THE WREATH

VICTORY FOR ALL

mtm

Masood Textile Mills

JANUARY 2023






In Focus MTM's Reborn Persona as a Digitally Enabled Enterprise

Inside This Issue

QURANIC VERSES 02
Vision
Mission

MESSAGE 03
Patron-In-Chief
Editor-In-Chief

MESSAGE 05
Chief Executive Officer

MTM GRAVITAS 06
Digital Optimization & Energy Management Project

MTM SPEEDO METER 2022 09
Infographics

REWIND 2022 11
Linking Industry & Academia
Corporate HR Goes Digital
Best Case Study Award
MTM's Virtual Assessment Center
Breast Cancer Awareness Sessions
MTM's 38th Anniversary
Women Empowerment Campaign
Technology Quest - JIAM
Family Night Gala
MTM Movie Night
Diamond Jubilee Celebrations
Labour Solidarity Day
International Women's Day
Co-Creation & Innovation
MTOs New Year Resolution Day

MANAGEMENT & POWER SKILLS IN TOP GEAR 17
Corporate Academy

WHAT OUR LEARNING PARTNERS SAY ABOUT MTM 18

LIFE AT MTM 19
A Pictorial Representation

MTM AND INDUSTRY 4.0 21
Interview with Muhammad Nazir
Executive Director

SPILLS THE SUCCESS SECRETS 25
Interview with Khawaja Mehmood Elahi
Director Marketing

OUR SUSTAINABILITY 27
MTM's Sustainability Initiatives

CORPORATE SOCIAL RESPONSIBILTY 28
Flood Relief Efforts

HEALTH AND FITNESS 29
Interview with Yogist Sumaira Servat

EMPLOYEE CORNER 31
A Rhyme by Rafiq Ahmad

A TRIBUTE TO AN UNSUNG HERO 32
Sultan Mehmood, Head Operator Electronics

CREDITS 33
Contributors Team of "The Wreath"

MTM CASE STUDY 34
By Kotler Impact Inc. and WMS Group



Quranic Verses

قرآنی آیات

بِسۡمِ اللّٰہِ الرَّحۡمٰنِ الرَّحِیۡمِ

وَلَا تُفْسِدُوا فِي الْأَرْضِ بَعْدَ إِصْلَاحِهَا وَادْعُوهُ خَوْفًا وَطَمَعًا ۚ إِنَّ رَحْمَتَ اللَّهِ قَرِيبٌ مِّنَ الْمُحْسِنِينَ

ترجمہ:

اور زمین میں فساد نہ پھیلاؤ اس کے سنورنے کے بعد اور اس سے دعا کرو ڈرتے اور طمع کرتے، بیشک اللہ کی رحمت نیکوں سے قریب ہے۔

Translation

And do not do mischief on the earth, after it has been set in order, and invoke Him with fear and hope; Surely, Allah's Mercy is (ever) near unto the good-doers

Surah Araf (Ayat 56)

Vision

To be the world's best apparel company.

MISSION

- A leading producer of textile products by providing the highest quality of products and services to its customer.
- To strive excellence through commitment, integrity, honesty and teamwork.
- Highly ethical company and be respected corporate citizen to continue playing due role in the social and environmental sectors of the company.
- To develop and extremely motivated and professional trained work force, which would drive growth through innovation and renovation.
- Sustained growth in earning in real terms.

Message

Patron-In-Chief



I am gratified to pen down a message for the first annual newsletter (The Wreath) to be published by the Corporate HR & Communications department. I find it another powerful communication channel to connect with all our stakeholders and be able to keep them updated and informed with regard to happenings, initiatives, news, & etc. of MTM.

I am certain, it is going to offer exciting and insightful reads to all its readers because while finalizing the content, a 360 pre-view of MTM's stakeholders was taken by an internal CIC (Corporate Information Coordinators) team with a mindset of predicting the information and news our reader shall be looking for, because the purpose of The Wreath is to supply meaningful information to the readers that helps them engage with MTM at a higher level in their respective areas of interest.

Moreover, MTM has endeavored to transform itself into a high-performing digitally enabled organization by proactively embracing industry 4.0, giving us all the reasons to share every bit of the information in this regard with MTM's stakeholders which should enable them to see the value MTM can create for them. With the adoption of Industry 4.0, a new change mindset comes to play a pivotal role that is being successfully illustrated in MTM's regular operations.

The content of The Wreath that was presented to me, gives me increased confidence and reaffirmation in our decision to launch it and be able to unfold our untiring efforts and success stories that have been contributing to the local as well as international economy.

The Wreath, is a result of the cross-functional, indefatigable, and commendable efforts of the entire team who has worked on it day in and day out!

I hope, we shall be able to contribute to introducing improvements and changes that would ensure The Wreath's continued relevance to the reading needs of the potential readers.

Happy Reading!



Ali Yaqoob

Message

Editor-In-Chief



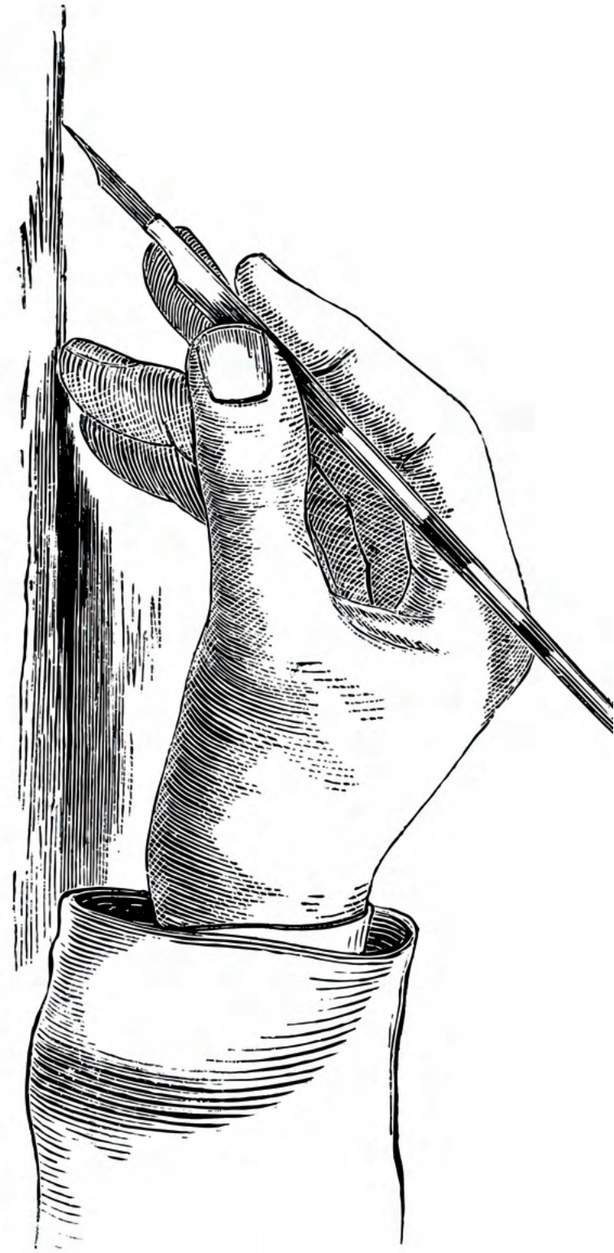
It is with genuine pleasure, humility and anticipation that we are launching a very first news letter for Masood Textile Mills Ltd. On behalf of Editorial team, I would like to extend warm welcome to the readership. Using this as opportunity to thank our authors, content writers, reviewers, all of whom who have volunteered and contributed to personify this idea.

