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The 60 Minutes Man!
Delivering beyond customer expectations
On behalf of the TCS people, I extend warm greetings to our valued customers.

TCS is committed to serving you with utmost endeavour, where-ever you live in Pakistan, and what-ever is your business or occupation.

It has been our privilege past three decades to have been part of your every-day life; and there are many heart-warming stories of affection and trust built across generations.

As the country's leading logistics services provider, TCS is deeply conscious of the challenge and opportunities of the new global era.

We firmly believe that for our country: 'the best is yet to come'. An article in this edition on the China-Pakistan Economic Corridor (CPEC) gives a glimpse of the opportunities ahead.

TCS has accordingly geared itself, and this month marks the first anniversary of a major re-structuring aimed at positioning TCS as a regional and global player, through upgrades in human-resource, technology, and operational facilities.

Our Group President and CEO, M.A. Mannan completes his first year at the helm, having injected a new spirit in the team with passion for high achievement.

This issue I hope will give you a glimpse into the world of TCS. We introduce you to some of our new services and a valued customer. We also celebrate deeds and achievements of Pakistanis that make our nation progressive and vibrant. Last but not the least we showcase some amongst us who serve you.

I hope you enjoy reading this and look forward to your feedback through our corporate website.
M.A. Mannan
Changing the rules

M.A. Mannan is the President & CEO of TCS Holdings Limited bringing with him over 22 years of business experience both locally and internationally. Mannan strives to embody the TCS Hazir tagline “We change the rules” and keenly works to be a force of inspiration in adding value to the lives of others – be it the employee or the customer. What drives Mannan, is INNOVATION – to play some role in helping people realize their way of doing things must evolve. Be it in the sphere of banking, remitting money, sending things to their loved ones or online shopping - Mannan believes Pakistan must adapt to the changing trends, and must grow accordingly.

Having completed his MBA from one of Pakistan’s finest business institutions, the IBA, Mannan began his professional career at Citibank (1991-2003) where his focus was on Consumer Banking. In his final assignment at Citibank New York, Mannan was responsible for Cross-Selling to customers across all Citibank Cards portfolios consisting of 93 Million customers. Mannan has the privilege of serving as a member of the Management Committee of Citibank Pakistan responsible for Strategic Management and profitability for the bank’s entire product range comprising of Cards, Car Loans, Personal Loans and Branch Banking.

Mannan built on his experience in the financial sector, first as Deputy CEO of UBL (2003-2005) where he was directly responsible for consumer and commercial banking as well as international operations in USA, UK, UAE, Qatar, Bahrain and Switzerland. He then went on to serve as CEO of Dubai Islamic bank from 2005-2010 where he was responsible for launching the franchise in Pakistan from scratch and successfully led it to its current status of being one of the largest Islamic banks in Pakistan.

Prior to joining TCS, Mannan served as the Executive Director at Silkbank where he was responsible for Islamic Banking and also spearheaded the Mergers & Acquisitions activities to deliver the best value for the Bank.

Mannan has also served as the chairman of the task force on remittance to Pakistan. He envisioned and created Pakistan Remittance Initiative (PRI), a joint venture between the State Bank of Pakistan, Ministry of Finance and Ministry of overseas Pakistanis. This was a breakthrough program which delivered more than $18.4 billion in 2014/15. He is also an Ex Member of the Revenue Advisory Council to Federal Board of Revenue (FBR) in Pakistan.

Mannan is an avid sportsman and he strongly believes that sports is the best way to learn discipline, focus and leadership.
When Chinese premier Xi Jingping visited Kazakhstan in 2013 he made a speech envisioning a Silk Road Economic Belt to bring new prosperity to Asia; a concept which has now become the centerpiece of Chinese foreign and international economic policy. Known as “One Belt, One Road” it is claimed that this project will bind together 65 countries and 4.4bn people from Xi’an in western China across Central Asia and to the Middle East, Russia and Europe.

The maritime part of this road is designed to link China to the Indian ocean, East Africa, the Red Sea and the Mediterranean. Pakistan is hence the first testing ground for the “One Belt, One Road” strategy, which will promote regional stability, expand China’s economic footprint and boost the country’s exports through lessening transit times to the Middle East, Africa and EU.

Turbocharging the Logistics Sector

Out of the $45bn Chinese investment promised for Pakistan, it is said that $34bn will go towards energy projects, while $11bn will target infrastructure projects such as roads and railways.

In addition to energy and infrastructure sectors, it is forecast that the logistics sector will benefit immensely owing to the flow of goods between Gwadar and Kashgar so as to boost Chinese trade in South and Central Asia.

New Highways, Airport, & Railway Lines

So, what will be the impact of this investment within the transportation industry? Government data shows that key projects include the Karachi-Lahore Motorway’s (KLM) Multan-Sukkur section ($2.6bn), Karakoram Highway Phase 2 Thakot-Havelian section ($920mn), Gwadar Eastbay Expressway ($135mn), Gwadar International Airport ($230mn), Peshawar-Karachi railway line including a dry port at Havelian, and the Orange Line Metro Train Lahore($1.6bn).

Gwadar Port & grand economies

Arguably the most prominent project related to the transport industry is Gwadar Port which will house container handling facilities, a major highway and the aforementioned international airport.

When first envisioned more than a decade ago it was said that Gwadar would “change the shipping map of the world” in the words of then PM Shaukat Aziz. Whether that happens or not remains to be seen, but one can be sure that Europe and Africa will be better served through Gwadar. The cost of shipping from Western Europe to China will be halved by shipping through Pakistan. In addition it is forecasted that Gwadar can benefit the Middle East as it takes a ship one day to reach Gwadar from Dubai while Dubai-Shanghai takes up to two weeks.

Container costs are also $250 from UAE-Pakistan while they are $1500 from UAE-China. According to the Express Tribune, the first ever consignment comprising fish exports departed Gwadar for Dubai in May 2015. Kashgar and Urumqi in western China are poised to be the two main urban centers to benefit from this economic corridor as Xinjiang becomes a trading hub within China.

Within the transportation and logistics industry the rail and air links are scheduled to be developed in phases - firstly will come the highways, followed by rail links and finally airports and data connectivity.

Along with the physical infrastructure it is anticipated that CPEC will impact corporate culture and lead to a transformation of mindsets as business leaders from Pakistan interact with their counterparts abroad on a frequent basis.

Industrial zones along the Corridor will lift economic growth, and pioneers in the logistics industry will become the...
prime beneficiaries. With Gwadar already operational, it is suggested that trucking companies gain a foothold there as education and healthcare projects are stimulating the local economy. Pakistan and China currently have a $16bn trading relationship, of which $4bn are made up of Pakistani exports and $12bn of imports, the bulk of which passes through the Karakoram Highway. This long, meandering highway carved high into the mountains is the route Pakistani truckers undertake in their journey to the Khunjerab Pass, a border crossing located more than 15,000 feet above sea level.

**Balance of Trade**
Exports to our neighbor, currently consisting of textiles, leather, surgical instruments and minerals, are of a semi-finished nature or raw materials, hence fetching lower prices. Having said that, the border city of Kashgar in Xinjiang province has Pakistani goods present in its markets, with shops selling precious stones from Balochistan, and cutlery, utensils and medical equipment from other parts of the country.

