. Once we label it as "resource" then its our responsibility to make the best use of this resource.

**Q.2 What are the current Solid Waste Management practices in Sindh particularly for Karachi and other secondary cities of Sindh?**

Ans. Present Solid Waste Management practices in Karachi and in Sindh are at very primitive level, not at all environment friendly. Solid waste is handled in a way which is very hazardous to the environment and it's against the basic principles of public health. Garbage is exposed to the vectors, which transmits diseases to the people. In other words, these practices are highly unhygienic and spread dangerous diseases.

**Q.3 How are you and your team looking forward to improve the current situation in terms of improvement in Waste Collection, Recycling, Waste to Energy options and others?**

Ans. Let me admit that this task is not very easy and not similar to switching on and off a bulb. This is a complete re-organization of a system, which will take time. Therefore, this will have a multi pronged approach: 1) you need to have an institutional arrangement, 2) Community involvement and 3) an informal system involved in recycling business.

As of today, 10,000 people are working as waste pickers in Karachi alone, carrying diseases with them. Therefore, we cannot simply issue an order to ban this waste picking; we need to have institutional arrangement to bring this informal sector to formal sector.

**Q.4 How do you see the role of Trucking Companies like AUTOCOM in helping/ assisting Solid Waste Management organizations (Government and Private sector) for providing specialized SWM equipment for better collection and Transportation.**

Ans. They can help us in designing environment friendly vehicles by keeping in mind the efficiency, cost effectiveness, local customs and practices and overall environmental and weather conditions. For example, a garbage compactor designed in Switzerland will not suit Karachi culture, environment and road



Mr. Ataur Das Sanjnani  
 Executive Director  
 SSWMB Board

conditions.

**Q.5 Being the Director of SSWMB what benchmark do you have in your mind to improve the overall management of Solid Waste?**

Ans. My target is to devise a mechanism by which garbage is collected and transported from households, hospitals and industries, in a manner that does not cause any hazard to the health of citizens.

**Q.6 How do you see the role of citizens helping in improving the waste management services, or do you have any plans to initiate community awareness campaigns for raising awareness among masses for improving the Waste Management Services?**

Ans. The Role of citizens is enormous and very basic, without the involvement of communities, no SWM plan can succeed. Not only making community aware but also their active participation is the key to our success.

We will be using all available means i.e. print, electronic media or social networking sites in order to increase awareness among masses.

## Happenings (contd..)

### Brand Management

#### Lets Rediscover Autocom



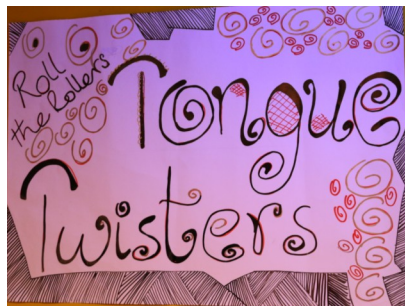
**Our Customers Participating in AUTOCOM Trivia**

Branding is a very critical element in this competitive environment and companies now focus more on branding. A product can be copied but the image created in mind of customers can never be copied and that's where companies need to make a mark.

In the same context we have conducted several activities starting from an internal survey which will be followed by an external survey, in order to identify and bridge gaps between our perception of employees and all stakeholders. We had a small session for our employees in which we reemphasized our values, brand name and brand image.



**AUTORACECOM**



Apart from this we also arranged some interesting games and activities such as Autocom Trivia, Tongue Twisters and AUTORACECOM on the Blood Drive for all attendees and stakeholders to enlighten them about Autocom's history, values and brand name.

#### Azam -e- Parvaaz

Our Labor is the life and blood of our organization. Our state of the art vehicles cannot come into existence without their endless effort and hard work. Keeping this in view a new initiative has recently been launched as "Azam-e-Parvaaz" to elevate the performance of our workforce, to empower them and take it to next level. Under this program we have made teams for different functions of our production line, such as team of Welders and Fabricators are named as "Team Burq", Paint is "Team Rung", Machine shop is "Team Jiddat", Installation is "Team Raftar" and Quality is "Team Miyar".



