



April 2015 Issue 1  
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# MY warid

FREEDOM TO CONNECT ANYTIME, ANYWHERE



## LTE Launch

Paving the way to a brighter tomorrow



## PTA report

Warid leads the competition in Quality & Service Excellence

The imaginarium of  
**ASLAM SAQIB**  
The man behind the dream ... (page 8)



*Life Ka Network*

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# Editor's note



MY warid



Dear Readers,

We proudly present the maiden issue of our corporate magazine 'My Warid'. My Warid covers news from across the telecom industry with special focus on Warid, our organization. In this volume, our spotlight is on LTE, the newest and most advanced addition to the range of our quality services and service excellence. In this issue, we explore the LTE journey and the various teams who made it possible. We share their stories with you and we hope that you find pride in their success.

And it doesn't just stop here; the My Warid's editorial board went one step further. They have put together a myriad of items for you, ranging from corporate events to employee's personal stories of perseverance and passion sprinkled with short anecdotes, inspirational quotes, jokes and photographic/artistic collections.

I would like to express my gratitude to the editorial board, a team filled with incredible passion that made all this possible. From the center Ahmadyar Eqbal, Shahzad Ahmad, Fahd Khawaja, Masam Mahmood, Masuma Salman, Wajeeha Mohsin and Syed Sohaib joined with Muhammad Usman from North and Raees Ahmad Lodhi and Asad Naqvi from South regions. It was really not possible without all of you and I would like to express my heart-felt gratitude for letting me work with you. Lastly a big, THANK YOU to Asim, Adeel and Nayab for their support and encouragement on our voyage into an uncharted territory.

In the end, I would just like to leave you with a few words. There are moments in life when you miss the big picture. So take a step back and re-focus to uncover tremendous opportunities hiding in plain sight. Take them, grab them and challenge yourself to redefine your limits.

Happy Reading!!

Your Editor in Chief,

**Aiaza Ansari**

## -EDITORIAL BOARD-

**Ahmadyar Iqbal**



It is always great to break routine and work on something fresh and new. This is exactly how I felt working on the Editorial Board for My Warid. It was a joy working with such a creative group of people, where there was no monotony and everyday was different in the true sense. I thoroughly enjoyed what I was doing. It also felt great to be a part of the culture change that My Warid aims to bring. I felt humbled to facilitate the contributions by my valued colleagues, which were both recreational and educational.

This has been a great learning experience for me and I thank everyone for taking an interest in My Warid

**Asad Naqvi**



"Say not the struggle not availeth" has always been a motto of my journey. 'My Warid' magazine turnaround, is one of the exciting moments of this journey. Warid Family is on a verge of an uphill struggle to shift organizational culture in an efficient environment with

maximum efficiency and higher operational efficacy. The way 'My Warid' team worked together and achieve the task of converting data into information, we are pretty sure this will add with a resounding force. This magazine has been compiled with the information shared by all Warid Family and you'll find the blend of everything. With such energetic team and profound team work all of you will enjoy going through it. Happy reading

**Asim Pasha**

From one to many,  
From dream to reality,  
From excitement to passion,  
This is all about when we  
thought about taking "Shine to  
Inspire" to My WARID.



It's all about removing communication barriers; it's all about achieving results through camaraderie; it's all about being creative through sharing.

Witnessed everything throughout the journey of "MY WARID" 1st edition and thank you guys for making it happen.

### Fahd Khawaja

Being a member of the first issue of 'My Warid' newsletter Editorial Board has been an interesting and insightful experience that I have thoroughly enjoyed. I was welcomed by the entire board, and made to feel that my input was meaningful and appreciated. Having a seat at the board meetings attended by the highly capable board members and the give and take of thoughtful conversation is something I will always cherish. A big thank you to Mr. Nauman Fakhar for nominating me and for allowing me the privilege of serving on this editorial board. I would also like to thank everyone from CS Team who contributed to make this newsletter successful. Enjoy the Issue!!



### Shahzad Ahmad

I am privileged to be a part of My Warid's Editorial Board. Warid is not just a brand but it's a talent junction with professionals committed to setting up a great institution. It's no one else but us that keep it going - the Warid family. My message to my colleagues is that we should never stop dreaming - always dream big and help each other as well as our company excel. We are the best in the telecom industry and we can do wonders together. We may be a small company, in terms of employee numbers, budgets and overall industry subscribers, yet we maintain the top ARPU with an A-Class perception as being the most reliable, advanced and transparent cellular operator in the country. Our combined effort has not been fruitless – we have excelled in areas such as customer satisfaction, securing top place, in the PTA report. We have proven that we are a great team and we can and will take Warid to the next level, together.



### Masam Mahmood

It's my great pleasure to serve on the editorial board and be a part of a dynamic team. I am very much interested in this new field and I will gladly continue to contribute to share information and promote the journal in my technology network. Wishing you all the best for the new launch!



### Mausuma Salman

*Want to be a part of 'My Warid'?* – this is where my journey as a part of the editorial board for My Warid began – I must say it was an amazing experience that gave me a chance to work in an interactive cross functional team. We started from generating ideas about what our newsletter would be about, everyone came up with their own interesting ideas and eventually we decided that it could be almost everything that our employees want to know or talk about - from articles, to poetry, photography, latest updates and a lot more. Apart from all the fun-filled brainstorming sessions, I have learnt that no matter which function you are working in, if you work together as one team, you can do wonders. We have tried our best to ensure we come up with something nice, in fact, really nice, for our readers! In the end, its you, our customers (both internal and external) who matter the most, and we hope you would enjoy reading through the newsletter!



### Syed Shoail

It has been a thrilling ride and a wonderful experience. I feel privileged to be able to represent the Finance Division on the editorial board and I want to thank everyone for all their contributions, comments, suggestions and taking such active interest in the first edition of My Warid. A big thank you to everyone on the editorial board for your commitment and passion; it really inspired me. It has been a delight being part of such an amazing team and I look forward to continuing to work with all of you for the future installments of My Warid. They say that the only constant in life is change and this newsletter will hopefully play a crucial role in bringing about a positive cultural change in Warid. We're all part of something remarkable and I can't wait to see its progress.



### Muhammad Usman

Inimitable singing of Mohammad Rafi and attacking squash of legendary Jahangir Khan are my keen interests in life. Amid the rush and buzz, I try to stay orthodox and follow ways of old school. The world to me, is my family and a close friend whom I have known since childhood. I do not have great ambitions nor do I await great opportunities to be offered. I find myself highly blessed and content with what I already have.



### Raees Lodhi

"It was immense pleasure to work with a very energetic and active team across the editorial board. I feel this is enormous opportunity to be approachable to all Warid employees, to get their inputs and discuss ideas beyond the work routine. Establishment of editorial board is a good example of collaborative working. P&C department deserve applause & congrats on forming of editorial board, because through this we have proliferate the imputes to work in different directions; especially those who have contributed by sending their inputs, they feel more firmly engaged with organization and of course it will impart cultural change.



### Wajeeha Mohsin

Having being involved with 'My Warid' since the inception of its idea and since then the journey has been nothing but eventful. Love of reading and writing forms the core of my being, it is an essential part of me. Throughout my life I have been involved in writing endeavors in various positions from writing for college newspaper, to editing literary magazines and contributing to blogs. However this experience has been truly unique as it gave me a chance to learn a lot about my co-workers, their lives, their thought process, their hopes and dreams. We have had a lot of fun reading your contributions to 'My Warid' and hope you will enjoy this edition while continuing to contribute to it enthusiastically.



# Re-branding: HR & Admin to People & Culture Division

**"The most precious possession is not your financial assets. Your most precious possession is the people you have working there, and what they carry around in their heads, and their ability to work together."** Robert Reich

The average life expectancy of a multinational cooperation – Fortune 500 or its equivalent – is between 40 and 50 years. One third of 1970's Fortune 500 had disappeared by 1983. Such endemic failure is attributed to the focus of managers on profits and the bottom line rather than the people that make up the organization. Therefore, the dichotomy between profits and longevity is inaccurate. The skills, capabilities and knowledge of people and culture of the organization are the true source of sustained competitive advantage for any organization. The people working within the organization determine its present and future. People matter! What better name then for a Division, whose core responsibility is the people and culture of the organization.

Thus, on 18th November 2014 we have re-branded our division. The new name for the division is People & Culture Division.

Similarly, our associated departments have changed their identity.

- HR Operations becomes People Excellence Department.
- OD and Learning becomes Organizational Excellence.
- Administration Department becomes Organizational Support Services Department or OSS.
- Security Department becomes Safety and Security Department.
- From HR & Admin Budgeting to P&C Financials & Budgets.

Collectively, our mandate for the future is to strive to build an environment which is low on bureaucracy, open and accessible. To develop a simple common sense, disciplined culture based upon our values, high performance, customer focused, fair, transparent, non-discriminatory and high on unity, camaraderie and fun.

Along with the new brand, we are also communicating our pledge to our customers (you); we define our customers as people who consistently add value to the organization and are loyal, sensitive and respectful with their colleagues. Our pledge to our customers is as follows:

- We will aspire to make a difference within our division, our company and within the community in which we live.
- We will build a culture which infuses passion for achievement and contribution and instills pride for the Company.
- We will make Warid the destination employer.
- We will embrace change & constant renewal and will always be available for YOU.

We are ready to do our part; but, building a great culture is a collective effort. We therefore look forward to the comprehensive effort of Warid leaders /and individuals in this journey

**"A truly remarkable thing happens when you bring employees together who can make a difference: they do". Jack Welch**

***Let us work together as one team to make Warid a great company***

**Nayab Baig**  
(People & Culture)

# LTE Launch

*Paving the way to a brighter tomorrow*



Team Warid has successfully launched the next generation LTE service in Pakistan on the 26th of December, 2014.

Commenting on the launch, Mr. Muneer Farooqui, CEO Warid Telecom, said, "Over the years, Warid Telecom has developed a reputation for breaking new grounds in Pakistan's mobile landscape. We have always remained at the forefront of innovation: our decision to transform directly from 2G to LTE technology is a reflection of this spirit of innovation. With this move, Warid becomes the first mobile operator in Pakistan to transform directly from 2G to LTE technology. Moving forward to 2015 and beyond, we will continue to invest in premium technologies and network infrastructure to ensure service excellence to our patrons who have always held us close to their hearts. I am confident that with the trust and loyalty of our customers, Warid Telecom will rise to stellar heights within this new telecoms paradigm."

A five year plan has been put into action involving an investment of approximately US\$500 million to expand its network across the country and ensuring the best services to its users. Warid has a reputation for using only the best of telecom technologies: it has partnered with Ericsson, the world leader in LTE/Wireless broadband technology, as its sole technology partner for the launch of its LTE network.

The company is working with unmatched determination to expand its LTE footprint in Pakistan further and aims to cover 10 more cities within the next 10 months and 20 cities in the next 20 months.





Photography By:  
Muhammad Umair Sohail Bhopal,  
(Contact Centre, Lahore.)

~~Should~~  
~~Would~~  
~~Could~~

did



# The imaginarium of *Aslam Saqib*

Exclusive *interview* By  
Aaiza Ansari & Asim Pasha (*People & Culture*)

M uhammad Aslam Saqib (Director Technical Strategy & RAN planning) is entering his 10th year with Warid. With numerous accolades and feats under his belt, he is the man behind the dream that was LTE. When you meet Saqib for the first time, you find a kind and humble man. Despite his senior position and fame, he is not at all imposing. A very warm person, Saqib is easily relatable. A source of inspiration for his team and across the larger organization, it was our honour to interview Saqib for the maiden issue of 'My Warid'. We would like to thank him for his time and for the honour of our candid conversation with him.

**Question 1: Share your Warid Journey with us?**

I joined Warid Telecom (Pvt) Ltd in 2006 in Frequency Planning function; I was immediately entrusted with an additional responsibility for managing the RAN Projects. Back then, I had recently moved back from the United Kingdom and was excited to be back and serving my nation. When I joined Warid, the company had entered its Second phase of network roll-out. I have had the honour to oversee the planning of network from a very early stage of nearly 1000 cell sites through to the 8th phase of network expansion, with over 5000 cell sites functional across the country including technological evolution to next generation that is LTE.



One of the most challenging times for the organization was from 2009-2011; the industry was dealt a severe blow. The energy crisis loomed large on the landscape. With the surge in load-shedding the network opex increased exponentially and so did the fuel pilferage that was then managed by our sister concern – a non-telco management company. Despite all efforts, the fuel pilferage was uncontrollable as it is very tricky to curb this. Around this time, there was no dedicated strategy function in Technology but our Chief Technology Officer used to have bi-weekly strategy meetings within the team. This particular issue was highlighted during one such meeting. I suggested a new methodology and approach to control the fuel OPEX and its pilferage. Chief Technology Officer appreciated the idea and I was asked to do a pilot run by demonstrating and establishing the methodology and

processes. *"With full support of the idea from Chief Technology Officer, we were able to convert our idea into a marvelous success for the company from the very first month, reducing fuelling by almost 2 million liters."*

After successful technical strategy and achievement, one of the comments I received from a board member, which struck a chord in my heart was that, Allah would most definitely reward me for my honesty and dedication. Later, after many years the organization continues to benefit from the in-house solutions, processes and devices that my team made during that time to manage fuel consumption. Honestly, despite the many sleepless nights spent in the office and field work, I found the entire experience to be one offering me great insights into the business. This achievement was beyond my expectations.

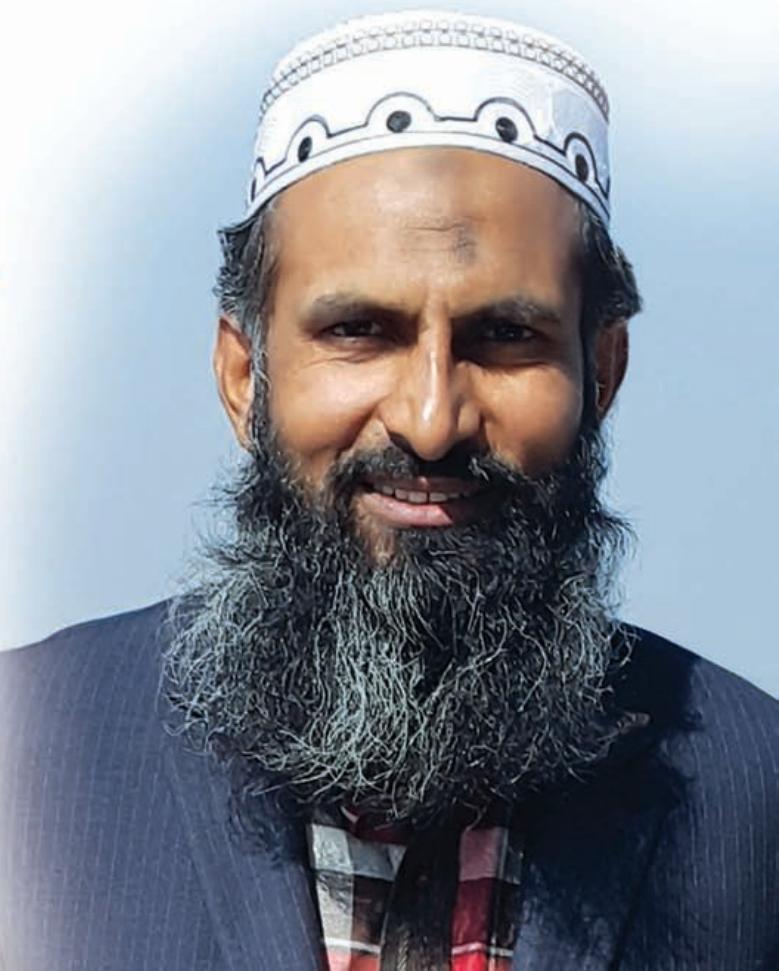
**Question 2: What gave birth to the LTE concept? And, how did you make the journey from dream to reality?**

So, our most recent accomplishment has been the LTE roll-out. Before I share the details with you, let me take you a few years back. Back in 2011, soon after the company's turnaround business plan for the year was approved, the government started discussing the possibility of 3G license auction. As part of multi-skilled functional business planning group, I had the business plan insights. It was around this time that I started discussing within my team to explore alternate options for 3G in the event of the new spectrum auctions for 3G which were not anticipated before in the business plan. We set out to find innovative non-traditional ways to provide mobile broad-band internet solutions at minimum cost avoiding huge investment required to procure an additional spectrum.

Initially, in July 2011 team started looking at ways 3G services could be provided on our existing spectrum. After much research, it was determined that nowhere in the world 3G services were provided on 1800 spectrum. We could go for 3G on 900 MHz but we knew that this would mean major compromise on Quality. One thing we have never compromised on is Quality. We immediately

altered our course and started exploring other options. *"The key focus was to find ways to use the existing 1800 spectrum efficiently, not compromising on quality and also being able to compete within the market".*

At one of the brainstorming sessions with my team, my team member Omer Butt suggested LTE as an option. Immediately, Sardar Hasnain rose to support the idea of re-farming. We explored further and within a couple of days, Muhammad Ali Qureshi and other team members came up with a full-fledged technical plan to prove that we could spare spectrum for LTE. I worked out high level CAPEX/OPEX and financial viability options. However at the time, the technology was still in infancy stage and no options were available for LTE1800 enabled sets other than Dongles. Still it was possible; LTE would provide the customers with an enriched experience. So the journey begins, but with only one LTE handset present somewhere in the world how would we be able to convince the organization to explore this option further. I shared the idea with the Chief Technology Officer with the code name Project 'Shaheen'. He encouraged me on the idea. The only problem that remained was hand-set availability. In later part of 2011 the idea was presented to senior management with the solution to develop customized LTE hand-sets through vendors.



But due to a young ecosystem the idea could not be explored further and was parked for the time being. The idea was again presented to the next board; however it was again parked to be explored at a later date.

The story resumes in early 2014. In January the parked plan was dusted and taken out and I was given the go-ahead to further explore the option of 'Shaheen'. In February 2014, Government announced the tender for auctioning 3G/4G spectrum license. The management was resolute in its decision to not participate in the bid and pursue its own style in-band LTE. The project name is now

changed from 'Shaheen' to 'Phase 8'. *"In April 2014, winners of the bid were announced. Warid remained silent about its future plans as the industry buzzed with many different types of rumors. As the spirits of the employees plummeted, slowly in the shadows, the dream was turning into reality".* It was around this time, I was also chased by reporters inquiring about the company's future plans. Keeping in line with our public relations policy, I maintained silence and issued no comment. That's how journey of LTE started and we made it possible.

#### **Question 3: Was there any time during the LTE journey which made you worried?**

Yes, one major challenge which faced us was to convince the organization that LTE was a commercially viable option which we ultimately did and started on the project. One day, at a LTE launch meeting, one of the vendor's representative openly said that LTE was not possible to launch with the bandwidth we were planning to launch it with. This raised concerns with the management obviously. On one side the technology division was saying it was possible, on the other hand, statement from vendor representative was in complete contradiction which started a debate. It was really hard to commit to the management against such statement from vendors but we committed and here I would also like to mention that the trust and confidence Chief Technology Officer entrusted me and my team with and his full conviction of the idea was remarkable. We started to work on project feasibility, conducting different researches, speaking to the individuals at the World body to get references to support our stance. Here I would like to thank my teacher, Per Kangru- Head of Business Development LTE at JDSU, who supported us a lot in terms of data/ reference gathering. This helped us immensely in convincing different departments within the organization that LTE was commercially viable and technologically possible. The rest was easy; we set up to check compatibility for all hand-sets. It was determined that all hand-sets were compatible. *"So the journey from 1 hand-set which was LTE*

*enabled in 2011 to more than 500 smartphone options (supporting LTE 1800) which are now available in the market comes to a close as Warid steps into a new era of technology services".*

#### **Question 4: What have your major learnings been along the way?**

I have always enjoyed my work more when faced with an apparent dead-end and I push myself harder to find alternatives leading to a way out. In this, there has been tremendous learning along the way, and the most exciting part has been working in an environment constricted by a lack of resources. Leading the RAN planning and Technical strategy teams and always on the look-out for more innovative solutions to optimize our network has had its fun. Finding commercially viable alternatives has helped us to discover more opportunities than any other Telco. *"It has been my team's motto to never compromise on Quality, an aspect of Warid's network which has been acknowledged both by its users as well as the Pakistan Telecommunications Authority in its tests".*

#### **Question 5: What have your most memorable experiences been along the way?**

My team is my most memorable and treasured experience of working in Warid. It has been the most exciting aspect of my job here at Warid. To be able to work with them and also mentor them along the way to further continue developing themselves is in itself been my greatest reward.

