

FATIMA

Volume 2 - 2025

A vibrant window into the moments, milestones, and people that shape our journey at Fatima Group.



Capturing the highlights of our accomplishments and glimpses into life at Fatima.

WITH
YOU
WE DO
BEST.



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Editor-in-Chief Message

It gives me immense pleasure to present the second bi-annual edition of FatimaMag—a platform that reflects not just what we do as an organization, but who we are as a collective of passionate, driven, and diverse individuals.

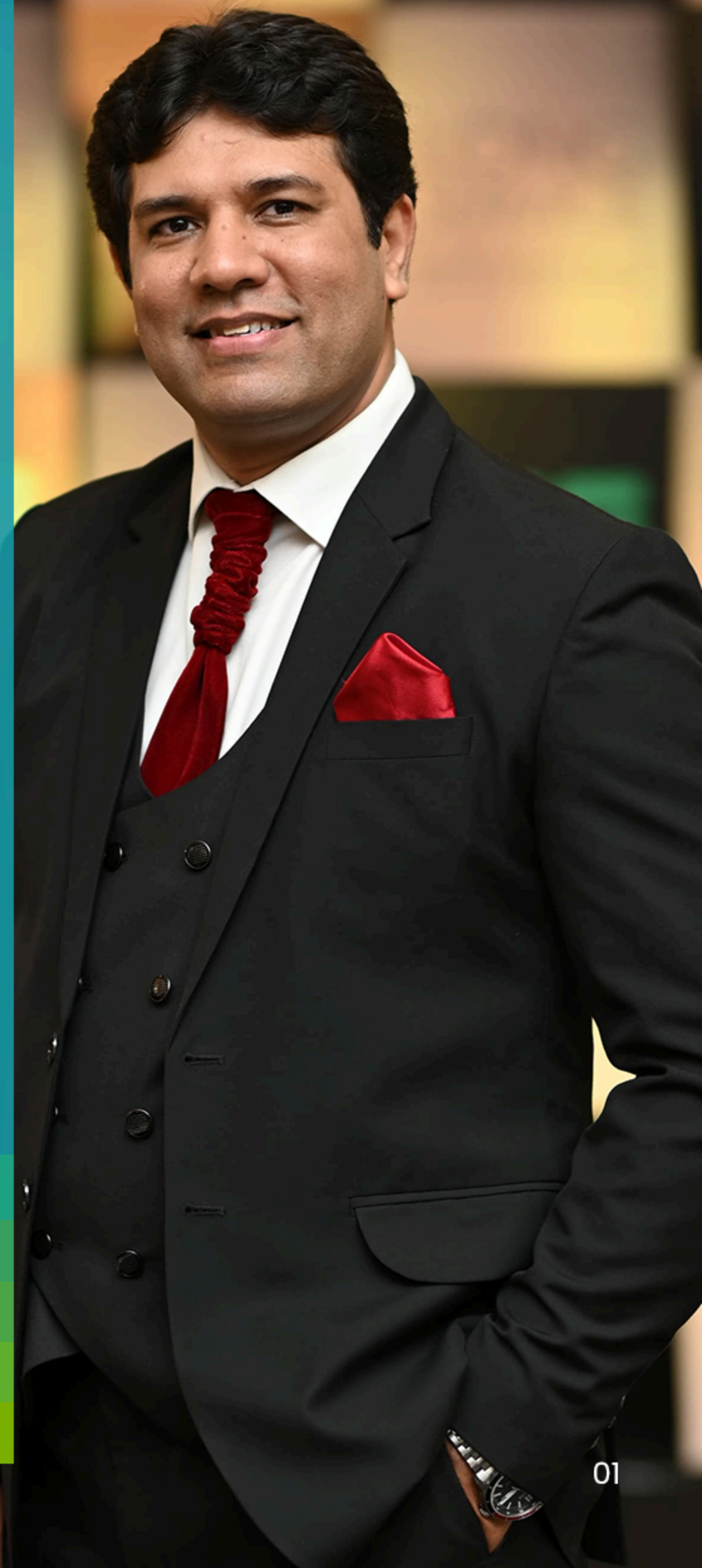
FatimaMag was envisioned as more than an internal publication. Its purpose is to strengthen employee engagement by giving voice to our people, celebrating our shared journey, and documenting the moments that define us. Within these pages, you will find stories of professional achievements and personal milestones, travelogues that broaden our perspectives, and insights that showcase the spirit of learning and growth across the organization.

Most importantly, this magazine belongs to you. Your experiences, ideas, stories, and reflections are what bring it to life. I strongly encourage every employee to participate—share your journeys, lessons learned, creative expressions, and moments of inspiration. Whether it's a professional insight, a travel experience, a social initiative, or a personal achievement, your story matters and deserves to be told.

I hope you find this issue engaging, inspiring, and reflective of the strong bonds we continue to build together.

