

ISSUE
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News LETTER

TOP STORIES

01

ESL Ways of Working

See Page # 4

02

Attaining Six Sigma Excellence

See Page # 5

03

Cummins Gas Stands Out...

See Page # 10

04

Genset Safeties

See Page # 11



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EDITOR'S *Note:*

Dear Readers,

LITTLE STROKES FELL MIGHTY OAKS – پھول کی پتی سے کٹ سکتا ہے ہیرے کا جگر



Continuously train your people. Contents of training on diesel and gas generators are available on ESL training book as well as its numerous power point presentations. "Meet & Treat" sessions are also conducted for customers.

Even little strokes of continuous improvements will cut large oaks of ignorance, incompetence, inefficiency and ineffectiveness. Ordinary workers will be transformed into extraordinary employees. Poor attitudes will give way to positivity. Craftsmanship will take place of clumsiness. Mountains of ignorance will be turned into highlands of knowledge. Quality will emerge from quagmire of wasteful working and disgruntled customers will become "customers for life". Remember, "Quality is not expensive, it is priceless."

High cost of poor quality

Facts to consider when counting the high cost of poor quality are:

- What is the poor quality costing you?
- Waste is the opposite of quality.
- The tangible costs of poor quality include rework, accidents, missed schedules, unused labor, liability and insurance and scrapped materials.
- The intangible costs of poor quality include lost customers, "never-had" customers who went elsewhere because of what they heard from unhappy customers, and poor morale among employees and stakeholders.

Best Regards!

Acknowledgement

بدلا نہ تیرے بعد بھی موضوع گفتگو
تو جا چکا ہے پھر بھی میری محفلوں میں ہے

This edition of our newsletter is dedicated to our colleagues Mr. Junaid Shahzad, our Director Commercial and Mr. Adnan Maqbool, our GM Sales who passed away as a result of a deadly car accident on October 19, 2017. Their demise is a great loss and setback to the whole organization.

We request our readers to pray to Almighty Allah to rest the departed souls in eternal peace and grant courage and fortitude to the bereaved families and ESL staff for this irreparable loss.

May Allah shower His blessings and mercy on the minor kids left orphan by our dear colleagues.

Amen!

ESL WAYS OF WORKING-

A GUIDE TO A SUCCESSFUL PROFESSIONAL LIFE

PREFACE

ESL ways of working is the vision of a management student about how an organization should operate safely, successfully and ethically while fulfilling its corporate social responsibilities also. The ideas have been put together in the form of very simple English poetry so that it makes easy and exciting reading, understanding and practicing. ESL is fully committed to put all these ideas into its day to day working. Some of these excerpts are reproduced below:

ESL - Code of Conduct

"Follow the ETHICS" is a wise advice
A recipe to honorably survive.

Neither give nor accept any bribe
On the road of success you will merrily drive.

Take no interest on the loans you provide
Doing so business is multiplied.

When people rub you on the wrong side
Repel evil with good and what is right.

Regularly pray as prescribed
With peace of mind you'll never be deprived.

Do what you say and say what you do
You will be loved if you are honest and true.

Perform more than you promise to do
Make people win, you will win too.

Retain existing customers and create new
Increase your skills and continuously review.

Avoid conflict of interest despite temptation
Deliver hundred percent with full devotion.

Increase welfare services for a less privileged one
Be fair with everyone and discriminate with none.

Show no disrespect to the competition
With diligence earn recognition.

Fulfill your obligations as a good corporate citizen
Obey the law of land without an exception.

Success will come to you from every direction
Compliance with ethics is a precondition.

ESL - Quality Policy Excerpt

Whether we sell an equipment or simply install
We will do the job right and spare no effort at all.

Quality will be built in our services, at every step
Be it a big step or very small.

We will accept our mistakes and learn from them
Doing so, our progress will never stall.

Plan-Do-Act and Check
This is a quality tool often discussed in our conference hall.

The rule of Pareto is our guiding principle
We will focus on critical mass first and then what is small.

We will use Poka Yoke systems
Our target is no mistakes at all.