I do not recall any bad experiences along the way, with a futuristic approach and a soul who does not believe in dwelling in the past I approach challenges with a solution oriented approach.

#### **Question 6: Who is your role model or inspiration in life and why?**

Honestly the only person I have ever considered to be a role model for me has been our Holy Prophet (Peace be Upon Him). My source of contentment and remaining futuristic despite all odds is because of the way HE led his life. I have never looked at the 'downs' in life and have always just looked forward.

I am also deeply thankful to my parents, it is their support and upbringing that has continued to energize me and push me forward. My father's words often ring in my ears; he used to tell me never to let the world bring you down in personal and/ or professional life. Always believe in Allah.

**Question 7: Did you have any key mentors or people who deeply influenced who you are, what you believe in and what you're committed to in your work and life? Tell us about them?**

Actually they are many as I have learnt different things from different people at various stages of my career. I was deeply influenced by the hard work of my mentor Mr. Omer Shaffie Khan (my line manager at a previous company in late 90s). My unforgettable experience with him is of a 40-day training class which he had conducted.

My professional mentors at Warid have been Muhammad Irfan Chaudhry for his stead-fastness, straight forwardness and result orientation. And as the Chief Executive Officer, Muneer has many qualities that a Chief Executive Officer should have but in my opinion his greatest and most distinctive is his noble character and his kindness.

**Question 8: Lets go back in time a little. Tell us something about your early childhood days and academic background.**

I was born in a small village on the out-skirts of Faisalabad. I studied there till my Matric when I had to move into the city as there was no science teacher available in the school since the last six months. It was my elder brother's decision to move us into the city to continue pursuing our education. I completed my intermediate in Sciences from Government College Faisalabad. Later I graduated from the University of Engineering and Technology in 1995.

*"I remained a scholarship holder from my early school days and all through my bachelors at the University of Engineering and Technology, one of the greatest engineering universities in Pakistan".*

**Question 9: Please share an incident from your past which went against what you had originally intended?**

Back in the days in my previous company, there was a program under which you could speak with Chief Executive Officer anonymously and share feedback and suggestions. So confidently, I called him one day and told him that although I was going out in the field I had no tool-kit to work with. The Chief Executive Officer did not know who was calling. My suggestion was soon acknowledged and we were all given tool-kits for our field operations.

After a few months, I found out that another person in our team was assigned a bad performance rating. The reason for this was that he was believed to be the one who had made that call to the Chief Executive Officer. Soon after I moved to United Kingdom for an assignment, however I always felt guilty over it. Many years after, I told him that the reason for his poor rating was due to a call I had made to the Chief Executive Officer.

**Question 10: What would you like to be if not an engineer?**

The answer is simple, had I not been an engineer I would have liked to pursue my religion further and develop a deeper understanding of Islam. I would have liked to prove business success with honesty.

**Question 11: Where do you rate luck and smart work in success of any individual?**

*"I have firm belief that though luck also has a role in giving you success, but it is not something which is within your control. Smart or hard work is within our control".* So I would say that smart work plays an important role in our success. I have unmovable faith that Allah rewards you for your hard work, if not immediately then most definitely in the future. Luck is something I would leave to Allah.

**Question 12: How does your family support you (wife and children)?**

My family has been extremely supportive through the years; both my wife and children have often coped with my hectic work routine with patience, love and care. I have improved my own work and life balance over the years, spending my weekends solely with them. I regularly take time out to become involved in my children's lives, understanding their needs and spending quality time with them.

**Question 13: What message do you want to share with young professionals, with a special focus on stress management?**

Most recently I attended the Leadership through Care & Growth training and my message to all young professionals is that motivation comes from sense of achievement and delivery.

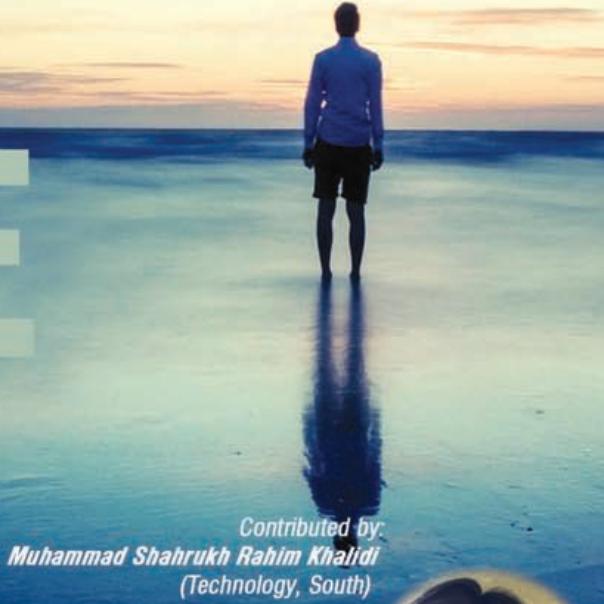
*"Keep strong focus on what good you have done and not what reward you have got. Be attentive to your contribution and not reward. Focus on giving and delivering rather than taking and rewards. In the end, life is all about living with a positive intent and you will realize that all good things will come to you".*

**Question 14: In your opinion what makes a great organization?**  
Great people with great vision.

**Question 15: Any quote or message you would like to give?**

*"Every action depends on Intent".*

# A TRUE SON



*Contributed by:*

**Muhammad Shahrukh Rahim Khalidi**  
(Technology, South)



*My thoughts outweigh my mind while my soul feels much heavier than its mortal companion,* as I sit behind a dimly lit office, booking air tickets for migration to a prosperous land far from my home. Each message from the spine carry a thousand questions to my brain waiting anxiously for their answers, nay, **convincing answers!!** Dreams give way to reason and suddenly I am engulfed in many confronting voices.

I hear them saying it's a civilized society, and here in my homeland I pondered on my unmatched capability of violating traffic rules, masterfully delivering blatant lies for petty reasons in front of anyone when situation presents itself, using contacts to bypass long lines at any government or private office where others will toil for hours, always in a combat position to defer any other contradictory point of view, paying respect to the social status more than anything. All this whilst remaining in the front seat of criticizing this uncivilized society. Now they argue about plentiful opportunities there and I can't help but reflect on my inaction towards exploring any uncharted territory, although responsibility is shared by well-orchestrated hurdles produced by the system feeding my thoughts, but to put the blame squarely will not do justice. **No way!**

**Voices just won't fade away** and now I started to feel anxious, looking to break away from this trap. They boasted how safe their land is from the adversities plaguing my home and I had to eat my words, till I devised the plan for counter attack and declared this an outcome of our servile bond with certain powers which somehow brought all this wrath on my pure land.

***It certainly felt better that way!***

**A smirking voice!** A strange emotion for a mere inception of mind but they are a common sight whenever my country appears in any conversation relating safety of its poor inhabitants.

Sensing the opportunity, I argued about the presence of values in relation to the religious beliefs of species like myself and how that far-land is without this blessing. **That was the tipping point!!** This writer dare not reveal much of the high decibel responses except the ones about justified hypocrisy and my wealthy brethren-in-belief-lands, for their treatment of me like a lowly modern slave. It only left me wondering at how this strongest trace of my origin has gone astray and became the very source of division.

Shaken to reality by the beaming voice of the agent who was talking about my stopover in a glitzy desert city, I weighed my options, took the tickets and left!

Like a true son of my homeland would do, ***I looked away from the hopelessness...***

## INSPIRATIONAL QUOTES

We become what we think about. (Earl Nightingale)

Always put yourself in other shoes. If you feel that it hurts you, it probably hurts the person too. (Rachel Grady)

In the end, it's not going to matter how many breaths you took, but how many moments took your breath away. (Shing Xiong)

# 4G LTE TRAINING

*Contributed By:  
Customer Care Department*

Being a part of first telecom company to transform from 2G to 4G LTE, Warid CS RDC conducted training sessions for customer care teams at Lahore Centre to equip them with the dynamics of 4G LTE setup. The trainings covered LTE product information and complaint management with major focus on hands-on training with different mobile handsets. The sessions were concluded successfully with the teams geared up for the next phase of Warid.



*Photography By:  
Muhammad Umair Sohail Bhopal,  
(Contact Centre, Lahore.)*

## A NEW LIFE IS BORN

With the storm of wind  
Everything loses its shine  
Trees fall  
Leaves blow away  
The breath of life comes to an end  
Slowly...in the depths of the earth  
A spark of hope lightens  
A little impulse of life  
Fights to grow  
A new hope arises  
A new life is born

*Seema Ismail  
(Commercial, South)*



# "CUSTOMER CARE EMPLOYEE DAY"

*Contributed By:  
Customer Care Department*

**C**ustomer Care Employee Day was held last year to recognize the efforts of CS employees over the preceding year. The day was dedicated entirely to the employees, to appreciate and acknowledge their efforts for what they were able to achieve and deliver in Customer Care. The fun evening was attended by Mr. Muneer Farooqui, Mr. Sohail Jan and Mr. Nauman Fakhar together with department directors, senior managers and Warid Customer Care employees.



*Photography By:  
Muhammad Umair Sohail Bhopal  
(Contact Centre, Lahore)*

# Customer Testimonials

When I thought about gifting my younger brother a personal phone number on his birthday, I thought to share the same network and number that I have been using for the last several years. *Bas jo chaha, jaisay chaha, Warid ney mumkin ker diya.* It didn't disappoint me and hence has made me proud of the choice that I made years ago. No other network offers such customer service and trust me when I got a call from your communication team, that was the moment I felt the importance of my network. I realized how it's part of me and my life. Happy moments and all sad stories go along with it. See, I just clicked for Loyal Brand Association. I never changed my number, I never changed my network aur ab tou papa, mama, meray aur meri behn ke elavah, bhai ka bhi network ban gaya hay Warid. Hamari Family ka Network, Warid-Life Ka Network.

**Mr. Ali Jamshed**

I have been a Warid customer for quite some time. I normally don't come across people on the customer service so efficient, polite and patient but this time one of your helpline supervisors surprised me by her competence and excellence. She tackled my complaint regarding unwanted deduction of funds from my prepaid account and its reversal. Once again thanks to her and good luck to her for being a competent professional.

**Mr. Abdul Samad**

I am a user of Warid since 2006 having many connections in my name. I visited your Business Centre in North Nazimabad, Karachi and was offered credit limit enhancement without deposit by the Supervisor (Mr. Ramesh Jaffery). The very next day I received a call from him stating that my limit has been increased. I was so delighted and was considered myself a VIP customer.

I would like to thank him for his kind gesture, hospitality and his deeds towards serving humanity and feeling the pain of people not just by doing his job as a formality. May God bless this gentleman more and more.

**Mr. Rehan Farooq**

# EID CELEBRATIONS

Contributed By:  
Customer Care Department

Warid Customer Service Division celebrated Eid ceremony with its employees to exchange congratulatory messages on the occasion of Eid ul Fitr at Lahore Centre. CS employees exchanged congratulations and blessings on this auspicious occasion in a beautiful and wonderful atmosphere which expresses the depth of the affection and cohesion that prevails among the staff.



Photography By:  
Muhammad Umair Sohail Bhopal,  
(Contact Centre, Lahore.)

# Facebook Reviews



**Danish Raza Mangi** – 5★ Im Danish Raza from Larkana and using warid since 2007 .What a network yar ..is waqt sab sy best network hai kabi koi busy ya network prob nai huwa ismei. 1st Warid awesome network

Like · Comment · on Saturday



**Warid** Dear Danish Raza: Thank you so much for your nice comment and high rating.

Commented on by Warid Care (?) · 2 minutes ago · Like



Write a comment...



**Adeel Ahmad** – 5★ uSing warid moRe thAn 8 yeArS, and waS waitiNg fOr LTE, anD nOw wait IS oVer, expectiNg coverAge with mOre areAs anD bettEr speEd, overAll bEst netWork amoNg all....

Like · Comment · on Saturday



**Warid** Dear Adeel Ahmad: We are committed to deliver the best 😊

Commented on by Warid Care (?) · 2 minutes ago · Like



Write a comment...



**Mohammad Shoaib** – 5★ Your Balance is Safe as long as you are WARID TELECOM's customer !! Wanna Save More Money ? Go for Warid PostPaid !!

Like · Comment · last Wednesday



**Warid** Dear Mohammad Shoaib: Thank you for your kind words. Your trust and appreciation help us to fulfill your expectations.

Commented on by Warid Care (?) · A few seconds ago · Like



Write a comment...



**Ahmed Shahzawar** – 5★ Really impressed with LTE, it's blazing fast! Keep up the good work and yes, it was worth the wait! ❤

Like · Comment · on Saturday



# INDEPENDENCE DAY CELEBRATIONS

Contributed By:  
Customer Care Department

Pakistan's 67th Independence Day was celebrated by Warid Customer Care Team in true spirit and style. Green and white decorations adorned the office premises and national flags, balloons and other patriotic displays were in sight throughout the office. A cake cutting ceremony marked the end of the celebrations. Employees from Contact and Support Centre, including senior management, took part in the festivities and turned green to rejoice the Independence Day celebrations.



Photography By:  
Muhammad Umair Sohail Bhopal,  
(Contact Centre, Lahore.)

# TABLE TENNIS TOURNAMENT

Warid CS Table Tennis tournament 2014 was held at Lahore Contact Center bringing a lot of energy and motivation among the employees. The tournament saw players from different departments of Customer Service Division competing in categories of Men's Singles, Men's Doubles and Mixed Doubles. Mr. Nauman Fakhar, Director Customer Services distributed awards among the top performing players in all categories.

Afraz Manzoor clinched the top spot in the Men's Singles while Ali Shaan grabbed second place in the same category.

In the Men's Doubles category, Jazib Shabbir & Umer Syed performed really well by clinching the top position. Afraz Manzoor and Usman Fareed secured second position in the same category.

The final for Mixed Doubles category was won by Saif Ur Rehman Shah and Sahar Shahid who defeated Mudasser Munir and Ammara Khan.



*Contributed By:  
Customer Care Department*



*Photography By:  
Muhammad Umair Sohail Bhopal,  
(Contact Centre, Lahore)*

**Saleem Khan**  
(Finance, North Region)

# A Gifted Son



**M**y son, Mustafa Saleem who is 13 years old and studies in 6th grade has been blessed with a unique talent. Without looking at a calendar, Mustafa can tell the date, day and month of any year ranging from 2000 to 2050 and beyond. People call him the 'Calendar Wizard'.

Whatever he sees and listens, his mind stores it forever. When needed, Mustafa can recall a moment within a second, implying that Mustafa has a strong photographic memory. He can easily recall daily routines of any date in a year. It is as if each memory whispers in his ears.

Mustafa's talents do not just stop here, he can also lend an ear to other conversations while completely engaged in his own activities. So much so that he not only listens but also responds while staying busy in his own imagination. He can also listen to more than one person at the same time. He even remembers page numbers of his favorite school lessons.

Further elaborating on his Godgifted ability; Mustafa can recall minor events for example which day/date he went for shopping for shoes, shirts, books, etc. During conversations about past events, he immediately responds saying: 'Oh that was a Friday'. Mustafa can recall insignificant and long forgotten old events as if they only happened a few minutes ago. It is as if, he sees a vivid depiction of that day in his head. For Mustafa, recollection occurs without hesitation or conscious effort; an incredible phenomenon.

He feels glad about having this "power" which comes to him very naturally, without any effort. Having perfected the art of recall, Mustafa is now moving on to his next challenge. He is now chasing time, and learning

the art of time telling without having to look at his watch. With a little guidance and some tools Mustafa can take his ability to new heights. We are proud of Mustafa's abilities and hope he becomes our national identity soon.

<b>January</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>February</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>March</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>April</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>May</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>June</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>July</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>August</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>September</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>October</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>November</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>December</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31





# Climbing with passion

Pakistan is a paradise for mountain climbers worldwide. It is home to fourteen of the highest peaks in the world and an unmatched number of peaks above 7000m. I have always been fascinated by the mountains and in the summer of 2007, I got a chance to join Ahsan Haider, the Adventure guru from Warid Engineering, on his expedition to summit the Spantik Peak ( $36^{\circ}3'26.35''N$   $74^{\circ}57'28.74'E$ ), in the Karakoram Range. Spantik is 7,027 m (23,054 ft) high and lies in the beautiful Gilgit Baltistan Region of Pakistan.

Expected duration of the expedition was 20 to 30 days, depending on favorable weather conditions for climbing. We packed up our gear and left Lahore around 7 pm and reached Skardu via Karakoram Highway the following day at 3 pm. The next day, we bought some necessary supplies and took a Jeep for Arandu village, the last inhabitance on the way to Spantik. The jeep took us through a narrow and winding trail this journey itself was thrilling. We camped for the night just outside the Arandu village. We started our trek towards Man-pekhora, our second camp site the following day. The scenery was beautiful all around, the trek passed through water streams, and tall, green mountains. We reached our campsite, Man-pekhora, late in the afternoon. Here we caught the first view of the mountain we came to climb.

Day two of the trek started towards Balocho, our next camp site. This is a pretty steep trek with lots of loose rock and scree. Balocho lies at a height of 3900 m, due to the high altitude we had severe headaches owing to a lack of oxygen.

We started towards the Base Camp of Spantik Peak the next day. This was a very difficult trek for a novice like me as it passed entirely through glacier, filled with crevices. The last leg to the Base



*Contributed By:  
Ahmadyar Iqbal  
(Commercial, Central)*

Camp involved a steep ascent which tested my endurance to the ends of my limits.

I was pleasantly surprised to see that there were three other expeditions at the Base Camp too, which included seven Japanese, two Spanish and two French- Norwegian climbers. All of them were experienced climbers and it felt great to be amongst them. The Base Camp was located at 4,300m (14,000 feet) and we spent the following day acclimatizing to the high altitude. Even though it was June, but it was still snowing – not the best weather for mountain climbing.

The route to summit involved 3 stages, marked as Camp 1, 2 and 3. The next day we started our ascent towards Camp 1 at 4550m (14,900 feet). Ahsan, being an experienced climber, headed off with the High Altitude Porter (HAP), while I followed behind. I got to see some amazing snow covered peaks on the way. It was once in a lifetime opportunity. With my limited climbing experience, it was safe for me to stay only below Camp 1.

As per the rules of acclimatization, Ahsan and the HAP established Camp 1, spent some time there and then returned to the Base Camp. The next day, Ahsan and the HAP went to Camp 1 again. They were supposed to start with their Summit attempt early in the morning, that's when the snow is appropriate for trekking. However, unfortunately, they were met by a snow storm and were not able to climb further. They tried to wear out the storm for two days but the mountain had other plans for them.

We returned back to Skardu and took a bus ride to Lahore. It was one of my most memorable experiences and I hope I am reunited once again with the beautiful Northern areas of Pakistan.



# MY Warid Product & Services

## LTE Internet bundles (prepaid/postpaid plans)

All postpaid users have specific requirements and that's where a wide range of Warid Postpaid Plans for LTE comes in! Now you can use the high speed internet the way you want to. You pick the rentals, you choose the benefits and you decide the amount of mobile internet you want to consume. Choose a plan and begin to experience mobile internet like never before!

Prepaid LTE Plans have been carefully designed keeping you in mind. The packages range from weekly to monthly categories so you can pick what is most convenient for you.

LTE POSTPAID  
DATA BUNDLES

LTE PREPAID  
DATA BUNDLES

## iPhones

For the first time in Pakistan, Warid Telecom is now offering you the opportunity to officially purchase Apple iPhone 6 and iPhone 6 Plus directly from our selected business centers. Not only this but to make your experience worthwhile, we are also offering 5GB/month for the next 6 months absolutely FREE with every purchase.

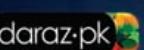


**Enjoy the ultimate iPhone 6 experience with  
Warid's superior quality communication.**

Get 6 months of free Internet with every purchase.

## Daraaz.pk

With Warid's collaboration with Daraaz.pk you can now have your LTE device delivered to your doorstep without any hassle.

