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PIED

A newsletter by Punjab Industrial Estates Development & Management Company

FAST PACED Industrial Growth...

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VOLUME 2



PIEDMC is a section 42 company, incorporated under Companies Ordinance 1984. PIEDMC is an autonomous, not for profit entity owned by the Government of Punjab and is run by a Board of Directors (BOD) comprising of private sector industrialists and ex-officio members. PIEDMC is a successful example of Public - Private Partnership. Punjab Industrial Estates Development & Management Company (PIEDMC) was formed with the vision to promote industrialization in the province of Punjab. PIEDMC follows a self sustaining model with an aim to develop industrial estate in every District of Punjab Province.

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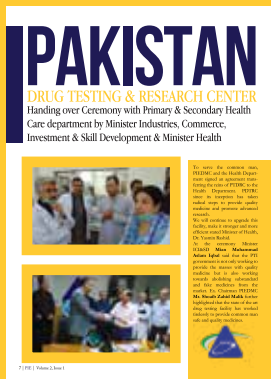
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Table of CONTENTS



04
05
06
08
10
12
16
18
20
21
22

New Leadership

Editor Note

OWSC Inauguration by Minister Industries

PDTRC Handing over Ceremony with Primary & Secondary Health Care Department

PEPSICO Manufacturing Plant Inauguration in Multan Industrial Estate

Minister ICI & SDD Interview

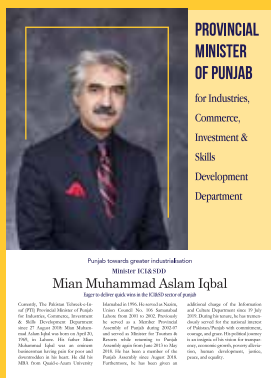
Glimpses

Article: A Growth & Development Odyssey

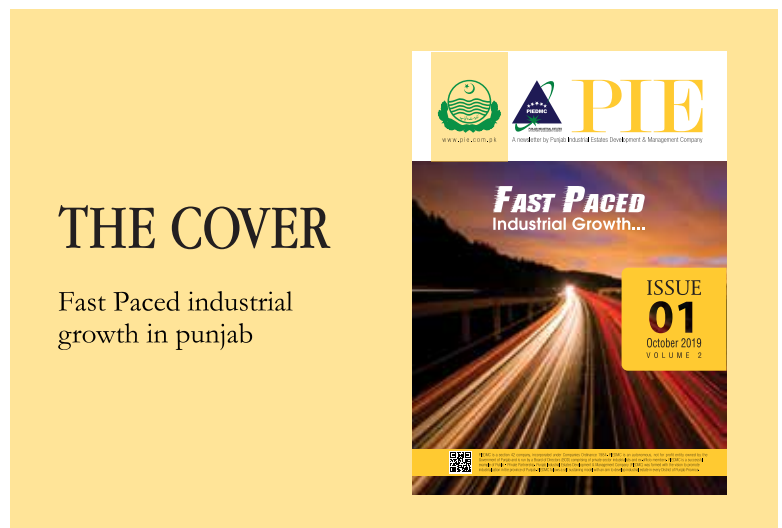
EODB Event

TEXPO 2019

Article: Entrepreneurship



GLIMPSES





OUR NEW Leadership



Syed Nabeel Hashmi
Chairman PIEDMC

Mr Syed Nabeel Hashmi is the Chairman of the “SNH GROUP” with companies holding business interests in automotive parts manufacturing, Industrial packaging and Liquid petroleum Gas (LPG). His units are located in Lahore, Multan and Karachi. Mr Hashmi was born and educated in the Kingdom of Bahrain. He further undertook Management and Business programs and returned to Pakistan at an early age of 26. Mr Hashmi is a Certified Auditor for ISO 9001, 18000, 14000, OHSAS, FSSC 22000 and has represented Pakistan on various international forums on subjects relating to Pakistan Entrepreneurs development in the SME sector, Die & Mold Development and Corporate social responsibility strategy for Pakistan.

