



Sui Southern Gas
Company Limited

Vol. 91-July 2015

THE FLAME

The Official Magazine of SSGC

Charting new paths in Digital Media



The dawn of social media at SSGC

From Karachi to Hyderabad

Falcons celebrate Ramadan cricket victory

Spending Eid at Bin-e-Fatima

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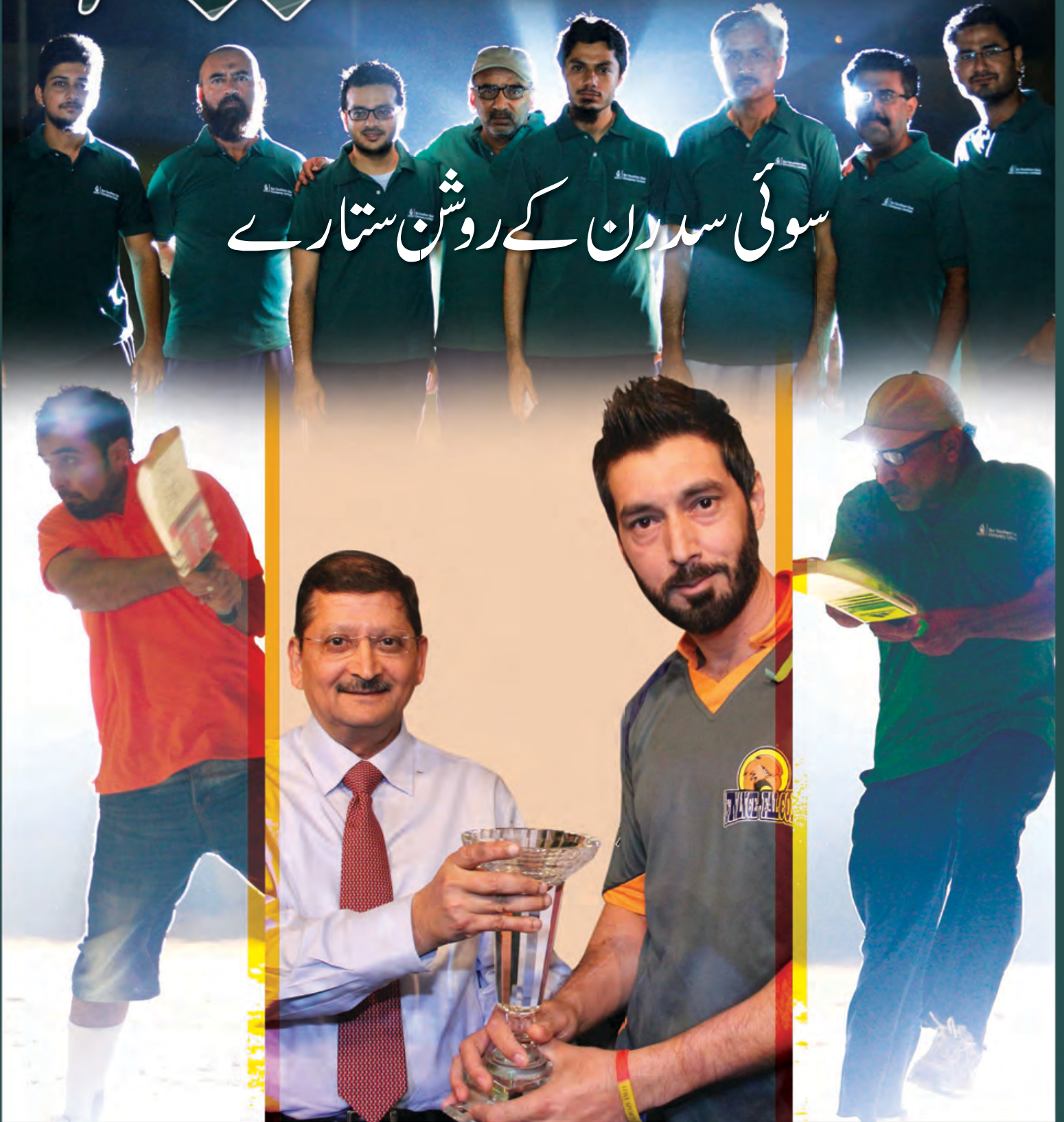


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شماره ۹۱ جولائی ۲۰۱۵
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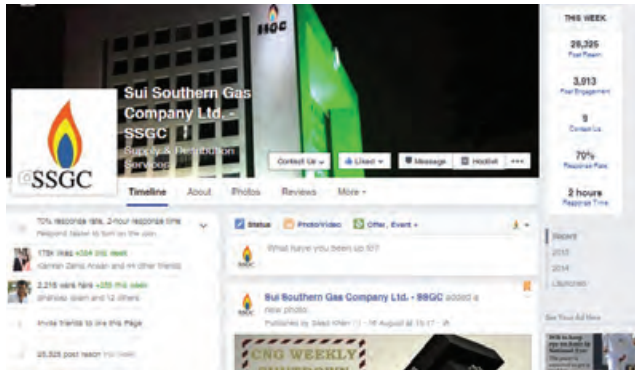
دی فائبر

سوئی سدرن کے روشن ستارے



THE FLAME

July 2015



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EDITOR'S NOTE



Karachi to Hyderabad

Eid-ul-Fitr was celebrated across Pakistan with religious zeal and fervour. On return from work, the SSGC management broke with the tradition by not just wishing employees in the head office but also in a number of Company facilities including Karachi Terminal, SITE office Karachi, Azad Trade Centre, Distribution East, Regional Office Hyderabad and HQ3.

The employees at facilities other than the Head Office were pleasantly surprised to find MD and his team meeting them in a series of unscheduled visits. The visits also provided a chance for the MD to discuss the status of ongoing projects as well as issues of the human resource in both executive and staff cadre.

On the other hand, post Ramadan the Task Force was back in the field, undertaking raids as part of the overall strategy to control UFG. On the third day of eid, a number of company employees visited 'Bint-e-Fatima; an old home to extend eid wishes to the senior citizens.

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SSGC's Facebook page has generated 175,000 fans over a short period of 2 years primarily based on organic reach and generates over 32,000 post that reach users every week which is a staggering 1.5 million users per annum.

Twitter on the other hand acts as a micro blogging platform that allows sending free messages called Tweets in 140 characters or less. These tweets can be text, images or videos making it a dynamic communication tool. SSGC in this regards uses this platform for the following:

- Routine tweets about CNG closures and emergency shutdowns
 - Press releases and rebuttals
 - To keep all stakeholders (Industrial, CNG, Commercial) informed about latest updates related to SSGC
 - Advertising Banners and Campaign posts (Round the clock Advertising)
- Twitter also serves the purpose of communication with media and various publishers (bloggers, journalists, news anchors, celebrities etc.) in getting the message conveyed. These influencers attract the attention of millions of followers and act as a catalyst to pass on the message as endorsers.

The tools may come and go, but the concept is so basic, it's almost hard to imagine the digital world heading in any other direction. Being social is fundamental to the nature of human beings. We want to use whatever channels we have to communicate.



A look at SSGC's Facebook and Twitter social media platforms

SSGC's Twitter platform has over 14,000 followers which include a mix audience of journalists, news anchors, politicians and celebrities, who are used as influencers.

Notable followers include Gharida Farooqi, Mahira Khan, Syed Ali Raza Abidi, Kashif Abbasi, Malik Abrar, Sanam Baloch, Omar Qureshi, etc.

BOARD, MANAGEMENT HOLDS MEETING AT LPG SUBSIDIARY

A high level delegation comprising of SSGC directors including Muhammad Riaz Khan, Saleem Zamindar, Sardar Rizwan Kahar and Khalid Rahman, MD, SSGC visited the SSGC LPG (Pvt.) Limited. (SLL) on August 1, 2015. The visitors held wide ranging discussion on issues related to the marketing and distribution of LPG across Pakistan. They were also given a comprehensive project briefing by MD, SLL Ziad Syed and his team. 



