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1-How did SECMC emerge with the concept of 'Women truck drivers' at a remote conventional place like Thar desert?

Sindh Engro Coal Mining Company (SECMC) is a joint

venture between Government of Sindh (GoS), Engro Energy Limited (formerly Engro Powergen Limited) and its partners namely; Thal Limited (House of Habib), Habib Bank Limited (HBL), Hub Power Company (HUBCO); China Machinery Engineering Corporation (CMEC).. SECMC was created with a vision "to develop a technically and commercially viable Coal Mining Project in Thar Block - II to bring energy security to Pakistan. However, during our engagement in Thar we realized that it ranked significantly low on the Human Development Index across all districts of Sindh. We, therefore, thought that as per our focus on deploying inclusive business models we should develop programs which would provide socio-economic opportunities to all residents of Thar specially females. Just like Thar itself which remains ever-changing, the women of Thar are also very resilient . Each day they have to travel extensively to fetch water, engage in agricultural work, and take animals out for grazing, all the while performing other household chores and taking care of their children and their families. Seeing all this made us prospect these 'highly robust' women to be Truck Drivers, primarily to suit their abilities and in return providing them with sustainable source of income through -skilled jobs. There are currently 500+ dump truck drivers working at the SECMC -

Block II Thar Mine, The operations of Open-pit Mining is heavily reliant on heavy vehicles, and hence there is always a demand for skilled drivers.

Once the Women Dumper Driving Program was announced we conducted a series of outreach sessions, community engagements; and after a rigorous process of evaluation and induction, SECMC launched the first batch of 13 trainees in September 2017 for Women Dump Truck Driving Program.

2- How did SECMC implement this new life-changing concept in a highly conservative region of Pakistan among local traditional women who would have otherwise seen themselves involved in household roles and responsibilities? How did you manage to motivate such women with a positive buy-in?

With our experience of providing driving training to local men, we were confident that the Thari women will also be able to pick up the driving skills and make good dump truck drivers. However, the community buy-in to join the program and allow their women to work in a field that was stereotypically male dominated was a big challenge

One of the good things for us was that Thar community already knew us because of our CSR initiatives with our commitment to community development. The essence of the entire program was **Community Mobilization**, we visited each and every



Ms. Jahan Ara AM HR SECMC

Jahan Ara is a business graduate from IBA Karachi who joined Sindh Engro Coal Mining Company as a site-based employee 2 years ago. She was the first female employee at site and now there are 12 women working there With her.

family of the region informing them about our program. Invited them to see how coal mining was done, demonstrated our fleet of dump trucks, our office, our enabling culture and how we work. In our first pilot program we did not let interaction of women with men and even the trainers of dump truck driving were female. All the trainees were given customized uniforms - shalwar kamiz to feel associated. The idea of the entire program was not to change the social fabric of the Thari community but to improve upon it by providing them with opportunities for growth and development.



Another important factor which facilitated the program was the presence of female employees in the organization. Moreover, whilst on one hand we provided free of cost training to the females we also instituted a policy of providing employment to one male family member of the female trainees which further boosted the confidence of the women and community in the program.

Our success now lies in the four trainee batches comprising 52 females that we have trained to date. The most challenging factor for us was to see how good drivers these women would make and would the community be interested in doing this on a long term basis. To our delight these women became the brand ambassadors and advocates for the program and told others in the community about this skill ultimately allowing us to recruit subsequent batches of women drivers through simple word of mouth marketing.

3- Were you faced with any personal challenges when you started your tenure at a site-based job where you are required to spend 2 weeks completely offsite from hometown? If so, how did you manage to overcome the barriers?

I was the 1st site-based female employee at SECMC in Tharparkar. SECMC is an equal opportunity employer where candidates are employed on merit. However, for any job or training openings that are announced in Thar, a very low turnout is received from female applicants, hence our organization decided to take affirmative action to induct more female employees in the system, my induction at site was the start of our efforts in bringing diversity. This decision changed things significantly in the right direction! Right now we have 12 site-based employees and

and the number is growing. We have also succeeded with 52 local women trainees.

Our organization's culture is very enabling, and especially the site team lives and works like one large family. My transition to site was ensured to be smooth by our HR manager, Rizwana, who was in Thar with me for the greater part of my early induction in the organization.

My working off-site, away from home was taken very positively by my family and this encouragement is very important in order to be productive. I had previously done internships at site locations during my undergrad, including Tharparkar and Bangladesh. Hence my passion to work in the development sector was always warmly encouraged by my support system – my family. This job at SECMC was like a dream come true because I knew that this is what I wanted!

4- What motivates you to work away from your hometown for a significant number of days and how do you combat with any challenges that may arise off-site?