I hope this beginning will serve as a channel and opportunity for the stakeholders to know some glimpses about life at Masood Textile which is generally not kept in agenda during our interactions on multiple interfaces in working. We have tried to cover different aspects of life at Masood Textile that includes events celebrated, Initiatives taken by Masood for the employee wellbeing, Corporate Social Responsibility, training & development, Achievements, academia and avenues. We Fully believe you should be able to see other side of the picture too.

We welcome suggestions, contribution and of course, criticism too that will surely demonstrate practical usefulness and multidisciplinary approach will make upcoming versions more valuable to the readers. It shall provide an ideal forum for exchange of information on all of the above-mentioned topics and more, in various formats.



Faisal Malik



Message from the CEO

Dear Colleagues!

السلام عليكم ورحمة الله وبركاته



It is immense pleasure to share my thoughts when I look at the year 2022 from a challenges and opportunities perspective. It was indeed a progressive andchallenging year that has impacted business operations globally. However, I am so glad that almighty ALLAH has been very kind to us. We as a team, not only managed to swim through all of those challenging situations but also proved ourselves successful to add value. We stood fortunate enough to be able to perform in a demanding markets. We stretched our arms and challenged our capacities and capabilities which resulted in helping MTM to get to the list of the top 10 textile exporters of Pakistan.

Our research and development in yarns, vertically integrated setup, and ability to recycle cotton and polyester along with some sustainable initiatives were the key. We enhanced our capabilities in Mélanges, fiber dyeing, Yarn, Cotton & synthetic fabrics, printing, embroidery, elastic manufacturing and sustainable operations. We have been exploring new horizons and subsequently have been able break through enter new markets. It has all been achieved through our commitment in different areas like on-time delivery, quality assurance, innovation, and agility. We are investing heavily in digitalization, inducting the latest industry practices and cutting-edge infrastructure, to be able to achieve 8 -10% growth per annum till 2025.

Human Capital Management was a bit challenging for us in the year 2022. We suffered a brain drain post-Covid. It was the time when the textile industry experienced a boom. There was a tug-of-war situation for the talent in the local market. Additionally, with the advent of rapid technological advancements at MTM, we were in a lurching sort of situation i.e. we had the most advanced technology at our doorstep but lacked the skill sets to handle these modern machines. We were left with no choice except to act fast to avoid our digitalization efforts going counterproductive. In this regard, we engaged technical trainers from countries like China, USA, Japan and Germany who imparted the required skill sets to our people responsible to take digitalization forward through their labor. It proved to be a stitch in time to a large extent, challenges in this regard do still exist though.

We plan to diversify in Denim Apparel manufacturing by constructing a LEED Platinum Certified Denim manufacturing plant, and implementing sustainable practices by using Tonello Machines, Nano Bubble, Laser, and Ozone technologies. We have an enormously increased focus on sustainability initiatives to protect our country by implementing energy conservation programs, using green chemicals, removing & diffusion of hazardous wastes, effluent treatment plants, and green energy sources to meet our energy requirements, and inducting clean and green energy to our system. Across MTM there is a commitment to be more than just an apparel company. Therefore, we strive to be purpose-led and performance-driven in building the products, services, relationships, lifestyles, and experiences we create for each stakeholder across the globe.

I would like to advise all MTM members that passion and hard work is the only key and there is no shortcut to success. We have many success stories in the form of senior leadership at MTM, who joined us as Management Trainee Officers and now enjoying the positions of division heads and managing directors. It was no fluke at all but sheer honesty as sound professionals.

I pray that 2023 brings a lot of exciting moments and success for us and bring prosperity to the entire world as well.



SHAHID NAZIR AHMAD

MTM Gravitas

Digital Optimization and Energy Management Project

In today's world, sustainability is no longer a mere priority, but rather a way of living one's life in harmony with all resources available on our planet and the business world too is no exception in this regard. In order to be able to address the sustainability imperative at MTM, the Executive Director, Muhammad Nazir took the initiation of an Energy Management Program under his patronage subsequently MTM partnered with SGS Pakistan to design and implement the digital optimization and management of energy program under the leadership of the Director Operations Ahsan Umar. The ambitious Energy Management Program led to comprehensive energy audits at all units of MTM at regular intervals of time to explore the opportunities and strategic implementation of these projects which should aim at reducing energy, & water consumption, and Carbon emissions. A number of other initiatives have also been launched at MTM in the domains of energy conservation, energy efficiency, digitalization, energy analytics, and system and process optimization since the beginning of 2022.

The following ones are among the completed and ongoing projects:

- Steam system upgradation and optimization
- Waste heat recovery from Gensets
- Switching/ cofiring fuels on steam boilers and thermal oil heaters
- Arresting compressed air, steam, and natural gas leakages
- Insulating the steam, condensate, and hot thermal oil lines
- Compressed air system optimization
- Process heating system optimization
- Absorption Chiller

MTM has successfully been able to save exorbitant expenditure amounts as a result of these, need of the hour, initiatives, in addition to significantly reducing Carbon emissions by shifting from coal to bio mass fuel. Furthermore, a few of the projects have recently been completed to realize additional targeted cost savings estimated per annum basis. Several other initiatives are in the planning or execution stage for sustainable business competitiveness. Globally businesses are facing pressure to reduce their energy spending and become more sustainable. Digital technologies are increasingly being leveraged to bring more efficiency to the manufacturing processes and reduce production costs.



SGS Kickoff Meeting For EMS at MTM Chaired by The COO

In view of this scenario, MTM has deployed a data-driven energy analytics platform at the processing unit to tackle these challenges head-on and transform MTM into a leading benchmark of energy efficiency & sustainability. METRON-EVA® platform by METRON, a French CleanTech company has partnered with MTM to enable it, to optimize sustainability, energy efficiency, and productivity. This Artificial Intelligence based solution, combined with its unique expertise, brings concrete results such as controlled energy consumption, continued reduction of Carbon footprint, and new energy efficiency & optimization.

Digital Optimization & Management of Energy program has started to complement MTM's sustainable business excellence efforts is by assisting in improving energy efficiency, making informed investment decisions, capturing financial returns, increasing productivity, and reducing environmental impact.



INSIGHTS BY

AHSAN UMER

(DIRECTOR OPERATIONS)