Directors holding meeting at SSGC-LPG subsidiary, CFO with senior officials



CRD makes major forays in gas theft infested areas


UFG is a major menace the Company is confronted with. Gas theft is one of the leading causes of UFG that has severely impacted the Company's financial bottomline. The Customer Relations Department is focused towards undertaking raids in gas theft infested areas, with the support of SSGC-backed Police, Security Services Department and Utilization (DSM) Department. On July 29, 2015, the team conducted a raid in Ali Akbar Shah Goth, Sector 50-A in Korangi Karachi. More than 600 houses whose occupants were stealing gas directly through main

line had their connections dismantled. 27,540 mmcf gas was saved as a result of this raid.

A day earlier, the same team conducted a major raid in Madina Town, Karachi to remove illegal connections. The team removed illegal connections in more than 900 houses and helped make savings of 41,310 mmcf volume of gas.

The team also conducted a number of raids in Memon Goth in Malir Karachi in July 2015. In Memon Goth, 500 disconnections were made that led to

savings of 22,950 mmcf gas.

While all these areas are known for their law and order situation, the team met with major resistance from an unruly mob. The mob comprising of women and youngsters of the area gathered in the main chowk and started protesting against disconnections and resorted to physical scuffling with the raiding party. The Security Services Department handled the difficult situation deftly and smartly to avoid any unpleasant situation. 



Scenes from the raids conducted in July and August 2015

SSGC, CNG ASSOCIATION HOLD TALKS TO IRON OUT DIFFERENCE

On July 6, 2015, All-Pakistan CNG Association registered its protest at the SSGC Head Office for the 48-hour CNG stations' closure. The protestors, led by Shabbir Sulemanjee, President, All Pakistan CNG Association (Sindh Zone), said that the 48 hour curtailment was unacceptable since it caused hardship to the public because the majority of public transport had been converted to CNG. They were of the view that SSGC kept on changing its own closure schedule, much to the inconvenience of the general public.

Determined to amicably work out the issue, the SSGC management instructed Amir Mumtaz Khan, ASGM (GS) and Saeed Larik, GM (Distribution-Central) to take the media through an impromptu press conference into confidence about the matter and also hold talks with the Association in this regard. From SSGC's side, Colonel (R) Shoaib Qureshi, AGM (Admin. Services) and Shahbaz Islam, AGM (Corporate Communications) also participated in the media briefings and talks with the Association.

Addressing the press conference, Saeed Larik, GM (Distribution-Central) said that while the gas supply is 1,200 mmcf, demand is 1,300 mmcf which implies a shortfall of 100 mmcf. This 100 mmcf



Joint press conference in session

shortfall, Mr. Larik said, was met through gas load management plan. Mr. Larik added that SSGC was getting maximum supply from the fields which it was distributing to the customers. He said that the utility sets certain parameters to ensure that the system does not collapse and the alternate day closure was one solution to ensure that the parameter is not disturbed. However, the recent heat wave and the curtailed supply from Naimat Basal field prompted the Company to curtail gas to CNG and distribute it to the power sector. The SSGC officials categorically pointed out that based on sectoral priority, CNG was fifth on the list.

ASGM (GS) stressed that any change in schedule, including the 48-hours continuous closure, was intimated to the CNG associations through emails, SMSs and cell phones. The CNG association representatives prevailed on the SSGC management to restore the previous schedule of alternate day closure. They also suggested that SSGC should seriously consider the option of opening CNG stations at 8 pm, instead of 8 am the next day. The management stopped short of accepting the Association's suggestion and added that it needed to be looked on technically in terms of its effect on the line pack, before it is practically implemented. ●



Both the parties showed commitment in working out thorny issues


KARACHI TO HYDERABAD – MD, TEAM EXTENDS EID WISHES TO EMPLOYEES

After returning from long Eid holidays, in accordance with the long drawn tradition, SSGC management extended eid greetings to executives and staff on July 23, 2015.

What was different from yester years' tradition was that the management, led by MD, SSGC Mr. Khalid Rahman extended eid greetings to not just the employees based in the head office but

in Karachi Terminal, SITE Office, Azad Trade Centre, East Zone Korangi, HQ-3 Jamshoro and Regional Office, Hyderabad. Starting from the head office, the MD, along with his team comprising of Shoaib Warsi, DMD, SGMs and ASGMs met a large number of executives and staff in different facilities on the same day.

The gesture was positively received by

all employees as it was the first time in the history of the company that on the same day an MD went on to all the prime locations, from Karachi to Hyderabad, to meet employees personally. Eid Milan 2015 thus ended up on a high note with SSGC personnel meeting their seniors and each other with smiling faces all round personifying a spirit of unity and brotherhood. 

Eid Milan



Head Office



Hyderabad



KT



SITE



FALCONS FLEW HIGH, OTHERS SWOOPED WITH BRILLIANT PERFORMANCES

Ramazan Night Cricket Tournament in SSGC has evolved into a novel form of team building and employee engagement. The first edition, held two years back was a rip-roaring success. The second edition, played at the Karachi Terminal during the first three weeks of this Ramadan, lived up to its billing as yet another exciting tournament that gave to the cricket fans and supporters of the six teams plenty to lap on to. Six departmental teams including CS Dolphins, Engineering Sharks, IT Lions, MS Kangaroos, Finance/Distribution Falcons, and North Wolves displayed quality cricket and exemplary sportsmanship spirit. The tournament this year was full of surprises as hot favorites and reigning champions, IT Lions were knocked out in group stages courtesy of some brilliant performances by Sharks, the team that emerged as the ultimate underdogs

under the captaincy of Rashid Latif of the Measurement Department. Although the Sharks lacked individual stars, its team effort and persistence led to the first ever semifinal qualification for the team. After two weekends of intense competition the semifinals were contested between Kangaroos and Sharks and then the Dolphins and the Falcons.

The much awaited final was played between the Falcons and Kangaroos. The final turned up to be a nail biter and a battle of nerves in which the Falcons finally prevailed on the very last ball of the match. The event was marked by superlative performances. Dolphins' Kamal, popularly known as Mamu emerged as the bowler of the tournament by bagging seven wickets. Mansoor Soomro of MS Kangaroos piled up 128 runs to emerge as the highest run getter of the tournament. Soomro was brilliant

in all the games except in the finals. On the other hand, Sharks Captain Rashid Latif won the 'Veteran Player of the Tournament' while Kangaroos' Sadaf Abbas was adjudged 'Player of the Tournament' for shining as a batsman, bowler and fielder.

The event proved to be a huge success as participants came all over from the franchise areas and examples of sportsmanship and camaraderie were set throughout. The employees lauded the efforts of organizing departments and said that such events should be held on a regular basis for not only relaxation but also to enhance team building. The very fact that a comfortable environment was created in which employees from all levels integrated, played and ate sehri together can be summed up as an amazing experience.





AND THE AWARD GOES TO....

The Ramadan cricket tournament officially concluded on August 4, 2015 with a colorful ceremony. It was the time to earn recognition for the splendid performances and teamwork shown throughout the tournament. Players from the three winning teams along with their departmental support were present on the occasion. It was also very encouraging to see that senior officials such as Amin Rajput (CFO), Majid Malik SGM (Dist North), Arsalan Iqbal (GM-Finance), Shakeel Bukhari (SGM-Dist South) and Fasih Azhar (GM-HR) were present on the occasion. MD, SSGC Mr. Khalid Rahman was the chief guest on the occasion. The ceremony started off with creative promos and event summaries displayed through multi media, followed by recitation of holy Quran by Mohammad Ali Gohar (CM-CSR-CCD). Syed Imran Ahmed (CM-CCD) was the master of ceremony. The electric atmosphere

of the auditorium grew further as the ceremony progressed with award distributions which included shields for the top three teams for all the individual players and crystal trophy for each team. The individual awards were conferred, Player of the Tournament was awarded to Sadaf Abbas of M5 Kangaroos, Batsman of the tournament was won by Mansoor Soomro of Kangaroos, Bowler of the tournament was won by Kamal of C5 Dolphins and Veteran player of the tournament won by Rashid Latif of Corporate Sharks. These awards were icing on the cake and resulted in jubilation for all present on the occasion.

The ceremony was topped up with a presentation from AGM CCD Shahbaz Islam who gave not only the rationale and strategy behind such an event but also explained how the tournament achieved its objectives and what are future prospects along

with interesting and creative videos embedded in his presentation which summarized the whole event. Respective award winners and officials also expressed their views on the stage and all of them lauded the efforts of CCD and HRD for organizing such an event which enhanced their team building along with networking within the organization. The ceremony concluded with encouraging words from the MD who was present throughout the ceremony and appreciated the efforts of CCD and tournament participants. He also acknowledged the importance of such events and said that he is glad to see his team smiling and happy.