The flow of goods and commodities from China to Pakistan consist of electronic goods, machinery and other industrial equipment. With this flow set to grow it is imperative that the Karakoram Highway go through upgrades that strengthen its construction and make it an all-weather road.

All of this has to happen whilst protecting the local wildlife whose ecosystem includes endangered species such as the snow leopard. Some damage has also been done to the route owing to the disruption caused by the creation of Attabad Lake in Hunza. However economic planners estimate negative fallout on trade figures to have been restricted to $250mn.

Pakistani truckers currently transferring their merchandise over to Chinese vehicles at Khunjerab will now proceed further into China itself, saving precious time and energy.

The formidable heights at which the Karakoram Highway presides means that an upgrade of this strategic road will not be an easy task. Not withstanding the enormity of the challenge, there can be no escaping the building of capacity to handle increased traffic flows.

Once prepared it is forecast that a sizeable proportion of China’s trade with Europe, the Middle East and Africa will pass through these routes, with the majority of goods being made up of sectors such as electronics, machinery, furniture, textiles, garments, medical/technical equipment, plastics, vehicles, gems, precious metals and iron/steel products.

With road and rail links being of prime importance in the China-Pakistan Economic Corridor, the importance of air links cannot be underestimated. Pakistani commercial cargo has flown to Kashgar before, so it is conceivable that air links between Islamabad, Gwadar, Urumqi and Kashgar will be promoted, depending on demand and loads. Railways and highways, however, enjoy top priority in the medium term.

**Indigenous labour employment**
According to Global Times, an English language newspaper from China, the labor hired in Special Economic Zones (SEZs) constructed in Africa contains more local labor than Chinese. Hence it can be assumed that the Chinese government will follow a similar paradigm in Pakistan, with the bulk of the manpower recruited from within Pakistan, and Chinese workers also helping out owing to their technical knowhow and deadline pressures associated with sensitive projects.

The gates are now open for the private sector to participate in the development of one of the world’s most important trade lanes, with early movers likely to reshape sizeable sections of Pakistan’s logistics industry.
At the cutting edge

TCS Supply Chain Advisory®

From Trucking to Warehousing and Inventory Management, from Express Delivery to Retail Distribution, Mail Room Management, Bulk Printing and Stuffing, we offer flexible end-to-end supply chain solutions to customers to expand their businesses and improve their operating efficiencies.

Digital Printing and Bulk Mail Solution
TCS has state-of-the-art facilities capable of printing up to 2 million impressions and 600,000 stuffing of envelopes in less than 24 hours. This, along with duplex printing (the effective printing of both sides of one paper) and customized printing solutions such as data receiving, designing and formatting as per customer preferences, aim to ensure maximum ease and flexibility at minimum cost. In addition, the company’s stuffing machines, equipped with digitized optical mark-reader, allow the printing of virtually any kind of document in an efficient and smooth manner.

Automated Warehousing and Distribution
TCS’s multi-user warehousing facility is spread over 650,000 sq. ft and offers an inventory management and warehousing process that is entirely automated. Customers are also able to monitor and manage their stocks in real-time using the company’s Web-Based Inventory Management System (WIMS).

Race to Rural Program
TCS’s Race to Rural Program helps to expand clients’ network and customer base by establishing distribution pockets in far-flung areas that were previously inaccessible. In addition, customers are provided a state-of-the-art infrastructure to help connect with their customers in both rural and semi-urban areas.

Web-based Customer Facilitation Portal
Customers interested in managing...
their business online are able to benefit from TCS’s Customer Facilitation Portal that provides them with a one-stop solution to all their supply chain needs.

The online facility allows clients to easily place an order with the company, track it at different times of the day, register a query or a complaint related to the shipment and even chat with a TCS representative over business transaction details.

With this new development in its business frameworks, TCS plans to further strengthen its integration with other companies in Pakistan and become a preferred long-term and integral supply chain partner for them.

Supply chain management holds high significance, especially in today’s fast-paced world, where companies are vying for the customer’s attention. This is because effective supply chain management ultimately helps to boost customer service as it involves a process that guarantees the delivery of the right product and quantity to the right consumer in a timely fashion. In addition, effective supply chain management helps increase the bottom line. A firm’s supply chain managers can decrease the use of large fixed assets such as plants, warehouses and transportation vehicles, thereby decreasing the organization’s cost of production and increasing its liquidity.

Let TCS align your ‘wagon’ for optimal results!

Call us Now! 111 123 456
Introducing our new service

**TCS Hazir**

*Time is money; Time is of the essence; Time sensitivity is at the heart of the TCS success story that puts the TCS customers at the center of the TCS universe. Small wonder, then, that TCS is focused on getting to the customer ever faster, torrential rain and high water notwithstanding.*

TCS Hazir (‘Hazir’ is an Urdu word which, in literal terms, means ‘present’) is a pick-up and delivery service available 24/7, where the courier comes for the purpose of delivery or pick-up right to the customer’s doorstep in 60 minutes, and no more. We would personally prefer to be there in 60 seconds, and be for our valued customers that which the Lamp and its Genie were to Aladin. Time and Technology are driving paradigm changes in our times, and the possibilities are limitless. Teleportation may yet make TCS Hazir the 60 Seconds Man!

**Need for speed in the global village**

TCS Hazir acknowledges and celebrates the fast-paced lives of people today for whom time is of the essence, providing them with what they want, when they want it. TCS Hazir is a concierge service devoted to delivering beyond customers’ expectations.

Through TCS Hazir, customers can call a courier to pick up the shipment from their home or office. TCS Hazir is tasked with collecting and booking the shipment from the customer’s location in a matter of just 60 minutes. The service is applicable to all kinds of shipments, including general, international and Sentiments Express.

**Aladin-ka-Chiraag!**

We have launched TCS Hazir in Karachi, Lahore, Rawalpindi and Islamabad. In the first phase, customers can summon us via:

- TCS Call Centre
- TCS Web App
- TCS Mobile App

The second phase will provide customers with the additional option of SMS, making the chore of shipping packages all the more convenient and easy. In the third phase we’d in all probability see the TCS Teleport App, turning TCS Hazir into Aladin-ka-Chiraag!

According to data from the latest Economic Survey of Pakistan, transport, storage and communication enjoy the second biggest share of GDP at 13.7%, next to the retail sector. The collective contribution of the services sector – at 57.7% - is more than that of agriculture and industry combined.

**One Window Operation**

TCS has a total of 14 businesses which encompass Express & Logistics, Mail Management Solutions, Gifts & Greetings, Air Freight Solutions, Supply Chain, Visa Delivery, Travel Services, and Corporate Training & Event Management.

With a nationwide network of 10,000+ professionals (including over 4000 couriers), over 740 TCS Express Centers (retail outlets) and nearly 2000 online and offline locations, TCS is the first preference for those using courier services. Now, you don’t courier a package; you simply ‘TCS’ it!