Mr Hashmi was nominated as a founding Director of the PIEDMC in 2004 - (Punjab Industrial Estates Development & Management Company) by the Government of Punjab and headed the companies Marketing, Telecommunications, Power generation, Human Resource & IT programs. Over the years he drafted and put in place business friendly Industrial promotional and development policies including Transfer and building by-laws, Rules of business for the various Industrial estates and Board of Management including the Sunder Industrial Estate, Quaid e Azam Industrial Estate and Multan Industrial Estate. These policies now continue to be standardized in all new upcoming Industrial estates of Punjab. Programs relating to the development of Commercial Zones and building of Multi-storey common facility industrial complexes have been envisioned and designed by him.

Mr Hashmi designed and headed the International Business Development department of the Engineering Development Board of Pakistan, MOI Islamabad. He played an active role in the Engineering vision 2002 formulation. Pakistan’s Engineering Exports Enhancement & Competitive scheme (PEEECS) was also authored by him. A situation analysis of the CNC machine equipment manufacturing viability in Pakistan on the EDB Forum was also initiated and documented by him. He played an active part in the tailoring of the current Auto Policy of Pakistan and the initial Industry specific deletion programs. Mr Hashmi has also remained President of various trade bodies and association.

After taking over as the Chairman of PIEDMC, he has immediately embarked on restructuring of PIEDMC and making the organization more efficient, lean and effective. The company now is en route to fulfill the vision of Prime Minister Imran Khan’s that will result in more customer orientated policies and directions.

“I intend to turnaround PIEDMC into a self sufficient and dynamic organization that shall fulfill its goals of Industrial development and job creation”



FROM THE Editor's Desk



PIE

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Hello Readers!

Today while writing to you a quote came to my mind keeping in view our country's current situation 'The only thing constant is change'.

Now it is up to us if this change is for the better or worst. We at PIEDMC are trying to play our part in bringing about a positive change and the journey so far has been rewarding. From participating in expos to encouraging foreign investment we at PIEDMC are committed to providing our customers with the best facilitation and our One Window Service Centre (OWSC) is a testament to that. We continue to strive to provide state of the art industrial facilities at all our industrial estates. We truly acknowledge the alarming state of climate change & deforestation hence we pledge to keep taking mandatory steps like Tree plantation drives in all estates of PIEDMC.

Let's keep moving forward!
Happy reading!

Amina Faisal

ONE WINDOW SERVICE CENTER

Inauguration by Minister Industries, Commerce, Investment & Skill Development



For efficient and timely delivery of customers' requirements from land acquisition to start of production PIEDMC has established one of a kind One Window Service Center. This initiative is taken to facilitate local and foreign investors. The Provincial Minister of Industries, Commerce, Investment and Skill Development Mian Aslam Iqbal inaugurated the OWSC at Quaid e Azam Industrial State. At the inauguration ceremony the Minister emphasized on how important customer facilitation is for industrial growth and stated that such service centers should be made all across Punjab.

Minister ICI&SDD Mian Aslam Iqbal at the inauguration ceremony of One Window Service Center (OWSC) along with Ex. Chairman PIEDMC Mr. Shoaib Zahid Malik & BOD Members PIEDMC accompanied by CEO Javed Ilyas, GM Coordination Umar Saeed, Punjab Information Technology Board (PITB) Chairman Azfar Manzoor, DG PITB Sajid Latif, Wasim Bhatti & CEO Punjab Board of Investment and Trade (PBIT) Jahanzab Burana.





Minister ICI & SDD Getting Information
From CSR During Vist of OWSC



Minister ICI & SDD Chairing the meeting
at OWSC



Minister ICI & SDD During the Briefing



Board of Directors PIEDMC During Meeting



Minister ICI & SDD Presenting Shield
to President FPCCI Punjab



Minister ICI & SDD Presenting Shield
to Ex. Chairman PIEDMC

PAKISTAN

DRUG TESTING & RESEARCH CENTER

Handing over Ceremony with Primary & Secondary Health Care department by Minister Industries, Commerce, Investment & Skill Development & Minister Health



To serve the common man, PIEDMC and the Health Department signed an agreement transferring the reins of PTDRC to the Health Department. PDTRC since its inception has taken radical steps to provide quality medicine and promote advanced research.