Warid & 

bring you a wide range of

**LTE**  
ENABLED SMARTPHONES



## Alfalalh installments

Prepare yourself for the ultimate speed with LTE enabled smartphones. Choose what you may as Warid has collaborated with Bank Alfalah to offer both Postpaid customers and Bank Alfalah Credit Card holders a simple installment plan with 0% mark up. You can own any LTE enabled smartphone instantly and pay later in small monthly installments, making your purchase highly convenient. Warid makes your experience much more enjoyable with unlimited LTE Mobile Internet for up to one year with every purchase.

**LTE Handsets on  
installments with 0% markup**  
for Bank Alfalah credit card holders and  
Warid Postpaid customers

**Unlimited LTE Mobile Internet for up to 1 year**

To book your Handsets, call Bank Alfalah helpline 111-225-111



## My Warid mobile app

Manage your Warid connection with the swipe of a finger! Subscribe to services, bundles, packages and get all account details and updates through My Warid app.

**My Warid App**

Manage your Warid connection with the swipe of a finger!

Subscribe to services, bundles, packages and news to receive all updates through My Warid app

## Notify Me

For situations when you are unable to reach across because the number you are calling is either out of reach or switched off, Warid introduces Notify Me Service. There won't be a missed opportunity, a missed laughter or a missed celebration because you will receive instant SMS notification once the number you were calling is switched back on or it has become reachable. Furthermore, you can activate Auto Call Back feature to automatically call the number as soon as it is available on network again.

**NOTIFY ME**

Receive alerts when the number you were calling is switched back on!

SEND  
"Sub" to 4848 or Dial \*484#

## Intro me

Intro Me is the first of its kind service in Pakistan. Usually, people do not answer calls from unknown numbers but Intro Me gives you the facility to send a quick introduction to the receiver through a customized introduction message that will appear on receiver's mobile while their phone rings.

**INTRO ME**

You're no more an 'Unknown Caller'

To subscribe Send Sub in  
**SMS "7272" or Dial \*272#**

# WARID

## International Roaming



Contributed By:

**International Business &  
International Roaming Department**

At some point in your lives, you must have heard of technological innovations virtually shrinking away extensive distances. To no surprise, we at Warid IR have made this actually possible. Encompassing about 152 countries and collaborating with almost 269 roaming partners worldwide, we have given our customers the ease to reach far away places. The same goes out for GPRS roammers whereby the count has aggrandized up to an impressive level of 202 operators serving in 121 countries! The zest of reaching out to its customers in every possible way doesn't stop here and Warid has stood second in the industry to touch 102 operators offering prepaid roaming in 60 countries.

Whether it is discounted rates on international dialing for a number of foreign countries or location based campaigns, Warid has always been a step ahead. With highly competitive roaming rates being offered for both voice and data services accompanied by a "no compromise" rule on quality, Warid IR promises an increase in the number of roammers every day. Having said that, Warid IR holds the privilege to be the first in the industry for launching Bill Shock solution to its roammers where they will be updated with data usage and charges after every 4 hours through an SMS absolutely free of cost.

Recently Warid IR has taken the initiative of launching 3G data services for its outbound roammers. The launch of 3G services for

international roammers was the first of its kind and highlighted Warid's incessant drive to look after its loyal postpaid customer base by letting them benefit from 3G services while roaming around the globe. Achieving a count of 44 countries and 60 operators within 45 days was not only challenging but also crucial where rest of the operators in the industry had already geared up with 3G. This did not let us lose our focus on prepaid roammers and we spearheaded the project of activating roaming on existing prepaid subscribers by default. High ARPU prepaid customers were shortlisted and prepaid roaming service was activated on these numbers. A total of 1.5 million customers were provisioned with this service with more to follow. This initiative had a significant increase on Warid's prepaid roaming customer base and revenue which has increased over the period of last three months. Warid prepaid subscribers can now roam freely on all the destinations without the hassle of manual activation. To further enhance the customer experience, Warid has now taken a step forward towards automation and providing roaming service through biometric device which will give new prepaid subscriber roaming services upon activation.

All through these years, we at Warid have been trying to nurture our customers with exceptional services and we will continue to provide them with the best possible solutions.

# Warid events

Warid Telecom (Pvt) Ltd. has always taken initiatives to celebrate the company customer synergistic relationships. As part of the company's efforts to fortify the relationship with its loyal corporate customers, Warid hosted a movie night at IMAX Cine Star Lahore and exclusively sponsored Grand Tombola Night for the sixth consecutive time in Islamabad.

## Grand Tombola

The Grand Tombola event in Islamabad was also a tremendous success, attended by over 3000 premium guests belonging to various institutions, including Pakistan Air Force, Pakistan Navy, Air Blue, BESTWAY and Wi-Tribe. To encourage the participants and winners of the Grand Tombola competition, cash and other prizes were sponsored by Warid telecom, ending the event with a blissful applause.



# Movie Night



The corporate customers and their families were invited for a movie night in Lahore which was attended by a number of corporate clients including Descon Engineering, Gourmet Bakers, DHA Lahore, Metro Cash & Carry and many others.



# Glow Pakwheels, Auto Show in Lahore, Islamabad & Karachi

Glow by Warid, Pakistan's premier youth brand along with PakWheel's orchestrated the 2014 Auto Show, which was held in Lahore, Islamabad and Karachi.

This initiative was aimed at nurturing the automotive industry in Pakistan where the fans not only saw a blend of past and present models of the latest vehicles but also the hazards of street racing and reckless driving. Thousands of people attended the show which was thoroughly enjoyed.



# WARID

## IN THE PUBLIC EYE

### *Analyses & Comments by BR Research*

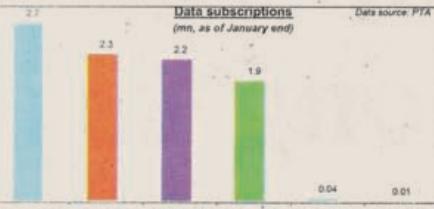
#### Warid's LTE showing promise

Latest data by the Pakistan Telecommunications Authority show that Warid Telecom had acquired over 44,075 LTE subscribers as of January 2015. Now in a market of 136 million 2G subscriptions, this is an insignificant number. But context is very important here.

One, relative to direct competition – China Mobile (Zong) had boarded only 5,023 4G subscribers in the last six months – Warid's LTE subscriptions look extremely impressive. And two, Warid only launched this service in late

network, so operational synergies may also be kicking in.

Second, Warid may also be benefiting from the market-making activities of the four 3G operators. Thanks to the competition's efforts to graduate high-speed mobile broadband from a market niche to some significant market segments (mass market will take a while to develop), awareness for mobile data is growing. Warid launched LTE six months after the quartet went out with 3G, thus possibly benefiting from the new environment.



December, so this may just be the beginning of a homerun for Warid.

We need to wait and see how the future numbers turn out. (For our previous, rather skeptical commentary on Warid's LTE maneuver, please see "Warid throws a curveball," published December 30, 2014). But the turnout so far will certainly please Warid management. The operator has long sulked on the sidelines, watching its subscriptions droop, and not participating in spectrum auction held last year. Now suddenly Warid is the top 4G operator in Pakistan! (LTE and 4G are comparable technologies).

Three things may explain Warid's healthy LTE numbers. First, the management has gone all-in with LTE in six major cities, from where Warid derives the bulk of its 12 million+ 2G subscribers. Thanks to comparatively lower traffic on Warid's network, LTE is being offered on the same

And third, Warid's handholding of its customers – in terms of making it easier for them to get hold of LTE-enabled handsets, through company offers as well as third-party purchase information – has also played a role in the uptake so far.

Yet it must be kept in mind that 4G or LTE subscriptions will always be a fraction of 3G subscriptions, the predecessor technology. There were over 9 million 3G subscriptions as of January 2015; total 4G subscriptions are less than one percent of that. That ratio, which is similar to the one in neighbouring India, may improve in the future, but not drastically. But 4G's payoff will be higher as it offers faster speed than 3G at premium rates.

So far, Warid seems to have done well for itself in LTE. This may encourage Warid to make more investments in service rollout.

THE EXPRESS TRIBUNE, JANUARY 23, 2015

## Warid Telecom comes back with a bang

After LTE rollout, it emerges as a strong contender for high-end market of data services

FAROOQ BALOCH  
KARACHI

In an apparent turnaround, Warid Telecom – Pakistan's smallest cellular mobile operator – has emerged from a period of decline to exit the market and declared "almost dead" by experts as recently as January 2014, is now set to make a striking comeback.

The Pakistani subsidiary of Abu Dhabi Group, which had been losing customers at a rate of 10,000 per day last year, closed fiscal year 2014 with positive earnings before interest, taxes, depreciation and amortization (EBITDA), a key measure of a company's net earnings, according to sources.

The Lahore-based cellular mobile provider, which even refrained from participating in last year's spectrum auction for fourth-generation (4G) and fifth-generation (5G) mobile technologies, has emerged as a strong contender for the high-end market of data services.

The company is running an aggressive campaign for the rollout of its Long Term Evolution (LTE) service, as a result of the recent financial injection from the parent company.

Warid has vowed to invest \$600 million in its LTE rollout, more than double the amount

PING 32 ms DOWNLOAD 5.81 Mbps UPLOAD 5.16 Mbps



FROM EMILIA MOTO

Zong, its direct competitor in mobile broadband, paid last year \$300 million for a 4G license. It has already invested twice as much in the import and deployment of LTE equipment since launching its service in October 2014, according to sources.

The company is running an aggressive campaign for the rollout of its Long Term Evolution (LTE) service, as a result of the recent financial injection from the parent company.

Warid has vowed to invest \$600 million in its LTE rollout, more than double the amount

three months into the launch, the company is already boasting its speed is as fast as and receiving positive feedback.

"Our mobile internet experience has dramatically changed since we started our roll-out to LTE. The internet speed is much faster, even more than the WiFi," a subscriber from Lahore said.

Though experts say Warid's LTE service has its limitations because they did not buy additional spectrum, the company

believes otherwise.

"The traffic on our network remains under continuous monitoring and that, too, on an hourly basis. There is no need for us to invest heavily in infrastructure at the moment," the company's technical chief for southern region, Asif Shahzad, said as he can run his tests on the network showing 10 megabits per second (Mbps) as download speed.

Shahzad, however, said the company would consider buying additional spectrum when required.

"Our speeds in the coverage areas are well over the 5Mbps mark, which is the minimum speed set by the PTA," he said.

However, he might wonder whether the company should focus on the LTE and the change of decisions at the group level.

Why did the company, which was desperate to exit a year ago, now invest heavily in the company?

Warid Telecom enjoys the industry's largest post-paid user base and is the only operator in Pakistan with the highest average revenue per user (ARPU). Its ARPU stands around Rupee 800 per month, based on data from Counterpoint Research.

Though experts say Warid's LTE service has its limitations because they did not buy additional spectrum, the company

launched in 2006. Warid

expanded its network to almost 18 million users by June 2009 though it built a strong footprint in the urban regions, the company failed to expand into rural areas.

But over five million users by the end of FY2013 – since people working in cities tended to connect with their families in rural areas – the company decided to provide that connection.

Offering revenues led to more problems as Service Provider Association of Pakistan (SAP) affiliated its entire stake in January 2013 over administrative issues.

However, the might wonder what happened to the group and the change of decisions at the group level.

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The country, VimpelCom, Etisalat and China Mobile, which had initially proposed to buy the spectrum but the transaction never took place.

The next time came when Warid Telecom participated in the 2014 spectrum auction – though expected, the decision not to speculate that it would be delisted again.

However, the company took everyone by surprise and jumped from its GSMA numbers to LTE networks, after which it became clear why it stuck to its strength – the deal that it had on hand.

"We are not afraid to take risks and we are not afraid to jump from one GSMA number to another," Warid's CEO told ET. "We are not afraid to move forward in the market."

Its GSMA strength and competitive advantage, the company promoted itself well, claiming to possess the best infrastructure and the best spectrum in the country.

"We are not afraid to move forward in the market," Warid's CEO told ET. "We are not afraid to move forward in the market."

### Warid Beats Expectations by Grabbing Over 50k LTE Users

532 122 13 3 1m 0.000

As you might have read about the news that Pakistan won a Global Mobile Award in November earlier this year, for successfully auctioning spectrum for 3G and 4G services in Pakistan, but one of pro-Pakistani reader thinks that Warid Telecom should be given a separate award for launching 4G LTE services without spending a single penny on 4G spectrum and yet they successfully launched the service in six cities of Pakistan.

This doesn't end here as Warid surprised the market by managing to have grabbed over 50,000 LTE users with-in a month of its commercial launch. That's almost 8 times of Zong's 4G customers till the end of January 2015.

Interestingly, as some had feared, Warid managed to maintain its undisputed and proven superiority of network quality, for both voice and data users.

For those who aren't aware, Warid didn't buy additional spectrum for its LTE services and instead spent some spectrum from its 3G network and consumed it for LTE operations.

However, it merits mentioning here that this was possible only because Warid had lesser number of customers. For a reference, Warid had only one third customers of what Mobilink had while the spectrum size of both operators was same, which means Warid could easily afford to space out some spectrum for LTE operators, which it did.

Additionally, in order to offer better data experience that will also save spectrum, Warid has contracted spireCloud for small cell deployment. Through this arrangement, company will be able to serve the data needs of its customers through power full small cells that are reported to have achieved 34 Mbps per radio node on 5MHz spectrum, which is far higher than what other telcos can deliver on 3G/4G/LTE.

We know that Warid is already planning for WiFi offloading, that will further enhance and optimize the utilization of spectrum available to Warid.

And no doubt they can buy additional spectrum during the next auction (for which PTA has already started to evaluate the market and opportunities) to tap the growing spectrum needs.

All in all, Warid has turned out to be a clear winner, with good number of LTE subscriptions and a doable plan and a strategy that has stunned the telecom experts locally and abroad.





# Paragliding- An Adventure



Hi everyone!!! Most of you know me for roaming in the mountains and flying above them with my paraglider. I am the only Pakistani to-date to fly next to Rakaposhi Mountain in Hunza.

I have flown up to the heights of 7000 meters (23000 feet) on my paraglider.

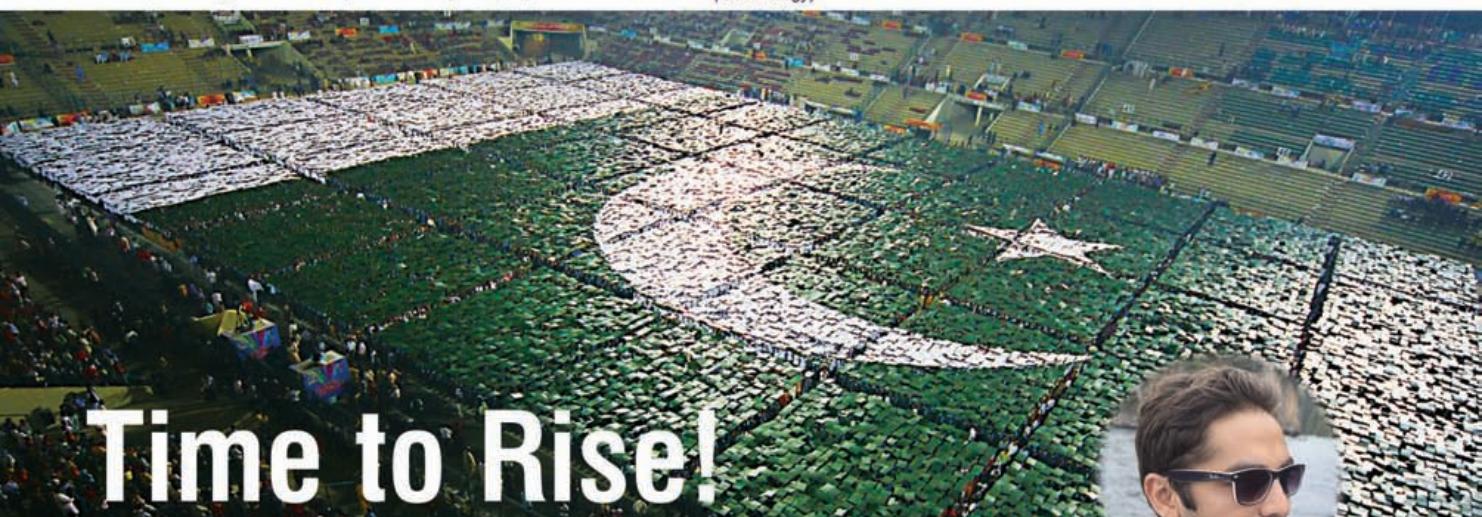
Now, I'm excited to share my recent paragliding experience in the city of Lahore. In our daily lives, we are generally stuck in a routine of home and office and rarely get time for ourselves. I have been trying to keep my work life balance and have been having some adventure in my life and trying to give the feel of the same to others as well.

I along with my friends have started paragliding in Lahore. We are trying our best to provide the fun and taste of adventure to general public.

Being up in the air, flying in the glider, makes me feel tiny. It makes the world feel small, given that everything (and everyone) is just beneath my feet. It is a whole new perspective of looking at the world we live in. It truly gives me a bird's eye view. Up there in the sky, nothing matters. All you experience is purity, silence, sound of the pure wind and serenity.

**Are you ready?**  
Well, buckle your seat belt, and let's get flying!!

**Ahsan Haider**  
(Technology)



## Time to Rise!



**Syed Sohaib**  
(Finance, Central)

It is with a sorrowful heart, beaten esteem and yet with relentless optimism that we started 2015. The events of last year affected every household within the nation on many levels; it has truly been an eventful, life altering year. But if there is one thing that unites this rather fractioned country of people; it is indeed the country itself – Our lovely Pakistan. A country built out of revolutionary vigour and moral imperiousness can only but sustain so much abuse before it has had enough. And here's to hoping that that time has come. As I sit here and look at this juxtaposition of so many different voices and opinions, my poetic tendencies ignite into wishing for a similar strength for Pakistan – the start of a united, informed front.

# My Success Story

## 10 Years of Service at Warid Telecom

Contributed By:

**Salman Ali**  
(Commercial, Central Region)



*"To love what you do and feel that it matters — how could anything be more fun?"*

### Katharine Graham

It feels just amazing, having spent a decade- a major part of my life in Warid in Customer Services, which is like a second home to me. I joined Warid Telecom as a Customer Service Representative at Contact Centre in the Pioneer Batch 2004. Later I was transferred to the Complaints Management Team where I was promoted as a Supervisor in 2008. Currently, I am serving as Business Centre Manager, CS Operations in Faisalabad region. My job requires me to act as a leader for my team, staying calm and attentive and ensuring exemplary customer services.

### Some of the milestones of my journey at Warid include:

- Highest transactions of Mobile Paisa at Faisalabad Business Centre in a month.
- Operational Excellence Certificate by Department Head CS Support Center
- Leadership Certificate by Department Head CS Support Center

- Leadership Certificate by Financial Risk Monitoring Department Head
- Successful completion of 10 Internal / External trainings at Warid

It has been a wonderful experience and real pleasure working for one of the best telecom operators in Pakistan. Warid has added value to my life, I have made a lot of friends, celebrated successes, been through hard times, faced a lot of challenges but I am glad we have come together a long way. I am proud of to be a part of this great organization that has really helped me grow in my career with lots of learning and new experiences.

I would like to take this opportunity to pay special thanks to CS management (current and past) for helping me become a better person both professionally and personally. It has been an honor to work under supervision of such great bosses.

My special thanks to 'My Warid' editorial board for giving me this opportunity as it helped me recall my 10 amazing years spent here.



# Making 'change' go your way! -

## Minimizing - work-place conflict.

*Asad Naqvi*

(People & Culture, South Region)

No matter how we feel about it, one thing we can always expect is that things are going to change. Whether it is a new process, market opportunity, corporate vision, product line or job responsibility, any change in our work life can generate strong emotions. Often change at workplace frightens us and hence the 'fear of unknown'. If we aren't ready for it, the fear can accumulate into anxious feelings, depression or angry sentiments and ultimately result in a work-place conflict. Conflict is often inevitable and managers must plan for it.