My greatest motivation is in knowing that I have played some role in enabling more women to join our team, and initiate a program to induct the local women in our work force at a place like Thar. Knowing that my presence and my work is bringing an impact in the lives of the local women is what keeps me going.

5- Being a woman what challenges do you face (if any) or have you ever faced working professionally?

Our company culture is very enabling, affirmative and they ensure 'inclusion of women' in all facets of workplace which means taking care of their comfort, listening to their issues and work-

-ing on resolving them. Working women everywhere tend to have shared challenges that stem from a male dominated culture and workforce. A woman has to work twice as hard to be taken more seriously and to have her work recognized. Introduction of a more diverse culture requires men, to be engaged in sensitization conversations, to facilitate the process of letting go of stereotypes and biases which in most cases they are not even aware of harboring.

6- How do you see the future of Pakistani women in this global era and how do you feel they can contribute to our society to overcome the image Pakistan has in terms of being a slow-paced conservative underdeveloped country?

Pakistan has a very young population out of almost half are women. As the society evolves we are seeing more women enrolment in universities to get higher education, getting better jobs in leading roles, etc. So I can say that right now future of Pakistan looks very promising! Companies need to ensure retention of women workforce by giving them an *enabling* environment to perform and letting them show their abilities, and ensuring adequate counseling/mentoring in times of need.

Pakistan is a very resourceful country and its human asset is highly talented and equipped with skilled abilities. To start off with, we should perhaps promote a positive image on global platforms and be proud of many women leaders who have emerged from here and made their mark in the world – feel proud that there are people who you can look up to and set examples for others!



Learnings

Training and development is an integral part of AUTOCOM, as it aims to develop additional competencies/skills in Rhinos which can help them improve their performance and productivity.



In order to acquire new skills, perform better and be better leaders, AUTOCOM conducted several training sessions given as under:

1- “OGRA/ADR Standards”

AUTOCOM takes pride in being a dedicated authorized trainer for OMC fleet operators and hauliers and has long been known for providing detailed technical expertise to our industry fleet operators.

Our staff again this year disseminated valuable knowledge on the prevailing OGRA/ADR Standards, compliant tank lorry and its components and also introduced our new manufacturing line operating at our Port Qasim Plant.

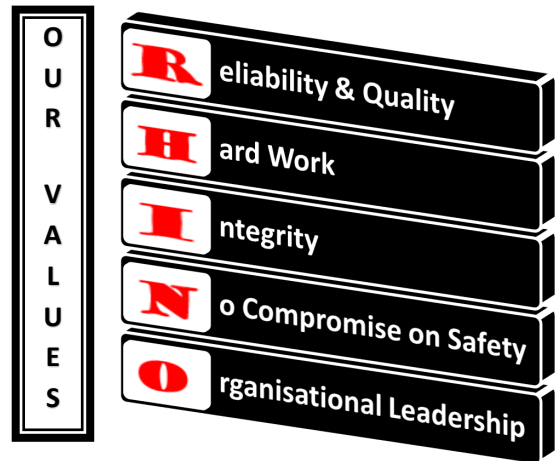
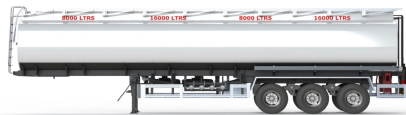


Fleet Operators with our Trainer

2- “Communication– Speaking like a Pro”

We realize that Soft Skills are also highly essential for employees and keep Rhinos in continuous learning with skills to excel in every day lives.

This particular training was conducted by Mr. Lawrence Anthony (a certified trainer



3- “Value Based Leadership”

Values drive us! Rhino Values are a daily routine manual for all rhinos in order to excel in our work—be it in our products, processes or policies,

We invited Mr. Sohail P. Ahmed (our Board Member and an expert Consultant with 20 years of experience in diverse fields). He educated employees on importance of company values and how practicing them play an important role for