Zero defect is our ultimate goal
Success will depend on this over the long haul.

Our product may fail and service fall short
We will fix it and allow no shortfall.

ESL strives to raise quality and lower life cycle cost
Be it a power plant or just a major overhaul.

Neglecting quality is a dangerous thing
It is like playing with a fireball.

The race to quality has no finish line
Continuous improvement is the only cure-all.

Attaining Six Sigma Excellence-

an excerpt from ESL Publication "Selling the Sizzle, Section - Perfecting the Wheel"

TO ERR IS HUMAN — انسان خطا کا پتلا ہے



Perfecting the wheel requires ruthless practice. Practice, indeed, makes a man perfect.

...He used to make mistakes. But he learned from them. He knew that making mistakes is human. But repeating them is a cardinal sin.

He was one of the world's best cricket bowlers. Every ball that he bowled used to be on or about the three stumps. Most of the wickets that he would take were either "clean bowled" or adjudged "LBW". The accuracy of his bowling was so great that it could qualify for six sigma definition. That is, if he bowled a million balls, only three to four balls would be outside the limits of accuracy. This was achieved by intense training, relentless practice, and most importantly by applying the science of quality management. He understood what was the given "specification width", upon which he had no control. He also knew the concept of "process width" upon which he had full control. So he perfected what was in his own hands and achieved six sigma type accuracy. Guess who he was!!



ESL - Safety Policy Excerpt

Safety of our people and organization on the whole
This is our top priority and biggest goal.

Safety is everybody's business
But leaders have the biggest role.

Safety will be observed all the time
At work or at home, with heart and soul.

Safety meetings will be held on a regular basis
It will be as important as the monthly pay roll.

Pause and reflect every now and then, intervene if a danger is seen;
An ounce of safety prevents tons of disaster control.

Count your Goal Zero score
Staying safe for longer number of days is important for every soul.

Wear helmet, fasten seat belts, no mobile phones
Drive safe with a journey plan and speed control.

Poor housekeeping causes most accidents
Remember wet floor can also take its toll.

Identify hazards, measure risks, exercise control and review often
This is our recommended safety protocol.

Hazard elimination, substitution & isolation-our hierarchy for risk control
Use engineering & administrative tools & PPEs to cover any other loophole.

Recommended safety protocol and hierarchy for risk control
We will follow them whether we rush for work or leisurely stroll.

My friend travels for business 30 to 40 times every year. This he has been doing for last twenty years. There has not been a single time that his luggage has not reached the destination. Nor has there been a single time that he faced a problem on account of air ticketing, for example, he asked for a ticket for North Carolina and was issued ticket for South Carolina, etc. This level of accuracy is possible because of six sigma processes. A six sigma process is so accurate that the chance of an error is merely 3 to 4 in a million.

If we achieve a similar level of accuracy in our services, we will commit only 3 to 4 mistakes in a million services. This is not a pipedream. Japanese have reached this level long ago. In fact most of the first world is achieving this level of accuracy consistently. It is unheard of in a hospital that a vaccine meant for Zaid is administered to Bakar or a meal ordered by one in a restaurant has been served at someone else's table. These are all because of six sigma processes.

PROCESS SIGMA TABLE

SIGMA LEVEL	DEFECT RATE	YIELD
2 σ	308,770 dpmo	69.10000%
3 σ	66,811 dpmo	93.33000%
4 σ	6,210 dpmo	99.38000%
5 σ	233 dpmo	99.97700%
6 σ	3.44 dpmo	99.99966%

ESL - HR Policy Excerpt

Attractive remuneration for every colleague
Customer satisfaction is the ultimate result we seek.

Minimum wages always higher than the ones decreed
Our policy is to take care of the poor and the weak.

Overtime for every eligible colleague
It is paid before they ask or speak.

Hospitalization coverage up to 80% fee
Company may pay 100%, if the case is unique.

Interest free loan for the one who is in need
One year after repayment, he may again proceed.

Monthly ration for every deserving colleague
To help the needy, this is our humble technique.