**Designer Lawn & Cricket Jerseys in 60 minutes!**

TCS Hazir created magic by offering customers never-seen-before 60 minutes deliveries at their doorsteps in Karachi, Lahore, Islamabad and Rawalpindi during the World Cup 2015. It was without doubt a huge success as the 60-minute online shopping model was the first of its kind in Pakistan; customers ordered online during the matches and could wear their World Cup Jerseys in 60 minutes or less! The same excited customers’ response was witnessed when the 60-minute delivery was offered for one of the most famous lawn brands in Pakistan which launched its first collection of 2015.
Time Choice

- Pick-up from your doorstep in 60 minutes
- Delivery at the time slot of your choice

111-123-456
60 min GUARANTEE

111-123-456 www.tcs.com.pk
TCS Courier app, available on and
The thought behind our recent advertisements

The TCS ‘We Move You’ campaign has connected at a deeper level with millions of Pakistanis across the country

A young girl on her wedding day is a bundle of nerves; a businessman’s aspirations for future success have him on edge; a boy’s wish to express his affection to his one true love has butterflies running riot in his tummy! And a mother’s desire to provide the best for her child is making her anxious. No matter what the distance, these are just some of the occasions that many people hold very close to their hearts, and because of that they need reassurance that their needs will be met with care and consideration.

In Pakistan, where there is an emotive element attached to virtually every aspect of a person’s life, the sentiments behind such events increase tenfold as each represents an important turning point.

Every shipment super special
Each one of the 129 million shipments that TCS moves every year has a special significance, and this fact is not lost upon us. We at TCS are highly sensitized to the all important human factor behind each and every shipment. In our pursuit of excellence we are committed to nurturing high performance teams that can bring down to zero the margin for error, and get it right first time, every time in the service of our most valued customers.

M.A. Mannan, the President & CEO of TCS Holdings says that he did a lot of research on the global logistics and courier industry before he joined TCS, and came to the conclusion that customers were looking for on-time deliveries and shipment packing. It’s that simple, he felt, and in that simplicity he thought that the TCS universe was at stake.

Mother’s tender & loving care
“However, during an orientation session I witnessed something firsthand at an Express Center which changed my perception of the service industry,” he says. “As I was standing there I saw a mother come in to ship a shirt to her son a thousand miles away. As our Express Center staff quickly put it into the Red Box, she leaned over the counter and fixed that shirt just a little bit. I thought to myself that this shirt was going to travel via truck to an airplane, to another truck, onto a courier’s motorbike, and then be delivered. But all the mother cared about was just that one little crease on the shirt which she wanted to be just right for her son.”

In that one moment M.A. Mannan realized that TCS was not in the shipments business, nor the parcels business, but that TCS was, and is in the emotions business.

Age of personalized relationships
“We live in a world which is getting commoditized very quickly,” said M.A. Mannan. “In my previous career as a banker I came to know what commoditized means. Each branch offering the same thing, but the branch offering greater service gets more deposits and assets.” That has never been truer than right now, with the marketplace maturing at a rapid pace and demanding a personalized relationship with those who seek to serve it.

We at TCS provide the assurance our customers seek with generous service guarantees, regular follow-up and speedy follow-through on any queries or complaints. That is how ‘We Move You’.”
For the purpose of allowing Pakistani consumers to benefit from access to a wide range of products via a convenient and easy-to-use system, TCS has launched a one-of-a-kind online shopping experience, aptly titled, 'Yayvo.com'. It’s a name that is based on a loose translation of ‘This and That’. Yayvo.com provides customers with the ease of either choosing from the range of products already offered on the site (Yay) or requesting the Yayvo team to get you what you want (Vo).

E-commerce and mobile commerce have dramatically changed the way brands reach customers, making it faster and easier for consumers to make purchases on the fly while avoiding the hassles of going to the store,” says Hil Davis, Co-founder, online men’s retailer J. Hilburn.

The ‘Yay’ and the ‘Vo’ of it!

A representation of what is fast coming to be known as the future of e-commerce in Pakistan, Yayvo.com follows a unique strategy of stocking up on items which have popular demand (or which get a ‘Yay!’ from customers) and adding the ones that aren’t frequently ordered to the Vo section. If a particular product in the Vo category becomes a popular item amongst customers, it is immediately added to the shelf for the Yay category.

Amid so many other online shopping sites that have cropped up in recent years, Yayvo.com stands out as perhaps the only online shopping website to offer customers a multi-dimensional shopping experience while simultaneously allowing them to choose from a broad range of products, including electronics, mobiles and gadgets, beauty items, apparel (for both men and women), home décor, lifestyle items, books, edible items and more.

With specially trained customer service staff, cash on delivery of up to Rs. 100,000, an extensive network including places such as the U.S, UK and UAE, three-way ordering process and a 7-day return policy, customers are now getting the chance to benefit from online shopping like never before.

At ease with shopping online

In today’s technologically advanced age, it has become incredibly easy to gain access to virtually any and every type of information related to a person’s interests. All it takes is a click of a button or a swipe on the screen and presto! Anything you could possibly want to know about is there for your viewing pleasure.

The same holds true for online shopping; with increased access to attractive products and services via a highly convenient and user-friendly process conducted entirely online, many customers are now at ease with shopping online.

Greater customer satisfaction

The arrival of Yayvo.com signals a turning point in what leading businesses today know about e-commerce. Presently, various experts have highlighted a number of potential e-commerce-related trends for 2015, many of which center on customers’ increased use of smartphones and their calling the shots, thus compelling many a retailer to bring something new to the table.

With Yayvo.com TCS gives customers a unique proposition amidst a range of options already present in the market. By offering them with only what they want, when they want it, and allowing them to interact with the site via a seamless, user-friendly process, TCS is bound to capitalize on the changing trends of e-commerce and attain success in terms of greater customer satisfaction and increased revenue.
Aman Ambulance Service Ready for Gear Change

Habib Bank Foundation & Government of Japan Lend a Hand

Aman’s EMS service continues to expand as more and more strategic alliances are formed between Aman Foundation and entities, both locally and internationally. Since its inception in 2008, Aman Foundation has established an ambulance fleet now consisting of more than 80+ Advanced Life Saving (ALS) ambulances throughout Karachi. However, the need for more ambulances persists; if Aman Foundation is to cater to the whole city’s emergency-care needs, an anticipated quadrupling is required.

Among the first few organizations to recognize the dire need to augment emergency ambulatory care, the Habib Bank Foundation, and internationally from the Government of Japan, have taken the initiative to make local grants to the Aman Foundation, going into the purchase of adding new ambulances to the existing fleet.

The Government of Japan through its embassy in Karachi made a donation of two new ambulances to the Aman Foundation in collaboration with Toyota Indus Motors.

“An anticipated quadrupling of Advanced Life Saving (ALS) ambulances is required for Karachi to close the existing gap in services needed”

Slowly, but surely, the Aman Foundation is finding its feet in the service of suffering humanity.

Aman Health’s EMS services Best in Asia!

‘Best Asian Emergency Medical Service’ Award for Aman Health’s 1021 Aman Ambulances

In October 2014 the Asian Emergency Medical Service Council selected Aman Foundation to receive the prestigious award of the ‘Best Asian Emergency Medical Service’ for Aman Health’s 1021 Aman Ambulances. The award recognizes the contributions of Aman Health’s EMS services as compared to its peers across Asia. This is the first time a Pakistani institution has been recognized by the AEMSC, and is an ode to the operational excellence and credo of service with dignity that Aman Ambulance personifies. This Pan-Asian award was presented by Professor Hideharu Tanaka in Goa, India. Bravo!

Since its inception, DuPont’s primary focus in the region is Agriculture, Automotive, Packaging and Industrial Polymers. Today DuPont focuses on all industries in Pakistan including food, construction, energy and transportation.

