



TECHNOVATE

Technology Upgradation and Skill Development Company

Successful Culmination of CDTC

TUSDEC Expert Data Base

TUSDEC Alliance with BISP

Rendezvous with Almas Hyder - CEO SPEL

NIDA - Notes of Testimony

Virtues of Blogging

Economic Latitude of Pakistan - FY-2011-12

EDITORIAL

To achieve the developmental goals, a country must recognize the accumulation of skilled human resource as the key element of any policy initiative seeking to create improved socio-economic facade. Ceaseless augmentation to the TVET – Technical , Vocational Education and Training sector can certainly bestow a country with serviceable manpower helping in the formation of a competitive economy.

Pakistan is aggravating on its population at a rapid pace. Currently the potential workforce is mounting faster than the capacity of its TVET sector to furnish the growing workforce with professional skills. The situation is resulting into flaring figures of unemployment particularly among the youth. Pakistan has an expansive population pyramid which indicates potential youth dividend to be converted into a contributing human capital. Presently there are only 315,000 institutes working in the formal TVET sector providing technical skills to less than 6 percent of young people and only 2.5 percent have received the on-the-job trainings. This means that the competence level of the local workforce is too low to deliver adequately to the enterprise productivity and competitiveness.

Recently TUSDEC has conducted vocational trainings in the excluded area of Dharki, Sindh and Southern Punjab in collaboration with Engro Foundation and PSDF.(Pakistan Skills Development Fund). Skill Development Centres established by TUSDEC in Battagram and Khaki are relentlessly enabling the livelihood opportunities for the pulverized population deserted after the earth quake of 2005. Through the five centres of NIDA-National Institute of Design and Analysis – TUSDEC has been imparting courses in advance computer applications in order to bridge the digital divide prevailing in the engineering sector of Pakistan. CDTC (Ceramics Development and Training Complex), GTDMC (Gujranwala Tools, Dies and Moulds Centre) & KTDMC(Karachi Tools, Dies and Moulds Centre) are the common facility centres constituted by TUSDEC in order to assist the key industrial clusters with the pool of adept and agile human resource.

Recognizing the significance of TVET sectoral evolution for the country's economic restoration, GoP intends to fulfill many gaps identified in the prevalent fragmented structure by bringing in a reform at all tiers from strategic policy to its effectual implementation. The Government testifies to base the reform on the parameters of quality, access, equity and relevance of the ongoing TVET pursuits. Catering to the orbit, Govern-

ment of Pakistan has established a National Skills Strategy (NSS 2009-2013). The enforcement of NSS calls for an active role of both public and private sector along with the brisk involvement of stakeholders at national, provisional and regional levels inclusive of private TVET institutes. Abiding by the codes of NSS, TUSDEC has conducted numerous courses of vocational and technical trainings, on

the job trainings and women oriented vocational courses. TUSDEC has been collaborating with BISP, BBSYDP, PSDF, USAID, SZABIST Hyderabad in the multiplicity of its skill development efforts.

Several development partners such as USAID, Plan International Pakistan, DFID, ACTED, World Bank, European Union, The Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH

(GIZ) are playing a pivotal role to bring out a formidable change into the TVET sector of Pakistan. Stipulating the successful enforcement of National Skills Strategy and with the productive contribution of partner organizations, Pakistan shall be enabled with a fecund TVET structure striving to build a flourishing economy affluent in its human capital.

TUSDEC - SUPPORTING THE TVET SECTOR

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From the CEO Desk



Syed Anwar Ali Pervez, CEO TUSDEC

We are globally experiencing an era of rapid evolution, where in my view the only constant pertains is change and improvement. Leading nations are retorting the situation by focusing on effective knowledge management; persistent research capitulated with technological upgradation and skill development. Knowledge has been recognized to be the only enduring resource of a nation in the mounting scarcity of other natural reservoirs. Only a colossal knowledge base can rouse the latent growth potentials of a nation.

Pakistan as a developing country portrays an ideal scope for industrial innovation and knowledge management in the aim of creating sustainable socioeconomic environ. With an affluent attainability of raw materials and with its escalated youth population base, the nation is well-heeled in its resources. In the recent years technology has emerged out as a key driver for economic progress denoting the fundamentals of national accomplishments. Liberalization of trade policies and regulation of controls have led to greater global market competition for the local industry. All these global facets have reinforced the need for technology upgradation to attain international levels of competitiveness. In my opinion, technological advancement is one of the most potent factors enticing the FDIs, as individuals and businesses require production efficiencies, operational ease and adept manpower alongside the monetary incentives against their investment. Since its inception, TUSDEC has been commendably apprehending to its strategic commitment of being a knowledge management company aggravating towards technological upgradation and skill development for the key industrial clusters of Pakistan. The fringe of objectives has been embrac-

ing all areas of social prosperity and economic restoration precisely of the vulnerable and excluded communities of the society. Affirming few of its most recent initiatives, TUSDEC is rigorously incorporating towards National Skills Strategy 2009-2013 through its multiple skill development efforts seeking to improve the quality, access, relevance of the TVET sector in Pakistan.

Cognizant to its momentum of facilitating the TVET sector, TUSDEC has collaborated with BISP in order to impart skill development courses in more than 30 pre-sanctioned trades to the program beneficiaries in Karachi, Hyderabad and Peshawar. In the same persuasion TUSDEC has collated with Engro Foundation and PSDF (Pakistan Skills Development Fund) to impart vocational training courses to the modest communities of Southern Punjab and Sindh. TUSDEC has also joined hands with First Women Bank in order to support the Gender Equity Program funded by USAID seeking to impart vocational training courses to the female candidates. Accentuating in the area of infrastructural support TUSDEC has successfully institutionalized CDTC, Gujranwala. The centre aims to provide the testing, training and R&D facilities to the ceramics & sanitary ware

sector of Pakistan. TUSDEC – NIDA centres in 5 mega cities are divulging quality trainings in the advanced CAD/CAM software applications, thereby buffering the digital divide prevalent in the design and engineering sector of Pakistan. With its forthcoming projects of Engineering Support Centres in Peshawar, Lasbela and Hyderabad alongside the quests for Technology Management and Skill Development Fund (ITUFF) TUSDEC deems to address various craters of technological improvement and demand driven skill development. TUSDEC contemplates the emerging fractions of Corporate Citizenship as its potential partners and plans to coincide with them in implementing its forthcoming projects.

I recognize this communiqué as an avenue to express my pride over the progressively mounting achievements of my company. We at TUSDEC are determined to transmute Pakistan into a technologically equipped, institutionally capable and high yielding economy with a futuristic orientation.

Get Connected to the Industry!

TUSDEC & LCCI (Lahore Chamber of Commerce & Industry)

Aim to upgrade technology and skills set of target industrial sectors thereby connecting Pakistan to the global value chain. LCCI & TUSDEC have therefore established a facilitation centre at Lahore Chamber of Commerce and Industry, Lahore in order to enable relevant matchmaking between experts and local businesses. The project further deems to incentivize the experts and project stakeholders whereby reducing dependency on costly foreign expert services.

To implement our abstraction, we seek your active participation in assisting Pakistani Industry to get out of the mire by accomplishing on its true potentials. To fulfill the purpose we have developed an online portal for you to fill in your resumes and register with us.

The Country needs
its senior experts
to come forward
and optimize the
competitiveness of
its INDUSTRIES

Please visit www.tusdec.org.pk/consultants to get registered. You can also email your CV at banaras@lcci.org.pk

TUSDEC Expert Database

Spotlight on the Board



Mohammad Masud Akhtar
CEO & MD KSB Pumps Company Limited

Mr. Masud Akhtar holds a revered primacy among the prestigious corporate turf of Pakistan. He is designated as the MD and CEO of KSB Pumps Pakistan since 2006. Electrical Engineer by profession Mr. Masud Akhtar has done his B.Sc. from University of Engineering and Technology Lahore followed by his Masters from Lehigh University, Pennsylvania USA. Alongside the astute of an engineer, Mr Masud Akhtar carries an extra ordinary experiential backdrop in the areas of Sales, Marketing and Management. He has been sustaining numerous senior positions in distinguishable organizations. With its inimitable set of professional traits and the idiosyncrasy of a leader inside, he has been associated with various multinationals amplifying their potentials to the real time profits.