Mr. Sohail P. Ahmed with Rhinos



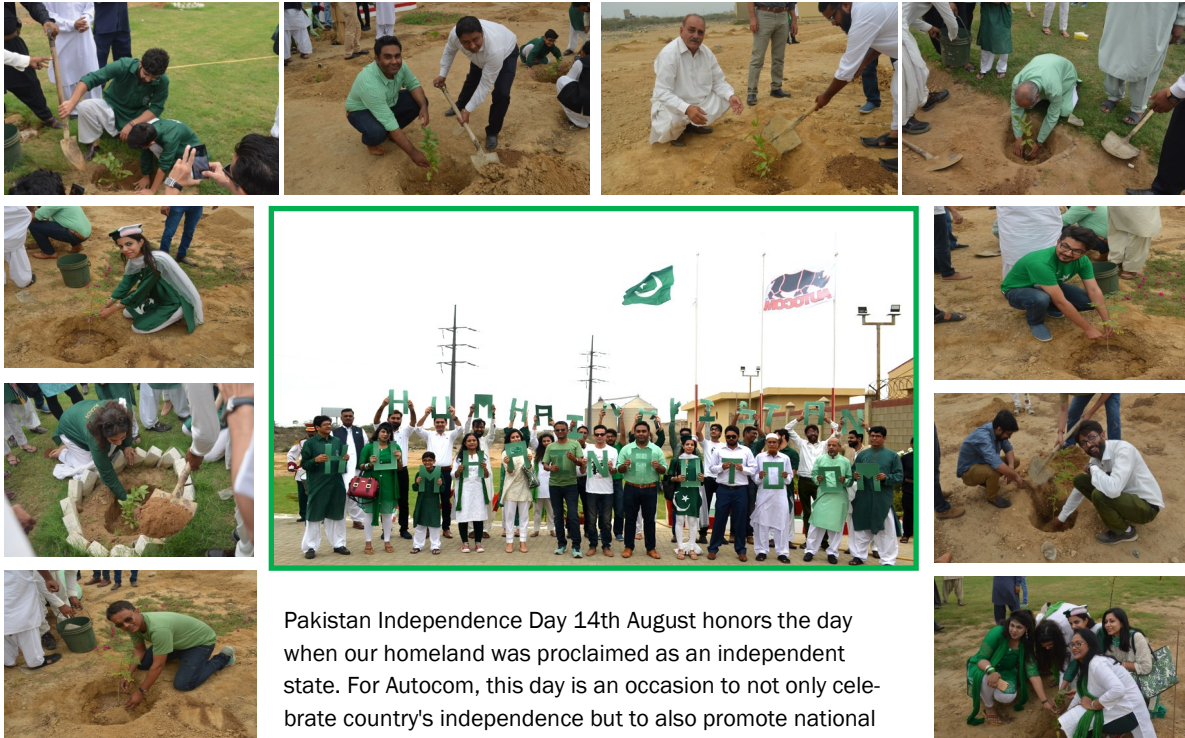
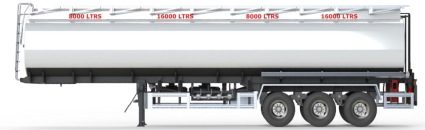
Mr. Lawrence Anthony giving training



Mr. Lawrence with our team

Happenings

14th August Celebration at Port Qasim—Tree Plantation



Pakistan Independence Day 14th August honors the day when our homeland was proclaimed as an independent state. For Autocom, this day is an occasion to not only celebrate country's independence but to also promote national unity and patriotism. Autocom celebrated this day enthusiastically by holding an event at its Port Qasim plant.

The event started with National Anthem and by hoisting flag of Pakistan followed by a lively and vibrant tree plantation activity to fight the emerging challenges of climate change and promoting cleaner, greener and a healthy living environment.

Every employee took part in this initiative with great zeal and planted trees in the office premises and around the factory.



RHINOS CELEBRATING 14th AUGUST AT PLANT

ANNUAL PICNIC AT FARMHOUSE

Each year AUTOCOM hosts an Annual Picnic to provide its employees a fun and peaceful day away from work. The picnic event was held in September at a farm house at Super Highway, Karachi. At AUTOCOM, an annual picnic day brings all its employees together for a relaxing and fun filled summer day. The employees enjoyed games, music, fun, food, bonfire and plenty of other activities. To be precise, it was a wonderful day focused on relaxation, conversation, excitement, laughs and team building.



EMPLOYEE ENGAGEMENT ACTIVITY

"To win in the marketplace you must first win in the workplace."

AUTOCOM believes it is the Rhino's responsibility as a leader to engage the staff and keep them motivated. It is a known fact that you need to make sure your workforce is happy to improve productivity because extensive amount of work can lead to overwhelming stress for employees.

We at regular intervals hold



employee engagement activities with fun innovative ideas to improve collaboration among employees during our busy work schedules. We organized different employee engagement activities pertaining to our corporate values drilling down the concept at a micro level, in order for Rhinos to understand our values and best implement them on a daily basis.



ISO 9001:2015 standard is an international recognition given to organizations who implement a rigorous and effective quality management system.