Let us keep the conversation going and continue shaping FatimaMag as a true reflection of our people and our purpose.

Omer Khan Ghaznavi
Editor in-Chief | Fatima Mag





Rida Ali

Editor
Fatima Mag

Fatima MAG captures the energy, perseverance, and collective wins of our people. It brings forward the milestones and meaningful moments that shape our journey, reflecting a shared commitment to nurturing an engaging and empowering workplace.

Ali Maudoodi

Editor
Fatima Mag

Fatima MAG reflects our shared journey as an organization shaped by people, purpose, and progress. It is a space where stories of effort, learning, and collaboration come together to represent the culture we are building every day. Through these pages, we celebrate our people, acknowledge collective achievements, and reinforce the values that guide us forward.

Sub Editors

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Internal Audit	Ammara Munir
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HER Beauty	Iraj Atif
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Supply Chain	Numra Akram

Sarsabz Kee Jeet

Rabi Campaign & Events

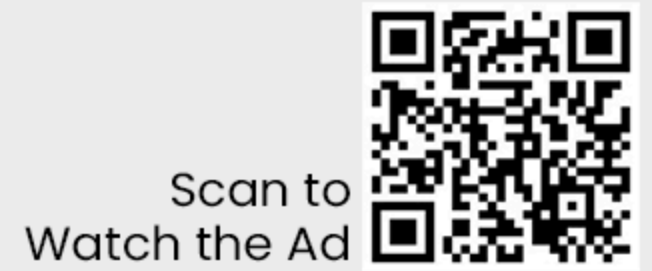
The Punjab Government's Wheat Crop Yield Competition (Wheat Production Incentive for Farmers 2024-25) recognized top-performing wheat growers across Punjab. Farmers using Fatima Fertilizer products secured 100 of 123 winning positions, including the top three provincial ranks and first place in 34 of 40 districts.

To amplify this success, a 360-degree campaign was executed, including a TVC featuring the actual winners, nationwide print supplements, on-ground recognition events at the deras of 34 district winners, and extensive mandi branding across winning districts.

This achievement officially validates Fatima Fertilizer's claim of "10 feesad se bhe ziada izaafi paidawaar", making it a true Sarsabz Ki Jeet—a victory for Pakistan's farmers.

Provincial Winners:

- 1st: Muzaffar Mehmood – 69 maund 38 kg/acre
2nd: Muhammad Afzal – 69 maund 35 kg/acre
3rd: Shahid Abbas Khan – 69 maund 29 kg/acre



Scan to
Watch the Ad

پنجاب کے گندم پیداواری مقابلے کے صوبائی وینرز

Fatima
Fertilizer Company Limited
JV of Fatima and Arif Habib Group



گندم کی 10 فیصد کاثبوت

10 فیصد
سے بھی زیادہ اضافی پیداوار

40 میں سے 34 اضلاع میں جیتی
سرسبز کسانوں نے پہلی پوزیشن



محمد افضل/ضلع قصور
69 من 35 کلو فی ایکڑ پیداوار



مظفر فارمز/ضلع جھنگ
69 من 38 کلو فی ایکڑ پیداوار



شاہد عباس خان/ضلع ڈی جی خان
69 من 29 کلو فی ایکڑ پیداوار



زمین کی جان - فصل کی شان

Our Events & Activities



PFL Annual People Connect 2026

The PFL Annual People Connect 2026 was hosted at the newly renovated MP Hall, Management Club, uniting over 250 management employees. Guided by the theme “Step Up, Step Right,” the event celebrated collaboration, alignment, and shared purpose. It served as a platform to strengthen connections, reinforce organizational values, and energize teams for the year ahead.



Corporate Affairs & Legal Team Away Day

The C&L team away day on 24 December combined fun team-bonding activities with focused strategic planning for 2026, fostering collaboration and alignment in an engaging setting.

Our Events & Activities



Annual HR All Hands 2025

The Annual HR All Hands 2025 combined strategic focus with team celebration. Beginning with planning sessions at Defence Raya, the retreat unveiled the ELEVATE 2026 theme built on People, Purpose, Performance, and Future. The second day transitioned to Green Fields, blending camaraderie, outdoor activities, and reflection—ensuring the HR team is aligned, energized, and future-ready.



Our Events & Activities



A Day of Unity and Joy: Our Escape to Green Field Country Club

Admin department recently embarked on an unforgettable "Away Day" to the lush landscapes of Green Field Country Club. It wasn't just a trip; it was a journey of camaraderie, high-energy competition, and well-deserved recognition.



Internal Audit Team Connect

Our Internal Audit team recently enjoyed a well-deserved team-building day! It was a great chance to celebrate our shared successes and strengthen team spirit outside the professional setting. From collaborative activities to casual conversation, the day was all about promoting work-life balance and building a more connected team.