KSB Pumps Company Limited is one of the largest manufacturing concerns of Pakistan with an extensive value proposition. Under the oversight of Mr. Masud Akhtar KSB is catering a huge market slide with a considerable product/service portfolio. The company produces pumps, valves, rotating equipment and spare parts copulated with service solutions for water extraction, treatment and transportation, waste water engineering, power station

infrastructures, large scale building services, on-Site bespoke services, innovation automation and solutions for plant optimization. Mr. Masud Akhtar is efficaciously directing a total of 350 employee base at KSB Pumps, committed to premier quality deliverance with superlative customer support and services. He has proved to be a stir of inspiration for his workforce at each ladder of technological cultivation.

Masud Akhtar's professional countenance is never myopic to the few countable pursuits, he is a member BOD of Technology Upgradation and Skill Development Company. With his engineering sleight suave in his emblematic vision, he has been playing an integral role in the strategic constitution of various substantial projects at TUSDEC.

Commending his other avocations; he is a member Board of Governors of National Management Foundation, LUMS. He is Vice President of Pakistan Foundry Association. He is also Director of Pakistan German Business Forum and the Chairman of PGBF Northern Chapter. He is also designated as a Certified Director of Pakistan Institute of Corporate Governance.



BISP

BUILDING THE NATIONAL SKILL BASE

In the coherence of skill development to inculcate socioeconomic stability among the under-privileged communities, TUSDEC has embarked into an agreement with BISP – Benazir Income Support Program under their Waseela-e-Rozgar initiative on December 26, 2011. In conformity to the agreement, TUSDEC has been affianced by BISP to conduct short term skill development courses in more than 20 pre-sanctioned trades training a pool of 150,000 semi-literate, unemployed BISP beneficiaries.

TUSDEC has programmed to provide these VOCATIONAL TRAINING COURSES through its subsidiaries, NIDA – National Institute of Design and Analysis, SkillTech Karachi and has also been coinciding with SZABIST Hyderabad.

Commendably pursuing the project, TUSDEC has implemented the course of Fashion Designing in Hyderabad, enrolling 70 female students. The course has commenced on 15th March 2012 and is constituting over a duration of 4 months. Another course of Textile Designing has been initiated from 4th June, 2012 at SZABIST Hyderabad enrolling 90 female trainees. The course is scheduled over a term of six months and is divulging the professional skill set of textile designing.

At Skill Tech Karachi, TUSDEC has implemented the courses of Mason, Generator Mechanic, Domestic Technician, Electrician, Receptionist/Front Office Assistant for the beneficiaries of BISP. Overall duration of the courses varies from 4 to 6 months with an enrollment compact of 59 students in a segregation of 24 females and 35 male students.

TUSDEC Imparting Skill Development Courses under a Co-action with BISP

Simulating the skill development efforts in KPK, TUSDEC - NIDA Peshawar Centre has also led into a contract with BISP in order to impart several vocational training courses in nearly 52 trades inclusive of Mason, Carpenter, Plumber, Sanitary Fitter, Draftsman Civil, Civil Surveyor, Welding and Fabrication Technician, Auto Mechanic, Farm Machinery Technician, Motor Cycle Mechanic, Generator Technician, CNG Technician, Auto Electrician, Auto Mechanic, Domestic Electrician, Electronic Technician, Electronic Appliances Technician, Refrigerator and Air Condition Technician, Auto CAD, Motor Winding Technician, Data Entry Operator, Computer Operator, Computer Hardware Technician, Computer Graphics, Cell Phone Repair, Textile Designing, Front Desk Assistant, Passenger Lift Technician, Carpet Making, Office Secretary, X-ray Machine Technician, Physiotherapy, Machine Embroidery, Beautician, Makeup Advance Course, Hair Care & Styling, Skin Care, Hand Embroidery, Fashion Designing, Dress Making, Waiter, Receptionist, House Keeper, Chef, Crane Operator, Excavator Operator, Drill Operator, Domestic Cook.

The courses are programmed to sustain over a duration of 4 to 6 months. The fee structures will be deviating between the range of 4000PKR to 15000PKR depending upon the trade peculiarities, total instruction material and time frame. At the successful completion of each course, the pass out graduates will be certified and awarded the relevant trade tool-kit so that they can conveniently practice the acquired skill-sets beginning with the ventures of self-employment.

Fundamentals of entrepreneurship, basic life skills, business ethics and rules of small business management are also being apprised to all the candidates enrolled in the skill development courses under BISP program. Pragmatically congruent professional skill-set coupled with business cognizance will result into self-reliance which will certainly help inflating the livelihood prospects of the graduates. The peripheral contour of the program specifically aims toward women empowerment by enabling them to earn quality living for themselves & their families, ultimately endowing to the country's economic fortune.

NEWS & UPDATES

UNIDO Sojourning TUSDEC Head Office, Lahore

Recently the UNIDO delegacy headed by their Country representative, Ms Shadia Yousif Bakhait visited TUSDEC with Mr. Iftikhar Hussain, Joint Secretary, Ministry of Production. The agenda was to discuss the prospective role of TUSDEC with respect to European Commission's upcoming SWITCH-Asian program and to look for the avenues of collaborations between both parties. The stated initiative of SWITCH – Asia program seeks to promote SCP - Sustainable Consumption and Production in Asia. To achieve this objective, the program will work simultaneously on the ground, with producers and consumers, and at the level of policy-making through supporting the formulation and implementation of SCP - related policies.

In Pakistan the balance between industrialization and environmental protection has never been stayed on equilibrium. During the course of industrialization both nation and nature have been confronted with the turbulence urging from perturbed ecological cycle. This entails the dire need

of establishing the conventions for environmental protection and restoration by enabling technology and human resource to implement the concurrent Federal and Provisional legislation regarding environmental pollution while aggravating on industrialization.

During the visit CEO TUSDEC, Mr. Syed Anwar Ali Pervez explicated the delegation about the discernible ventures of TUSDEC aiming towards social sustainability through technological advancement and relevant skills set cultivation. **The prestigious guests were presented by a concept note developed by the TUSDEC team for SWITCH-Asia program on Industrial Effluent Treatment in Pakistan.** Through the concept draft, it was accentuated that Pakistan is a large importer of both exhaustible and renewable natural resources and a large consumer of fossil fuels, if the consequential intrusion of environmental degradation will not be handled the poisonous impressions of the industrial wave will ruin the ecological balance encroaching the natural

TUSDEC Vocational Skill Development Initiatives

In the diligence of Skill Development, **TUSDEC has collaborated with Engro Foundation and PCESSDC - Pakistan Chemical & Energy Sector Skills Development Company in March, 2012 to impart the technical vocational trainings in Dharki Ghotki, Sindh, thereby enabling the means of sustenance for the local youth of deprived area.**

Engro Foundation and PCESSDC planned to implement Skill Development Courses in Dharki and decided to coincide with



TUSDEC for the pursuance of this task. TUSDEC holding a miscellanea experiential base in technical vocational trainings agreed to deliver an outright implementation for the course of Gas and Electric Welding in Dharki, Ghotki.

The course formally commenced on April 12, 2012 with an overall duration of three and half months. Prior to the formal course instigation, TUSDEC organized the entry assessments and filtered 15 trainees out of the locally mobilized pool of candidates. Highly proficient trainers have been arranged to impart the curricula structured by TUSDEC experts' panel before the actual course inception. At the same time TUSDEC has conducted the mid-term assessments of the trainees and will be certifying the pass out graduates. Meticulously proceeding the project TUSDEC is rendering sound operational, human resource and administration support at the training venue in Dharki. The core emphasis is being laid down on the practical trainings, preparing the trainees to be able to earn out a better living for themselves contributing to the economic sustainability of the country.



resources and national health afflicting the economic growth and social development. Challenges confronting the waste-water treatment were discussed along with possible solutions to tackle the issues. Towards the end of the session, the UNIDO team was also given a tour of TUSDEC facilities

UNIDO officials among the visiting agglomeration expressed keen interest in joining hands with TUSDEC to undertake a project on cleaner production at the national level in Pakistan with special focus on Waste Minimization and Conservation of the Resources. The UNIDO delegation also praised the knack and capacity available at TUSDEC manifesting the desire to collaborate on further projects of mutual interest.