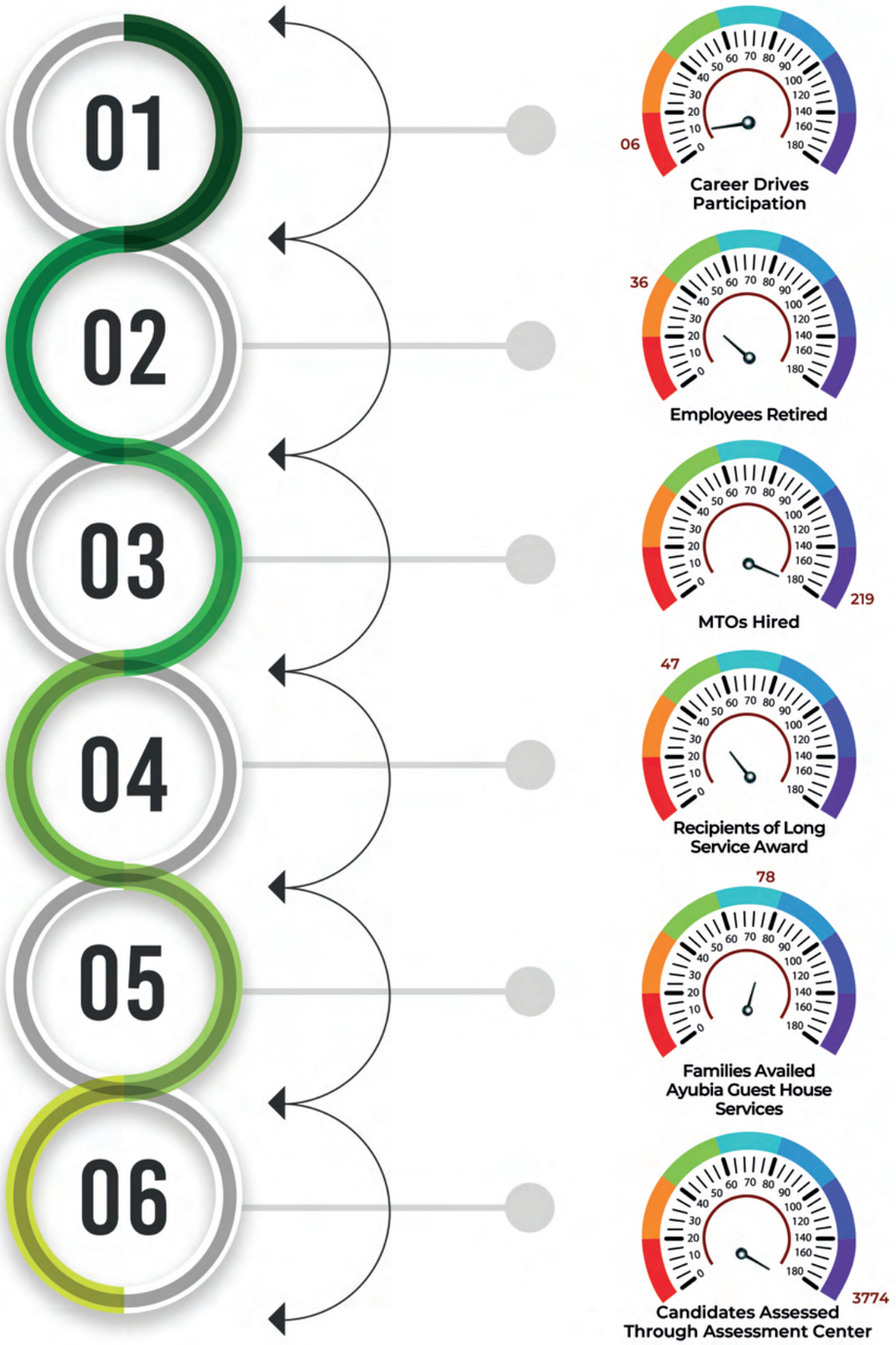


WHIRLING DERVESH PERFORMANCE

MTOs
Resolution Day 2021

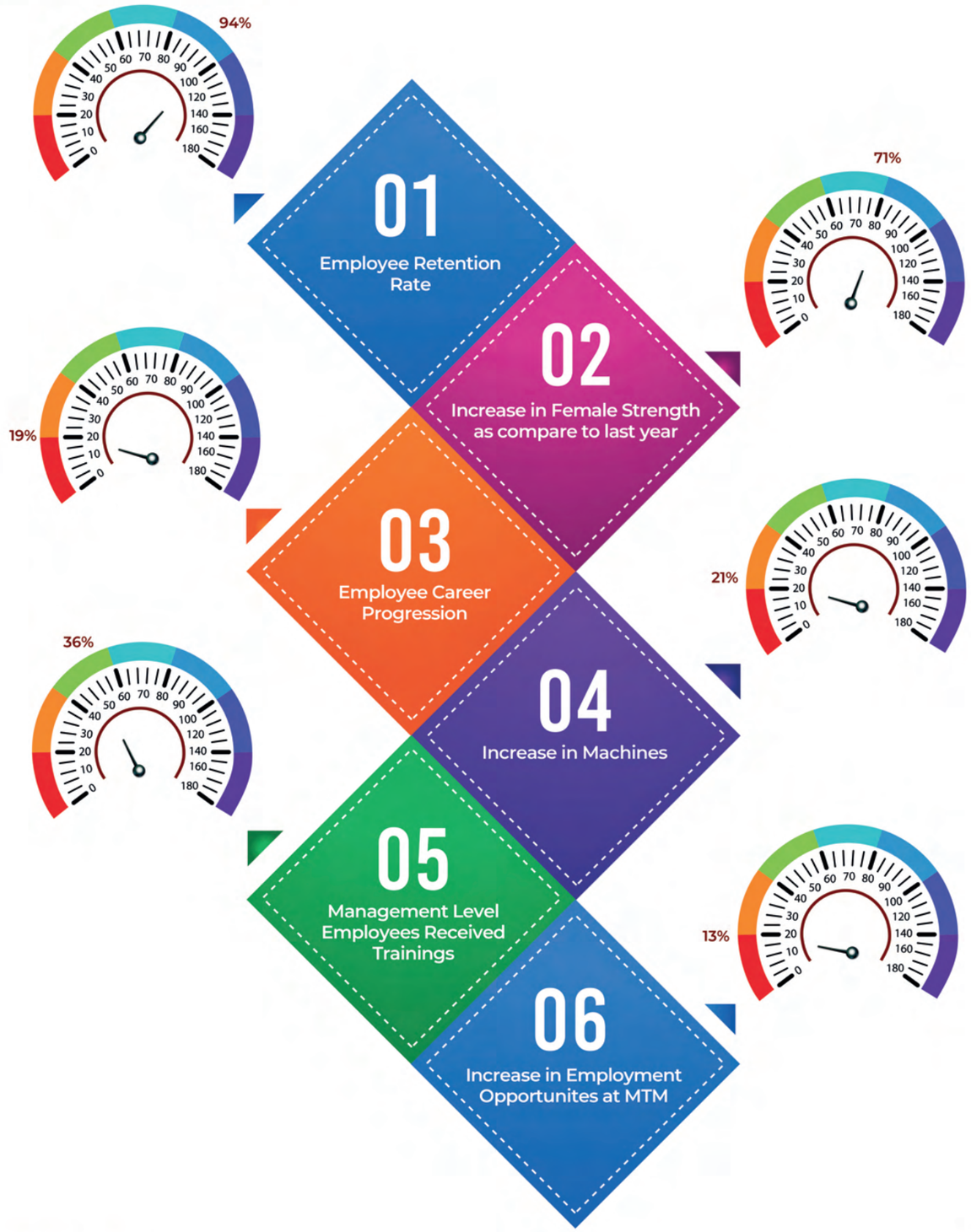
MTM Speedo Meter 2022

(In Numbers)



MTM Speedo Meter 2022

(In Percentage)



Rewind 2022

Linking Industry & Academia



MTM proudly announces its partnership with FAST-NUCES-CFD campus. The later will act as independent external examiner for the courses offered by MTM's Corporate Academy that been established for training and development needs of MTM's teams

Best Case Study Award



Nasir Ali Zia, Director of Industrial Management represented MTM at the ILO CI90 convention. MTM's valuable contribution to promoting anti-harassment practices in workplace culture was well acknowledged at the International forum.