I would wish to share one of my earliest work experiences of learning to deal with change as my organization shifted to a paperless environment. It all started with a rumor that management has decided to shift the traditional system of company's database to Enterprise Resource Planning (ERP) to enhance a paperless environment and increase productivity in number of units at the automobile company. Employees started discussing as they were reluctant to change, hesitant about using computers for small transactions. Having no definite basis for the information, tension started building up within each department but no one raised any valid reason because no one knew what was actually going to happen.

After long negotiations and a series of presentation to different departments by the vendors and company's IT interface team, the modules for the ERP were designed and within five and a half months, the whole system was implemented module by module. Each employee was intimated through an email in which information was presented about the plans to install new system. Eventually there was a change in employee's perspective about the implementation of new system and its benefits were seen through quick information sharing. Being in the personnel department (then known as HR) we studied the cost of this conflict which resulted in:

- Poor Morale
- Technological Success but initially a communication failure
- Risk of Employee Loss
- Stress, Frustration and Anxiety



How it all worked, took quite a lot of time and effort. Key points for learning how to manage change:

- **Awareness** of the business need to change is a critical ingredient of any change and must come first.
- **Communicate** with employees well.
- Few members from each department can be designated as "**agents of change**" who can help other employees in making the transition as smooth as possible.
- Training is always there to help develop employees' skill but what counts more in this sort of situation is some intrinsic motivation for employees that get them to learn.
- **Involve** those people who are **most affected** by the change in planning and implementation.

To counter resistance, don't surprise workers! people need time to adjust to unwanted changes. When feasible, give workers a role in formulating change. This can be done through informal discussions, formal surveys, focus groups or committee work. Make sure that supervisors explain why the change is necessary and how the change will benefit the worker, division and company.

Remember, change is inevitable and will bring new heights to work resilience but it's up to you to make it work!

# Our Champions

## *Behind the Gold Medal*



Contributed By:  
**Raees Lodhi**  
(Technology, South)

The journey of this award spreads over 3.5 years, which gave me a lot; not just in terms of educational knowledge but also in terms of environmental awareness and competitiveness while studying and working with people from different fields of life.

Earning my MBA was a great learning experience. After a long time, I was studying in regular batch, sitting on school chairs, doing homework and burning the midnight oil. I faced many challenges during this time but I persevered. Once during the exam my eye balls filled with blood, which was cause of restlessness and few blood veins punctured in eyes. Twice I had to visit interior Sindh for an official visit with my exams only a couple of days away - I kept my books with me and studied while travelling. There were many tough events, when I had to sacrifice family events - once I was preparing my assignment of computer orientation in my car while my family was having dinner at the valima of my in-laws.

There is a long list of such events. However when my wife and daughter attended the convocation and saw the award distribution live, they were so happy to hear that I had been awarded a Gold Medal for MBA 2009 batch that they forgot all their complaints.

The most important lesson I have learnt during this journey is that Allah always rewards us for our sincere efforts. That's my experience and message to all those coming up on this path that please keep patience and be consistent in your efforts. I was blessed to have great teachers and I am thankful to Almighty Allah for giving me this opportunity. I would like to thank everyone who has supported me through this journey. Please don't stop praying as your prayers are required even more as I complete the next milestone of completing my doctorate.

## *1st Position Nationwide*

I recently cleared the CISSP (Certified Information Systems Security Professional) exam. After achieving CISSP® certification I stand amongst few professionals with three Security Certifications. These include CISA, CISM and now CISSP. It's a great achievement for me as only 94 professionals have completed this certification from Pakistan. I am proud to be amongst the first 100 achievers who have cleared this advanced level Security Certification.

I feel this certification which not only adds great value to my profile will also add value to the organization in context of having Skilled Certified Staff.



Contributed By:  
**Saad Moten**  
(Technology)

Kumail Abbas who is a new member of the Management Reporting team, obtained 1st position nationwide in CIMA Technical Competence Case Study Exam in May 2014.

*Contributed By:  
Kumail Abbas  
(Finance)*



Muhammad Awais Naseer from the Fraud Risk Monitoring, Finance Division acquired not one, but two feathers in his hat.

1. He completed his MBA, with distinction (2nd Position) in marketing specialization, in the month of June 2014. His accumulated GPA stood at 3.82 / 4.00.
2. On 18th December 2014, he cleared his CIMA (Chartered Institute of Management Accountants), United Kingdom (M1 Masters Gateway) examination. Marks obtained: 68/100.

*Contributed By:  
Muhammad Awais Naseer  
(Finance)*



AM Culture and Leadership in People and Culture Division

- Masters in Human Resources and Management from London School of Economics and Political Science
- Research in conjunction with Towers Watson HR Service Delivery Department, London with distinction in Masters Dissertation titled "Generation X, Y and Z: Expectations of HR technology and processes at workplace"

*Contributed By:  
Wajeeha Mohsin  
(People & Culture)*



# Fun Facts

1. You breathe on average about 5 million times a year.
2. One fourth of the bones in your body are in your feet.
3. The average person spends 2 weeks of their lifetime waiting for the light to change from red to green.
4. Coca-Cola would be green if the food colorant wasn't added.
5. "Almost" is the longest word in the English language with all the letters in alphabetical order.
6. It is against the law to burp, or sneeze inside a church in Nebraska.
7. Earth is the only planet not named after a god.
8. The world's oldest piece of chewing gum is over 9,000 years old.
9. Scientists have tracked butterflies travelling over 3,000 miles.
10. To produce a single pound of honey, a single bee would have to visit 2 million flowers.

*Contributed By:  
Muhammad Farrukh Zamir  
(Technology - South)*



11. There are no naturally occurring blue foods, even blueberries are purple.
12. The elephant is the only mammal that can't jump.
13. Just like fingerprints, everyone's tongue is different.
14.  $111,111,111 \times 111,111,111 = 12,345,678,987,654,321$ .
15. 11% of the World is left handed.
16. A broken clock is right two times a day.
17. A duck's quack doesn't echo anywhere, no one knows why.

***"It is impossible to sneeze with your eyes open. We dare you, give it a try!"***



# The story of valor

If you put your life on the line on a daily basis to help protect and save lives, you are a story of inspiration – Senora Roy

This is the story of a colleague working at Warid Telecom, Mr. Sadaqat Ali (driver), who was appreciated for his act of valor and fortitude. It takes a lot of courage to face a situation where your own life is at risk. Recently, Mr. Sadaqat Ali along with an employee from Engineering was on his way back to Lahore from Vehari after a site visit. Late into the night, a little after midnight – around 1:45 am – with dense fog all around, Sadaqat was driving slow when all of a sudden he heard a loud noise cut through the silence. It was a gun-shot. As realization hit, Sadaqat kept his wits and accelerated his vehicle, increasing speed. Four men continued firing towards the car. Their intention was clear as they continued to discharge gun-shots on both sides of the car. Despite peril and imminent death, Sadaqat remained courageous and did not panic. He remained bold and focused on getting out of the situation safely. He drove towards the left, then to the right in order to save himself and his passenger from being hit by the continuing fire. It was by a mere fraction of an inch, a miracle that both made it to safety as one bullet hit the car on the right side and another bullet went through the radiator and the number plate.

Sadaqat managed to get out of the situation by further increasing speed until they were out of sight and range of the assailants. Having saved his own life and the life of another employee, Sadaqat was recognized and appreciated for his outstanding act of bravery and courage. We are proud to have Sadaqat as a part of our workforce and express our gratitude to him for his heroism.



## An experience worth sharing – got rescued by an angel

Being a nature enthusiast, every December I wait anxiously for the weather forecasts heralding the arrival of snow in the north. My wife and I always packed in advance so as to not waste time leaving. We would leave as soon as the coming of snow was announced.

It was just past midnight and it had started snowing enroute to Muree. The roads had started glistening dangerously due to the snow, making it difficult controlling the car. Coming across any living soul was a blessing on this lonely route at this time of the night and it was then that we came across a couple we got acquainted to. Little did we know that these people were to play our guardian angels for the long night ahead. Facing trouble driving, we were advised by them to decrease the tyre pressure. Acting on this recommendation we carried on. However, disaster soon struck with our car breaking down. Stuck in the middle of nowhere with the snow starting to swirl around us and sounds being carried from the wilderness beyond, my wife and I decided the best option would be to remain in the car – bundled up with the heater running. Not long after, we saw the same couple walking towards us, asking us to accompany them to their guest house. After some contemplation, my wife and I decided

*Contributed By:  
Azhar Lodhi  
(Finance)*



this would be the safest option for us. Grabbing the main essentials we started the hour long trek to our destination through the dark with the snow fall gaining momentum. On the way we were given valuable pointers on the special technique needed to walk in the snow without slipping which prevented any accidents from occurring. Upon reaching the guest house we received a very warm welcome and were very well taken care of by our gracious hosts. I must say that it really is a small world as upon settling down we discovered that we had quite a similar background and quite a few mutual friends. Our savior that night was none other than Amir Pasha who heads the public relations department at Ufone.

Although they had to leave the next morning they offered us a place to stay for as long as we wished to stay in Muree. Despite how bleakly the journey had begun everything was turned around by the arrival of these 'angels'.

# ANOTHER PAWN DOWN



*Contributed By:  
Waqas Rafi  
(Technology)*

In the game of chess there are 6 type of pieces used whose points and privileges vary from each other. The King has maximum of 200 points and pawn has minimum of 1 point. The King is only 1 and most valuable while pawns are more in number but least valuable. There are times in game when pawns are sacrificed to save the king or any other more valuable piece. But "after the game King and pawn go into the same box" regardless of the outcome of the game.

This proverb leads us to its distressful meaning where lies the factual power of this saying. King may refer to our rulers, pawns are the people and box is coffin where everyone has to go after the game and there will be no difference or inequality among king or pawn then thus proving "death is a great equalizer" or a temporary equal state that exist during prayers after that status prevails.

*EK HI SAF MEIN KHARE HO GAYE MAHMOOD-O –AYAZ  
NA KOI BANDA RAHA NA KOI BANDA NAWAZ  
BANDA-O, SAHEB-O, MUHTAJ-O, GHANI EK HUWE,  
TERI SARKAR MEIN AAYE TO SABHI EK HUWE*

In the last few years pawns of Pakistan are facing the menace of terrorism and killing of many innocents. In a recent incident that took place in Peshawar, so-called Taliban attacked a school and brutally killed many innocent children. At the start of the day when everyone was engaged in their studies, a dozen men entered the Army Public School and started killing innocent souls. The day when sun set before rising, when flowers withered before blossoming, when the book was closed before having been read, the day when parents sent their children to school and brought them back from hospitals.

But why are we facing this menace? How far this will go? Does our religion teach this? Are we following our beloved Prophet (SAWW) commands? Are we going to stand up and unite as a nation? Why religious groups are not condemning this incident? Why are our leaders unable to take bold decisions? Killers reciting Kalma and victims reciting the same? Questions? Question? Questions?

Soon a new brutal incident will occur and we start looking at it like the selfish people we are those who care only about themselves and do not like to pay heed to its surroundings while a group of paid people (Taliban) continue killing innocent people in the name of religion.



*"RUBA TERI JANAT PEECHAY DUNIYA DOZAKH HO GYE HAI"*

It is a bizarre situation that the people who are supposed to protect the religion are actually destroying it and killing innocent people in the quest of Jannah. Even in chess white king cannot strike white pawn 'NOT ALLOWED'. Muslim do not do Jihad against Muslims what they do is Fisad. Islam teaches us to love and help each other where haqooq ul ibad comes first. Pawns of Pakistan will face this music until and unless they select their king wisely on merit, at a moment the king of Pakistan have negative 200 points with a fabulous incompetent history with a happy smile when his assets increases by 600% during two year of ruling tenure. The game will finish one day and the status of pieces does not matter as we think it does. Perhaps there are some other elements that will give king and pawns a value and purpose. After the game every piece is placed inside the box, so get real and start thinking.

O Lord help us in this time of crisis and seed in our heart worship of ALLAH almighty, the love of our prophet (SAWW) and service/respect to our fellow beings.

*"INSAN KI AANKH TAB KHULTI HAI JUB BAND HONAY WALI HO"*

# FISH Philosophy



*Contributed By:  
Wajeeha Mohsin  
(People & Culture)*



Fish Philosophy presents the world renowned example of the Pike Fish Market where the drudgery of everyday work was transformed from low energy and morale to that of a highly engaged employees who take pride in delighting the customer every time. The book uses this example to replicate the ideas into the business world using a parable of highly disengaged department resulting in four major lessons. These lessons, I believe would be useful to everyone from those working in the fast paced environment of the customer center to those working with numbers in the finance department. Whether we feel that our departments have high or low morale is beside the point, the lessons learned from Fish Philosophy are useful nevertheless.

**Be There:** This refers to the fact that often when we are at work we are not completely present, mentally. A customer is talking to us while we are thinking about this morning's meeting; we are on phone with a colleague from another department and answering our emails at the same time, so on and so forth. I know a lot of people claim that they can multitask well without compromising on the quality of the work. I know because I am one of them, I even say that I work better when I am multi-tasking but the truth of the fact is when we are dealing with other people we are not giving them our 110% attention. This is obvious to the other person which reduces their confidence in our commitment to the topic at hand. Not just that it is plain rude and against the manners - being fully there is a sign of respect which strengthens communication and relationships.

It is not hard to do. I know we all have a lot going on but unless we make customer centricity our main focus, the mid-night oil that we often burn will lose its impact. So let's make a promise to ourselves to unplug from the rest of our lives, the emails that need answering, the presentations that need to be made, the notes that need to be typed up and just be there when dealing with other people whether they are our colleagues, team members, internal or external customers.

**Play:** Play refers to the act of making work more fun. Some jobs are repetitive and generally considered boring but the fun element can be brought to every single job since play does not refer to an activity but to a mindset. We do not need to rely on casual Fridays and various competitions to achieve that play factor at work. You can do serious work without taking yourself seriously.

Let us all aim to 'Play' with the ideas, to come up with creative solutions to everyday problems and to do everything with enthusiasm and passion.

**Make Their Day:** Here 'their' refers to everyone we interact with when we are at work. By going an extra mile, showing simple gestures of thoughtfulness such as asking about a co-workers' health, giving thanks and recognizing people for their efforts we can easily make their day.

I believe making someone's day is a gift that keeps giving. Making someone's day makes them feel good and also makes you feel good. With the dawn of this New Year let us aim to make ourselves happy by making 'others' day.

**Choose Your Attitude:** In my opinion this last ingredient is the most important one. It's like salt, when missing it renders even the best dish tasteless. We all have the power to choose how we act at work, yes there may be events that make us frustrated or angry but how we act in response to them is our choice. If your boss sets unrealistic deadlines it does not mean that you will automatically have a bad time at work.

I say we make a promise to not react to others. It is easy. When someone hits your car, how do you react? With anger! What if that someone is in ambulance on the way to a hospital or police car? You control your anger and you realize that they had a good reason to be in a hurry. Similarly, we can choose to bring our best selves to work, to love the work we do and to act in a way that demonstrates who we are as humans instead of reacting to the negative elements in our environment.

This philosophy has been used by many organizations to guide how they approach work. It doesn't matter what the nature of the business is or what the size of the organization is, this philosophy has helped numerous organizations from public schools to private large firms. Therefore, I believe that if we commit ourselves to this philosophy we can also have a workplace where everyone looks forward to going to, not getting out of.

*Hidden Jewels of*

# Pakistan



## Hussaini Bridge

Tourists on the Hussaini bridge, this is one of the most dangerous suspension bridges in the world. Hunza Valley – Pakistan



## Snow Lake

Snow Lake, or Lukpe Lawo, is a high-altitude glacial basin in the Karakoram mountain range in Pakistan. Snow Lake is located 16,000 feet (4,877 m) above sea level, and is approximately 10 miles (16 km) wide. The basin lies at the head of the Biafo and Hispar glaciers, which spreads down from the Hispar Pass in opposite directions, forming a 61 mile (100 km) river of ice that is among the world's longest continuous glacier systems outside of the polar regions.



## Gorakh Hill Station

Gorakh is a hill station in Sindh, Pakistan. It is situated at an elevation of 5,688 ft in the Kirthar range, 94 kilometers northwest of Dadu city. Gorakh Hill Station is situated on one of the highest plateaus of Sindh, spread over 2,500 acres of land. It is very attractive to nature lovers owing to its pleasant temperate and beautiful surroundings. Gorakh's elevation gives it a special climate, with minimum - 7 °C temperature during winter and generally below 12 °C in summer, with about 120 mm of average annual rainfall.



# TRAVEL STORY



*Contributed By:*

**Shahid Ali**

(Technology, South)

Recently I had the good fortune to visit my family and friends residing in London, USA and Canada during my annual leaves in December 2014.

My first stop was in England, where I visited many beautiful places like Buckingham palace, London Eye, Big Ben Tower, Natural History Museum and Trafalgar Square. The English people are very friendly and the weather was magical. I enjoyed my stay very much. I also discovered the London's underground tube line system, which is one of the best in the world.

My next stop was at New York & New Jersey. JFK Airport, famous for its busy schedule, was crowded. The concrete jungle has many interesting places to visit including the Empire State Building, Times Square and last but not the least, the Statue of Liberty. My amazement did not end there, but continued to increase as I further explored New York. The bridges connecting New York Islands are remarkable, especially the Verrazano bridge. Under water tunnels were also wonderful, like the Holland tunnel connecting Manhattan with Jersey NJ. My stay in New Jersey State was in Rockaway which was more like our Murree hill area.

Chicago's visit was amazing too. It has many beautiful places including Down-town, Lake Shore drive and the Sears Tower. However, I found the 'Desi area' on Devon Street most interesting where one can find and enjoy a full range of Pakistani and Indian cuisine. The cities of Yorktown and Virginia Beach in Virginia State were very calm, with a feeling of peace and quiet life. My visit to the Air & Space center at Hampton, VA was interesting. The weather in Virginia was good as compared to New York as heating system in home was not required even in late December. The downtown of Philadelphia was also fun to visit.

My last stop was in Toronto & Mississauga, Canada. The weather was extreme, with temperature falling to as low as -31 degrees. The signature icon of Toronto's sky line, the CN tower is one of the best buildings which have a glass deck observatory.

**I enjoyed my visits to such wonderful places and would recommend others to visit as well.**



*Contributed By:*

**Wajeeha Mohsin**

(People & Culture)

## Brussels

Arriving at the Midi station in Brussels what struck me the most was just how laid back and relaxed the atmosphere seemed to be as compared to the hustle and bustle of London. Apart from the Mini Europe everything in Brussels is within a walking distance – all Museums, gardens and cathedrals etc. Brussels is a chocolate lover's heaven. Belgian chocolates even though a bit on the expensive side are worth splurging on. Belgian Waffles are available at every corner from the street stalls selling waffles for one euro each to upscale restaurants. If desserts are not your thing then you have to try the traditional Belgian Fries. After all it is the country that claims to have introduced the French Fries to the world. Apart from food there are several other reasons to visit Brussels, St. Michael Cathedral, the center for fine arts and the beautiful botanical gardens are all worth paying a visit too.

# Working Women



## Working Women Safety Tips

Working women play very important role in the society. In today's era, a high percentage of women are working; they leave their homes for earning a living & to achieve their goals and to pursue their dreams. They face many difficulties just by virtue of being a woman. Many conflicts arise in the case of working women. They have to fulfill the demand at work along with various demands at home. In short, many questions surround their minds but the most important question that clicks their mind is regarding security at the work place. The work place should be free of any gender discrimination and harassment concerns. Keeping this scenario in mind, I want to share some security tips for working women also beneficial for those women who have left their goals just for self-security issues at the work place.

## My Experience as a Working Women

I've been working since last 8 years. In this period, I've faced a lots of difficulties. There are a lot of questions that arise in my mind like many other women. I also faced a lot of difficulties related to work security issues, office politics etc. But with the help of my seniors, my colleagues and my friends, I have built my confidence & finally found a solution to these questions in my mind. In my case, specifically, the one of the most important question was "security at workplace". Time to time, I learnt how I have to manage my life, my time as well as how to be secure myself on my work place.

## Safety Tips

### Awareness

The first and the most important factor is Self-Awareness, your surroundings and your potential attackers. If you have the complete awareness of self-security, no one can compromise your security at the workplace.