Wide range of offerings
DuPont Pakistan markets a wide range of offerings including Crop Protection Products, Liquid Packaging Systems, Solae™ soy proteins, Titanium Technologies, Performance Coatings, Packaging & Industrial Polymers, Glass Laminating Solutions, Engineering Polymers, Surfaces, Advanced Fiber Systems, Personal Protection, Nonwovens, Chemical Solutions, Safety Resources, Clean and Disinfectants, Imaging technologies, Flouro Products and Ink & Specialty Colorants in varied market segments of agriculture, food and nutrition; home and construction; safety and protection; transportation and infrastructure, bringing to life its powerful philosophy of The miracles of science™ to create a better living for all.

Headquartered in Karachi, DPOL started its operations in 1989 and is present in Pakistan now for over 20 years. DuPont has expanded its presence to Lahore, Pioneer Pakistan Seed Plant in Sahiwal and DuPont Refinish Training Centre in Karachi. DuPont’s vision is to be the world’s most dynamic science company, creating sustainable solutions essential to a better, safer and healthier life for people everywhere.

Spearheading strategic growth
Tauqir Ahmed started his career at DuPont as a Business Development Manager, playing a key role in spearheading the strategic growth of DuPont in Pakistan, and rising in prominence in new growth projects. He was appointed to his current position in January 2008, and has been instrumental in generating impressive growth for the Company.

With a Bachelor’s in Business Administration, Tauqir brings to the job 16 years of professional experience in Sales, Marketing, Operations and business leadership. He was associated with 3M in different capacities before joining DuPont, and is a certified Six Sigma professional. Tauqir has chaired the HR sub-committee of the ABC in an elected capacity for the fourth time. His memberships include Crop Life Pakistan and the Overseas Investors Chamber of Commerce and Industry [OICCI].

Harley Davidson owner
On a personal level Tauqir is fitness conscious and works out in a gym six days a week. His passion extends to motorcycles of the heavy variety, and
he has owned a Harley Davidson Wide Glide 1340cc for a number of years now, and is in the process of restoring from scratch a Honda 350cc Trail that once served as the mainstay of Army dispatch riders. Tauqir is married with two children.

**Internal selling of Pakistan**

Tauqir is a great believer in team work, and has developed high performance teams at DuPont Pakistan. “One of the constant challenges that is faced by all the leaders of multinational companies in Pakistan is the internal selling of Pakistan to the regional management. The uncertainties inherent in doing business in Pakistan due to shifting policy goalposts, coupled with security issues and political unrest, makes it a tough sell. In this regard I have been able to steer well, and succeeded in bringing Dupont’s top leadership to Pakistan, and there has been a continuous flow of investment into Pakistan in the last couple of years, both in terms of assets and investment in people. We have very successfully added new team members and enhanced our footprint in new industries, bringing state of the art technologies and B2B products.”

DuPont is an over 212 years old organization and there is no compromise on our long term strategic goals, says Tauqir. “I personally do not believe in micro-management. We believe 100% in our employees. If any business is not able to meet top or bottom line numbers then we work on the assumption that there has to be a valid justification for it, and look into resolving its root cause. Top line, Bottom line and resources added are the three important numbers for me.”

**Prioritizing people**

Firing an employee Tauqir considers the toughest part of his job. “It is always due to some wrong decisions made by the hiring supervisor at the time of initial candidate selection. One should never rush the hiring process and not compromise on the best fit for the role.” Training is the key for people development, in Tauqir’s view, and he feels the ROI is beyond measure, with the financial proof of it clearly visible in the double digit growth experienced by DuPont Pakistan for the last many years. “DuPont has its own dedicated training teams very aggressively working on the different development needs of our employees, from specific businesses to across functions needs.”

On the issue of succession planning Tauqir sees a future leader in each employee of his organization. “At DuPont we strongly believe in encouraging people to take the space for finding extra work, and that’s how any individual can position him or herself as my successor. The next generation of leaders can only be developed through their 100% empowerment on key positions while providing them global exposure to develop out-of-the-box thinking capabilities.”

**Getting things done**

Tauqir’s favourite book is ‘Execution’ by authors Larry Bossidy (former Chairman and CEO of Honeywell International) and Ram Charan (author of ‘What the CEO wants you to know’). When Execution was first published in 2002, it changed the way people did their jobs. By analysing the discipline of execution, it helped thousands of business people to make the final leap to success by focusing on actually getting things done.

In the year 2000, 40 CEOs of the Top 200 Fortune 500 companies were let go. This is because sometimes even smart, highly regarded people fail to produce critical results. Results they promised to deliver. Bossidy and Charan believe this is fast becoming an epidemic due not to the volatility or unpredictability of the business environment, but to the direct consequence of the lack of execution. The thesis here is that execution – the real job of business leaders and the key discipline for success today – bridges the gap between what leaders want to achieve and the ability of their organizations to deliver it. An essential read indeed for business leaders in emerging economies.

Tauqir’s message to aspiring CEOs is “be yourself; don’t let your natural style of thinking and managing matters be too influenced by someone else. Be genuine; don’t change yourself and let others get comfortable with the real you – it will make both yours and other people’s lives easy.”
We feature high drama in real life with a plethora of very potent and immensely inspiring messages. It’s the story of 23 year old Samina Baig, a girl from the remote Shimshal village in the Gilgit-Baltistan region. It is a tale of raw courage and great determination, a true embodiment of the TCS spirit. It is a story of what a woman can achieve in a conservative Pakistani society when she has the blessings and active support of the male members of her family, which in Samina Baig’s case is her elder brother Mirza Ali Baig, the man who trained her and set her on her path to extreme self-actualization.

Samina Baig is the first Pakistani woman, and the third Pakistani after ace mountaineer Nazir Sabir and Hassan Sadpara, to hoist the Pakistan flag on the mighty Everest, the world’s tallest mountain. She is also the only Pakistani to have conquered the highest points of all seven continents.

The place where Samina comes from has no electricity, no telephones and no internet. She was fascinated by the mountain stories and climbing adventures her brother shared with her. He engrained in her the view that mountaineering was a metaphor, and that everyone had his or her own mountains to climb, alluding to the highs and lows that life offers.

Samina’s aim is to motivate women all over Pakistan and tell them that if a woman can climb a mountain, she can do anything, and rightly so. According to a survey the Samina and Mirza brother-sister duo are the third most popular siblings in the country, following Quaid-a-Azam Mohammad Ali Jinnah and his sister Fatima Jinnah, and the late pop-star Nazia Hassan and her brother Zoheb.

In the last week of July, 2014 Samina Baig stood at the top of Mt Elbrus, the highest peak in Russia, with her brother, holding the Pakistani flag high for a picture. With this summit, the 23 years old climber completed the challenge of climbing seven of the highest mountains around the world, including Mount Everest which she conquered in May, 2013.

In a period of less than nine months, Samina Baig and her brother successfully climbed all the six peaks including Mount Aconcagua, the highest peak in South America, followed by Mount Vinson (Antarctica), Mount Kilimanjaro (Africa), Puncak Jaya (Indonesia), Mount McKinley (Alaska) and Elbrus (Russia).

Samina and Mirza billed their herculean effort as a project that encompassed adventure diplomacy, gender equality and women’s empowerment. It was funded by a few passionate climbers outside Pakistan, a few embassies in Islamabad, and managed by the Serena Hotels, with no support from the government of Pakistan.

