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*Dear Reader,*

Google defines catalyst as a person whose talk, enthusiasm, or energy causes others to be more friendly, enthusiastic, or energetic. In chemistry, it is any substance that increases the rate of a reaction without itself being consumed. Catalysts are curious, open-minded, social types who like to mingle and entice others into the ideas and initiatives they conceive. Catalysts let experiences and their environment seep into their consciousness, their minds and imagination, always working busily upon such input.

Clearly then, to accelerate the pace of change, and leapfrog from linear to exponential, one needs a catalyst, and that is what we have in **Jehan Ara**, the subject of our lead story this edition. Katalyst Labs is the name of her new enterprise focused on scaling up the many startups that she has helped incubate in a previous life with P@SHA and The Nest I/O. A lot hinges on her venture's success as Pakistan struggles to diversify its economic portfolio, with Information Technology holding out a feeble ray of hope which, given the presence of Katalyst Labs, could well turn out to be a high voltage light illuminating the path to a rosier future, Insha'Allah.

'Please Release Me' is the title of **Rose-marie Fernandez's** piece this time, and it takes head-on the human capacity for self-doubt that imprisons the individual in a prison of his or her own making. It's certainly worth a close read followed by much reflection.

This edition includes a forward by **Abbas Husain** from Teachers' Development Society for Corporates and Civil Society. Let us support him in the noble cause.

TCS Octara associates **Rahila Narejo**, **Muneeba Ali** and **Junaid Akhtar** come in to bat for TCS Octara on a variety of pitches designed to add value to our corporate sector, and we carry a detail of their programs on offer in the coming weeks that you can take advantage of.

Meanwhile, the hurly-burly on our western front shows signs of abating, and we wish the new incumbents well so that peace, progress and prosperity can finally arrive in our neck of the woods, Insha'Allah. 🙏

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## Octara Programs in September & October 2021



September 16, 2021 | 11:00 am - 4:00 pm (PKT) via Zoom

**Online Training: Hire the Best**

Facilitator: **Rahila Narejo**

**LAST DAY TO REGISTER!**



September 22, 2021 | 3:00 pm - 4:00 pm (PKT) via Zoom

**Complimentary Webinar: The Masterminds' Mind**

Speaker: **Muneeba Ali**

**7 DAYS TO REGISTER!**



September 27, 2021 | 11:00 am - 4:00 pm (PKT) via Zoom

**Online Training: Servant Leadership**

Facilitator: **Junaid Akhtar**

**2 WEEKS TO REGISTER!**



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**Workshop: Key Performance Indicators Essentials**

Facilitator: **Farhan Mahmood**



October 12, 2021 | Regent Plaza Karachi

**Workshop: Financial Dashboard in Power BI**

Facilitator: **Irfan Bakaly**



October 13, 2021 | Regent Plaza Karachi

**Workshop: Excel Advanced & BI**

Facilitator: **Irfan Bakaly**



October 14, 2021 | 3:00 pm - 4:00 pm (PKT) via Zoom

**Complimentary Webinar: Dressing Etiquettes for Professional Success**

Presenter: **Hamid Saeed**



October 28, 2021 | 11:00 am - 4:00 pm (PKT) via Zoom

**Online Training: Continuous Improvement Process & Sustainability in Manufacturing Practices**

Facilitator: **Khalid Latif**

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<b>Leadership Through Crisis - Interview of Syed Babar Ali</b> <small>Leadership Through Crisis - Interview of Syed Babar Ali</small> <small>Duration: 15 Min</small> <small>Speaker: Syed Babar Ali</small>	<b>Personal Branding Using LinkedIn</b> <small>Personal Branding Using LinkedIn</small> <small>Duration: 15 Min</small> <small>Speaker: Irfan Bakaly</small>	<b>From Survival to Revival: BLUE VS RED Ocean Strategy what's new?</b> <small>From Survival to Revival: BLUE VS RED Ocean Strategy what's new?</small> <small>Duration: 15 Min</small> <small>Speaker: Irfan Bakaly</small>	<b>EQ for Stress Management and Adapting during COVID Times</b> <small>EQ for Stress Management and Adapting during COVID Times</small> <small>Duration: 15 Min</small> <small>Speaker: Irfan Bakaly</small>
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Big Bird Flies the Coop! Leaves Nest

# JehanAra

## Catalyzing Exponential Growth

Jehan Ara is Founder and CEO of Katalyst Labs (<https://katalystlabs.pk/>), a technology accelerator and innovation hub that she set up in May 2021. This is in a sense her third innings at the crease, maybe even fourth if one counts her stint as a journalist in Hong Kong and the UAE.

What followed was a successful spell in business as CEO Enabling Technologies which led to her two decades long love affair with P@SHA, the Pakistan Software Houses Association, where she set up in 2015 NEST I/O that produced hundreds of startups and where she acquired the nick Big Bird which, in turn, has led her to her present passion, The Katalyst Labs.



## Leapfrog through exponential growth

The benign and fluffy Big Bird has nurtured her brood well at the Nest of her making where she turned it Inside Out, transforming gutsy but tentative self-starters, steeped in the philosophies of Sun Tzu and Kung Fu, even Machiavelli, into nimble minded and physically agile proponents of entrepreneurship, all set to set ablaze the worlds of trade, commerce and industry at a flat out gallop.

Leapfrog is the name of the game and exponential growth the mission, with big, hairy audacious goals abounding in the vision. The nation looks to this privileged youth at the cutting edge of Pakistan's demographic dividend to make up for lost time and opportunity in its quest for progress and the resultant peace and prosperity, Insha'Allah.

The mission at Katalyst Labs is to promote entrepreneurship and innovation in Pakistan and towards that end Jehan Ara is also a member

**“At The Nest I/O, we incubated 217+ startups across 12 cohorts, organized more than 300 community events and impacted 11,000 people”**

of the Prime Minister's Task Force on IT and Telecom and Punjab Board of Investment and Trade.

## Mission Possible

Jehan Ara has carried her bat well through life, and as CEO P@SHA, her very recently concluded assignment which lasted for over 12 years, she has had several feathers in her hat, from engaging with the government to making sure that the right policies were in place for the growth of the IT sector, to helping companies scale up by creating networking opportunities and providing access to capacity building workshops.

Jehan Ara was with P@SHA for over 20 years and for the most part served as President of the Association in an honorary capacity. During this period she created linkages locally and internationally and promoted Pakistan's tech industry at many international fora. In 2015 she set up within P@SHA The Nest I/O, a technology incubator. She strongly felt that to grow the tech sector many more young people were needed to start and grow their own companies.

## Teaming Up

Jehan Ara joined P@SHA as a member through her business Enabling Technologies, feeling that if you're a part of any industry then you should also be a part of the association. She attended all the monthly meetings, listened to what everyone had to say and was vocal about what she thought. Since Jehan Ara was so vocal, they asked her to run for the elections and she was elected Vice President of P@SHA, becoming its president in 2001.

In 2008 Jehan Ara was asked to join full time, having been a volunteer until then. She accepted their offer and on January 1st in 2008 officially took over as the CEO.

## Badly needed scaling up

The Katalyst Labs is a natural progression of her journey as a tech entrepreneur. The Katalyst Labs agenda includes an acceleration program for startups that are looking to scale with special focus on Fintech, mCommerce, Food & AgriTech, EdTech, HealthTech and other key verticals; a fellowship for women entrepreneurs and professionals who are looking to hone their skills and become leaders in their specific areas; and knowledge sessions for entrepreneurial enthusiasts who want to engage with the startup ecosystem in Pakistan.

Notwithstanding her ultra-packed schedule, Jehan Ara indulged **octara.com** with a wide ranging interview that probed her career path and took her down memory lane to gain some priceless insights into a life lived to the hilt, and then some.

**octara.com:** What did you accomplish at The Nest I/O?

## Innovation Space

**Jehan Ara:** The mission of The Nest I/O from the beginning was to create opportunities for young people who had great ideas but didn't quite know how to turn them into businesses. By raising money from Google for Startups, Samsung and the US State Department, we were able to set up an innovation space where aspiring entrepreneurs were given space to engage with similar minded people, where they could validate their ideas and where they were introduced to business concepts, mentors, potential partners and investors.