Our Events & Activities



360 Assessment Coaching Sessions with Paul Keijzer

One-on-one coaching sessions were conducted with Paul Keijzer from 10th to 13th November to support participants in interpreting their 360-degree feedback. These sessions enhanced self-awareness, encouraged constructive reflection, and supported personalized development planning. The initiative aligns with Fatima Group's broader talent strategy, reinforcing a culture of continuous learning, leadership growth, and performance excellence.



Gender Intelligence and Workplace Harassment Workshop by Maliha Husain

Our Events & Activities

DE&I Sab Saath SheCircle 9th October 2025

As part of the DE&I Sab Saath program, a SheCircle session was held at Defence Raya, bringing together over 60 female colleagues from Head Office and FFT. Led by DHR Sadia Irfan, the session focused on workplace civility and inclusive behaviors through interactive dialogue and reflective exercises. The initiative reinforced shared responsibility in fostering a respectful and inclusive work environment.



PFL Idol

PFL Idol added a vibrant cultural dimension to the Annual People Connect, featuring a singing competition with eight management employees. The event encouraged creative expression and engagement beyond the workplace. After evaluation by the judges, Major Nauman Ahmed emerged as the winner, receiving a trophy for his outstanding performance and leaving the audience with a memorable experience.

#DilSeSarsabz Milli Naghma Competition

Fatima Fertilizer launched its first #DilSeSarsabz Milli Naghma Competition to celebrate Pakistan's Independence Day. Hosted on TikTok, the initiative received over 1,300 nationwide entries. The top ten finalists performed live in Islamabad before a distinguished jury, creating a powerful expression of patriotism, creativity, and digital engagement.



Our Events & Activities

Electrical Safety Week 2025 at FFT



Beauty World Event HER Beauty



HER Beauty hosted a successful booth at the Beauty World event, featuring live product demonstrations and customer consultations. The activation highlighted the brand's commitment to ingredient transparency and customer education, generating meaningful engagement and reinforcing trust with consumers.

Golden Hour with HER Launch Activation

The "Golden Hour with HER" launch activation in Karachi, co-hosted with Sync Café, generated strong consumer buzz. The event marked the debut of the 'Oh So Honey' cleansing balm, combining lifestyle engagement with product storytelling to strengthen brand recall and affinity.



Our Events & Activities

Micro Exfoliator Focus Group

A focus group with over 40 community members was conducted ahead of the Micro Exfoliator launch. The session gathered valuable consumer insights on preferences, texture, and expectations, supporting data-driven refinement ahead of market introduction.

HER Beauty × Al-Fatah Campaign

HER Beauty launched a high-impact campaign in collaboration with Al-Fatah, centered around an iPhone 16 Lucky Draw. The activation drove footfall, engagement, and brand visibility, strengthening retail partnerships and consumer excitement.



Our Events & Activities



FFL Annual Achievers Event

The FFL Annual Achievers Event celebrated outstanding performance across the organization. Employees were recognized for their dedication, results, and contribution to business success, reinforcing a culture of appreciation and excellence.



Long Service Award Production Staff

A Long Service Award ceremony was held at the FFL site to honor production staff for their years of commitment and service. The event recognized loyalty, resilience, and the vital role of frontline teams in sustaining operational excellence.

Our Events & Activities



Independence Day Celebration

Independence Day celebrations featured a floor decoration competition across Lahore offices. Each floor represented a province of Pakistan and was judged by ExCom members. The event concluded with speeches and cake cutting, reflecting strong patriotism and team spirit.



FG Wellness 360



Breast Cancer Awareness Session

A Breast Cancer Awareness session was conducted by the Shaukat Khanum team on October 15, 2025. Attended by over 50 female employees, the session emphasized early detection, self-examination, and timely consultation, providing a safe space for learning and interaction.



FG Cyclo Quest 2.0 – 2025

FG Cyclo Quest 2.0 was organized on September 26, 2025, under the Wellness 360 initiative. Featuring categories for men, women, and children, the event promoted physical wellness, participation, and a culture of active living.

FG Wellness 360

Step Up Challenges 2025

The third and fourth Step Up Challenges concluded 2025 on a high note, with participation growing from 75 to 84 employees across seven teams. Participants committed to 12,000 steps daily for 15 days, building consistency, fitness, and camaraderie.



Bring Your Kids to Work

Held on July 4, 2025, the “Bring Your Kids to Work” event allowed children to explore their parents’ workplaces and engage in a joint canvas painting activity. The initiative strengthened family bonds and created joyful shared memories.

FG Podcast

The FG Podcast featured leadership conversations with Brig. Khawaja Asad Ahmed, sharing insights on business, leadership, and industry perspectives. The series serves as a platform for internal knowledge sharing and professional development.



