



Jamil Janjua,
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Dear Reader,

Quarantine is the word in vogue as the world struggles to get on top of the Pandemic, and grapples with an enemy the likes of which it hasn't seen in living memory. Quarantine entails a loss of freedom, something which we generally take for granted, and it is only when we lose it that we begin to value it, like fresh air and those in need of ventilators to keep partaking of it, may Allah preserve us and grant us health, and keep us in His protection, ameen.

This issue we introduce you to **Saleem Aziz Khan**, the Good Samaritan who is doing the super SAHEE thing with those who have stumbled on the wrong side of the law and are paying for it with captivity, lamenting the loss of their freedom and self-esteem, filled with anger and hatred for a system and society that has failed to work for them.

Saleem is out there in the Karachi Central Jail and six others in the province trawling these discards and showing them how it is much better to light a candle than curse the darkness. It's an epic exercise in human resource development using tools that the entire society can benefit from as it transitions through an extremely difficult period where conquering rage and retaining self-esteem have become major challenges that increasingly have led to an unraveling of the social fabric.

Dr. Raj Kumar is another rare kind who believes in the age old adage of lighting a candle rather than cursing the darkness, and he was in Pakistan on a virtual tour Zooming in to exhort the Pakistani spirit to rise to missions impossible and preaching the gospel of Blue Oceans and uncontested market spaces, and celebrating value innovation above all else.

Also out there travelling the world virtually is the champion articulator and a champion of articulation, the much celebrated Voice Coach from Down Under, **Lucy Cornell**! Lucy has a huge fan following in Pakistan, and we travel back in time to a decade ago when she was physically here with us and prepping up our youth to speak their minds in confident and forceful manner. We have on sale with us at a huge discount Lucy's Online Pre-recorded: Cornell Voice Online Masterclass, so hurry up and visit her website www.cornellvoice.com

In February our star trainers **Dave Nelissen** and **Bob Forshay** are bringing for you free webinars on "Effective Brainstorming Techniques" and "Effective Logistics Leadership for POST COVID Supply Chains" respectively, with **Dr. Frank Peter** scheduled to hold an online training session on "Social Media Marketing Tactics".

So get set folks! And stay well 😊

Editorial Compiled by **Adil Ahmad**, Special Correspondent, octara.com
Creative & Design by **Zainab Essajee & Nazim Ansari**

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INSIDE



Bridging the Trust Deficit & Restoring the Shredded Social Fabric
Good Samaritan - Saleem Aziz Khan
Interviewed by Adil Ahmad



Post Pandemic Blue Ocean Thinking
Dr. Raj Kumar lends a Hand!
Webinar Reviewed by Adil Ahmad



OCTARA EVENTS FROM PAST
Lucy comes to Town!
Speaks to Connect and Engages with Young Voices of Pakistan
(Issue 4 - December 2010 - octara.com Publications)
Report Filed by Adil Ahmad

TCS Octara Online Training Programs in February 2021

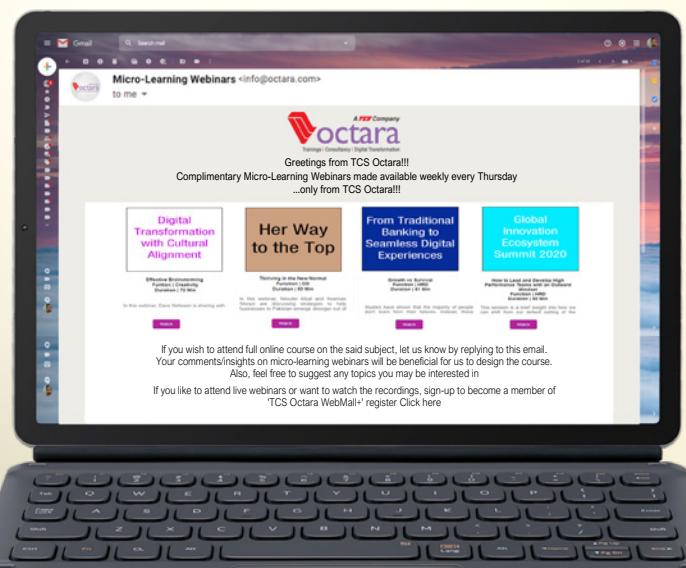
A **Special 70% Discount** for Pakistan based applicants via courtesy Octara
Online Pre-recorded: Cornell Voice™ of Influence Masterclass
Facilitator: **Lucy Cornell**