## 021Disrupt

At The Nest I/O, we incubated 217+ startups across 12 cohorts. Through our community engagement efforts, we organized more than 300 community events and impacted 11,000 people. We also organized Pakistan's leading conference, 021Disrupt and built it into a global

**“The St. Lawrence's experience was invaluable in terms of not only a strong education but also values that have served me well throughout my life”**

platform for Pakistan's startup ecosystem.

The thing I am most proud of is the community we built - the founders we worked with in the twelve cohorts have gone beyond being just peers to forming lifelong friendships and a network who are supporting each other in their personal and professional growth, who celebrate each other's success, collaborate, refer opportunities to each other and in general stand by each other through thick and thin.

**octara.com:** You have assembled a heavy duty team at your new venture Katalyst Labs. How planned a progression was this?

## Hitting the Road Running

**Jehan Ara:** The plan initially was to turn The Nest I/O into an accelerator but since resigning from P@SHA meant that I could no longer continue to run The Nest I/O, I decided to set up a separate entity - Katalyst Labs.

## “The mission at Katalyst Labs is to promote entrepreneurship and innovation in Pakistan”

I asked the P@SHA Board who from the team they wanted to retain. They decided to retain two of the employees hence the other core members of the team were available to me. They had worked with me for four to five years and hence had a great understanding of the startup eco-system. Hence it was a great advantage to the new venture. We then advertised for a few more people and were not surprised when some really good people applied. I think these candidates were aware of our reputation and the work we had done over the years and were therefore keen to join us on our onward journey.

I am really excited to have such a good core team. We will probably have to add a few more people over the next few months but we have hit the road running and I am really happy with the progress so far.

I am also delighted to have a very strong Advisory Board - very diverse in terms of expertise. Their advice on strategy, their experience and the linkages they can help us with will serve us well. Each one of them believes in our mission and wants to help us deliver on our commitment to the ecosystem.

**octara.com:** “The Katalyst Labs Acceleration Program is for startups who are looking to scale, with a special focus on Fintech, mCommerce, Food & Agri Tech, EdTech, Energy Tech, Health Tech and other key verticals.” Please elaborate ‘mcommerce’. That’s a formidable agenda. Aren’t you spreading yourself a wee bit thin?

## Consultants, Facilitators and Connectors

**Jehan Ara:** We are working with 13 startups in the first cohort. The startups are focusing on different verticals from Health Tech to Ed Tech to Fintech etc. Our job really is to help them look at their businesses in depth, advise them on their growth, connect them with collaborators and mentors who have expertise in the particular domains and to investors once we have helped them get their investor decks ready.

They are running their businesses. We are just consultants, facilitators and connectors so the crunch of the effort is actually theirs. The diversity in verticals is because those are the kind of areas that are needed in our growing economy and it is good to see that founders have been able to identify the areas and are working on solutions to address them.

**octara.com:** The Katalyst Labs’ Women’s Leadership Fellows Program is aimed at women entrepreneurs and professionals to help them develop a high powered network with senior business leaders and strong linkages with a community of like-minded peers. How extensive a footprint are you targeting for, and within what timeframe?

**Jehan Ara:** We have not set ourselves any limitations. We have started off with 20 fellows. We have identified women/men leaders who will share their stories of growth and development, who will engage with these fellows in an informal conversation to answer their queries and the challenges they face.

We will also take them through some learning and discovery sessions before focusing on specific areas of development. Additionally, helping them grow their networks is a special area of focus. The engagement is going to be just under 6 months but the connection will not sever once the fellowship is over. The idea is to remain connected so that we can continue to assist them over time during their professional journey.

**octara.com:** “Training will focus on goal development, entrepreneurial grit, personality and leadership development and will help women discover their inner strength and potential.” Entrepreneurial grit and inner strength will matter much when the ladies start playing on a field where patriarchy is dominant and not in a mood to relinquish space. Is hiring a sports psychologist on your to-do list?

## Grit and inner strength

**Jehan Ara:** Grit and inner strength is something that the women will have to constantly work on. The support they get from each other and from us will ensure that they have the support system they need to cope with whatever it is they face in their profession. Patriarchy is real in

“Patriarchy is real in our society and is something that we will constantly have to deal with.”

our society and is something that we will constantly have to deal with.

Hopefully as these women grow in stature they will also come in contact with both female and male champions who understand the need to be there to offer their strength and help them change the society little by little - one chunk at a time. Men will eventually have to relinquish some of the required space where women have the capability to take over. It will be an uphill task but unless we try to accomplish it collectively by strengthening the women, no progress can possibly be made.

**octara.com:** As part of your series Katalyzing Conversation you and Legal Expert Mubariz Siddiqui spoke with Amer Hashmi Chairman of the Special Technology Zones Authority and Abdul Rahim Ahmad of Special Technology Zones Authority (STZA) to demystify the role of the STZA and the impact it is expected to create for startups, SMEs, IT companies and Pakistan's economy as a whole (<https://youtu.be/PbKlZUeZFpA>). Did you come away with a good feeling about what the future might hold?

## Special Technology Zones Authority (STZA)

**Jehan Ara:** The conversation with Amer Hashmi and Abdul Rahim Ahmad was indeed very useful in getting a clearer understanding of the scope and mission of the Special Technology Zones Authority (STZA).

What was great to see was the passion with which Amer Hashmi is approaching this project and taking it forward. Also good to know that he has the full backing of the Prime Minister who recognizes the importance of the technology sector in the growth of the Pakistan economy.

Setting up of multiple STZs across the country will enable the tech sector to operate in clusters, to develop a tech eco-system - an enabling environment and to create employment for the large number of young people in the country.

Amer believes that the plug-and-play model that the Zones provide will attract both local and international players much like it did in Dubai, Singapore, Malaysia, India and elsewhere. I was happy to learn that several global companies and dozens of domestic firms have already expressed interest in setting up in the proposed zones. This is something

## “The Katalyst Labs agenda includes an acceleration program for startups that are looking to scale with special focus on Fintech, mCommerce, Food & AgriTech, EdTech, HealthTech and other key verticals”

that will help put the image of the Pakistan tech industry on the global map.

The Zones which will be spread across the country will enable tech players to function seamlessly without having to go to multiple government offices for various approvals or licenses. It will all be available under one roof.

**octara.com:** “How to Ideate, Build, Scale & Monetize during the New Normal” was a Fire Side chat you held with Faizan Siddiqi, COO TCS Holdings & Head of Digital Transformation. How challenging is it going to be to prosper in the New Normal?

### Coming Out Winners

**Jehan Ara:** No doubt there are challenges but we as a community and as a society are able to tackle most challenges and come out winners. I am already seeing startups dealing with the new normal and rising above the problems, innovating and growing. I don't think we need to worry about the young and agile companies thriving though it might be a little more difficult for those who are stuck in their ways and are resisting transformation.

**octara.com:** How evident is Artificial Intelligence (AI) in our startup community?

**Jehan Ara:** There are a number of startups who are using Artificial Intelligence to provide solutions to business problems. For example look at what Civixa is doing. They are helping companies to gather, structure and label datasets with 50% less manpower, time and money. So far they have labeled 1.2 million + images for clients in Chile, Argentina, UAE and the US. They are at present also speaking with local Pakistani companies regarding the use of this solution. The use of AI will become more common over time not only in the startup community but also in other larger businesses.

**octara.com:** As a member of the Prime Minister's Task Force on IT and Telecom and Punjab Board of Investment and Trade what contributions did you make?

**Jehan Ara:** It is tough to determine what one's contribution really is on such Boards and Taskforces. I am just one of several highly accomplished people who are on the Task Force.

All we can hope to do is give the right advice, start some useful discussions, create an awareness and understanding in the government of the issues that are holding the technology sector back and maybe some of these suggestions will be implemented.

We are happy to see that some of the advice is being followed resulting in an overall benefit for the economy.

**octara.com:** Please recount for us your school and college life both in Karachi and in Hong Kong?

### School Days in Hong Kong & Karachi

**Jehan Ara:** I moved to Hong Kong as a child and most of my primary and secondary education took place at Rosaryhill School - a school run by Franciscan fathers. Most of the children at the school were local Chinese and that gave me an opportunity to truly understand the culture and the language and to make life-long friends.