Under these teams we have identified a team lead (for each team) who are given certain

targets to meet. Teams conduct a small meeting every morning to kick off the day and discuss daily tasks and issues. Their performance will be analyzed on monthly basis and they will be given some points on it. Based on these points we will judge the performance of the team on quarterly basis and the best team will be rewarded.



#### Introduction of Solid Waste Department at Autocom

We at Autocom are expanding our horizon and introducing a new division of "Environmental Division". This department is responsible for creating liaison with municipalities of different cities in Pakistan and developing strategies to capture the market of "Solid Waste Management".

Keeping this in mind we also conducted an awareness seminar for Sindh Solid Waste board and other municipalities regarding best practices of Solid waste management and the vehicles that can be introduced in Pakistan. Lead speaker of this session was **Mr. Arno Rajmaker**, Head of Solid Waste Management Division of HYVA (Dubai), a Global Leading company in providing Solid Waste Management solutions.



**Mr. Arno Rajmaker**



**Guest From all the municipalities**



**Happenings..**

**AUTOCOM - INDUS Hospital Blood Drive**

*“Donation of blood means a few minutes for you but a lifetime for some body else.”*

After a successful blood drive in 2014, Autocom once again stepped forward and arranged a Blood Drive in collaboration with Indus Hospital exhibiting its social responsibility. Indus hospital aims in collection and provision of blood to medical facilities that are in need of it. Apart from this they aim to reduce the practices of blood exchange and promote free blood donation.



**The much appreciated Picture Corner**

event for our employees to enlighten the benefits of blood donation and increase awareness.

We would also like to extend gratitude towards all participants for their support in this noble cause and who made this event a huge success particularly Mr. Jameel Mughal (Mc Donalds), Mr. Asim Shakoor (Asim and Shakoor Co.), Mr. Omair (NOWPDP), Ms. Versha (AISEC), Ms. Beenish.



**Pre Donation Screening**

Blood Drive was conducted on November 12<sup>th</sup>, the event commenced at 8am and continued till 5 pm. This day ended up successfully with 180 attendees and we were able to reach a millstone of 135 donors, including

CEOs and employees from different renowned companies. We also had participation from our Rhinos, their families and our workforce.

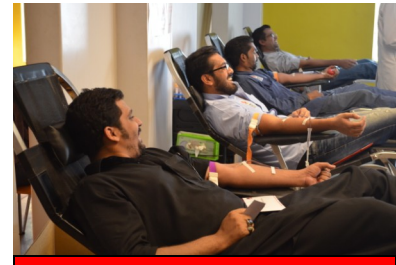


**Our Proud Donors**

Behind the success of this event was a 2-3 weeks preparation and marketing. Doctors from Indus Hospital also conducted an awareness session few days before the

Donors were taken care of in a very hospitable manner both by Indus hospital as well as by us. Apart from this a photo booth and different activities were also arranged for our donors.

To arrange and be a part of blood drive was a great experience for us and we can proudly say that we have saved hundreds of life by this act. We at Autocom thank all our donors and wish to continue serving this nation in the same way.



**The Donors Posing While Donating**

**14th August Celebration**

*“In the truest sense, freedom cannot be Bestowed; It must be achieved”- Quaid-e-Azam M.A. Jinnah*

On this independence day we celebrated the spirit of Pakistan together by going green. All our employees wore white and green, colors of PAKISTAN and decorated the premises accordingly. This celebration also included a cake cutting ceremony and they enjoyed and sipped off the day with green colored drinks on this day.



**Rhino Family**

**Defense Day Celebration**

Since September is the month when Pakistani Armed Forces in an impeccable manner defended the mother land, we at Autocom arranged a Guest Speaker Session with a Fighter Pilot of the Pakistan Air Force, **Wing Commander Tanvir A. Mohajir**, to let us know about his survival in the most unlikely circumstances, what kept him motivated through his career and how a strong will power can help you overcome the odds and do the unthinkable. Using his life experience the informed our employees about the importance of a strong determination,



**Mr. Tanvir A. Mohajir**

stress management and dealing with difficulties.

