



# NEWSLETTER 2ND EDITION

## FAISALABAD BUSINESS SCHOOL

"Our mission is to deliver life-changing educational experiences that bring out the very best in every student. We do this within a spiritually rich, intellectually stimulating, and industry-oriented environment aimed at developing character, nurturing business acumen, fostering entrepreneurial spirit, and grooming leadership traits to meet the challenges and opportunities of the twenty-first century"

### Newsletter Highlights

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EXPERT'S TALK



"Our vision is to be a national leader in management education and research with a special focus on the textile sector of Pakistan."

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## HAPPENING AT NTU



### Centre of Wellbeing Inaugurated at National Textile University

The establishment of Centre of Wellbeing (CWB) in the National Textile University premises according to the directives of HEC is a new initiative taken by NTU.

Ms. Hafsa Farrukh, Clinical Psychologist of Centre of Wellbeing NTU, will help all students, faculty, staff of NTU, as well as the community to succeed and improve by providing support for the psychological, emotional, social, developmental, and behavioral issues. CWB focuses on providing counselling, therapeutic support, capacity building, organizing, and conducting training workshops to students, faculty, and staff.

### Technology Gateway

Mr. Muhammad Naeem, Lecturer DCS secures 3rd positions in Asia's 1st batch of "ISO 21001:2018 EOMS Lead Auditor" International Certification Exam conducted by Exemplar Global USA on June 18, 2021, at Islamabad.



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He participated in five days training course organized by Quality Systems International (QSI). The training aimed at providing the expertise required in conducting educational system audits, Institutional Performance Evaluation (IPEs), and ISO 21001 EOMS certifications.

### FBS SPOTLIGHT

#### New Program BS-Quality & Supply Chain Management

The program focuses on the optimized and quality of service's/product's creation as well as flow from raw material, sourcing to production, logistics, and delivery to the final customer.



The program covers the quality management tools & techniques for process improvement, the integrated planning and execution of processes to manage the materials movement, information and financial capital in activities that broadly include demand, planning, procurement, production, inventory management, storage, transportation, or logistics.

### Industrial collaborations



An MoU was signed between DyStar Pakistan and Faisalabad Business School of NTU to promote industry-academia collaboration through joint research and development activities in the areas of mutual interest in accordance with the social and industrial developments.



A memorandum of understanding signed between FBS, NTU and Samira Fabrics Pvt. Ltd. on May 31st, 2021, for collaboration in the relevant fields. Ms. Mehwish Sultan was the focal person from FBS.

## 14th Annual Entrepreneurship Gala 2021



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## Inauguration of FBS Newsletter



National Textile University organized a brainstorming session to discuss the Vision and Mission of Faisalabad Business School (FBS) and inauguration of the Faisalabad Business School Newsletter. Deputy Commissioner Faisalabad, Mr. Muhammad Ali, CEO K&M Textiles, Dr. Dr. Khurram Tariq, CEO Chenab Group, Mr. Mian Muhammad Latif, CEO Rastgar Group, Mr. Imtiaz Rastgar, Senior Vice Chairman APBUMA, Mr. Bilal Jameel, CEO Kawja Cotton, Mr. Amjad Khawaja along with CEOs, of various Textile Mills & SMEs participated in the session. Rector NTU Prof. Dr. Tanveer Hussain briefed the participants that Faisalabad Business School has been established to develop business leaders, entrepreneurs and managers who would change the world for better in addition to meeting challenges of the modern business environment.

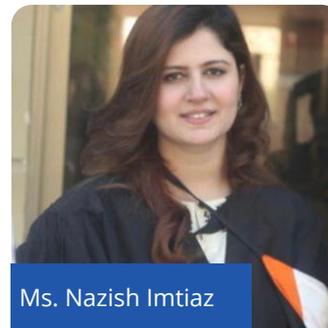
## Training sessions of FPRW



Training sessions were organized by the Employee Federation of Pakistan in collaboration with the International Labor Organization (ILO) on "Fundamental Principles and Rights at Workplace (FPRW)-ILO" for the awareness of farmers/labor/Managers/Employers in Karor Pakka, Wehari, Faisalabad Chamber of Commerce & Industry (FCCI), and National Textile University, Faisalabad (NTU). Dr. Sajjad Ahmad Baig, Associate Professor/Director Faisalabad Business School & Dr. Syed Hussain Mustafa Gillani, Assistant Professor/Program Director BS-TAM, were the resource person for the sessions. During the sessions, resource persons emphasized that Child Labor, a form of modern slavery, should be eradicated by taking appropriate procedures and strategies to eliminate child labor in Pakistan.