Most other expats posted in Hong Kong put their children in international schools where they lived in a bubble. It is from the Chinese that I learnt the importance of hard work and discipline as well as the importance of time.

My father was transferred back to Pakistan for a couple of years. This meant that I took my Matriculation exams in Pakistan. I was admitted into St. Lawrence's Convent where I was also the Head Girl. The biggest challenge during this period was having to learn two subjects that I had not been exposed to in Hong Kong - Urdu and Islamiat.

### Islamiat, Gulabi Urdu & Afia Salam

Of course being part of a Muslim family, I had read the Quran but never had to study Islamiat as a subject. As for Urdu since I had spent the large part of my earlier life outside the country, I was allowed to take Gulabi Urdu (Urdu Gayr Maadri Zabaan). In both these subjects my friend Afia Salam was my tutor. To this day she claims that my distinctions in these two subjects are due to her hard work. I can't really dispute that. Without her help I would have really struggled.

## “I feel strongly about freedom of speech, women's rights, education, and lots of other areas. Banning and blocking of social media platforms is still very much a norm and that worries me”

With a Principal like Mrs. Rita DeSouza and committed teachers like Roshan Dastur, Sir Hanif, Sister Ruth and others, the St. Lawrence's experience was invaluable in terms of not only a strong education but also values that have served me well throughout my life.

**octara.com:** You were a member of the Students Union in College, Head of the Debating Society, and active member of the Literary Society. What would you consider as the highpoints of your time at St. Joseph's College, Karachi?

### Less About Bookish Knowledge

**Jehan Ara:** The high points were the friends I made and the experience of working with peers on putting together inter-college debating competitions and literary events, working on the college magazine and developing as a person. College/University education is less about bookish knowledge and more about growing as an individual



# JOURNEY OF JEHAN ARA



**“START-UP  
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and discovering things that you are passionate about, the capabilities that are a part of you and the difference you can make to society.

Campaigning in the elections, visiting other universities, forming alliances, raising money, dealing with vendors - these are early lessons that have served me well during the course of my career.

**octara.com:** You graduated with Advanced Mathematics, English Literature and Economics, depicting an excellent balance of the left and right brain. Given your extended spell on the ICT crease, ostensibly a left brain activity, how have you managed to keep the balance intact?

## Radiant Thinking

**Jehan Ara:** The ICT sector is very diverse. It requires different kinds of people with varying expertise. It requires people with ideas, with passion, with grit, with creativity and with technical knowledge as well as the ability to position and market products and services. So we need entrepreneurs, user experience professionals, computer scientists, marketing people, designers and developers.

**“Men will eventually have to relinquish some of the required space where women have the capability to take over. It will be an uphill task”**

We need people who can lead, who can inspire others, people who can understand the value proposition of a product or service and position it in a way that others get it. As an industry we need problem solvers. No skill - creative or technical - is wasted in the industry that I am a part of.

My ability to maintain a balance is a result of my interest in many of these areas and continued learning to be able to develop the skill set required to contribute and keep adding value.

**octara.com:** Please describe life in Karachi during your student days, and how did it differ with life in Hong Kong and Abu Dhabi?

## Very Safe City

**Jehan Ara:** Life in any city can be as interesting and fulfilling as you are able to make it. It also depends to a large extent on the friends you make and the activities you are involved in.

Karachi was a very safe city when I was in school and college. We would travel in buses and rickshaws all across the city at all times of the day or night - to get work done, for entertainment purposes, to have all types of food, to watch movies, to meet friends - you name it. We never felt unsafe.

## Rollercoaster ride

Life in Hong Kong was a rollercoaster ride - everything was done at the speed of light. It seemed as if you were on a timer at all times. There was no slacking off and yet you were able to do all the things that you enjoyed and all the things that helped you grow as an individual.

Abu Dhabi was very different in the sense that much of one's life circled

**“Setting up of multiple Special Technology Zones across the country will enable the tech sector to operate in clusters”**

around your home or your office. The weather, the work timings (8 am - 1 pm and 4 pm - 7 pm) and the lack of places to go to hindered the ability to actually do very much in terms of social activities other than visit other families, host dinner parties for people we knew etc. However there was the beach which was across the street from where we lived and which we were able to frequent in the evenings.

**octara.com:** The Guardian's headline screams (9-8-21) “IPCC report's verdict on climate crimes of humanity: guilty as hell.” What portions of that guilt do you suppose you bear in an individual capacity, and how bad has been your carbon footprint through life?

## Not too late to take action

**Jehan Ara:** I think each of us bears a responsibility for the climate crisis. We may not have intentionally caused it but our lack of understanding, our lack of focus, our carelessness, our inability to recognize the dangers of what we were doing - whether it was wasting energy by keeping unnecessary appliances on, using disposable crockery, not planting enough trees, using plastic bags, using our own transportation instead of sharing transportation, air travel, wasting water resources, not recycling as much as we should, etc.

Where does one stop blaming oneself for the state of affairs at the moment? We are all responsible but it is still not too late to take action. Each of us can make a difference. We just have to see how we can do a few things to ensure that we don't continue to contribute to the climate crisis.

**octara.com:** Tell us about your time as Managing Director Headway Media Services in Hong Kong.

## Faith & Trust

**Jehan Ara:** My nine years with Headway Media were extremely rewarding. I joined as a Sales Director but was promoted very quickly to the position of Managing Director because of my commitment to the growth of the company, my willingness to take on responsibility for a variety of tasks and to develop an increasing number of relationships.

The faith and trust of the founder and owner of Headway Media in my abilities allowed me to grow in the job. I travelled across the region working with our regional offices and partners and developing important relationships with governments and regional hotels and customers.

I grew as a leader, as a manager and as a marketer. My confidence level increased in leaps and bounds as I accomplished more and more for the organization. Soon the founder of Headway was no longer involved in the company. He gave me 40% equity and left me to run the company with the team I had.

We developed a good reputation with a wide range of regional and global publishers and were able to take on representation of the leading publications around the world. The more responsibilities I took on, the more I built my capabilities. Never in my wildest dreams had I thought I would be able to do as much as I did because I was afforded the opportunity. I will be forever grateful for that.



**octara.com:** What would you cite as the highlights of your time spent as President P@SHA?

## Playing on the P@SHA Pitch

**Jehan Ara:** I was with P@SHA for over 20 years and for the most part served as President of the Association. During this period I created linkages locally and internationally and promoted Pakistan's tech industry at many international fora. Each time I spoke of the innovation that was taking place in the Pakistani tech sector and the brilliant young people who were behind developing solutions and services, it gave me a high.

People often asked me why the success of others appeared to generate so much joy and excitement in me. I never really thought about it. Perhaps I felt an ownership - a sense of belonging to an industry that was, in my opinion, going to be responsible for turning this country around and create multiple opportunities for the young people who live here.

**“Life in Hong Kong was a rollercoaster ride - everything was done at the speed of light. It seemed as if you were on a timer at all times”**

During my tenure at P@SHA some of the key initiatives that I started and built included the P@SHA Startup Insider Series, the P@SHA LaunchPad Event, the P@SHA ICT Awards, the P@SHA Career Expo and a regular newsletter to promote the industry.

The P@SHA ICT Awards led to our participation in the APICTA Awards where our innovation stars gathered many accolades and started to create partnerships which resulted in business opportunities.

## Teamwork

None of this would have been possible without the active participation and support of many friends and colleagues within the industry. Nothing of this scale can happen without a team of people willing to give their all to the cause. I was fortunate to have such people around me.

In 2015 I set up The Nest I/O a technology incubator because I strongly felt that to grow the tech sector we needed many more young people to start and grow their own companies.

octara.com: You started your career as a journalist in a Hong Kong newspaper where you worked for a year, and then for several magazines and journals before moving to the United Arab Emirates where you worked for Gulf News in the advertising marketing department. What prompted this move from journalist to marketer?

## Communicator

**Jehan Ara:** I have always considered myself a communicator so whether it was writing, marketing, advertising or multimedia - all these areas involved communication.

I might not have joined the advertising/marketing department of Gulf News if there had been a vacancy in the editorial department but since there wasn't and the only option available was to join Advertising and be able to write freelance for the newspaper, that is what I did. And once I got into it, I found that I was pretty good at it so it became part of my

skillset. Since then I have done both - writing as well as marketing. I enjoy both.