To keep up the spirit we also set a dress code with the colors of Air Force, which are Blue & White, for this particular event .



**Learnings**

**Increasing Workplace Effectiveness by Improving Communication Skills**

At Autocom we believe that our employees are an asset to us. Keeping this view in mind we have decided to focus on the Personal Development of our employees by enhancing their communication and interpersonal skills through a new initiative named as **“Rhino Speech Club”**. This will give them and the company a competitive advantage to deal with foreign and as well as local customers.

The Rhino Speech Club focuses on the development of commu-

nication skills through a multi prong strategy as following:

- Confidence enhancement
- Teaching the art of listening, speaking and getting your point across.
- Presentation Skills.

The first objective is achieved by offering the participants a judgement-free environment, where the primary aim is to get



the participants speaking. Correct use of the English language is not the primary focus of this objective. This gives participants the opportunity to learn English as a second language through practical use of the language, and as a consequence - increase their confidence.

The second objective is

achieved when the trainees are told how they can improve whatever they have said, in

order to make it easier to understand and make the point more clear. Similarly they are given lessons on presentation skills and are given open forum to practice it. This enhances their understanding and confidence to present.



**PEDAGOGICAL SKILLS**

Teaching is the achievement of shared meaning. **D.B. Gowin**

The objective of this training is to enhance employee’s communication skills and presentation skills, so that they may effectively communicate their concepts to an audience. Furthermore, it is aimed to help them understand the learning concepts, how to motivate their trainees and bring out the best in them and introduction to the basic psychology of trainees.

The idea behind the need to conduct this training was that most of the trainings that our employees were receiving did not have a very significant prompt impact on the company because they could not effectively teach their co-workers.

In order to fill this gap, we identified 3 key departments

that should receive this training because of their strategic position in the company on account of their interaction with the rest of the organization namely : Marketing, HR, and Production department. One employee from each department was selected to attend this 6-part training session, each organized over a period of 3 days. These sessions are spread on an entire year and at the end of these trainings the trainers will go through an intensive assessment program and successful trainees will get an authenticated certificate of Pedagogical skills from a German Institute.

This training has allowed our trainees in their personal as well as professional growth with the ability and will to impart knowledge to their co-workers.

**KPI Contest**

“ Intelligence without ambition is just like a bird without wings”

As a regular practice, employees at Autocom prepared departmental KPIs for the fiscal year 2015-2016 as this is the first step towards a more proactive performance- based organization. The performance key indicators provide all levels of the organization with clear targets and objectives.. To make this critical task interesting and to get buy-in from all employees, a contest “Design your KPI contest” was arranged where all employees could exhibit their departmental KPIs in the most creative manner and the best department be the winner.

**“A key performance indicator is a metric that helps you understand actual performance against preset business objectives”**





## Delivering Excellence

# AUTOCOM Leads the Industry with another Innovation:

## Electronic Braking Systems (EBS)

AUTOCOM has always strived for the improvement of quality of and safety in Road Transportation systems.

Like always Autocom has taken the lead and are yet again the pioneer to introduce EBS – Electronic Braking System in Pakistan.

AUTOCOM has always operated at the forefront of technology for the betterment of the industry and the society at large.

### Features and Benefits

EBS is a significant upgrade from the more familiar ABS. This offers a more active way of improving the handling and performance of vehicles as compared to the passive ABS system it replaces.

EBS works in conjunction with the Air Suspension to actively monitor and control the driving vehicle's characteristics in a manner that enhances road stability. With systems such as Roll-Over Stability System (RSS), adjusting suspension behavior to prevent the vehicle roll-over during sharp turning, and Trailer Electronic Braking System (TEBS) which reduces braking response time, these vehicles are safer than ever.

The Automatic Lift Axle system and the Air Suspension, in combination with the various EBS components and systems, reduce tanker operating costs, enhance fuel economy and reduce maintenance costs, allowing fleet operators to recover their investments much quicker.