In the future the duo intends to climb five of the fourteen 8000m peaks in Pakistan, and these are K2, Nanga Parbat, Gasherbrum I and II and Broad Peak. But for now Samina is going back to her studies.

It’s been a long and arduous journey for the Baig siblings and they have had to endure many a hardship on the route to success. But the spirit and resolve have remained unwavering, and they have steadfastly refused to take no for an answer. Samina and Mirza Ali Baig have demonstrated in all its splendid glory the ‘Can Do’ face of Pakistan, and prevailed upon daunting odds to show the world Pakistan’s combative and competitive spirit. Salute!
Delivering Happiness

Express your love through Sentiments Express, with our wide array of personalized gifts, aromatic fresh flowers, tempting chocolates and lots more. Reach your loved ones all over Pakistan and UAE.

To book your orders, visit your nearest TCS Express Centre. Order online from www.sentimentsexpress.com
Empowering People

Peter Senge on Learning Organizations

The biggest factor that drives the desire for increased learning is aspiration.

The implications of not learning are plain and out there for everyone to see. If there is no learning, there is no change. If there is no change, there can be no progress. It’s that simple. One only has to look at several examples in the corporate world of organizations that got too comfortable with their positions in the market only to lose out in the end, all because they did not possess the aspiration to learn, nor the openness and trust within their corporate environment to facilitate the exchange of relevant information. No other industry has held fast to this rule as much as the IT industry. Over there, there is a general rule; to fail fast and early. There is no limit to the number of mistakes a business can make as long as they learn from it early on.

What is your view of organizations in Pakistan? Do you believe some of them are adhering to the learning.

Octara Training Consultancy is a subsidiary of TCS which specializes in corporate training, workshops, seminars, conferences and publications. A premium training solutions provider that offers a range of training programs, Octara is affiliated with many leading industry practitioners from the UAE, UK, U.S, Australia and Bangladesh. Octara organized recently a seminar featuring the living legend Dr. Peter Senge, American systems scientist, senior lecturer at the MIT Sloan School of Management, and founder of the Society for Organizational Learning famous for his book ‘The Fifth Discipline: The Art and Practice of the Learning Organization,’ a publication many consider to be a revolutionary piece of work in the area of business management. In the book Dr. Peter Senge has spoken of the need for organizations to adopt an approach that is geared towards learning for self-improvement, leading to long-term success.

Here Peter Senge talks about the ways in which an organization can move forward by adopting certain learning standards as well as overcome the challenges that are sure to arise.

In what ways can an organization abide by the standards of learning as described in your book?

The biggest factor that drives the desire for increased learning is aspiration; the ambition to be better and perform better in order to reach a position that guarantees success and prosperity. Once that is in place, the next elements that are involved are trust and openness. More often than not, problems remain unresolved because people are either hesitant or just refuse to talk about them. In order for constructive discussion regarding relevant issues to take place, it is necessary to create an environment of openness which encourages people to engage in dialogue with each other, regardless of what role they may occupy in a particular organisation.

How important is learning, especially in the business world?

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What is your view of organizations in Pakistan? Do you believe some of them are adhering to the learning
principles you have outlined in your book?

In Pakistan, people in a position of power are generally given authority over processes and decisions while participative decision-making is kept to the bare minimum. Many organizations in Pakistan also fear uncertainty and are, hence, risk-averse. They tend to go for those practices that are tried and tested rather than attempting something new. Finally, familial values have a high standing in Pakistani society; elders are given the utmost respect and are, hence, charged with making sensitive decisions with regard to business and other matters. A lot of these elements have a huge bearing on the way Pakistani organizations do business.

Still, there are many organizations that are breaking out of that mould and adopting a more progressive approach towards business. This includes adapting to changing circumstances by learning more about their internal capabilities and their surrounding environment, which ultimately enable them to develop innovative business practices that guarantee success and growth.

What can be done to overcome the challenges related to culture that inevitably come in the way of doing business?

What is needed is a reflection on past performance and the need to inquire in order to get to the root of the problem so that real issues can be opened for discussion. Currently, there is too much emphasis on the need for a heroic leader who can inspire people to change. Such situations result in the creation of grand strategies that are never fully developed. The effort to change creates resistance that finally overcomes the effort. In addition, there are certain misconceptions regarding the initiation of change, which ultimately act as an obstacle to that very change.

The first misconception is that there must be a compelling case for change. The second misconception is that there must be time to change. The third misconception is that there must be help during the change process. The fourth and final misconception is that, as the perceived barriers to change are removed, it is important that some new problem, that was not considered important earlier or was even recognized, doesn’t become a critical barrier. Organizations must do away with these common misconceptions if they wish to initiate change within their corporate environments and create a platform to instill positive learning.
What our customers say

TCS Thanks You!

Faraz Ahmed
Unit Head Statement Rendition

We take the opportunity to congratulate the whole TCS team on the occasion of successful completion of 32 flourishing years in the field of express and logistics industry.

MCB Bank Limited has always enjoyed appreciable professional standards while availing services from TCS (Pvt) Ltd.

Shahid Aziz Khan
Fleet & Facilities Manager

Pakistan Tobacco Company Limited is proud to work with TCS, Pakistan’s leading Courier Company. PTC has been working with TCS for a long time, and we have found them to be an extremely competent and cooperative company to work with.

Ather ul Islam
Chief Operating Officer
Ecompk.com

Ecom has been using TCS now for the past two years. They have been by far the best shipping company that we have worked with. Since starting with TCS our damages have diminished considerably. Not only do they do a great job in that department, we have also found them to be extremely professional with cash on delivery handling.

Mustafa Hamdani
SEVP and Group Head Payment Services

In response to the flood crisis in September 2014, the Government of Punjab initiated a Cash Relief Program to support affected households in their recovery efforts. PKR 12 Billion were disbursed in a record time of 15 days and this was not possible without the support and partnership of TCS.

We feel proud in working with TCS as they were there with us on ground and every member was involved deeply in the project; I believe if it were not TCS, it would have been a logistic disaster.

- Zong Official
Rashid
Director

We have always received quality service from TCS. TCS just knew what to do next to move us forward as a greater company.

Muhammad Shabbir Shahid
Assistant Controller

The Allama Iqbal Open University, with the ever changing environment, is trying to adopt better and effective technologies so that it is able to discharge its part of the commitment for delivering better education to the masses of Pakistan so that they are able to play their positive role in the society.

Keeping in view this guideline, we decided to use plastic seals for the cloth bags in which question papers are sent in place of wax sealing and stitching. I would like to take this opportunity to thank the TCS authorities who have been very kind enough to provide 1000 pieces of these plastic seals for this purpose. It would not be out of place to commend the efforts made by TCS for timely delivery of examination materials for Autumn-2014 semester by special transport arrangements to Balochistan region where there had been a transport strike.

SHIFA BUILDERS & DEVELOPERS

Mr. Muhammad Ahmed, Sr. Manager Finance

I can confidently claim that TCS has raised the competition level in its industry.

MEEZAN BUILDERS & DEVELOPERS

Mr. Nisar Ahmed Siddiqui
Director

TCS Pvt Ltd has lifted their brand name to the next level of excellence while maintaining the confidentiality and quality. The team of vastly experienced professionals in TCS has demonstrated their wisdom and intellect towards this project efficiently which enable us consider TCS for more projects in future.

