

NEWSLETTER

Issue-1

2013

ENGINEERING SOLUTIONS FOR YOUR **POWER NEEDS**



ENERGY SOLUTIONS (PRIVATE) LIMITED

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aksa POWER
GENERATION

 **Shirazi Trading**



Editor's Note:

Assalam-o-alaikum!

Prophet Moses (A.S.) advised, the greatest tradesman of his time, Qaroon, to thank Allah and to do good to his fellowmen as Allah did good to him.

Qaroon, on the other hand, declared the abundance to be his hard earned wealth and attributed it to his knowledge and abilities.

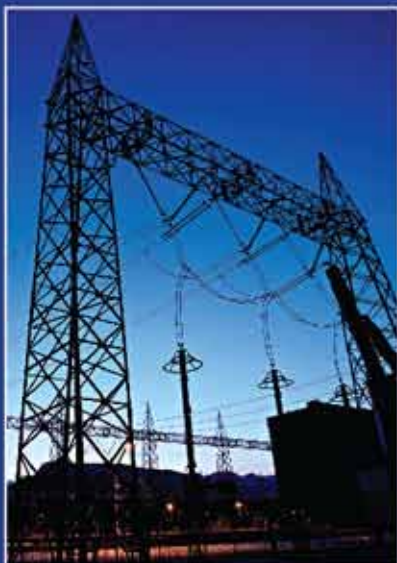
As stated in Quran: He said: *I have been given it only on account of the knowledge I possess.*

Consequently, his world was destroyed and his hereafter ruined.

The message for us as tradesmen is that one who considers his abundance the bounties of Allah and acquires the same without resorting to usury, treachery, dishonesty and falsehood; likewise spends it keeping in mind the consent of his Creator, his trade becomes a source of worship for him. His worldly efforts transform into Ibadah and get him serenity, comfort, respite and contentment in both the worlds.

On the other hand, a tradesman who indulges in interest, gambling, falsehood, deceit and dishonesty in order to earn multitude overnight, gets no peace of mind, tranquility and satisfaction. His world becomes a living torment and so will be his hereafter.

The decision is ours as to what course of action we want to take for ourselves. May Allah grant us wisdom and join us with the good-doers.



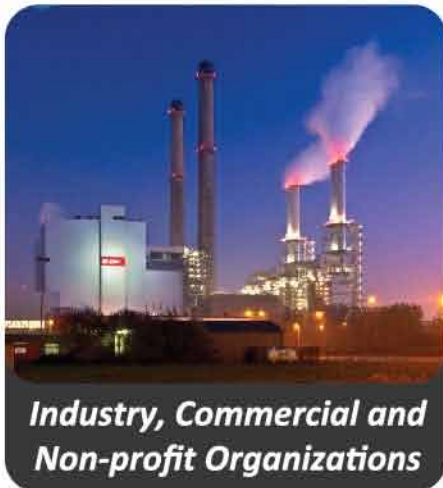
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Words of Wisdom- Live Wire of Inspiration

- ▶ Riches are not from an abundance of worldly goods but from a contented mind- **Prophet Muhammad (S.A.W.)**
- ▶ United sparrows can remove the skin of a lion- **Sheikh Saadi**
- ▶ It is fine to celebrate success, but it is more important to heed the lessons of failure- **Bill Gates**
- ▶ All your dreams can come true if you have the courage to pursue them- **Walt Disney**
- ▶ There is only one boss, the customer. And he can fire everybody in the company including the chairman, simply by spending his money elsewhere- **Sam Walton**
- ▶ The conventional definition of management is getting the work done through people, but real management is developing people through work- **Agha Hasan Abedi**

Customers & Contracts- Current Waves



Industry, Commercial and Non-profit Organizations

ESL continues to shine with repeat sales as well as new breakthrough projects. Our objective is not to sell but let the customer buy. Furthermore, our focus is more to retain existing customers rather than make new ones. Our customers belong to Textile Industry, Pharmaceutical Sector, Food and Beverage Industry, Tobacco, Fertilizer Plants, Electrical, Electronics Manufacturers, Hospitals, Universities, Oil and Gas Sector, etc. ESL has so far supplied Aksa generating sets from 3.5 kVA portables to 2500 kVA containerized giants. The company also provided maintenance contract services, synchronization, paralleling, load sharing, demand and

load management amongst generators of various makes, models, manufacturers, mix of Mains, etc.



