

FATIMA

2025
VOLUME 1

From leadership insights and strategic wins to personal achievements and creative expressions, Fatima Mag is where our collective journey comes to life.

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Step into the heart of Fatima Group—a magazine that unites our divisions, shares our triumphs, and showcases the stories that make us who we are.

Table of Content

| | |
|---------------------------------|-------|
| Leadership Message | 1 |
| Editors Messages | 2-3 |
| Sarsabz Golden Ticket 2025 | 4 |
| Events & Activities | 5-8 |
| FG Wellness 360 | 9 |
| Our Accomplishments | 10-11 |
| Life at Fatima | 12-14 |
| FG Travelogue | 15-19 |
| Corporate Social Responsibility | 20-21 |



Leadership Message

At Fatima Group, we recognize that sustainable organizational success is built on the strength and well-being of our people. Guided by our belief, “With You, We Do Best,” we are committed to fostering an inclusive and enabling workplace — where individuals feel valued, empowered, and aligned with a shared purpose.

This bi-annual publication, Fatima Mag, is not only a celebration of our collective achievements but also a platform to acknowledge the contributions and aspirations of our diverse workforce. It reflects our people-first philosophy and the culture we continue to build — one rooted in collaboration, integrity, and excellence.

Fatima Mag will showcase key milestones, success stories, and initiatives from across the organization, highlighting the voices and experiences of our people. It will serve as a bridge to share ideas, celebrate progress, and inspire continued growth.

Together, we move forward — stronger, well-connected, and purpose-focused.

Enjoy reading!

Warm regards,

Sadia Irfan

Director Human Resources
Fatima Group



Editor-in-Chief Message

It is my absolute honor to serve our organization and to engage with all of you through this platform.

As we continue to collaborate, staying connected and well-informed is more important than ever. Fatima Mag will serve as a platform to share key updates, celebrate our achievements, feature noteworthy events, and showcase the impact of our projects and initiatives.

Through this publication, we aim to create a platform that will inspire, educate, and inform our members. In the spirit of inclusivity, we encourage you to share your ideas, stories, and feedback with the editorial team. Your contributions are valued, and we look forward to your active engagement.

I would like to take this opportunity to express my sincere gratitude for the overwhelming support and dedication of my team. Their efforts have been instrumental in enabling us to continue sharing the valuable ideas and contributions of our exceptional employees.

Thank you for your ongoing support and commitment to the growth of Fatima Group. Together, let us strive to make a meaningful impact within our community and beyond.

A portrait of Omer Khan Ghaznavi, Editor in-Chief of Fatima Mag. He is a man with dark hair, wearing a dark suit, white shirt, and dark tie. A blue pocket square is visible in his jacket. He is standing in front of a microphone.

Omer Khan Ghaznavi
Editor in-Chief
Fatima Mag

Editors Message

Mahnoor Nawaz
Editor Fatima Mag

FatimaMAG is all about celebrating our internal victories and highlighting key milestones across the organization. These achievements reflect the passion, energy, and commitment we all share in building an inclusive, thriving workplace. Together, we inspire one another to keep pushing our limits and aiming higher. Let's keep the excitement high as we continue pushing boundaries and achieving greatness!



Rida Ali
Editor Fatima Mag

FGMAG highlights our team's spirit, resilience, and shared accomplishments. It shines a light on the key moments and successes that define who we are as an organization. Every achievement is a testament to our collective drive and dedication to fostering a dynamic and supportive workplace.



Ali Maudoodi
Editor Fatima Mag

FatimaMAG reflects our collective commitment to fostering a connected, purpose-driven workplace. It goes beyond sharing updates — serving as a platform to strengthen culture, celebrate our people, and reinforce the values that drive us forward as one unified team.



Sarsabz Golden Ticket 2025 First Ever AI Based Editing



CHANCE TO WIN !

- Click on this link: <https://www.facebook.com/share/v/14DvrLW3HJk/>
- Watch the entire video
- Comment about the part which you think has AI based editing elements
- Like and Subscribe Sarsabz Page
- 3 Lucky winners will get a gift from Sarsabz Marketing Team



Please Scan QR Code
to watch and enjoy
our work!

Sarsabz Tabeer – Trainings

Sarsabz Tabeer organized Farm Food Processing Trainings in Lahore and Sargodha, benefitting 250+ Female Farmers.



Celebrating 6th Kissan Day

Fatima Fertilizer celebrated the sixth Kissan Day as a national triumph for Pakistan's farmers.