**octara.com:** You set up your own multimedia company in Pakistan, Enabling Technologies, in 1994. What were the challenges that you faced being in business for yourself? And why were you 'fed up' with it, leading you to join PASHA full time as its CEO?

## No Job Too Little or Too Big

**Jehan Ara:** Enabling Technologies was set up in partnership with Zaheer Kidvai - a longtime friend. The challenges we faced were more or less the ones faced by startups today - Investment; Getting people to pay you well for the great work that you do; large organizations not willing to accept that innovation is the way forward.

We had a small team who did brilliant work. All of us were involved. No job was too little or too big because we loved what we did. It was a struggle for years but we learnt a lot and we enjoyed developing new and innovative products. Those initial years were the best.

## Bit of a Chore

Eventually I carried on running the company on my own and did a lot of cutting edge work for a lot of multinationals and local companies. Soon it became a bit of a chore because many of the new clients wanted something similar to what we had already developed. It was getting tiring. So when P@SHA asked me to join in as a full time CEO, I saw it as a new challenge, a chance to make a difference in the IT sector as a whole instead of in one small company that I ran. It was a good decision at that time. I got to initiate a lot of projects and run them.

**octara.com:** In 2016 you were invited by US President Barack Obama to participate as a panelist at the 7th Annual Global Entrepreneurship Summit at Stanford University on 23 to 24 June 2016. The discussion was titled 'Investing in South Asia: What's next for Entrepreneurship in India, Pakistan and Bangladesh'. More than a thousand people were in attendance. How knowledgeable were they about Pakistan's tech sector?

## Speaking at Stanford

**Jehan Ara:** Speaking at the 7th Annual Global Entrepreneurship Summit at Stanford was such an honour. Representing Pakistan has always been a great honour for me. When I spoke there about the Pakistan tech sector I realized that the world had little knowledge about the innovation that was taking place in Pakistan, the wonderful products

**“I think each of us bears a responsibility for the climate crisis, but it is still not too late to take action. Each of us can make a difference.”**

being created, the talent that existed. Illuminating them brought me a lot of joy.

Several conversations followed that talk. I was able to connect some of the startups who went with us with people who were interested in the work they were doing. It was at that time I realized the need for Pakistan to promote itself better. I still think we are not doing it to the extent that we should although recent investments in startups have brought us into



the limelight.

**octara.com:** Two months before the Stanford Summit you also spoke at the Columbia University, New York on the developments taking place in the tech sector of Pakistan. What in your view is the main hurdle to the inflow of foreign investment?

## Consistency in Policies

**Jehan Ara:** I think the inflow of foreign investment has more recently become less of a problem as more US based investors have joined Middle Eastern investors to invest in local startups especially those looking at Fintech. The hurdle in the past was some policy areas that have since been fixed through regulatory changes brought about by the State Bank of Pakistan and SECP. Inflow and outflow of investment capital has become easier. Registration of companies is faster. Ease of doing business is something that has had some focus.

We now need to ensure that policies are consistent so that both local and international investors have a comfort level that things are not going

**“I have always considered myself a communicator, whether it was writing, marketing, advertising or multimedia - all these areas involved communication”**

to up and change at the drop of a hat. I think that Pakistan is now at a crossroads where great ideas are being matched with sufficient capital. There are experienced founders who are either based here or have moved here after spending some years outside the country who are generating confidence in the market.

**octara.com:** You are vocal on many social issues such as freedom of speech and freedom on Internet, and have started a campaign named “Bolo Bhi”. Are you satisfied with the progress being made in these areas?

## Speak up!

**Jehan Ara:** Bolo Bhi was set up mainly by Sana Saleem and Farieha Aziz. I am part of the team. The active Directors now are mainly Usama Khilji and Farieha Aziz. However, you are right - I am quite vocal on social issues because I feel strongly about freedom of speech, women's rights, education, and lots of other areas. Some progress has certainly been made but we have a long way to go. Banning and blocking of social media platforms is still very much a norm and that worries me.

It is healthy to allow social interaction and engagement on topics that concern young people (or older people for that matter) and are of relevance to them. The market will determine what is acceptable and what is not. Over time topics that people think should not be in the public domain will stop being discussed but not by force. This is something people in government should try and understand.

We have a young population that needs an outlet to discuss, disagree, form consensus, learn - and unless these platforms are available, you will find a lot of frustration building up.

**“Speaking at the 7th Annual Global Entrepreneurship Summit at Stanford was such an honour. Representing Pakistan has always been a great honour for me”**

**octara.com:** The Late Mushtaque Ahmad Khan, your father, is an iconic figure in banking circles, having worked as General Manager, BCC Hong Kong Limited before moving to the National Bank of Pakistan. Do you see history repeating itself in the sinking of Abraaj?

## Man of Great Integrity

**Jehan Ara:** My father Mushtaque Ahmed Khan was a man of great integrity. He started his career with the Bank of China in Karachi and was 'gifted' to the National Bank of Pakistan when Bank of China ceased their operations in Karachi. He then worked with NBP for more than 30 years - in Karachi, Hong Kong and Japan. On retirement he joined Al Futtaim's Middle East Bank in the UAE for about 5 years. His last stint was about 5 years with BCC Hong Kong as GM Administration after which he retired. This was some years before the fall of BCC. The only way it affected him was his concern for the many people who lost their jobs and their livelihood.

**octara.com:** You have said that one of the reasons you think we don't see many more companies emerging is that as a country we are risk averse and budding entrepreneurs face a lot of resistance from families and their community. How can we change that mindset?

## No longer risk averse

**Jehan Ara:** I used to say that when I first got involved with the entrepreneurial ecosystem because it was indeed true. But over the years things have changed. Young people, through their grit and determination, have started and grown many companies in this countries. They have raised investment. They have created jobs. Families are no longer as resistant to letting young men and women experiment with new ideas. It is in fact sometimes even encouraged.

Many individuals who have been either been working in a corporate or government job are switching over to entrepreneurial pursuits because they have the confidence that their experience will be useful in the success of any new initiative that they start.

**octara.com:** What's your message to Pakistan's youth?

**Jehan Ara:** Never let anyone tell you that something cannot be done. Attempt it. What is the worst that can happen? Even if you fail you will have learnt a few things that will help you in your onward journey. Learn from every experience, from every person you meet and always keep an open mind.

**Thank you JEHAN ARA ■**

*Interview conducted by Adil Ahmad (Correspondent, OCTARA.COM)*

# Please Release Me!

A blog by Rose-marie Fernandez M.A., CPC, ELI-MP

Published on August 27, 2021

**M**y recent escapade from the isolation of the pandemic took me to British Columbia and Alberta, giving me the much-needed respite and exposure to new experiences.

On my journey, I had a memorable encounter with a young man. As is customary when two people meet, we began our introductions by exchanging life stories. He began by telling me he was a cyber security specialist starting from the young age of 14. His curiosity and intelligence enabled him to cross boundaries which got him into serious trouble and as he candidly shared with me, he spent some time in prison. His candor caught me off-guard and took me by complete surprise. This was a traumatic period of his life impacting how he conducts himself personally and professionally ahead.

In turn, he ask me about my life. His openness triggered memories of my own time in prisons. Mental and Emotional prisons. My imprisonment was self-imposed. For some of us this confined existence could have been as recent as the COVID experience, feeling/being imprisoned by the situation, for others we may have instituted a prison of another nature.

If we were to take a moment to reflect and ask ourselves, how many times in our lives have we felt imprisoned? OR imprisoned ourselves to our thoughts? Been a prisoner to our fears? Criminalized ourselves by being judge and jury? Condemned ourselves, passed severe verdicts, and sentenced ourselves to terms of imprisonment, by wearing invisible shackles. the keys to which we hide, throw out, or hand over to someone else, believing that we have no other option. In doing so, diminishing or throwing away our personal power.



At times, we may have even removed the shackles for a short period and found we were unable to face the world without them, so we put them on again or got new ones. We have then felt stifled,

suffocated, stuck or even paralyzed, unable to think, or move out of our very own prison.