## Research Inside

*"If you're happy and you know it, clap your hands"*



Ms. Nazish Imtiaz

Recently by mid-2020, COVID-19 has become a significant threat to the global economy and people's quality of life and, consequently, their happiness. The belief that happier workers are more productive leads to a win-win situation for both individuals and organizations. Nevertheless, years of research have not

brought a convergent conclusion about the topic, mainly due to the lack of a widely accepted measure. On the other hand, unhappiness can lead to the absence of the positive consequences listed in workplace behaviors and organizational outcomes (e.g., low productivity and low work quality). Moreover, unhappiness can also bring individual effects such as mental unease or disorder (i.e., consequences that threaten mental health) and work withdrawal (i.e., behaviors as employees' attempts to remove themselves from work).

It is interesting to ask whether business management based on happiness management can substantially improve the corporate image of companies in today's market. Collective happiness is a good attribute of competitiveness, sustainability and business success. The notion of happiness at work is becoming increasingly important for human resource management research. Despite the widespread existence of different constructs that capture positive attitudes, a comprehensive measure of individual-level happiness is necessary.

## Recruitment Drives

Various industries visited NTU for campus recruitment drive of fresh graduates of batch 2017-2021. Students of BS Textile & Apparel Merchandising, BS Textile Management & Marketing,

Bachelor of Business Administration (BBA) and Masters of Business Administration appeared for interviews and written tests.



**STYLE**  
TEXTILE



**US APPAREL & TEXTILES**  
US GROUP



Style Textile Lahore



US Apparel & Textiles Lahore



Veer Sports Pvt. Ltd. Sialkot



Ibrahim Fibres Ltd



Masood Roomi Group Multan



Naya Tel (Pvt) Ltd. Faisalabad

## Responsible Citizen

NTU Community Services Society arranged Orphanage Home Drive to Apna Ghar Orphanage Home on June 16, 2021. Team of NCS members along with Convener NTU Community Services Dr. Shehzad



Iqbal, President NTU Community Service visited Apna Ghar Orphanage Home and distributed sports items, and gifts among the orphans. The members had a good quality time there by engaging the children in different activities and providing them with a reason to smile.



## EXPORT TRENDS

### Trends in Pakistan Textile exports

Textile exports have always been a major contributor for Pakistan's economy. But during the pandemic COVID-19 till now, we have observed the different trends as in some sectors they fluctuated and in some steady and still growing. Pakistan's textile exports surged to an all-time high of \$6.04

billion in the first four months (July-October) of this fiscal year (2021-22) led by value-added sector, latest numbers showed.

The value of textile and garment exports from Pakistan increased by 28.67



per cent year-on-year in dollar terms in the first two months of fiscal 2021-22. During the period, Pakistan earned \$2.933 billion from textile and apparel exports, compared to exports of \$2.280 billion in July-August 2020, according to data from Pakistan Bureau of Statistics.

Among textiles, cotton yarn exports increased by 67.97 per cent to \$193.389 million in July-August 2021, as against exports of \$115.136 million made during the corresponding period of 2020. Exports of cotton fabric also rose by 24.74 per cent and were valued at \$367.624 million during the period under review. Bed wear exports jumped by 24.50 per cent to \$528.109 million during the year, the data showed.