Corporate HR Goes Digital

mtm LIFE
BEYOND BOUNDARIES

MTM does not intend to only refine concepts for its Human Resource Function that were designed for the world of today and yesterday. The world of tomorrow is going to be so much different, that current concepts will be misaligned in the world of tomorrow. And if we keep refining them, the HR profession will become increasingly irrelevant. A case in point is that MTM chose to opt for disruptive technology for the entire company to stay relevant for the years to come and HR is no exception. Like every other organization and profession will inevitably be impacted due to technological advancements, the speed and magnitude of this impact will largely be driven by "change appetite" leading to a question i.e. do you want to be "ahead of the curve", do we want to "go with the flow" or we you rather be "late in the game" and learn from others or, possibly the least attractive option; do we want to change to be done to us. MTM has been successfully able to find an answer to all such questions i.e. MTM Life. MTM Life is a cloud based state-of-the-art human resource management system, accessible through laptops, desktops and mobile phones, etc. anytime, anywhere. . It offers support to the CHR&CC team as well as to all employees in increasing their efficiency and effectiveness by offering online modules such as; Recruitment, Payroll, attendance management, Learning Management System, Performance Management, HR Operations, Employee Self Service, Video Conferencing, Social Wall, and much more.

MTM's Virtual Assessment Center

mtm Predict
On-line Assessments Platform

We are proud to join hands with Central Test – an international psychometric assessments publisher head quartered in France having regional offices in India, UK, Madagascar and Dubai. By virtue of this partnership, MTM has developed an in-house capability to have predictive talent assessment solutions which are 17 in number. This virtual platform by the title MTM Predict is likely to help MTM in unlocking and fully developing its talent's potential. MTM Predict's assessments comply with the validation norms in psychometrics established by the American Psychological Association (APA), the British Psychological Society (BPS), and the International Test Commission (ITC) due to Central Test's extensive research at global level. MTM Predict will be an innovative platform for a seamless assessment. The project is a result of a vision of a transformation – digital HR , by Mohammad Nazir, Executive Director shared by and a brain child of Ali Yaqoob, Head of Corporate HR & Communications who will lead the project that aims at leveraging on a digital platform such as MTM Predict to enable our teams to; attract, manage, develop and lead talent with increased confidence. Corporate HR & Communications concerned team members have been training for administration of the platform as well as interpretation of the reports. We shall keep sharing more information in regular release of news bytes through our communication channels.

Breast Cancer Awareness Sessions



Keeping in mind the importance of women's health, Masood Textile Mills makes sure to always play an active role. In this regard, multiple informative sessions were organized on Breast Cancer awareness in collaboration with Shaukat Khanum Memorial Cancer Hospital and Rabia Trust Hospital. Medical doctors from both hospitals provided demonstrations for breast cancer awareness followed by questions and answer sessions. Females from all over the company keenly participated in these sessions.

MTM's 38th Anniversary



On October 03, MTM Celebrated its 38th Anniversary across all its production facilities. Specially designed cakes were distributed to all the plant heads from Corporate HR & Communications team to collectively rejoice this milestone who cut the cakes with their respected teams. At MTM Mills, the COO, Ch. Iftikhar Hussain along with other colleagues cut the cake and led a prayer for the progress and prosperity of the organization.

Technology Quest- JIAM

JIAM
2022 OSAKA
Japan International Apparel Machinery & Textile Industry Trade Show

Abdul Waseem, General Manager of Manufacturing Excellence represented MTM and participated in JIAM (Japan International Apparel Machinery) Show held in Osaka Japan. It happens annually. However, after a gap of two years, post-Covid, it was held from November 29 – December 3, 2022. JIAM 2022 OSAKA an international trade fair provided a global business platform. The show introduced innovative solutions by combining existing high-level skillsets that have been created through drastic market change and presented the latest technologies from a range of industry sectors. Seventy companies from countries like; Taiwan, Japan, China, South Korea, Turkey, and Germany put up an excellent show to display their new apparel machines for the world. New technology and process mocks were mind-blowing reaffirming MTM's decision to regularly participate in such exhibitions, stated Abdul Waseem.

Women Empowerment Campaign



Women are at the core of the heart of MTM, therefore, the efforts to empower them has always been a priority for MTM. In this regard a full-fledged campaign was initiated and led by Nasir Ali Zia, Industrial Director. The campaign offered regular tailor-made sessions with the women of MTM to give them awareness with regard to their rights and empower them how to act against any kind of possible harassment at workplace. These big number of sessions were followed by a conference which was conducted at Faisalabad Garment's City by Masood Textile Mills to highlight the importance of Women Empowerment in our society keeping in view the Islamic values, social norms and national laws. Mr. Nasir Ali Zia, Group Director (IM&HR) presented the welcome note and shared the agenda of the session. The Chief Guest, Commissioner Faisalabad. Division, Shahid Niaz and along with him Guest of Honor, Deputy Commissioner Imran Hamid Sheikh graced the event. The event was concluded with an adress by Shahid Nazir CEO, MTM

Family Night Gala



Family gala event was held, in July 2022, to recognize and appreciate the commitment of our team members who have spent 10, 20 and 30 plus years with MTM and have contributed to create value for the company in one way or the other. They were awarded shields for their services. The event was attended by a big number of employees along with their spouses. The event was filled with a number of audience engagement activities such as standup comedy by the renowned comedian Javed AKA Kodu, drama skits and dance performances followed by CEO's address and a delicious dinner.

MTM Movie Night



Work life balance is a must for working professionals. Masood Textile Mills truly support this idea. MTM created an opportunity for his team members to socialize outside the office as well by organizing a Movie Night. The nation's craze "The Legend of Maula Jutt", was booked for MTM team members and their spouses.



Diamond Jubilee Celebrations



MTM celebrated Diamond Jubilee of Pakistan in full spirits. All production facilities ensured full participation and decorated their offices. Everyone wore white and green clothes. Employee engagement activity was organized at every facility followed by cake cutting. Employees were given Pakistan Flag pins, green and white colored sweets & drinks were served. Ch. Iftikhar Hussain, COO MTM led the flag hoisting & cake cutting ceremony at MTM mills.

Labour Solidarity Day



In any organization labour is the main key person which keep the work going. Its super important to acknowledge the hard work of the workers. MTM never fails to work on their employees' wellbeing. An employee engagement activity was organized on a large scale to celebrate the labour to all workers at MTM. A wall painting competition was arranged which also led to work on the beautification of MTM.



International Women's Day



Women are the most important pillars of our society and we strongly beleive in it. International Women's Day was celebrated at Masood Textile Mills Ltd with the motto to 'Break The Bias'. All female employees were invited to a very colorful event organized by the Corporate HR & Communications department that included singing, and thematic dance performances by known artists, Q&A sessions, and a lot of engagement activities. CEO MTM, Shahid Nazir acknowledged the strong women of the organization for being steadfast in contributing to the growth while accepting all the challenges. Neha Nazir, CEO of Export Mall & Rabia trust shared her views on being an entrepreneur and efforts being done for the betterment of women in the society.



Co-Creation & Innovation



The concept of global village has driven a drastic change on the earth and modernization cannot be kept oceans apart. Business needs are speedily shifting and there is always a new contest and competition. Following our traditions with regard to keeping MTM abreast with the rest of the world, our product development is being driven by Innovation and Co-creation. Shared intelligence is the key to success so we channel ourselves to every level to meet expectations. We have recently done a capability development initiative i.e., two key senior resources; Tajamul Hussain and Nouman Nawaz were sent to Turkey to visit a number of textile development centers. The agenda of this two weeks purpose-led visit was to expose our lead resources to modern practices, processes, and machines for first-hand learning and experience which is likely to result in improved product developments through co-learning. Product development was intended to present communal efforts before different customers. Post this visit, a number of co-creation and innovation-related drives are underway to facilitate our present and potential clients in a better way.