February 10, 2021 | 2:00 pm GST | 3:00 pm PKT
FREE Webinar: **Effective Brainstorming Techniques**
Speaker: **Dave Nelissen**

February 24, 2021 | 2:00 pm GST | 3:00 pm PKT
FREE Webinar: **Effective Logistics Leadership for POST COVID Supply Chains**
Speaker: **Bob Forshay**

February 25, 2021 | 10:00 am GST | 11:00 am PKT
Online Training: **Social Media Marketing Tactics**
Facilitator: **Dr. Frank Peter**

TCS Octara Training Calendar (February - March 2021)



A portrait of Saleem Aziz Khan, an older man with a full white beard and mustache, wearing a dark suit jacket over a light-colored shirt. He is standing against a dark, textured background.

GOOD SAMARITAN SALEEM AZIZ KHAN

Saleem Aziz Khan has taken the nickel tour of what this world's got to offer. From being an officer and a gentleman in the Pakistan Army to a swashbuckling corporate executive with the multinational set, Saleem tread the way of the risk-taking entrepreneur for a while and was Founder Director of a public limited company manufacturing packaging materials. Very briefly he figured he would settle overseas but homesickness brought him right back from the British Isles.

Through a process of trial and error, that time honored route to scientific and spiritual inquiry, Saleem finally found his niche in 1996 after a dozen years of ebbing and flowing with the tide. The Land of the Sufis finally caught up with him, relegating livelihood pursuits to the doing of good and arresting if not reversing the alarming downward spiral in societal mores, the customs and habitual practices that had begun playing fast and loose with decency and good taste, and yielding ever diminishing moral standards.

SAHEE HAI!

In 1996 Saleem Aziz Khan set up an NGO called SAHEE (Society for Advancement of Health, Education and the Environment) which has since worked extensively in the social betterment sector. SAHEE has delivered Teacher Training Programs to about 500 teachers at various levels involving high school to university faculty members in different cities of Pakistan. These programs are designed to shift the focus away from rote learning and encourage the spirit of inquiry and critical thinking in the student, the crying need of the day.

SAHEE has also delivered Drug-Prevention lectures to 25,000 school and college students in Karachi in collaboration with the Anti-Narcotics Force (ANF), and held seminars on Values & Ethics for about 20,000 trainees of Sindh Police at 9 training centres. These seminars have also been conducted for staff of the Anti-Corruption Establishment Sindh and for students of Government schools in the Hyderabad region.

BRIDGING THE
TRUST DEFICIT &
RESTORING THE
SHREDDED
SOCIAL FABRIC

INSTILLING ETHICS, THE HEART OF LEADERSHIP



"Research shows that a person starts committing crimes when he loses self-esteem"



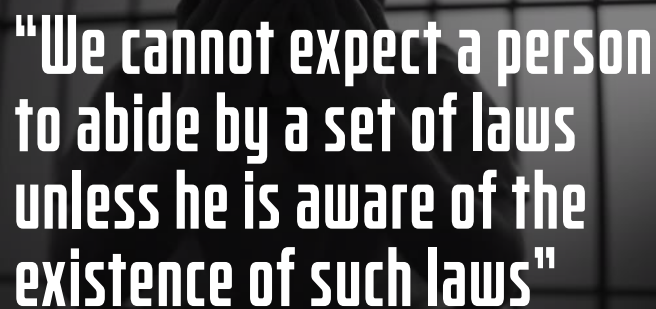
A Question of Self Worth

SAHEE and Saleem's pride and joy is the highly successful correction module called the Criminon 4-step Program which has been rolled out to about 3,000 prisoners in 8 jails in Karachi, Hyderabad and Bahawalpur. Over a thousand staff members of the Sindh Prison Department have also been trained in this program with truly amazing results that have seen cynics turned into believers.