We will continue to upgrade this facility, make it stronger and more efficient stated Minister of Health, **Dr. Yasmin Rashid.**

At the ceremony Minister ICI&SD **Mian Muhammad Aslam Iqbal** said that the PTI government is not only working to provide the masses with quality medicine but is also working towards abolishing substandard and fake medicines from the market. Ex. Chairman PIEDMC Mr. Shoaib Zahid Malik further highlighted that the state of the art drug testing facility has worked tirelessly to provide common man safe and quality medicines.





Ex. Chairman PIEDMC & President BOM SIE
Welcoming Minister Health Punjab at PDTRC Office



Minister Health & Minister ICI & SDD Punjab
During The Visit of PDTRC



Minister Health Punjab Talking With Ex. Chairman
PIEDMC During The Visit



Minister ICI & SDD & Minister Health Punjab
Co Chairing The Meeting



Ex. Chairman PIEDMC Briefing About PDTRC
Functioning



Minister ICI & SDD Presenting The Shield to
Minister Health Punjab

PEPSICO MANUFACTURING PLANT INAUGURATION IN MULTAN INDUSTRIAL ESTATE



Pepsico inaugurated its new manufacturing plant in Multan Industrial Estate, a state of the art project by PIEDMC. It is another mile stone in the long standing relationship between the PIEDMC and Pepsico. Another step towards the vision of a better, brighter and progressive Punjab! The strategically located plant spanning over 28 Acres of land will generate 1500 direct & indirect employment in the region.

The snack plant was inaugurated by Mr. Abdul Razak Dawood advisor to the Prime Minister for Commerce and Investment along with Board of directors & Managment of PIEDMC in Multan Industrial Estate.



GOLDEN BUSINESS OPPORTUNITY FOR INDUSTRIALISTS TO



Invest in **SPECIAL ECONOMIC ZONES**



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VEHARI, BHALWAL & RYK **declared as SEZ in Punjab**

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PIEDMC welcomes you to the most advanced industrial network, stitched with global trade route the China Pakistan Economic Corridor guaranteed to flourish your business every moment.