Wajahat Ali Hussaini
Senior Manager Administration

Yet another successful year of TCS and at this auspicious occasion we once again sincerely appreciate the continuity of high level of services throughout the year. During the year we have seen TCS coming across various unexpected challenges; however, their due diligence paved the way and met those challenges with wisdom and professionalism.

Faisal bin Fasih
Senior Manager Finance Operations

We have been working with TCS from the last one decade and they have always provided us with satisfactory services. We consider TCS as a business partner as TCS understands our business model and provides us with the best customized solution to fulfill our requirements. TCS has been the champion and continues to show its potential. We feel privileged to be a business partner of TCS.

Muhammad Shabbir Shahid
Assistant Controller

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TCS makes sure that it remains connected at the grassroots with its frontline staff to ensure the well-being and satisfaction of its customers. All of that which TCS has achieved it attributes to the tireless efforts and services of its 4000-plus Sales Solicitors, our red knights on mechanical steeds crisscrossing the TCS nationwide Network in hot pursuit of customer satisfaction.

**Nurturing the Frontline**
Couriers who had served TCS for more than 1 year were handed the keys to the motorcycles by the chairman TCS Mr. Khalid Awan and the President & CEO of TCS Mr. M.A. Mannan at various launch events held nationwide.

**Nation-wide Cheer**
Dhoom distribution ceremonies were held during April and May 2015 in Karachi, Lahore, Islamabad, Multan and Sukkur, with every department at TCS joining hands to make the project successful. Thank you Operations, Treasury & Corporate Finance, HR, Administration, Fleet, Marketing and Corporate Affairs.

**Dubai Islamic Bank & Pakistan State Oil lend a hand**
Funding came from TCS’s banking partner, Dubai Islamic Bank, which extended a PKR 100 million facility for the procurement of 2000-plus Dhoom motorbikes, along with comprehensive insurance provided by Century Insurance, and fuel cards from fuel partners Pakistan State Oil (PSO) to be utilized at more than 3,500 PSO petrol stations across Pakistan.

**‘Jhappi’ time!**
A standard operating procedure was adopted for the bikes distribution whereby each Bike was to be presented by a representative of the Leadership team, and before the bike was presented there had to be a JHAPPI (big hug) given to the respective courier with a photograph taken and sent to him. To top off the proceedings all the couriers who had received the bikes were to be taken on a short group ride to enjoy their first outing together.
Asma Shaikh is a seasoned HR professional with over twenty years of experience in banking, pharmaceuticals, energy, healthcare and education, Asma prior to joining TCS worked as Group Head, Human Resources at NIB Bank Limited.

She has also worked in leadership roles at Barclays Bank, Dubai Islamic Bank Limited Pakistan, HSBC & Deutsche Bank AG.

Asma Shaikh is a certified MBTI professional from IHS Dubai and has received top grading accreditation from Barclays UK. She is also a qualified Occupational Personality Assessment professional from SHL, Hong Kong as well as a Performance Management expert from Achieve Global, Singapore.

Asma married Shahnawaz Shaikh in 1992 and has two sons, Omar Shaikh (21) & Hamza Shaikh (17).

CONNECT caught up with Asma and delved into how she views life and how she has successfully maintained work-life balance all these years.

CONNECT: One word that perfectly describes you as a person.

AS: I believe the word ‘positive’ describes me the best. Having worked in different locations across the globe in different capacities and with different people, I have dealt with a multitude of situations that have tested my mettle. Positive attitude has kept me going throughout.

CONNECT: How are you as a parent?

AS: I believe I am a very hands-on mother for my two sons. My schedule can become quite hectic; however, we still manage to spend quality time together and I make sure that I am always there for them.

CONNECT: What takes most of your time when you are not at work?

AS: When I am not at work, I make sure that I leave the pressures of work at the office. I try to do my best to spend most of my time with close family and friends.

CONNECT: What is your idea of an ideal vacation?

AS: I believe if you have the right kind of people with you, any place can be a great vacation spot. In my case, my family is my ultimate companion. We love travelling and have been to many places around the world. Even though I sometimes find myself in places like football stadiums and wildlife safaris because of my two sons, I still wouldn’t change it for anything in the world.

CONNECT: Had you been a brand, what would you be?

AS: I would have definitely been a Ferrari - exclusive and extremely quick.

CONNECT: One person who inspires you the most.

AS: My father has served as a great source of inspiration throughout my life. Whatever I do, whether it is at the workplace or at home with my family, is a direct result of how he led his life.

CONNECT: What is that one attribute that has played a crucial role in making you successful?

AS: I think one of the most important things to remember when it comes to ensuring success in the corporate arena is that one must possess a certain level of empathy; if you are able to see things from the other person’s perspective, you will be able to make informed decisions that benefit both parties. Therefore, I believe that one of the major reasons for my success is that I genuinely care about people. Other than that, I am focused, decisive and extremely result-oriented.

CONNECT: Who has been a pillar of support for you in your professional journey?

AS: For working women specially, our society and culture poses several
TCS aspires to be the “Best HR Company in Pakistan for its Employees and Entry Level Staff through Growth, Development and Motivation. To have Career Planning for All.”

– TCS HR Mission Statement

The TCS Director HR, Asma Shaikh, gathered under one roof 40 members of the TCS HR Department, who came together from across the nationwide TCS Network, to meet and greet, and align with the new thinking at the helm of affairs. The setting was off-site, at ‘The Arena’, a one of a kind indoor recreational facility in Karachi that offers rock climbing, ice skating, crazy golf and paintball warfare amongst other things that include a sumptuous buffet. Knowing, Synergizing, and Strategizing was in focus on this occasion. M.A. Mannan, the President and CEO TCS Holdings-turned-trainer for the day, is in the habit of mincing very few words, and the ‘brutal truth’ that he offers can shock and awe the most sturdy of brave hearts.

“Gone are the days when systems stayed in place for 20 years and matters proceeded in predictable fashion,” said Mannan as he moved up and down the aisle, flanked by HR practitioners, some old hands and some new inductees, requiring of them to stay in front of him and facing him, causing in the process a frequent change in the physical paradigm of the setting as attendees were subjected to often rigorous exercise and denied the comfort of staying glued to their seats and catching forty winks during the proceedings.

“No more. Now paradigms are changing rapidly, and the organization has to realign with speed. Speed of action is often more important than getting it absolutely right. It’s not just about the people; it’s about the right people with the right motivation… We move 129 million shipments in a year. Moving is that one TCS move that matters most, and we must relentlessly practice it, and become better at it than anyone else around. Focusing on ‘delivering beyond customer expectations’ will make TCS true champions.”

“Strategy is knowing what to do, and what not to do, and the extra mile only counts when the first mile has been traversed properly” came another short burst of meaningful truth. “The end state that we strive for is to become the best HR Company in Pakistan. HR should be familiar with what the Company does. Management and HR need to be in sync. We need to speak the brutal truth when stating ground reality. Know your way and the threats will vanish.”

The Vision enunciated at the HR off-site was simple and to the point – ‘Delivering beyond customer expectations’, with the word ‘delivering’ deliberately included to honour the Courier.