### Cotton Price Index: (current situation & forecasting)

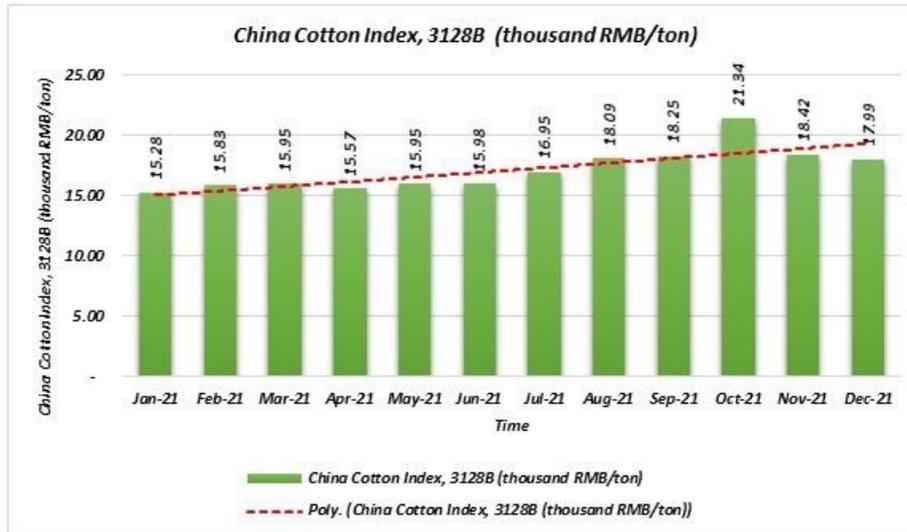
Cotton decreased to a 6-week low of 106.34 USd/Lbs, amid concerns over a new variant of coronavirus, Omicron. However, the price remained close to high levels not seen since June 2011 amid tight supplies owing to higher input costs and logistics snarls coupled with rising global demand. Meanwhile, the USDA in its latest monthly report estimated global production to go up due to better crop yields in Brazil, Australia, and Pakistan. Elsewhere, it is reported that the US is looking to expand cotton exports to Bangladesh, the world's second-largest importer of cotton whereas in Pakistan, cotton arrivals to ginneries reached over 6.8 million bales, up 70% from a year earlier as of November 15th.

Cotton is expected to trade at 91.99 USd/Lbs by the end of this quarter, according to Trading Economics global macro models and analysts expectations. Looking forward, we estimate it to trade at 99.33 in 12 months' time.

However, China Cotton Index (CCI) is expected to move down in the next few months as Chinese monetary and financial regulatory agencies begin supporting various departments to control the prices of cotton, while farmers are looking to sell their cotton due to bad weather and poor financial conditions.

Additionally, government management agencies are working to bring the rising coal prices under control. The energy and electricity issues of China are expected to be resolved in the upcoming period which, in turn, is likely to help reduce the prices of cotton as processing costs will go down.

The cotton demand may also reduce in the coming months which will further support the expected drop in cotton prices.



In Q4 2021, the CCI may drop significantly as the monthly average is expected to decline by 15.70 percent to 17,990 RMB per metric ton in December 2021 from 21,340 RMB per metric ton in October 2021.

## HAPPENING IN FAISALABAD

### Allama Iqbal Industrial City (AIIC), Faisalabad

The Federal Government has recently initiated Allama Iqbal Industrial City (AIIC), Faisalabad, as part of the mega projects in Punjab, to uplift the current standards of commercialization and industrialization in the region.

Faisalabad – the Manchester of Pakistan – is going to witness a massive transition in terms of industrialization through Allama Iqbal Industrial City. The aim behind the development



of this city is to facilitate Chinese investment under the various initiatives of the China Pakistan Economic Corridor (CPEC). The project is said to be among the three most prominent projects in Pakistan to be completed on a priority basis. The two other projects are Rashkai Economic Zone and China Special Economic Zone Dhabeji.

Spread approximately over 4,000 acres in Faisalabad, the industrial city will cater to the sectors are Agriculture, Chemicals, Engineering, Food Processing, Pharmaceuticals, Plastics, Steel and Textiles.

### Development project to be completed

Punjab Finance Minister Makhdoom Hashim Jawan Bakht said on 14th October 2021 that all the schemes of Faisalabad District Development Program with allocation of Rs. 13 billion will be completed by the end of this financial year.



He was chairing a review meeting of Faisalabad District Development Programme here at P&D (Planning and Development Punjab) Complex. Minister of State for Broadcasting Farrukh Habib, Provincial Minister for Excise and Development Hafiz Mumtaz Ahmed, P&D Board Chairman Abdullah Khan Sanbal, Secretary Finance Iftikhar Ali Saho, Deputy Commissioner Faisalabad Ali Shehzad and other officers concerned attended the meeting. Hashim added that a modern system of urban transport would be introduced in Faisalabad besides resolving the problems of clean drinking water, municipal and WASA in the district on priority basis.

As an important center of industrial activities, he said, Faisalabad was also in focus and Punjab government would give a new face to Faisalabad in two years, asserting that Faisalabad Ring Road should also be made a part of the development program.