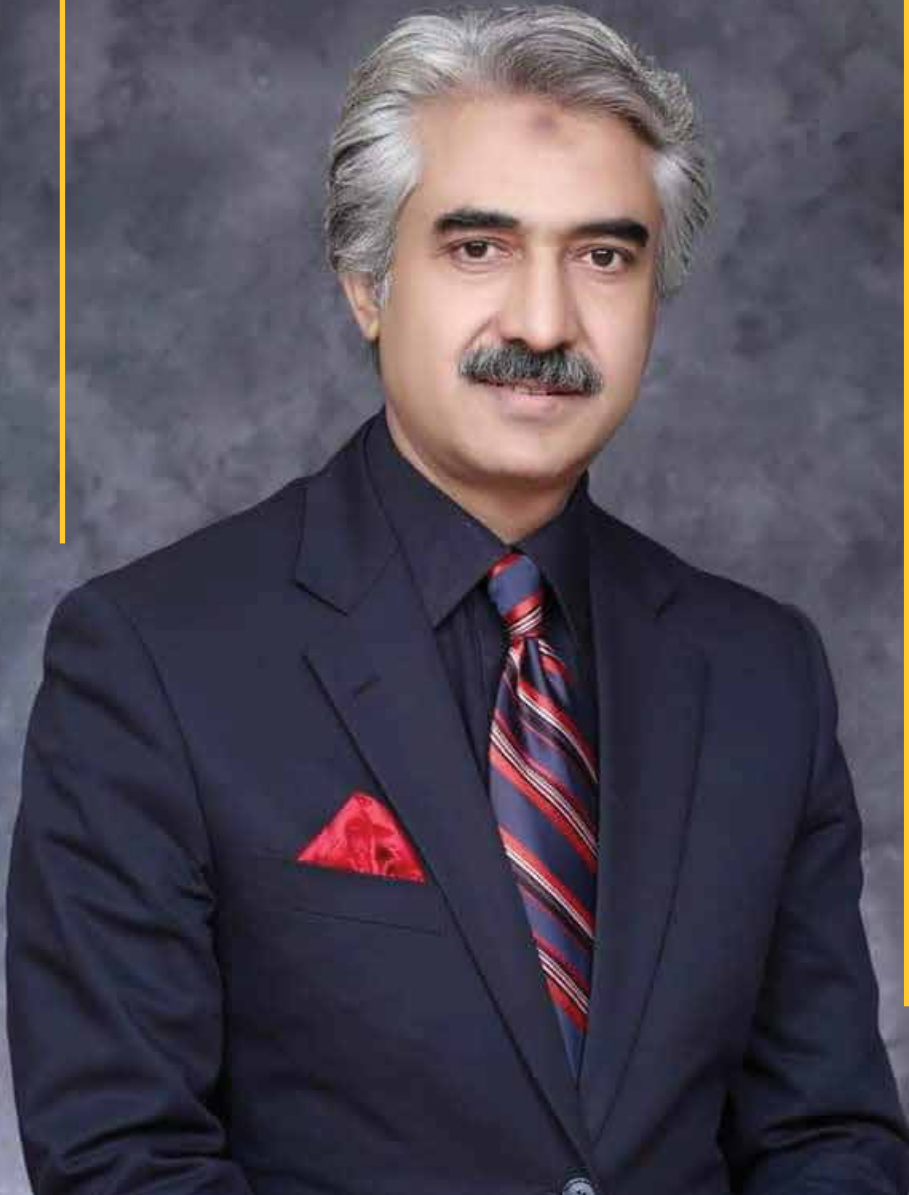
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PROVINCIAL MINISTER OF PUNJAB

for Industries,
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Department



Punjab towards greater industrialisation

Minister ICI&SDD

Mian Muhammad Aslam Iqbal

Eager to deliver quick wins in the ICI&SD sector of punjab

Currently, The Pakistan Tehreek-e-Insaf (PTI) Provincial Minister of Punjab for Industries, Commerce, Investment & Skills Development Department since 27 August 2018: Mian Muhammad Aslam Iqbal was born on April 20, 1969, in Lahore. His father Mian Muhammad Iqbal was an eminent businessman having pain for poor and downtrodden in his heart. He did his MBA from Quaid-e-Azam University

Islamabad in 1996. He served as Nazim, Union Council No. 106 Samanabad Lahore from 2001 to 2002. Previously he served as a Member Provincial Assembly of Punjab during 2002-07 and served as Minister for Tourism & Resorts while returning to Punjab Assembly again from June 2013 to May 2018. He has been a member of the Punjab Assembly since August 2018. Furthermore, he has been given an

additional charge of the Information and Culture Department since 19 July 2019. During his tenure, he has tremendously served for the national interest of Pakistan/Punjab with commitment, courage, and grace. His political journey is an insignia of his vision for transparency, economic growth, poverty alleviation, human development, justice, peace, and equality.

Q: What steps are being taken to facilitate local & foreign investors?

For ICI&SDD, SEZs are the anchors for attracting foreign and local investments. Department has focused on opening new SEZs and bringing the utmost level of transparency in them to provide maximum facilitation and ease to local and foreign investors. Seven new SEZs have been approved at the provincial level and are awaiting final approval at the federal level.

Q: What are the current initiatives of the Punjab Government in accordance with the employment generation?

As far as employment generation is concerned, through Loan Markup Support Program (LMSP Rs. 3 Billion; in 5 years 7500 jobs will be created. Whereas, through the Credit Guarantee Scheme (CGS) for SMEs (Rs. 2.5 Billion), 5 years 7500 jobs will be created.

facilitating private sector investment growth by providing an enabling eco-system, boosting productivity and competitiveness to drive up exports and compete with imported goods, ensuring level playing field for domestic and foreign players across ICI&SDD sectors, creating attractive job opportunities for Punjab's rapidly growing labour force along with alienated segments of the society – underprivileged districts, women, and disabled people.

