

# PSO TIMES

**42<sup>ND</sup> ANNIVERSARY OF PSO**  
**PSO FUEL SALES PROMOTION CAMPAIGN**

A DIGITAL JOURNEY  
**PSO CORPORATE CAMPAIGN**  
**MEFIL-E-MILAD**

**LADIES PICNIC – 2018**  
**TRAININGS**  
**PERSONAL CONTRIBUTIONS**



Every Journey Begins Here





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# From Managing Editor's Desk

I am delighted to present another edition of our very own journal, the PSO Times, with some insightful recollections from last few months. Contribution by our colleagues has helped us in bringing the latest happenings together from various parts of the company. Our focus in this issue is squarely on the recent developments around us.

I know that the single most important ingredient of the success of PSO is our people. They have opportunities for personal growth and learning in an engaging, challenging and rewarding company with a bright future. I also understand that each individual is unique – with different perspectives, backgrounds and experiences that influence and inform their ideas and opinions which are valued. These differences lead to innovative ideas and better decisions which makes us a successful corporate citizen.

I would like to thank everybody who admired the reshaped PSO Times by making it a comprehensive and a factual expression of the organization, and I am delighted that the presentation of the newsletter matches the quality of the content compiled by our coworkers. This issue of the PSO Times offers an exciting mix of articles and success stories that we have created over the past few months as a team. It will, I hope, give useful and helpful information to the readers.

We are open to suggestions for the betterment of this in-house magazine. I'd also like to express my thanks to everyone involved in bringing this together.

Happy reading!

**Imran Rana**  
Managing Editor

## Contributors

- Brand Management
- Quality Assurance
- Infrastructure, Projects and Maintenance
- Security Services
- Talent Management
- Corporate Communications
- Information Technology
- Aviation
- Operations
- PSO Club
- Retail Business

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We salute the Heroes of our Nation  
and stand shoulder to shoulder with  
our brave defenders.



Every Journey Begins Here





# PSO Values

## Excellence



### **Sami Ahmed Undre**

**Senior Executive - Non-Fuel Retail**

I joined PSO in September 2002, since then I have worked in a number of departments such as IT, Exports, Supply, NBD and currently at NFR. In this time, I have come to realize that overall the company employees are aware of their jobs and tasks at hand and make every effort to complete it in time. Furthermore, they all share a common vision of striving hard and achieving excellence in their own individual capacity and also as a collective unit. The PSO management is cognizant of this fact and has taken some initiatives to promote excellence in all facets of work in the organization.