TUSDEC ARCADE

TUSDEC — Preferment towards Women Empowerment

TUSDEC collaborated with FWBL - First Women Bank Limited to effectuate the GEP - Gender Equity Program sponsored by USAID seeking the capacity building and skill development of women specifically from low income groups.

Under the collusion the course of Fashion Designing has been imparted at TUSDEC – NIDA (National Institute of Design and Analysis) Karachi Centre. Proficient trainers of NIDA apprised the trainees with highly edifying and pragmatic curricula structured by the seasoned instructors panel affianced with the Centre. FWBL is going to foster the program by launching further women oriented skill development courses utilizing the state-of-the-art instruction facilities and adroit trainers of NIDA Centre.



TUSDEC has already been conducting multiple vocational training courses through NIDA, Skill Tech Karachi and under its collusion with BISP (Benazir Income Support Program) aimed at female manpower cultivation in Pakistan. In all its pursuits towards women skill development TUSDEC deems to close the existent socioeconomic gender gap in Pakistan by proactively enabling the women population to earn their living decently out of the formal and recognized employment opportunities. The company also perpetuates its efforts towards women entrepreneurship with the vision of endowing the country with an agile women skill base, considering it critical to the country's economic growth acceleration strategy.

Visit of Parliamentary Secretary Production at TUSDEC Head Office Lahore

Ms. Mehreen Bhutto Parliamentary Secretary Production along side Mr. Javed Iqbal General Manager PIDC and Mr. Hamza Raza representative MoP, visited TUSDEC on 24th January 2012. CEO TUSDEC Mr. Anwar Ali received the honorable guests and accosted them about the visionary foundations and accomplishments of TUSDEC. He briefed about the significant contributions of NIDA, Skill Tech Karachi, TUSDEC Skill Development courses in Six Model Villages and its ongoing vocational training courses in Southern Punjab and Sindh.

Mr. Anwar Ali further apprised the dignitaries about TUSDEC potential collaborations with BISP (Benazir Income Support Program) and BBSYDP (Benazir Bhutto Shaheed Youth Development Program) in the verve of its skill training initiatives. He elaborated on the archetype of Technology, Skill and Management Upgradation Fund conceptualized by TUSDEC. Ms. Bhutto endorsed the concept and ensured an inundated support in obtaining the fund. She was further enlightened by TUSDEC exigent efforts for rearing the TVET sector

in Pakistan in terms of intensifying its quality, relevance, access and equity for the marginalized and particularly rural communities through innovative approaches.

Dr. Bhutto acceded TUSDEC initiatives as pivotal to the sustainable socioeconomic growth of the country. She recognized NIDA as a significant move in bringing up a technological reform and highlighted the requirement of setting up a simulation in the vicinity of Khairpur city. She recognized TUSDEC affiliations with potential public, private and non-profit organizations and complimented the precisely contrived, innovative and demand driven propositions adequately significant to win Governmental advocacy.



CEMENT
RESEARCH & DEVELOPMENT
INSTITUTE

ACE_{OF} FACILITATION

CR&DI Cement Research & Development Institute

Rearing the Cement Industry of Pakistan with a Common Facility Centre

Proliferation of construction industry is an immodest indicator of country's social and economic progression. This industry infiltrates the overall economy with infrastructure development, employment generation and chance. Cement consumption is the steering wheel of construction industry, offering job opportunities to millions of unskilled, semi-skilled and skilled workforce. It provides a substantial growth impetus to allied sectors through backward, forward and parallel linkages. Unfortunately for Pakistan the all-pervading recession of recent years & the aggravated energy crisis have deflected the cement industry, gradually lowering the capacity utilization. Whereas, exports counts continue to decline and in turn offsetting the gains in local consumption. Sluggish demand in the local market, increased competition in the international market with the resultant high bargaining power of the buyers has marked unfavorable margins for the cement cartel of Pakistan.

Cement Industry of Pakistan is apt with rich production resources in the form of raw materials, surplus production capacity, sophisticated infrastructure and a well-disposed global market reputation.

Contesting the impact of its fore-narrated forte, the cement industry is looming towards erosion as it is lagging behind in process and product innovation due to sink in the latest technological installation. In given circumstances it is imperative for the cement manufacturers to install latest technologies to earn production efficiencies in order to meet local demand and export orders. The industry is also suffering with a dearth of skillful human resource at each layer. The induction of dexterous manpower is required to enhance the output quality while minimizing the cost and augmenting the distribution channels. Cement sector has also been deficient in terms of institutionalization of the common facilities

inclusive of contemporary cement testing installations in accordance with latest international standards.

Abundant need of research and development, quality production, new product development, cost minimization, industry expansion and active channelization had outset the establishment of CR&DI in 1983 by State Cement Corporation under the administration of Ministry of Production. Inauspiciously the institute started lurking into dormancy and was looming in abjection in 2005, when TUSDEC was entrusted the task of rejuvenating the institute, reactivating its laboratory and testing facilities. CR&DI consequently re-launched its operations on 16 January 2006.

Impinging the Industry

Since its re-inception, CR&DI is being operated by TUSDEC under the persuasion of a management committee which is comprised of seasoned cement industry professionals who have evinced an active role for CR&DI. In the near future, CR&DI will be evolved as a Common Facility Center with an emphasis on Cement Research, in addition to offering the latest sample testing capacity.

CR&DI is contributing to the cement industry of Pakistan through its considerable precursors of value addition. The institute is rousing the industry with the most radical and high tech technological progression in order to attain procedural innovation resulting into quality optimization and cost diminution. With its leading-edge equipment and installation along with the unsurpassed

service standards most excellent testing facilities are being rendered on competitive prices. CR&DI is enabling the cement industrial cluster with skilled workforce through its various training courses on concurrent industry trends and inclinations. The institute is striving to lift up the export numbers of cement industry by stirring global quality parameters in cement testing and production processes. The craft and crew of CR&DI is comprised of adroit cement industry professionals who believe to go all-out in order to channelize the local industry with the vast global value network. With the conglomeration of all relevant testing and training facilities under one association, CR&DI will soon emerge out as an absolute Common Facility Center determined to uphold the local cement manufacturing sector.



Paramount Testing Services

In compliance to the international standards, imported EN/ISO/ASTM standard Sand is used for the following tests;

- Slag Activity Index
- Air Content of Hydraulic Cement Mortar
- Chemical Analysis of Cement
- Admixture Vs Setting Time
- Setting Time
- Surface Area (Blain) /Fineness
- Normal Consistency
- False Test
- Heat of Hydration
- Moisture Content
- Free Lime Determination
- Specific Gravity
- Raw Material Analysis
- Crushing and Grinding
- Sieve Analysis
- Complete Sand Testing
- Acid Solubility Test of Sand
- Loss on Ignition(LOI)/Moisture of Sand
- Dry Shrinkage
- Concrete Cement and Ratio
- Epoxy Resin Bonding Strength
- Potential Expansion of Portland Cement
- Comprehensive Strength
- Tensile Strength of Cement
- Lechatlier's Expansion
- Autoclave Expansion
- Early Stiffening of Portland Cement
- Fire Bricks Analysis
- Fly Ash Analysis
- Crushing Strength of Concrete Pavers
- Concrete Comprehensive Strength
- Slag Analysis
- Chlorides Determination
- Formation of Clinker Silica Fume Analysis

Colossal Clientele Reflects the Earned Market Credibility

Congruence to the International Standards

- American Society of Testing Materials (ASTM)
- British Standards Specifications (BSS)
- Indian Standards Specifications (ISS)
- Pakistan Standards Specifications (PSS)
- Sri Lankan Cement Standards (SLS)

Training Services

- Heat of Hydration
- Air Content of Cement
- Admixture vs Setting Time
- Slag Activity Index
- Autoclave Expansion
- Alkalis/Chlorides Determination
- Pyro Processing in Cement Industry
- Milling and Grinding in Cement Industry
- Pollution Control
- Sustainable Growth of Cement Industry

Cement industry signifies interminable potentials as a conferrer to the national exchequer by supplying in huge taxes and export transmittals. Accrued rate of local urbanization and reconstruction activities in catastrophic areas is bound to increase the local demand of cement. Collateral to this the emerging markets of Middle East, Sri Lanka, South Africa, Egypt, and development pursuits in Afghanistan capitalize the export margins for the industry. With the persistent endeavors of melioration, cement industry of Pakistan can indubitably be evolved into a propitious industrial cluster with remarkable turnovers to the country's economy.