If it were not for the gift of the 'Independent Will' – we would all be shackled. Our will controls our mindset – a scarcity mindset, a victim mindset driving us into OVERWHELM, a mind set which limits us and prevents us from experiencing ABUNDANCE. This same mind set can be willed into having the very opposite thoughts.

Can we release ourselves from a prison of our own restrictions and experience permanently freeing ourselves from the shackles of our limitations?

The answer to that question lies entirely with us ■

<https://coachingworx.ca/please-release-me/>



*Rose-marie Fernandez is a Human Resources expert, worked with several fortune 500 companies in the South Asian sub-continent, USA and Canada. She has been recognized Professional Certified Coach (PCC) and credentialed by the International Coaching Federation (ICF). Rose is also Founder & Transformational Coach at Coaching Worx, Canada. She is exclusively working with Octara for her online trainings.*

For Inquiries, [info@octara.com](mailto:info@octara.com)



# The Intelligent Teaching of Islam to Islamiat Teachers

**Abbas Husain – Director, Teacher's Development Centre**



ABBAS HUSAIN's research is well-grounded in the original sources of Islam. He offers a faith-based reading of the Quran, with a clear eye on the anomalies and paradoxes of modernity.

There is a great need for Islamiat Teachers to receive training in better teaching of these concepts to millennial children. Remember, Islamiat teachers receive NO training whatsoever. All opportunities for training are for English, Science and Maths teachers. Urdu teachers...a little but not so for Islamiat teachers.

Abbas Husain is willing to offer the best training to the urban teachers of Islam Pakistan. He is willing to conduct round the year specially designed Five-Day workshops **-THE INTELLIGENT TEACHING OF ISLAM to ISLAMIAT TEACHERS** in our schools.

Workshops will explore a powerful model of ISLAM, THE QURAN and THE PROPHET plus other issues of social and moral concern and teach it to primary and middle school students.

One workshop includes course materials, refreshments, training time, venue, videos, web research, PDF books and manual for each participant. Also, the Teachers' Development Centre (TDC) Certificate.

The fee for the workshop is PKR 15, 000/ per teacher. Abbas is willing to accept PKR 10,000/ per teacher and contribute the rest himself. Sponsorships can be for any number of teachers. He will conduct the sessions in cohorts of 20 participants.

And since it is free, numerous teachers are simply waiting to be invited.

**Abbas will need support from Corporate Sponsors and Civil Society.**

**Let us support him in this noble cause.**

---

Voluntary contribution for the cause of teacher education may be made to Teachers Development Centre.

Bank Al Habib: **Teacher's Development Centre**

Account #: **10070081 001059 014**



**Teacher's Development Centre**  
<http://www.tdc.com.pk/>

# Lifelong Learning Tips

Contributions from TCS Octara People!!!

The 'Lifelong Learning Tips' is a self-learning process for promoting continuous learning among Octara people and shared with readers. Octara people are provided with business publications and then asked to choose and reflect their thoughts, perspectives and opinions based on their selected article in the Fortnightly octara.com e-Newsletter.

Each contributor further discusses and shares their learnings in the weekly 'Glue Meeting' held every Friday among the team mates. Basically, it's a 360 Degree Personal Development Drive from reading to selecting to understanding to explaining the thoughts perceived.

Hope readers find it as interesting and useful as the TCS Octara Team does !!

## Into The Unknown

### Leadership lessons from LEWIS and CLARK's Daring Westward Expedition

The book summarized the lessons from historical expedition led by LEWIS and CLARK' the two army men who embarked on a journey enthused on the principle of higher calling. The writer of the book has described 10 timeless lessons that show the reader how they can use the Lewis and Clark example to persevere through crisis. The best part is that the book is not a narrative to the story rather it examines the expedition through the lens of leadership to rapidly changing and often unknowable business.

**I have chosen a snippet 'The principle of strategic planning' from the summary to share my learnings.**

#### Learn from and study others

The expedition was successful because both Lewis and Clark have thoroughly researched on past explorations. Creating relevance with current business situation the example of Microsoft and FedEx were given as they were not the inventor in their field, they must have been inspired by some predecessor and had it made it better to become market leader.

#### Think long and hard

Both the captains had conducted extensive research and consulted with variety of people before departing on their expedition. The same is recommended for business leaders to prepare contingency plans to deal with uncertainties.

#### Allocate resources in advance

This is defined as not spend the budget in the initial phase rather reserve it to the point where it matters most. By anticipating the time frame of reaching the early milestone a business can constantly stay apprised and adjust according to the situation.

#### Focus on essentials

Though there was budget of \$2500, Lewis and Clark were given the full hand by Thomas Jefferson to spend unlimited

credit. Despite the availability they only purchased items that were necessary. In business perspective the tendency of overspending can be avoided by focusing on items that can provide strategic advantage.

#### Remember that some things can't be rushed

To embark on that expedition Lewis k had to wait for the keelboat to be prepared as it was essential for the expedition. Though he lost some valuable time but ultimately reached to the destination. Businesses to become successful must give ample time before launching the new product by rushing to market

#### Focus on efficiency

In the expedition there were many items that were kept for dual purpose which allowed being flexible in performing chores. Similarly businesses need to remain vigilant for opportunities where they can recycle, reuse, or resell components that have outlived a particular function.

#### Pay attention to detail

These captains practiced loading and unloading the keelboat a decision that was crucial. Likewise in business, it is beneficial to keep extra supplies on hand to accommodate specific requirements in uncertain times.

#### Leave things in reserve

Lewis and Clark hoarded many items along the way and prepare for their return trip Business should also determine what and how many items need to keep in reserve for rainy day.



Book reviewed by **Ayesha Tariq**  
Product Specialist Training  
Octara Pvt. Ltd. - A TCS Company



## Anger Management According to Nicklaus

When 10-year-old Jack Nicklaus was learning to play golf from his father, he hit a bad shot. It bounced off into a sand bunker. Young Jack got frustrated and angrily threw his golf club onto the green. The senior Nicklaus walked over, picked up the club and told Jack that the round was over. *"If you ever throw another club," he said, "I'll never let you play golf again"*

The future champion learned two lessons that day. First, he learned not to throw temper tantrums. Second, he learned it was

important to stay calm, even under pressure. The lessons stuck. Jack went on to have a 41-year career in which he notched 100 wins-more than any other player.



Contribution by **M. Nazim Ansari**  
Creative Manager  
Octara Private Limited - A TCS Company  
Source - Leadership Strategies

## Steer Clear of Isolation at the Top

When Ford Motor Co. CEO Bill Ford overrules his management team, he tells them why and thanks them for their honesty. He also encourage debate and discussion among executives and has informal talks with employees at all levels.

Why? For doesn't want his employees to withhold information from him or play down the importance of a problem. He knows that if he becomes isolated at the top, a small numbers of employees could mislead and manipulate him.

These six strategies can reduce a top leader's vulnerability to biased and narrow-sighted advice:

1. **Set your course and stick to it** - Your vision and values should be your top priorities. Make sure every member of your organization understand your vision and knows that you will not waver from it.
2. **Look for bump in the road** - Encourage disagreement and

debate. Otherwise, employees will be reluctant to question a decision or to expose a problem.

3. **Ask for directions** - Find a family member or longtime colleague who will give you honest feedback when no one else will.
4. **Don't make a wrong turn** - Your employees are watching you. If you are unethical they might be too.
5. **Trust your gut** - If you think an employee is manipulating you, he or she probably is.
6. **Remember who's in the driver's seat** - It's important for you to delegate, but remember that you're ultimately responsible.



Contribution by **M. Umair Tariq**  
Admin & Accounts Executive,  
Octara Private Limited - A TCS Company.  
Source: Leadership Strategies

## Create a Successful Business START UP

There is no scientific basis; no formulas or equations that can help one make the right decisions, said by one of my well-wisher in my first job. After my almost 15 years of working experience in an event management and training industry, I want to test out the learnings of a monthly salaried person with the originator of a small business.

So, I chose to read the review by soundview of the book **"START UP - Entrepreneur's Guide to Launching and Managing a New Business"** written by William J. Stolze to find the following questions always triggering in my mind about starting a startup business.

- What product or service should be the basis of the business?
- What is my market?
- Is the potential of the business enough needed to get started?
- Will this provide me with an honest living?
- How am I going to raise the capital needed to get started?