Tournament Standings:

1. Finance/Distribution Falcons
2. MS Kangaroos
3. Engineering/Corporate Sharks





PICTORIAL COVERAGE

Directors' visit Meter Plant

SGC's Directors Arif Hameed and Mirza Mahmood Ahmad visited different facilities of the Company's Meter Manufacturing Plant at the Head Office compound on August 2,

2015. They were accompanied by Khalid Rahman, MD, and Shoaib Warsi, DMD/COO and Fayyaz Merchant, SGM (ES). Rashid Mansoor, DGM (Meter Plant) took the directors and the top

management to different assembly and fabrication halls and explained to them different functions and processes.



CNG Dealers Association meets management

Khalid Rahman, MD, SSGC met the representatives of CNG Dealers Association led by Mr. Abdul Sami Khan along with Mr. Abdul Haseeb Khan and Malik Khudabaksh who called him at the Head Office to discuss CNG related issues.



Iftar reception for MD

SGOA hosted an impressive iftar dinner reception to Khalid Rahman, MD, SSGC. A number of issues related to the executives were also discussed.



Khatam-e-Quran

Snapshots of the Khatam-e-Quran ceremony which was conducted at the Head Office Masjid on the occasion of the 27th holy night of Ramadan.



Some glimpses from the LONG SERVICES AWARDS, KARACHI



The picture covers present and former company's senior executives receiving medals from Managing Director Mr. Khalid Rahman

KMC-SSGC joint meeting

A joint meeting of SSGC and KMC was held to discuss the road cutting issues required for laying of gas pipelines under the chairmanship of commissioner Karachi Mr. Shoaib Ahmed Siddiqui, at Civic Centre, Karachi.



WHAT A WAY TO SPEND EID

Eid days are invariably spent with near and dear ones. When one of us at the Corporate Communications came up with the idea of spending time at an old house, there was a unanimous 'yes' vote from everyone in the department. The CSR team decided on 'Bint-e-Fatima' Old Home Trust, a reputed facility for octogenarian women who were spending the twilight of their years away from their loved ones, primarily because of their kins' decision.

On the third day of the eid, the Corporate Communication department, led by its AGM Shahbaz Islam accompanied by some executives of other departments visited Bint-e-Fatima Trust to extend eid wishes to the senior citizens, give them presents and generally have a memorable time with them. The SSGC team was warmly received by the family

that was committed towards extending care to the ladies of the old home.

Being socially responsible is something SSGC as an organization takes pride in, infact SSGC's CSR program is one of the most comprehensive programs in the country. CSR at SSGC however is not just restricted to funding various initiatives but its about going the extra mile by participating and being there with those who need our attention. This was the very philosophy that took team SSGC to Bint-e-Fatima Old Home Trust which facilitates old ladies from various sections of our society in time of their lives where they need utmost care and love. Team SSGC spent day 3 of eid by arranging a musical program and various eid gifts for the ladies. The team of Bint-e-Fatima comprises of a family who has devoted their life to take care of the old ladies left alone under different

circumstances. Currently 35 old ladies are under excellent care at Bint-e-Fatima.

The SSGC team individually met with each of the ladies and presented them gifts. While some were quiet and reticent, others opened their hearts to us by sharing innocent stories about their past and their experience of being a Bin-e-Fatima resident. The team then went around the facility and were happy to note that the bed rooms were clean and well maintained. The main get together was held at the lawns of the Trust where the SSGC team sang old film songs, cracked jokes with the ladies and reiterated that the owners of Bin-e-Fatima Trust were inarguably the saviours of these ladies who in ideal conditions should have been with their families. One by one each visiting member spoke from the heart about how elated they feel to be with the ladies.





SUPERANNUATIONS – EXECUTIVES

Name	Designation	Department/ Division	Place of Posting	Retirement Date
Mr. Muhammad Hanif	Manager	Billing	North Karachi Zone	28-06-2015
Mr. Fazal Rasheed	Dy. General Manager	Information Technology	Head office	03-07-2015
Mr. Iqbal Sultan	Chief Manager (CC&B)	Information Technology	Head office	05-07-2015

Energy Snapshot

Various Sources

Building a wind power plant in Pakistan - China invests \$115 million

China is helping Pakistan build a wind power plant near Karachi with a total investment of \$115 million, according to HydroChina Investment Corporation which invested in the plant. The Dawood wind power plant, located some 60 kilometers east of Karachi, is expected to generate 130 million kilowatt-hours of electricity per year, meeting the need of about 100,000 families in the local area.

Jiang Li, secretary of the corporation, said that the plant's capacity is 49.5 MW. Its construction started in April of this year and is expected to be completed in June 2016 and start to generate power three months later.

According to Yang Zhiyao, Manager of the Dawood Power Plant Project, the plant could be operated for 20 years after its completion. He said all the investment would be recouped after eight years of operation. Yang added that wind power plants usually could be built very fast and thus they were very effective in relieving the shortage of power in local areas. A Pakistan wind farm built and funded by the China Three

Gorges Corporation is generating more than one-million kilowatt-hours of electricity everyday.

The project is operating for more than 20 hours a day, a spokesperson for the Chinese state-owned renewable energy giant said. Since it went into operation in November, the facility has generated around 93-million kilowatt-hours, he added.

With an installed capacity of 49.5 megawatts, this is the first China-backed wind farm in Pakistan. It is an example of the work the two countries are doing to build the China-Pakistan Economic Corridor, part of the broader belt and road regional trade and infrastructure network.



Bright future for FLNG forecasted

There will be significant growth in both investment and activity in the Floating LNG (FLNG) market over the next seven years, with Douglas-Westwood (DW) forecasting total expenditure of \$58.3 billion in its new market report.

According to the report, 61% of this spend is attributed to liquefaction infrastructure, with the remainder from import and regasification facilities.

Report author, Ben Wilby, commented, "The industry is about to see the installation of the first floating liquefaction projects. The application of LNG technology offshore has been proposed and studied within the industry for more than 30 years so there is intense industry interest in the first applications. The success of these first pioneering projects will no doubt impact future commitments by operators to FLNG developments.



Downturn – Oil and gas industry in UAE shed workers

A number of companies in the oil and gas industry in the UAE have shed some of its workers as they opt to reduce operational costs in the hopes of surviving the downturn, industry sources have confirmed.

The job cuts have affected employees with engineering background and those who worked on a contract basis. There is no specific data on how many businesses have trimmed down their workforce but concerns are high that there could be spillover effects into other sectors such as retail and hospitality.

A source also confirmed that banks are not hiring more than they used to and that they have now become more selective on recruitment. Jobseekers from abroad are also not finding it easy to find an employer in the UAE.



The sustained decline in oil prices has squeezed profit margins of oil and gas businesses not just in the region but around the world, forcing employers to reduce their staff size. As of March 18,

companies in the industry, including oilfield services firms, parts manufacturers and steel pipe makers, have shed at least 75,000 people worldwide, according to Forbes data.

\$700 million invested in Ghana offshore gas project

The World Bank approved \$700 million in investment guarantees for an offshore gas project in Ghana that will help the country address electricity shortages.

It includes a \$500 million payment guarantee from the bank's International Development Association for gas purchases by the state-run Ghana National Petroleum Corp., the World Bank said in an e-mailed statement from Washington on Thursday. The remainder of the support is protection from the International Bank for Reconstruction and Development for private financing.

"Together, the guarantees are expected to mobilize \$7.9 billion in new private investment for offshore natural gas, representing the biggest foreign direct investment in Ghana's history," the World Bank said.

The Sankofa project, which is due to start producing gas as early as 2018, will supply enough fuel to generate as much as 1,000 mw of power, reducing Ghana's reliance on about 12 Mbbl of imported oil every year, the World Bank said. Italy's Eni SpA and Vitol Group based in the Netherlands are carrying out exploration and "commercialization" work, said the bank.

Ghanaians this year battled the worst blackouts in at least eight years, with power cut to Accra, the capital, for 24 hours at a time because of a shortage of natural gas to plants and low water levels at the nation's hydroelectric dam.