A very comprehensive TCS Holdings Strategy was unveiled, circulated, brainstormed and war-gamed, to be rolled out in two phases over a three years period. Where TCS HR functionaries were concerned, the bottom-line was unambiguous – TCS to be the best HR Company in Pakistan for entry level, growth, staff focus and motivation, with career planning for all.

CHALLENGES AND HURDLES. I MUST SAY THAT HAD IT NOT BEEN FOR THE SUPPORT, ENCOURAGEMENT AND TRUST OF MY HUSBAND, I MIGHT NOT HAVE BEEN ABLE TO DO ALL THAT I HAVE ACHIEVED SO FAR. HE HAS BEEN MY PILLAR OF SUPPORT THROUGHOUT, AND NOW IT IS MY CHILDREN.

CONNECT: Cite one incident from your life that makes you feel proud of yourself. Something that makes you feel elevated and spirited.

AS: I don’t think I am in a position to quote any one incident; Allah has been too kind in granting me, not one, but several opportunities. Being an HR person, I feel privileged that I am in a position where I can make a positive impact on the lives of people. I devise methods and frameworks that enable employees to work smartly and more efficiently while at the same time also take into consideration their needs and preferences in order to ensure maximum satisfaction on the job. That is something that makes me extremely proud of what I do.

Thank you Asma for the privilege of this interview.

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Our Core Values

- Make life simple, convenient and easy for our people and customers
- Embed ethics and transparency in everything we do
- Create happiness for self and others
- Trust and empower people
- Give it all you got and be fearless
- Be humble and respectful
- Do more with less
- What you do is more important than who you are
- Build a team of passionate people!
- Enable our people to align their personal goals with their career aspirations

Delivering Beyond Customer Expectations
Ali Asghar Kayani is a genuine mint in gold celebrity at TCS these days. He has completed 30 years of uninterrupted service with TCS that has seen him rise from the entry level Courier Officer’s job that he took on the 10th of July, 1985, to the post of the TCS Regional Director Operations (North), to which he was promoted in April 2011. Born on the 15th of November, 1965, Ali Asghar Kayani is the son of Muhammad Akbar Kayani.

Keeping the 24/7 logistics enterprise in motion in his sprawling North Region, that extends from Gujranwala & Sialkot to Mirpur and Azad Kashmir Area including Murree, Muzaffarabad and Abbottabad, going up to Gilgit and Sakurdu; In the KPK province the TCS North Region covers Bunnu, Kohat and Peshawar, going up to Swat and Chitral, including the tribal agencies. The twin cities of Rawalpindi and Islamabad, including their suburbs, also fall within his ambit. Ali Asghar deploys a young and motivated workforce numbering 3000 strong TCS go-getters in the multicultural North Region.

On the 10th of July 2015 the TCS Management threw Ali Asghar an Iftar bash at Karachi’s Marriot Hotel, attended by a broad cross section of his colleagues and clients. It was a major milestone in his life, and a defining moment no doubt. There were no speeches or the waiting on formality. The camaraderie and the being amongst friends over some delicious food, after a day spent fasting, was all that was needed.

Personal

Ali Asghar is a man who finds it hard to escape notice. Six feet and five inches tall and well built to boot weighing in at 102 kilograms, he cuts a formidable figure, literally standing head and shoulders above the rest in any roomful, except perhaps a roomful of NBA basketball players! Basketball, however, doesn’t appear anywhere in his resume, but swimming and tennis he enjoys engaging in, with reading cited as a hobby. He is married with four children, all sons. Muhammad Zahid and Muhammad Waleed are preparing to graduate, while Muhammad Saad is in O levels and Abdul Rehman is in class three. Mrs. Ali Asghar is a government servant and teaches in a school, and they reside in Korang Town in Islamabad.

On the cerebral front Ali Asghar started out as an avid reader of Ibn-e-Safi’s novels, and then graduated to Shahab Nama by Qudrat ullah Shahab. Career compulsions now have him focused on Management related books, with Jim Collins and Stephen Covey his in...
vogue authors. On the dietary front he is partial to vegetables and rice, and barbecued meats.

**Courier times**

Joining TCS as a Courier Officer, Ali Asghar served TCS in uniform for three years, and considers these very exciting times. "It was my first job and there was great commitment and energy in the team which kept us motivated through tough times. Despite the resource gap we were determined to set new benchmarks of service in the market that nobody could meet. It was not just about earning money and delivering shipments. We were sensitized to the nobleness of what we were doing by fulfilling the trust which our customers were placing in us. The timely delivery of each shipment in proper condition was our first and last target and mission."

Ali Asghar carries a scar from his days working as a courier officer, and Kashmir Plaza in Islamabad’s Blue Area has retained a permanent place in his memory, reminded of it each time he looks at his hand. It was a momentary lapse of concentration that caused his hand to get stuck in the door of the elevator on the third floor, leaving a trail of blood as the elevator descended to the ground floor. Before he lost consciousness his concerns were not for himself, but for his TCS bag and the urgent deliveries that he had to make as he requested his rescuers to ensure that the bag was delivered to the TCS office.

"I believe that passion and ownership is the hallmark of the TCS teams at all times. I was taken to hospital and there was a long procedure of operations that left a scar on my right wrist that always reminds me of my commitment to my organization. There are hundreds of others who work in really tough situations day and night to make TCS the nation’s pride."

**Mentors & Management style**

Ali Asghar Kayani, looking back over his 30 years, credits his learning and growth to his superiors at TCS. "My special tribute for Mr. Jamil Janjua (JJ sahab), all time great teacher and leader who groomed me as well as lots of others in TCS (May Allah give him health and long life, ameen. From Syed Irtiza Alvi sahab and Moin Malik sahab we learnt a lot. Saqib Hamdani sahab was a caring boss and gave space to perform. Shafiq Malik sahab always leads from the front, and his belief in his people and Team is really exceptional. Although I have not worked with Mannan sahib for very long, I am inspired by him and the way he injects energy into the team. He has understanding of the business, and is a caring and committed boss."

He says he believes in team building and motivating teams to optimize available resources. He involves people in decision-making and encourages them to take ownership. Above all, he considers important every member in the team, and feel that each one deserves to be heard and valued.

**Service Record**

The 30 years of experience which Ali Asghar has accumulated at TCS has encompassed Sales, Operations and Business Management Positions, with a focus on Business planning, Operations excellence, Cost optimization and Process reengineering.

As Regional Director Operations he ensures that the key performance indicators and service levels stay ahead of the curve, aligning the support departments with Core objectives. Defining standard operating procedures, and ensuring that everyone in his region is on the same page is a major chore, along with Projects Planning and execution through Area heads. Overseeing the Preparation of the Annual Budget and engaging in Cost Optimization...
exercises in the Region is an equally important part of his job description, along with Hiring of Resources and their placements; Vendor Management; and the General Management of the Region.

On his way to his present assignment Ali Asghar has served as Area Business Head Gujranwala, Faisalabad & Rawalpindi (June 2005 – April 2011); Regional Manager OverLand Express, Logistics Division (Sept 2004 – June 2005); Station Manager OverLand Express (Dec 1999 to Sept 2004); Manager Sales Overland Business Unit (Jan 1996 to Dec 1999); Manager Operations Express Division Islamabad (1989 – 1996).