Impressive Client Portfolio

- Bahria Town Project
- Basha Dam
- DHA Lahore
- D.I Khan By-Pass Project
- Duber Khawer Project, NWFP
- Faisalabad Dry Port
- Goldcrest, Islamabad
- Gujranwala By-Pass Project
- ICI Soda Ash Project
- Kachhi Canal Project
- Kassanda Water Channels
- Lahore-Ring Road Project
- Lake City Project
- Lawari Tunnel
- Leisure Textile Mills Project
- Mangla Dam Raising Project
- Mehmood Kot PSO Project
- Olympia Chemicals
- Pole Plant Sadiqabad
- Sarobi Jalalabad Project
- Satpara Dam Slip Road
- Abdulmalik Project
- Taunsa Barrage Project

Wire with the Wind

With all the talk of going green, the question had been thrown out many times if there will ever be a time that we can use nothing but renewable energy to power our world. A small island in Denmark is trying to answer this question with a resounding yes as they power up every single day via nothing but wind power. The Danish island is the ideal setting as the wind literally never stops blowing. The North Sea offers the perfect opportunity to capitalize on the winds that come of the sea and for them to use wind power as their primary source of power. As a matter of fact, the wind power that they are using is their **ONLY** source of power.

Samso Island has about 4,000 people residing on the island and they have a point-blank stake in how well this project works out. The residents are the ones that own shares in most of the windmills that are being used to power the island. That being the case, they don't mind the noise of the windmills as the blades are whipping around to create electricity.

While the naysayers in the world would argue that this is great on an island, but how would it work in a city, they need only know that this "island" is far larger than Manhattan, NY. It gives hope that one day, regardless of the location or size, an entire city can use some sort of renewable energy to get their power. Being able to erase the entire carbon footprint can actually become a reality.

The one thing that restrains the implementation of these projects is the finance vault. It will take genuinely a high-ticket to get these windmills rolling, but the Islands like Samso, indicates fair manoeuvring margins of experimentation. The time wheel will mark the prices down for such projects and will intensify the implementation. We just need to keep plugging away and sooner or later the world is going to be materialized in the greener way of thinking.

'Courtesy: alternative-energy-news.info'

Mohammad Ali



NIDA

NATIONAL INSTITUTE OF DESIGN & ANALYSIS

NEXUS OF VALUE ADDITION

NIDA – National Institute of Design and Analysis has been demarcated as an acme of TUSDEC accomplishments in bringing a technological reform to the design domain of manufacturing industry. NIDA has been established as a PSDP – Public Sector Development Programme endorsed by Ministry of Production, Government of Pakistan. Under the speculation of NIDA, TUSDEC established five CAD/CAM training centres in Lahore, Karachi, Peshawar, Quetta and Sialkot. These Centres are imparting multidisciplinary design trainings through latest CAD/CAM software applications. ***The core objective stirring behind the institutionalization of each NIDA centre is to overcome the dearth of technologically adept and agile human capital in the industrial terrain of Pakistan.*** Realizing the proffering impact of NIDA trainings and services, five more Centres on similar strategic and structural grounds are planned to be established in the district of Larkana, Hyderabad, Kasur, Bahawalpur, Okara and Sargodha. ***Adequately justifying its substantiation, NIDA Centres have conducted 870 courses, training some 10,000 students and industry personnel while the count is aggregating gradually.***

Apart from yielding advanced CAD/CAM/CAE trainings, NIDA Centres are rendering remarkable design services to the industry.

- Reverse Engineering services of 3D models generation using BACES 3D scanner
- 2D & 3D engineering drawings preparation using AUTOCAD software
- Designing of 3D models using latest CAD licensed software
- Static Stress Analysis of mechanical components using latest CAE licensed software
- Product designing using CAD tools
- Mechanical components part & assembly designing/verification
- Mould Design & Machining solutions
- HSE Management Pre-Audits
- CAM solutions for CNCs

NOTES OF TESTIMONY

NIDA bears a clientele comprising of notable industrial groups. Its scrupulous service standards have been the nexus of value addition to many of its client organizations in terms of multiplied manpower efficiency and adroitness. Few statements of accolade are testifying the distinguished level and altitude of NIDA services;

Sialkot Chamber of Commerce & Industry "The project has not only provided skilled work force to the industries but also reduced unemployment in the city."

Khyber Pakhtunkhwa Chamber of Commerce & Industry "The services extended by NIDA are commendable and we hope that the youth trained by NIDA centers will play an active role in the industrial and economic development of the Province."

Millat Equipment Limited "NIDA is playing a significant role in manpower development and overall growth of the industry"

TECHMEN "We are glad that we have institute like NIDA in our local industrial sector, which is helping us a lot in advancement towards latest working tools and techniques of development.

Karakoram Motors Pvt Limited "The course had highly appreciable environment. The way information was delivered was exceptional. The method was simple and understandable."

Century Paper & Board Mills Limited "Your trainings have been found thoroughly organized, cover the subject in a well disciplined and professional way"

Ali Akbar Group "It gives us great pleasure to share that through some of the most significant and key courses offered at NIDA our valuable employees have indeed learnt a lot."

European Technology Development "The training was excellent and assiduous. The trainers were very knowledgeable, friendly and worked well with the Group".

SUPARCO "I want to pay my kind regards and gratitude for the important role of your institute in providing the technical trainings to our officials".

National Development Complex "We extend great gratitude towards the services rendered by NIDA regarding various short courses for our human resource especially in the field of Design & Analysis."

Pakistan Petroleum Limited "We have found the training programs offered by NIDA to be highly useful in developing technical competency of our staff."

Rendezvous with Almas Hyder



Almas Hyder, CEO SPEL Group

Inspirational leaders impel a lasting influence over an organization. Then it connotes the integrative convention of any institution to recollect on the codes of brilliance laid down by their dignitary forerunners. In 2005 a high-brow aggregation of industrial icons laid down the foundations of TUSDEC as a visionary organization for effective Knowledge Management. Being an epochal partake of the trailblazing group, Mr. Almas Hyder became the first CEO and Chairman of TUSDEC. He Chaired the Engineering Vision in 2005 and taking the inhalation from that he explicated the lines of abstraction for TUSDEC. Well employing the sagacity of his team members, he ascertained many significant projects of the company, sustained and accomplished them with the acumen of an engineer compound in the luminosity of his leadership.

Possessing incisive analytical aptitude, attention to detail, logical inclination, vast technical knowledge and experience, adorned with the ability to direct, Almas Hyder contoured and supervised the projects to augment various key industrial clusters of Pakistan in terms of technological advancement and pertinent skill development, which according to him define the 'Knowledge Base' of a nation. Under his headship TUSDEC implemented a multiplicity of initiatives like KTDMC (Karachi Tools, Dies and Moulds Centre) GTDMC (Gujranwala Tools, Dies and Moulds Centre), TUGI (Technical Upgradation of Garment Industry) and Skill Development Centres in earthquake hit areas of Battagram and Khaki. The projects were driven from conception to creation with an only rationale of socioeconomic development of Pakistan fulfilling the groundwork of industrial growth and facilitation.

A specialized engineer to its cores and a fortunate industrialist Mr. Almas Hyder carries a distinguishable aureole of dynamism. Led by his discernible objectives Almas Hyder had been the Executive Committee member of Lahore Chamber of Commerce and Industry which he dotes on as a truly enlightening experience. His affiances have always been distinct and well-recognized, he had been in the running ridge of SMEDA (Small and Medium Enterprise Development Authority) and is a crest part of BOD for PSDF (Pakistan Skills Development Fund).

TUSDEC has been fundamentally contrived as a Knowledge Management Organization of Pakistan. Need base skill development and technology upgradation is the motive lying in the core of its creation.