## Cohesiveness

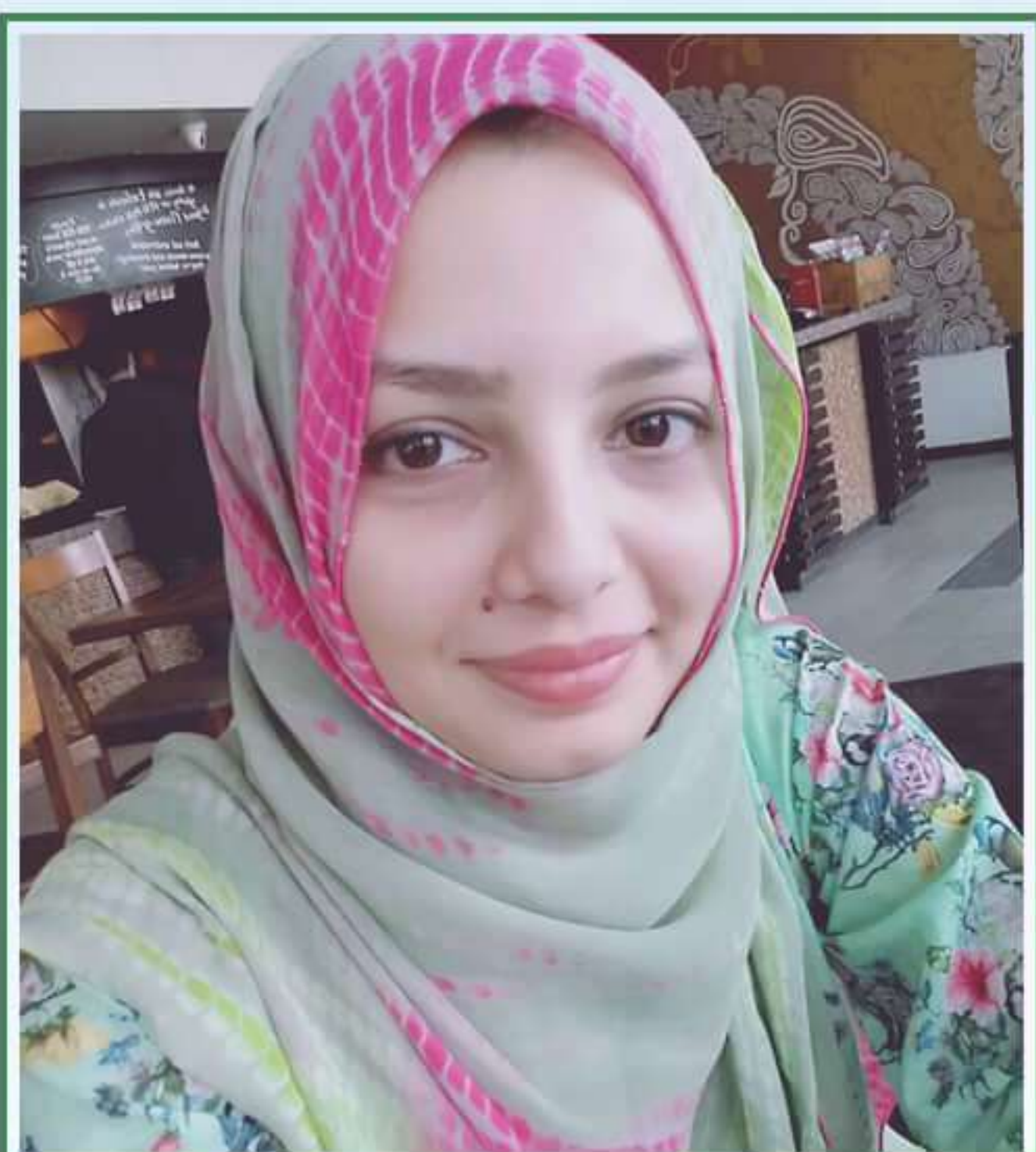


### **Rana M Idrees**

**Deputy General Manager - Logistics**

Being a public sector organization, life in PSO is full of challenges, the challenges which are so diversified and multifaceted that an individual effort does not bring in desired results. Clear and consistent communication, both at official and unofficial level, has helped many of us to bounce back and also taught us to not get blindsided by the negative thoughts arising out of the difficult situations. Taking this opportunity, I would like to say 'Thank You' to all those wonderful people who have always stood by my side and guided me in the most testing and challenging times.

## Respect



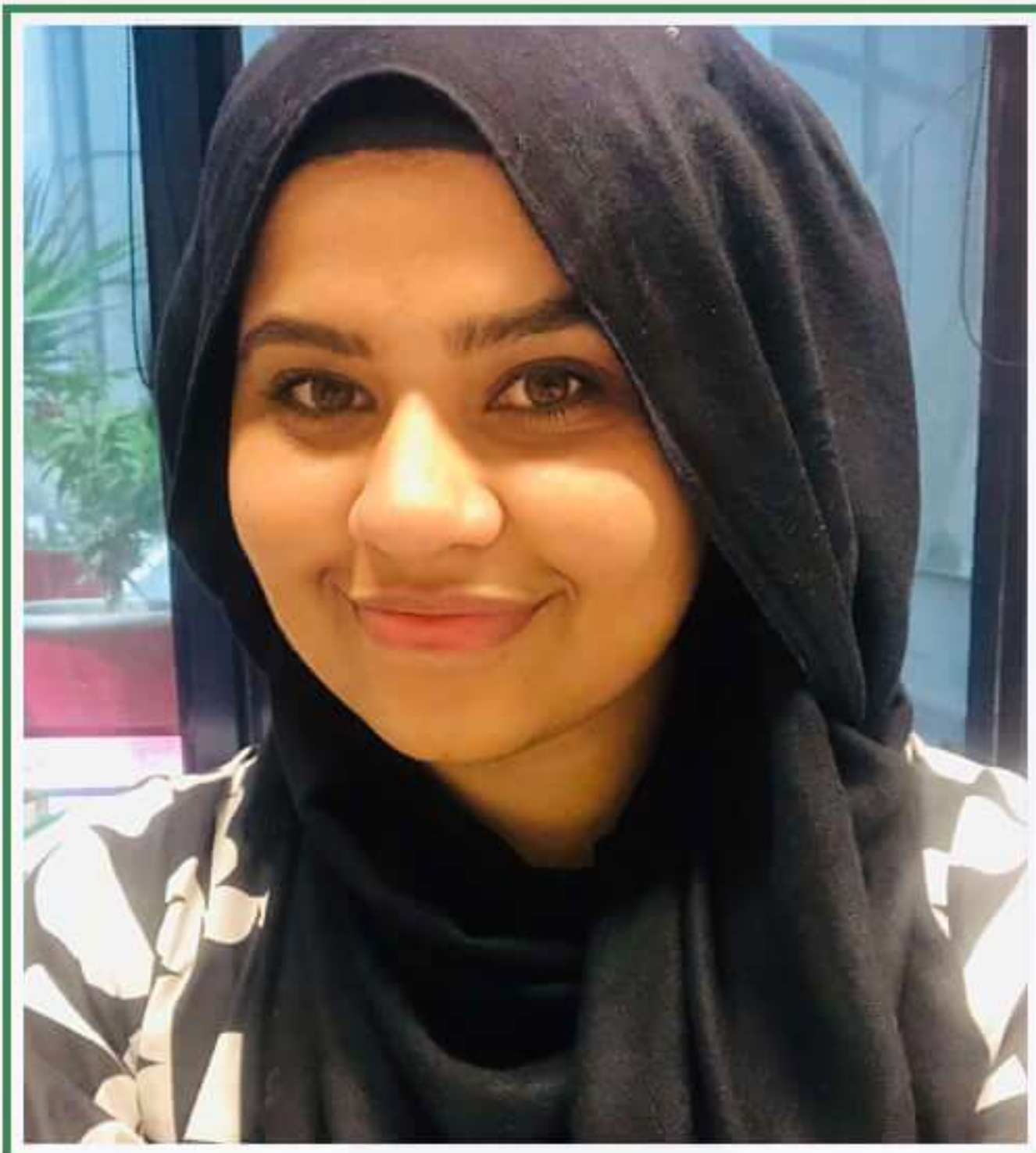
### **Maliha Wahid**

**Senior Officer - Human Resources**

'What's important to an employee at a workplace? Well, it depends from person-to-person but for me it is 'Respect', hands down, and this is what has been making my journey at PSO worth the effort I have been putting in my work. The company truly represents the national culture of Pakistan in terms of employees' diversity, who portray mutual respect for one another, making it a positive and productive workplace. Moreover, the regard for female contribution as an equal gender is what makes PSO one of the finest organizations to work with.



