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QUARTERLY E NEWSLETTER



**PROJECT UJALA**



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## PROJECT UJALA

Project Ujala, one of the largest initiatives by the utility this year, is a project that is being implemented all across Karachi to bring an end to power theft and bring about a positive change in the lives of thousands of people. The project is solely targeted towards improving the service that is provided to KE's customers and improving the infrastructure of the communities we operate in. The project operates through the installation of Aerial Bundled Cables (ABC) in various localities of Karachi. ABC cables are a more reliable method of conducting electricity and require less maintenance. As a result, they will help discourage the "kunda" culture in the city and result in enhanced power supply to bill paying customers.

So far, Project Ujala has resulted in 1479 PMTs converted resulting in an impact on more than 295,800 lives. You can learn more about this initiative by visiting: [www.ke.com.pk/ujala](http://www.ke.com.pk/ujala)

 **Ujala** Phelain  
Aao Mil Kar

## KE SPONSORS AND HOSTS THE FIRST ALL KARACHI GIRLS BOXING TOURNAMENT

To encourage the participation of women in sports locally, K-Electric, in collaboration with District South Boxing Association, organised an all Karachi Girls' Boxing Tournament at National Coaching Centre. This initiative makes K-Electric the first corporate entity in the country to organise a female boxing tournament at any level.

The hotly contested one-day tournament came to a wonderful close after a strong display of courage, strength and combat by 20 contestants from all over the city. The young boxers played 10 bouts of 3 rounds each.

KE has created various powerful platforms to engage the youth in healthy activities, in line with its commitment to give back to the community. The utility has been consecutively organising KE Lyari Football Leagues for the last 5 years to provide the football loving youth of Lyari with a positive platform.



## KE WINS BEST CORPORATE AND SUSTAINABILITY REPORT AWARD 2015

KE secured 2nd position in the fuel and energy sector at the Best Corporate and Sustainability Report Awards 2015 jointly organised by ICMA Pakistan and the ICAP. The award acknowledged the organisation's efforts to consistently improve its reporting tools and the progressive sustainability strategy implemented by the organisation.



## KE SPONSORS TEAM NED FOR FORMULA SAE, ITALY

Formula SAE is a global engineering design competition focusing on the design and manufacturing of small Formula-Style racecars and challenging engineering students around the world. KE fully sponsored and supported students from NED to take up the challenge and design a racecar which was shortlisted for the competition in Italy. Team NED was the only team representing Pakistan in Italy among 250 teams from USA, UK, Germany, Italy, Japan, Brazil and Australia and made the nation extremely proud by securing 5th position at the presentation event of the competition.



## ENABLING SIP PARTNERS TO IMPROVE THEIR MEDIA STRATEGIES

Under its Social Investment Program (SIP), KE supports 15 organisations working in the health and education sectors through the provision of free or subsidised electricity. In addition, the KE marketing team organised a workshop on effective utilisation of digital media and PR for its SIP partners to help them enhance their traditional and social media outreach. Participants included representatives from The Citizens Foundation, The Kidney Centre, Kashif Iqbal Thalassemia Care Center, Karwan-e-Hayat, MALC, The Indus Hospital, SINA, LRBT, Bhebud Association and APWA RLCC.



## KE DEVELOPS STATE-OF-THE-ART ENGINEERING LAB AT NED UNDER ITS COMMUNITY DEVELOPMENT PROGRAMME

To strengthen the knowledge platform for future engineers, K-Electric has partnered with NED University of Engineering and Technology (NEDUET) to establish an electrical engineering lab fully equipped with integrated equipment. A first-of-its-kind, this initiative will enable electrical engineering students to gain first-hand access to complex electrical equipment and enhance R&D activities.



## KE IBC-ON-WHEELS LAUNCHED TO FACILITATE CUSTOMERS WITH ON-SPOT SERVICES

K-Electric & UBL Omni have partnered to facilitate on-spot bill payments and resolution of queries and complaints through the “IBC-on-Wheels” initiative using mobile vans to connect with KE customers. KE has launched 7 IBC-on-Wheels or Mobile Integrated Business Centers (MIBC) which are spread across Karachi to support residents from far-flung areas.