Innogrow Champions R&D in Seed Sector

Innogrow private Limited sponsored "A Dialogue on Developing Competitive Seed Sector" at Pir Mehar Ali Shah Arid University, Rawalpindi, on February 28, 2025.



Saqafat Event at FFL

Showcasing the rich cultural diversity of Pakistan through vibrant performances, traditional attire, and a variety of delicious food stalls.





Fatima Group Launches Key HR Initiatives Across Entities



Successful launch of key HR initiatives including FG's Employee Value Proposition (EVP) "WITH YOU, WE DO BEST," the values framework LOVE* (Living Our Values Everyday, Every Time), and the ITLEM (Individual, Teams & Leadership Effectiveness Model).

DE&I Sab Saath PowerPlus Launch



FFL
April 23, 2025



FFT
May 8, 2025



PFL
May 19, 2025



HO
May 21, 2025



CORPORATE IFTAR 2025



FG Podcast

The Fatima Group Podcast featured two episodes with key leaders: Maria Saleem (GM Agri Business) and Rehman Hanif (Group Head Supply Chain & GM HerBeauty), sharing insights on leadership, expertise, and professional growth.



Medical Camps at Fatima Group

Fatima Group, in collaboration with Mukhtar A. Sheikh Hospital, held Medical Camps at Lahore offices on April 21–22 under the Wellness 360 Program, providing essential screenings and checkups for employees.



Blood Donation Camp “FATIMID Foundation”

Fatima Group hosted a Blood Donation Camp at its Head Office on May 23, 2025, in collaboration with the FATIMID Foundation, supporting Thalassemia patients as part of its commitment to community welfare.



International Safety Awards

Fatima Fertilizers Limited was honored with the prestigious “Best in Country Award” and the “International Safety Award – Distinction 2025” at the International Safety Awards.



Best Talent Management and Acquisition Strategy Award

Fatima Group was honored with the prestigious “Best Talent Management and Acquisition Strategy Award” in the MENA region.



Punjab Ki Beti Award

Punjab Government Honored Fatima Fertilizer's Rabel Sadozai with 'Punjab Ki Beti' Award.



Sustainability Leader of the Year

Rabel Sadozai, Director of Marketing and Sales, Fatima Fertilizer, named the Sustainability Leader of the Year at the Women Leading Change Awards Asia-Pacific 2025.



GDEIB Awards

Fatima Group participated in the Global Diversity, Equity, and Inclusion Benchmarks (GDEIB) Awards, competing in three categories and winning all three — a recognition of its systemic DEI practices and excellence among 45 organizations in Pakistan.





Futsal Tournament at PFL

FFL Badminton
Competition



Internal Audit
Team Building



Technical Division Bowling Event



Getaway to Sharan Rain Forest

The Audit Team enjoyed a refreshing retreat to Sharan Rain Forest, embracing nature and strengthening team bonds beyond the workplace.



The Bhurban Trip and Annual Conference 2025

OSOL's Annual Conference at PC Bhurban seamlessly integrated strategic advancement with team synergy.

InnoGrow Team Visit to Islamabad, Murree & Khewra

The team met Dr. Asif Ali Khan, Chairman NSDRA, to discuss registration with FSC&RD, gain insights into high-altitude potato cultivation, and concluded with a recreational trip to Khewra Salt Mines.



Green Ride Pedal for the Planet Campaign at FFL

FFL organized the Green Ride campaign, promoting environmental awareness and sustainability through cycling, underscoring its commitment to ecological responsibility and eco-friendly practices.

PFL Celebrates Mehndi Event for Colleague

The E&I Department hosted a heartfelt Mehndi event for a cherished colleague, showcasing camaraderie, mutual support, and a healthy work culture where personal milestones are joyfully shared.



PFL Blue Pottery

The Multan Blue Pottery installation reflects Fatima Group's deep appreciation for local craftsmanship and heritage. Its intricate designs bring a touch of cultural richness to the corporate setting, honoring traditional artistry within a modern workspace.



PFL Hand-Painted Mural Art

The hand-painted mural in the Ammonia Conference Room adds a vibrant layer of artistic expression to the professional environment. This creative addition enhances the space's visual appeal while celebrating Pakistan's artistic identity.



PFL Spring 2025 Competition

The spirit of innovation and cross-department collaboration thrived at the PFL Spring 2025 Competition, strengthening a culture of continuous improvement and active participation.