## EXPERT'S TALK

**Q: Share with us a little about yourself**

My name is Jawad Shafique. I'm 43 years old and I'm a father of 3 kids. I graduated in BS Textile Engineering from National Textile University Faisalabad in 2000. I did not have a business background. My father who was a civil officer in DIG Intelligence, was posted in Lahore and got his retirement in 2005.

**Q: How did this journey begin?**

After graduating in 2000, like every other textile student not having the business background, I wanted to start my career by working with one of the well-known brands of that time having good brand image such as Nishat, Sapphire and Chenab. Luckily, I got an opportunity of working with Chenab. I spent almost two years working in Chenab. Then I joined Icing for a couple of months as a I got confirmed because I got a huge opportunity to work with a German company which was way better than working with Icing. I worked with that company for 5 years and at the same time I was watching sites in Faisalabad. Then I got an offer from my brother-in-law who was running his family business of chemicals, to start a new company having partnership with his running company. I agreed and in 2007, I started working in that regard in collaboration with BASF, a Chinese company and ended up becoming an entrepreneur.

**Q: What strategies did you use to market your business?**

The biggest challenge was to convince people to try our product because this was the only way to break this thought that China only provides cheap and low-quality products. As a businessman, one thing you should keep in your mind is that the relationship between a consumer and marketer is good quality of the product. As soon as your product loses its quality, there is no relation. My only strategy was that I focused on the quality of my products and then the right promotion of it to convince people to at least try it once.

Then after trying, they had a great experience, and they convinced the other people to try it, and that's how it moved on and grew profitably. It is very obvious that negative word of mouth spreads faster than the positive one. It is the basic instinct of human that they spread the negative news more than the positive ones and the negative news have more impact than the positive ones.

**Q: What did motivate you to become an entrepreneur?**

Off course it was not that easy for someone like me who has no one to look up to in business. Many people who were not in that business told me to change my field. They said that I was investing my energy in the wrong direction. But the only thing which always made me do more hard work than yesterday was my self-confidence and belief in myself that I can do it. Secondly, the advice and the support of my brother was very helpful and made me stick to my goals.

**Q: What challenges did you have to overcome at the beginning of your journey?**

The major challenge I faced while starting my business was to make people believe in me and invest on me. When I used to tell anyone that I am working with Chinese company and I am trying to bring quality products, they used to step back because there was a perception in Pakistan about Chinese products that they are not trustworthy at all. But it took me some time to break this myth and make them believe that it depends on the person that what kind of product that person chooses. I started in 2007 and it took 6 years of my life to overcome this challenge. There were other challenges as well such as I myself did not have much information about Chinese culture and economy. To overcome this challenge, I never sat although I worked with one company throughout, but I visited hundreds of Chinese companies and made millions of contacts including clerks to the CEOs. The more I met people and made contacts the more I got to know about how to deal with people. It was not an easy journey to sit on this chair where I am sitting today.

**Q: What is unique about your business?**

My company provides the best product in the least price or better product in the same price It knows the value of money and provides the maximum customer value.

It has a strong backend both internationally and locally.

We have plants, our technical assistance is too strong, my system is serving 24/7.

I am not saying that I am providing something that no other company is providing. I am dealing with the same offerings as all other competitors, but the only difference is in quality, price, services, better supply line, and fulfilling the demands of buyers in a better way. Always have the motive to delight customers. We work on the customer satisfaction and that is what makes my company unique.



Mr. Jawad Shafique  
CEO of C-Trans

President of Faisalabad Dyes  
& Chemicals Merchants  
Association ( FDCMA )

**Q: What have you enjoyed most about starting your own company?**



I enjoyed every single outcome of my business because it was the result of my hard work. I enjoyed the learning experience I got from all those institutions, places, and people. I enjoyed traveling the world

and learning about different cultures and business formats. One thing that you only enjoy when you are doing your own business is whatever you are investing, you are doing it for none other than yourself. Although it was a tiring process, especially the first 6 years from 2007 to 2013, but now when I look back it gives me so much satisfaction and peace.

**Q: Market conditions are changing rapidly. How do you see future particularly in your sector?**

If we evaluate, then market conditions have always been changing with time. The demands of the buyers always change with time. If we continue to maintain our values, standards and position, I see a bright future in my sector. Because if in the era when people did not believe that we can do business with Chinese as well, I alone as an entrepreneur can break the myth about Chinese companies and prove myself. I can definitely take it to the next level in the future as well. All it demands is your full concentration, dedication, and loyalty to your customers.