48,000 Liters Fuel Tanker with EBS  
PATROM Standard

## Products Delivered During the 6 Months

July'15 to Dec'15



Effer Crane on Modified Hino Truck



Lowbed Semi-Trailer



55,000 Liters Fuel Bowser



Skeleton Trailer with Container



48,000 Ltr. Tank-Trailer Byco Standards



48,000 Liters Fuel Bowser

## Interview..

### Interview with Rising Rhinos: Aman, Junaid, Touqeer

**Q1) If I ask, Who is Aman/Junaid/Touqeer? How would you describe him?**

**Aman:** Aman is responsible, hardworking, sincere and trustworthy.

**Touqeer:** Touqeer is punctual, enthusiastic, honest and hardworking. His work is his passion.

**Junaid:** Junaid is an honest hard worker and a team leader. He loves creativity and is very adventurous.

**Q2) What are your major achievements at Autocom?**

**Aman:** I joined Autocom back in April 2010 as a beginner and at that time my education was not completed but the management and my supervisor Mr. Shariq supported me a lot and made me expert in my field. Today I am Senior Design Officer, I have received Rhino of the Quarter Award and on top of that Autocom recently sent me for training to Germany, all these are my achievements in Autocom and I am proud to be a part of it.

**Touqeer:** \*with Pride\* my biggest achievement was that I got a promotion just after completion of 3 months of service at Autocom. Secondly within one year of my job at Autocom, I was sent to Germany for this training.

**Junaid:** Alhamdulillah I have completed seven years of my job in Autocom. First of all thanks to Allah for all achievement during these years, major achievement is that Autocom gave me an opportunity to manage and run the Port Qasim site I have successfully completed many biggest projects. From this task my confidence and skill level has been increased. My second major achievement is that I have independently run the Autocom II new plant, I also have developed new team and few projects we have done already also others in process.

**Q3) What was your 1st impression of Autocom?**

**Aman:** This was my first corporate experience so I was very excited and happy and my first expression was "wow!" I got a job which is exactly related to my field and I still remember the warm welcome from all my colleagues.

**Touqeer:** My first impression of Autocom was good. I still remember the warm welcome from everyone. But one thing that was not very pleasing about this vicinity was the "fishery" which caused an unpleasant scent but then you also become immune to it with time. Also, the way Sabir sb supported me was absolutely remarkable.

**Junaid:** The first impression of Autocom was very good. Its systems, cooperative staff and quality products have inspired me a lot.

**Q4) Since how long you have been serving Autocom and what makes you stay here?**

**Aman:** It has been around 6 years that I am working at Autocom. It's not difficult for me to answer what made me stay this long at Autocom, just 3 words will explain it: Autocom's Management, Culture, Working Environ-

ment and learning opportunities.

**Touqeer:** I am working in Autocom since last 1 year, what makes me stay here is Autocom's environment, people, our MD and on top of all I love the type of work I am doing in Autocom.

**Junaid:** I have been serving in Autocom since 7 years and its standard, cooperation and satisfied environment makes me want to stay here.

**Q5) Describe your experience/trip in just one word?**

**Aman:** Exotic!

**Touqeer:** Just one word "Mesmerizing".

**Junaid:** Totally worth the experience and the knowledge I learned.

**Q6) List any 5 things you have learned from this training?**

I have learned following things from this training:

**Aman:**

1. Time Saving and punctuality
2. To keep up with commitments
3. Ownership
4. How to be organized
5. How to work in systems

**Touqeer:**

1. How to talk politely
2. Being sincere and loyal
3. Help each other
4. Integrity and sincerity with work
5. How to use different advanced machines

**Junaid:**

1. Full understanding about welding process with full safety procedures.
2. Enhance my knowledge about Tig and Mig welding.
3. Work shop improvement.
4. Communication skill
5. Visited different companies where I learned many new things and I saw different production lines that are helpful for our new plant production line.