Given that the purpose of punishment should be reform and rehabilitation and not so much retribution and deterrence, the Criminon program is based on introspection and can be quite novel for most people in a society where meditation and thinking are at a discount, says Zubeida Mustafa writing in DAWN after a visit to the SAHEE classroom. "I believe that many of us would benefit from such teaching. Each participant learns individually at his or her own pace. It is not a collective approach."

Defusing Steam through Raising Self Esteem

The behavior and moral code specified are nothing unique, and exhort the course participant not to murder or steal, or do



"We cannot expect a person to abide by a set of laws unless he is aware of the existence of such laws"

anything illegal. Clearly the first course on communication and anger management would benefit people generally as many of our problems stem from poor communication skills. Saleem Aziz would like to see the Criminon program gain a much wider footprint in the education system and Zubeida Mustafa is in agreement. "Given the criminal and anti-social environment we live in where unemployment is rampant and social justice virtually absent, it is not surprising that the mindset of many people has been corrupted," she writes. "Not everyone is picked up for criminal activities, but many have contributed towards vitiating the moral fabric of society, and hence there is need for a massive clean-up program both in prisons and outside."

Doing More with Less

So far Saleem Aziz, who loves reading books on history and geography, has managed to admirably prove his point on a shoe-string budget with contributions from family and friends. In 2008-9 the United Nations Office on Drug and Crime chipped in with some funding. But any expansion needs finances to train and pay salaries to trainers, and print the books as each participant is provided his own reading material to study from it. The social sectors of health and education have notoriously and scandalously been starved for funds, and not just in Pakistan. The Info-tech Age that we live in has laid bare the tyranny of the ruling elite and the many inadequacies and malfunctions that need to be bridged and sorted.

Meanwhile, more power to Good Samaritan Saleem as he gives practical expression to doing more with less.

The Criminon program consists of 4 steps:

STEP 1: Achieving Peace of Mind

The first step aims to reduce the adverse effects of previous bad experiences on a person, improves his communication skills, and thus increases his control on himself and the environment around him. It arms him with enough self-determinism to curb any criminal tendencies which may arise from within. After completing this step, many students have claimed that they have achieved peace of mind, as well as a reduction in the negative effects of the bad experiences which they have had in the past.

STEP 2: Developing Reading Habit

With the second step, the student improves his study skills, which helps him in learning new things, and is thus able to handle any and all barriers coming in the way of studying. This restores in him an interest in learning new things and also develops a reading habit, and as a result brings him to a position where he can use what he has learned. This course also prepares the student for the next step of the program.

STEP 3: Regaining Lost Self-respect

In the third step, in the course "The Way to Happiness", the student is taught 21 precepts, or DOs and DON'Ts of life that are entirely based on common sense. He is made aware of the results and consequences to his life in both cases, i.e. if he abides by these laws or violates them. We cannot expect a person to abide by a set of laws unless he is aware of the existence of such laws. This step is the beginning of this process. Everyone concluding this step becomes aware of which precept or precepts he violated that resulted in his ending up in jail.

Whereas previously it was observed that most inmates would blame the complainant, law enforcing agencies or the judiciary for their imprisonment or confinement, the completion of this step restores a sense of responsibility in them. Their level of happiness is increased, and the person is helped in regaining his lost self-respect.

He also realizes that in addition to himself, if others were to also follow these precepts, it would facilitate him directly in various fields of life. He thus starts to accept responsibility for himself as well as for others. This step usually proves to be a turning point in his life and takes him directly to the point where his life took a U-turn.

STEP 4: Creating Sense of Responsibility

The fourth and last step is based on an extremely important research that helps one in resolving many unanswered questions, like wondering why an apparently innocent person falls prey to others and gets trapped by them. Such a person, once out of jail, becomes a criminal who may not necessarily have been so before. This step not only trains a person in identifying people having specific attributes and attitudes that affect others adversely, but also trains him in how to deal with them.

Research shows that a person starts committing crimes when he loses self-esteem. The Criminon 4-Step Program helps restore this lost self-esteem. Furthermore, it creates a sense of responsibility in him for himself as well as for others ■

Interview conducted by Adil Ahmad, Correspondent, OCTARA.COM

Post Pandemic Blue Ocean Thinking

Dr. Raj Kumar lends a Hand!