**Q: Do you believe that there is some sort of pattern or formula to become a successful entrepreneur?**

The major strategy or formula of becoming a successful entrepreneur is to never see short term results. Always keep in mind that what would be the long-term results of your actions. For me, I had the following strategies in my mind:

- 1: Never compromise quality, even once because negative opinion flies faster than the positive one.
- 2: Provide maximum value to the customer.
- 3: Prioritize the quality over profit margin.
- 4: Make changes in system to make the production process efficient.
- 5: Always stay in contact with the consumers, the better you will understand their demands, the better you will serve them and will be able to delight them.
- 6: Choose good mediums and content to promote your company and product.

**Q: How do you evaluate pre and post COVID situation of your business?**

When COVID started, it caused a lot of destruction because we were not ready for it, and we did not know how to respond to it. We were so afraid that we could not even step out of the house for days. As a result, the factories stopped working and it was the first time that we did not even have the margin to pay salaries to the employees. Actually, the mistake was that when COVID busted in China, we thought that it's not going to spread and as I was having a huge local setup as well. I continued taking raw material in bulk and all of a sudden there were no orders due to COVID. Then luckily after first wave of COVID in Ramadan, businesses started to reopen for short time. This time benefitted us a lot. As in this time people were buying without asking many questions and as a result the materials and the objects that brands were not able to sell in years were now sold at a great price, but the export-oriented countries went through a great loss as America and Europe were sealed completely. The profit earned through the sales in these three months was equivalent to the profit we generally earned in almost nine months, which not only fulfilled the loss of the company but profited it than ever before. But then it had a major drawback as well that due to opening everything, COVID spread badly again and everything was closed again. I will conclude it in a way that where it has caused so much destruction, it has also benefitted some businesses more than anything.

**Q: What message would you like to give to the students? How should they start if someone wants to become an entrepreneur?**

The biggest challenge I see what the students these days are facing is that should we start with some other company or start working on our own thoughts from the very first day? There are two types of people who study business having two different school of thoughts:

Start working on your own business from the very start. Don't invest your struggle into someone else's business and don't waste your time in learning different businesses. Start learning about your own business, no doubt you will find a lot of difficulties and downs in the start but once you'll learn it, it will take you places.

The other approach is that get your hands clear on someone else's business. Learn and get different exposures and then when you feel like you have learned enough and now you are capable of running your own business, then start working your own business.

Off course, I would recommend doing job first because it worked for me, but it's just because I did not have any business background, maybe if I would have any, my opinion would have been different. So, it actually varies from person to person depending on the experiences. And until you are committed to your goals, it does not really matter how you start. What matters is that how you end it. I am recommending it because I was not doing job for money only. As I belonged to a well-off family and was the only child so there was no pressure of earning on me. But for the people who have to support their families right after they get their degree, the scenario might be different. My recommendation is stick to your goal, stay calm, don't ask for results too early and never stop working hard. You will ultimately achieve your goals.



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TEXTILE WORLD *with*  
*Our* Chemicals



Textile industry is the backbone of Pakistan's economy. We at C-Trans, provide a firm base to value added textiles with our chemicals.

C-Trans, being a leading chemical enterprise in Pakistan, has earned market confidence successfully through un-tiring efforts.

C-Trans is a part of Chawla Dyes & Chemicals, a company with a history of over 50 years. Our customer oriented approach insists in adhering to best product quality, technical support and continuous R&D followed by product portfolio upgradation.

Keeping in focus all process and all substrate types, our product portfolio comprises of chemicals for Pretreatment, Dyeing, Printing, Finishing and Garment Washing.

Sustainable chemistry is our prime focus ensuring our products to meet the latest legislation requirements.

Head Office: 1-W-13, East Canal Road, Madina Town,  
Faisalabad - Pakistan. Tel: 0092 41 8554416-7, Fax: 0092 41 8712242  
[www.ctrans.pk](http://www.ctrans.pk)

**FOCAL PERSON:**

Ms. Mehvish Sultan (Lecturer, Faisalabad Business School)

✉ [mehvish@ntu.edu.pk](mailto:mehvish@ntu.edu.pk)

📍 National Textile University, Lahore Sheikhpura Road, Faisalabad.