*Contributed By:  
Sumbal Naz  
(Technology, South)*



### Avoid Late Working Hours

Try to avoid late working hours & if it is necessary at always inform your security department, your friends as well as your family when you expect to leave.

### Keep Personal Information Private

Always keep your personal information private, avoid discussing where you live, after-work plans, or vacation plans in front of, or with, customers or anyone who makes you feel uncomfortable.

### Use Sixth sense

Your sixth sense can warn you of the imminent danger; whether it's to yourself or to the rest of the staff as well. Women especially, have been blessed with this gift, but very few of them pay attention to it. Learn to trust this power and use it to your full advantage.

### Self-defence Weapon

Try to take self-defense training to secure yourself during working hours. If you have the power of self-defense no one can compromise your security. Always keep self-defense tools like key, pen, pepper spray in your bag as a weapon to secure yourself against the attackers.



# Working Mother

**B**reathe. Let go. And remind yourself that this very moment is the only one you know you have for sure”  
Oprah Winfrey

At work or at home, a mother is always a working mother...

I often used to feel like I am forever coming up short when it comes to doing enough, giving enough and being enough for my kids. It has nothing been less than a roller coaster ride for me, from depressing early mornings when I would leave Anaya crying and saying 'Mama maine b jana hai' to those quiet mornings when I would make sure I don't make any noise so that she remains asleep until I leave so that we don't have to leave each other with teary eyes. Hassan already goes to school so he's been through this stage. There have also been times when five minute early morning ride in my car in the street before I leave for work will help leaving her with a smile on her face.

*Yes.. it has never been easy and there have been times when I wanted to give up but as it is rightly said 'Never give up for that is just the place and time that the tide will turn'*

Harriet Beecher

Life is all about ups and downs, joys and sorrows, there are hard times but there will be good times as well. I have learnt this over the period of last 5 years that what is most important is to ensure that my kids know they are loved, wanted and loveable and that they benefit from the fact that I make them learn how to live a rewarding life. I make sure I give them quality time whenever I can, as much as I can, this often means letting go of extended family get-togethers, friend's hangouts, for there is limited time I get to spend with them. I have moved from the phase of being guilty for not giving them the time that they truly deserved to being content with what I have and making the best out of it.

Contributed By:  
**Masuma Salman**  
(People & Culture)

Few things I have learnt and would like to suggest to all great working mothers out there:



**'Make the best out of every moment together'** – Laugh and enjoy, be patient, listen to your kids, explore the world with them, make sure when you get back home, you are not occupied mentally with the things you left at work, this is the time for them, the time when they expect you to be there with full energy and excitement, do not disappoint them. Get involved, addressing every little thing now instead of relying on the 'later' approach

**'Focus on giving quality time without distractions'** - Make sure you are fully present and involved with your children whenever you are with them and minimize the multi-tasking, giving quality time is important, I take my kids out on weekends, sometimes just for an ice cream, or a play center, or for that matter even enjoy doing grocery with them. Try to stay involved in whatever they do as much as you can. In the end what truly matters is doing what works out for you and the children to stay happy, content and connected.

**'Being good enough is good enough'** - We all keep on trying to be the perfect parent, in fact the idealized photo shopped image of the 'perfect parent', what is important is who we are for our children, happy, kind, cooperative, cheerful, good humored, honest and a role model for the values we believe in that ultimately impacts them the most than being in a competition to be a 'super mother', making them feel important is what matters in the end. It's important to listen to every small thing that they have to tell us.



*'It's important to accept compromises as unavoidable'* – What matters is the intention of a mother to give her children the best of everything, a mother will always want and think in the best interests of her children and for that there will always be certain compromises. We tend to over think which leads to a guilty feeling. What matters is to be very clear about why we are making certain sacrifices in the first place. Some obvious reasons why we all work are career aspirations, money, and satisfaction. While I know I may not be as involved with my kids and their 24 hours activities as it might seem ideal, I know that my kids and family are ultimately better off because I have a rewarding career.

*'Don't try to be perfect'* -We often get stuck on the debate of what a good parent 'should' or 'should not' do. And we often get overloaded with social expectations, family pressures and rules that we are forced to buy into. These rules are only shaped by our environment, I enjoy being involved in my kids' lives and their activities, while they are and will always be central to my life, and are the reason of my happiness, I also know that I have to do things that will help me in giving them a better quality of life and a career for myself. It's important to take the judgment out and have the freedom to do what actually works best for them. I would never want to miss out on those new expressions that they learn every

other day, yet I know I will be there in the evening to discover what they have done the entire day, spend time with them, watch their favorite cartoon movie, make my son do his homework, have dinner together and then play around for a while before going to bed. In the end this is all that matters, they know I love them more than anything in the world.

**'Ditch the guilt'** – Guilt is unhelpful and a terrible waste of time and energy. We always come across people who would criticize our parenting proficiency but the fact is there is no right way when it comes to being the perfect parent, we all differ in our personalities and the definition of being the best or perfect parent can vary from person to person, every mother works hard to be the best parent that deserves encouragement and not critique. What is important is to tell your children that you love them, to be expressive, and let them know that you are doing your best to support them and hence there are other things that you need to take care of to make sure they grow more resourceful and resilient.

*A big high five to all the great working mothers out there!  
Keep calm & carry on...*



# What's Your Excuse?

If you really want to do something you'll find a way. If you don't you'll find an excuse.

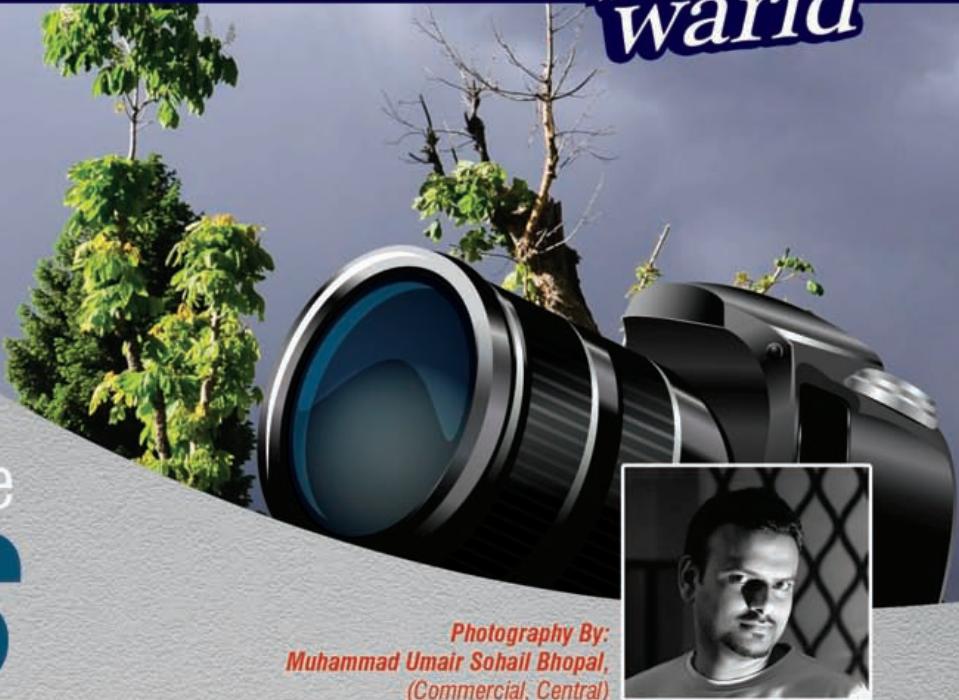
The more that you make excuses the more that you delay your own success. Many of us are too caught up in the daily pace of our lives that we tend to make excuses for why we can't pursue the life that we really desire so dearly.

Today is the day that you stop making excuses and go for the life that is waiting for you to seize it. We all have barriers in our way, but true champions never let themselves be defeated, much less be defeated before they even really start.

Remember, being perfect is something that none of us will ever be. Even those who seem to enjoy success still fail regularly, but the difference between winners and losers is that winners never ever stop trying. Claim your victories in life by continuing to try after every single time that you feel defeated, make no more excuses!

Contributed By:  
**Munzer Javed**  
(Technology, Central)

# Through the lens



Everybody needs a hobby. It gives you a chance to do something interesting in your free time, helps you relax and get your mind off work. Photography is my hobby.

I started taking pictures in 2005; It was something I had always wanted to do. Since then I have attended several workshops on basic camera handling tips and photography techniques. I often walk to different places trying to get good pictures. I am continuously shooting, looking for inspiration, pushing myself to get better and better shots. In 2012, I decided to take the plunge and started professional photography.

Below are some of the images that I have captured from my camera. I hope you enjoy them as much as I do.



# HAVE YOUR SAY

*Contributed By:*

*(People & Culture Division)*

In October 2014, People & Culture (P&C) Division held 'Have Your Say' sessions to enable you to express what you want to say about your organization. 16 sessions were arranged country-wide in a total of 8 locations. 820 employees were invited out of which 647 attended the session. The half day sessions were divided into two parts. During the first part of the session Nayab Baig- VP People & Culture Division described the philosophy and focus of the division and the reasoning for renaming and restructuring of the HR Division. In the second part, the floor was opened up for 'Have Your Say' session, for the attendees to post their questions to Nayab Baig, Talha Rao and Adeel Anwar. P&C Management heard their opinions, concerns, questions, queries, suggestions and ideas. Some were answered and incorporated immediately while others are being taken into consideration. Having heard what you had to say, many changes have already started happening at Warid, from things like having tile flooring at 1K to OPD box at KLP and much more. P&C Division plans to hold these sessions every year which is going to be one of many avenues through which the employees can express their views.

## Strategy Sessions

After joining of new VPHR "Have your Say with HR" sessions were conducted, where for first time complete P&C (People & Culture) agenda was communicated to employees in Karachi, Lahore and Islamabad. Plus, employees had an opportunity to provide open feedback directly to People & Culture (previously HR & Admin) leadership. Change of division's name was also announced and action points were taken based on employee feedback.

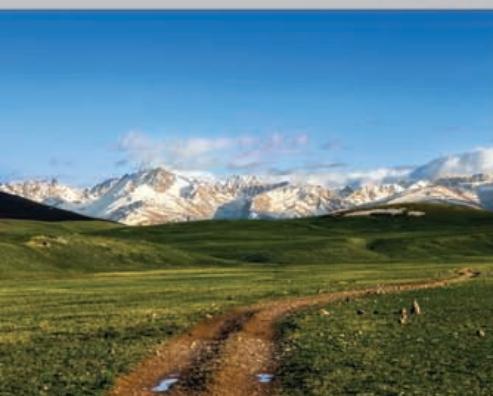


**Digital enthusiast who travels to photograph and photographs to travel,,**

*Contributed By:*

*Asad Iqbal*

*(Technology, North)*



*(Deosai - The Road to Glory)*



*(Bhurban - Less House More Home)*



*(Nanga Parbat - Serenity)*

# Employee Engagement

Contributed By:  
Asim Pasha  
(People & Culture)

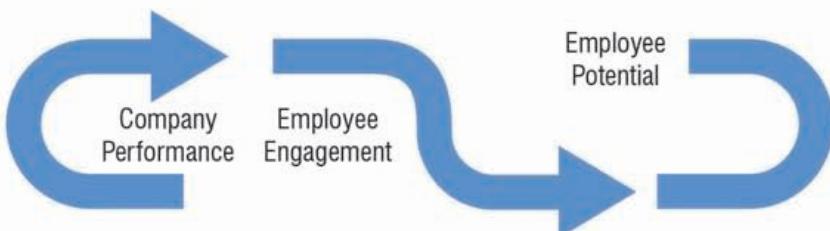


What holds an organization together and motivates its people to do the right thing? It's not the easy things or the cosmetic things, it's the difficult thing, the thing that is hard to define or pinpoint, the thing which is hard to imitate and can be a source of sustained competitive advantage – Organization Culture. By culture we mean the values, mindset, and behaviors that are unique to the organization. According to the famous Management writer Jay B. Barney, (186) the organization culture is a 'resource' in itself and whereas other resources can be bought or replicated, this (if done right) is the one resource that can ensure an organization's long term success. This view of organization shared by academics and practitioners alike; Bain and Company's worldwide survey shows that over 91% executives believe (out of 1200) that culture is as important as strategy for business success. Similarly, another survey demonstrates that 81% executives believe that a company without a strong culture would be doomed to mediocrity.

Organization culture is directly correlated to employee engagement and the same is depicted in customer satisfaction index which actually leads to profitable business growth and the following will continue. Engagement does not equate happiness, nor does it mean satisfaction (Bob Kehller). Individuals make the company and they form the culture and every person wants to be happy and everything we do is in the pursuit of happiness and to deliver happiness amongst the organizations. However happy employees are not always engaged but engaged employees do tend to be happier. Similarly satisfaction leads to entitlements not engagement; satisfaction is one component of engagement- if an employee is engaged it means he/she is also satisfied but the reverse does not hold true. Engagement is defined as "unlocking employee potential to drive high performance". Organizations will help employee to reach their potential and employee will help the company to be successful as both are in this "together".



Disengaged managers are 3 times more likely to have disengaged employees (2010 Sirota Intelligence Study). Employees who feel negative emotions are 10 times more disengaged than employees who feel positive emotions. Negative emotions are more contagious than positive emotions and spread to other co-workers, customers, and future hires. In diverse workforce, it is very challenging to engage all as they have different meaning of happiness. Organizations should invest more for culture than other areas. Few have focused on learning initiatives, health and safety initiatives and creating happiness amongst employees, the need to respect people as human beings.



Keeping this in mind, Organization Excellence team at Warid set out to gauge the culture through the "Employee Engagement Survey" (EES). This was new initiative for Warid; however, we felt that in order to build a unique culture of high organizational excellence engaged employees we needed to know how the things are at this current point in time. This came with several challenges such as that of time and budget. However knowing that organizations with engaged employees outperform organization with disengaged employees by as much as 3 times we managed to secure a small budget for this initiative. A big chunk of available amount was to be paid to the third party vendor (MERCER International through Abacus Consulting) and very little amount was available for its branding and awareness campaign. Consultants at Abacus suggested that let the survey be open for 2-3 weeks and they suggested a budget for the awareness campaign which was out of our reach. Without this, as per their experience they believed that a high response rate would not be possible. Despite all these odds, we launched the survey for five days with a budget 3 times less than the recommended budget.



To start with, we hired an intern Ms Shahrukh Imtiaz to develop an employee engagement survey campaign. Our procurement team, Aamir Aslam and Waqar Ahmad tried every possible option for branding and give away items within our budget. After some creative maneuvering, we managed to finalize the whole campaign within our budget. Due to this, our timelines were pushed very hard for delivery and the day we received samples of our campaign, the first feedback as observation was the conflict of color theme with another operator. Next day everything had to go to production to meet the deadline otherwise this would have delayed the whole process which was not possible as the survey dates were locked with vendor. We had only few hours to change the complete branding campaign and at this point of time, Fowad Khan, from MARCOMS team helped us to get out of this situation.

It took 6 hours to rework on the campaign and very next day early morning, it was approved by the management. Everything went



into production and our OSS nationwide team especially Umar Suhail from head office played their role exceptionally well to execute the whole campaign at 30 WARID locations while distributing the give-aways to all FTE employees at each location. The survey was launched by vendor on the specified dates and my team member Wajeeha Mohsin received almost 100 queries to fix the e-mail issues and with the support of our IT team, Yasir Waris resolved every issue at his earliest which was also highly appreciated by the vendor.



Despite the odds, due to collaborative working and the passion of our people the project was successfully executed with WARID achieving 94.12% response (participation) rate within 5 days of survey. Interestingly 40 employees (4%) were on annual leaves during the survey period and could not participate in the survey so actually 2% employees did not respond to the survey which is remarkable as per vendor. It is a great achievement for our organization since this response rate is nothing short of being miraculous. We are thankful to our employees for taking their time to fill in the survey and for grabbing this golden opportunity by the horn to the management how they think and feel about their organization. Since we believe in celebrating successes together.



This extraordinary participation rate was celebrated through a small cake cutting ceremony held at the EFU 6th floor terrace. We also used this opportunity to announce the winner of the lucky draw and to recognize some of our colleagues who went an extra mile in order to make this initiative a smashing success.

"EES is however far from over, we have just finished the phase 1 and we in OE believe that phase 2 is even more important than phase 1. You told us what you have to say and the next step is for you and us to collaborate and devise action plans based on the results of the survey. Based on these reports Action Plan process has already been commenced, where OE team in partnership with the divisional focus groups will devise further initiatives for improving the engagement score and hence the culture at Warid."



## Glow continues helping youth unleash their talents Kinnaird Media Fest 2014

Glow has always strived to provide a platform to Pakistan's youth through which they can express their talent.

One of the recent initiatives carried out was Kinnaird's Media Fest'14, the third fest in a row presented by Glow.

With 22 institutes participating, the Fest was aimed at helping media students unleash their talent and expose their inner journalistic skills.

The festival was organized by the Kinnaird's Media Studies Department with the support of the Kinnaird Media Club. The event, featuring inter-collegiate competition, was aimed to showcase the talents of the twenty-two participating institutes across Punjab.



*Contributed By:  
Marcoms & PR department*

## Warid Telecom recognized for its Corporate Social Efforts Wins SKMT CSR AWARD

Warid Telecom received the SKMT Corporate Social Responsibility Award in a ceremony held in March 2014 at Faletti's Hotel Lahore. It is the third time in a row that the company has received this prestigious Corporate Social Responsibility Award. Speaking on Warid's contributions CEO of SKMCH&RC, Dr. Faisal Sultan, said "The corporate brands operating in a society should give back to the society in every little way possible. Honoring its part earnestly, as a responsible corporate citizen, Warid as a brand has developed great social character.

We are thankful to Warid for their consistent support. Around 70% of our donations come from such responsible organizations and individual support. Other corporations should use Warid as a benchmark and empower their CSR strategy and role for social welfare."



*Contributed By:  
Marcoms & PR department*

## Warid and City Traffic Police Lahore on Safe Driving

Warid Telecom arranged an awareness session for its employees with the theme 'Traffic Sense, Rules and Precautions' -as much damage can be avoided – should be avoided while driving.

This interactive, thought provoking session was conducted by Superintendent of Traffic Police Lahore - Mr. Azhar. Employees benefited from this useful session and the City Traffic Police also enrolled the staff for licenses on the spot.



*Contributed By:  
Marcoms & PR department*

## Warid Donates PKR 1 Million to GCU Lahore Endowment Fund Trust

Continuing its support for youth education, Warid Telecom donated Rs 1 million to the Government College University Lahore Endowment Fund Trust (GCU EFT) once more to initiate golden scholarships for financially-challenged students. It is the third consecutive year in which Warid has initiated this.

Speaking on the occasion, Prof Khaleeq-ur-Rahman said that there was a dire need that noted companies like Warid should come forward and support quality education in Pakistan. He said that universities globally had progressed by establishing their endowment funds with the help of their alumni and the corporate

Mr. Amer Aman Khan while sharing his views said that the future of Pakistan comprises of our talented youth. Warid Telecom, being a responsible corporate entity, has always been at the forefront in supporting different youth initiatives. He further elaborated that Government College University is an international standard institution in Pakistan and it is a privilege to support the bright students of such an esteemed educational institution. Mr. Amer also pledged that Warid would give more donations to the GCU Endowment Fund Trust in the future to support this great cause

*Picture - caption: (From left) Mr. Amer Aman Khan, Director Warid Telecom while handing over the cheque to Vice Chancellor GCU Lahore Prof. Dr. M. Khaleeq-ur-Rahman*



*Contributed By:  
Marcoms & PR department*

## Warid Employees Support Think Pink

In-line with its Corporate Social Responsibility program, for many years Warid is supporting the Think Pink campaign with Shaukat Khanum Memorial Cancer Hospital and Research Center.

With numerous awareness sessions conducted by SKMT nationwide, the month long campaign covered 20 cities, directly reached 30,000 females with more than 80 sessions in colleges, universities, hospitals and corporate offices throughout Pakistan. Warid Telecom not only helped in creating awareness but also collected millions of funds for cancer patients. Warid female staff members marked the day by wearing pink butterflies and committed to voluntarily spread the Think Pink message.