## Integrity



**Nowsheen Khan**  
Senior Officer – Logistics

Writing about integrity I believe the commonality that strikes everybody's mind is to have strong moral rectitude and upstanding character but maintaining integrity at workplace demands added upright practices as small as being honest and loyal with one's work and team to as significant as adopting an ethical approach to decision making.

Based on my experience, practicing "Integrity" did not only enable PSO employees to connect in professional capacity but has tied them into a firm bond of family "The PSO Family."

## Innovation



**Faiza Afzal**  
Senior Executive - Brand Management

It was during my college years, that a friend excitedly told us about a really cool new petrol pump, that had just been renovated. "How could a petrol pump be 'cool'! They are so messy and boring", I thought. While on our way back from college, that friend decided to show us the new pump. We all went quite grudgingly as it was out of our way. It was PSO Stadium Service Station, Karachi. And man! What a place it was! It looked totally out of the "English" movies! new, bright, clean, shiny and very modern. "PSO indeed is a cool and innovative company", I thought. Little did I know, that some years later, I would actually become part of this 'Innovative Company.'

After joining PSO in 2005, I realized how deeply innovation is ingrained in the Company, at all levels. Whether it is transforming our Retail Outlets; or introducing state-of-the-art Shop Stops; or pioneering value-added services like ATMs, eateries and vending machines at the forecourts; or simply improving our processes for offering a better customer experience – new areas and avenues are continuously being explored to give PSO a more composite and futuristic direction. This is my PSO!

## Corporate Responsibility



**Babar Hamid Chaudhary**  
General Manager - Procurement and Services

'Corporate Responsibility' is an integral value of PSO. Over the years this function has not only evolved immensely but advanced for improvement. People in general understand the importance of community service and have a considerate view on philanthropy. Corporates have a responsibility towards community wellbeing that should be encouraged.

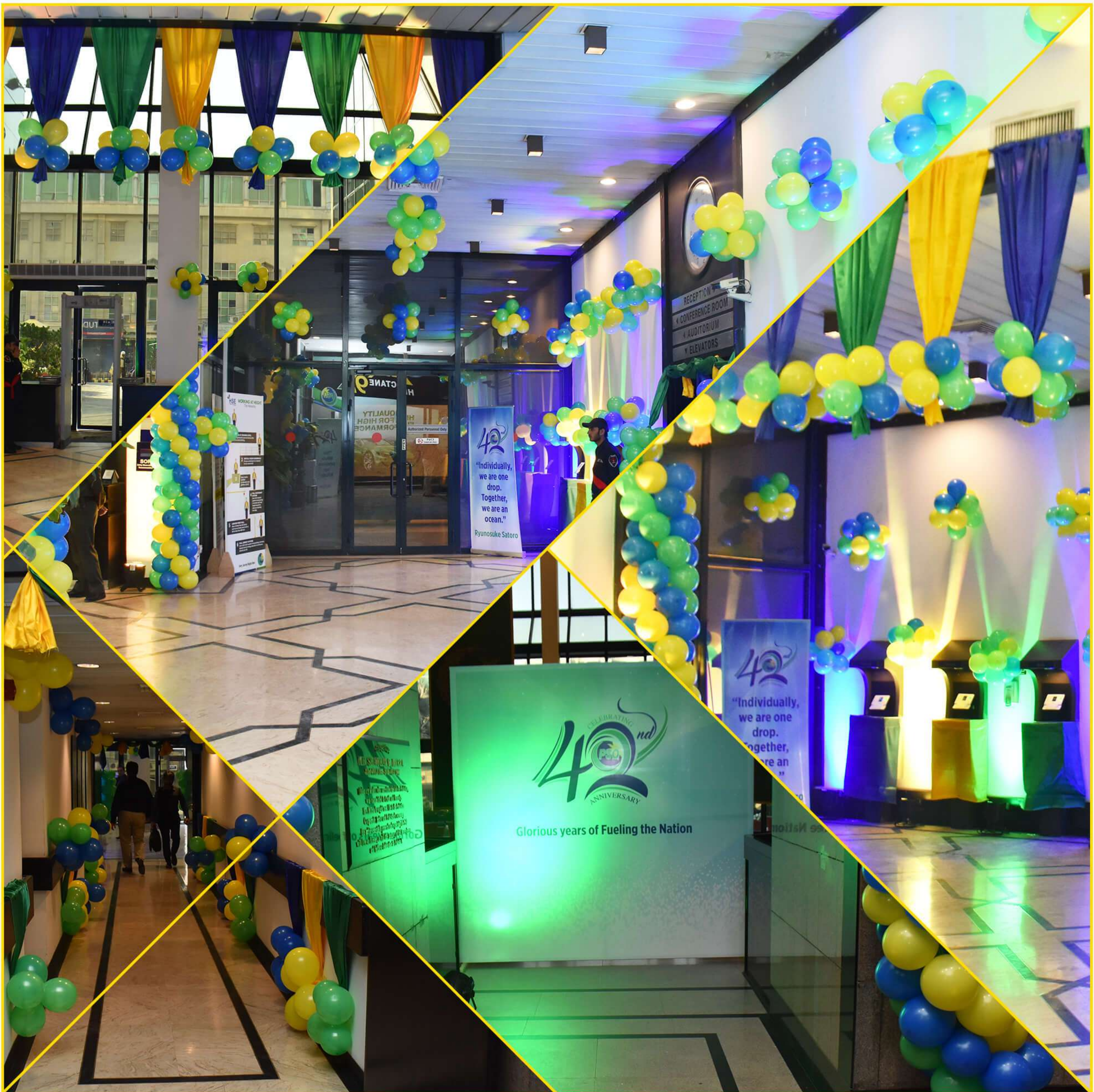
It is a pride to see that the scope of corporate responsibility in PSO has evolved from 'donations/charity to non-profit organizations' to 'supporting public charitable projects in the areas of education, skill development, healthcare, community building, environment, disaster management as well as to contribute to the wellbeing and upliftment of the people of Pakistan on an individual basis too'.