Our editorial crew had an opportunity to have an upfront and indubitably edifying conversation with Mr. Almas Hyder at his factory, Synthetic Products Enterprises Limited in Lahore. The confabulation has been stockpiled ahead to be the diadem of TUSDEC newsletter.

TUSDEC: Tell us about the motive that has proved to be the strongest drive for you in achieving professional apex and recognition over multiple national and international junctures?

Almas Hyder: I always had objectives that were beyond my personal or immediate needs and one of those was the nationalistic aspiration to help my country leap out of the difficult situation that has unfortunately been pertaining to it ever since it has came into being. I tried to persuade every opportunity coming to my way for the betterment of my country. TUSDEC was another concretion of those efforts.

TUSDEC: According to your ingenious perspective, how would you elaborate Technology Upgradation allied to Skill Development?

Almas Hyder: Essentially both technological advancement and skill development address similar prospects of socioeconomic escalation through tangible and intangible improvements. You cannot bring in the latest technologies without relevant skill development and you cannot add value through an irrelevant or unnecessary skill base where the technological enlargement is a precondition. So that is how both aspects share the premises of focus for each other for a sound implementation.

TUSDEC: TUSDEC began its expedition under your headship. How would you recollect on your association with the company as the first most Chairperson and CEO?

Almas Hyder: The Company has been created as an outcome of Engineering Vision 2005. There were above 320 entrepreneurs from the corporate landscape of Pakistan who participated with their sagacious contribution in order to structure a

strategic draft to support the engineering sector of Pakistan. The establishment of TUSDEC designates the implications of that vision. Then I had a great team who accompanied me during the preliminary years of TUSDEC. They researched insistently divulging a vast analysis to address the country's economic wavelength in the reflection of its key industrial sectors, their shortcomings and potentials. TUSDEC was indeed established with extraordinary team work and clearly remarkable efforts to emerge as an abundant Knowledge Management Company of Pakistan.

TUSDEC: We would like to know the crest of the philosophy which was defining the further objectives and strategic commitments of TUSDEC at the time of institutionalization under your direction?

Almas Hyder: The very touchstone behind the establishment of TUSDEC was to localize the global level of technological sophistication for various industrial sectors of Pakistan. Bringing in technology was never an excluded task. Technology Upgradation entails a cohesive understanding and transport of the principles of science to a particular industrial sector. This further extends to fathom the knowledge complexity the sector has globally achieved and then measuring the distance of sophistication between the local and the global technological standards of that sector. So TUSDEC was constituted to measure that distance and then to drive the strategies in order to fill in that gap for any prime industrial cluster of the country.

TUSDEC: You were narrating 'Global Technological Sophistication' and 'Knowledge Complexity', how would you elaborate on the lexes for our readers?

Almas Hyder: As far as the Technological Sophistication is concerned the world can be gauged at two stages of implication. While strategically measuring the gap we can evaluate our own technological standards in comparison to Institutional or Research arena or we can refer to Industrial or Implementation layer. The research stage is always far preeminent than the palpable high-tech implementation. So at the time of TUSDEC's inception we decided to relate and look up to the industrial technological advancement in the globe and that is what reflecting in the strategic grounds of TUSDEC. Technology Upgradation is inferred out of Knowledge Complexity, as technology is not constraint to machines; it is about the authentic scientific knowledge while machines are the tangible offshoot of this knowledge implementation.

TUSDEC: What was the crux of the schematic framework that had been structured to implement and sustain TUSDEC as a Technology Upgradation and Skill Development organization? We would like

you to share the road-map that you had formulated then in order to pursue the objectives of technological innovation and skill development?

Almas Hyder: 'Jump the Curve' was the term that was coined to encompass the entire plan of action to be followed. The term connotes that we would be reaching to global curve of technological advancement in an ascending stride. First we would be measuring the technological dearth that is prevalent in a specific industrial cluster and then we will be devising the cardinal intermediary steps that would be touched one by one to ultimately arrive at the global curve of technological advancement for a specific industrial sector or a specific area imperative across many clusters. After we reach each intermediary growth curve, that entails the acquisition of knowledge, skilled manpower, machine and maintenance capacity and the principles of science attached to that level of development then steadily we would be able to trace the global curve of technological elevation.

TUSDEC: What was the fundamental scale of selection adopted by your team in order to choose a particular sector or any area prevalent over many industries for the pursuits of Technological Upgradation and Skill Development?

Almas Hyder: Before choosing any sector we had to confront the analysis intricacy that should we upgrade each sector separately or should we dig out more to find the areas of improvement that will influence many industrial clusters at the same time? So we proceeded with a vertical analysis in which we explored each sector separately for its areas of improvement and then we looked at the



horizontal value chains of every sector. The results showed various operational areas existing in coalesce over multiple industrial clusters at the same time. For example design and quality control are the part and parcel of every manufacturing concern. And as fallout of this vast analysis we picked out the specialized areas of augmentation from the industrial orbit of Pakistan. ● ● ●

TUSDEC: *NIDA has been established as one of the most efficacious efforts of TUSDEC undertaken to 'bridge the digital divide' for the manufacturing industry of Pakistan with its 5 CAD/CAM centres? What was the fundamental motive behind formulating a specialized design training institute?*

Almas Hyder: As we carried out a horizontally bisected sector wise analysis for the industry in Pakistan, we realized that within the manufacturing clusters each organization has a design concern, so the effort to upgrade the basic design element of production would certainly enhance the overall product value proposition while the level of quality will be optimized. That is how NIDA came into being; we decided to set up CAD/CAM training centres to rouse the industrial design process by supplying the industry with skilled manpower trained on the modern lines of product design and development.

TUSDEC: *KTDMC and GTDMC, these mega projects were again conjured up under your direction in the embryo years of TUSDEC. What was the significance of these projects for the industry then and how would you comment on the perseverance of these projects as specialized autonomous institutes contributing to the industry?*

Almas Hyder: As I mentioned earlier that during groundwork of TUSDEC we performed a comprehensive sector wise and area specific analysis of industry in Pakistan, while doing so we apprehended another pattern that Tools, Dies and Moulds are being utilized across the entire production/engineering cluster. From plastic manufacturing, automobiles, electronics, forging and casting tools, dies and moulds make the spine of production and development. And so KTDMC was institutionalized but then we grasped a significant geographical intimation that 65% of the engineering sector is dwelling in Golden Triangle that is from Gujrat, Lahore till Faisalabad, so we required a TDM (Tools, Dies and Moulds) common facility centre in this locale. That is how GTDMC was established after a taxing trail of research and analysis on the type and specification of the TDM deployed by the industries in that area and the margins of improvement.

TUSDEC: *Textiles coupled with its value added products put together an enormous share of the country's exports. Under your direction, TUSDEC implemented TUGi (Technical Upgradation of Garments Industry) another peculiarly value adding project for the Textiles Industry of Pakistan. How would you recollect on the entire effort carried out by a great team?*

Almas Hyder: Realizing the huge faction of textile production entities contributing to the country's industrial surplus, we wanted to facilitate the cluster by enhancing the level of industry's skilled

manpower. Extensive planning and schematic approach was followed to draw out the maximum count of stakeholders, beneficiaries, margins of improvement and strategies of implementation which resulted into a marvelous plan of action for

I strongly believe in giving out the freedom of work as essential to team leadership and management. My faith is that everybody has the potential to do well and wisdom is not something to keep stuck at one point, it has to move forward to get revived.

the project. Few textile conglomerates were brought into association for the project and each company on panel had to hire a consultant and further 3 to 4 people to be trained by the specialized consultant so that the sustainability of the effort would be ensured. We deliberated to create a critical mass of proficient personnel which would gradually train and upgrade the entire textile industry of Pakistan.



TUSDEC: *In the reflection of your extensive experience from project conception till its successful accomplishment, which is the most integral tier of the entire project management cycle?*

Almas Hyder: I think monitoring is most significant as far as project implementation is concerned. In order to avoid redundancy and unnecessary delay, it is most important to exert strict control, follow-up and consistent monitoring because once people start getting feedback against their work along with a motivational push, goals are certainly met within their due deadlines.