From Survival to Revival, TCS Octara is taking on the Pandemic in a slugfest of epic proportions as the COVID switches from one variant to another and lays waste economies across the globe. It's a rout and the waters are full of wrecks as businesses cave in and close shop altogether in wholesale fashion.

This is not about cutthroat competition and stifling red oceans, much as we wish it were. Neither is this about countering run-of-the-mill disruption through reinvention and staying well ahead of the proverbial curve which is what the good doctors at TCS Octara have prescribed as a 'cure all' over the years.

An Existential Event, A Global Catastrophe

What we have here is no ordinary disruption. This is an existential event, a global catastrophe that has damaged human well-being on a global scale, endangering and threatening to destroy modern civilization as we know it and drastically curtailing humanity's potential. Optimism and hope for a better future is deeply ingrained in the nature of human beings, and when we see the light at the end of the tunnel seldom, if ever, does an onrushing train come to mind.

So while it would have been quite understandable to have Dr. Raj Kumar experience a paralysis of analysis in the early days of the crisis, it wasn't too long before the call to battle stations was sounded, and through the dense fog of uncertainty and chaos a method in the madness began to emerge.

Mindset Shift

Dr. Raj Kumar is the CEO of UCSI Consulting Group and a certified Consultant and Practitioner from the Blue Ocean Strategy-Initiative Centre of Professors Kim and Mauborgne, co-creators of Blue Ocean Strategy. Dr. Raj Kumar was on hand via Zoom to rouse flagging spirits in the Post Pandemic period, saying that it is imperative that companies and organizations make a mindset shift, and develop the right perspective, gain strategic ideas and build a clear roadmap with market creating tools and systematic process through Blue Ocean thinking.

Blue Ocean Strategy provides a robust mechanism to mitigate risks and increase the odds of success. Shifting away from cutthroat markets of red oceans to the wide-open blue oceans of new and uncontested market space, Blue Ocean challenges companies to push the boundaries of their industries and offer consumers something unique of immense value.

Value Innovation

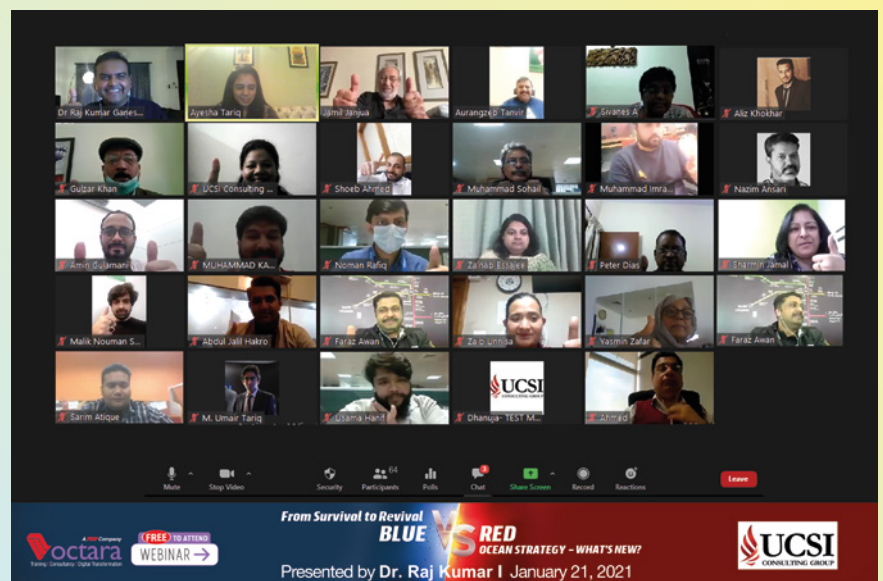
Organizations can create new demand in an uncontested market space, or a "Blue Ocean", rather than compete head-to-head with other players in an existing industry. Value Innovation is the cornerstone of Blue Ocean Strategy and entails driving costs down while simultaneously driving value up for buyers and the company. Organizations should re-orientate

their strategic focus from competitors to alternatives and from customers to non-customers of the industry.