A culture of training and continuous improvement indeed
Our tool to stay in the business, excel and compete.

Peace of mind, honor, dignity and prestige
Join ESL if you want to succeed!

Cummins Lean Burn Gas Generators

HIGH EFFICIENCY SERIES

1200kW, 1400kW, 1540kW

Ideal for textile spinning & composite units

Features:

1. 43% Electrical Efficiency.
2. High total efficiency; ideal for co-generation.
3. Low deration at high temperature.
4. Low total cost of ownership (TCO).

HIGH TORQUE SERIES

1160kW, 1540kW, 1750kW, 2000kW

Ideal for airjet looms, plastic and metal mills, automotive & other industries

Features:

1. 50 to 75% torque acceptance.
2. Excellent sudden load rejection performance.
3. High total efficiency; ideal for co-generation.
4. Low deration at high temperature.



Customers and Accounts:

● Fashion & Textile Sector

- ▶ ESL feels proud to be associated with Khaadi with the supply of several large DG sets and looks forward to receiving multiple orders from them in future.
- ▶ Shahtaj Textile placed yet another order of Cummins Gas Generator of 2000 kW at 11000 volts. This is the third Cummins Gas set founding its place in the customer's power plant.
- ▶ ATS Synthetic has placed an order for 3 x 2000 kW Cummins Gas Generators generating electricity at 11000 volts. These generators are high efficiency machines and are in addition to 5 x 1540 kW Gas sets already installed in the plant.



● Banking Sector

- ▶ The relationship between ESL and ABL has gone from strength to strength as the bank placed yet another order of multiple sets in addition to hundreds of DG sets supplied earlier.
- ▶ ESL has now UBank also in the list of its prestigious customers with the supply of scores of DG sets together with Annual Maintenance Contract at 50 branches.
- ▶ Another addition to our valued clientele is Bank Alfalah as the bank chose ESL for the end to end maintenance contract.



● Construction Sector

- ▶ A well renowned Engineering Company expressed their reliance on ESL by placing an order of 5 x 1000 kVA and multiple 100 kVA sets.
- ▶ Amazon Mall expressed their confidence in ESL by placing order of several sets of medium rating.
- ▶ Shaheen Foundation has placed an order of multiple heavy duty gensets from Aksa Turkey for Falcon Mall being constructed on Shahrah e Faisal Karachi. The mall will become operative from December 2018.



● Telecom Sector

- ▶ Telenor Pakistan strengthened their relation with ESL by placing orders of hundreds of DG sets in addition to several hundred sets supplied earlier across Pakistan.
- ▶ Mobilink continued to rely on ESL by placing orders of several 20 kVA sets for their BTS sites across Pakistan.



● Beverages Sector

- ▶ The relationship between Coca Cola Beverages and ESL reached another milestone as the company placed an order of 4 x 2250 kVA gensets in addition to scores of others supplied by ESL.
- ▶ Pepsi Cola Pakistan further cemented their association with ESL with the placement of 2 x 1500 kW sets at their power plant.



News & Events



ESL- the Exhibitor of Aksa Diesel Generators at Textile Asia Exhibition, 2018 Karachi



Participation in IEEE P Symposium, 2018 Representing Aksa Power Generation



Labor Day, 2018 Celebration



Thinking Out of the Box Session, May 2018



Participation in Textile Asia Exhibition, 2018 representing Cummins Lean Burn Gas Generators



Participation in Sales Management Training, 2018 Conducted by Growth Matters in Collaboration with Cummins in South Africa



Factory Acceptance Test, Aksa Turkey, April 2018 for Falcon Mall Karachi Project



Participation in Road Safety Awareness Sessions (National Highways & Motorway Police) Training Wing, September 2018 | KLI

Cummins Stands Out Amongst Other Champions-

an excerpt from ESL Publication
"Selling the Sizzle, Section
Land Cruiser cum Ferrari Strategy"

NAIL BITING – کانٹے دار

There is very little to choose between the four major players in Pakistan gas market. Jenbacher, Caterpillar, MTU and Cummins are all equally good products and belong to the Champions league.