Our customer list is growing and makes us feel privileged. Notable names include Shahtaj Textiles, Sui Gas Company, Kraft Food, Alstom Grid, University of Engineering & Technology, Abbott Laboratories, Atlas Group, Siemens Pakistan, Philips Pakistan, MSD, Getz Pharmaceutical, Dow University of Health & Sciences, Shaukat Khanum Memorial Hospital, Zia-ul-Haq and Sons, etc. Efforts are afoot to add P&G, Lever Brothers, Naveena Group, Artistic Group of Industries, Glaxo Smith Kline and Beecham, Engro Group, Karachi

University, etc. Addition of PSO is also just round the corner (IA).



Banking and Insurance Sector

ESL is proud to be serving the banking sector since its inception. To-date thousands of sets have been procured by banks ranging from 3.5 kVA to 300 kVA. These gensets have been supplied with Cummins, Perkins, John Deere and Aksa branded engines. Aksa branded engines provide tremendous opportunity to the customers to buy real good quality machines at affordable prices. Most of ESL business to the banks is repeat

sales. ESL also provides maintenance contract services to thousands of sets from the banking sector. This also includes well over a hundred sets for which ESL provides end-to-end contract which implies provision of maintenance services, parts, complete engine rebuilds including all sublet jobs at a fixed and flat monthly rate which also includes back-up generators in case the main generator is down and out for more than a stipulated period of time. The distinguished banks doing business with ESL are Bank Islami, Meezan Bank, MCB Bank, Allied Bank, National Bank of Pakistan, Habib Bank, Summit Bank, Silk Bank, etc. ESL is actively busy in adding more feathers to its cap. Efforts are afoot to add UBL, Bank Al-Habib, Bank Al-Falah, etc.



Telecom Sector

Our record in telecom sector is, Ma Sha Allah, remarkable with supply of gensets from 3 kVA to 1250 kVA. We have also been providing parts including filters, modules, batteries, AVR, solenoid switches, overhaul kits, etc., to these companies worth millions of Rupees every month. The company has also overhauled engines on a large scale to keep BTS sites and MSCs up and running. However, the icing on the cake is the synchronization projects that we have carried out for large telecom operators. These projects have reduced the number of operational sets on MSCs and have also contributed significantly in optimum utilization



tion of the fuel by increasing Break Specific Fuel Consumption (BSFC) as the sets now operate close to their recommended load levels instead of a few sets operating at full loads and the others at very low load levels. Efforts are being made to add Zong and Telenor also to our existing clientele.

This Volume's Story



The Magic of Total Quality Management

Have you ever heard the story about the ocean-going ship engine that failed?

It was said to be the Queen Elizabeth luxury liner. The vessel's owners brought in all their on-staff engineers to fix it, but none of them could get the engine running. Finally, they brought in a Total Quality Maintenance TQM Expert who had been fixing problems all his life - but no experience of ships. The staff engineers looked at the expert and said: what he could do which we didn't...?

The expert hauled in his bag of tools and looked around a bit. He crawled all over that engine room, looking, touching, and thinking. Finally, he went to his bag, pulled out a small

hammer, and tapped a few times on a valve. The engine roared to life.

A week later, the owners of the ship received a bill for ten thousand dollars. They were outraged. After all, the man had only tapped on a valve with a hammer! They immediately demanded he send them an itemized bill explaining his charges. He sent them a bill that read:

"Tapping with a hammer.....\$2

Knowing where to tap.....\$9,998"

Essence: It is important to know the critical mass to apply the tap of your time and efforts which always is limited and has an opportunity cost! This is Total Quality Management (TQM) approach to fix things effectively in any situation in the fields of Engineering, Accounting, Medicine, Law, etc.

News & Events



Participation in Pakistan Electrical & Electronic Fair (PEEF):

ESL participated in the First International Exhibition on Pakistan Electrical & Electronic Fair held in Karachi from November 28 to November 30, 2012. The three-day exhibition was aimed at promoting the capabilities of renewable and alternative energy sector in Pakistan. Participation in the event was helpful in boosting national and international exposure in a professional and competitive environment.