MTO's New Year Resolution Day



On January 1, on a nice sunny day, an outdoor event was conducted for the Management Trainee Officers of the company. The event was a full package of entertainment that started with the recitation of the Holy Quran and remembering the departing souls of the company especially Muhammad Awais, MTO who lost his life in a tragic road accident. Ali Yaqoob, Head of Corporate HR & Communications on his welcome note highlighted the steps taken for the Career progression of the MTOs by the organization and their importance in the upcoming future. All the mentors and coaches of MTM were also present to make the event more exciting different activities were performed like the orange eating competition. A surprise award of Mr. & Miss Evening was given to Anees and Momina for being declared by the jury as the best-dressed couple. Khawaja Mehmood Elahi, Director Marketing was bestowed with an 'Award of Honor' for completing 25 years with the MTM. He also shared his journey from joining MTM as an MTO and reaching the position of Director that inspired the audience. Executive Director, Muhammad Nazir graced the event as the chief guest and was delighted by the performances. At the end, a new year cake was cut and new year resolutions were written by one and all.





2023

&

Seasons Greetings

Management & Power Skills in Top Gear

In today's rapidly changing business environment, it becomes more and more important to have a comprehensive and in-depth knowledge of various business processes and correlations and to work with highly competent and motivated people, who know what is going on in the local as well as international marketplaces and are prepared to meet the challenging requirements. Keeping this in view, Corporate HR & Communications department has launched a "Corporate Academy" for the development of future leaders and Potential experts.

Corporate Academy, with its high-level learning courses in the various domains of management and power skills, is committed to helping develop business leaders and experts of the future and helping MTM stay sustainable as a high-performing organization.

Corporate Academy has launched two diplomas as follows:

01 Diploma in Organizational Leadership

02 Certified Professional Manager

In addition to the above a number of open-enrollment online courses are available for the teams at MTM. This initiative is being led by the Organizational Excellence team of CHR&CC and backed by FAST National University, CFD as Independent External Examiner. This is going to be an exemplary linkage between academia and industry for the development of in-house local talent and lets MTM display its higher sense of quality in the area of employee development too. Just to shed a brief light on this initiative a bit further, it is being shared with to our readers that all MTM learners, who get themselves registered for any learning program, shall be required to attempt mandatory quizzes and assignments which will be reviewed, assessed and marked by independent external examiners of FAST National University CFD campus. The independent examiners are learned experts in their respective disciplines and hold the positions of Assistant Professors or Professors. Corporate Academy offers world-class content for online, in-person and blended learning programs in partnership with in-house facilitators as well as through external learning program providers.

CORPORATE academy
YOUR LEARNING PARTNER

What Our Learning Partners Say About MTM



Dr. Shahzad Sarfraz
Director, FAST-NUCES CFD-Campus

As per my knowledge of the industry, MTM is one of the few textile companies in Pakistan focusing on learning and development initiatives to a large extent. It has always been hard to justify to the top-level management of the organization for investing in human capital as it's a very fragile investment that ultimately contributes to organizational performance. The enthusiasm and efforts of the MTM team to promote a learning culture are remarkable. This will not only leave an impact on MTM but on other textile industries as well as the collaborating educational institutes. FAST - National University, CFD campus is a proud collaborator of the MTM learning initiative and this will leave a significant impact.



Ajay Sridharan
Regional Sales Head,
Central Test, Dubai

The HR related initiatives taken up by MTM have been game changers in the textile industry. The impetus shown towards recruitment and most importantly finding the right fit is very impressive and will surely lead to better results overall for the company. My view is that it's a continuous journey and I am certain that MTM's HR Team is on the right track to hire the right people and train and retain all employees. The entire team has been very cooperative and open to learning which makes working with them a delight. We would like to wish everyone at MTM a fantastic 2023 and look forward to more collaborations in the coming future.



Nitin Sanker
CEO, Middle Earth HR

It has been my privilege and pleasure to be associated with Masood Textile Mills Pakistan. As an international faculty I have had the chance to be part of programs and initiatives all over the world, so when Ali had requested me to be part of the training and talent development initiative at MTM I accepted having known him well during his stint in Dubai. The training program I was facilitating was a very strategic retreat involving the top management team of MTM. I found the entire team very dynamic and focused; the participation of the top management was very hands-on in each of the breakout activities. Their zeal to learn and implement new management aspects into MTM was really great to see. The organization of the program was really top notch with Ali directing the activities with aplomb. The entire approach towards Talent management is very focused and in terms of quality of thought and planning is definitely on par with other top organizations I have worked with.



Faisal Akbar Awan
CEO, Max Foster Global

Working with the MTM was an eye-opening experience for me as a trainer & a consultant. What I admire the most is the level of curiosity of the CHR Team, the level of engagement they are bringing in for their learning intervention, and the commitment of participants to learn new things is amazing for me and this is very encouraging for me as a trainer to see an organization transforming through a very delicate and engaging process of organizational development. Hats of to all the stakeholders who are bringing these initiatives on board & creating a culture of learning and development. I think this all gives a very strong message not only inside Masood textile as an organization but also outside that MTM is changing and changing for the better, they are going big, they are developing themselves on strong footings, and my best wishes for all the MTM employees and Corporate HR Team.



Talal Saiyer
CEO, Fine Line Consultancy

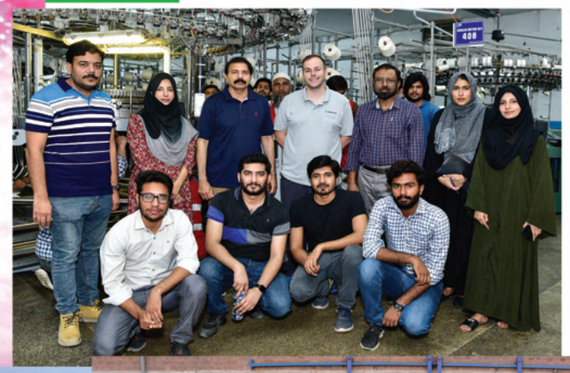
I was very impressed with MTM's professional approach to managing the training programs at MTM by CHR & CC team. The preparation before the sessions and during the sessions was very good. I would strongly suggest follow up sessions and review session with the participants to observe if there has been any desired improvement I really enjoyed working with the participants. Te desire to learn and solve problems. I also enjoyed the open and positive environment of the participants during the session. Keep up the good work!!

Life at MTM


mtm
Masood Textile Mills
mtm
Masood Textile Mills




You are




mtm


CULTURE
THINKING
PASSION
RANGERS



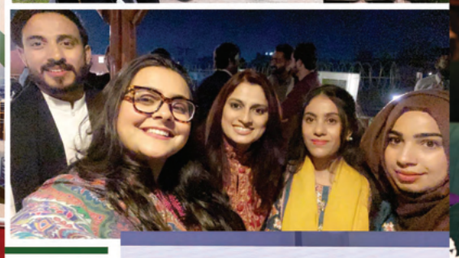







MASHA ALLAH


SYSTEMS
& DESIGN
THINKING










EAST CANCE
ARENESS SESSI






MTM
EXCURSION TR
TO SHOGRAN VA



MTM and Industry 4.0



MUHAMMAD NAZIR
EXECUTIVE DIRECTOR

1. How industry 4.0 is relevant to the textile industry?

Well, they call it the Fourth Industrial Revolution, I would say that this is not just a revolution, it is indeed an "evolution". Yes, we are in an industry which is continuously evolving and we, being a progressive organization, have embraced the industry 4.0 revolution rather we began arrogating with the concept way back in mid 2000s. Since textile industry is embracing the Lean Manufacturing philosophy, advancement in technology plays a pivotal role in drawing the picture of end-to-end supply chain of the organization by keeping track of each and every variable and fixed process at every point making it possible to track down the stake holders involved at every stage.