SOCIAL MEDIA MARKETING FOR BUSINESS: EXPECTATION VS. REALITY

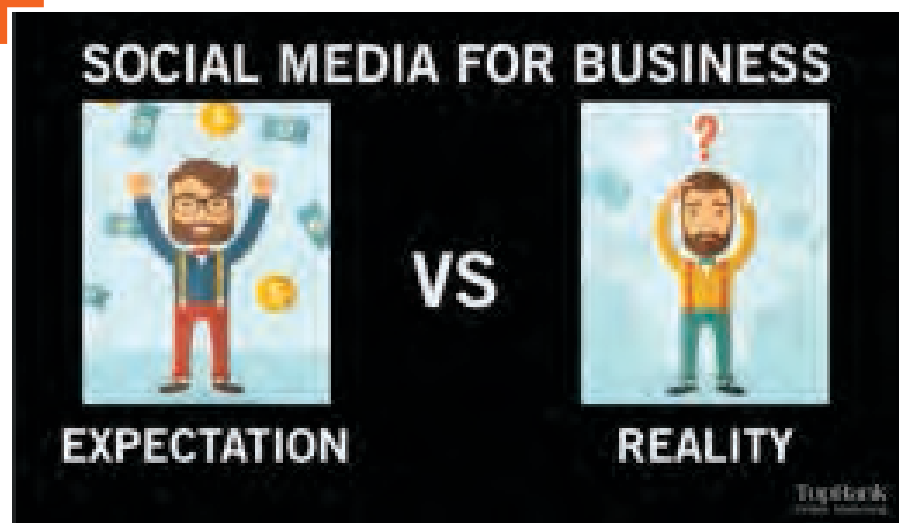
A When a fast food chain releases a new menu item, there is typically a lot of hype and promotion around the product. These efforts can lead to certain expectations of what consumers can expect when purchasing the item.

Sometimes reality meets the expectation, but more often than not, it doesn't.

Anytime you explore new opportunities within digital marketing, it can lead way to a certain set of expectations for performance, audience reaction and a host of other variables.

While the reality may not always meet the expectation, there are many benefits of incorporating social media into your digital marketing routine. According to Social Media Examiner's latest report, these benefits include:

- Increased exposure
- Increase in website traffic
- Development of loyal fans
- Access to marketplace insight
- Lead generation



That same report found that Facebook (52%), LinkedIn (21%) and Twitter (12%) are the most important social media platforms for marketers.

The examples below provide a glimpse into some common expectations that

new (and even more seasoned) marketers have about social media marketing and the sometimes harsh reality.

#1 – Set Publishing Expectations

Expectation: When tackling social media for business, it can be easy to assume that you'll have endless ideas for content and will be a publishing machine.

Reality: More often than not, companies are strong, out of the gate and then quickly tire from the attention needed to create and curate compelling content.

Solution: One way to engage your audience is to consistently publish

content on your social channels. If you create a routine for publishing, they'll know what to expect. Tools like Buffer are great for scheduling out your social media content for the week. You can also set up rules for posting frequency and time of day within your preferences. Additionally, Buffer has a handy content curation feature that makes it simple to choose a piece of content that is relevant for your audience and incorporate it into the publishing schedule.



#2 – Assess Organic Conversions

Expectation: Based on all of the awesome content you're producing, it's only a matter of time before those contact forms are flying in!

Reality: More realistically, a strong social media presence will likely lead to an increase in referral traffic to your website (if that is where you're pointing followers).

Solution: An organic social media can

be used in combination with content marketing efforts to drive lead generation. While it may not always be a direct conversion to sign up for services, there are other conversion opportunities. For example, use social media to lead your audience to gated content on your website or to a subscribe form to receive updates from your company.



#3 – Effective Community Management

Expectation: Responding to brand mentions and inquiries is easy.

Reality: Keeping up with brand mentions manually can become incredibly overwhelming.

Solution: Continue to create quality content that your community will find useful and use Social media monitoring tools like SproutSocial, Topsy and Social Mention to help identify and respond to mentions of your brand.



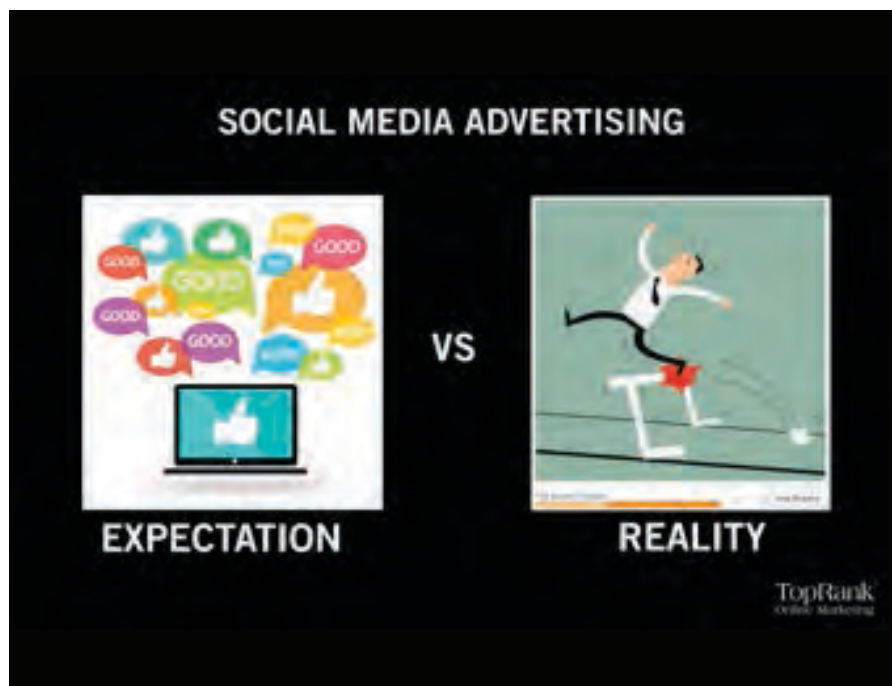
#4 – Improve Advertising Effectiveness

Expectation: Using paid social automatically means that you'll have more conversions (likes, shares, comments) for your facebook page and website.

Reality: Social advertising merely provides access to more people, it doesn't change the quality of your message.

Solution: To get the most out of social media advertising consider the following best practices:

- Use clear and concise messaging
- Incorporate strong visual assets
- Beta test ads by publishing organically first
- Use platform targeting features
- Rotate ads frequently to avoid ad fatigue
- Design ads with mobile users in mind



#5 – Don't Take the One and Done Approach

Expectation: You can successfully publish all of the exact same social messages on every platform.

Reality: People use different social media sites for different reasons.

Solution: You need to understand your audience and the social media sites that they use in order to get a true sense of how to position messaging for each platform. The way that most users interact on LinkedIn is vastly different

than they would use an Instagram account. Keep this in mind when creating messaging for your business social media profiles and pages.

Begin Setting Realistic Expectations for Social Media Marketing

True social media marketing success requires hard work, patience and attention to detail. Chances are, if you invest your time and money wisely, you'll

begin to see some of your social media expectations become realities. What have you found to be the most shocking reality about social media that

you hadn't expected?

Source: www.toprankblog.com

INVESTING IN HEALTH THROUGH CSR

After education, healthcare is the second pillar of SSGC's CSR initiatives through which the Company funds health related projects of public and private sector medical facilities and NGOs. Recently the Company provided monetary support to two local NGOs Omair Sana Foundation and Markaz-e-Umeed.

As part of the Company's CSR initiatives, monetary support to the tune of Rs. 1.30

million was granted to Omair Sana Foundation (OSF) for provision of blood Bags for the treatment of thalassemic children. Shahbaz Islam AGM (CCD) presented the cheque of Rs. 1.31 million to Dr. Saqib Hussain Ansari, General Secretary OSF. Also present on the occasion were Obaid Hashmi, CEO, OSF and Corporate Communications' DGM Salman A. Siddiqui, Chief Manager Muhammad Ali Gohar, Management Trainee Uzair Haider and Executive

Zubia Sadiq.