The competition is nail biting and goes right down to the wire.

It's anybody's game though Cummins is a new entrant and facing uphill task to secure its rightful market share from the other champions.

While Jenbacher, Cat and MTU offer high efficiency products, Cummins has also added high efficiency products to its existing range of high performance, high torque series. It now proudly offers both Land Cruisers and Ferrari versions of gas generators. A glimpse of fierce competition between the four champions is visible from the chart below:



ESL - Sales Policy Excerpt

Minimum five customers a day
Adversity will be driven away.

When the market is bad and sales in disarray
Increase your customer visits, the sales experts say.

Identify the critical mass first; make it your mainstay
Visit the other customers some other day.

Sell yourself first with a sincere smile in a pleasing way
Generate customer interest with enthusiasm to make headway.

Be persistent, show patience till the customers buy or shy away
Never lose heart nor dismay.

Listen intently to what the customer has to say
He will turn your fate into gold from clay.

Don't lie, don't bribe, be a symbol of fair play
Or else you may succeed for a while, ultimately fall a prey.

Perform more than you promised and he agreed to pay
Keep him in the business; he will make sure you also stay.

Never sell; assist him to buy in the best possible way
He will buy only from you even if your hair turn grey.

Don't talk low of the competitors come what may
Nobody likes the guys who bark and bray.

Honesty is the best policy, a forte even today
In the long run, honesty alone will pave your way.

Think big, work hard; and regularly pray
Your performance will never decline nor decay.

SUMMARY 1.5 MW WITH GCV 941 AND GAS RATE OF RUPEES 620 PER MMBTU

Fuel consumption	PKR / kWhe	6.60	5.66	6.08	6.13	6.05	5.99
Cost of steam saved from Exhaust	PKR / kWhe	1.36	0.89	0.82	0.96	1.04	1.01
Saving per kW from Jacket water	PKR / kWhe	0.70	0.56	0.63	0.64	0.58	0.58
Net rate of electricity	PKR / kWhe	4.54	4.21	4.63	4.64	4.43	4.40
Generator Models		CUMMINS C1540 (HIGH TORQUE)	CUMMINS C1540 (HIGH EFFICIENCY)	COMPETITOR 1		COMPETITOR 2	COMPETITOR 3


Genset Safeties -

an excerpt from ESL Publication "Diesel & Gas Generators - What, Why & How?"

دفاعی حصار۔ جنریٹر کی حفاظت پر مامور حفاظتی دستہ (Genset Safeties)

ایک جنریٹر کو ہر وقت مشکلات اور خطرات کا سامنا کرنا پڑتا ہے۔ اوّل تو کوئی بھی آپریٹر چاہے کتنا ہی مستعد کیوں نہ ہو، ہمہ وقت جنریٹر کی تمام کیفیات (Conditions) کا اندازہ نہیں لگا سکتا۔ جبکہ حقیقت یہ ہے کہ اسے اکثر اوقات بغیر کسی آپریٹر کے ہی کام کرنا ہوتا ہے۔ خاص طور پر بینکس، ٹیلی کمیونیکیشن انڈسٹری، گیس اسٹیشنز وغیرہ میں یہ گھنٹوں بغیر کسی آپریٹر کے چلتا رہتا ہے۔ لہذا اس بات کی اشد ضرورت ہے کہ اس کی حفاظت پر ایسے محافظ مقرر کئے جائیں جو کہ ہر وقت بیدار رہیں اور کسی بھی صورت میں اس کی حفاظت کے فرض سے غافل نہ ہوں۔


ESL Customer Care



Role of Sensors

Sensors fitted to the generators provide analogue and digital signals. Provision may be made to monitor:

- Battery voltage and battery charger
- Engine coolant, lubricating oil and exhaust temperatures
- Lubricating oil pressure
- Engine coolant and lubricating oil levels
- Daily service fuel tanks level
- Plant room ambient temperature
- Generator winding temperatures
- Generator speed/frequency
- Generator set vibration
- Electrical parameters such as kW, kVA, etc.