The shift from mass production to mass customization is fundamentally most prepotent and the implementation of digitalization in textile industry is making its contribution by providing the people opportunity to learn, improve their living standards and also supports the organization in reducing the labor by improving the IT skills of the current resources. The revolution has also a dedicated focus towards the sustainable growth of the industry by limiting the wastes, minimizing the WIP and reducing the use of energy.

2. What is the impact of industry 4.0 transformation on MTM?

Sensing the importance and required dominance of technology in our supply chain we implemented a state-of-the-art ERP, well synchronized with our hardware as well as with our SOPs. We have transformed our systems with digitalization and we our pioneer in the Pakistani textile industry to launch an end-to-end cloud-based supply chain tracking system. Each part of our garments is barcode tracked and this helps us to track any anomaly in the quality and meet our production targets. Being a vertically integrated organization, the technology and digital transformation has played a vital role in our growth. As I mentioned previously that we have been embracing the industry 4.0 revolution since the mid-2000s, we at this point are now able to make the organization more system driven led by our capable people. From the production of yarn to the manufacturing of our finished product (garment) everything is done through system making the operations efficient and measurable.

3. What improvements have you been able to witness as a result of technological advancement at MTM?

State of the art technology had always been our priority. We have some of the best and seamless knitting machines operational on our floors, few of the notable names are Mayer & Cie and Terrot (German), Vanguard (U.S.A), Matsuya and Orezio (Japanese) etc. On the other hand, our Dyeing Facility is remarkably distinguished with a capacity of more than 120,000 KGs fabric processing per day having all the machines procured from top-of-the-line German manufacturers with top-of-the-line manufacturers of tubular machines of the world. Our garment washing has the most reliable machines procured and operational on the floors. We have a dedicated special effects team with laser printing which is not as common in Pakistan. Our state-of-the-art machines manufactured by Gerber Technology have no competition in the region in terms of accuracy and quality.

With all this top-of-the-line hardware digitally synchronized with our sophisticated ERP we have been able to achieve record optimal production targets with compatible quality standards and higher efficiencies. Moreover, with being digitally transformed we have mass data being analyzed to keep a close eye on the trends worldwide. The data on the other hand contributes in our R & D and Innovation.

4. Would you like to share your learning takeaways while embracing industry 4.0's components for MTM in terms of dos and don'ts?

Well, the most significant aspect we have learnt out of the industry 4.0 revolution is that nothing can be possible without our human capital. The production, the growth and the expansion may not have been possible without the talent we have. Transformation requires an ability to improve and to change with the continually developing technologies. Taking along our people with the technological changes has always been important for us. We value the perks of the digital evolution as well as we know that this is possible only when we react and act resiliently.

5. Where do you see textile manufacturing, especially the apparel manufacturing sector, in the future?

Textile industry is in the phase of continuous progression, we have witnessed during COVD-19 that the Pakistani textile industry has potential in great abundance, all it needs is the right direction. Having the required support of the state and embracing the Industrial Revolution 4.0 in true sense I see the Pakistani Textile Industry leading the global market.

6. Introduction of new technology usually requires a new skill set for the employees. How have you tackled this issue at MTM?

Change always require resilience and an urge to learn specially when the change is technical, so while we bring in new technology, simultaneously our HR teams and Industrial Engineers work on the training of the staff and equip them with required knowledge to utilize the technology in the most productive manner. Furthermore, fresh blood is our most valuable asset. Induction of fresh engineers and experienced young engineers is also our major priority, who not only help our existing lot learn the modern technical trends but also increase the efficacy of our supply chain.

7. How will the technological advancements be coming along with industry 4.0 assist MTM in ensuring both product and service-oriented quality?

The major impact of the digitalization is the increase in efficacy. The Industrial Revolution 4.0 is contributing in the production of more sustainable products. We are shifting to machines and technology which is more sustainable and friendly to the environment. Nonetheless, the digitalization has made it easy to track deviations in the customer requirements and time bound the processes to make the service quality optimal for our customers.

8. In your opinion, how MTM's early adoption of Industry 4.0 trends can pave a way for its competitive advantage?

As Mentioned earlier we have been transforming our organization to the industry 4.0 since the mid-2000s. Our processes are more streamlined and transparent than any other local supplier manufacturer. Our approach towards R&D and innovation plays an important role in competing with other manufacturers in textile industry. Our growth and numbers say it all. Our systems are through which we are competing in the market. MTM is like a digital city where everyone is connected having access to all the information required to achieve our one common goal i.e., growth and optimal quality which transcends into our competitive advantage.

9. In recent years, many companies witnessed the Customers' demands shift from mass production to mass customization, how has MTM planned to entertain this?

We have developed an in-house innovation and co creation team. The said team has access to data around the world and is most abreast with new trends. We are collaborating with like minded organizations around the world and coming up with new innovative products and designs for the customer specifically customized for their requirements.

10. How is the adoption of technological advancements vital for MTM's sustainable growth?

MTM is committed in contributing for making the environment sustainable. Our teams in different divisions are working on various projects right now. Our plans are in line to shift at least 3MW energy consumption to renewable energy. Our priority is to increase the usage of recycled cotton and polyester for the production of yarn to 50% to 70% in the coming two years. Our teams are working to increase the naturally degradable dyes through a project named NDSP (Natural Dyes with Sustainable Process). We have and exclusive software EIM (Environment Impact Management) in place which currently gauges water conservation, chemical usage (green screen or non-compliant), energy conservation and impact of the processes on human health as per the required international standards. We are steadily converting our processing to CPB plants which will eventually help us in further water conservation. On the other hand, we are RSL ZDHC compliant. Currently we are in collaboration with SGS for energy conservation. Our ultimate aim is not only to grow but to contribute in the betterment of environment and human health.

AYUBIA GUEST HOUSE

Standing at some 26 kilometers from the tourist hotbed of Murree Hill Station, over 100,000 tourists flock to Ayubia National Park and the places around every year. It is well known for its picnic spots. There is a large number of hotels and restaurants around Ayubia park. At walking distance of a plethora of commercial hotels, MTM's "Ayubia Guest House" boasts to be a destination for MTM team members and their families. In all its colonial era type elegant made, it bolsters:

- Stronger relationships
- Employee Motivation
- Inclusion
- Time for re-alignment
- Opportunities to refresh and recharge








Spills the Success Secrets

Khawaja Mehmood Elahi
Director Marketing



1. Having started as an MTO, how do you recall your days as a newbie in MTM?

Well, this was technically my first job. Way back in 1997 when I joined, MTM was an infant organization with almost a capacity of 8 to 10 tons per day and 200 sewing machines. The setup was basic with no HR and we used to do hiring and everything ourselves. Life was tough in those days. We had no proper offices; I still remember once for shipping of an order we had to work all night and me and my colleagues slept over the fabric rolls. So, it has been a long way and we have evolved to the position we are at today and we are still growing.

2. What difference is there between MTM of 20th Century and MTM of 21st Century?

MTM in the 90s had a lot to learn, the management approach was to introduce a culture of inducting educated resources in the industry. Since the setup was small at that time, we had an opportunity to learn and understand each and every operation which helped everyone associated with the business to grow. MTM now has grown and is one-of-a-kind organizations in Pakistan. We have shifted towards more professional culture, a competitive and challenging environment where people have more opportunities to grow and prove their abilities and capabilities.

3. How did MTM help you develop your skills and competencies?

I had been closely working with Mr. Shahid Nazir since the beginning. He trains through giving autonomy and putting responsibility to his trainees on the other hand he puts his faith and trust in the resource while supporting them where it is required. One needs to match with the speed of the leader and grind himself to achieve their goals.