Under the CSR initiative, SSGC also made a monetary donation of Rs. 0.86 million to Markaz-e-Umeed, Karachi to sponsor a batch of 50 special students suffering from mental disabilities. Shahbaz Islam, AGM (CCD) presented the cheque to Zeeshan Siddiqui, Director, Markaz-e-Umeed.



دی فہرست

جولائی ۲۰۱۵

فہرست

- ۲۔ سی آر ڈی کے بڑے پیمانے پر گیس چوری کے خلاف کامیاب چھاپے
- ۲۔ عید ملن کی روایت کا پر مسرت اور منفرد انداز
- ۴۔ شاندار رمضان کرکٹ ٹورنامنٹ۔ کامیابی کا سہرا فیلکنز کے سر رہا
- ۵۔ عید ہو تو ایسی: لائق تقلید سماجی ذمہ داری

ایڈیٹر کے قلم سے

سوئی سدرن میں عید الفطر روایتی جوش و خروش کے ساتھ منائی گئی

عید الفطر ملک بھر میں مذہبی تقاضوں اور مسرت انگیز عقیدتوں کے ساتھ منائی گئی۔ جس طرح ملک میں اس تہوار پر مختلف اجتماعات منعقد ہوئے ہیں اسی طرح سوئی سدرن گیس کی انتظامیہ نے کمپنی کے مختلف مقامات پر واقع دفاتر کا دورہ کیا اور وہاں موجود افسران اور اسٹاف ملازمین سے عید ملن کے حوالے سے ملاقاتیں کیں جس سے ملازمین پر خوشگوار اثرات مرتب ہوئے۔

سوئی سدرن گیس کی ٹیم نے عید کے موقع پر بنت فاطمہ اولہ ہوم ٹرسٹ کا دورہ کیا اور وہاں مقیم بزرگ خواتین شہریوں سے ملاقات کی اور ان کی خوشیوں میں شریک ہوئے۔ کمپنی ملازمین نے رمضان کرکٹ ٹورنامنٹ میں بھی پر جوش انداز میں شرکت کی جس میں دفائی چیمپین فیلکنز نے ایک مرتبہ ایک ٹرافی اپنے نام کر لی۔

اپنی آراء ہمیں اس پتے پر ارسال کریں

سوئی سدرن گیس کمپنی لمیٹڈ

کارپوریٹ کمیونیکیشن ڈیپارٹمنٹ، تیسری منزل، پرانی مارکیٹنگ بلڈنگ

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محمد علی گوہر

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محمد رضوان انصاری

سی آر ڈی کے بڑے پیمانے پر گیس چوری کے خلاف کامیاب چھاپے

اس سے ایک دن قبل اسی ٹیم نے مدینہ کالونی، کورنگی کراچی میں ایک بڑا چھاپہ مارا اور 900 سے زائد گھروں کے غیر قانونی کنکشنز منقطع کئے۔ ان علاقوں میں امن و امان کی صورتحال کشیدہ ہونے کے باوجود چھاپہ مار ٹیم اپنے مشن کی تکمیل کیلئے پرعزم رہی۔

بڑے پیمانے پر گیس چوری کی جاری ہے۔ 29 جولائی 2015 کو ٹیم نے علی اکبر شاہ گوٹھ سیکٹر A-50 کورنگی میں چھاپہ مارا جہاں 600 سے زائد گھر ایسے پائے گئے، جن کے مین مین لائن سے براہ راست گیس چوری کر رہے تھے، ایسے تمام کنکشنز منقطع کر دیئے گئے۔

کمپنی کو درپیش سب سے بڑا خطرہ یو ایف جی سے ہے۔ یو ایف جی کا سب سے بڑا سبب گیس چوری ہے جس نے کمپنی کی مالی حیثیت پر برا اثر ڈالا ہے۔ کسٹمر ریلیشنز ڈیپارٹمنٹ آج کل سوئی سدرن گیس کیلئے مختص پولیس اسٹیشن، سیکورٹی سروسز اور یوٹیلٹیز انشورنس (ڈی ایس ایم) ڈیپارٹمنٹ کے تعاون سے ان علاقوں میں چھاپے مارنے میں مصروف ہے جہاں



عید ملن کی روایت کا پر مسرت اور منفرد انداز

نیجنگ ڈائریکٹر نے ایک ہی دن کراچی سے حیدر آباد تک ملازمین کو عید کی مبارکباد پیش کی۔



ہوا کہ کسی ٹینٹنگ ڈائریکٹر نے ایک ہی دن میں کراچی سے حیدرآباد تک تمام اہم لوکیشنز کا گارڈ دورہ کیا ہوا اور ملازمین سے ذاتی طور پر ملاقات کر کے ان سے بالمشافہ عید ملی ہو۔ عید ملن 2015 کے موقع پر تمام ملازمین اپنی کمپنی کے میز کارواں اور اپنے سینئر زکواپنے درمیان دیکھ کر اور ان سے مل کر بے حد مسرور اور شادان نظر آ رہے تھے جبکہ اتحاد و اتفاق کا پہلو بھی نمایاں تھا۔

سائٹ آفس، کورنگی آفس، HQ-3 چامشور اور رجنل آفس، حیدرآباد تک پھیلا دیا۔ ہیڈ آفس سے آغاز کرتے ہوئے ٹینٹنگ ڈائریکٹر نے اپنی ٹیم کے ہمراہ، جس میں ڈپٹی ٹینٹنگ ڈائریکٹر شعیب وارثی سینئر اور ایکنٹنگ سینئر جزل فیروز شامل تھے، اسی دن مختلف شعبہ جات کے ملازمین اور افسران کی بڑی تعداد کو عید کی مبارکباد پیش کی۔ ملازمین کی جانب سے اس امر کا مثبت انداز میں خیر مقدم کیا گیا کیونکہ کمپنی کی تاریخ میں ایسا پہلی بار

عید کی چھٹیوں سے واپس لوٹنے پر سوئی سدرن گیس کمپنی کی پرانی روایت کے طور پر 23 جولائی 2015 کو سوئی سدرن گیس کمپنی کی انتظامیہ نے عملے اور ایگزیکٹوز کو عید کی مبارکباد پیش کی۔ اس سال یہ روایت اس لحاظ سے پچھلے سالوں سے جدت تھی کہ ٹینٹنگ ڈائریکٹر سوئی سدرن گیس جناب خالد رحمان کی قیادت میں انتظامیہ نے اس سلسلے کو وسعت دیتے ہوئے صرف ہیڈ آفس کے ملازمین تک ہی محدود نہیں رکھا بلکہ کراچی ٹریٹل،



ہیڈ آفس



حیدرآباد



کئی



سائٹ

شاندار رمضان کرکٹ ٹورنامنٹ۔ کامیابی کا سہرا فیلکٹرز کے سر رہا۔ دیگر ٹیموں نے بھی عمدہ کارکردگی کا مظاہرہ کرتے ہوئے ڈٹ کر مقابلہ کیا۔

ٹورنامنٹ کے سب سے تجربہ کار کھلاڑی ہونے کا اعزاز اپنے نام کیا جبکہ کیلنگرز کے صدف عباس نے بطور باؤلر بیٹسمین اور فیلڈر بہترین کارکردگی کا مظاہرہ کر کے پلیئر آف دی ٹورنامنٹ کا اعزاز حاصل کیا۔ اس ایونٹ کو بھرپور کامیابی حاصل ہوئی، کیونکہ اس میں دونوں فرنیچر علاقوں سے لوگ شریک ہوئے جنہوں نے مثالی اسپورٹس مین اسپرٹ اور کھیل کا مظاہرہ کیا۔ ملازمین نے آرگنائزنگ ڈیپارٹمنٹ سی ڈی کی کوششوں کو بے حد سراہا اور کہا کہ صرف تفریح کیلئے ہی نہیں بلکہ ٹیم بلڈنگ کیلئے بھی ایسے ایونٹس مسلسل بنیادوں پر منعقد کئے جانے چاہئیں۔ یہ ایونٹ ایک پرسکون ماحول میں منعقد ہوا تھا جس میں ہر کیلنگری کے ملازمین جمع ہوئے، کھیلے اور انہوں نے ساتھ سحری کی جو ان کیلئے ایک خوشگوار تجربے کا سبب بنا۔