Speaking on the collaborative effort between Warid and Shaukat Khanum Dr. Faisal Sultan, CEO of Shaukat Khanum, said: "Warid has been a constant support to this Breast Cancer cause by creating awareness and accumulating funds for the poor people who don't have the finances to fund their treatment. Our partnership has helped us spread the Think Pink message more vastly. We are thankful to Warid for their consistent support. Around 70% of our donations come from such responsible organizations and individual support. Other corporations should use Warid as a benchmark and empower their CSR strategy and role for social welfare."



*Contributed By:  
Marcoms & PR department*

## Warid partners with White Ribbon Campaign

Warid Telecom continues to support the White Ribbon Pakistan campaign. The day is marked internationally on November 25th to show unity with women who are subjected to violence. Staff members honored the day by signing the pledge cards and wearing the white ribbons. An SMS broadcast along with social media posts were made to increase awareness of the cause.



*Contributed By:  
Marcoms & PR department*

## Warid Telecom Contributes to IDPs and Flood Relief Fund before Eid-al-Adha

Warid Telecom, as a responsible corporate entity, has always taken the initiative to support its fellow Pakistani citizens in times of distress. The company announced a contribution of Rs. 5 million for IDPs and flood victims through Army Relief Fund. The employees of Warid also donated from their personal salaries for the cause. Ms. Sadaf Zarrar, Head of Marketing at Warid Telecom, handed over the cheque to Director ISPR, Brigadier Anwaar Ahmed at a ceremony held at Fortress Stadium, Lahore.



*Contributed By:  
Marcoms & PR department*

## 3G & 4G Imputes to Growth

ITCN Telecom ASIA,

A mega event for IT and Telecommunication industry, held on August 26, 2014, at expo center Karachi. Warid Telecom was represented by Regional Technical Head for South region, Mr. Ashar Hayat Siddiqui as VIP guest. He participated in this conference accompanied by Arsalan Haider (RM Opt), and Raees Ahmed Lodhi. The conference was presided by Chairman PTA, Mr. Ismail Shah and Mr. Mudassir Hussain (Member of Ministry of IT).



# Amazing Experience Of Mentoring



Contributed By:  
**Rabia Rafique**  
(Technology, South)



Being a social activist is like having fun with self-esteem. It gives you an internal feeling of happiness.

I have volunteered for TCF as a mentor and for their Career Counseling program as well. It was a great experience to share thoughts with our upcoming generation belonging to less privileged areas, such as the "Goths". We visited Shah Nawaz Goth near Gulshan-e-Hadeed.

As mentor for TCF I get to meet people from different fields of life. Together a group of 16 is picked up in TCF vans from different pick-up points. Our coordinator (Saqib Altaf) is a great team leader and because of his involvement in whole program we enjoy more than any other group. He would pick us in his car with two other mentors from different areas and as we travelled early morning (every Saturday for the seven weeks) towards the Shah Nawaz Goth.

As we reach the schools the kids are waiting to meet us, their excitement shows the love towards us and you cannot find that unconditional love from anyone other than your family. This opportunity provides a venue for these kids to share their personal problems and to gain skills and expertise which can later help them in getting a job.

While we go there to make an impact on their lives, these children teach a lot to us as well. All they need is support!!

If our little support can change someone's life so we should be a part of this noble cause.

Purpose for sharing this experience is to be a responsible citizen and sparing some valuable time from our busy lives to be a part of any non-profit organization that will not pay you for your efforts but it will give a new life to many talented kids.

## Employee Social Responsibility (ESR)

17.6 % of the children in Pakistan work to support their families instead of attending school. The Citizens Foundation (TCF) is a professionally managed, non-profit organization which provides quality education to under developed communities in Pakistan. Every year TCF arranges a career counseling program for its students who would soon be appearing in Matriculation exams. They partner with young professionals to deliver these services to its students. This year, a half day session was held in Lahore on November 1st 2014. Our front end staff from People and Culture Division and Technology Division were apprised of this opportunity and two of our employees Wajeeha Mohsin and Abu Bakar Bin Mansoor, both from People & Culture Division participated in it.





## Mobiles/Accessories/ Apps & Fashion Tag Lines



Contributed By:  
**Mohsin Ali Bokhari**  
(Finance)



We have seen transformation of mobiles from big Motorola devices to Ericson (now Sony Ericsson) T39 and Motorola Razr, the smallest and lightest of that era, to iPhone, Samsung, and a flood of phablets (with 6 inch + screens). It is evident that just like the fashion of clothing the fashion of mobile phones changes too. For example from reasonably long shirts to short shirts and then, extraordinary long shirts, the cellphone size has also changed from large to small and then to extraordinary large.

Not specifically focusing on technology and its uses, fashion trends are changing along with times, for example the hands free were first introduced in late 90s and 99s. A large portion of the population not accustomed to this trend would end up staring at the user and even respond to their conversation. I vividly remember one such incident that occurred with me as if it happened only just yesterday. Below you will find an interesting exchange of words between me, my friend and the passerby.

Me: "Hello" (To the person on the phone)

Person on the phone: "Hello"

Passerby: Stops and shakes hands and says hello to ME? (I am wondering who he is.)

Me: "Kya haal hai?" (To the person on the phone)

Person on the phone: "Mein theek, tu sunaa."

Passerby: "Mein theek hoon app kaise hain?"

Me: To passerby, "oh sorry mein ne aap ko nahin kaha".

Person on the phone: "Tu phir kis ko kah rahay ho?"

Passerby: "Gee?"

Me: "Yaar aik minute rukein."

Person on the phone and passerby: both silent.

Me: "Aap bolain"

Both start speaking and so on.....

The issue was resolved, with no casualties on either side...phew

It does not end here. Once the passerby was a lady (while I was talking on hands free), the lady to her acquaintance: Daikh bechara jawan pagal ho gaya aaye.

These and many more stories are still fresh in my memory and make me smile every so often.

Moving on and carrying on with our topic of cellular fashion trends, there was and still is the popular text message sharing fashion. Latest exchange between people is something like: "Yaar tu ne wo wala message parha hai? Nahin???? Loser! mein tujhe abhi text karta hoon".

And then there is Facebook status (complete with picture) fashion (and of course through cell phone).

It would be impudent on my part if I forgot to mention here that the text message fashion is rapidly being replaced with WhatsApp messaging fashion where text is further supplemented by videos and pictures.

We are in an era where new upcoming fashion has smart watch and health based tracking through our cell-phone devices. Following is a single line depiction of fashion for mentioned eras decade-wise:

90s: "Mere paas mobile hai, yeh lo mera number, missed call dena, mein PTCL pe call kar loon ga/gee."

Late 90s: Hands-free, and its funny side elaborated above.

Early 2000s: "Dekh mera Nokia 3310, is mein apni ringtones bhi bana sakte hain and dekho mera phone sab se chota hai. Aur iska antenna bhi nahin. Iss mein radio bhi hai."

Mid 2000s: "Dekho mera phone touch wala hai. Iski screen bhi kitni bari hai."

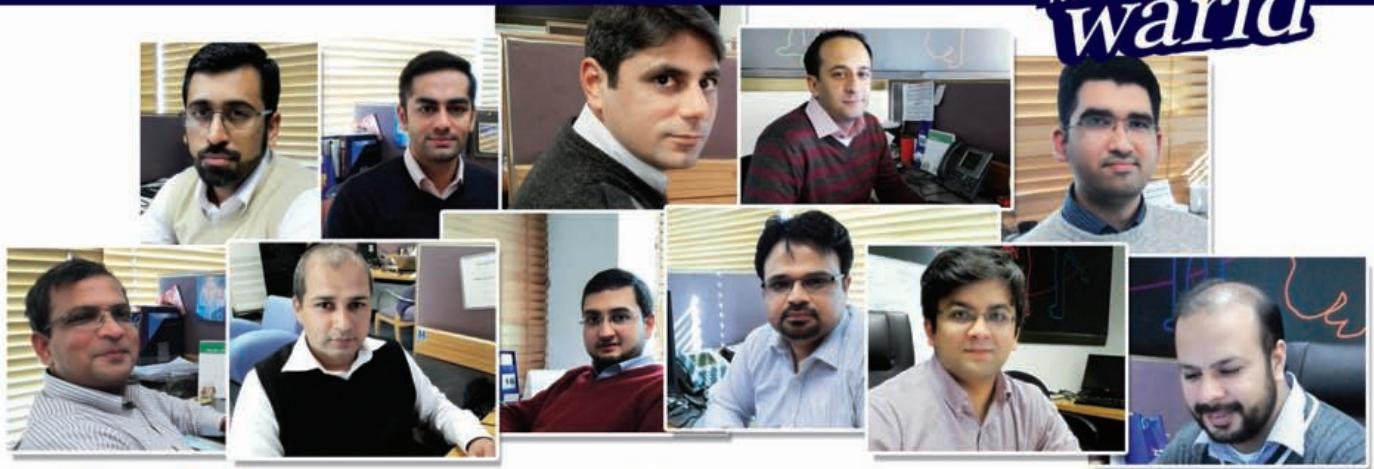
Mid to late 2000: Different sizes of Bluetooth hands-free became a necessary part of wardrobe.

Late 2000s: "Oh God, Oh God, Oh God!!! an Iphone (round eyes)! Kahan se liya? Dikhao!"

Late 2000s: "Dekho mera Samsung iss mein Android hai."

Late 2000 and Early2010s: "Mere phone pe front cam hai, mein apni pic khud se khainch saka hoon." Now we see a flood of various kinds of selfies ranging from well-groomed shots whilst eating, shopping and get-togethers to selfies with slaughtered sheep/cows on Eid; or even while posing to go to sleep (just to see and show how we look like while sleeping).

So the fashion of cellphone has been transformed from handsets models to Apps, usage of which realizes revenues for the telecommunication companies helping them earn from their actual airtime business.



# Achievements

## of Business Planning & Reporting Department

### Improved Management Reports

An organization's success depends on how well it collects, processes and uses strategic financial and management information. The quality of information is critical to deliver the best possible basis for decision-making to business managers and as the business environment changes around us, the information requirements change accordingly.

To ensure that the Management receives timely & relevant information, not just in terms of producing the numbers but also providing real insight, the Business Performance Management department revamped an existing report to the detailed Business Performance Review [BPR]. The BPR not just reports & monitors the financial and non-financial KPIs against the budgeted targets but also includes updates on the critical business projects including roll-out of 500 coverage sites, LTE roll-out, deployment of biometrics, quality of sale analysis to name a few.

Also, the Management Reporting department updated the Monthly Management Report [MMR] and developed several new reports to gauge the performance of specific financial and non-financial KPIs [Weekly KPIs, Mobile Financial Services, MNP, Postpaid Performance Reports etc.]. The Management is now presented a comprehensive analysis of Warid performance against the industry major players in terms of financial & non-financial KPIs.

In addition, enhanced advisory support is being offered to the Commercial department in terms of product development and pricing of LTE product plans and handset offerings, etc.

### Leading the Business Planning Exercise

Planning is one of the most important function of running a business for any organization. It helps all the departments to see the bigger picture and set longer & shorter term goals. Effective business plans allow for better utilization of resources, addressing the challenges that the business faces and preempting problems

or avoid being blindsided in case problems do occur. It also serves as a reference point against which performance can be measured and progress ascertained.

The Business Planning team led the long term strategic business planning exercise, taking in to account the ever changing business & industry dynamics, coupled with Warid's strategy after calling-off of the Merger & Acquisition exercise and auction of Next Generation Mobile Broadband Services. Specifically in terms of the LTE strategy, the business plan entailed the following:

- Researching & compiling data about our competitors, the market and our role within it
- Financial impacts of our LTE strategy – investment required and expected returns
- PwC (UK) was engaged to review the business plan and share their assessment of the assumptions and methods adopted in the plan, based on the international benchmarks [across a range of headline trends] and their expertise
- The business plan was also presented to the consultants hired by our Lenders and was successfully defended, to facilitate the debt restructuring exercise
- Determination of project timelines and allocation of resources. Guidance was given to departments such as Commercial and Engineering on how to proceed with the planned roll out and offering of LTE products & services

Owing to challenging business and economic dynamics the cost rationalization strategy for FY 2014-15 was presented to the Management to ensure that the goals set at the start of the fiscal year are achieved.

*Contributed By:  
Business Planning & Reporting Department*

## **Contribution of Purchasing & Supply Chain function for 4G LTE Launch and Achievements during the current Financial Year**

### **Warid Customized Biometric SIM Verification Solution**

In line with the government and PTA directives to strengthen Mobile SIM verification process at retail level, all mobile operators in Pakistan have implemented various biometric devices/solutions. Warid has also implemented such solutions for Warid exclusive and common retailers respectively, both independently and through the joint industry forum. As this project was not only critical for the company's commercial plans but also required huge investment; Purchasing & Supply Chain function took the initiative of exploring for a solution that was efficient, reliable, user friendly and cost effective.

In consultation with IT & Commercial team and with the help of one of the solution provider, a customized device was developed and trials conducted at selected places to observe and measure its performance. Based on positive feedback by all concerned and after extensive negotiations with the vendor [price was reduced by 16% from the previously procured devices], decision to procure these devices was taken. A total of 8000 devices have been procured so far, resulting in savings of PKR 30Mio approximately.

The solution (Avrix), designed and developed exclusively for Warid, is one of its kind in the telecom industry and has the following salient features:

- It was designed keeping in view the cost effectiveness, scalability, better performance, low maintenance, portability and better usability which was achieved through its SOC (System on Chip) design
- The device used is sleek, smart & rigid for mass market with increased battery timing
- The O&M is more efficient as it is totally designed in-house to meet Warid's customized needs
- Happy users, that is our retailers, as the devices are user friendly and there is no chance of misuse at sales channels



### **Trio SIM Card option for Warid LTE Services**

The ever increasing diversity of mobile devices has entailed a growing range of SIM form factors. Depending on the mobile device, users either need Plug-in SIM (2FF), Micro-SIM (3FF), or Nano-SIM (4FF) cards. This makes it very challenging for the Mobile operators to maintain stocks of different SIM cards and for the subscribers to know which form factor is needed for their device.

Since Warid was planning to offer LTE services to its subscribers, Purchasing & Supply Chain function decided to work on options whereby special SIMs can be offered to LTE subscribers that address all the challenges of SIM form factors besides being affordable and cost effective. Subsequently, the team in consultation with Commercial department managed to finalize the Trio SIM Card which is an innovative option, combining all form factors in one single card as it fits in all SIM slots (Normal, Micro & Nano) of handsets. The particular cuts and thoroughly adjusted break-out forces of the 2FF, 3FF, and 4FF parts of Trio SIM allow the users to select and easily remove the required form factor for their devices. Then the Purchasing & Supply Chain team engaged multiple vendors for price negotiations and a 60% price reduction was achieved, thus making the Trio SIM an attractive and commercially viable product.

It is pertinent to mention here that Trio SIM Card option is one of its kind in the industry at this point in time.

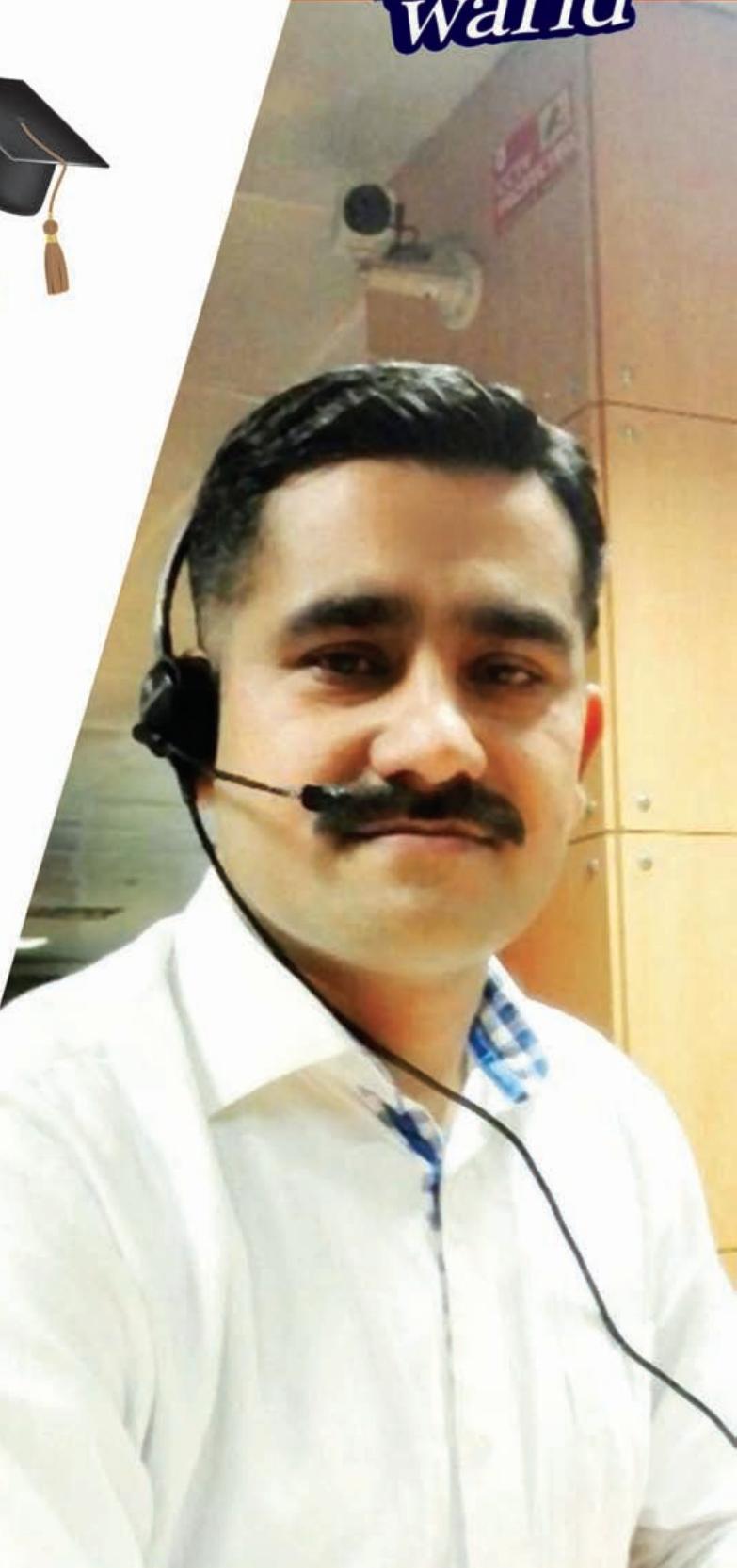
*Contributed By:  
Finance Division*

# "If you can dream it you can do it"

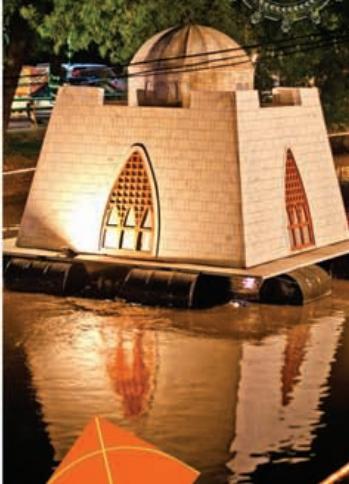
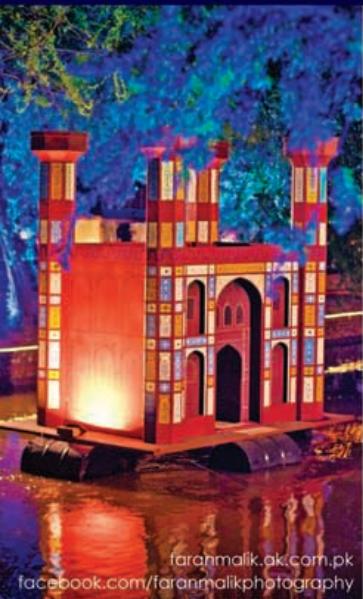
Like most boys of 16 I had dreams and aspirations in life. I had completed my matriculation exams and contemplated starting my FA. I hail from a family that understands and respects the importance of education. However, a series of events unfolded that made me deviate from my earlier set priorities and I had to leave any plans of further studies soon after. That is when I walked into Warid's Lahore Contact Centre, unaware of what fate had planned for me. I had applied for the role as an office boy and my aura was so at the time that the interviewer, himself, doubted I would honour the duties I had applied to undertake. The only person aware of my true position at Warid was my older brother, the rest thought I was working as a customer services assistant. For four days consecutively I had been in charge of dishwashing and every day I would go home and look at my hands in despair – sore, red, and burning. There were times when I wanted to give up but my brother always enforced the importance of finishing what I had started. Was this really the role that I was meant for in life?