Yes, absolutely. I believe the streamlining of Technical and Vocational Education and Training (TVET) sector is very important. Which is why radical steps have been taken to facilitate technical education. Establishment of Technical Universities, Punjab Skills Development Authority PSDA Punjab Skills Testing Agency PSTA, reforming of Punjab-Technical Education and Vocational Training Authority PTEVTA, the introduction of Competence-Based Training and Assessment CBTA, and



establishment of Punjab Skills Advisory Forum PSAF are few milestones which will help in employment generation eventually

leading towards a prosperous Pakistan.

PROMOTION OF SMALL AND MEDIUM ENTERPRISES (SMEs)

ACCESS TO FINANCE FOR SMEs

PKR 6 Billion Allocation

PROGRESSING PUNJAB ENTREPRENEUR DEVELOPMENT SCHEME (PPED)

- Loan up to PKR 3 million for new start-ups
- Based on Turkish model
- Estimated 4,50,000 direct employment
- 15% allocation for women

PKR 2.5 Billion Allocation

CREDIT GUARANTEE SCHEME (CGS)

- Providing guarantee to SMEs possessing no collateral
- Estimated 93,750 jobs will be created

PKR 3 Billion Allocation

LOAN MARKUP SUPPORT PROGRAM (LMSP)

- Upto 3.5 % markup support
- 15% allocation for women
- Estimated 112,125 direct jobs

Q: How do you think you can create ease of doing business in Punjab?

The government wants to give an open field to businessmen and investors by enhancing the Ease of Doing Business in the country. The government of Punjab believes a breakthrough in investment can be made through making local environment business-friendly. Completion of One Window Service Center (OWSC) at QIE is evidence of our commitment, as all issues of the industrialists are addressed under one roof.

Q: Are you taking any steps to ensure a boost in our private sector & commerce industry?

ICI&SDD believes in crystalizing the Prime Minister's vision/goals. My focus is on job creation, promotion of self-employment & strengthening SME's. setting up SEZ's /industrial estates, redesigning TVET & skills landscape, and ease of doing business. We have recently put in place Punjab Industrial Policy 2018. It is all about 13 | PIE | Volume 2, Issue 1

Q: Do you think technical & vocational education can help generate employment opportunities for industrial workers?

REDESIGNING TVET & SKILLS LANDSCAPE

TECHNOLOGY UNIVERSITIES

- Mir Chakar Khan Rind University, DG Khan PKR 2 Bn
- Punjab Tianjin University of Technology (PTUT) Lahore PKR 3.074 Bn
- Punjab University of Technology Rasul, Mandi Bahaudin PKR 2.165 Bn
- Govt. University of Technology, Rawalpindi (Act has been placed in Assembly)

Q: What are your priorities to enhance entrepreneurship, SME sector and credit hold ups in Punjab

PunjabPSIC is promoting entrepreneurship, business drive and SME growth in Punjab? PSIC is also facilitating new startups while projecting a prosperous future via new SME's, removing credit bottlenecks and supporting

women entrepreneurs through various schemes which will generate employment and will tweak the access to finance as well.

Q: What other initiatives will be taken to promote young entrepreneurs and industrialists?