Breaking News For Quality & Price Conscious Customers..



ESL Joins Hands with Federal-Mogul Corporation as its Official Channel Partner for the Supply of Genuine Aftermarket Parts for Quality Driven Customers:

Federal-Mogul Corporation is a leading global automotive supplier offering the most comprehensive portfolio of quality products, trusted brands and creative solutions to the automotive aftermarket. FP Diesel is one of its brands that develops and tests each new engine repair solution through the Federal-Mogul network of research facilities, addressing the replacement challenges encountered in rebuilding engines and, in many cases, improving on original materials and designs. ESL being the Official Channel Partner for FP Diesel in Pakistan brings to the consumers a repair solution in the form of trusted technologies engineered to address the unique demands and operating environments of each engine after thousands of hours of operation.

Get FP Diesel premium-quality parts along with the technology your engines need for like-new performance and extended durability. For further information please email us at support@esl.pk or or contact us on 111-222-ESL (375).

The Solution to Your Genset Problems- Round the Clock, Just a Call Away: **ESL Call Centre (+92 308 AKSA ESL)!**



ESL always endeavors to have long term strong relationship with its customers through service excellence. To accomplish this vision a Call Centre has been established as a 24 x 7 facility. This helps resolve our valued customers' pre and after sales issues speedily. Through the Call Centre you are able to register complaints and hence follow-up on the registered complaints from a centralized point of contact for the whole of Pakistan. The call centre will soon include the feature to enable the prospective customers to register the requirements for new petrol, diesel and gas generators too.

You can now register any of your generator related complaints regardless of its make, model, manufacturer and supplier. These complaints include but are not limited to genset not working, automatic system not working, genset working despite availability of WAPDA / KESC, genset not shutting down, maintenance work and other services. You can also register your requirements and queries about genset purchase related issues including but not limited to proposal with prices, feasibility study required, training, load ascertainment, genset paralleling, synchronization, etc.

So call now at +92 308 AKSA ESL (2572 375) / or support@esl.pk for the most reliable and high quality pre and post sales services.

Power Pulses- Perils of Poorly Powered Gensets..

ناکافی لوڈ کی کارستانیاں

Operating diesel generators at light loads of less than 35% to 40% for prolonged periods of time is a condition common in our Banks, Telecommunication Industry, Gas Stations, etc., and leads to premature failure of the exorbitantly priced generating sets. Result is annoyed customer and constant conflict between him and the service provider. Each blaming the other for the engine failing before doing its quota of at least 10,000 hours before the first overhaul.

Ideally, diesel engines should be run at least 60% to 75% of their maximum rated load. Short periods of low load running are permissible provided the set is brought up to full load, or close to full load on a regular basis.

نا کافی لوڈ کے نقصانات کی اہمیت

Damage in the form of internal glazing and carbon buildup occurs due to prolonged periods of running at low speeds or low loads. What happens is highlighted below:

- Running an engine under low loads causes low cylinder pressures and consequent poor piston ring sealing since this relies on the gas pressure to force them against the oil film on the bores to form the seal. Low cylinder pressures cause poor combustion and resultant low combustion pressures and temperatures.
- This poor combustion leads to soot formation and unburnt fuel residues which clogs and gums piston rings. This causes a further drop in sealing efficiency and aggravates the initial low pressure.
- Glazing occurs when hot combustion gases blow past the now poorly-sealing piston rings, causing the lubricating oil on the cylinder walls to 'flash burn', creating an enamel-like glaze which smoothens the bore and removes the effect of the intricate pattern of honing marks machined into the bore surface which are there to hold oil and return it to the crankcase via the scraper ring.
- Hard carbon also forms from poor combustion which is highly abrasive and scrapes the honing marks on the bores leading to bore polishing, which then leads to increased oil consumption (blue smoking) and yet further loss of pressure, since the oil film trapped in the honing marks is intended to maintain the piston seal and pressures.
- Unburnt fuel then leaks past the piston rings and contaminates the lubricating oil. Poor combustion causes the injectors to become clogged with soot, causing further deterioration in combustion and black smoking.
- The problem is increased further with the formation of acids in the engine oil caused by condensed water and combustion by-products which would normally boil off at higher temperatures. This acidic build-up in the lubricating oil causes slow but ultimately damaging wear to bearing surfaces.
- This cycle of degradation means that the engine soon becomes irreversibly damaged and may not start at all and will no longer be able to reach full power when required.
- Under-loaded running inevitably causes not only white smoke from unburnt fuel but over time will be joined by blue smoke of burnt lubricating oil leaking past the damaged piston rings, and black smoke caused by damaged injectors.