FG Wellness 360

Transforming Health & Wellbeing: Iron Deficiency and Anemia in Women

A wellness session on iron deficiency and anemia in women was conducted by Dr. Anushe Usman on August 20, 2025. The session raised awareness on symptoms, diagnosis, and treatment, promoting preventive health and informed care.



Income Tax Return Filing Session

An in-house Income Tax Return Filing session was conducted by Omer Khan Ghaznavi on August 25, 2025, and attended by over 200 employees. The session equipped participants with practical knowledge to manage their tax responsibilities confidently.

Sports & Fitness

Various wellness initiatives, including Fit Body Challenge, Summer Camps, Squash, Tennis, and Volleyball activities, encouraged participation, fitness, and teamwork across locations.



FG Wellness 360

FFL Summer Camps Tennis & Squash



FFL Squash Summer Camp



FFL Volleyball Saga



Our Accomplishments



Drum Awards

Fatima Fertilizer wins 4 prestigious accolades at the Drum Awards in London – these awards include a Silver in Social Purpose: User-Generated Content for Social Change for Salam Kissan (TikTok); a Silver in Social Purpose: Sustainability & Climate Action; a Silver in Social Media: Social Media for Good for Salam Kissan; and a Bronze in Social Media: Cause-Led Influencer Campaign for the same initiative.

Fatima Fertilizer Wins ICAP Excellence Awards

Fatima Fertilizer Company Limited has been recognized with the Gender Equity & Inclusion Excellence Award for its CA Trainees by the Institute of Chartered Accountants of Pakistan (ICAP).

The award reflects our continued commitment to fostering an inclusive workplace where opportunities are equitable and female CA Trainees are empowered to thrive—standing out among leading organizations across the financial and corporate landscape.



Our Accomplishments

Fatima Fertilizers

Pakarab Fertilizers



Annual Target for 2025 Fertilizer Production Achieved

Fatima Fertilizer successfully achieved its annual fertilizer production target for 2025, reflecting operational discipline, teamwork, and sustained excellence.



Fatimafert

Our Accomplishments

SHRM (Society of Human Resource Management) MENA Excellence in Inclusion & Diversity Award

Fatima Group has been recognized with the “Excellence in Inclusion & Diversity” award at the prestigious SHRM MENA STAR Awards 2025, a flagship event by the world’s largest HR association. Selected from 200+ global nominations across 8 categories, Fatima Group was represented by Mr. Fahd Mukhtar, Director OSOL, who received the award on our behalf.



Fatima Group Won Best Place to work in Manufacturing / Eng Industry 2025

The Best Place to Work Awards is an initiative by PSHRM and Engage Consulting, Companies with best scores in terms of their employee engagement levels are recognized and celebrated as Best Places to Work in Pakistan

-260+ Companies participated in the Best Place to Work 2025, covering 40K+ employees, 1.7 Million plus data points

-BPTW awards are celebrated every two years, and this is the 8th awards recognizing the best places to work in Pakistan since 2008

Our Accomplishments



Fatima Fertilizer Honored as Sustainability Leader at Campaign Asia WLCA Asia Pacific 2025 in Hong Kong



Sadia Irfan Honored with Woman in Human Resources Leadership Award at She Leads 2025 in Kuala Lumpur, Malaysia

SheLeads 2025: Global Women in Corporate Leadership Conference in Malaysia, organized by Corporate World Intelligence (CWI)

Proud moment for all of us at Fatima Group as Sadia Irfan is honored with the Lifetime Achievement Award at She Leads 2025, Global Women in Corporate Leadership in Kuala Lumpur. A celebration of leadership, resilience, and unwavering commitment to progress.



Our Accomplishments

Kashif Mustafa Wins Best GM Finance Award 2025 - CXO Global Forum

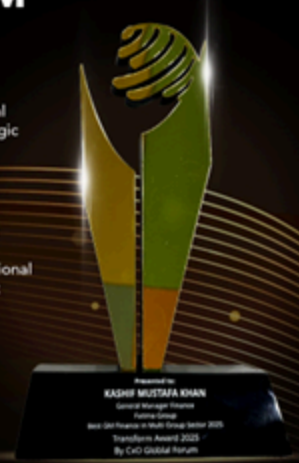
SARSABZ Pakistan Wins global tech awards (USA) in AGRITECH

KASHIF MUSTAFA KHAN WINS THE BEST GM FINANCE AWARD 2025 AT CXO GLOBAL FORUM



Kashif Mustafa Khan, General Manager Finance, has been honored with the Transform Award 2025 by CxO Global Forum, earning him the title of Best GM Finance in Multi Group Sector 2025. This prestigious CxO Global Forum celebrates leaders who set benchmarks in financial innovation, strategic foresight, and organizational transformation across industries.

Kashif's leadership has been instrumental in reshaping the financial landscape of Fatima Fertilizer. His contributions have supported the Group's diversification into new sectors and expansion projects that strengthen its presence across industries. This recognition reflects not only Kashif's professional excellence but also Fatima Group's commitment to nurturing leadership that drives sustainable growth, transformation, and long-term value creation.