Also, Health, Safety and Environment is not only a key objective but is also acknowledged in various employee activities across the company. **An undeniably essential value!**



# 42<sup>nd</sup> Anniversary of PSO

On the occasion of the Company's 42<sup>nd</sup> anniversary, the Brand Management Department arranged decoration of PSO House and display of motivational and appreciation messages for the PSO family to celebrate this day.





# PSO Fuel Sales Promotion Campaign

With an aim to attract new clientele for boosting PSO's Fuels & Lubricants sales various sales promotional campaigns were launched.

One of the fuel sales promotion campaign started at M/S Faisal P/S - Faisalabad in the month of November 2018 for a period of one month. This campaign included weekly prizes of Sandwich Makers, Wall Clocks, Water Sets, Blender/ Juicer Machines, Dinner Sets, Helmets etc. and monthly bumper prizes comprising of Motor Cycle, 32" LED TV, Microwave Oven, Dinner Sets etc. For PSO customers an eligibility criteria was also defined as, "One coupon on every purchase of Lubricant can or on purchase of fuel of Rs 500/- for Motorcycle and Rs 1500/- for Car / Heavy Vehicles".

In continuation of Fuel Sales Promotion Campaign, further prize distribution ceremonies were also held and a large audience turned up to witness the draw. Overwhelming response was received and resulted in an increase in sale of fuel and lubricant cans.

Another fuel sales promotion campaign started at M/S Noor Service Station, Shahrah-e-Faisal, Karachi, by the name of 'Fuel Up Karachi' for a three (3) month period, starting from December 2018. The colorful yet remarkable event was inaugurated by Mr. Shehryar Omar, Senior General Manager (Marketing), PSO, accompanied with other senior PSO officials through a formal launch ceremony, attended by a number of PSO's dealers and customers.

The outlet was completely re-branded using a design theme that was appealing to customers thereby increasing participation and encouraging repeat buying of PSO fuels & lubricants. Upon purchase customers had the opportunity to win gift items by redeeming points, spinning a wheel of fortune and had a chance to win through monthly lucky draws.





# A Digital Journey

IBM published PSO Case study for 'Successful Domino Application Implementation & Utility by Information Technology Department' on their official website. Key extract as follows:

PSO drives complex projects with as many as 50 individual approvers across different parts of the organization. To keep these workflows moving smoothly and contain its operational costs, the company uses IBM® Domino® applications to digitize many of its key processes. To enhance its operational efficiency, PSO has moved away from time-consuming, paper based workflows. PSO uses Domino applications to build enterprise-class digital workflows for everything from procurement to legal reviews—supporting 2,000 users across the business.

## Key Benefits include:

- Improving process visibility, enabling PSO to identify bottlenecks faster
- Offering mobile access, helping field sales teams stay connected to the head office
- Minimizing the use of paper, shrinking operational costs

## A Digital Journey...

IBM publishes a case study on PSO Digital Workflow implementation as a digital success story on their official website.

**60+** Work flow Applications

**0** Hours Unplanned Downtime

**2000+** Users

**50** Levels Approval Hierarchy

**No** Data Loss Event

**Mobile** Availability

SCAN ME!