I have observed that decision making in startup business is mostly based upon the entrepreneur's personal experience and spontaneous judgment. So while answering the questions, they are mostly in their own personas'. But they have to be aware of the challenges and the roadblocks that they will confront in future.

This book **START UP** introduces you to those decisions and challenges. While reading, I learnt about: choosing products and markets, writing business plans with realistic financial projections, finding start-up financing, picking marketing and selling strategies for your products, hiring the right staff, expanding the business into new products and new markets.

I think in this uncertain times, everyone should bring out some unique talent about themselves in the market and opt. for this adventure ride of Startups.



Book reviewed by **Zainab Essajee**  
Senior Conference Producer & Marketing Lead  
Octara Pvt. Ltd. - A TCS Company

Readers are encouraged to share their comments and feedback on the e-Newsletter with us at **[zainab@octara.com](mailto:zainab@octara.com)** for inclusion in our upcoming issues.

Don't forget to send your recent picture and complete contact details.

# HIRE THE BEST

September 16, 2021 | 11:00 am to 4:00 pm (PKT) @Zoom

## WORKSHOP HIGHLIGHTS:

By participating in this full-day online workshop, you will be able to:

- Identify the impact of **bad** hiring decision
- State the secret to **good** hiring
- Differentiate between Traditional and **Competency-Based** Interviewing
- List the **SIX** steps in CBI
- Identify Competencies (**KSAAEE**) and **COW**'s critical for success in a job
- Write **CBI** questions
- Conduct a **structured** interview
- Identify strategies to minimize **Bias**

We will establish the critical need for hiring managers to learn the skill of Competency-Based Interviewing (CBI) by identifying the **COST OF A BAD HIRING DECISION**

## ABOUT THE WORKSHOP:

**Winning the War to ensure competent and committed talent hired throughout an organization.**

Today, we find ourselves in a business environment characterized by chaos, intense competition, unrelenting organizational change, and a level of complexity that has dramatically raised the bar for success.

While the need for talent is growing, our workforce is constrained by serious talent shortages. Who we hire and promote is key to the success of our organization. Good selections save money and reduces employee turnover rate. **Competency-Based Interviewing (CBI)**, is a method to increase the effectiveness of the interviewing process in selecting and promoting quality staff.

This workshop “Hire the Best” will focus on how the interviewer with CBI method carefully defines the skills needed for the job and structures the interview process to elicit behavioral examples of past performance, best suited for your organization.



Workshop Facilitator:

**RAHILA NAREJO**

CEO at NarejoHR ; Author of Workplace Sanity;  
Founder of The Humanplace™ &  
Mighty Consultants™ Accelerator Program

## WHO SHOULD ATTEND?

The program is designed for everyone who participates in searching, selecting and hiring talent, at all levels, in all sectors and industries. It is ideally for:

- Talent Acquisition / Head Hunters / HR Recruiters
- Recruitment Specialist
- HR Experts/ OD Consultants, Corporate professionals hiring people in the business
- Line Leaders and Managers

Click Here to Register:

<https://bit.ly/3rLI1Qg>



## Workshop Investment

**PKR 8,000/-**

+SST/PST Per Participant

**Group Discount Available**

## Fee Includes:

- e-Learning Material
- Digital Certificate of Attendance
- Virtual Business Networking
- Post-Workshop Advisory Services
- Membership for TCS Octara WebMall+ (WhatsApp Group)

• Value Added Octara Loyalty Card\*



\*Entitles card holder to 15% discount on all future Octara Trainings

## Bring this program In-house at attractive discount

This workshop can be customized to suit specific needs of your organization which may lead to significant savings.  
Please contact Sarim Atique at [sarim.atique@octara.com](mailto:sarim.atique@octara.com) or call at 0345-8949470

For Details & Registration contact

Sarim Atique at: [sarim.atique@octara.com](mailto:sarim.atique@octara.com), Mobile 0345-8949470

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# THE MASTERMINDS' MIND



## Speaker: **MUNEEBA ALI**

Mindset Coach, Trainer & Assessor, Melbourne

- Certified Rapid Transformational (RTT) Practitioner
- 8 Years of Training & Coaching experience in HR and Personal Development in countries like USA, UK, Japan, Egypt, UAE, and Pakistan.
- Published researcher in the modality of SQ (Spiritual Intelligence) & Change Management.
- Conducted Trainings and Webinars with delegates from prestigious names such as Westpac Banking Corp.; Oji Fibre Solutions; Department of Health and Human Services; Commonwealth Bank; Jacobs in Australia, NESPAK and EY Pakistan etc.

### What International Participants have said about Muneeba Ali

- “ Training and trainer were not only great but also a presented with new approach to L&D. ” – Oji Fibre, Melbourne
- “ The training has given an excellent insight into the world of personal & professional development. ” – ANZ, Australia
- “ The session has given a hope and perhaps improvement is possible after all. ” - Kingfisher, Melbourne



7 DAYS  
TO REGISTER!

### Webinar Overview:

This 1-hour webinar is going to be a brilliant introduction and starting point on becoming **aware and mindful** of the fact **that despite knowing what is right or wrong, we fall prey to our old habits.**

Why we make plans and goals and still cannot follow through. An introduction to **“how to get a Mastermind's Mind?”**

### Key Takeaways:

- Why cannot we get rid of poor, unproductive habits?
- Why & how our mind works on autopilot and controls us?
- Is knowing half the battle won?
- Why do we procrastinate or delay important things?
- Is it possible to improve performance beyond a limit?

### Who Should Attend?

- Anyone who wants to know the real reason behind their unexplained habits.
- Anyone who need to work on personal development to enhance their professional development.

To register, please SCAN the QR Code or click here:

**<https://bit.ly/3CEYE5t>**

Spots are limited to 100 Only, register now so you won't miss out !



For Details & Registration contact

Sarim Atique at: [sarim.atique@octara.com](mailto:sarim.atique@octara.com), Mobile 0345-8949470

✉ [info@octara.com](mailto:info@octara.com)  [teamoctara](https://www.facebook.com/teamoctara)  [octara.com](https://www.octara.com)  Octara - A TCS Company

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# SERVANT LEADERSHIP

BUILDING THE CULTURE OF CARE AND GROWTH IN YOUR ORGANIZATION

September 27, 2021 | 11:00am to 4:00pm PKT @ Zoom

## COURSE OVERVIEW

With the modern-day workforce diversity and the need for a work-life balance, major corporations of today are faced with the challenge of sustaining talent, profitability, and success. Servant Leadership offers a proven way to overcome that roadblock when leaders and teams continue on the path of self-actualization. This course will address the subject in detail and provide insight based on experiential know-how acquired from a multitude of Fortune 500 firms.

- When people feel valued, they strive to become their very best
- Humility and care from leaders require efforts but foster long term success
- Firms with servant leaders enjoy high talent retention and constantly outperform peers
- Servant Leader builds higher levels of trust and employee engagement
- Organizations exist to serve - leaders execute by serving teams and stakeholders

## KEY BENEFITS

After completing this course, participants will:

- **Bridge** the gap between desiring success and achieving success
- **Lead** the creation of an inclusive and engaging corporate culture with no silos
- **Embark** on a journey of self-actualization as leaders and maximize the collective output of their teams
- **Build** systems that can deliver stellar financial and operational performance year over year
- **Raise** their effectiveness as leaders and position themselves for assuming bigger roles
- **Put** themselves and their firms on an autopilot of Continuous Improvement (CI)

## WHO SHOULD ATTEND?

- HR professional involved in cultural transformation and succession planning
- Technical executives within Engineering, Operations, and Manufacturing
- Anyone working in a matrix organizational structure

## Workshop Investment

PKR **6,500/-** + PST/SST Per Participant

### Fee Includes:

- e-Learning Material • Digital Certificate of Attendance
- Virtual Business Networking • Post-Workshop Advisory Services
- Post-Workshop Advisory Services • Membership for TCS Octara WebMall+ (WhatsApp Group)
- Value Added Octara Loyalty Card\*



\*Entitles card holder to 15% discount on all future Octara Trainings



Facilitator  
**JUNAID AKHTAR**

**Corporate Turnaround & Executive Coaching Professional, USA**

Diverse experience with Global Fortune 500 firms – Americas, Europe, Asia-Pacific

Educated at Harvard Business School & Lawrence Tech

Recipient of Transformer Award from General Motors – Transformation from Bankruptcy to Profitability



Linked Profile of Junaid:  
<https://www.linkedin.com/in/japrofile/>

Click Here to Register:

<https://bit.ly/3fJFrpl>



...only from Octara!!!