ان خطرات سے نمٹنے کے لئے اس کے تمام وجود پر متعدد آلات لگائے جاتے ہیں جو ہمہ وقت حفاظت کا کام کرتے ہیں۔ ضرورت اس امر کی ہے کہ ان آلات کو ہر وقت فعال رکھا جائے اور کوئی انٹرمیڈیٹری یا غیر ذمہ دار آپریٹر وقتی مصلحت کے تحت ان آلات کو معطل (Safety Bypass) نہ کر سکے۔ بصورت دیگر، اس بات کا قوی امکان ہے کہ یہ شدید نقصان سے دوچار ہو جائے اور صارفین نہ صرف اس کی خدمات سے محروم ہو جائیں بلکہ اس کی مرمت پر بھی خفیہ خرچ سے دوچار ہوں۔

یہ آلات اس کا دفاعی حصار (Safeties/Protection) ہیں۔ چنانچہ ضروری ہے کہ اس کے دفاعی حصار کے ساتھ ہرگز کوئی چھپر چھاڑ نہ کی جائے اور اگر کثرت استعمال یا طبعی وجوہات کی بنا پر ان میں کوئی خلل واقع ہو بھی جائے تو اسکو فوری طور پر دور کیا جائے۔ یاد رکھیں، کسی بھی قسم کی سستی تباہ کن ثابت ہو سکتی ہے۔ یہ سپاہی مندرجہ ذیل حفاظتی امور پر فائز ہیں۔

۱۔ آئل پریشر کم ہونے کی صورت میں حفاظت کے لئے مامور لو آئل پریشر سوئچ (LOP)۔ یہ ایک لازمی حفاظتی آلہ ہے اور انجن کی باڈی یا فلٹر کے ہیڈ پر لگایا جاتا ہے۔ جب انجن میں آئل کا پریشر ۳۵ پی ایس آئی (35 PSI) کے لگ بھگ ہو تو یہ سوئچ ایکٹیوٹ ہو جاتا ہے اور محتاط ہو جانے کا سگنل دیتا ہے۔ جب پریشر مزید گرا کر ۲۵ پی ایس آئی (25 PSI) کے لگ بھگ پہنچتا ہے تو یہ آلہ ڈی ایکٹیوٹ ہو کر انجن شٹ ڈاؤن کر دیتا ہے اور یوں انجن سیز ہونے سے بچ جاتا ہے۔ اس سپاہی کی مدد کرنے کے لئے کم سے کم یہ ضروری ہے کہ انجن کا آئل اور اس کے فلٹر وقت پر تبدیل کئے جائیں تاکہ آئل کا پریشر کم نہ ہو سکے۔

۲۔ کولنٹ ٹمپرچر بڑھ جانے کی صورت میں حفاظت کے لئے مامور ہائی کولنٹ ٹمپرچر (HCT) سوئچ۔ یہ بھی ایک لازمی (Mandatory) حفاظتی آلہ ہے اور تھر موٹیوٹ ہاؤسنگ پر لگایا جاتا ہے۔ جب انجن میں کولنٹ کا ٹمپرچر بڑھ کر ۱۰۵ ڈگری سینٹی گریڈ کے نزدیک پہنچتا ہے تو یہ آلہ انجن شٹ ڈاؤن کر دیتا ہے اور یوں انجن کی گیس کٹ وغیرہ جلنے سے محفوظ رہتی ہیں۔ اگر آپ چاہتے ہیں کہ یہ چابکدستی سے اپنے کام میں مصروف رہے تو لازم ہے کہ انجن کا ریڈی ایٹر صاف رکھا جائے اور اس میں کولنٹ کی مقدار پر نظر رکھی جائے۔

آرٹیکل کے بقیہ حصے کے مطالعے کیلئے ہماری ویب سائٹ کے لنک <https://eslpk.com/chapter13.pdf> پر کلک کیجئے یا کتاب کے مفت حصول کیلئے

customer care@eslpk.com پر رابطہ کیجئے۔



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 selling.

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