If detected in the early stages, running an engine at maximum load to raise the internal pressures and temperatures allows the piston rings to scrape glaze off the bores and allows carbon buildup to be burnt off. However, if glazing has progressed to the stage where the piston rings have seized into their grooves, this will not have any effect.

Once glazing or carbon build up has occurred, it can only be cured by stripping down the engine and re-doing the cylinder bores, machining new honing marks and stripping, cleaning and de-coking combustion chambers, injector nozzles and valves.

جھگڑے کی اصل وجہ

This situation is very common in the industry. The genset owner has far more important business issues to handle. The Service provider has a maintenance contract entailing one visit a month or even two months. The maintenance fees amounts to less than 100 Rupees a day. Service provider is neither pushed nor motivated. Result is that the generator is at the mercy of ill equipped and ill informed operators, mostly guards, peons, tea boys, etc. and the outcome is a prematurely failed genset because of application of low loads for extended periods of time, often supporting just a few lights. This is followed by termination of the services of the previous contractor and the advent of the new one. Root cause, however, remains unaddressed. The customer swings from one supplier to another.

The situation can be prevented by imparting continuous training to the operators, service providers, owners, etc. But this is also considered a waste of time by many. Alas!

Teach & Treat Session



Another step in the direction to reinforce a safety culture and promote good working habits in our co-workers and also the corporate community was the free of cost training session conducted for Mobilink during the quarter. Certificates of Participation shall also be awarded to the participants.

زندگی سے محبت (کتابچہ برائے حفاظت سے اقتباس)

مفروضات کی بنیاد پر کام کرنے کی ہلاکت خیز روش

اخبار کے اوّل صفحے پر سرفی نمایاں تھی۔۔۔ فیکٹری میں آگ لگ گئی، دو کارکنان قید اجل بن گئے۔ حادثے کی وجہ فیکٹری کے آگ بجھانے کے نظام میں خرابی بتائی گئی۔ تحقیق سے معلوم ہوا کہ تصیب کے بعد آگ بجھانے کا نظام کبھی ٹیسٹ ہی نہ ہوا تھا اور انتظامیہ اس مفروضے کی بنیاد پر کام کر رہی تھی کہ آگ تو کبھی آگ لگے گی ہی نہیں اور اگر لگ بھی گئی تو آگ بجھانے کا مناسب انتظام تو موجود ہے ہی۔ ایک اور سرفی یہ تھی کہ بلندی پر کام کرنے والا ایک کارکن فیکٹری کی پہلی منزل سے گر گیا اور اپنی جان سے ہاتھ دھو بیٹھا۔ یہ جاننے کے باوجود کہ بلندی پر کام کرتے وقت احتیاطی تدبیر لازم ہے مثلاً حفاظتی جگہ (barricading)، کارکن بغیر کسی کو مطلع کئے سائٹ پر پہنچ گیا۔



ایک اور واقعے میں ایک پٹرول پمپ پر آگ لگ گئی اور ایک کارکن بری طرح جھلس گیا۔ وجہ کیا تھی؟ پٹرول بھرنے کے دوران گاڑی کے مالک کا سرکریٹ نوشی کے لئے لائٹر جلائے کا عمل۔ نتیجتاً، ہوا میں موجود بخارات نے آگ پکڑ لی اور کارکن بری طرح جل گیا۔ دوسری جانب، گاڑی کا مالک بھی کافی زخمی ہوا۔