**Q7) What's your nickname?**

**Aman:** \*thinking\* I never had a nick name but yes when I was in Germany, I always wanted to travel to others places in Germany so my colleagues used to say to me "Ja Simran ji lay apni zindagi".

**Touqeer:** In Germany my friends and colleagues started calling me **Rahul**.

**Junaid:** My nick name is **Junni**





## Interview..

## Interview with Rising Rhinos...

Q8) What is the biggest change that you can see in your personality after this experience?

**Aman:** All the things I mentioned that I have learned are actually the changes that I can see in myself and I am trying to make it a part of my personality.

**Touqeer:** I feel now I am very polite, I don't shout on my workers and I can observe greater work ethics.

**Junaid:** The biggest change after this training in me is change of perception. By watching their way of living, human rights, well managed environment and things I think all these things should be implemented in our country as well.

Q9) What are the difficulties that you faced during this trip?

**Aman:** \*Replied with a laughter\* the biggest difficulty was to arrange Halal food. Secondly, on my way back I missed my flight due to which I had to spend the entire night on airport.

**Touqeer:** There are always some problems when you go abroad, in my trip the biggest challenge I faced was language barrier and arranging halal food.

**Junaid:** Language barrier was one of the problems I faced

Q10) Best memory from this trip?/most memorable incident of this trip?

**Aman:** \*With a spark in eyes\* Each and every moment of this trip was a great memory for me but best one was the snowfall I saw for the very first time in my life in Zurich, Switzerland.

**Touqeer:** "Ahhh! my visit to BMW factory was something I can never forget, it was like I have entered a completely new world of technology and for an engineer there is nothing more

fascinating than technology".

Another breath taking and memorable moment during this trip was my visit to the famous **Castle of Wart Burg** in Eisenach. View and sunset from top of that castle is a lifelong memory for me.

**Junaid:** To visit **Prague** (Czech Republic) / after **Paris** attack we faced problems in **Amsterdam** Visit.

Q11) Something that you learned in Germany and would like to implement in Autocom?

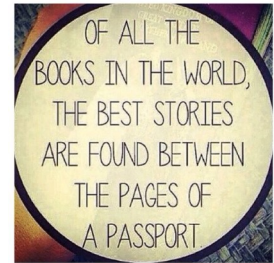
**Aman:** In this training I learned international **welding practices** and now I want to implement them in Autocom. Furthermore, they have an amazing vocational training system and I would like to implement this in our company and in Pakistan.

**Touqeer:** \*Enthusiastically\* of course whatever I have learned about **CNC machines** in Germany I want to implement it in my company. Apart from this I would like to implement the **HSE standards** and policies that I have seen there.

**Junaid:** "**5S work shop improvement**" I have developed learning and teaching material for trainees and also planned that I transfer all my knowledge to my juniors and office colleagues about our different product's technical areas like, fabrication techniques, welding and other things.

Q12) Which companies have you visited during this trip?

**Aman, touqeer and Junaid:** Apart from the classroom training we had great learning from visits to different renowned companies of world such as: BMW, Deutz (engine manufacturers), DMG Mori (manufacturers of CNC machines), Porsche showroom and different vocational schools.



## Rhino Recognition Award



**Nowshad Anwar**  
Best Idea Award - Q2



**Junaid Hussain**  
Employee of the Quarter - Q2



**Fatima Hamid**  
Rhino of the Quarter - Q3

## Snapshots..

## برقی بریک سسٹم (EBS)

آٹوکوم ہمیشہ سے سڑکوں کے نظام نقل و حمل کے نظام کی بہتری اور اسے مزید محفوظ بنانے کے لئے کوشاں رہا ہے اور ہمیشہ کی ہی طرح آٹوکوم پاکستان میں سب سے پہلے برقی بریک سسٹم (EBS) کے نظام کو متعارف کرا رہا ہے کیونکہ آٹوکوم روز اول سے انڈسٹری اور معاشرے کی لئے مفید ٹیکنالوجی کے حصول کے لئے صف اول میں کھڑا رہا ہے۔