4. From an MTO to a Director, what kept you motivated during this journey?

For some people motivation is monetary but I value respect, relationship with my employer, leadership and peers. I believe that when an employee performs in an outstanding manner, he gets rewarded which reflects his performance. I always had a learning approach and that has helped me to survive. I believe that whatever I am destined to earn I shall be earning it and I never had a sense of deprivation. The element of trust the management had in me and the autonomy to make decisions has kept me motivated and helped me grow in my career all along.

5. What qualities do you think a leader should have?

In my point of view leader should be patient, the patience makes him a good listener which helps him build a good and strong team. Without a good team one can never be a good leader, once you get into a leadership role it becomes your responsibility to build the capability and capacity of our team. Help them solve problems through your hands on knowledge and experience and give them innovative solutions.

6. Keeping in view the rapidly changing events what do you think MTM has got to offer its customers in the future, on the other hand what do you think market has in it for MTM in the future?

We saw the recession coming and we were prepared for it way ahead. We changed our strategy and we started targeting niche markets before the recession could hit our business. We converted to alternate solutions and changed our manufacturing course to women and kids' apparel. The top management having a wider vision believes that the market has a lot of potential for us in the future and with the right strategy and at the right time we can grab all these opportunities coming up to us.

7. You have been working closely with other stakeholders what is MTM's USP at this point of time if you compare MTM with other organizations?

Having a right strategy at the right time is our USP. The management is proactive and this proactiveness has helped us to survive all along in the toughest hours we never faced the problems the rest of the industry has been facing.

8. Any advice for the young lot working with MTM?

Well, for the young lot, you need to have a lot of energy, work hard, grind yourself with unconditional dedication. If you do not add value and that is a continues process, like I said earlier when you add value it automatically gets you recognized. You do not grow without adding value to whatever you are doing. Remember that yours and organizational growth are interrelated and you have to work on both.

Our Sustainability

The Textile Industry:

Textile production has incredible contribution to the sustainability factor...

- It is responsible for 20% of global clean water pollution approximately that comes from dyeing and finishing products. It takes approx. 20,000 liters of water to produce one pair of Jeans and Shirt.
- Washing synthetics releases an estimate of 0.5 million tons of microfibers into ocean every year.
- Fashion industry is responsible for 10% of global carbon emissions – more than international flights and maritime shipping combined.

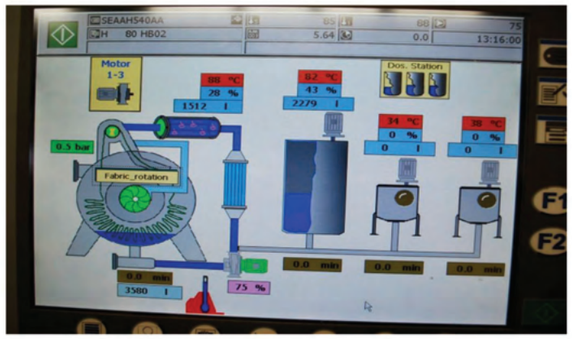


Sustainability Initiatives by Masood Textile:

There are numerous initiatives however highlighting some of the key updates.

Recycling: In-house Textile Cotton Waste recycling plant helping to save 5.0 million KWH of electricity annually and 3.15 million liters water. Recycled Polyester production plant is in process with a target to be operative in 2023 with 67 tons per day production.

Green Materials: Promoting BCI Cotton and recycled Polyester usage in production. Goal is set to take 37% Polyester from recycled resource and 55% Cotton from BCI Sources in 2025. In addition to that Masood Textile has been using and managing dyes & chemicals per ZHDC standards.



Energy & Water Conservation:

- Conversion to energy saving equipment i.e., LED lights, servo motors and building designs utilizing sunlight and save approximately 5,000 MW electricity annually. Furthermore, renewable energy production plant installation is planned for 2023 with considerable in-house electricity production potential.
- Waste Heat recovery system helping to produce steam through waste heat which is again a step towards recycling. It is having a special significance that waste heat has temperature of more than 550 degrees Celsius and utilization through this process, resulting emission much better temperature i.e., 110 degrees Celsius. Responsibly minimizing warming impact on environment and initiative is in line with Punjab Environmental Protection Guidelines
- Water saving through additions of sustainable dyeing equipment and capacity additions to water treatment plant

Process Modernization:

- Upgrades and addition of sustainable dyeing equipment i.e., Continuous dyeing using almost 50% less water and salt VS conventional exhaust equipment.
- Process improvement teams continuously and effectively working to gauge resources utilization on JIT (just in time) principles.
- Investments in RFID based sewing production system is a step forward towards Industry 4.0, driving actionable quality and efficiency through technology usage.

Carbon Footprint Reduction:

Shifting from fossil fuels, coal to environment friendly sources for steam production and reduced 30K tons per year coal usage.

Corporate Social Responsibilty

Corporate social responsibility (CSR) in MTM encompasses a broad range of interactions with society. It means responsibly managing a multiplicity of relationships every day with employees, consumers, shareholders, suppliers, governments, local communities, and many others in wider society. Our commitment to high standards of corporate behavior is an integral part of our operating tradition. We recognize the need to be more explicit about what that commitment actually means in practice, articulating our policies and demonstrating performance.



Executive Director, Muhammad Nazir Presenting a cheque of Rs. 25 Million to the Prime Minister for The Flood Relief Operations

Thinking global and acting local is a fundamental attitude to our operating tradition and a cornerstone of our success. Our beloved country was badly hit by worst flooding due to climate change. Pakistan is paying a heavy price, though having only a fractional contribution to this situation around the globe. This is important to mention here that MTM did not shy away from being at the front to help the people of our country who were badly affected by these devasted floods. In this regard following efforts were ensured:



- Two flood relief camps were set up; one in Kalam and the other in Bahrain, Swat. Local people were served with grocery/ food bags and garments.
- Rs. 25 million were presented to the Prime Minister of Pakistan for Prime Minister's flood relief account.



- A local NGO i.e. Akhuwat Foundation has been presented a cheque of worth rupees 20 Million. Akhuwat Foundation is one of the credible NGOs that has engaged itself in relief activities for flood-affected people.



Local administration of Swat, especially assistant commissioner Swat Ishaq Ahmad and his team was working closely with MTM team day and night to cover the maximum areas to help the deserving people.

Health and Fitness

1. What is the main underlying philosophy of yoga?

Union of mind body and spirit. The basic understanding of yoga is the coherence of three levels higher living. A living with wellness and endurance, these three levels are mind body and spirit. When an individual acts in coherence with three it results in utter wellness, vibrant vision and excellent physical health.

2. What advantages does yoga have over other exercise types?

The advantages are innumerable, much have been written on the advantages of the ancient science but few most remarkable are these.

- A regular yoga practitioner remains younger physically and facially as compared to his age mates. And it's no denying the fact
- Internal organs do not malfunction and stop aging, the result is an increased span of splendid working as far as the main human functioning is concerned.
- A regular yoga practitioner does not catch-up infections, epidemics and pandemics easily. The resistance level of body is excellent. Yoga boosts immunity like a magic wand. According to a careful census, the lung capacity of a yogi is 30% more than an ordinary human being. Do not forget enough oxygenation is life to human body.
- Last but not the least, the most important factor which differentiates Yoga from other physical disciplines are breathing. This is the only exercise discipline which encourages breathing. Breathing is a part and parcel of every physical asana, which means the practitioner not only practices physical labor and muscle movement, one also necessarily includes breathing in every pose.

3. What is the piece of advice you would like to give to the working professionals that may help them to make yoga as a part of their life?