SARSABZ PAKISTAN WINS GLOBAL TECH AWARDS (USA) IN AGRITECH!

- **Global Recognition from USA:** Winner in the AgriTech category at the Global Tech Awards (USA) putting Fatima Fertilizer on the world innovation stage.
- **Pioneering Pakistan's AgriTech Transformation & Digital Leadership:** Honors our AI-powered farmer app driving smart farming and digital inclusion nationwide.
- **Global Stage, Local Pride:** Winning in the USA puts Fatima Fertilizer on the global innovation map, showcasing the company's leadership in technology, sustainability and farmer enablement.



Dragons of Asia

Sarsabz Attained Silver at Dragons of Asia 2025 in the Influencer/Content Creation category for "Salam Kissan" in Kuala Lumpur, Malaysia.



Dragons of Pakistan

Our flagship Salam Kissan campaign (2024) has won Gold at the Dragons of Pakistan Awards in the highly contested "Influencer & Content Creation" category.



Our Accomplishments

Inclusion, Built on
Global Standards

**Recognized
Among The Top
10 Most Inclusive
Organizations
in Pakistan.**



GDEIB Award

Fatima Group has been recognized at the GDEIB Awards 2026 among the Top 10 Most Inclusive Organizations in Pakistan for advancing global DEI best practices. In its second participation, the Group earned Best Practice recognition across 12 categories, reinforcing the impact of SabSaath, its flagship DEI initiative, in fostering a workplace where Diversity, Equity, and Inclusion drive engagement and long-term sustainability.



SARSABZ KI JEET – SARSABZ FARMERS ACHIEVED TOP 100 POSITIONS

Sarsabz user testimonial farmers in Punjab won top three provincial positions & 97 district positions in the govt of Punjab wheat yield competition 2024-25.

Our Accomplishments

Achieved the highest one-day sales by selling 750 units in one day during the 11/11 sale



High Performing Business Partner presented with shield of performance



Inauguration of Agri Mart at Pakpattan WH



Orientation of HO Team by Port Distribution Team at Karachi Port

Our Accomplishments

FG People: Life Achievement

Honoring the retirement of Mr. Saeed Hassan Shah (Ex-NLM), legacy of a man of commitment and integrity.

For over two decades, Mr. Saeed Hassan Shah has served this organization with unwavering dedication, professionalism, and purpose.

His journey has been marked by exemplary leadership, where actions spoke louder than words. He led by example, upheld the highest ethical standards, and consistently placed the organization's interest above all else.

His guidance shaped teams, strengthened systems, and left an unforgettable impact on the department and beyond.

As he turns the page to a new chapter of life, we express our deepest gratitude for his 20 years of selfless service, steadfast commitment, and integrity-driven leadership.

His legacy will continue to guide us, and his contributions will always remain a proud part of our collective journey.



Relocation of labor canteen from RP area

Labor Canteen's relocation from dusty environment to a spotless, fully equipped location has transformed daily experience for labor and drivers at FFL. Improved comfort has translated into higher morale, better performance, and a strong, positive work mindset.

PH&S – Prod(S)



Life at Fatima

Mehndi Function organized by PFL Collogues

Mehndi Function organized by PFL Collogues: A colleague Mehndi function was organized by the team to celebrate the wedding of Mr. Wasib Muzzamil. The event was filled with vibrant décor, music, and joyful moments, reflecting strong camaraderie among colleagues. It was a memorable gathering that showcased teamwork, warmth, and shared happiness.



FFT Padel Tournament



Life at Fatima

Office Build-up & Relocation of HER Beauty, Fatima Agri Solutions, Innogrow & Fasal Pay to New Facility in Ph-6, DHA

The Admin Department led the end-to-end build-up and relocation of the HER Beauty, Fatima Agri Solutions, Innogrow & Fasal Pay to the new office facility at Phase 6, DHA, Lahore beginning with leasing of the facility & supported comprehensively by the SCF, HR & IT departments. The new office was formally inaugurated by Mr. Abad Khan, Advisor to CEO on 10 Dec 2025, in the presence of members of the Executive Committee (ExCom).



Organizational Events | FFL Team Building Event by all Departments

Life at Fatima

FFL Mango Fiesta



FFL Azaadi Celebrations



FFL Mehfil e Naat



FFL Volleyball Saga



Life at Fatima



FFL Family Sports Gala

Annual Sports Week FFT



Pictorial Highlights

FG Travelogue

Travel Stories (Safarnama)

M. Imran (Unit Manager E&I FFT Plant):

My three-day ISA Annual Conference 2025 in Orlando, USA, offered valuable learning, insightful discussions on automation trends and meaningful networking, including the pleasure of reconnecting with long-standing colleagues from across the globe. And of course, a visit to Florida would be incomplete without a touch of adventure—unwinding at the magic of Disney World and enjoying a refreshing long walk along the vibrant Miami coastline added memorable experiences.