I remained a tea boy for three years and it was during this time that a change came over me. I decided on going back to my education to achieve an FSC and becoming an active participant in the CS team. I successfully completed my education by doing evening shifts at Warid as well as commission based work at Warid franchises. Moreover, while doing my duty I occasionally mingled with the customer service staff and often advised them on strategies to deal with certain situations. Seeing my proactivity in this department, despite my menial duties, I was constantly encouraged by the employees to try and apply for a job to join their team. Other people that I owe a lot to, for motivating me and standing by me during this journey, are my brother – for always being there to boost my morale, Mr. Ahmed - the IT manager at the Contact Centre who assisted me in obtaining relevant textbooks to sharpen my skills during my education, and Ahmad Kamal – former head of CS who personally recommended me when I finally applied for the job. I consider myself lucky to have joined Warid Telecom as it gave me the opportunity to progress my skills and become the person I am today.

It was a challenging journey along which I learnt a lot and I could not have achieved it without having a patient attitude in life. I aspire to progress to the next stage, potentially as a franchise sales coordinator, once I acquire the necessary skills. In my opinion, the key to success is having a good intention and a firm belief in God. Hard work can never go to waste – you always attain the fruits of your labour at some point in your life if not immediately.



Interviewed By:  
**Shahzad Ahmad**  
(Commercial, Central)

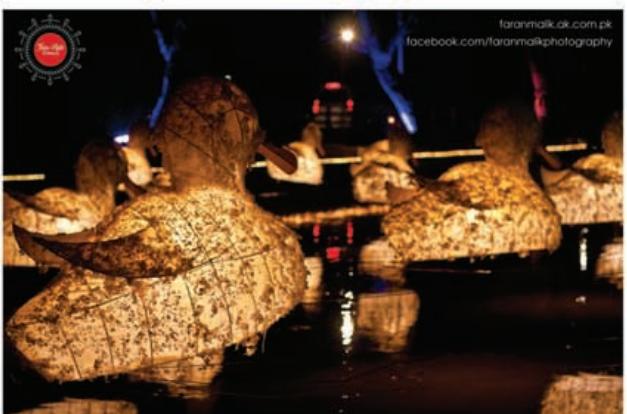


# Spring '14

The featured photographs are of the beautifully adorned floats that are used to decorate the Lahore Canal and were taken during the Spring season of 2014. Some of the floats feature Pakistani monuments and others featured animals, traditionally attired women, etc. This representation of our culture takes us down memory lane through the history of these buildings and for some the Basant festival tied to this tradition.

Amidst the recent turmoil in the country, it is a refreshing and positive representation of some of our key aspects as a nation. For kids it's a recreational activity to be enjoyed with constructive educational prospect on the importance of these symbols.

*Contributed By:  
Faran Malik  
(Finance)*



Celebrations are in order  
December 2014

## PSM Top Performers Celebration (Customer Services)

This celebration was in honor of my team members: Saad Munir, Waqas Qureshi & Seema Ismail who scored in Top 30% of the BC Employee for December'14. Saad scored 3rd position, Waqas 4th position & Seema scored 8th position Nationwide. Team had a delicious lunch at the center along with Mr.Tamuchin- RM CS OPS South.



## Employee Engagement Survey Goodie Bags

It was a great pleasure when we received the Employee Engagement Survey Goodie Bags. To make this more special I planned this shoot of handing over the Goodie bags along with the Employee Engagement Survey Standee at the back. At front end we try to keep our teams motivated & encourage such sessions.



## Drawing for fun

Well, I developed this hobby to clear my head, whenever I feel down and I need to reboot myself I start sketching. "Drawing makes you see things clearer, and clearer, and clearer still. The image is passing through you in a physiological way, into your brain, into your memory - where it stays - it's transmitted by your hands."

Contributed By:  
**Khurram Shahzad**  
(People & Culture)





## A Remarkable moment with IT South – Wishing All Best to Nadeem Awan

It seems like just yesterday when we were all talking about Mr. Nadeem Ahmed Awan's farewell as he was about to move on to experience a new opportunity.

I remember thinking that it would be hard to say goodbye ... and I was right - it is hard. Yet I consider myself fortunate to have such a special person ... a person that we care so much about ... that it makes saying goodbye to him hard!

Although we may be separated by time and distance in the interim, nothing will diminish the important role that you had in our lives. We wish you happy adventures, fantastic new friendships, amazing experiences and the journey of a lifetime.

# Kyon kay boss bhee kabhi employee tha

When I Take A Long Time To Finish, I Am Slow.  
When My Boss Takes A Long Time, He Is Thorough.  
When I Don't Do It, I Am Lazy.  
When My Boss Does Not Do It, He Is Busy.  
When I Do Something Without Being Told, I Am Trying To Be Smart.  
When My Boss Does The Same, He Takes The Initiative.  
When I Please My Boss, I Am Apple Polishing,  
When My Boss Pleases His Boss, He Is Cooperating,  
When I Make A Mistake, "I am An Idiot".  
When My Boss Makes A Mistake, He's Only Human.  
When I Am Out Of The Office, I Am Wandering Around.  
When My Boss Is Out Of The Office, He's On Business.  
When I take a Day Off From Work, I Am Always Sick.  
When My Boss Does The Same, He Must Be Very Ill.  
When I Apply For Leave, I Must Be Going For An Interview.  
When My Boss Applies For Leave, It's Because He's Overworked.  
When I Do Good, My Boss Never Remembers.  
When I Do Wrong, He Never Forgets.

Contributed By:  
**Saad Munir**  
(Commercial, South)



## “Quotes”

- 1) When my boss asked me who is the stupid one, me or him? I told him everyone knows he doesn't hire stupid people.
- 2) If you had to identify in one word the reason why human race has not achieved and never will achieve its full potential, that word would be 'meetings.'
- 3) There is only one boss. The customer. And he can fire everybody in the company from the chairman till down, simply by spending his money somewhere else.
- 4) A good boss makes his men realize they have more ability than they think they have so that they consistently do better work than they thought they could.

# Warid stands United with the Nation

A moment of silence was observed followed by a prayer for the victims of the Peshawar attack on the 16th of December in the presence of Warid Telecom's CEO Muneer Farooqui and all Warid employees at the Lahore head office.



Contributed By:  
Marcoms & PR department

# Project Go Kart



Contributed By:  
**Jawwad Sultan**  
(Commercial, Central)

Pakistan is a land of people with limitless potential and immense talent. When given an opportunity we do wonders. Being a motorsport lover I am saddened by the neglect in this sport with few prospects available to pursue my passion. I am not easily discouraged; on the contrary I am motivated to do something positive about it.

With that passion and commitment in my heart, I decided to build my own "GO KARTS". Go karting is the starting point for any motorsport follower. All the big names of Motorsports have come through the Ranks of GO Karting who converted their learning on the track into a professional career. Though I did not have any prior knowledge, I was deeply committed to my goal. I learnt the ins and outs of the game by avidly following it on television and internet.



I did a complete research on how to build a GO KART. The moment I embarked on this adventure, I came to realize that it wasn't such an easy job since the required material, equipment and expertise were not available. I went all over Lahore searching through different parts of the city. After many long days, I finally managed to gather the materials and equipment. Second part of the project was to find skilled craftsmen to convert all the materials and

equipment into what I had planned for. There is a lot of precision required for building such a product, a small mistake or miscalculation can result in a technical glitch which can make your whole project void and can force you to start over, or worse result in physical injuries.



Since we don't have public go kart tracks, I had to design my karts in such a way that they could be driven on the roads of Lahore. This meant changes in the actual design, recalibrating the wheel base width, ground clearance and height (seat base with driver head). With these requirements taken care of and after many long hours and almost being kicked out of my home, I proudly managed to unveil the first indigenously developed GO KART made by a Pakistani from scratch. By the end of the project I ultimately ended up having 4 Go karts instead of one. My Go karts have caused quite a stir in my community and my friends. They are thoroughly enjoyed over our national holidays and form an integral part of all festivities, including Independence Day Rallies, Pakistan Day Rallies, and Defense Day Rallies etc. They are also a tribute to the craftsmanship of our local technicians.

In the end, I will ask all my colleagues never to give up on your dreams, follow your heart for you can achieve the unachievable with passion and total commitment.

## Self Exploration



*Let me live my life  
Let me dive deep into myself  
And explore my true identity  
Let me know who I am  
And what is the purpose of my life  
Let me take a breath in fresh air  
And walk through fields and hills  
Let me live my life  
According to my own desires and wills  
I will stand and I will fight  
I will bear all the woes without plight*

# We grow together: *Learning initiatives*

## Management Discussion Sessions

This year started with hard core focus on building functional needs for employees which includes basic training requirements such as getting trained at intermediate or advance level of MS Excel or learning about software security dynamics. There were two different sessions provided to gain expertise on MS Excel, covering both intermediate and expert levels. Awareness on software security was also provided to employees. Alongside, "Management Discussion Sessions" were facilitated for employees, a platform where the management connected with the employees and share the company direction

Contributed By:  
Organizational Excellence  
Department



## Karachi Sessions



## Leadership by Care & Growth

"Leadership by Care & Growth – Etsko Schuitema" was made available to complete Manager Grade all across Pakistan. It is understandable since all leadership is at the heart of any organization's performance. Keeping this in consideration, all Managers, Sr. Managers and Senior Management team (Including CEO) attended "Leadership by Care & Growth – Etsko Schuitema" that included important topics like Means, Ability & Accountability with a benevolent intent, helping Warid's management realize modern challenges of leadership while developing high performing teams.

Moving forward, training team is determined to deliver quality interventions in times to come.



*Contributed By:*

**Organizational Excellence Department**

## Warid tops customer satisfaction

The telecom sector in Pakistan is growing at a very fast pace as opposed to other sectors in the local economy. It has progressed significantly and provides the latest technologies, the most recent being, 4G LTE technology offered by the leading telecom providers.

Warid launched its LTE services at the end of FY14 thus guaranteeing its presence in the industry. According to the PTA annual report of 2014, a mere 2602 complaints are lodged against Warid indicating the highest level of customer satisfaction achieved by a telecom company. The company has surpassed the set standards for 'Call Completion Ratio (98%)' by accomplishing



99.4% - the highest in the industry and a target that none of the other telecom operators managed to attain. It has also scored the highest in terms of 'Call Quality (MOS>3)' which at 3.19 was not achieved by any other operator.

This is the second consecutive year that Warid has the lowest customer complaints among all telecom operators. Our company has succeeded in raising the benchmark in the standard of service in the telecom industry and in doing so not only has it maintained its clientele but has succeeded in attracting more customers.

# Finance for Non-Finance

In the modern corporate world it is important for the managers to be able to understand the financial aspects of the company and have an idea of the potential financial impact their decisions may have.

Considering the emerging needs of capacity development of Warid staff, Warid Organizational Excellence team arranged a series of soft skills workshops with the help of our internal trainers. Such a session, "Finance for Non Finance Managers", was held for Warid South regional staff at Karachi. It was facilitated by Warid Finance Team member, Mr. Sajjad Ali Gauhar, who is a qualified Chartered Accountant by profession and currently serving in Financial Accounting department as Sr. Manager.

The participants of the training sessions were given insight into the financial aspects of the organization in



*Contributed By:  
Sajjad Gauhar  
(Finance)*

layman terms. In addition, the content of the training was aimed at enabling the participants to do the following:

- Demonstrate their value and ROI to their peers
- Interpret financial statements and make decisions based on the data they provide
- Understanding of Financial Terms



We received unprecedented attendance on both days and overwhelming feedback by the participants. Most of the trainees termed this course as extremely useful.

## Project Management

Ahsan Maqbool has been part of the Warid family since April 2012. He joined Warid as Manager PMO (Program Management Office) and soon became an integral member of the PMO team. His diverse experience in project management (PM) has benefited not only Warid as an organization but also his colleagues immensely. Ahsan in collaboration with Organizational Excellence team has delivered specialized Project Management courses to more than 100 participants, designed PM courses catering to the needs of his colleagues in lieu of Warid's environment. His training methodology and course outline was regarded highly and well appreciated by all the participants. The course was able to help participants understand best project management practices, it made them more apt in dealing with daily life projects, it helped them understand key project factors that contribute to any project's failure, and made them more aware of the risks and challenges facing a project and educated them on how to avoid them, bringing benefit to participants and organization both.

Participants were able to practice a live project during training which allowed them to practice their learnings. Overall, the training equipped the participants with the skills needed to effectively and efficiently manage their projects.

Ahsan's contribution has resulted in cross-divisional collaboration and peer-to-peer benefit around organization.



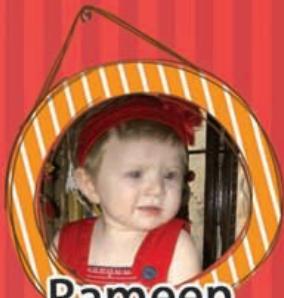
*Contributed By:  
Ahsan Maqbool  
(Technology)*

# Baby Bonanza

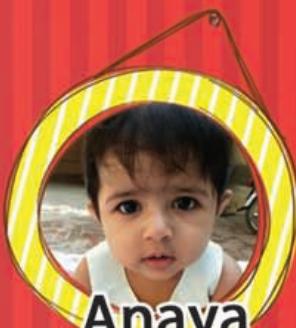
A baby fills a place in your heart  
you never knew was empty!



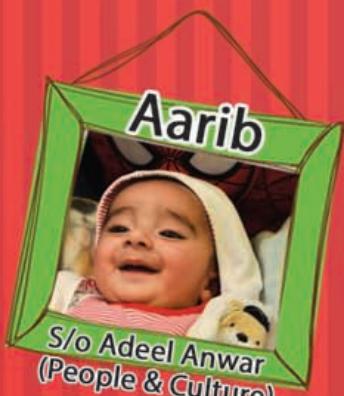
**Murtaza**  
S/o Saleem Khan (Finance)



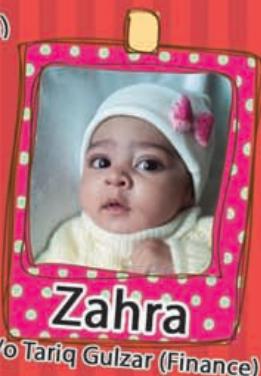
**Rameen**  
D/o Faisal Farooq  
(Commercial)



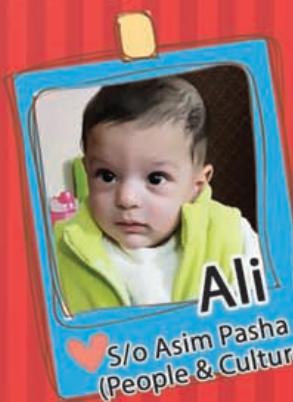
**Anaya**  
D/o Sana Khalid  
(People & Culture)



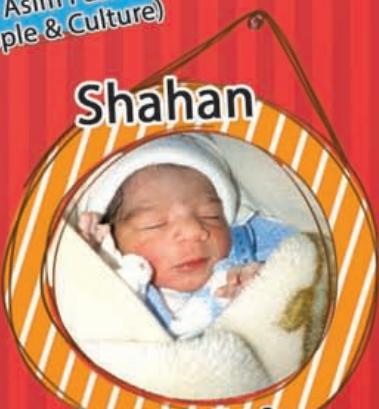
**Aarib**  
S/o Adeel Anwar  
(People & Culture)



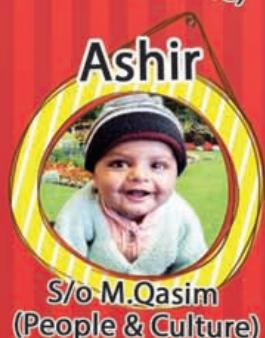
**Zahra**  
D/o Tariq Gulzar (Finance)



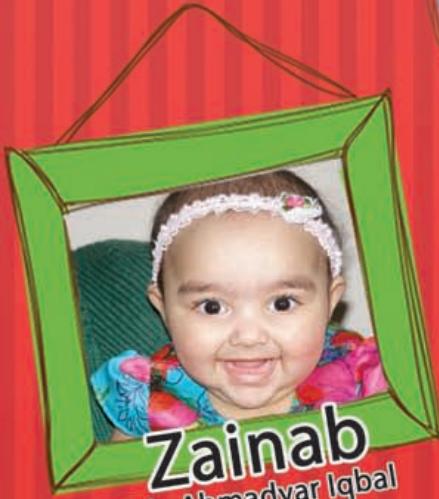
**Ali**  
S/o Asim Pasha  
(People & Culture)



**Shahan**  
S/o Sunil Shafique  
(Commercial)



**Ashir**  
S/o M.Qasim  
(People & Culture)



**Zainab**  
D/o Ahmadyar Iqbal  
(Commercial)

# Shine to Inspire

## Creativity & Innovation on the rise

I am a part of Post Paid Sales & SME team, Gujranwala. I was recently awarded by Mr. Amer Aman Khan, RCD Central Region, for achieving 159% of assigned target, which is among the highest nationwide. I believe in the following quote: "Aim High, Achieve High". I always take challenges and try to achieve the maximum. I am proud to be a part of Warid Telecom. It provides me a platform to explore myself and in return, receive recognition from the Management, which motivates me a lot and giving me the strength to perform better than before

*Contributed By:  
Atif Mubashar*

*(Sr. Postpaid Sales & CS Franchise Coordinator)*



## Saving of Millions of Dollars by in-house development of IPDR solution

The demonstration of Phase 1a of Warid's IPDR solution was successfully carried out most recently. Warid is the first Pakistani operator to demonstrate IPDR compliance. Warid is proud of the following employees who worked relentlessly in designing and building the solution in record time whilst saving the company millions of dollars. It is notable to mention here that the solution was built in house at zero costs.

- Abdul Rauf - development of IPDR front end / back end and meeting aggressive timelines
- Imran Masroor - for setting up (multiple) syslog servers
- Fauzyab Ahmed- for supporting connectivity of IT and Engineering nodes
- Mansoor Ahmad – for overall project management and security design
- Yasir Junaid - Packet Core support

The group was recently recognized for their efforts by **Mr. Ashar Hayyat Siddiqui (Regional Technical Head – South)**. Hats off to all team members and congratulations on a job well done.



## Our Innovations

*"The best way to make your dreams come true is to wake up." – Paul Valery*

It feels great to get noticed for your achievements especially on a platform like 'My Warid'. This success story is related to the much talked about achievement of Warid becoming the first network to transform from 2G to LTE.

Call Center being an integral part of CS was required to come up with major plans to maintain service levels and best customer experience considering the heavy forecast of immense call load on agent desk due to the extensive 4G media campaigns.

For this very purpose, call center management assigned me with the task of ensuring Self Service options for our customers so that they may get LTE service without the requirement of calling our helpline. With this project I knew that at the end we needed to have a vantage point in the market.

My team and I planned out the launch of LTE USSD Menu (\*400# & \*777#) and LTE IVR (321 & 100). These self-services served the purpose to give our customers an easy and convenient way to get LTE details, subscribe to LTE bundles, check LTE coverage, get handset settings and even to confirm data counters.

These services were officially handed over to customers on 26th December, 2014 along with LTE transformation. Our IVR is handling an enormous 65% of total LTE calls received since LTE launch. 5500 daily hits have been recorded on LTE USSD Menus. This resulted in revenues of upto 100K rupees daily via bucket activations and an overall 40% of successful actions against each string dialed. Here we can proudly say that these self-services have contributed immensely to keep the figures of call center still in GREEN and also added a WOW factor to customers' experience.

After months of intensive work and continuous effort on LTE launch, what came as a real surprise was getting the recognition award from our National Hero Mr. Shahid Khan Afridi. This moment was really special to me and resulted in "what else can be asked for". I would sincerely like to thank Customer Service Management, firstly for allowing me to lead this project and for giving me a perfect breather in shape of getting awarded from Boom Boom.