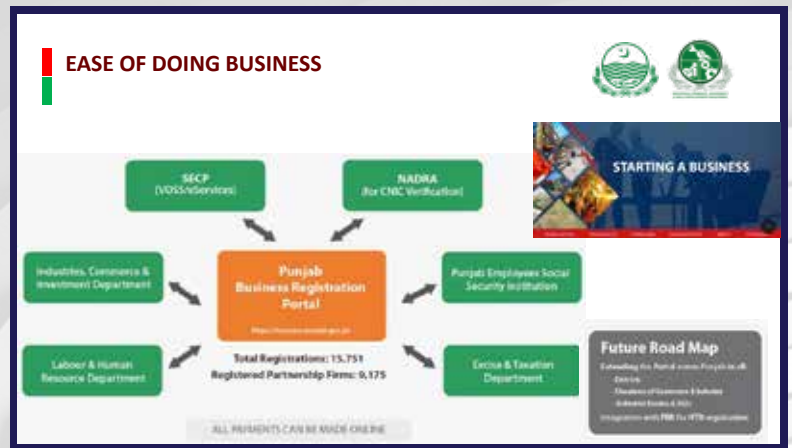
Following the ICI&SDD Policy transformations; it is way forward is dynamic and progressive including Punjab Business Council. (A Public-Private Dialogue forum by including leading businesspersons of Punjab to ensure stakeholders' feedback on economic policies of the government.), Punjab International Financial Centre, SME Economic Corridor Lahore-Sialkot and Inspection Free Regime in Punjab. We are confident these measures will urge our industrialists and entrepreneurs to invest in their country.

Q: In your opinion, what role has PIEDMC played in bringing prosperity in the region?

While Developing well-executed SEZ's, Industrial Estates and New Industrial Clusters, PIEDMC has played a remarkable role not just in industrialization but also in employment generation. With the percentage of colonization achieved in SIE & MIE, I believe industrialists & entrepreneurs can reap more benefits as SEZ status has been given to their 3 of the major estates in Bhalwal, Vehari & Rahimyar Khan. QAAP will also be a lucrative estate for the industrialists.

Q: What message would you like to give to our entrepreneurs and industrialists?

To aim high and continue to give priority to building Pakistan and bringing it to the heights of industrial glory and progress. We have a lot of undiscovered potentials which is enough to help us make on our mark on the map. Having a clear driving thrust, we are in the process to revamp existing industrial zones as anchors of industrial transformation and ensuring industrial development in Punjab. The Department is keenly focusing on implementing the Punjab Industrial Policy 2018 through a dynamic industrial and skill strategy while thriving indus-



UPTICK IN THE SME SECTOR

PSIC

TWEAKING ACCESS TO FINANCE.

**Progressive Entrepreneurs
Prosperous Punjab**

**USHERING ENTREPRENEURSHIP,
BUSINESS DYNAMISM AND SME
GROWTH IN PUNJAB**

3000 NEW SME's. LOAN MARKUP SUPPORT PROGRAM (LMSP)
Rs. 6 Billion in 5 years and estimated 45,000 employment generation (8000 SME's)-Rs. 3 Billion in 5 years and 115,000 direct employment

CREDIT GUARANTEE SCHEME.
4000 SME's - Rs. 2.5 billion in 5 years and 95,000 direct employment

CREATION OF WOMEN INCUBATION CENTRE FOR WOMEN ENTREPRENEURS.
Inclusive & sustainable economic growth

Being the hand that guides new startups while charting a prosperous future via new SME's, removing credit bottlenecks and supporting women entrepreneurs.



try and driving economy. I believe in supporting industrial diversification, nurturing new industries, increasing industrial productivity



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GLIM



Chairman PIEDMC Syed Nabeel Hashmi Presiding Board of Director's Meeting at PIEDMC Head Office



Saudi Arabia Delegation meeting with Ex. Chairman PIEDMC at PIEDMC Head Office to discuss on Investment Opportunities in Electric Sector



World bank Delegation on Implementation support mission on Punjab J7C Program meeting with CEO PIEDMC at PIEDMC Head Office

P S E S



Chinese Business Delegation from Tianjin meeting with GM – Coordination PIEDMC at PIEDMC Head office in order to discuss business and investment corporation with Pakistan



Chief Executive Officer PIEDMC starts Tree Plantation drive at PIEDMC Head Office



Training session conducted by BOM – SIE Rescue Department at PIEDMC Head Office

A Growth & Development Odyssey: ICI&SDD Inclusive Growth

*Embracing the Fourth Industrial Revolution; Industries,
Commerce & Investment Department of Government of the Punjab
is set to implement a holistic Punjab Industrial Policy 2018,
which will create immense economic opportunities and employment generation.*



RABIA BASRI

Communication Specialist,
(Strategic Policy Unit)
Industries, Commerce Investment &
Skills Development Department.