Location: Orlando, USA – International Society of Automation (ISA) Annual Conference 2025



Life Achievement

Its about my 1st ever Zipline story experienced in Gilgit-Baltistan, the Pakistan 2nd longest Zipline.

I took my very first zipline ride at the Rakaposhi Zipline in Gilgit-Baltistan, the longest in the region and second longest in Pakistan. Standing at the edge, I felt my legs tremble with fear yet my heart spark with excitement. The instant I leapt forward, everything turned into sheer thrill. I flew across valleys with mighty mountains rising behind me, feeling weightless and free. Though brief, that moment etched itself into my memory forever.

Journeys That Shaped Me

Travel in 2025 was not just about visiting new places. It was about reflection, revisiting memories, and fulfilling promises that mattered deeply to me. Each journey carried its own meaning and quietly changed the way I see life.

The year began in January with a family trip to Malaysia after a gap of almost ten years since returning from London. I travelled with my wife and children for nine days, visiting Kuala Lumpur and Langkawi. More than the places, it was the uninterrupted family time that made the journey special, and watching my children experience a new culture added to its meaning.

In August, I returned to London with my wife and son. I lived there for more than six years during my student and early working life, when the city was about routine, responsibility, and survival. This time, I walked the same streets more slowly and noticed what I once overlooked. I took my son to the neighborhood where I had lived, studied and where I worked. Sharing those memories felt like closing a chapter. London had not changed — I had. The year ended with the most meaningful journey of my life. I fulfilled a promise by taking my mother to Umrah. Praying in Masjid-e-Nabawi with her and performing my first Umrah by her side is something words cannot fully capture. The peace on her face after completing Umrah was everything. As a son, one cannot ask for more.

Looking back, 2025 taught me that travel is not about distance or comfort. It is about gratitude, growth, and perspective. Some journeys refresh you; some reconnect you with your past, and some quietly complete your heart.

Arslan Irshad

Lead Talent Sustainability



FG Travelogue

Oracle AI World 2025

Muhammad Hasaan Akhtar Attended Oracle AI World 2025 in US to get awareness of latest technology trends, AI enablement in Oracle applications and it's usage for our business scenarios.

Blessed to perform Umrah with my family in October 2025. This journey was especially meaningful as it was my children's first spiritual experience. Seeing them perform Tawaf in Makkah Mukarramah and offering Salam at Roza-e-Rasul in Madinah Munawwarah were moments of deep gratitude and joy.

Asad Daud
Unit Manager – T&ISO Section, FFT



ADIPEC Abu Dhabi and a Glimpse into the Future

Attended the ADIPEC conference in Abu Dhabi, where I met people from many different nationalities and backgrounds. The event showed how rapidly AI is growing and how it is shaping the future of the industry and beyond. Seeing real applications of AI made it clear that technology is changing the way we work and think. Beyond the conference, I enjoyed experiencing the rich culture of Abu Dhabi. The city beautifully blends modern development with deep rooted traditions.

Malik Rehan Ahmed
Lead Control & Cyber Security

FG Travelogue

PMI Global Summit 2025 attended by Ahsan Maqbool

From insightful sessions to inspiring conversations, the PMI Global Summit was a journey of learning and connections. Engaging with project leaders from around the world and learning how project management is shifting toward value creation and strategic impact. It also shows how Fatima Group is advancing project management through Osol, which made this journey both enriching and memorable.

Ahsan Maqbool
Department Manager EPMO



FG People: Travel Stories (Safarnama)

Raheel Tariq and his family went on a journey to the Khunjerab Pass, the highest paved international border crossing in the world. The ascent was a beautiful spectacle, with the landscape transform from the lush valleys of Gilgit-Baltistan to the towering, snow-capped peaks of the Karakoram range.

Raheel Tariq
Head of Finance, Her Beauty

FG Travelogue

Travel Stories (International Collaboration Driving Record-Breaking Ammonia Production)

By Saqib Rauf, Section Head, Ammonia Plant Operations, PN-FFL

In our pursuit of higher efficiency and sustainable plant performance, the team undertook an international technical study to enhance ammonia production through operational optimization. This journey took us to Denmark and Italy, where collaboration with global technology leaders delivered outstanding results.

In Denmark, a detailed DBN study was conducted with Haldor Topsoe to evaluate existing plant limitations and identify opportunities for capacity enhancement without major capital investment. The study led to targeted improvements in operational philosophy and process control, enabling the plant to achieve its highest-ever ammonia production of 1,776 MTPD.

To further support high-load operation, particularly during winter, the team visited Italy for a Gas Turbine Power Locking Study with GE.



Pictured: Technical engagements with Haldor Topsoe and GE, along with highlights from Italy.