فیورٹ ٹیم آئی ٹی لائٹز کو گروپ اسٹیج میں ہی ٹورنامنٹ سے باہر کر دیا۔ اگرچہ شارکس میں اچھے انفرادی کھلاڑیوں کی کئی تھی لیکن بطور ٹیم ان کی کوششوں نے انہیں پہلی پاریسی فائنل تک پہنچا دیا۔ اگلے دو ہفتوں میں سخت مقابلوں کے بعد سی ڈی فائنل کیلنگرز اور شارکس اور ڈلفن اور فیلکٹرز کے درمیان کھیلے گئے۔ سخت انتظار کے بعد فائنل فیلکٹرز اور کیلنگرز کے مابین کھیلایا گیا۔ فائنل میں سنسی خیز لمحات اور سخت مقابلے کے بعد نتیجہ فیلکٹرز کے حق میں نکلا۔ یہ ایونٹ عمدہ کارکردگی کے حوالے سے یادگار تھا۔ ڈلفن کے کمال، جنہیں ماموں کہہ کر پکارا جاتا ہے، 7 وکٹیں لے کر باؤلر آف دی ٹورنامنٹ قرار پائے۔ منصور سومر 128 رنز بنا کر ٹورنامنٹ کے سب سے زیادہ اسکور کرنے والے کھلاڑی ثابت ہوئے، منصور نے فائنل کے سوا ہر میچ میں عمدہ کارکردگی دکھائی۔ دوسری جانب شارکس کے کیپٹن راشد لطیف نے

سوئی سدرن گیس کمپنی کا رمضان کرکٹ ٹورنامنٹ ٹیم بلڈنگ اور ملازمین کے درمیان یکجہتی، اتحاد اور دوستی کی ایک نئی مثال ثابت ہوا۔ دو سال قبل پہلے ٹورنامنٹ کو بھرپور کامیابی حاصل ہوئی تھی۔ دوسرا ٹورنامنٹ رمضان المبارک 2015 کے پہلے تین ہفتوں کے دوران کراچی ٹرینل پر منعقد ہوا جو ایک اور دلچسپ کرکٹ ٹورنامنٹ ثابت ہوا جس نے شائقین کرکٹ اور چھٹیوں کے سپورٹرز کو بھرپور تفریح فراہم کی۔ ڈپارٹمنٹس کی ٹیموں بشمول سی ایس ڈلفن، انجینئرنگ شارکس، آئی ٹی لائٹز، ایم ایس کیلنگرز، وٹنس/ڈسٹری بیوشن فیلکٹرز اور ناتھ وولوز نے بہترین کھیل پیش کرنے کے ساتھ مثالی اسپورٹس مین اسپرٹ کا مظاہرہ کیا۔ یہ ٹورنامنٹ کئی حیران کن لمحات پر مشتمل تھا، جیسے کہ میچرز منٹ ڈپارٹمنٹ کے راشد لطیف کی قیادت میں شارکس صحیح معنوں میں چھپے رستم ثابت ہوئے اور نہایت عمدہ پرفارمنس کا مظاہرہ کر کے چیمپیئنز اور ٹورنامنٹ کی سب سے



عید ہو تو ایسی: لائق تقلید سماجی ذمہ داری

سوئی سدرن کی ٹیم انفرادی طور پر ہر بزرگ خاتون سے نہایت محبت اور اپنائیت سے ملی۔ ان میں سے کچھ خواتین خاموش طبیعت کی مالک تھیں جبکہ کچھ نے ہمیں اپنی ماضی کی دردناک کہانیاں بھی سنائیں اور اولڈ ہوم میں رہنے کا تجربہ بھی بتایا۔ اس اولڈ ہوم کا ماحول بے حد صاف ستھرا ہے۔ تمام بزرگ خواتین سوئی سدرن کی ٹیم کی اس سرگرمی سے بہت لطف اندوز ہوئیں اور انہوں نے کچنی کیلئے اپنی نیک تمناؤں کا اظہار بھی کیا۔

اس دورے سے جہاں یہ بات خوشگوار محسوس ہوئی کہ بہت فاطمہ اولڈ ہوم ٹرسٹ کی انتظامیہ ان بزرگ خواتین کیلئے بلاشبہ مسیحا ہے، وہاں ہمیں یہ سبق بھی ملتا ہے کہ ہمیں اپنی تمام تر مصروفیات کے باوجود اپنے والدین اور بزرگوں کی خدمت کو اپنا شعار بنانا چاہئے اور ان کے حقوق کا ہمیشہ خیال رکھنا چاہئے تاکہ وہ اپنی زندگی کے بقیہ دن اپنوں کی اپنائیت کے



حصار میں گزار سکیں۔

رپورٹ: شاہن امام/سید عزیز حیدر

نظر ثانی: محمد علی گوہر

کارپوریٹ کمیونیکیشن ڈپارٹمنٹ

خیال رکھنے کے لئے پر عزم فیملی نے سوئی سدرن ٹیم کا انتہائی گرم جوش سے استقبال کیا۔

سوئی سدرن سماجی حوالے سے اپنی ذمہ داریاں پوری کرنے پر ہمیشہ کمر بستہ رہتی ہے۔ درحقیقت سوئی سدرن کا سی ایس آر پروگرام ملک میں جاری جامع سماجی پروگراموں میں سے ایک ہے۔ سوئی سدرن میں سی ایس آر کا مقصد نہ صرف کئی مثبت سماجی اقدامات کرنا ہے بلکہ ان افراد کے ساتھ بھی شریک ہونا ہے جنہیں ہماری توجہ کی ضرورت ہے۔ اسی سلسلے میں سوئی سدرن نے بہت فاطمہ اولڈ ہوم ٹرسٹ کا دورہ کیا جو ہمارے معاشرے کے مختلف طبقوں سے تعلق رکھنے والی عمر خواتین کی ضروریات کا اس وقت خیال رکھتا ہے جب انہیں محبت اور انتہائی توجہ کی ضرورت ہوتی ہے۔ سوئی سدرن کی ٹیم نے عید کا تیسرا دن ان خواتین کیلئے موسیقی کا پروگرام اور عید کے تحائف پیش کر کے گزارا۔ بہت فاطمہ اولڈ ہوم ٹرسٹ کی ٹیم ایک ایسی فیملی پر مشتمل ہے جس نے ان بزرگ خواتین کا خیال رکھنے کیلئے اپنی زندگی وقف کر دی ہے، جو مختلف حالات کی بناء پر تنہا رہ گئی ہیں۔ اس وقت پینتیس بزرگ خواتین اس اولڈ ہوم میں موجود ہیں جن کی دیکھ بھال اور ان کی ضروریات کا ہر طرح خیال رکھا جاتا ہے۔

عید کی چھٹیاں ہمیشہ اپنے عزیزوں کے ساتھ ہی گزاری جاتی ہیں۔ اس منفقہ خیال کے ساتھ کہ عید کا کچھ وقت کسی اولڈ ہوم میں گزارا جائے، کارپوریٹ کمیونیکیشن ڈپارٹمنٹ کی سی ایس آر ٹیم نے بہت فاطمہ اولڈ ہوم ٹرسٹ جانے کا فیصلہ کیا جو کنگٹن میں واقع ایک معروف ٹرسٹ ہے جہاں ساٹھ سے نوے سال کی عمر اور تنہا خواتین اپنی زندگی کا آخری دور اپنے عزیزوں سے دور رہ کر گزار رہی ہیں۔ یہ ادارہ نو سال پہلے مسز فرزانہ شعیب نے خدمت کے جذبے سے سرشار ہو کر قائم کیا تھا اسی جذبے کو دیکھ کر ان کے بیٹے اسد شعیب اور بہنوئی اسد بھی ان کے ساتھ شامل ہو گئے۔ مذکورہ اولڈ ہوم کے انتظامات کیلئے زیادہ تر اخراجات وہ خود برداشت کرتے ہیں، جبکہ چند ایسے محیر لوگ بھی ہیں جو اپنا نام ظاہر نہ کرتے ہوئے اس خیر کے کام میں حصہ دار بن جاتے ہیں۔