DRIVING INDUSTRY, THRIVING ECONOMY

With a strategic focus on connectivity and cooperation from China to the rest of Eurasia, Punjab is set to welcome Chinese investors and investments in Punjab. From textile to ceramics, from industry to agriculture; Chinese industrial relocation will bring dynamic and groundbreaking changes in the

socio-economic development of Punjab. Therefore, Punjab is all set to reap positive dividends out of the CPEC as it gains greater momentum in Punjab's current industrial and investment scenarios. In more ways than one, the Chinese investment signals Punjab's potential to industrial growth, invest-

ment opportunities, and sustainable development. Subsequently, ICI&SDD is playing a pivotal role in the creation of a business-friendly and conducive environment for the Chinese investors while facilitating foreign investors with one window operation and ease of doing business. To maximize the

A silhouette of two people in business attire, one holding a folder, standing in front of a sunset background with an oil pumpjack. The text "PROMOTION OF INCLUSIVE ECONOMIC GROWTH FOR ALL" is overlaid on the image.

**PROMOTION OF
INCLUSIVE ECONOMIC
GROWTH FOR ALL**

positive impact of the CPEC on the industrial sector in Punjab, Government will foster support, coordination and will indulge in informed policy decision making. Land lease policy for industrial land and minimum standards of industrial zones are also being developed. On the other hand, the Labor deletion policy is under process for cabinet approval and shall be merged within the industrial policy.

In the wake of a CPEC-led era, ICI&SDD is aware that accomplishing Punjab Industrial Policy 2018 targets require strategic policy decisions. For

sectoral/provincial development at regional, national and international levels. Moreover, with the implementation of Industrial Policy 2018, ICI&SDD will become an incubator and ablest navigator for progressive foreign and local investment/investor facilitation. Likewise, investor confidence in Punjab has been improved and is at a tipping point. Thus, industrial policies develop and evolve with a passage of time; while considering all the apprehensions to move up the ladder of industrial transformation, FDI and Skills development. Therefore,

production is new technology and more industry-relevant efficient labor. Focusing on industrial, investment and skill development through an efficiency-driven strategy; ICI&SDD has strategized the catalytic impact of investment via robust investment facilitation to create ease of doing business as an indispensable part of the ICI&SDD investment sector policy goals along with its ADP sectoral priorities and macro-economic policy variables. Having a clear driving thrust, ICI&SDD is on its way to revamp existing industrial zones as anchors of



this purpose, many initiatives have been taken and in process at the policy/administrative level to ensure and implement, maintain and sustain ICI&SD

the growth and development of the industry are preferably always sustained, planned and accomplished over a decade of governance and develop-



ment. To compete in the new global world of skill development; ICI&SDD is making Punjab's workforce more skilled and advance in accordance with industry needs, which is another cornerstone of ICI&SDD way forward. As a Key to increased

industrial transformation and ensuring industrial development in Punjab. The Department is keenly focusing on implementing the Punjab Industrial Policy 2018 through a dynamic industrial strategy. With the right sector-specific considerations avoiding a knee-jerk approach. Therefore, supporting industrial diversification, generating a better consumer experience, nipping the price hike, loaning schemes for skilled youth, prioritizing SEZ's, supporting new industries, developing strong clusters, strengthening SME sector and building the adequate capacity of the department under administrative control will positively lead toward Industrial and (export) sophistication

EASE OF DOING BUSINESS EVENT



The Government of Punjab is working tirelessly to attract local and foreign business community and investments and expedite the process by eliminating as many barriers as possible. The initiative of Ease of Doing Business has been taken to ensure maximum facilitation. PIEDMC participated in EODB Event 2019 to equip our economy to rise and thrive and enhance the overall volume of exports elevating our industrial and economic growth.