FG Travelogue

Travel Stories (From Nordic vibes to the Swiss Alps!)

By: M.Hashim, Unit Manager Process Engineering Department – PED–FFL

This European journey was defined by two powerful bookends: Technology excellence and the majesty of nature. The DBN study at TOPSOE, Denmark, and the strategic visit to Baker Hughes, Florence, offered deep insights into cutting-edge technologies, capacity enhancement, and energy savings closely aligned with Fatima Group's CEO vision.

The journey concluded with reflection and renewal in Switzerland. From the calm of Interlaken to the majestic peaks of Grindelwald and the balanced elegance of Zurich, nature reinforced lessons of values and respect—equally vital in industry.



Where Stillness Speaks: A Kashmir Journey

Kashmir was not a destination on a map; it was an unfolding experience. A journey where every road felt intentional, every pause meaningful, and every view quietly extraordinary. The landscapes spoke in layers, mountains standing firm with timeless grace, rivers moving with unhurried confidence, and forests holding a silence that felt deeply aware. There was no need for spectacle; the beauty was self-evident, composed, and assured.

Junaid Mehboob (NP Operations Engineer, FFL)



FG Travelogue

Adventures in Bali and Kuala Lumpur

In a refreshing break from routine, Usman Iftikhar and Asad Ahmed recently embarked on enriching journeys across Indonesia and Malaysia. Their travels took them to the serene beaches and cultural landmarks of Bali, followed by the vibrant urban energy of Kuala Lumpur.

Immersing themselves in local traditions, natural landscapes, and diverse culinary experiences from ancient temples to iconic street food.

The journey reflected the rich heritage, warmth, and hospitality of both Indonesia and Malaysia. The experience offered a perfect blend of relaxation, exploration, and cultural discovery.

Usman Iftikhar (Senior Operations Engineer, FFL)



FFL Team Shines at Fauji Fertilizer E&I Seminar

The FFL E&I Team, Abu Bakr Siddique (UM-Instrument) and Muhammad Khalid Mehmood (SH-Instrument), presented a technical paper, sparking engaging discussions among industry peers at the FFC E&I Seminar. Ms. Quratulain Zaheer (Control System Engineer) brought her expertise as panelist to the OT Cybersecurity panel, sharing insights on emerging challenges. Notably, the seminar also celebrated Toufeeq Ahmed (Technical Advisor) with a Lifetime Achievement Award, who joined as the Chief Guest of the event. Attended by industrial professionals from Engro, Agritech, and FFC, the event was a hub for knowledge exchange and industry collaboration.

By Abu Bakr Siddique, Khalid Mehmood, Quratulain Zaheer

FG Travelogue

Technical Excellence Meets Global Exposure

I recently visited the BRUSH Power Generation Factory in Plzeň for Factory Acceptance Testing (FAT) and specialized training on Generator Automatic Voltage Regulators (AVR). The visit delivered valuable hands-on learning and deep technical insight into advanced power generation systems. Complementing the professional engagement, the journey also offered exposure to the dynamic fusion of history and modern innovation in Prague and Rome, making the experience both professionally impactful and culturally enriching. A truly rewarding experience that combined technical growth, global perspective, and continuous learning.



By Muneeb Siyal
Area Manager O&U, FFL

From Colleagues to Umrah Buddies



A trip that took us from the spiritual serenity of Umrah to the vibrant charm of Jeddah. From quiet moments of reflection in Makkah to walks along the Corniche, exploring Souq Al-Balad, witnessing the Floating Mosque, and pausing by King Fahad's Fountain, every stop added meaning to the experience. Visiting the Prophet's Biography Museum and Hira Cultural District showed us how technology beautifully enhances historical storytelling. Beyond the destinations, the experience strengthened bonds beyond work—shared reflections and memories that will stay with us long after the journey.

Somia Mehar | Instrument Engineer UREA, FFL
& Eman Asmat | Area Engineer CAN, FFL

FG Travelogue



From Baku to the Caucasus: An Azerbaijan Escape

By Ahmed Raza, Hayattan Sattar, Shahdev, Tanzeela Arif | FFL

Our Azerbaijan journey offered a seamless blend of culture, history, and nature. It began in Baku, where modern skylines meet ancient charm. We explored lively Nizami Street, wandered through Baku Old City, and visited the historic Palace of the Shirvanshahs. Cultural highlights included the Carpet Museum and the delightful Miniature Books Museum, followed by a relaxing stroll through Little Venice along the Caspian Sea.

A visit to the dramatic Mud Volcanoes added a touch of natural wonder while sunset views from Highland Park provided a memorable farewell to the city. The journey continued to the mountains of Shahdag, enjoying cable car rides, scenic views and cozy villa life with self-prepared breakfasts. In Gabala, the four-step cable car, Seven Waterfalls and serene Nohur Lake showcased Azerbaijan's natural beauty. Comfortable villa stays, local cuisine, traditional drinks and warm hospitality made this trip truly unforgettable.