C-level Executives, Business Owners, Entrepreneurs, Executives, Heads of Departments, Marketing Professionals, Sales Professionals, Emerging Business Leaders, HR Directors & Managers, and Business school faculty, people who constitute the cutting edge business enterprise and upon whom depends the revival of the marketplace, not surprisingly lined up to attend the Blue Ocean Strategy introductory webinar.

Well Equipped for the Task in Hand

Dr. Raj Kumar has served in several listed Multinational Companies, and his forte in consulting is anchored with a sea of experience, ranging from the setting up of business operations to strategic planning, innovation, and project execution. His portfolio includes the formulation of Blue Ocean Strategies for the No. 1 Global Pharmaceutical company, the



To watch recording of Webinar [PLAY <https://youtu.be/SVwhIsMqKv0>](https://youtu.be/SVwhIsMqKv0)

largest bank in Asia, the largest media agency in Asia, a leading education institution in South East Asia and a mega property development project in the region ■

Dr. Raj has also conducted programs on Blue Ocean Strategy across North America, Middle East, Africa, and Asia Pacific, interacting with participants from over 25 countries and was also invited by TCS Octara in 2016-17 in Karachi, Pakistan for BOS Leadership Workshops & for a Keynote in an annual conference of the Management Association of Pakistan. Raj holds a doctorate degree in Business and Administration from UCSI University (Malaysia) majoring in organizational innovation

Reviewed by **Adil Ahmad**, Correspondent, OCTARA.COM


OCTARA EVENTS FROM PAST

Extracted from octara.com Newsletter Issue 4 - November 2010

Lucy *Voice* COACH Comes to Town!

“You’re only as good as your last gig!”

Lucy Cornell (Chief Inspiration Officer, Voice Coach, Australia) Revisited



Just over a decade ago, in **November 2010**, the Chairman TCS, Mr. Khalid Awan invited Lucy Cornell to Pakistan where she successfully delivered 10 seminars and workshops, connecting with 500 people from Lahore and Karachi. Those were the days when Pakistan was routinely described as the ‘most dangerous place in the world’, and Lucy admitted that there were apprehensions, and her family, friends, and colleagues were quite alarmed when they heard that she was headed this way. “They thought I was being quite mad! However, the two weeks that I have spent have been fabulous and I am quite overwhelmed by the hospitality that I have received.”

Ten years later we are confronted with a new terrorist on the block, one that has terrorized folk across the world, putting the brakes on physical movement and the getting together at close quarters. But technology has come to the rescue and virtual interface has enabled life to continue, often in a manner far better than before as the activity’s footprint gains a potentially worldwide audience with tech innovations like Zoom and other such applications that have finally truly made the world a global village.

And it was through Zoom that Lucy Cornell connected with her legion of fans and followers in Pakistan when she came on board during the first wave of COVID-19 with TCS Octara inviting her to conduct a Free-to-Attend Webinar on **April 23, 2020** on “Practice Social Distancing But Not Vocal Distancing: HOW TO SPEAK WITH INFLUENCE WHEN WORKING REMOTELY”. The response from the corporate sector was fairly overwhelming, and led Jamil Janjua in his capacity of Founding Partner of TRG Pakistan to invite Lucy to deliver a Keynote session at the Trainer Resource Group’s 1st Digital LearnFest held in **August 2020**.

WORDS AS WEAPONS!
Lucy Cornell engages with

Young
Voices
of Pakistan



A Tribute To Brig. Sadiq N. Awan



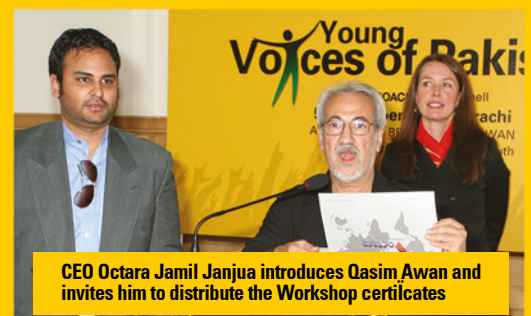
**The Karachi Connect Forum
drew a large and distinguished
audience**