The physical problems of the modern man are stress, depression, anxiety, lack of endurance, fatigue and body aches. These problems are faced by working professionals throughout the world. As modern lifestyle needs a lot of energy and physical well-being. I highly advice such individuals and professionals to adopt the yoga lifestyle, they can start as beginners just simply sitting with a straight spine and breathing correctly through their nostrils to open up their lungs and encourage the activity of-pranayama (breathing) with the physical action. Later they can proceed forward from beginners to the more advanced levels with a qualified yoga practitioner.

4. What are the major health benefits of yoga for working professionals?

- Yoga immediately boosts their energy.
- The aches, pains and sprains are solved in a few sessions.
- Anxiety, fatigue, depression and mood swings are kept away by the yogic practice.
- They are more agile and active in their daily routine.
- The major muscles and joints respond to the science immediately making the body more flexible and noticeably agile.
- The lung capacity is enhanced by yogic breathing and the particular depth of lungs can be attained in a very shorter span of time which is essential to keep the respiration system functional.
- Yoga enhances physical flexibility.
- Better employee health, better productivity.

5. What's the correlation between meditation and yoga?

The physical purification and detoxification are attained by yoga asana. In the ancient holistic system of yoga, the meditative practice is kept mandatory after performing the physical asana so the human brain and psyche is cleansed and detoxified. It's a medical fact that when the human body detoxifies after physical exertion and labor, it releases anxiety and stress. The result is clear and calm brain which further needs 5 to 10 minutes of meditation in which one connects directly to one's inner self and highest being, that is the Divine.

6. What positive role, Yoga has played in your own life?

It has made me patient. More positive in my outlook towards life and life's constant problems. It has given me a lot of power and energy to spend my days and years. It has made me physically tolerant and mentally flexible. Yoga makes me close to mother nature and the earth, as it is performed on the ground. Yoga enabled me to connect myself to my inner more often, uniting mind, body and spirt altogether to form a better total response towards professional and personal life

SUMAIRA Servat

MTM's Official Yogist

Sumaira Servat is an Ashram trained Yogini, expert in sound healing, disease healing, meditation, yoga asanas mainly Hatha and Ashtanga. Her span of experience consists of 21 years, specialized in prepostnatal services. Has conducted classes in Mumbai, Lahore, Karachi, Islamabad and in other cities of Pakistan.



Employee Corner

ایم ٹی ایم ہے قوم کی خدمت کا ادارہ۔
ملتا ہے یہاں بے سہاروں کو سہارا ہے ۔

چمکے گا انشااللہ اک دن یہ ستارہ۔
ہے ڈوبنے والوں کے لئے ایک کنارہ ۔

آباد رہے یا رب ہاں گھر یہ ہمارا ۔
ایم ٹی ایم ہے قوم کی خدمت کا ادارہ۔

اُلفت ہے جو گلوں کو باغ و بہار سے۔
نسبت وہی ہے اُس کی ریشم کے تار سے۔

چاہت دیوانہ وار ہے درو دیوار سے۔
منزل ملے گی محنت لیل و نہار سے ۔

تا آبد رہے قائم دلکش یہ نظارہ ۔
ایم ٹی ایم ہے قوم کی خدمت کا ادارہ۔

ایم ٹی ایم پہ قادر مطلق کا یہ انعام ہے۔
عزت و وقار کا دنیا میں ایک نام ہے ۔

معیار ہے بلند اس کا اور اعلیٰ کام ہے ۔
مزدور کا سلام ہے سلام ہے سلام ہے ۔

زندہ آباد ایم ٹی ایم سب کا ہے نعرہ۔
ایم ٹی ایم ہے قوم کی خدمت کا ادارہ۔

وطن کی معیشت میں ترقی کا ہے نشاں۔
چاند تارا اس کی جبیں پر ہے جو عیاں ۔

مزدور کی ہے عزت و عظمت کا پاسباں۔
آٹھ بازاروں کے شہر کا ہے یہ کارواں۔

صدق و وفا کے حُسن کا بہتا ہوا دھارا۔
ایم ٹی ایم ہے قوم کی خدمت کا ادارہ۔

رانا رفیق احمد اداس کلیروی
اسسٹنٹ مینجر ایچ۔آر



A Tribute To An Unsung Hero

Sultan Mehmood

Head Operator Electronics



Sultan Mehmood is a name you might not know or never heard of, but he is the person you talk to daily. He is the man who can guess your name and your department just by hearing your voice only. The man who has got telephone extension numbers of the Mills at his fingertips, the department he belongs to, is technically the "CPU (Central Processing Unit) of MTM." If that department is onboard, you have all the information about MTM just a call away; this department is known as "Telephonic Exchange." You need to talk to someone, want to know about someone's In and out time, someone's availability, reminding team members for their zoom meetings, connecting any other employee from outside MTM to another site, The Extension no# 9 is your destination.

Someone, who joined MTM 18 years ago and is still a dedicated team member of MTM. From the in-out system to making of corporate HR to seeing MTM from two units to expanding its operations, Sultan Mehmood has seen it all. Sultan is the best example you can have if you want to experience someone's love for MTM in words. Appreciating the company for being one of the best organizations having had attained the status of a training centers in Pakistan for its employees, Sultan claims to have learnt and mastered his trade here. Operating telephone exchange day in and day out, Sultan has upskilled his speaking, writing, technical, managerial, communication, and other skills. His opinion for his workplace is exceptional. He says, "One needs to be friends with his or her work to be able to achieve fruition at workplace. He further suggests never to trick one's seniors; wait for the right time to let things happen, and that's how one can shine at workplace.

He joined MTM with a mindset to be the Head of the telephonic exchange department, which took him five years to be there. He discharged his duties with full dedication and responsibility which was being assigned to him. His love for his work is commendable. Once during his employment tenure he met with a not very encouraging situation which led him to stay away from his work for brief period of time which was a very painful time for him, he describes. However, fortunately he was able to be back to his love of life that is MTM and since then there has been no looking back. He also shared how keen he has to be about his work and how the department's availability is essential 24/7 because anyone can call to the telephone extension. No matter what, someone must always be available to help people connect with each other. Sultan's attachment and loyalty to the MTM are heartwarming. He calls MTM his second home and while he expresses such a love for MTM, twinkle in his eyes can easily be witnessed indicating his emotions tinged with purity!

Sultan gives a peep through his personal life too. He got married in August 2017 and has two beautiful daughters. He lost his parents a few years back. All his siblings are settled and married. We took a liberty to inquire about Sultan's future plans. He appeared to have every clear future direction of his life in his mind. His personal goals entail; keeping contributing for MTM until he retires, be able to give quality life to his daughters including good education and shift to a better place to live. Once probed, he furnished us with his professional advice for a more prosperous business future for MTM. He is certain that if MTM stick to its current people practices with improvisation and relevance with time in mind, MTM will keep delivering wonders. In other words, he concludes that people should remain core of MTM's focus like always. After having 18 years camaraderie with MTM, Sultan has turned as a true ambassador of MTM and an epitome of a firm commitment with the company which must be an inspiration for others to follow.

MTM recognizes and appreciates Sultan Mehmood's contribution, long association and thickly cemented commitment to remain a core family member of MTM.
We wish, our pride, Sultan Mehmood and his family all the very best in their lives and look forward to innumerable opportunities to reciprocate same care and affection and Sultan and his family.



Credits

Meet Our Contributors



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Sr. Manager, PD



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- Shaista iqbal
- Rabia Hameed
- Abdullah Bin Ahmad
- Kashif Khan
- Muhammad Shaban

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For Pakistan
and would be incorporating it's success
story as a case study in

"ESSENTIALS OF MODERN MARKETING"
(FULL EDITION)

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