عید کے تیسرے دن کمپنی کے دیگر ڈپارٹمنٹ کے چند نمائندوں کے ہمراہ ایکٹنگ جنرل منیجر شہباز اسلام کی قیادت میں کارپوریٹ کمیونیکیشن ڈپارٹمنٹ نے ٹرسٹ کا دورہ کیا اور بزرگ خواتین کی عید کی خوشیوں میں شریک ہوئے، انہیں تحائف دیئے اور ان کے ساتھ اپنائیت کے یادگار لمحات گزارے۔ ٹرسٹ میں موجود عمر خواتین کی دیکھ بھال اور ان کا



سي آر ڊي ۽ جاوڙي پيماني تي گيس چوري ۽ جي خلاف ڪامياب ڇاپا



منقطع ڪري ڇڏيا ويا۔

ان کان هڪ ڏينهن اڳ انهي ۽ ٽيم مدينه ڪالوني، ڪورنگي ڪراچي ۾ هڪ وڏو ڇاپو هنيو ۽ 900 کان وڌيڪ گهرن جا غيرقانوني ڪنيڪشنز ڪاٽي ڇڏيا۔ انهن علائقن ۾ امن و امان جي صورتحال خراب هجڻ جي باوجود ٽيم پنهنجي مشن جي تڪميل جي لاءِ پرعزم رهي۔

جي تعاون سان انهن علائقن ۾ ڇاپا هڻڻ ۾ مصروف آهي، جتي وڏي پيماني تي گيس چوري ٿي رهي آهي۔ 29 جولاءِ 2015 تي ٽيم علي اڪبر شاهه گهٽ سيڪٽر 50-A ڪورنگي ۾ ڇاپو هنيو جتي 600 کان وڌيڪ گهر اهڙا هئا جنهن جا رهاڪو مين لائين مان سٽوسٽون گيس چوري ڪري رهيا هئا۔ اهڙا سڀئي ڪنيڪشن

ڪمپني کي پيش ايندڙ سڀ کان وڏو خطرو بڻايل آهي۔ ڇاپو هڻڻ جي ڪري گيس چوري ٿي رهي آهي، جنهن ڪمپني جي مالي نفعي تي ڏاڍو خراب اثر وڌو آهي۔ ڪسٽمر ريليشنز ڊيپارٽمينٽ اڄڪلهه سٺي سڌرن گيس بيڪڊ پوليس، سيڪيورٽي سروسز ۽ يوٽيلائيزيشن (ڊي ايس ايم) ڊيپارٽمينٽ

عيد ملن جي روايت جو پُرمسرت ۽ منفرد انداز مئنيجنگ ڊائريڪٽر هڪئي ڏينهن ڪراچي کان حيدرآباد تائين ملازمن کي عيد جون مبارڪون پيش ڪيون۔

خالد رحمان جي اڳواڻي ۾ انتظاميا هن سلسلي کي وسعت ڏيندي رڳو هيڊ آفيس جي ملازمن تائين ئي محدود نه رکيو بلڪه ڪراچي ٽرمينل، سائيٽ آفيس، ڪورنگي

ايگزيڪٽيوز کي عيد جون مبارڪون پيش ڪيون۔ هن سال اها روايت ان لحاظ کان پوئين سالن کان الڳ هئي ته مئنيجنگ ڊائريڪٽر سٽي سڌرن گيس جناب

عيد جي موڪلن کان واپس موٽڻ تي سٽي سڌرن گيس ڪمپني جي پراڻي روايت جي طور تي 23 جولاءِ 2015 تي سٽي سڌرن گيس ڪمپني جي انتظاميا، عملي ۽



آفيس، HQ-3 ڄامشورو ۽ ريجنل آفيس،
حيدرآباد تائين وڌائي ڇڏيو - هيڊ آفيس
کان شروعات ڪندي مئنيجنگ ڊائريڪٽر
پنهنجي ٽيم سان گڏ، جنهن ۾ ڊپٽي
مئنيجنگ ڊائريڪٽر شعيب وارثي، سينيئر
۽ ايڪٽنگ سينيئر جنرل مئنيجرز شامل
هئا، انهيءَ ڏينهن مختلف شعبن جي
ملازمن ۽ آفيسرن جي وڏي تعداد کي عيد
جون مبارڪون پيش ڪيون - ملازمن
پاران هن جو مثبت انداز ۾ خير مقدم ڪيو
ويو ڇو ته ڪمپني جي تاريخ ۾ ايئن
پهريون ڀيرو ٿيو آهي ته ڪنهن مئنيجنگ
ڊائريڪٽر هڪئي ڏينهن ۾ ڪراچي کان

حيدرآباد تائين سڀني اهم لوڪيشنز جو
لڳاتار دورو ڪيو هجي ۽ ملازمن سان
ذاتي طور تي ملاقات ڪري انهن سان عيد
ملي هجي - عيد ملن 2015 جي موقعي
تي سڀني ملازم پنهنجي ڪمپني جي
ميرڪاروان ۽ پنهنجي سينيئرز کي پنهنجي
وڃڻ ڏسي ۽ انهن سان ملي ڪري ڏاڍا
مسرور ۽ شادان نظر اچي رهيا هئا، جڏهن
ته اتحاد ۽ اتفاق جو پهلو به نمايان نظر
اچي رهيو هو۔

شاندار رمضان ڪرڪيٽ ٽورنامينٽ ڪاميابي جو سهرو فيلڪنز جي مٿي تي رهيو، بين ٽيمن به سٺي ڪارڪردگي جو مظاهرو ڪندي ڄمي ڪري مقابلو ڪيو۔

سٺي سڌرن گيس ڪمپني جو رمضان
ڪرڪيٽ ٽورنامينٽ ٽيم بلڊنگ ۽ ملازمن
جي وڃڻ يڪجهتي، اتحاد ۽ دوستي جي
هڪ نئين مثال ثابت ٿيو۔ ٻه سال پهرين
ٽورنامينٽ کي پريور ڪاميابي حاصل ٿي
هئي۔ ٻيو ٽورنامينٽ رمضان المبارڪ
2015 جي پهرين ٽن هفتن جي وچ ۾
ڪراچي ٽرمينل تي منعقد ٿيو جيڪو هڪ
وڌيڪ دل کي وڻندڙ ڪرڪيٽ ٽورنامينٽ
ثابت ٿيو، جنهن ڪرڪيٽ جي شوقينن ۽
ڇهه ٽيمن جي سپورٽرن کي پريور تفريح
فراهم ڪئي۔ ڊيپارٽمينٽس جي ٽيمن جنهن
۾ سي ايس ڊالفن، انجنيئرنگ شارڪس،
آءِ ٽي لائينز، ايم ايس ڪينگروز،
فائننس/ڊسٽري بيوشن فيلڪنز ۽ نارٿ
وولوز شامل هيون، بهترين راند پيش
ڪرڻ سان گڏوگڏ مثالي اسپورٽس مين
اسپورٽ جو مظاهرو ڪيو۔ اهو ٽورنامينٽ
گهڻن ئي حيران ڪندڙ گهڙين تي مشتمل
هو، جيئن ته ميزمينٽ ڊيپارٽمينٽ جي
اڳواڻي ۾ شارڪس صحيح معنن ۾ چڱي
رستم ثابت ٿي ۽ ڏاڍي سٺي پرفارمنس جو
مظاهرو ڪندي چئمپئنز ۽ ٽورنامينٽ جي
سڀ کان فيورٽ ٽيم آءِ ٽي لائينز کي گروپ
اسٽيج ۾ ئي ٽورنامينٽ کان ٻاهر ڪري
ڇڏيو۔ جڏهن ته شارڪس ۾ سٺن انفرادي
رانديگرن جي گهڻائي هئي پر بطور ٽيم
انهن جي ڪوششن انهن کي پهريون ڀيرو
سيمي فائنل تائين پهچائي ڇڏيو۔ اڳئين ٻن
هفتن ۾ سخت مقابلن کانپوءِ سيمي فائنل
ڪينگروز ۽ شارڪس ۽ ڊولفن ۽ فيلڪنز
جي وچ ۾ ڪيڏا ويا۔
سخت انتظار کانپوءِ فائنل فيلڪنز ۽