## CUSTOMER EXPERIENCE ENHANCED THROUGH LAUNCH OF GENESYS

KE has implemented Genesys which is a world-leading customer experience platform, in line with its philosophy of continuously improving and enhancing customer service. Genesys will drive greater efficiency and double the existing call handling capacity. By enabling access to the right information, Genesys will empower the customer service teams to address queries and complaints with greater ease. As a result, customers will benefit from swifter responses to their queries, reduced call durations and an overall improved customer service experience.



## GETTING NEW CONNECTIONS NOW EASIER THAN EVER BEFORE

K-Electric has partnered with Habib Metropolitan Bank (HMB) to facilitate its valued customers who seek new electricity connections. Customers can now pay for their new connections at over 130 HMB branches across Karachi. In addition to this, new connection front desks have been established at all 29 of the utility's Integrated Business Centres. These developments are a stepping stone in the company's journey as a progressive power utility with a customer-centric approach.



## CONSUMER CARE GALAS ALLOW KE TO DIRECTLY INTERACT WITH ITS CUSTOMERS

K-Electric consumer care galas were organised in Lyari, Orangi and Machar colony in line with the company's commitment to deliver the best possible user experience and create more value for consumers. Besides providing a platform for consumer grievances and queries, these events allowed the utility to directly interact with its consumers and collect their valuable feedback. During the event, free health-care camps were established for the visitors in partnership with Layton Rahmatulla Benevolent Trust (LRBT). In addition to this, a session was held on energy conservation best practices and various fun activities were organised for women and children visiting the gala.



## USD 3.5 MILLION AGREEMENT SIGNED WITH BARQTRON

K-Electric has signed an agreement with BARQTRON Engineering Solutions for a new underground transmission line in DHA. Through this partnership, a 132 KV (Single Circuit Underground line) would be laid between Creek City & Co-Gen DCL Grid Station in DHA helping the utility ensure a more reliable and stable supply of electricity to DHA, Karachi.

To learn more, please visit

<https://www.ke.com.pk/category/latest-news-events/>



## 70 MW POWER SUPPLY AGREEMENT FOR NAYA NAZIMABAD SIGNED

K-Electric and Javedan Corporation Limited (JCL) entered into an agreement for provision of 70 MW power supply to Naya Nazimabad, a project of JCL. The utility has further streamlined the process of acquiring new connections for its commercial, residential and industrial consumers to focus on continuous process improvement. To learn more, please visit

<https://www.ke.com.pk/category/latest-news-events/>



## KE AND AMRELI STEEL ENTERED INTO A 27 MW LOAD EXTENSION AGREEMENT

KE and Amreli steels entered into an agreement whereby a load extension of 27 MW will be provided to the industrial unit in order to meet its growing energy demands. The signing ceremony for this agreement was held at the KE head office and was attended by members of the senior management from both organisations. To learn more, please visit

<https://www.ke.com.pk/category/latest-news-events/>



## KE TO IMPLEMENT ISO 5001 ENERGY MANAGEMENT PLAN

In line with K-Electric's commitment to energy efficiency and conservation, the organisation has embarked upon an in-house implementation of the ISO 50001 Standard on Energy Management Systems (EnMS). The Energy Conservation recommendations that are made as part of the global standard will be implemented across various KE sites followed by facility audits to ensure that the implementation is effective and sustainable.



## PEOPLE CONNECT LAUNCHED TO PROVIDE ROUND-THE-CLOCK FACILITATION FOR KE EMPLOYEES

This is a first of its kind initiative in Pakistan to facilitate employees with a one-stop shop catering to all their organisational needs. Multiple people service channels have been consolidated and synergised through digital and physical mediums to cater to the organisation's diverse employee base. The platform includes a service lounge, a helpline and an online portal so that it is easily accessible to employees, even on the go.



## SUCCESSFACTORS LAUNCHED TO SUPPORT TRANSFORMATION THROUGH DIGITIZATION

KE has launched Success Factors, the cloud-based HR solution by SAP across the company as part of its business transformation through digitization. In a world where information is a strategic asset, K-Electric has embraced transformation through digitalisation as a must-win battle to increase the quality and quantity of data available for strategy and decision-making. By automating recruitment and performance management through SuccessFactors, career progression will become more streamlined and key leadership behaviors will be aligned with business strategy.