Select gathering at the Lahore Connect Forum



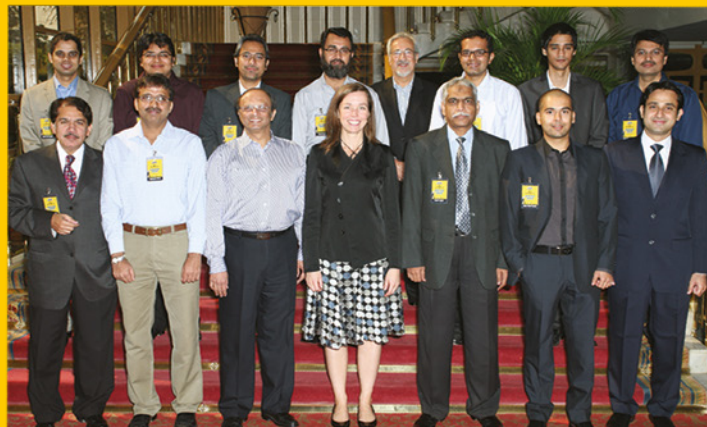
Lucy conducts a participant through the octave range



**CEO Octara Jamil Janjua introduces Qasim Awan and
invites him to distribute the Workshop certificates**



Lucy with Lahore Workshop participants



Lucy with Karachi Workshop participants

Words as Weapons!

Lucy Cornell engages with Young Voices of Pakistan

But back to November 2010 when, amongst her many engagements TCS Octara brought together with Lucy Cornell in a half day Workshop a select group of youngsters that comprised the finalists of the English Speaking Union of Pakistan's All Pakistan Declamation Contest, along with alumni of the TCS Hyde Park Juniors Public Speaking Program. The occasion was dedicated to the memory of late Brig. Sadiq Awan, a great patron of the youthwho, at the time of his passing, was the President of the English Speaking union's Islamabad Chapter.

Bright and early on a Friday morning the Karachi Mövenpick Hotel's (previously known as Karachi Sheraton Hotel) Bela & Chambeli conference room was brimful with bright sparks, eager to polish their speaking skills with techniques that this most amazing lady from Australia was about to impart.

Elevated form of rhetoric – Ethos, Logos & Pathos

Inspirational speaking is an elevated form of rhetoric, said Lucy. "The audience is moved emotionally, intellectually or physically by an eloquent argument, vision and insight. Being an inspirational speaker demands that you resonate through three layers of voice simultaneously, and these comprise the inner voice, the physical voice, and the inspirational voice."

Lucy referred to Aristotle, the Greek philosopher, who wrote the guiding thesis 'Rhetoric' in 330 BC. "Rhetoric is the use of language to persuade, and his great work has been the backbone of persuasive argument to this day. Aristotle outlines three fundamental elements for persuasive argument. There is Ethos, the speaker's power of evincing a personal character which will make his or her speech credible; Logos, or the speaker's power of proving a truth, or an apparent truth, by means of persuasive arguments; and Pathos, the speaker's power of stirring the emotions of his or her hearers."

Generating Ethos requires commitment, courage, connection, passion, and conviction; Logos requires structure and the clarity of ideas; and Pathos requires presence, breath, energy, vibration, physical voice, catharsis, elevated language, core human values, purpose, and the getting to the heart of the matter.

A small and squeaky voice is not natural, it's habitual

Conversation rather than presentation

"There is an unwritten contract between you and your audience," said Lucy, even as she put the assembled group of young high achievers through their paces with a series of physical and mental exercises geared to limbering up the body and mind. "You have asked them to listen to you, and they expect to have their time respected, to be moved, and to have their intelligence honoured. As inspirational speaking is about moving intellectually, ethically, and emotionally, consider speaking as a conversation rather than a presentation."

Being in the moment

As examples of inspirational speaking Lucy showed video clips of Muhammad Ali Jinnah, Benazir Bhutto, Queen Elizabeth the First, Nelson Mandela, Barack Obama, Mahatma Gandhi, and Martin Luther King Junior. "In any art form there will be a phrase that describes the concept of being present. In sport it is called 'being in the zone'. In music it is 'being in the groove'. In performance it is 'being in the moment'. You may also know this as being 'in flow'. For a speaker to be in flow requires an alignment of body, breath, thought, feeling, and voice. When one of these facets dominates or is weak, your presence is compromised."