For details & registration, please contact:

Sarim Atique at: [sarim.atique@octara.com](mailto:sarim.atique@octara.com), Mobile: 0345-8949470, Ph: +92-21-34520093

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# Key Performance Indicators ESSENTIAL

October 7, 2021 | Marriott Hotel | 10:00am to 5:00pm – Karachi\*



## Overview

This customized one day course enhances participants knowledge on how to establish and work with KPIs and offers a hands-on approach on how to deploy and use KPIs in accordance with **The KPI Institute's** Key Performance Indicators Management Framework, the main body of knowledge on the rigorous use of KPIs in business.

## Learning Objectives

- **Understand** the Performance Management Architecture and its tools
- **Differentiate** between objectives, KPIs and initiatives
- **Understand** the difference between Metrics, KPIs and SMART Objectives
- **Explore** different KPI typologies and how to use them
- **Apply** best practice techniques for KPI selection

## Who Should Attend?

### Professionals interested in measuring performance

Professionals from different fields, such as finance, human resources, production, logistics, information technology and others, interested in key performance indicators, will acquire the competencies needed to measure the performance of their team, department or organization.

Participant will be awarded a **Certificate of Attendance** from 'The KPI Institute', Australia



## Workshop Facilitator

### SYED FARHAN MAHMOOD

- **Strategic HR professional & Qualified Associate of Chartered Institute of Personnel Development UK**
- **Key Performance Indicators Certified Practitioner of the KPI Institute Australia**
- **A well-rounded Professional with over 25 years of business experience & deriving excellent organizational results across diversified organization in UAE & Pakistan.**

**Syed Farhan Mahmood** as an Strategic Human Resource expert he has solid HR operational & Consulting experience across various diversified Industries & Conglomerates in Pakistan & UAE i.e. **Telecommunications, Pharmaceuticals, Chemicals, Oil & Gas, Office Automation, Hospitality, Healthcare, Food Processing, Packaging & Manufacturing, Printing & Publishing, Poultry, Construction & Construction Material production units, Property & Shopping Mall Management, Retail business, Investments & Trading, with several renowned Groups & Organizations within the region.**

As a Senior professional & Advisor in multiple organizations in UAE & Pakistan he has been instrumental in designing and implementing simple to complex organizational structures, Family Business and Corporate governance initiatives, Leading in Designing and Implementing various Grade & Compensation Structure, Employee Engagement Initiatives, Digital Learning Implementations, Conducted detail HR diagnostic studies on Workforce Planning, Productivity Analysis, Workforce Optimization and Resource Allocation, Development of Human Resources, Performance Management, Learning & Development Policies and Procedure Manuals.

As a Trainer he has facilitated sessions on Job descriptions, Job evaluation & Analysis, Strategic Goal Setting Exercises, Key Performance Indicators, Performance Management Tools and frameworks, Talent Management, Recruitment Techniques & Interviewing Styles, Performance management rollouts, Organizational Values, Mission and Vision and Strategic initiatives.

VIEW his **LinkedIn** profile: <https://www.linkedin.com/in/syed-farhan-mahmood/>

**Only Vaccinated Participants are eligible to attend the workshop**

(\* Date of training program is subject to change as per the guidelines from GoP on COVID-19)

## Workshop Investment

**PKR 18,000/-**  
**+SST Per Participant**  
**Group Discount Available**

## Fee Includes:

- 5 Star Hotel Venue for Training
- Course Material
- Lunch & Refreshments • Business Networking
- Post-Workshop Advisory Services
- Membership for TCS Octara WebMail+ (WhatsApp Group)

## Value Added Octara Loyalty Card\*



\*Entitles card holder to 15% discount on all future Octara Trainings

## Bring this program In-house at attractive discount

This workshop can be customized to suit specific needs of your organization which may lead to significant savings.  
Please contact Sarim Atique at [sarim.atique@octara.com](mailto:sarim.atique@octara.com) or call at 0345-8949470

For Details & Registration contact

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# FINANCIAL DASHBOARD USING POWER BI

October 12, 2021 | 10:00 am to 5:00 pm\*  
Regent Plaza Karachi

## What is a Power BI Dashboard in Financial Operations?

Microsoft Power BI dashboard in financial operations allows you to monitor and track each of your finance-related KPIs or metrics. How does this help? The financial operations dashboard in Power BI allows you to:

- Implement better cost and cash management strategies
- Track your business expenses and sales revenue
- Provide a daily overview of the cash flow in your business and your liquidity status
- Track the status of your account payables and account receivables so as to complete all the outstanding payments (due from your clients) and owed payments (to your business vendors and partners)
- Achieve the financial goals of your company

## Learning Outcomes:

After completing this course using Power BI, participants will be able to:

- **Perform** Power BI desktop data transformation
- **Describe** Power BI desktop modelling
- **Create** a Power BI desktop visualization
- **Implement** the Power BI service
- **Describe** how to connect to Excel data
- **Describe** how to collaborate with Power BI data
- **Creating** a financial dashboard

## Who Should Attend?

- Anyone who is looking to create a Financial Dashboard on Microsoft Power BI Desktop
- Data analysts and Excel users hoping to develop advanced data modeling, dashboard design, and business intelligence skills
- Anyone looking to pursue a career in data analysis or business intelligence



Workshop Facilitator

**IRFAN BAKALY**



- Microsoft Most Valuable Professional (MVP) award 2017-2019 in the Excel category
- Microsoft Certified Professional
- Microsoft Certified Analyzing And Visualizing Data With Power BI
- Microsoft Certified Office Specialist of Excel 2013/2016
- Microsoft Certified In Managing Projects with Microsoft Project
- 20+ Years of Hands-On Experience



Delegates will need to **bring along a laptop** for hands-on activity

**Only Vaccinated Participants are eligible to attend the workshop**

(\* Date of training program is subject to change as per the guidelines from GoP on COVID-19)

## Workshop Investment

**PKR 12,000/-**  
+SST Per Participant

**Group Discount Available**

## Fee Includes:

- Hotel Venue for Training
- Course Material
- Certificate of Attendance
- Lunch & Refreshments
- Business Networking
- Post-Workshop Advisory Services
- Membership for TCS Octara WebMall+ (WhatsApp Group)

- Value Added Octara Loyalty Card\*



\*Entitles card holder to 15% discount on all future Octara Trainings

## Bring this program In-house at attractive discount

This workshop can be customized to suit specific needs of your organization which may lead to significant savings. Please contact Sarim Atique at sarim.atique@octara.com or call at 0345-8949470

For Details & Registration contact

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# MICROSOFT EXCEL ADVANCED & BI

October 13, 2021 | 10:00 am to 5:00 pm \*  
Regent Plaza Karachi



Workshop Facilitator  
**IRFAN BAKALY**

- Microsoft Most Valuable Professional (MVP) award 2017-2019
- Microsoft Certified Professional
- Microsoft Certified Analyzing And Visualizing Data With Power BI
- Microsoft Certified Office Specialist of Excel 2013/2016
- Microsoft Certified In Managing Projects with Microsoft Project
- 20+ Years of Hands-On Experience

## Why MS Excel is Important?

Microsoft Excel is a spreadsheet program included in the Microsoft Office suite of applications. Spreadsheets present tables of values arranged in rows and columns that can be manipulated mathematically using both basic and complex arithmetic operations and functions.

In addition to its standard spreadsheet features, Excel also offers programming support via Microsoft's Visual Basic for Applications (VBA), the ability to access data from external sources via Microsoft's Dynamic Data Exchange (DDE), and extensive graphing and charting capabilities.

## Benefits for using MS Excel?

Excel is typically used to organize data and perform financial analysis. It is used across all business functions and at companies from small to large.