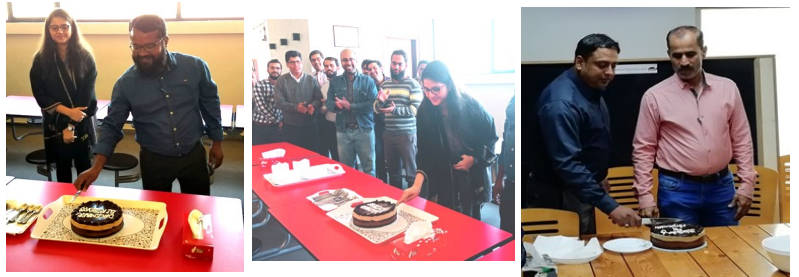
AUTOCOM was previously ISO 9001 certified, however, we got recertified and recertification to the new standard marks a huge achievement for the company. This demonstrates our continuous commitment to providing quality goods and services and further strengthens our commitment to our customers in meeting their expectations.

As an ISO 9001:2015 certified company, we can ensure we are able to meet the needs of not only our existing customers but all new and future prospective customers by delivering an excellent level of customer service, implementing an effective quality management system and delivering an exceptional standard of goods and services. ISO 9001:2015 also focuses on staff development and improvement, Here at AUTOCOM we are committed to a continual training plan for our staff to ensure they are fully trained and competent to work. We are committed to ensure we can meet needs and demands of all our customers, as well as ensuring our staff is safe and comfortable at all times in our working environment. Achieving the ISO 9001:2015 certification was a combined effort of all members of team.



RHINO BIRTHDAYS

AUTOCOM never misses a chance to make its employees feel special, one of the ways it does is by celebrating their birthdays on a monthly basis which includes having a birthday zone setup and organizing a get together with cake cutting ceremony.



Rhino Of the Quarter

Our quarterly recognition awards are based on achieving KPIs as well as six other factors. Employees being honored for their marvelous performance.



AZM-E-PARWAZ



Team Mayar (July-Sep)



**Asma Mohiuddin
(July-Sep)**



**Aman Rasheed
(Oct—Dec)**



Team Jiddat (Oct-Dec)

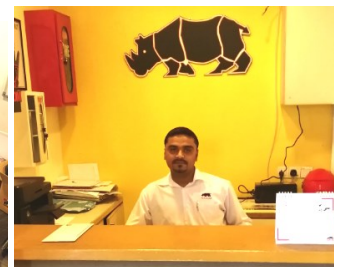
EQUAL EMPLOYMENT OPPORTUNITY

“ Equality of opportunity is an equal opportunity to prove unequal talents.”

Autocom provides equal opportunity for all its employees un-hampered by artificial barriers of prejudices & preferences. Two of our skillful, talented and enthusiastic Support Staff members were recently promoted and given the opportunity to rise above their existing roles. Today they are proud RHINOS performing duty as a Purchase Officer and Front Desk Officer with full accountability and responsibility.



**Mr. Usman
Purchase Officer**



**Mr. Shani
Front Desk Officer**

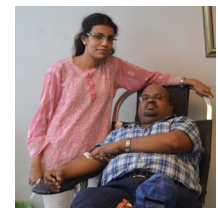


Blood Drive at Autocom



It is our responsibility to contribute towards the society and save lives. Keeping this in mind, AUTOCOM has been organizing blood donation camps for more than 5 years. We bring all our employees together for a common purpose. One pint of blood donated = 3 lives saved

AUTOCOM hosted blood donation drive this year at both premises i.e. our Head Office and Port Qasim plant. This event was organized in collaboration with Indus Hospital. Our employees donated blood to support the hospital in maintaining supplies of blood. Blood donors were provided with refreshments, free Mcdonald vouchers and Vouch365 cards. The event concluded successfully with a participation of more than 100 employees from all departments of the company. Throughout the day, there were smiles and an air of satisfaction all around accompanied with great RHINO SPIRIT!



DELIVERING EXCELLENCE



56,000 Liters Aluminum Tank Trailers were delivered for the first time to Hascol Petroleum Limited and Attock Petroleum Limited. These tankers weigh about 8.75 tons comparatively 4 tons lighter than the traditional steel tankers of 48,000 liters and allows to carry 8,000 liters extra fuel. That means, it can earn more income on every trip than the conventional 48,000 liters fuel bowsers. With Air Suspension installed, it assures smooth ride. Nonetheless, adding aluminum tanker is the smart choice for saving money on the paint cost as it is rust free and long lasting. Lastly, the Bottom Loading System ensures safe product loading.



48,000 Liter Tanker Hascol Standard



45 Feet, 3-axle Flatbed Semi-Trailer



50,000 Liter Tanker Hascol Standard with Air Suspension



3,000 Liter Tanker Hascol Standard



60 Cubic Meter Tripping Trailer



48000 Liter Tanker Puma 4 compartment



48000 Liter Tanker Shell



Garbage Compactor



48000 Liter Tanker Attock 5 compartment



48000 Liter Tanker Total



20000 Liter Tanker Hascol



48000 Liter Tanker PSO