PSO IBM

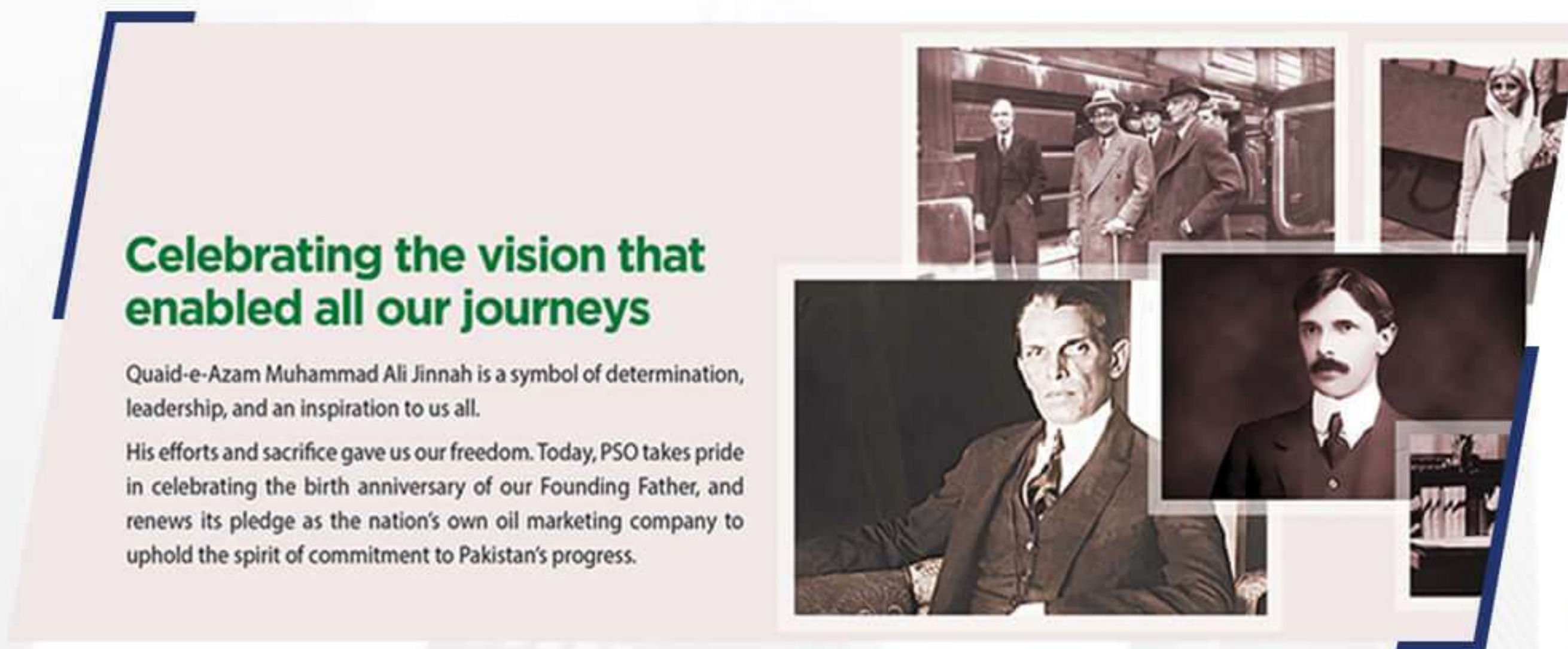


# PSO Corporate Campaigns

As part of the Prime Minister's Clean & Green Initiative, Brand Management launched a campaign on TV, print, radio and social media having a public service message regarding cleanliness, biker safety and environment preservation.

Furthermore, Brand Management Department launched campaigns at the esteemed occasion of Pakistan's 71st Independence Day, Defense Day, Iqbal Day and Quaid e Azam Day.

PSO also paid tribute to the martyrs of Army Public School Peshawar through the release of print ads in leading English, Urdu and regional newspapers.





# Breast Cancer

## AWARENESS SESSION STRESSES EARLY DIAGNOSIS & SCREENING

Breast Cancer is the most common cancer in women worldwide with Pakistan ranking one of the highest in Asia. As part of 'Global October Breast Cancer Awareness Month', Corporate Communications Department organized a Breast Cancer Awareness session for female employees in collaboration with Shaukat Khanum Cancer Hospital & Research Centre at PSO House Auditorium, Karachi.

Dr. Rubab briefed the audience regarding the early detection of breast cancer and its treatment details. A large number of female colleagues showed up at the session and gained valuable information. The session was followed by an interactive Q&A session which helped participants in gaining valuable information that may help them and also their loved ones to lead a healthier life.

The session concluded on:

**“Prevention may not be in your hands,  
early detection is.”**





# First Airbus A-380 at New Islamabad International Airport

Emirates Airlines' Airbus (A-380) landed at New Islamabad International Airport for the first time in Pakistan and PSO employees were part of the proud moment for the nation and were delighted to refuel the aircraft using state-of-the-art refueling facilities of the company on this site.

PSO is present at 10 commercial airports in Pakistan.





# BIRTHDAY CELEBRATIONS

## AT THE PSO MEHMOOD KOT TERMINAL

PSO Mehmood Kot Terminal staff celebrated their birthdays at the location by distributing PSO card/souvenir and greeted each other with prayers and good wishes for their future.





# Mefil-e-Milad

PSO Club arranged the yearly Mehfil -e-Milad for PSO female employees and their family members during the month of Rabi ul Awwal at PSO House, Karachi. Famous Naat' Khawans including Ms. Sara Moin, Ms Shaheen Sattar, Ms. Sonia Ali, Ms. Naseem, Ms. Shaheen Zamir, Ms. Qurat-ul-Ain recited naats at this occasion. A large number of ladies attended this blessed occasion.