Between 1985 and 1989 Ali Asghar worked in different positions in Operations, Collections, and Security. Starting his career as Courier Officer in Islamabad on the 10th of July 1985, he was promoted as Recover Officer after one and half years. He then worked as Security Officer for one year and as Operations Controller for two Years.

**Education**

Ali Asghar has a Master in Business Administration EMBA (Marketing) that he acquired in 2004 from PIMSAT Islamabad. In 1995 he got his Bachelor of Arts from the Punjab University; in 1984 he got his Higher Secondary School Certificate with emphasis on Economics and Geography from the Rawalpindi Board, and in 1982 he acquired his Secondary School Certificate in Science.

**Professional Training**

An impressive list of corporate marketing, management and leadership gurus feature in Ali Asghar’s CV. These are great minds whose minds he has picked to his great good fortune, and include AG Saeed, Khalid Hussain, Dr. Peter Senge, Saadi Insha, Syed Zahid Raza, Rose-Marie Fernandez, Ramiz Allawala, Ron Kaufman, and Arshi Aziz-Ahmed.

**Ladies & Gentlemen!**

**Ali Asghar Kayani**

at your service!
Cruising the corridors of power comes easily to Mohsin Raffique, our man in Islamabad. His route is in G-5 in the Red Zone, and he has experienced first hand over many weeks the state of red alert when the Constitution Avenue was hosting a cross-section of Pakistan intent upon paradigm change. What it meant for Mohsin was a mile long quick march on a daily basis. Due to the security arrangements around the Cabinet Secretariat motorcycles were prohibited from entering, as per orders of the Pakistan Army that was in-charge of the area’s security. Only cars with the green number plates were allowed in. So Mohsin would park and lock his bike at the Federal Board of Revenue’s Headquarters where a space had been provided, sling his TCS bag over his shoulder, and hit the road on foot.

The ‘dharnas’ didn’t affect his work as such, he says, but his earnings declined because the people working in the affected areas weren’t turning up for work, and the quantum of outbound mail had declined. Mohsin has delivered packets to both Tahir-ul-Qadri and Imran Khan at their containers.

On Mondays Mohsin takes an early start to his day because he doesn’t have to wait for the mail to arrive from Karachi since Sunday’s shipments are already there awaiting his attention. He leaves home at 5.45am and checks into office by 6am. On other week days he gets to work by 6.30am, and it takes 30 to 35 minutes for him to sort out the documents.

The TCS Islamabad Office is located in Sector G-8, and Mohsin’s route takes him first to his main delivery point, the Federal Board of Revenue (FBR). Then comes the Pakistan Engineering Council (PEC) and the National Database and Registration Authority (NADRA) HQ, after which Mohsin enters what is possibly the broadest boulevard in Pakistan, the Constitution Avenue, home to the Pakistan Council of Scientific and Industrial Research (PSCIR), Science Foundation, Election Commission, COMSAT, Academy of Science, Federal Shariat Court, Auditor General of Pakistan, Federal Ombudsman, National Assembly, Senate, Aiwan-e-Saddar, Cabinet Division, Ministry of Information and Broadcasting, Establishment Division, National Security Council, Inter-Provincial Coordination Council (IPCC), and the Federal Cabinet.

For someone who rubs shoulders with the highest in the land on a daily basis, Mohsin has a pleasantly down-to-Earth humility. It takes him two and a half hours to service the route, getting free by 11am. He returns to office and updates the record sheet, has lunch, relaxes for a bit, and leaves on the pickup rounds by 2.30pm. Pakistan Frontline Staff

Mohsin Raffique Code # 40422, Islamabad

I face no problems entering and leaving this very high security area. The TCS brand is highly respected and trusted and I am in uniform with proper identification displayed, so no problems. Over the years I have developed good relations with all the agencies and their personnel, including the bomb disposal squad.
Engineering Council, a key account with a lot of outbound mail, is his first port of call. Mohsin retraces his footsteps of the morning and gets to NADRA by 5pm. The Chairman NADRA keeps sitting until 6.30pm so he has to stay back until then, reporting back to TCS Operations by 7pm. Mohsin’s been doing this route for the last 6 years. Sajjad Alam used to operate this route earlier, he says, and when he became BDM Mohsin took over the route. “I face no problems entering and leaving this very high security area. The TCS brand is highly respected and trusted and I am in uniform with proper identification displayed, so no problems. Over the years I have developed good relations with all the agencies and their personnel, including the bomb disposal squad.”

Mohsin joined TCS in 2001, but spent two years working for MMS. He shifted to General in 2003, and is presently 31 years of age. TCS was his first job, and he has completed his Intermediate education, obtaining his FSc with Mathematics, Statistics and Economics. The desire to pursue money made him discontinue his education, but now better sense has prevailed and he realizes the value of education, and has taken the decision to enroll soon in the Allama Iqbal University. Also, it has dawned upon him that as a graduate his promotion prospects within TCS will improve.

Mohsin Raffique is married with two sons, Mohammed Hussain (5 years) and Mohammed Hasan (3.5 years), and has one elder brother. He is fond of singing, and has sung at TCS functions and also in the presence of well known artists. Mohsin played cricket in college, and still does sometimes. He is fond of playing snooker, and indulges in it during holidays. His wife is an educated housewife, and Mutton Karhai, the way his wife cooks it, is his favorite food. Shahabnama counts as his favorite book, with Shan and Shahrukh Khan as his favorite actors, even though his preference is for English horror movies.

TCS has been a great experience, and after the death of his parents TCS has been both his mother and father, says Mohsin. “I got married from my TCS earnings and, having started from scratch, now consider myself well set. Mr. Tauqir Alam (Area Business Head) has been a great source of inspiration as well, and the Operations Controller Abbas Ali treats me like a younger brother.”

Ladies and Gentlemen

Mohsin Raffique at your service!
The proof of the pudding lies in its eating, they say. At TCS the ‘pudding’ is conjured up by ‘chefs’ extraordinaire who travel the extra mile on a routine basis to get exactly right the formulation that will WOW our valued customers.

With TCS CONNECT we keep our valued customers in the loop with the world of TCS. The world of TCS is witnessing a revamp of epic proportions under its new stewardship that is committed to breaking new ground in the service of its most valued customers.

We have a set of beliefs at TCS that we strive to abide by in our pursuit of excellence in the service of our valued customers. We believe in making life simple, convenient and easy for our people and customers; We believe in embedding ethics and transparency in everything we do; We believe in giving it all we got and being fearless in the process; We believe in being humble and respectful;

We believe in trusting and empowering our people; We believe in creating happiness for ourselves and for others; We believe that what we do is more important than who we are; We believe in enabling our people to align their personal goals with their career aspirations; We believe in building a team of passionate people; and, above all, we believe in delivering beyond our customers’ expectations.

That’s a whole lot to believe in, and living our core values, and walking our talk, needs men and women made of sterner stuff, something we at TCS pride ourselves for. We try and get it right the first time, every time, and consider that the par for the course. It may not happen on occasion, we admit, but we strive to conquer and overcome any performance gaps that might occur.

Pakistan is determined to forge ahead, the turbulence in its operating environment notwithstanding. For TCS there can be no greater honor than to be an integral part of Pakistan’s engine of growth. We are primed and positioned to operate out-of-the-box, and innovate our way out of difficult situations in the service of our most valued customers.

Thank you for giving TCS your vote of confidence and we hope that you will continue to do so into the future.