مزید ایک واقعے میں ایک کارکن مشین کے دونوں پاؤں کے درمیان آ کر بری طرح سے پکلا گیا۔ مشین کو صحیح یا سیٹ کرنے کے لئے اسے دونوں پاؤں کے درمیان تقریباً روزانہ ہی جانا پڑتا۔ ہر بار ایسا کرتے وقت وہ یہ فرض کر لیا کرتا کہ کوئی اور مشین کو اسٹارٹ نہیں کرے گا، لہذا log-out اور tag-out کی کوئی ضرورت نہیں۔ لیکن اس دن ایسا نہ ہوا۔ ایک اور کارکن نے مشین کا مشن دہرایا اور مذکورہ کارکن اپنی جان سے ہاتھ دھو بیٹھا۔

ان تمام واقعات میں ایک چیز یکساں ہے۔ حادثات کا شکار ہونے والوں نے مفروضات کی بنیاد پر کام کیا۔ پہلے واقعے میں فیکٹری کی انتظامیہ یہ فرض کر بیٹھی کہ فیکٹری کا فائر سسٹم قابلِ بحال ہو رہا ہے۔ دوسرے واقعے میں کارکن یہ سمجھ بیٹھا کہ احتیاطی تدابیر اس کے لئے نہیں بلکہ دوسروں کے لئے ہیں۔ تیسرے واقعے میں گاڑی کا مالک یہ سمجھ بیٹھا کہ وہ پٹرول ڈسپینسر (petrol dispenser) سے کافی فاصلے پر ہے اور لائٹر جلانے سے کچھ بھی نہیں ہوگا۔ چوتھے واقعے میں مشین میکینک نے یہ فرض کیا ہوا تھا کہ اس کی مشین پر کوئی کام نہ کرے گا لہذا بریکر کو آف کرنے کی کوئی ضرورت نہیں۔ مفروضات پر کام کرنے کی بدولت مختلف عوامل سیفٹی کی خلاف ورزی کا سبب بنتے ہیں جن میں ناقص باہمی رابطہ، اپنے اوپر غیر ضروری اعتماد اور خطرات مول لینے کا رجحان شامل ہیں۔ حادثات میں اکثر ملوث ہونے والے کارکنان کی بابت کیے گئے ایک حالیہ تجزیے نے انکشاف کیا ہے کہ بالعموم ایسے تمام حادثات کے پیچھے دو شخصیات ہی پہلو کا رفرما ہوتے ہیں:



۱۔ احساسِ تفاخر (Superiority Complex): ایسا شخص ضرورت سے زیادہ خود اعتمادی کا شکار ہوتا ہے اور سمجھتا ہے کہ وہ جو بھی کرے صحیح ہوگا۔ نتیجتاً غیر ضروری رسک لیتا ہے اور ایک دن مارا جاتا ہے۔

۲۔ احساسِ تسلط (Urge to Dominate): ایسا شخص اپنی رائے کے سامنے کسی اور کو اہمیت نہیں دیتا اور یہ یقین رکھتا ہے کہ کام کرنے کے دو ہی طریقے ہیں۔ ایک میرا طریقہ اور دوسرا غلط طریقہ۔

دونوں ہی قسم کے لوگ مفروضات کی بنیاد پر کام کرتے ہیں اور یقین ہوتے ہیں کہ کچھ بھی غلط نہ ہوگا اور بالآخر ایک نہ ایک دن اپنے مفروضات کے ہاتھوں اپنی جان یا اپنے قیمتی جسمانی اعضاء سے ہاتھ دھو بیٹھتے ہیں۔ لہذا مفروضات کی روش کو قطعی طور پر ترک کرنا ناگزیر ہے۔

ESL-3S Approach: Safety-Service-Sales, in the stated sequence

ESL considers safety vital in all facets of its business. It has a proper HSSE program in place which helps in propagating the safety culture within the Company, its employees, contractors and customers. Its 3S philosophy is spelled out in the following sequence with respect to their relative significance:

Safety

ESL believes that achieving heights of success is a pipedream unless safety is considered as an inevitable part of its operations. We will choose not to work in case safety of our people, customers, suppliers and community is compromised in any way.

Service

ESL strives to make Service its forte. Service, from our standpoint, encompasses all activities throughout the life cycle of our association with the customers (point of first contact till repeat business opportunities and beyond).

Sales

The strategies of ESL revolve around suggesting solutions to its customers, rather than merely selling the products. Our focus is more on helping a customer buy rather than sell.

Head Office

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