# PSO Family Gala 2019

PSO Club organized delightful Family Day event titled, PSO Family Gala (2019), for PSO Families in January at the "Pavilion End Club /Alladin Park". The program included fun-filled activities with rides, followed by Musical Evening & Lucky Draw along with various food stalls placed at different locations for PSO Family members.









# Ladies Picnic 2018

PSO Club arranged annual picnic for PSO House female employees at Dream World Resort. A large number of PSO female employees enjoyed the picnic along with their children and participated in various fun activities.





# Trainings

## Army P.O.L Course No. 50.

The Talent Management Team organized advance P.O.L Course No. 50 in the month of December 2018 in Karachi. The course marked the 50th anniversary of the collaboration between PSO and Pakistan Army, and was celebrated with enthusiasm by all participants.





## ISO 9001:2015 Certification

PSO successfully achieved ISO 9001:2015 Consolidated Quality Management System (QMS) Certification for 09 Departments including Supply, Operations, Logistics, Lubricants, Aviation Marine and Exports, Retail Business, Procurement and Services and HSE & Quality Assurance. Accordingly, certificates were distributed to respective Departmental Heads.





## CNG Safety Checks at Retail Outlets

M/s Greaves Pakistan (Pvt.) Ltd. organised learning and development sessions at PSO House, Karachi and the BM office, Lahore on “CNG safety checks at retail outlets”. Divisional Engineers from all over the country, and staff from the Gaseous Fuel Department participated. This training course included both comprehensive lectures and visits to CNG stations.

The main objective of the training was to provide a thorough knowledge to participants on CNG operation/ equipment, i.e. compressor, blow down vessel, storage cylinder, gas leakage detection system, dispensing unit, cooling tower, including other necessary equipment and accessories and procedures for inspection and maintenance. The participants found the session very informative and productive.





## New Coating Specifications Training

Infrastructure, Projects & Maintenance Department prepared New Coating specifications for external tank, pipelines and steel structures. Further Training and practical demonstration was carried out at Keamari Terminal 'C' on New Coating specifications. This training was attended by 24 Engineers from all over Pakistan representing IP&M, Aviation, LMT and LPG departments of PSO.

Training and practical demonstration was performed for understanding of surface preparations and new coating products application along with relevant standards.





## 6th Retail Construction & Facilities Conference

The 6th Retail Construction & Facilitation (RC&F) conference was held in Lahore and was chaired by Mr. Baber Siddique, GM Infrastructure, Projects & Maintenance. This conference brought together senior officials of RC&F Head Office and Divisional Engineers (DEs) from all over Pakistan to communicate Management expectations, review performance against planned objectives, onboard DEs on new projects / initiatives, apprise future challenges, increased competition and enhance safety requirements.





## Security Seminar

In order to discuss the security challenges being faced by the Oil and Gas sector, the PSO Security Department organized a seminar on “Security Challenges to Oil and Gas Sector” at the PSO House, Karachi. Security heads and other officials from all Oil Marketing Companies (OMCs), Sui Southern Gas Company (SSGC) and the Oil Companies Advisory Committee (OCAC) attended the session. Participants included experts and representatives from all OMCs who appreciated PSO’s efforts to organize a seminar on such an important issue and expressed their hope that such informative sessions be held on a regular basis in the future.





## Precautionary Measures - Mock Exercise and Drills

The Security Services Department arranged mock exercises/drills at different PSO locations.

- Juglot Depot.
- At the COCO Site North Nazimabad, Karachi (Globe Petroleum Services).
- At ZOT.
- At Keamari Terminal "C".
- Snap-checking and sweep operation in the area surrounding PSO House.





# PERSONAL CONTRIBUTIONS



**Saad Qaiser,**

Health, Safety & Environment "HSE" Department

## INTO THE FUTURE

The year is 2050. A child stirs uncomfortably in his sleep. His alarm goes off for the fourth time. He opens his eyes, grabs his phone and squints at the illuminated screen. "8:30 am, I am going to be late if I don't get up now," he murmurs as he propels himself out of bed and searches for his slippers.

He gets ready in a hurry and descends the stairs while buckling his belt. His mother notices him coming down. "Your daily meal pills and a glass of water are on the counter dear," she says. "Hurry up and take them, your father is waiting in the car. Don't forget your UV blocker sun umbrella," she chides.

Of course, the sun umbrella! He hates carrying it around everywhere but everybody has to carry one ever since the 2045 heat wave which killed thousands.

"Curse our ancestors for depleting the ozone. What were they thinking?" he mutters to himself. He hurriedly downs his pills, opens his umbrella and goes towards the car.

The windows of the vehicle are pitch black; he can't make out if anyone is inside or not. However, his mother had said his father was waiting for him. As he approaches the vehicle, he sees the inch of mud and dust which cakes the vehicle, obscuring the exterior of the car. He frowns at the sight and slides into the seat.

"What took you so long," his father complains. "Sorry dad, I slept late and couldn't get up on time," he answers not meeting his eyes. His father frowns at him but doesn't say anything. Instead, he revs the engine and the starts to drive down the road.



The first ten minutes pass by silently. The air conditioning in the car is turned all the way up, but the sweat has already started beading on the boy and his father's forehead.

"Dad, the car has gotten really dirty. When are we going to get it washed," the boy inquires. "I am saving up dear, perhaps in a couple of months. You know how expensive water is," the father replies with a hint of worry in his eyes.