FG Travelogue

Technical Excellence Meets Global Exposure

Our journey to Vietnam was a captivating blend of vibrant cities and breathtaking natural scenery. From lively streets to serene landscapes, each destination offered unforgettable experiences.

We began in Hanoi, a city rich in character where history and modern life exist side by side. Quiet lakes and bustling local streets created a warm & welcoming atmosphere.

From the capital, we traveled to the misty mountains of Sapa, known for dramatic hills and terraced rice fields. Wrapped in cool air and cloud-covered peaks, Sapa felt peaceful and timeless. Its sweeping green landscapes and traditional villages reflected a deep connection between people and nature.

Another highlight was Ha Long Bay, one of Vietnam's most iconic natural wonders. Sailing through calm, emerald waters surrounded by towering limestone formations was both relaxing and awe-inspiring, a scene that felt almost unreal & experience that lasts a lifetime.

Umar Yasin – UM L&DC at FFL

Arslan Hussain – Process Engineer BD at FFL



Poetry

میں کون ہم سب

پنجاب سندھ کی بارڈر پر راجستھان سے دو سو میل جنوب مغرب کی طرف صادق آباد کے نواح میں ایک نئی دنیا بستی ہے۔ شدید سرد موسم میں صبح کے چھ بجے گیٹ پہ کھڑا عیلام دین مطمئن ہے کہ وہ صرف نوکری نہیں کر رہا بلکہ لاکھوں لوگوں کے پیٹ بھرنے کا ذریعہ ہے۔ اشرف ویٹر جلدی سے کھانا لگا رہا ہے کہ کہیں اُسکی وجہ سے کسی اور کام میں حائل نہ آئے۔ دیوار کے اُس پار بنے گھروں میں نیچر کا اسکول جاتا بچا سوال کر رہا ہے۔

بابا! آپ ٹارگٹ کے لیے اتنی محنت کیوں کرتے ہیں؟ نیچر کے چہرے فخریہ مسکراہٹ پھیلی۔ بیٹا تمہیں پتہ ہے میرے بابا مجھے بتاتے تھے اُنکے بچپن میں گندم اتنی نایاب تھی کہ اکثر لوگوں کو ایک وقت کی روٹی بھی پیسر نہیں آتی۔ بچہ تجس سے دیکھ رہا ہے۔ نیچر! اور تمہیں پتہ ہے آج ہر کسی کو گندم میسر ہے۔ بیٹا ہمارا ٹارگٹ صرف چند بوریاں بھرنا نہیں ہے۔ ہمارا ٹارگٹ اس سے بہت بڑا ہے۔ ہم محنت اسی لیے کرتے ہیں کہ ہر گھر تک اناج پہنچے اور تمہاری طرح کا کوئی بھی بچہ بھوکا نہ سوتے۔ بچہ باپ کو دیکھ کے فخر سے گلے لگ جاتا ہے۔

یہ فضا فسر ٹیلانڈ ہے۔ یہاں لوگ زندگی سے بڑا مقصد لیے کام پہ جاتے ہیں۔ اُنکے لیے ایک ایک منٹ انتہائی اہم ہے۔ کیونکہ یہاں سے صرف 22 کروڑ زندگیاں متاثر ہوتی۔

تحریر: محمد عبدالحسین، آپریشنز انجینئر، ایف ایف لیل

نیالی
گردش ماہ نیالی گردش ارض ہے
اک لئے ہر گردش دوسرے گردش ہر
حقیقت میں یہ گردش ناتمام
جو ہے جاری اس لئے لمحہ نماہن کے
وہ لمحہ ہوا جب جنم وقت کا
اندیشہ ہوا کائنات تمام
گردش ارض کو وقت سے کہا
مگر وقت کو کونسی سمجھا کہاں؟
اگر وقت کرم سمجھو بائیں تو
خود کو کھیں خدا بھی سمجھ لیں

عبدالحسین
اسلام آباد
یکم جنوری، ۲۰۲۱

Corporate Social Responsibility



Fatima Group Extends Support to Flood-Affected Communities Across Punjab

In response to the devastating floods across Punjab, Fatima Group launched extensive relief operations as part of its commitment to community welfare. Relief goods worth PKR 100 million—including dry rations, animal feed, tents, mosquito nets, mats, and cotton sheets—were distributed to affected communities. An Administrative Relief Team, led by the GM Admin, coordinated logistics with support from the Army, District Administration, and Supply Chain teams, ensuring timely assistance under challenging conditions.



GTE's at FFT giving back to the community

Mashal-e-Rah Campaign by Graduate Trainee Engineers of FFT plant. Campaign focuses on strengthening the unprivileged families by bringing warmth, comfort and a little joy in their lives.

Special Promotion for Fatima Group employees

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