TUSDEC: *When earth quake hit the northern areas of Pakistan in 2005, then as the effort of restoration TUSDEC established SDCs (Skill Development*

Centres) in Battagram and Khaki. The project was swiftly envisioned and implemented under your direction. We would like you to elucidate on the persuasive activity?

Almas Hyder: In October 2005 when earth quake confounded a huge area, my team visited the demolished locale and they came back with brutal but concrete facts. They revealed that we needed to teach the people of those areas the construction skills in order to avoid further devastation due to imminent earthquake probabilities. The project was again programmed to retain its sustainability meanwhile serving the notch of rehabilitation through enabling the livelihood possibilities for the affected population. So we decided to disseminate the construction and hospitality skill programs considering the densely prevailing tourism in that area. After the formulation of a comprehensive prototype, we presented it to PIDC (Pakistan Industrial Development Corporation) and a handsome grant along with a really picturesque location has been endowed to TUSDEC. The entire project was implemented in 3 to 4 months with great community support, involvement and governmental cooperation. The centres were established to cater an instantaneous urgency and are still retaining their sustainability by imparting employable skills to the communal inhabitants.

TUSDEC: *Being the first Chairperson and CEO of TUSDEC, what were the most crucial challenges confronted by the most considerable strengths with which you nurtured the organization in its initial years?*

Almas Hyder: I had no challenges as such. As I mentioned earlier I was accompanied by a great team all along the journey of TUSDEC establishment and my entire strength was residing in my competent people. We also earned a marvelous Governmental support where it was most required, so each intricacy was being handled with the most viable and intelligent solution.

TUSDEC: *You have just mentioned the Governmental Support, how would you empirically crystallize the phenomenon of governmental assistance and corroboration towards the many abstractions of country development?*

Almas Hyder: Every Government wants to inculcate the pursuits of national improvement and welfare. They just look for the integrative people with mind, effort and nationalism digging out the right margins and opportunities to fulfill. Similarly

The ultimate beneficiaries pose to be the most integral stakeholders of any project. So it is indeed necessary to sell your concept to them, as they might slow down, accelerate or make you revise your strategic implications.

every Government has few fundamental mission and objectives, you just need to bring your direction in line with their objectives weighing the government as one of the most significant stakeholders of your project. You need to justifiably convince them about your vision and values, and you will earn the advocacy like anything. It is just about doing the right thing the right way and aligning every stakeholder in the sphere with your idea, strategic intentions and the prospective outcomes.

TUSDEC: *Being an engineer and an emblem of industrial terrain, what is your speculation about Skill Development in Pakistan?*

Almad Hyder: I can foresee a remarkable future of Skill Development in Pakistan. There used to be a time when we had only 15 to 20 organizations imparting vocational skills and now we have 117 organizations of such kind and the count is aggravating due to the mounted funds that the Government has specifically allocated for the division of Skill Development.

TUSDES: *In light of your expert point of view, which factor is most crucial to attain and retain success for any organization?*

Almas Hyder: In my view there is no single factor but a set of significant features that an organization has to achieve in order to go proliferating. But the group of people that formulate the talent capital of any company defines the lifeline of that organization. Visionary people with potential and strategy can create miracles, they can take a man to the moon but the vision for shooting the moon is integral at the first place and an operational harmony between the crew is also imperative.

TUSDEC: *Biggest challenge faced by the business leaders today?*

Almas Hyder: Energy crisis is the most prevalent challenge these days but I believe that is something that can be handled with few essential steps. In my consideration the dearth of relevant skilled, motivated and committed manpower is also a challenge.

TUSDEC: *In the prevailing political uproar and commotion, how would you contemplate the velocity of industrialization and entrepreneurship in Pakistan?*

Almas Hyder: People with work-orientation are performing with their focus narrowed down to their work and its intensification; with their efforts they do not let the tumultuous situations predominate their goals. This political upheaval is sustaining everywhere and in my view such turbulence should not sway the working spirit of a person or a business, the focus should be on strategic persistence to cope up and grow.

We do not have to limit the Knowledge Foundation of this country to the mere literacy level. It is going to restrain the country economically. Unless we attain technical skills, work culture, technology and functional knowledge, it would not make any big difference.

TUSDEC: *Your message for the readers!*

Almas Hyder: This country poses remarkable fundamentals and ground facts to work upon. There is an expansive age pyramid and a large population to pose off a large consumer base. We just need to add value to our work and strive cohesively to bring up the per capita income of these people and this country will advance with an extraordinary acceleration. Technology Upgradation is one pivotal way of value addition and there exists several other ways, we just need to focus and proceed. So I have a very prospective picture of this country. It is indeed a great place to live and grow.



I learn from every person I come across, so I perceive every person to be my mentor.

CIPHER PROFESS

STABILITY, EXPORTS, IMPORTS, CURRENT ACCOUNT, FOREIGN COIN, SUBSIDIARY, DEMAND, PLINCE, SUPPLY, CAPITA, GOIN, BUDGET, CONSUMER, POVERTY, DEMAND, OVER, DEMAN, DISINFLATION, EXCISE TAX, ERADICATED, CREDIT, INTERE

As per the Economic Survey of Pakistan (2011 – 12), the economy of Pakistan despite of facing short term disruptions has been elevated in fiscal year of 2011 – 12. The real GDP growth is recorded to be 3.7% (as compared to 3.0% a year before) regardless of multiple adverse shocks of commodity and oil prices and the fallout of the global financial crisis. The government remained focused on maintaining macroeconomic stability, growth, mobilizing domestic resources and increasing exports, balanced regional development and providing safety nets for the vulnerable groups. Despite the global slowdown, Pakistan performed better than the forecasted benchmark ensconced by International Monetary Fund (IMF) for many developed and developing economies.

An overview of the economy indicates that growth was partially hindered by the calamity of the July-August monsoon rains that triggered floods in Southern Punjab, causing serious damage to crops, infrastructure and human settlements, thus adversely affecting the national economy. The total estimated damage was around \$10 Billion. The set back

in the economy was reasonably guarded by the manufacturing and service sectors that grew at the rate of 3.6% and 4.0% respectively.

The inflation rate as measured by the changes in Consumer Price Index (CPI) is 10.8% compared to 13.8% last year. The overall inflation is caused by the heightened commodity and fuel prices in the world, and disruption in domestic supply chain by the floods. Despite of the natural catastrophes, inflation has been controlled by tight monetary policy, better supply management and regular monitoring of prices.

An increase in global prices, increased remittances from abroad and increase in rural income boosted the consumption demand in the economy. Private consumption grew at 11.6% as compared to 3.7% last year whereas real investment declined from 13.1% of GDP to 12.5% of GDP this year. As a result State Bank of Pakistan lowered the discount rate to 12% leveraging the private sector investment.

Despite of an enormous increase in nominal terms, exports increased by 0.1% whereas imports flourished by 14.5%, thus enormously increasing the trade deficit as 6.9% of GDP. The foreign exchange reserves reached to \$16.5 Billion dollars as compared to \$17.0 Billion last year. All-in-all, Pakistani currency depreciated by 3.4%.

The government through Benazir Income Support Programme provided immediate relief to the modest classes. It has made remarkable progress by providing relief to over 4 million recipients including Internally Displaced Persons (IDPs), Flood Affectees, and terrorism victims all over Pakistan.

In spite of the huge challenges faced by the government including global economic contraction, financial turmoil, avid floods of 2010, heavy rains in 2011, persistently rising oil prices, and continuously deteriorating security conditions, the government succeeded by: ***maintaining macroeconomic stability by tight monetary and fiscal measures, revival of GDP growth, control over inflation, strong flow of remittances and investment on social security nets.***

Furthermore, the creation of Public Sector Development Programme (PSDP), People's Work Programme, Citizen's Damages Compensation Programmes, Benazir Income Support Programme (BISP), and likewise, ensure the imminent prospects of the public investment in the development sector of Pakistan for the socio-economic uplift of the needy fraction of society.

Extracted from 'Economic Survey of Pakistan 2011 -12'

HONORING THE COOPERATION

TUSDEC alliances with Engro Foundation

Striving in staunch independence is an illusion, there are always the mutually affirmative alliances that make partners recognize and feasibly accomplish their shared goals and objectives enabling them to make solid differences.