The boy nods at his father's statement as they pull up to a fuelling station. The car stops at a conveyer belt that automatically takes the vehicle inside the fuelling shed. A pipe couples itself to the bottom of the car. The father rolls down the window and swipes his card to initiate the refueling process.

"Dad can I go buy a bottle of water while the car refuels," the boy asks. "Sorry son, I don't think I have enough credit left in my card. You will have to wait until we get home. We still have a few bottles left over from our monthly quota. It's almost the end of the month, you know how things are," his father replies.

The boy looks at the sky, and scrambles his brain trying to remember the last time it rained. It was back in 2048, he reminisces, what a beautiful sight it was! Water was falling from the heavens, dousing everything in its path. Who would've thought that something so expensive would just start falling from the sky?

But he had heard stories from his father about how it used to rain every other week back in 2018.

"Dad," he said while looking at his father. "Yes son," his father replied, his eyes focused on the road. "Can we please take the long way home so that I can see the tree," he asks with innocence.

His father ponders his request before saying, "Sure son".

He turns left onto a busy road swarming with cars. The traffic is moving at a snail's pace and almost everyone is looking out of their windows. The boy sits upright in his seat and looks towards his right. There, surrounded by a huge fence, stands a single, magnificent tree. It is beautiful and lush with its branches spreading towards the sky, casting a huge shadow on the road. He feels as if he is in heaven as their car passes under its shadow. "City tree, 5 of 10," a board under the tree reads.

Suddenly everything around him starts dissolving. He sits up with a jerk, his hair matted to his forehead with sweat. He fumbles in the dark for his phone. A quick glance tells him the time and date. "1:23am, 1st August 2018," the screen reads.