Trade Marketing Safarnama



Exploring the beauty of Istanbul with Sarsabz Royals! Our top dealers experienced the rich history and culture of this stunning city, creating unforgettable memories together. #SarsabzRoyals #DealerTour #Istanbul



Stepping into the grandeur of Topkapi Palace! Our Sarsabz Royals dealers discovered the secrets and splendor of this historic gem in Istanbul. #SarsabzRoyals #TopkapiPalace #IstanbulTour2025

Journey Back to Nature



Khalid Nawaz, Process Engineer CAN FFL, shared his profound journey: "From Chitta Katha's emerald glow to the dark depths of Haramosh Lake, each view was surreal. Quiet shores and dancing reflections became my favorite companions. Every lake brought a calm that lingered far beyond the journey. It wasn't just travel – it was a return to nature and to myself."

Adventure to Kumrat & JazBanda Valley

The OSOL Team embarked on an unforgettable bike ride to the breathtaking Kumrat and JazBanda Valley. The journey tested resilience, encouraged collaboration, and reminded us that great teams thrive both in and out of the workplace. Blending teamwork, endurance, and a shared spirit of adventure, the experience strengthened professional bonds amidst nature.



Heritage Trail – Europe



Khubaib Khan shares his inspiring journey: "My recent trip through Europe was like walking through history – each city a chapter in a living storybook. From Amsterdam's bike culture to Berlin's silent memorials, Prague's timeless charm, Switzerland's serene landscapes, and Italy's vibrant spirit, I was deeply inspired by how strongly Europeans, especially in Italy and Prague, cherish their heritage."



Skylines, Waterfalls & Unforgettable Moments

Khurram Fayyaz shares his memorable U.S. journey: "From Chicago's Lake Michigan and Riverwalk to California's Hollywood and San Jose beaches, each stop was unforgettable. New York City buzzed with life, ending at Niagara Falls, before concluding in Maryland and D.C.'s landmarks. Back in Lahore, we cherish a mosaic of family memories."



Holy Pilgrimage to Mecca

M. Suleman Tariq shares his spiritual journey: "Standing before the Holy Kaaba during our family Umrah was the most peaceful moment of my life. From Tawaf in Makkah to prayers in Madinah, every step drew us closer to Allah. Though back home, our hearts remain there - this journey changed us profoundly."



From Khanpur's Lake to Mabali's Shores

Muhammad Hashim shares his day at Mabali Island: "A serene boat ride on Khanpur Lake set the tone for our day. Jet skiing brought thrills, laughter echoed across sunlit waves, and as the sunset painted the sky, we gathered in peaceful reflection. It was a day etched in memory - of joy, calm, and lasting bonds."

Bangkok: A Blend of Adventure and Peace

Abdul Rehman shares his experience: "From the Grand Palace to Chatuchak Market, Bangkok pulsed with culture and charm. A river cruise, street food, floating markets, and Thai hospitality made it a perfect blend of adventure, flavor, and peace – etched forever in memory."



Adventures in Germany

Arslan Rauf shares his journey: "A 5-day Siemens training on PSS SINCAL in Erlangen offered valuable learning and an unexpected reunion with a university senior – complete with an Autobahn drive and biryani dinner. A spontaneous trip to Garmisch-Partenkirchen added hikes, waterfalls, and the German Alps, blending knowledge, connection, and adventure."





Travel Stories (Safarnama)

ہمارا گاؤں

صادق آباد سے واپس گاؤں جانا ہو تو سفر واقعاً جنت کا سفر لگتا ہے۔ اس کی اول وجہ سفر کی طوالت اور دوسری وجہ لوکل بس کے ڈرائیور ہیں جنکی مکمل کوشش ہوتی ہے کہ بندہ جنت میں پہنچ جائے۔ میں کشمیر، ضلع کوٹلی کے اس حصے میں رہتا ہوں جہاں سیاحوں کی آمد و رفت نہ ہونے کے برابر ہے۔ لائن آف کنٹرول کی غیر یقینی صورتحال اور رہائشی ہوٹلوں کی کمی سیاحوں کو اس طرف کا رخ کرنے سے روکتی رہی ہے۔

کوٹلی جانا ہو تو آپ کو لاہور یا راولپنڈی سے لوکل بس یا ہائیس کے ذریعے سفر کرنا پڑے گا۔ کوٹلی شہر پہاڑوں کے درمیان ایک پیالہ نما شکل میں نظر آتا ہے جس کے بیچوں بیچ دریائے پونچھ بہ رہا ہے۔ اسکی تحصیل کھونیرہ میں وادی بناہ قابل دید ہے۔ تہ پانی میں قدرتی طور پر اتنا گرم پانی زمیں سے نکلتا ہے انڈا اُبالا جا سکتا ہے۔ جبکہ چڑھوٹی میں پہاڑ کی چوٹی پر بنا قلعہ تھروچی اپنی مثال آپ ہے۔