Frameworks attain their idealistic constitution and superlative implementation when are enforced in harmony with few parties working in cooperation towards mutual orientation.

TUSDEC has been entering into credible and reclaimable affiliations in order to effectuate its mandate of Technological Upgradation and Skill Development. All of its associations have proved to be aligned with its objective of social sustainability and have forged the spirit of endowment and cohort throughout the execution cycle of each project.

Strengthening prevalence of corporate conscience has influenced the private sector's disposition towards socially sustainable business practices and community well being.

With its sublime perimeters of corporate altruism Engro Foundation is also operating as a singular platform of community engagement and social investment for Engro Corporation.

It was formulated to harness the financial and managerial resources comprising of the resource pool of Engro Affiliates for the social growth and economic transmutation of the marginal and underprivileged communities catalyzing them towards wider social augmentations.

Infrastructure development, health and education, encouraging conservation, providing livelihood opportunities, skill development trainings are the broader ventures of social benefaction through which Engro Foundation is supporting the modest communities to build, uphold and flourish. In addition, it works with partner organizations to provide financial and technical support in response to natural calamities.

Engro Foundation partners with Government institutes, and other industrial players and non-for-profit entities who possess the will, epitomizes pragmatic experience and capacity of running social welfare projects, with widespread networks, and the vision to elevate the vulnerable communities of Pakistan.

Signing an MoU with TUSDEC...

Endorsing its previously successful associations with the company, Engro Foundation has entered into a 5 year Memorandum of Understanding MoU with TUSDEC seeking the cooperation of both parties in the areas of skill development, community mobilization, apprenticeships, vocational trainings and placements alongside the concrete contributions towards capacity building. Both



signatories stipulated to identify and immerse the technology and skill development gaps, in the targeted industrial clusters by conducting collaborative studies to strategically mitigate/eliminate the shortcomings while cultivating the potentials.

The joint agreement was inked by Group CEO TUSDEC, Mr. Syed Anwar Ali Pervez and Director, Engro Foundation, Mr. Jiwan Das on a simply impressive event held at TUSDEC head office in Lahore.

Strokes of Accomplishment

CDTC – Ceramics Development and Training Complex

In an aspiration of supporting the ceramics industry and particularly the sanitary ware sector of Pakistan in terms of technological reform, infrastructural reinforcement and expert manpower cultivation, TUSDEC has established CDTC – Ceramics Development and Training Complex under the sponsorship of Asian Development Bank CFC – Common Facility Centres Program. CDTC was incited as a project in April, 2008 with an implementation cost of PKR 284.47 Million and has been accomplished in June 2012.

Since the instigation of its partial operations CDTC has been bringing forth the latest technologies, techniques and modern testing facilities to the local ceramics industry in order to augment the process of design & development and accelerate creativity to aid the industry escalating its competitiveness in accordance with the international standards.

After the successful completion of the entire project CDTC has been constituted as a public/private partnership, fully owned by the Government of Pakistan and managed by its autonomous Board of Directors. The BOD is a permutation of prestigious Government officials and Entrepreneurs from the industrial crest.

DISTINCTIVE VALUE PROPOSITION

- Modern, Energy Efficient Shuttle Kiln – 12 hours operational cycle with a capacity of 24 cubic-meters
- CNC Mould and Pattern Making – For Gypsum and Marble
- Marble Processing – Two marble cutting and contouring CNC machines

As a common facility centre, CDTC offers training and guidance to the engineers and designers of local engineering and allied industry. Training courses in multiple disciplines have programmed to be offered such as hardware and software techniques in Ceramics Production, Quality Control, Computer Aided Engineering, Courses for Ceramics Design Analysis, Sanitary ware Design using Advanced Techniques, Machining and Operation, Application of Engineering Resource Planning and Product Data Management.

CDTC has been established with the aim of providing integrated engineering solutions to the ceramics and sanitary ware sector of Pakistan by providing access to contemporary equipment, engineering technology and manufacturing support under the platform of a Common Facility Centre.

BOD Members from Public Sector

- Joint Secretary, Ministry of Production
- Joint Secretary/Financial Advisor Ministry of Finance
- Chief Executive Officer, Pakistan Industrial Development Corporation
- Chief Executive Officer, Technology Upgradation and Skill Development Company

BOD Members from Private Sector

- Rana Shahzad Hafeez, CEO, M/s N.M. Corporation, Gujranwala. **Chairman**
- Sheikh Mahmood Iqbal, CEO, Master Group of Industries, Gujranwala.
- Bhai Abdul Rehman, CEO, Kids World Garments and Shoes, Sargodha.
- Mr. Sohail Sadiq, CEO, Sunny Ceramics, Gujranwala.
- Mr. Tariq Rehman, CEO, EMCO Industries Limited, Lahore.
- Mr. Shahidullah Yusufzai, CEO, M/s Peshawar Ceramics Pvt Ltd. Peshawar.
- Mr. Soban Zaheer Butt, CEO, Soban Pottery Works, Gujrat.
- Sardar Sikandar Hayat Khan Jogezai, CEO, PJ-Marble Processing & Mining,

STATE-OF-THE-ART TESTING FACILITIES

CDTC provides physical and chemical testing facility for the ceramics raw materials in a well equipped laboratory. The laboratory is enabled with particularly high-tech gear and apparatus.

- Single Jar Mill G90s
- Dilatometer L76/1400D
- TG9 Nine Chamber Temperature Gradient Kiln
- Model TC.M2 includes: Software/ Hardware
- Autoclave Model GT – 360
- CM - 2500d Spectrophotometer
- MB 35 Basic Moisture Balance
- Dionex ICS - 900 Ion Chromatograph
- IonPac AS14
- Water Trap Apparatus
- Malvern Mastersizer Micro System
- Digital Viscometer DV-II+ PRO
- "Payne" Low Range Modulus of Rupture Machine
- Walklab pH Meter
- Genlab OV/125 Laboratory Oven
- Vicat Apparatus
- Bullers Rings Gauge
- WC Trailing Volume Test Rig

STEERING THE CORPORATE CREST ONE DAY WORKSHOP ON EFFECTIVE NEGOTIATION SKILLS

Pursuing the verve of organizational skill development and personnel grooming TUSDEC has organized a one Day Managerial Training Workshop on June 13, 2012 at Royal Palm Golf and Country Club disseminating the training for Effective Negotiation Skills. The session was headed by Mr. Manzar Bashir, a foreign certified corporate trainer. Mr. Bashir apprised the session about the gambits of effective corporate negotiations while accentuating to sustain mutually lucrative situations. The trainer elaborated the audience about the problems, hindrances as well as the cornerstones of winning a business agreement. The training was experiential and insightful delivered by employing utterly topical yet comprehensive training methodology. Corporate executives from Lucky Cement, Mentors Graphic, Water Regime and National Transmission & Despatch Company participated in the workshop. The event was immaculately organized, hence acknowledged to be greatly elucidating and speckles by the professional crest present there. Towards the end of the workshop, the participants were also presented with the certificate for the training attended.

TUSDEC MANAGEMENT TRAINING SOLUTIONS

Accosting to the each tier of knowledge management through skill development, TUSDEC has been offering Management Training Workshops as its value proposition to the corporate facade. As a significant strand of the overall organizational portfolio, this area includes training programs designed to cater, upgrade and disseminate the emphatic managerial skill sets. The overall compass of managerial operations and stratagem engagements espouse a huge array of skills and prowess defining the cardinal for management accomplishments. Used together these skills can help an executive to emerge out as an exceptionally nimble manger, a dynamic team player, a propulsive-

leader, an exhaustive resource to the organization or an improbable entrepreneur who knows the ropes to prosperous business management.

TUSDEC inculcates these managerial mind tools through its meticulously designed Management Training Programs, which aim at fulfilling the prevalent skill and aptitude gaps in the human capital of its entourage organizations. The company aspires to persist as a powerhouse for efficacious managerial skill development through its absolutely need driven trainings and coaching programs enabling the business decision makers recoup their talent investments with greater returns. The programs are assorted as Open Enrollment Management Training

Workshops and Customized Management Training Programs.