ڪينگروز جي وچ ۾ ڪيڏيو ويو - فائنل ۾ سنسني خيز گهڙين ۽ سخت مقابلن کانپوءِ نتيجو فيلڊن جي حق ۾ نڪتو - اهو ايونت سٺي ڪارڪردگي جي حوالي سان يادگار هو - ڊولفن جو ڪمال ، جنهن کي ماهر ڪري ڪوٺيو ويندو آهي ، 7 وڪٽون کڻي باؤلر آف دي ٽورنامينٽ قرار ڏنو ويو - منصور سومرو 128 رنز ٺاهي ٽورنامينٽ جو سڀ کان وڌيڪ اسڪور ڪرڻ وارو رانديگر ثابت ٿيو - منصور فائنل کان سواءِ هر ميچ ۾ سٺي ڪارڪردگي

ڏيکاري - بي پاسي شارڪس جو ڪيپٽن راشد لطيف ٽورنامينٽ جو سڀ کان تجربڪار رانديگر هجڻ جو اعزاز پنهنجي نالي ڪيو - جڏهن ته ڪينگروز جي صدف عباس بطور باؤلر ، بيشمين ۽ فيلڊر بهترين ڪارڪردگي جو مظاهرو ڪري پليئر آف دي ٽورنامينٽ جو اعزاز حاصل ڪيو - هن ايونت کي پريور ڪاميابي حاصل ٿي ، ڇو ته هن ۾ ٻنهي علائقن مان ماڻهو شريڪ ٿيا ، جنهن مثالي اسپورٽس مين اسپرٽ ۽ يڪجهتي جو مظاهرو ڪيو - ملازمن

آرگنائزنگ ڊپارٽمينٽ سي سي ڊي ۽ جي ڪوششن کي ڏاڍو ساراهيو ۽ چيو ته رڳو تفريح جي لاءِ ئي نه بلڪه ٽيم بلڊنگ جي لاءِ به اهڙا ايونتس مسلسل بنيادن تي منعقد ڪيا وڃن - اهو ايونت هڪ پُرسڪون ماحول هو جنهن ۾ هر ڪٽيگري جا ملازم جمع ٿيا ، ڪيڏيا ۽ هنن گڏجي سحري ڪئي جيڪو انهن جي لاءِ هڪ خوشگوار تجربو جو سبب بڻيو -



عید هجي ته اهڙي: لائقِ تقلید سماجي ذميواري

عید جون موڪلون هميشه پنهنجن عزيزن سان گڏ ئي گذاريون وينديون آهن - هن متفقہ خیال سان گڏ ته عید جو ڪجهه وقت ڪنهن پراڻو گهر ۾ گذاريو وڃي ، ڪارپوريت ڪميونڪيشن ڊپارٽمينٽ جي سي ايس آر ٽيم بنتِ فاطمه پراڻي گهر

ٽرسٽ وڃڻ جو فيصلو ڪيو جيڪو ڪلفٽن ۾ واقع هڪ معروف ٽرسٽ آهي جتي سٺ کان نوي سالن جون پوڙهيون ۽ ڪلهيون عورتون پنهنجي زندگي جو آخري دؤر پنهنجن عزيزن کان پري رهي گذاري رهيون آهن - اهو ادارو نئون سال پهرين

مسز فرزانا شعيب خدمت جي جذبي سان سرشار ٿي ڪري قائم ڪيو هو ، انهي جذبي کي ڏسندي هن جو پُٽ اسد شعيب ۽ ٽنهن عماره اسد به هنن سان گڏ شامل ٿي ويا - ذڪر ڪيل پراڻي گهر جي انتظامن جي لاءِ گهڻو ڪري اخراجات آهي

پاڻ برداشت ڪندا آهن، جڏهن ته ڪجهه اهڙا مخير ماڻهو به آهن جيڪي پنهنجو نالو ظاهر نه ڪندي هن خير جي ڪم ۾ حصيدار بنجي ويندا آهن۔

عید جي ٽين ڏينهن ڪمپني جي ٻين ڊيپارٽمينٽ جي ڪجهه نمائندن سان گڏ ايڪٽنگ جنرل مئنيجر شهباز اسلام جي اڳواڻي ۾ ڪارپوريت ڪميونڪيشن ڊيپارٽمينٽ ٽرسٽ جو دورو ڪيو ۽ بزرگ عورتن جي عيد جي خوشين ۾ شريڪ ٿيا، انهن کي سوکڙيون ڏنيون ۽ انهن سان گڏ اپنائيت جون يادگار گهڙيون گذاريون۔ ٽرسٽ ۾ موجود معمر عورتن جي سارسنيال ۽ انهن جو خيال رکڻ جي لاءِ پرعزم فيملي سٽي سڌرن کيس ٽيم جو انتهائي گرمجوشي سان آڌرڀاءُ ڪيو۔

سٽي سڌرن سماجي حوالي سان پنهنجون ذميواريون ڪرڻ لاءِ هميشه ڪمر بسته رهندي آهي۔ حقيقت ۾ سٽي سڌرن جو سي ايس آر پروگرام ملڪ ۾ جاري جامع سماجي پروگرامن مان هڪ آهي۔ سٽي سڌرن ۾ سي ايس آر جو مقصد نه رڳو گهڻائي مثبت سماجي اقدامات ڪرڻ آهي

بلڪ انهن ماڻهن سان گڏ به شريڪ ٿيڻ آهي جنهن کي اسانجي توجهه جي ضرورت آهي۔ انهيءَ سلسلي ۾ سٽي سڌرن بئنٽ فاطمه اولڊ هوم ٽرسٽ جو دورو ڪيو جيڪو اسانجي معاشري جي مختلف طبقن مان تعلق رکندڙ معمر عورتن جي ضرورتن جو ان وقت خيال رکندو آهي جڏهن انهن کي محبت ۽ انتهائي توجهه جي ضرورت هوندي آهي۔ سٽي سڌرن جي ٽيم عيد جو ٽيون ڏينهن انهن عورتن جي لاءِ موسيقي جو پروگرام ۽ عيد جون سوکڙيون پيش ڪندي گذاريو۔ بئنٽ فاطمه اولڊ هوم ٽرسٽ جي ٽيم هڪ اهڙي فيملي تي مشتمل آهي، جنهن بزرگ عورتن جو خيال رکڻ جي لاءِ پنهنجي زندگي وقف ڪري ڇڏي آهي، جيڪيون مختلف حالتن جي ڪري گريون رهجي ويون آهن۔ هن وقت پنجٽيهه بزرگ عورتون هن پراڻي گهر ۾ موجود آهن، جنهن جي سارسنيال ۽ ضرورتن جو هر طرح خيال رکيو ويندو آهي۔

سٽي سڌرن جي ٽيم انفرادي طور تي هر بزرگ خاتون سان ڏاڍي محبت ۽ اپنائيت

سان ملي۔ انهن مان ڪجهه عورتون خاموش طبيعت جون مالڪ هيون جڏهن ته ڪجهه بزرگ عورتن اسان کي ماضي جون دردناڪ ڪهاڻيون به ٻڌايون ۽ پراڻي گهر ۾ رهڻ جو تجربو به ٻڌايو۔ هن پراڻي گهر جو ماحول ڏاڍو صاف سٿرو آهي۔ سڀني بزرگ عورتون سٽي سڌرن جي ٽيم جي هن سرگرمي سان ڏاڍيون لطف اندوز ٿيون ۽ هنن ڪمپني جي لاءِ پنهنجين نيڪ تمنائن جو اظهار به ڪيو۔

هن دورن سان جتي اها ڳالهه خوشگوار محسوس ٿي ته بئنٽ فاطمه پراڻي گهر ٽرسٽ جي انتظاميا انهن بزرگ عورتن جي لاءِ بلاشبہ مسيحا آهي، اُتي اسان کي اهو به سبق ملي ٿو ته اسان کي پنهنجين سڀني مصروفاتن جي باوجود والدين ۽ بزرگن جي خدمت کي پنهنجو شعار بنائڻ گهرجي ۽ انهن جي حقن جو خيال رکڻ گهرجي ته جيئن اهي پنهنجي زندگي جا باقي ڏينهن پنهنجن جي اپنائيت جي حصار ۾ گذاري سگهن۔

ريپورٽ : شاهين امام / سيد عزيز حيدر
نظر ثاني : محمد علي گوهر
ڪارپوريت ڪميونڪيشن ڊيپارٽمينٽ