میرا گاؤں نکپال میں واقع ہے۔ کوٹلی کو نکپال سے ملانے والی سڑک پہاڑ کے بیچوں بیچ گزرتی ہے سڑک کی ایک طرف کٹی سو فٹ تک گہری کھاٹی ہے اور دوسری طرف اونچا پہاڑ کھنڈیل نامی یہ پہاڑ معدنیات سے مالا مال ہے۔ نکپال کا چھوٹا سا بازار پہاڑوں پر ہی قائم ہے۔ نکپال میں بازار سے چند کلو میٹر اوپر کا سفر کریں تو ہمارا گاؤں آتا ہے۔ گاؤں کی چوٹی سے سامنے بارڈر کے اس پار برف ہوش پہاڑ نظر آتے ہیں جو ٹھنڈی ہواؤں کا باعث بنتے ہیں۔ ان پہاڑوں پر برف کی کو دیکھ کر لوگ آنے والے موسم کا اندازہ لگاتے ہیں۔

گاؤں میں ہر طرف سبزہ اور درختوں کا ایک طویل سلسلہ نظر آتا ہے۔ جنگل میں پرندوں کی خوبصورت آوازیں کانوں میں رس گھولتی رہتی ہیں۔ گاؤں کے لوگ فجر کی آذان کے سنتے ہی اُٹھ جاتے ہیں اور عشاء کے بعد مکمل سنانا چھا جاتا ہے۔ لوگ انتہائی سادہ مزاج ہیں اور اکثر روزگار کی تلاش میں گھروں سے باہر کا سفر کرتے ہیں۔ بچے اسکول کے بعد بکریاں چراتے اور کسی ہموار جگہ پر کرکٹ کھیلتے نظر آتے ہیں۔ کھیتی باڑی کے لیے ابھی بھی بیلوں کا استعمال عام ہے۔ یہاں کا موسم متوازن رہتا ہے۔ تاہم سردیوں میں ایک آدھ دفعہ برف پڑتی ہے۔ بہر حال یہ تھی جنت کے سفر کی مختصر داستان چولستان کے صحراؤں کی ہوا یقیناً ہر کسی کو کسی ٹھنڈے مقام کی یاد ضرور دلاتی ہو گی۔

از تحریر
محمد حبیب

FFT, PFL, FFL employees engaging at regional schools supported by Fatima Group



Empowering Future Neurosurgeons

Dr. Hafiza Fatima Aziz has received the prestigious Mukhtar A. Sheikh Fellowship 2025, supported by Fatima Group and FIENS. She will train at Stanford in skull base surgery, aiming to establish a program in Pakistan and mentor future neurosurgeons — reflecting Fatima Group's commitment to advancing healthcare.

Building a Brighter Future – Fatima Group's Commitment to Girls' Education in Abbottabad



Fatima Group (FG) is supporting the Govt. Girls Middle School in Kalu Bandi, Abbottabad. The project will complete two new classrooms at an estimated cost of PKR 4.6 Million. This expansion will allow the school to accommodate an additional 60-70 students. The initiative will empower girls, improve regional literacy rates, and foster sustainable community development. The new classrooms will be named the "GEMCL Block".

Fatima Group to Sponsor 10 UET Students



Fatima Group has launched a new CSR initiative to sponsor the tuition fees of ten deserving UET students. The four-year agreement runs until September 30, 2029. The support targets students with academic merit and financial need, with a preference for those from underprivileged backgrounds. These sponsored students will be designated as "Fatima Scholars". Payments will be disbursed semester-wise based on performance and fee submission.

Fatima Group to Sponsor 4 Students education under its Fatima Scholars program



Fatima Fertilizer Company Limited has signed a Student Sponsor Agreement with the Namal Education Foundation to provide financial assistance for four deserving students from Namal University. The total financial assistance for this four-year agreement is PKR 11.2 million. The funds will cover the tuition, boarding, lodging, and allied expenses for two male and two female students. Selected based on academic merit and financial need, these students will be designated as "Fatima Scholars".



Fatima Group

Together, we continue to shape a future of
growth, resilience, and shared success.

WITH
YOU, WE
DO BEST!