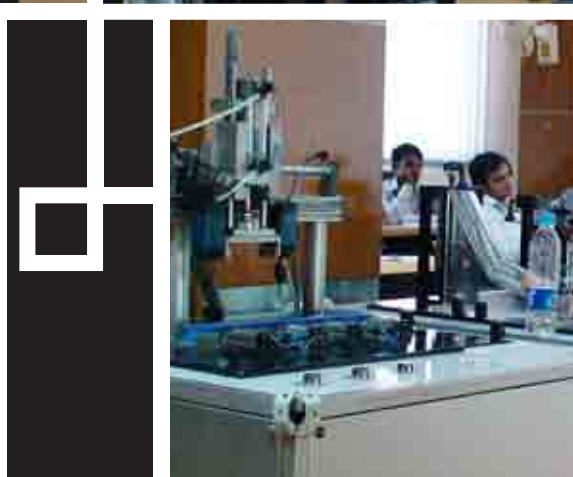
The Open Enrollment Programs render management trainings on the most frequently found skill gaps in various organizations which further triggers many operational and strategic inefficiencies. Open Enrollment Workshops are also conducted to impart trainings on the latest and innovative management trends and tactics. While the Customized Training Programs focuses particularly on a single organization's need peculiarities to be filled with the managerial dexterity. These need gaps are first identified, analyzed by expert trainers and later addressed by TUSDEC tailor made management training solutions.

There is a multiplicity of substantial management topic lying in the program line of TUSDEC upcoming workshops to be conducted by top-notch trainers affianced at the panel of the company. Facilitating the corporate dominion in Pakistan TUSDEC also offers customized business training solutions in the areas of Personal Productivity, Marketing Management, Operations Management, Supply Chain Efficiencies, Finance and Effective Talent Management.



NIDA

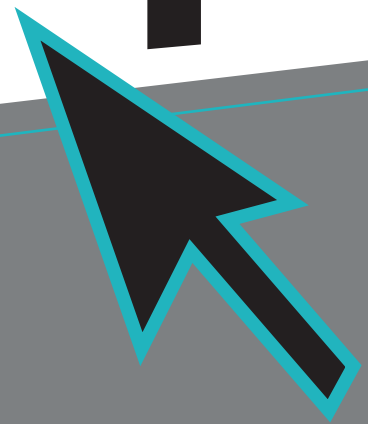
National Institute of
Design & Analysis



THE FOLD OUT

Synergistic

http://



It was never heard so **NOW!**

Perfect narration, scrupulous expression, grammatical bulk or any editor's sanction do not define the publish-ability of any newfangled piece of information. Today with the partake of technology tied with the need of amphetamine information sharing and the freedom of word, internet blogs and blogging have been evolved out as a monosyllabic, colloquial yet recognized platform of self-publishing. The upshot of these web-logs has elicited a new generation of journalism which delineates a writer to be able to self-herald his flashes; point of views or musings crosses his mind on any area under discussion. Blogs have rigorously endorsed the spontaneous expression of thought coupled with the candor of on-spot criticism. These web-logs spare the writer or most specifically the expresser from many dreadfully mundane tasks of writing intended towards conventional publications. These comment rolls allow for no retroactive editing and relieves the restraint of writing the protracted reviews and recitals. Conventionally as the writer brings in to self-notification the very need and knack to go public with his/her whittled pieces of narration, there born the hideous list of prerequisites from finding a publisher, enduring for an editor's nod, tolerating the publisher's incompetency till undergoing the dust of excessive error hunt in the oppression of repeated proof reading. So the traditional medium of publication like newspapers, magazines and journals impede the debut of a professional writer with fences of acute exactness, precision of expression and carriage of commercial magnetism for the target readership. In the very tangible groove the originality of the pastoral expression bends towards erosion.

Now to find an outlet of circulation is no more binding the writer with the sack of compulsions but with one click of PUBLISH NOW one can go public with any idea, inspiration or review of any given issue. Blogs are the virtual microphones that have enabled the writers elucidate their sight and scrutiny over the readers never running in quest of a chunk of them.

This is partly true that blogging does not render you the utterly factual bits of news and information but confronting the fact there also exist the blogs as the strands of many authenticated web resources which promote the original thought sharing and the innovation lies in the documentation of abrupt contemplation. These virtual sources of information derive intense blogger/writer accountability compelled by the commercial implications or the public integrity held up by the signature origin. Unlike the letter to editor in, bloggers cannot prolong or shun out from the ferociously instantaneous reader scrutiny. In this way great levels of writer's accountability is called because there is nothing more professionally conducive than a public humiliation by competitors, commenter and readers. So the thrill of precision yet the risk of error and the insertion of all reflect the vulnerability of every word.

A key factor to this fast track virtual reporting is that it is not a replacement to conventional journalism instead it is an augmentation to that. In the realization of that each established publication has premiered a digital forum as their cyber facade. The combination is ideal, as the blog posts catches immediate response and so divert the notification towards conventional media. Businesses and organizations are employing these swift information wires as their integrative and controlled information liberation channels deem to earn and sustain the corporate credence and personage.

Product Design Hub

The source offer a multiplicity of web blogs as the industrial product design communities highlighting various product innovations, global design competitions, technologies and techniques, design softwares, expert profiles, interviews and design forums to share latest nuances in product design axiom.

Source: <http://productdesignhub.com/design-blogs/>

The Economist

The blog offers an imperious variation of sub-forums forwarding the reclaimable confer grounds on world economics, Regionally dissected analysis of political postulation, world diplomacy, policies, info-graphs and statistics, news analysis, public policies, art & cultures, books and linguistics alongside the business and management scrutiny. The accumulation of blogs suffice the informational as well as analytical quest on each latest as well as bygone global docket.

Source: <http://www.economist.com/blogs/>

Humble Facture

Modern manufacturing produces wondrous objects, in massive quantity, at a low price. But the costs to the environment, social stability, and economic justice are large, and often hidden. Small-scale, localized, clever manufacturing would minimize the ability for this cost hiding to continue. More importantly, local production gives the customer a bigger voice to dictate what they need and want out of products. This blog shares the news and views on humble production keeping up with the complex technologies and modern life demand.

Source: <http://www.humblefacture.com/>

Mashable

Mashable is another leading technology-myopic blog on Web 2.0 and social networking news. The blog proffers more than 5 million monthly page views. It is one of the most fecund blogs reviewing the strands of web advancement, softwares and services delineating the spik- and -span about the web and its alacritious progression.

Source: <http://mashable.com>

Wind of Change

A blog immersing on global affairs, offering the discussion nooks on wars laden up the world and their socio-economic backwash, prevalent scenarios in the third world countries and the stratagem for their development, philanthropic miasma of international donors and the resultant state-of affairs.

Source: <http://windofchange.com>

Virtues of Blogging

THE WAY

FORWARD

TUSDEC Expert Database

Experiential advice
is always
finer than the
sagacity of a
primitive genius . . .

Various industrial sectors of Pakistan are confronted with arrays of problems concerning the overall efficiency, precision output, product design & process, impediments to automation, lack of skilled manpower and acute perturbation caused by the technological lapse and most significantly the energy crisis. The disclosure to these knots can be figured out by expert consultancy acquired from the seasoned industry personnel. This notion further highlights the need of an expert database which could streamline the linkages between the pertinent experts/consultants and the commercial enterprises confronting the problems.

Operating on its mission of technology upgradation and skill development, TUSDEC will formulate an Expert Advise Repository, a structural template that will categorically hoard the experts profiles in the segregation of relevant fields and geographical aggregations. This database will enable smooth and precision liaison between the decision makers and the consultants, enabling an open consultancy portal for the expansive industrial orbit. The project will initially be focusing on Agriculture, Services and Engineering sectors of Pakistan. ● ● ●

● ● ● This database will also bridge the void of a common reserve of tacit knowledge from several bigwigs of the industry, which usually is restrained to their brainwave or to the associated organizations. Information sharing on effective management practices, business processes, technological induction, development techniques will breakthrough the overall efficiency of the manufacturing realm. In the crux of its caliber, TUSDEC Experts Advise Database deems to integrate and streamline the presently fractional value chain of the distinct industrial clusters of Pakistan by accurate match-making between the relevant experts and the industrial indigence.



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