InSha Allah, I will try to deliver same level of performance in future as well.



Contributed By:  
Muhammad Usman Rana  
(Commercial, Central)

## SIA, POFC & O&M NOSS- South Team Achievements:

The team practices a blended approach while driving maximum results in their area of responsibility. They enjoy working on multiple dimensions and challenging tasks which allow them to explore the edge of their previously achieved targets and fuel them to further expand their skill-set.



## Our Innovations

Recognition: Masam Mahmood- Assistant Manager Service Development Technology recently facilitated the internal/external employees to enable LTE/binaries updates on Smart Phones. Masam was recently awarded a certificate for outstanding contribution and was formally recognized by Abdul Moneeb Director NSS Planning.

Masam Mahmood joined Warid back in Sep2010, left British Airways/Prolog UK. He is actively involved in various automation projects in Technology Sector. His most recent contributions during the Warid 4G/LTE launch, he provided technical support and conducted interactive training sessions with various divisions to help in activating LTE on smart phones by updating binaries and smart codes.



*Contributed By:  
Technology Division*

## CS Front End Warriors



Business Center CS Operations is one of the most efficient and vital teams of Warid Customer Service Division. This team has worked endlessly to make 4G LTE launch a successful and to cater to PTA 668 and SIM re-verification requests with limited resources at disposal.

The staff had to forgo their days off and worked six days a week to meet the increased customer influx at Business Centers nationwide without compromising on service quality and customer experience with minimum impact on KPIs.

The stats and achievements mentioned below, in the last quarter of 2014, speak for themselves:

- Footfall at Business Centres increased by 25% in December 2014 and is maintained at 60% as of January 2015.
- 17,500 4G LTE SIMs were issued to walk-in customers.
- Biometric re-verification and PTA 668 Campaign was implemented successfully.
- Postpaid sales increased by 49% in December 2014, while quarterly postpaid sales rose by 24%.
- The CS Operations team maintained best average customer wait time in the industry at 0:00:35 and 0:00:36 seconds in October and November 2014 respectively. Furthermore the best average customer transaction time in the industry was recorded at 0:04:47 for the quarter.
- Instant customer endorsement for the quarter was 97.39%.
- Sales of Iphone and Andriod phones were tallied at 129 handsets in 35 days

We are grateful to and appreciate the efforts of each member of our CS OPS team for their outstanding performance and contribution towards a better customer experience.

*Contributed by:  
Nauman Saeed  
(Commercial, Central)*

# A decade of achievements

Nughmman Butt (Senior Manager NMS & Network Security Technology) completed his 10 years at Warid and was awarded by Abdul Moneeb Director NSS Planning to celebrate his outstanding contributions over the last decade.

Nughmman Butt emigrated from the UK to join Warid back in Dec 04 before commercial launch. He started his career at Warid in Operations as Manager NMS before moving into his current role. During his time here he has contributed to many NMS, Security and regulatory related projects such as Migration of the Network Operations Centre from Spencer to Kot Lakh Pat, and the design, planning and upgrade of Ericsson's OSS-RC which is used to monitor Warid's Radio and CS core network. Projects in the pipeline include upgrading of the network security infrastructure and implementation of a Network Quality Management System from Empirix.



Contributed by:  
**Technology Division**

## Together, We Will Make The Difference

In the history of MFS department, 2nd December, 2014 was marked as the DR DAY. The team geared up to set a benchmark for MFS departments' achievements, and prepared to take a huge challenge of 4000 DRs in a day.

After a short motivating speech by Mr. Talib (RCD), teams spread out in the market to gain what had their name on it, Success! Three departments (MFS, Sales & Distribution and Trade Marketing) worked together as a team to achieve the goal.

By lunch time, encouraging reports started reaching the regional head office, the morale was high, the spirits were immovable. Teams from South II and South III were also performing tirelessly to give a tough time to all the participants and indeed they did.

Contributed by:  
**Sharjeel Abdullah**  
(Commercial, South)



End of the day reports were amazing, they indicated what we all had hoped for. The day ended on a high note with the team celebrating their success and aiming for a better performance in times to come. Every individual proved that Together, We will make the difference".



## The International Roaming Team takes you by a storm

**S**yed Ali Altaf (Senior Executive, International Business) took the initiative of launching 3G data services globally to use on international roaming. The launch of 3G services on international roaming was the first of its kind in the industry and highlighted Warid's incessant drive to look after its loyal postpaid customer base. Ali was able to achieve this feat in a very short span of time. He was able to launch 3G services with 60 operators in 44 countries within 45 days. He arduously worked alongside international operators to ensure the smooth launch of 3G services for Warid roammers. The timing of launch was very crucial as it coincided with the arrival of 3G services industry wide. The launch of this service has received rave reviews from industry analysts and has enhanced Warid's reputation as a caring and dynamic company attuned to changing market dynamics of the telecom industry. For his dedication and outstanding achievement, he was awarded a certificate for "Creativity and Innovation".



**Faqir Syed Fasihuddin** (Assistant Manager International Business) spearheaded the project of activating roaming on existing prepaid subscribers by default. High ARPU prepaid customers were shortlisted and prepaid roaming service was activated on these numbers from backend. Till June 2014 a total of 850,000 customers have been provisioned with this service with more to follow. This initiative had a significant increase on Warid's prepaid roaming customer base and revenue – revenue doubled within the last three months. This activity has given the ease and convenience to Warid's subscribers to roam freely to all destinations where Warid has prepaid roaming agreements without the hassle of following existing activation process. To further enhance the customer experience, Warid has now taken a step forward towards automation and providing roaming service through biometric device which will give new prepaid subscriber roaming services upon activation. For his dedication and outstanding achievement he was awarded a certificate for "Creativity and Innovation".



Contributed by:  
International Business &  
International Roaming Department

## Celebrating Top Performance

Mr. Amer Aman (Regional Commercial Director for Central Region) celebrates top performance in the country in connection to sales (Pre- Paid, Post- Paid and Corporate), Mobile Financial Services, Biometric (deployment and re-verification) and Recharge.



*Recognition Stories*

# 1K Business Center Teams wins the race

Warid 1K Business Center Team, is the backbone of Customer Service Division. Ours is the sole Business Center in Lahore serving over 15K customers on a monthly average. This team has faced the real heat of LTE launch plus a successful testing period.

Below are some milestones, which we would like to share:

- Highest customer walk-in-interaction nationwide.
- Highest revenue among all Business Centers nationwide.
- Around 20K customers were served in the month of December 2014, after the successful launch of LTE.
- A team of 16 people have issued approximately 6298 LTE SIMs in December 2014.
- Official SIMs for all Lahore based employees were changed to LTE by 1K Business Center Team.
- This Team has introduced all new users of LTE through a dedicated LTE corner at Business Center.



Contributed By:  
**Agha Baqar**

(Commercial, Central)

## A story of Operational Excellence

From the Revenue Assurance team under the Finance Division, we have a recognition story for this period featuring Shehla Shaehzadi.

Shehla was recognized and appreciated for her continuous efforts towards comprehending the Revenue Assurance tool sets and tricks of trade. Her operational skills contributed to timely identification and recovery of significant revenue losses specifically in the domains of Roaming and Content Provider.

On outbound roaming side, through her operational excellence, TAPIN vs. CCN reconciliations were optimized. These are discrepant cases where the roaming partner was charging Warid for outgoing SMS, while the subscribers were on roaming, but these were not being charged by Warid to the subscribers. On content provider reconciliations side, she contributed towards a saving of PKR 2.5 million on account of invalid hits and duplicate invoices by the third party content provider.

Because of her valuable contributions, positivity in the workplace & towards the team and learning of new tool sets; Shehla was recognized and was awarded an Operational Excellence Certificate.



*Contributed By:  
Finance Division*

## Taking a Step Ahead

Certified Information Systems Auditor (CISA) is a globally recognized certification in the field of audit, control and security of information systems. CISA gained worldwide acceptance having uniform certification criteria. The certification provides a high degree of visibility and recognition in the fields of IT security, IT audit, IT risk management and governance. Possessing the CISA demonstrates proficiency and is the basis for measurement in the profession.

Audit, Risk & Corporate Governance (ARG) plays a crucial role in identifying control weaknesses and recommends the appropriate measures to plug-in the gaps. It is a moment of pride and distinction not just for ARG but for Warid as well to have internationally recognized credential holders on board. This certification will empower the ARG to effectively and efficiently play its role in combating the challenges related to risks of Information Systems and will ultimately benefit Warid. The entire ARG team would like to congratulate Mr. Siraj and Mr. Javed on the successful completion of this certification.



# Financial Accounting and Financial Risk Monitoring Achievements during the current Financial Year

## Franchise Receivables Portal

Previously, Finance Operations team was managing Franchise Billing Receivables manually at national & regional levels. It involved collection of data, verification of the amounts deposited by Franchises and follow up of reconciliation related queries. Following the overall automation objectives set at Divisional level, all these processes have been successfully automated in the form of "Franchise Billing Receivables Portal". This will enable us to achieve the goal of reducing ageing days of such receivables, which will have a positive impact on Warid's cash inflows, vis-a-vis effective receivable management through centralized reporting. The portal includes a management dashboard which will help us to monitor Franchises' performance in terms of billing collections, bank deposits and conversion of receivables to cash [ageing days].

## Recovery of Long Outstanding Receivables

Site sharing business has developed as a new revenue stream with plenty of growth potential. Warid was one of the pioneers of site sharing business in the telecom industry in Pakistan. Considering the importance of the tower sharing business, it was imperative to develop processes & procedures for timely settlements of dues for smooth cash flows. With the help of Engineering & Government Relations teams and using the platform of Site Sharing Working Group, we have managed to recover long outstanding site sharing receivables amounting to approximately PKR 900 million within a span of 3-6months, thereby reducing the ageing cycle to 1-2 months.

## BTS Bills Payment through MFS

Electricity bill payment of BTS is a huge time bound task and to a great extent our network coverage is dependent on seamless and duly paid electricity supply. A lot of manpower and effort is put in this regard by Engineering and Finance. In order to make this process more efficient, Finance team envisaged to use the MFS (mobile financial services) platform for payment of BTS electricity bills. With the support of Treasury and Financial Operations teams, the bill payment through MFS was initiated to create internal business for our MFS revenue segment and further automations in this regard are in pipeline. In the near future, we will be paying most of electricity bills through MFS which will enhance our functional efficiency and achieve considerable reduction in bills processing time.

## Curbing Grey Traffic

During recent past, Fraud Risk Monitoring team has managed to increase process efficiency through automation of Grey Traffic Monitoring and HUR (high usage report) generation processes. Previously all these processes were being performed manually which entailed considerable efforts and man hours of the subscriber monitoring team. The above mentioned automations have significantly improved these processes and optimized additional 3-4 team working hours on per day basis.



Contributed By:  
**Finance Accounting &  
Financial Risk Monitoring Department**

# Fun at work at CAFE 321



*"If you have a dream, don't just sit there. Gather courage to believe that you can succeed and leave no stone unturned to make it a reality."*  
Roopleen

It was the same belief that led to the accomplishment of the long awaited project, Café 321, which was completed in less than a month after going through many tiring days and sleepless nights. The Café 321 at Head Office and Spencer was launched along with other facilities for our valued employees that include a day care at head-office and Lahore center, ladies prayer area and a dedicated gymnasium at the Head Office. This project was initiated to provide our employees with a comfortable environment where they can have their meals, and also freshen up during long working hours. This initiative has also helped us in enhancing employee interaction among cross functional teams. It gives us immense pleasure to see how the employees are enjoying the new facilities and having fun at the workplace.

This brilliant success is the result of untiring efforts of Muhammad Burhan (AM Organizational Support Services – Equipment) and Mobin Khan (Executive Equipment) from Organizational Support Services department who led these projects by taking keen interest and ensured that timelines are met. A recognition ceremony was also held at Café 321 to acknowledge and appreciate the relentless efforts made by our valued team members. We hope that our Warid family will continue to enjoy the new facilities and we look forward to enriched employee interaction in times to come.



Contributed by:  
People & Culture Division

# SMS Based Number Reservation Project

**SMS Based Number Reservation** project was launched in November 2013, the purpose for which was to provide hassle free number selection and reservation through SMS.

With this service, Warid customers have the ease to confirm the availability of their desired number via SMS and can also get it reserved against their CNIC. Upon successful reservation, a code is provided to the customers, which is presented along with the original CNIC at the nearest Warid Business Centre or Franchise to receive the reserved SIM.

Customer facilitation was earned through this project resulting in 2,147,439 hits on 4321 (Short Code for Number Reservation) generating revenues of Rs.6,442,317.

Furthermore, 353 Warid family members opted for special category numbers engrossing total revenue of Rs.7,351,491 as of 7th August 2014.

This project was also acknowledged as "**Best Innovative Project of the Year**" in Customer Care Employee Day 2014.



## My Experience in Warid

"What I like most about Warid Telecom, is that the learning never stops. Through day-to-day work activities and numerous challenges, I'm constantly improving and discovering my strengths. I'm able to gain valuable exposure by interacting with colleagues from other functions and learning from their experiences. I would say that Warid is accommodating and the organization provides you with an environment which is nurturing and focused on employee development.

My primary objective is to provide solutions to our clients, to

Contributed By:  
Muhammad Farrukh Zamir  
(Technology, South)



enhance their efficiency. Due to rapid and constant changes in the business environment, our strong management team is constantly keeping itself up-to date with the rapidly changing demands; that's why our innovative and creative solutions for our clients are always a step ahead of time. For me, all our clients are special and they deserve special preferential treatment. My intent is to provide our services and solutions in a stipulated time meeting their diverse needs.

# Burhan with team charges up KLP

In a country that has over 12 hours load shedding in urban areas and over 18 hours load shedding in rural areas, it is not easy obtaining a dedicated commercial power line. This is a story of how untiring efforts, sheer commitment and undefeatable courage can help you achieve something ordinary people consider impossible.

While the construction of Warid's technical network hub at Kot Lakh Pat, MSC Office was in progress, Organizational Support Services was given the lead to solve the power supply issues. The team took up the challenge and courageously took to task to find a solution to the organization's commercial power needs.

Muhammad Burhan with team, Aymen Elfadi, Azhar Lodhi, Murad Khan, Mobin Khan and Omair Arshad, planned to obtain an independent feeder for the KLP office to ensure business continuity. The task was to fetch a 1440 KW commercial power for the KLP office, laying of 3 km long high tension voltage line and poles from the LESCO grid till Warid MSC.

While no easy task, the team readied itself to face this challenge. The story unfolded over two long years along with the team's untiring efforts. The team had to put up a strong face when confronted with red-tapism in government departments. They had to cover all legal requirements, cope with financial and time constraints, obtaining approvals from PHA, LDA, LESCO, WAPDA,

IDCO, NTDC, and what not. Our brave warriors trudged along, undeterred never giving up. They vowed not to settle for anything less than getting the dedicated power line required for the KLP office. In order to set up the infrastructure, the power in the surrounding areas had to be cut off by LESCO to allow massive working on lines. Such approvals were one other big task the team achieved. Driven by their vow, they worked tirelessly, committed to achieving this milestone within the allotted time and superbly managing cost constraints. Well done, team KLP!!



*Contributed by:  
People & Culture Division*

## Going beyond **call of duty**

Warid and Ericsson have a relationship as old as Warid itself. Ericsson is Warid's major business partner providing telecommunication equipment and network services. The services part is looked after by Ericsson's Warid Managed Services (MS). There is a very close collaboration between Warid Engineering and Managed Services team and a few individuals from Managed Services have gone the extra mile to achieve Warid business objectives. Today we are recognizing the outstanding efforts that Rana Kaleem and Ahmad Yasin put in as part of the Data Transcript team in Ericsson Managed Services team that manages the day to day network changes in the Warid network on behalf of Warid Engineering team and against the network operational requirements. Their attention to detail, their zest for improving the network and their support in transferring and sharing knowledge with others is admirable. Their recent support to provide the solution for PRI overflow mechanism in short period of time is recognized and their efforts were appreciated. They were presented with certificates & souvenirs by Mr. Muhammad Junaid Rashid, Senior Manager CNOS in the presence of MSCOO Talat Qammar, NOC Manager Saeed Ahmed Abbasi along with Farooq Sheri Manager Signaling/IREG.



*Contributed by:  
Technology division*



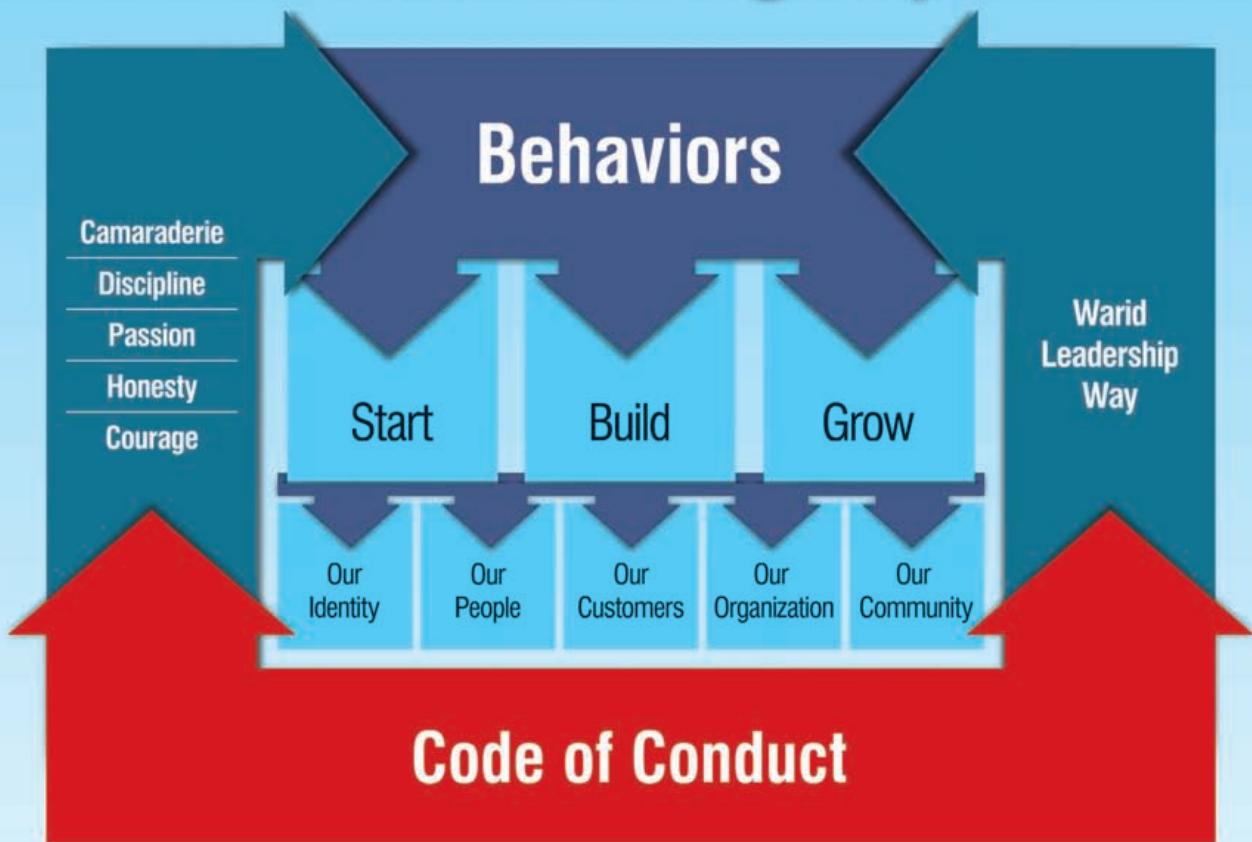
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## Warid Working Way



**M**y Warid is a bi-annual magazine that connects employees with the rest of the organization. Offering a diverse mix of articles, interviews and stories, the magazine has been designed in pure spirit of celebrating one big family of enthusiasts, artists, technicians and leaders. The content has been carefully handpicked to cover all areas of personal and professional endeavors of Warid employees.

Interested in writing for us? Feel free to get in touch with the Editorial Board and share your writings with us at:

[Warid.Newsletter@waridtel.com](mailto:Warid.Newsletter@waridtel.com)

Warm Regards,

*'My Warid'- Editorial Board*