The main uses of Excel include:

- Data Entry
- Accounting
- Charting & Graphing
- Time Management
- Financial Modeling
- Data Management
- Financial Analysis
- Programming
- Task Management
- Customer Relationship Management (CRM)

**Almost anything, that needs to be organized!**

## Learning Outcomes

- **Knowledge** of functions and formulas to save time and reduce workload
- **How** to use VLOOKUP to find values from 100s of 1000s of records
- **Identify** the right type of Chart to use for available data & create the same
- **Creating** Dashboard using Pivot Table, Pivot Chart & Slicers
- **Gather** and transform data from multiple sources using Power Query
- **Understanding** Data Modeling and DAX Function
- **Discover** and combine data in mashups
- **Explore**, analyse, and visualize data

## Who Should Attend?

**Business Intelligence & Data Analyst Professionals - who want to keep the pace with marvelous development of Microsoft in Business Intelligence for modern corporate world.**



Delegates will need to **bring along a laptop** for hands-on activity

**Only Vaccinated Participants are eligible to attend the workshop**

(\* Date of training program is subject to change as per the guidelines from GoP on COVID-19)

## Workshop Investment

**PKR 12,000/-**  
+SST Per Participant

**Group Discount Available**

## Fee Includes:

- Hotel Venue for Training
- Course Material
- Certificate of Attendance
- Lunch & Refreshments
- Business Networking
- Post-Workshop Advisory Services
- Membership for TCS Octara WebMail+ (WhatsApp Group)

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# DRESSING ETIQUETTES

## for Professional Success



### About the Webinar:

**Hamid Saeed** helps you to enhance your 'personal brand' by creating a 'signature look' which will resonate with all your stakeholders; clients, peers, subordinates and superiors.

In this 1-hour webinar you will also learn what subliminal messages your attire must convey to exude power, authority and approachability in order to achieve your career goals and implement your vision & agenda. This is the most comprehensive session on '**Dressing Etiquettes**' to learn how to avoid embarrassing dressing mistakes which may affect your career.

### Key Takeaways:

- How to dress for success
- Convey the right messages with your attire to create an impact on your target audience
- What are 5 P's of Dressing - a revolutionary scientific dressing formula
- How to build a wardrobe on a budget
- Do's & Don't of Dressing
- Appropriate colors and styles for corporate dressing
- Dressing etiquettes for working from home

### Who Should Not Attend?

- Anyone who is not interested in grooming and 'personal branding'.

To register, please SCAN the QR Code or click here:

<https://bit.ly/3zaDngl>

Spots are limited to 100 Only, register now so you won't miss out !



### Presenter: **HAMID SAEED**

Image & Corporate Wardrobe Consultant from New York

- First Pakistani American to develop revolutionary concept of '**dress for success**' for professional men and women to help them project the right image
- Trained and learned from the world's renowned **Fashion Institute of Technology - New York**
- Conducted 1000+ training sessions for **American corporates** over two decades
- Helped hundreds of thousands of professionals on dressing etiquettes through media appearances, seminars and conferences
- Conducting regular training sessions for **State Bank Pakistan, NUST, LUMS, HEC** and many Educational Institutions
- Visiting Faculty for **Pakistan Civil Services Academy, Punjab Judicial Academy** and **Govt. Engineering Academy**.

As a socially responsible trainer Hamid has helped raise awareness & funds for special children in the USA & Pakistan by conducting fashion shows in collaboration with **International Lions Club, Special Olympics** and **Shaukat Khanum Hospital**.

For Details & Registration contact

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# CONTINUOUS IMPROVEMENT PROCESS & SUSTAINABILITY IN MANUFACTURING PRACTICES

**October 28, 2021 | 11:00am to 4:00pm PKT @ Zoom**

## PROGRAM OVERVIEW

Continuous Improvement Process & Sustainability (CIPS) in Manufacturing Practices is a strategy where employees at all levels of a company work together proactively to achieve regular, incremental improvements to the manufacturing process. In fact, CIPS combines the collective talents within a company to create a powerful engine for improvement.

The process is not simple as it looks like! Companies face issue when we talk about sustainability in everything they do, and it's not far from truth when we talk about CIPS.

## KEY TAKEAWAYS ON SUSTAINING CIPS\* CULTURE

\*(Continuous Improvement Process & Sustainability)

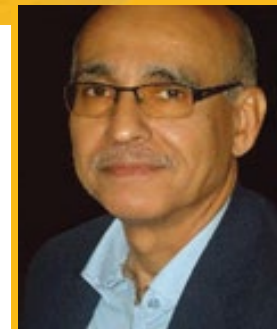
- Roll-down of CIPS at your workplace
- Forming CIPS Circles
- Short, Medium and Long-term goals of CIPS
- Benefits and ROI on CIPS
- Bench marking for sustainability in CIPS

## TARGET AUDIENCE:

- Functions Heads
- Managers / Deputy Managers
- Production HSE Managers
- Production Engineers
- Team leaders
- Line Managers / Line Supervisors

## GROUP EXERCISES / DISCUSSION / SIMULATIONS

- Based on Case Studies and Videos
- Practical demonstration on how to work for sustainability in CIPS



Workshop Facilitator

**KHALID LATIF**

- Founder & Consultant at KL-TECHNICAL, HSE Services
- Over 33 years of Corporate Experience in Multi-National Manufacturing Companies
- Worked with prominent companies including Hoechst, Hoechst-Schering AgrEvo, Aventis CropScience, Bayer CropScience and Bayer
- Conducted Successfull Training Programs in various National and Multi-Nationals

Click Here to Register:

<https://bit.ly/3Bljju>



## Workshop Investment

**PKR 7,500/-**  
+SST/PST Per Participant

**Group Discount Available**

## Fee Includes:

- e-Learning Material
- Digital Certificate of Attendance
- Virtual Business Networking
- Post-Workshop Advisory Services
- Membership for TCS Octara WebMail+ (WhatsApp Group)

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Topics of Trainings	Duration	Trainer Name	Date	Loc.
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## SEPTEMBER

Online Training: <b>Hire the Best</b>	5-hours	Rahila Narejo	16-Sep-21	Zoom
Complimentary Webinar: <b>The Masterminds' Mind</b>	60-min	Muneeba Ali	22-Sep-21	Zoom
Online Training: <b>Servant Leadership</b>	5-hours	Junaid Akhtar	27-Sep-21	Zoom

## OCTOBER

Workshop: <b>Key Performance Indicators Essentials</b>	1-Day	Farhan Mahmood	7-Oct-21	Karachi
Workshop: <b>Financial Dashboard in Power BI</b>	1-Day	Irfan Bakaly	12-Oct-21	Karachi
Workshop: <b>Excel Advanced &amp; BI</b>	1-Day	Irfan Bakaly	13-Oct-21	Karachi
Complimentary Webinar: <b>Dressing Etiquettes for Professional Success</b>	60-min	Hamid Saeed	14-Oct-21	Zoom
Online Training: <b>Continuous Improvement Process &amp; Sustainability in Manufacturing Practices</b>	5-hours	Khalid Latif	28-Oct-21	Zoom

## NOVEMBER

Workshop: <b>Bearing Damage Analysis</b>	2-Days	Khurram Shahzad	10-11-Nov-21	Karachi
Online Training: <b>Storytelling from Numbers -Mastering Data Interpretation</b>	5-hours	Ans Khurram	19-Nov-21	Zoom



## UPCOMING PROGRAMS 2021

Online Training: <b>21 Effective Brainstorming Techniques</b>	5-hours	Dave Nelissen	TBC	Zoom
Online Training: <b>Innovation &amp; Design Thinking</b>	5-hours	Mark Stuart	TBC	Zoom
<b>HR Leadership Using HR Metrics &amp; HR Analytics</b>	5-hour	Talha Asim	TBC	Zoom
<b>Understanding Fintech, Cryptocurrencies &amp; Blockchain</b>	TBC	Petros Geroulanos	TBC	Zoom
<b>Negotiation Skills for Procurement</b>	5-hours	Shahid Anwar	TBC	Zoom
<b>Designing Agile Organizations</b>	2-Days	Fredrick Haentjens	TBC	Karachi



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Avail complimentary TCS Octara Loyalty Card which will entitle you to a flat 15% discount on regular fee to all Octara workshops (online & classroom) & 'MORE' during the whole year 2021.

Browse website for more details: <http://www.octara.com/loyaltycard/>