TEXPO 2019

PIEDMC participated in Pakistan's biggest textile exhibition at government level TEXPO-2019. TEXPO is a flagship sector specific trade event, where hundreds of foreign buyers are invited to witness the textile galore this country has to offer.

Advisor to the Prime Minister for Commerce and Investment Mr. Abdul Razzak Dawood inaugurated the event. More than 230 exhibitors from all the major cities of Pakistan and more than 300 foreign buyers from 50 countries were participating in TEXPO 2019. Major brands & industries like Delta Garments, Mahmood group, ChenOne, The Punjab Pavilion, Pfdc, Sapphire, Alkaram and many more with an agenda to enhance Pakistan's exports by facilitating local and international industrialists were part of this event.

Trade Envoys' conference and B2B meetings also took place where the stakeholders from trade and industry and the government exchanged their opinions.





Written by:
**HAMID GHANI
ANJUM**

ENTREPRENEURSHIP A SOLUTION IN HINDSIGHT

All the progressive countries of the developed world have crossed the threshold of indigenous self-sufficiency with the skills upgradation and empowering the youth with the much needed technical and vocational skills to qualify themselves to be enabling contenders of the potential entrepreneurs.

The key to the core issue of our employment and a recognized successful tool of establishing a talented youth to excel in their specialized field with the demonstrated expertise to earn their livelihood with respect and professional grace. This is a key to success, a step to the ladder if progress and to contribute positively in reduction of the ever deteriorating standard of poverty. To elevate the symptoms of poor status of sustenance, this is a developed tool to provide conducive environment with abundant

opportunities to the budding youth. It enables the enterprising individuals to take a step forward to break the shell of dependability and learn to stand on their own feet with sustained hard work perseverance. It inculcates the stamina to accept the challenge of hardship and negotiate the obstacle of unemployed despondency with resolute will and determination to defeat the uphill task with synergized spirit to confront the difficulty by flexing your own muscles of diligence. Only then they change the perception of an illusion into the realized dream of success in the broad sunlight.

The dazzling victory awaits the sweat the laborer and the craftsman and acknowledge their dedicated approach of focused struggle to become successful in their dream of defeating the ever increasing shadows of hopelessness and disappointment. The field of labor and hard work in technical, vocational and demand driven industrial traits where enormous potential to prove the merited worth of the skilled workforce. The task seems to be to gigantic to be tackled only by the potential contenders. The helping hand along with the assisting skill is to be provided wholeheartedly by the government and corporate sectors. The vistas of opportunity of the vast vacuum has to be extended by the private entities with lot many incentives and relaxed terms and conditions to accommodate the potential work force. The comprehensive policy with workable implementation tools would have to be evolved to provide one window resolve to the young novices of this technical adventure. They need to be educated to catch the fish with the help of a crafted net and hook instead of providing them with a bag of fish.

The numerous fields have to be explored with the help of the experts to dig out the avenues with appropriate guidance at the doorstep of the budding qualified youth. Their confidence has to be rebuilt with the requisite motivation and guidance to remove the stumbling blocks of systemic hurdles of the typical discouraging hassles. We have to ensure that their spirit remains alive to do some wonders to get the recognition and reward of their input. The counseling centers need to be established at the respective chambers of commerce to extend first hand professional expertise and requisite assistance to get an access to the relevant industry. The coordination centers should make the model incubation centers. The financial institutions should formulate the friendly policies to shoulder their part of responsibility to make this incentive a thumping success. This practice bears the enormous potential to turn the table and change the course of history. The borrowing can be brought to minimum with the facilitation of interest free loans with stringent measures of recovery. The successful model of microfinancing in the shape of “Akhawat” is a recipe to be emulated. The will and determination is required by the policy makers to implement it with the sincerity of purpose to accrue the desired results of productivity. The success in the offing is knocking the door with countless productive ideas to amend the shaded course of demotivated and demoralized set of pessimist backward introvert. He can see the golden sun peeping through the clear skies to invite the jubilant and desirous youth to play their constructive role in rebuilding and reshaping our lovely country Pakistan.





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