## خصوصیات اور فوائد

EBS پہلے سے متعارف ABS کے مقابلے میں نسبتاً اہم اور جدید ٹیکنالوجی ہے۔ یہ مخصوص جگہوں میں غیر فعال رہنے والے ABS کے مقابلے میں گاڑیوں کو کنٹرول کرنے اور ان کی کارکردگی کو مزید فعال بناتا ہے۔ EBS انر سپنشن سے مربوط ہو کر گاڑی کی ڈرائیونگ خصوصیات کی نگرانی کرنے کے ساتھ اس کو اس طرح کنٹرول کرتا ہے کہ گاڑی کی راڈ گروپ مزید بہتر ہو جاتی ہے۔ RSS سسٹم کی بدولت تنگ موڑ پر گاڑی کے پلٹ جانے کے خدشات کو کم کر دیتا ہے اور ڈریبلر کے برقی بریک سسٹم TEBS کی وجہ سے بریک ٹائم کو کم کرنے میں مدد فراہم کرتا ہے۔ EBS سسٹم کی حامل گاڑیاں پہلے سے زیادہ محفوظ ہیں۔

لفٹ ایکسل کا خود کار نظام اور انر سپنشن باہم مل کر EBS کے مختلف اجزاء اور نظام کا حصہ ہیں جو ٹیکنیکل آپرینٹنگ لاگت کو کم کرتا ہے۔ ایندھن کے استعمال میں استعمال لاتا ہے۔ EBS کی بدولت فلیٹ ماکان کے سرمائے کی جلد واپسی کو ممکن بناتا ہے۔ Rasch (Pvt) Ltd کے بعد جو اس نظام کو اپنے فلیٹ میں کامیابی سے استعمال کر رہے ہیں، مزید فلیٹ ماکان نے بھی اس نظام کو اپنے فلیٹ میں متعارف کرانے میں دلچسپی کا اظہار کیا ہے۔ آٹوکوم کو فخر ہے کہ اس نظام کو پاکستان میں متعارف کرانے والے وہ پہلی کمپنی ہے۔

## آٹوکوم میں سولڈ ویسٹ مینجمنٹ شعبے کا قیام

ہم آٹوکوم میں اپنے دائرہ نظر کو وسعت دینے کے لئے ایک نیا شعبہ متعارف کرا رہے ہیں۔ یہ شعبہ پاکستان کے مختلف شہروں کی بلدیات کے ساتھ روابط استوار کرنے کا زمدار ہوگا۔ ہمیں یقین ہے کہ پاکستان میں سولڈ ویسٹ مینجمنٹ گاڑیوں کی وسیع مارکیٹ موجود ہے جیسا بھی تک نظر انداز کیا جاتا رہا ہے لہذا یہ شعبہ سولڈ ویسٹ مینجمنٹ کی مارکیٹ میں قدم جمانے کی حکمت عملی وضع کرنے کی مددگار ثابت ہوگا۔ اس بات کو مد نظر رکھتے ہوئے، ہم نے سندھ سولڈ ویسٹ مینجمنٹ اور دوسری بلدیات کے لئے ایک آگاہی سیمینار کا انعقاد کیا جس میں شرکاء کو سولڈ ویسٹ مینجمنٹ کے مختلف طریقہ کار اور ان گاڑیوں کے متعلق مفید معلومات فراہم کی گئیں جنہیں مکمل طور پر پاکستان میں متعارف کرایا جاسکتا ہے۔ اس سیشن کے لیڈ اسپیکر Mr. Arno Raijmaker تھے جو دیہی کی HYVA سولڈ ویسٹ مینجمنٹ کے شعبے کا سربراہ ہیں جو سولڈ ویسٹ مینجمنٹ کی حل فراہم کرنے والی معروف بین الاقوامی کمپنی ہے۔

## RHINO BIRTHDAYS!



Touqeer Afzal



Abdul Ghani Chishty



Tehseen Uddin

## Blood Drive