Lucy quoted Master voice teacher Kristin Linklater who said that the perfect communication for the actor or speaker implies a balanced quartet of intellect and emotion, body and voice; a quartet in which no one instrument compensates with its strength for the weakness of another. So the more present you are, the more presence you have.

Lucy Cornell was present right through the Workshop! And her presence generated the kind of enthusiasm amongst her young charges that made time fly on supersonic wings. The kids would have gladly stayed on for the rest of the day and through the weekend listening to her, absorbing her pearls of wisdom, and practicing to perfection the fine art of inspirational speaking, but alas! While all good things need not necessarily come to an end, there comes a time to move on to the other necessities of life, like lunch! Thank you Lucy! And Bon Appetite! ■

Report filed by **Adil Ahmad**, Correspondent, OCTARA.COM

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For details & registration, please contact:

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**MOUNT
SCOTT**
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HOW TO CREATE THE BEST IDEAS TO
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Effective Brainstorming

Mark Your Calendar
Wednesday, February 10, 2021

2:00 - 3:00 pm (UAE Time) | 3:00 - 4:00 pm (PST Time)

KEY TAKEAWAYS

- How can you benefit from the Covid crisis?
As a company, as a business leader, as an individual
- Why is Covid an opportunity for effective innovation?
Creativity for you and your company in times of crisis
- New ways of working thanks to Covid...
Never waste a good crisis: re-invent your business and yourself!
- A positive mindset to face the challenges ahead
- Concrete tools to create and select the right ideas to seize new opportunities

To register, please click here:
<http://bit.ly/3ssHnYa>

*This webinar will
help you and your
business to get
back stronger
than ever!*

Speaker:

Dave Nelissen




- Founder Mount Scott
- Keynote speaker on creativity & innovation
- Strategy consultant creativity, sales & media
- Trained over 2000 professional worldwide
- Former captain Royal Dutch Marines

Video Message from Dave Nelissen

<https://youtu.be/fAcgsb3NxvA>

For Details & Registration contact

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Training Calendar

Programs in January–March 2021

January 2021



January 21, 2021 | 2:00 pm UAE | 3:00 pm PKT
FREE Webinar:
BLUE VS RED OCEAN STRATEGY
Speaker: **Dr. Raj Kumar**



January 26, 2021 | 10:00 am – 3:00 pm PKT
Online Training:
Email Etiquettes & Business Writing Skills
Facilitator: **Kanwal Akhtar**

February 2021



VOICE70 Sale for Pakistan based applicants in February 2021 via courtesy Octara
Online Pre-recorded:
Cornell Voice Online Masterclass
Facilitator: **Lucy Cornell**



February 10, 2021 | 2:00 pm UAE | 3:00 pm PKT
FREE Webinar:
Effective Brainstorming
Speaker: **Dave Nelissen**



February 24, 2021 | 2:00 pm UAE | 3:00 pm PKT
FREE Webinar:
Effective Logistics Leadership for POST COVID Supply Chains
Speaker: **Bob Forshay**



February 25, 2021 | 11:00 am – 4:00 pm PKT
Online Training:
Social Media Marketing Tactics
Facilitator: **Dr. Frank Peter**

March 2021



March 10, 2021 | 2:00 pm UAE | 3:00 pm PKT
FREE Webinar:
What Motivates Me – Put Your Passion to Work
Speaker: **Saqib Mansoor Ahmed**



March 16, 2021 | Marriott Hotel, Karachi
Classroom Training:
Negotiate to Win at Trade
Facilitator: **Atif Farooqui**



March 18, 2021 | Marriott Hotel, Karachi
Classroom Training:
Management Masterclass
Facilitator: **Haseeb Hasan**



March 18, 2021 | Marriott Hotel, Karachi
Classroom Training:
Effective Business Support Practices
for Executive Secretaries | Receptionists | Administrative Professionals
Facilitator: **Zaufyshan Haseeb**



March 25, 2021 | 11:00 am – 4:00 pm PKT
Online Training:
Emotional Intelligence for Leadership Excellence
Facilitator: **John Bentley**

...only from Octara!!!



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