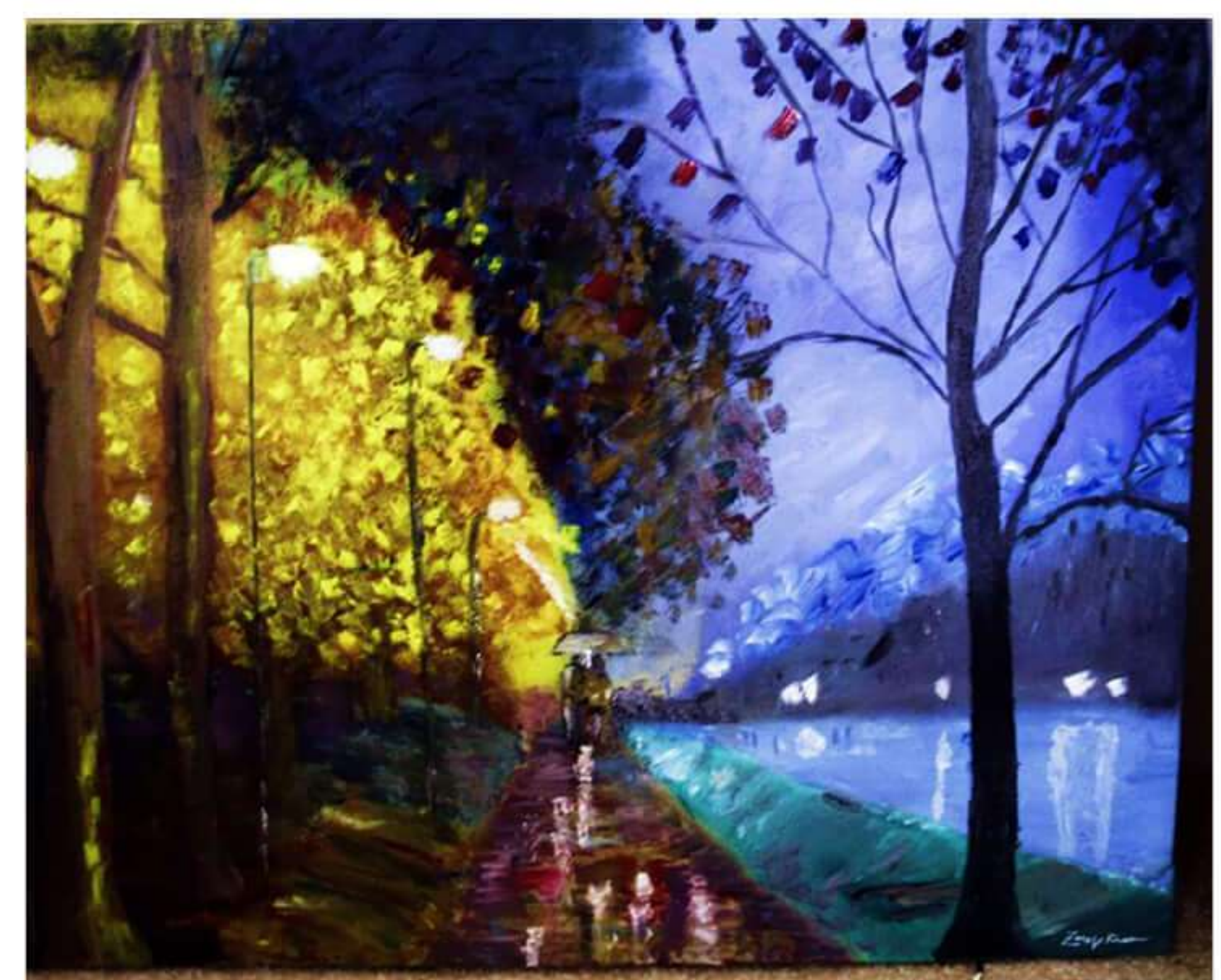
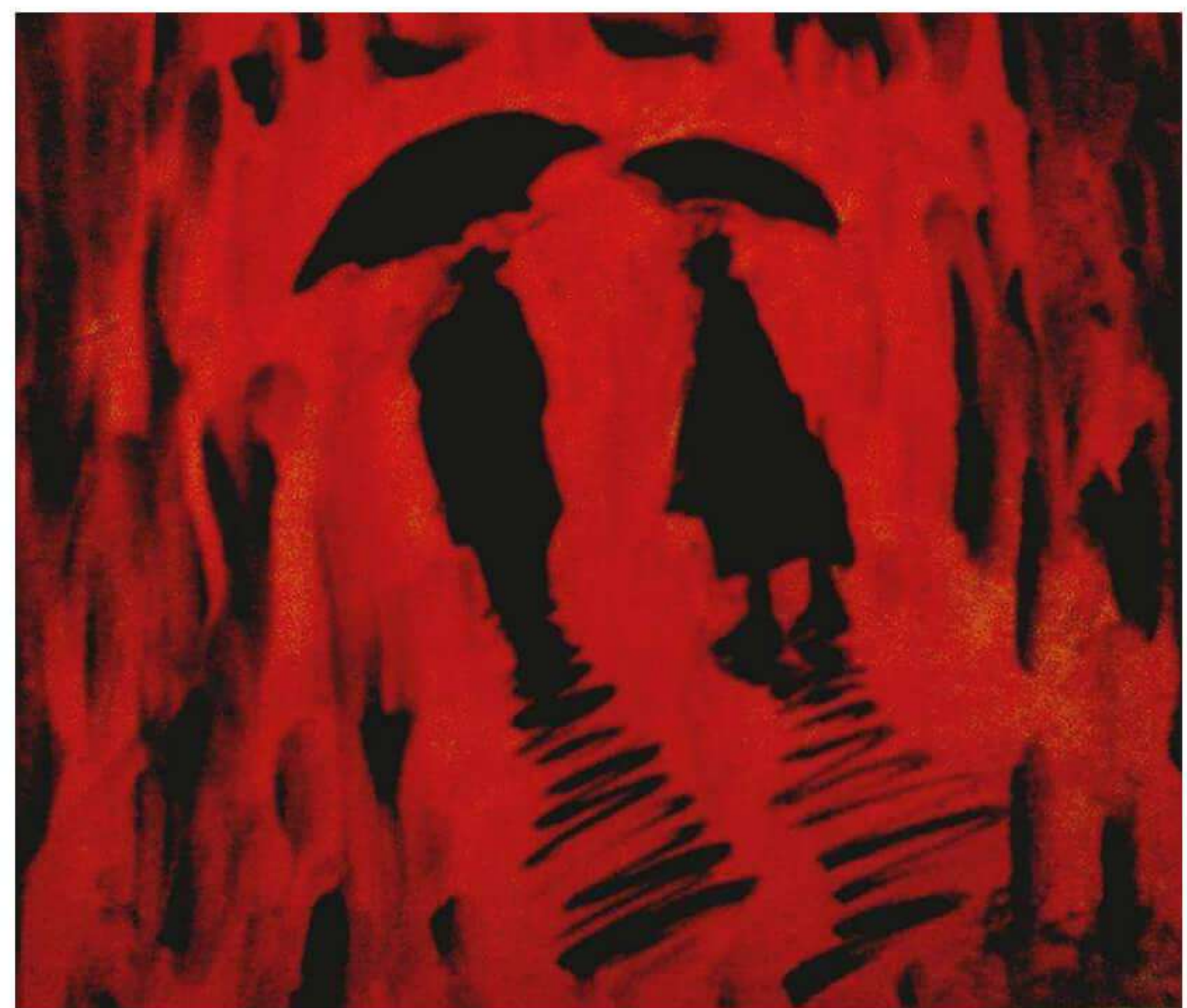


## Zaraq Khan,

Infrastructure, Projects & Maintenance "IP&M" Department

### PAINTINGS

Paintings for Mr. Zaraq Khan is self discovery and portraying his dreams on a canvas. The inception of his interest towards art developed when he was in college. He says painting from nature is not copying the object, it is realizing one's sensations. He further explains that painting brings positive vibes and a sheer satisfaction to him and he always encourage others to explore themselves with a brush stroke.







**Syed Zain Shah,**

Non Fuel Retail "NFR" Department

## PERSONAL CAREER ACHIEVEMENT

Recently, our very own, Zain has achieved the "Project Management Professional (PMP®)" certification from the Project Management Institute (PMI) - USA with an overall "Above Target" result in the exam.

PMP® is internationally recognized as the gold standard in project management. The credential signifies that the certification achiever speaks and understands the global language of project management and has been formally evaluated for demonstrated experience, knowledge and performance in achieving organizational objectives through defining and overseeing projects and resources. There are over 750,000 certified project managers around the globe.

Good Luck Zain for your future 😊.





# ALL THREE PER FUEL FREE



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