

# Admin Pro

## Tri-annual newsletter

Volume 1 : Issue 1  
Jan to Apr 2019

### Our President's message:



First of all, thank you for reposing your confidence in me to serve the DSSP. Nothing will make me feel fulfilled than to see the DSSP develop into a professionally recognized body in Karachi and later in our country. I would also like to see DSSP expand in terms of recognition and numbers.

To work towards this, a lot of thought and planning is underway but we can only achieve this by **your** unstinted support and participation. We intend to have fun programmes like the annual family picnic, the gala night and the festive get-together.

We have observed over the years, that many of our members are unable to attend the ASA Congress, hence we have decided to initiate the "DSSP National Convention" sometime in February 2020. This Convention would be held biennially. Documentation and ground work is underway for this Convention and soon we shall be sharing more information on this program.

Some of our Associate Members have done exceedingly well and with complete dedication have supported the EC at our Annual Admin-Pro Day event held on April 28, 2019: Another objective of mine is to see more members, especially the Associate Members, to come forward to serve on the Committee.

I am mindful that I have less than two years from now to achieve quite a few goals and objectives that I have in mind for DSSP. I would like to leave a legacy for my DSSP family to continue. In view of this, my EC is totally supportive and is working devotedly towards the goals we have set ourselves, and even if we make a start with some of the new programmes I will feel reasonably satisfied. Enjoy the newsletter, visit our website and feel free to give your suggestions on [dssp71@gmail.com](mailto:dssp71@gmail.com) I will take it as a pleasure hearing from anyone of you.

**Valentina Fernandes**

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## A few words from me:

Hello Members



Here is the first newsletter from the new Executive Committee. It is with a thought to facilitate easier reading with crisp short write-up. I hope you like it. Do feel free to comment / criticise / suggest: It is YOUR newsletter.

It is written for you to enjoy and perhaps pick up a thought or two along the way. It is balanced between the serious and lighter side, and has invited contribution from the membership. So, it is also a newsletter by you!

If you read till the end you will know the Contributors to this issue and, also find couple of Quiz you can answer to [dssp.71@gmail.com](mailto:dssp.71@gmail.com). Names of correct responses will be circulated to the members by end-May. So be quick and send your answers.

Till then with my warm regards to each one of you.

Sunnu F Golwalla

Editor – DSSP's Admin Pro

## Our Events



**Play your role to save Mother Earth & peak your performance by Team Play**  
DSSP's event on Sunday 27 January 2019 at the Movenpick Hotel

Photos can be seen on the link:

<https://web.facebook.com/groups/dsspkarachi/?ref=bookmarks>

Write up on the event on our website at:  
<https://www.dssp.org/happening.php>



**DSSP Celebrates the International Admin-Pro Day**  
On Sunday 28 April 2019 at Royal Rodale Club

**Do read the write up on our website and see photos on the link below.**

Photos: <https://photos.app.goo.gl/v2Fon6sPU5g5XY9v8>

Write-up on the event on our website at:  
<https://www.dssp.org/happening.php>

## Meet the team that serves the DSSP

### Our President

**Valentina Fernandes, Corporate Affairs Executive at National Industrial Parks Development & Management Company**

Her message at the opening of the newsletter gives you her thoughts and aspirations for the DSSP.



*Clockwise from top: Cheryl, Naureen, Clara and Samantha*

### Our Immediate Past President & permanent ASA Coordinator

**Cheryl Mathew, Learning Support Manager at Habib Bank**

Her forte is event management. She has fond memory of organizing an annual conference in Dubai, way back in 1990s when digital facilities were limited. Relying on agents and even with a small budget, her event was packed with activities and had 64 happy participants returning home, giving her an immense sense of fulfillment.

She would like to bring activities to capture our members interest in DSSP, in addition to offering development opportunities. Also, to see DSSP as a recognised body for administrative professionals in Pakistan.

### Our Secretary

**Naureen Rodrigues, Executive Secretary at ICI Pakistan Ltd**

Naureen is a past-master at Diary Management. During her boss' international trips he has to simply follow all details set out by her in 'real' time in his diary, and his experience from the airport to the hotel and on to meetings, as much for breakfast, lunch to dinner are so well orchestrated that he once told her "you have touched the ceiling in the secretarial field!", which has remained in her heart and motivated her to excel. However, she believes that it is the tough and difficult bosses at the beginning of her career that groomed her, which benefit she is reaping today.

DSSP is very close to her heart and she has found that it has developed her professionally and personally. She would like all new comers to use this forum and avail the opportunity.

### Our Treasurer

**Clara Ann D'Souza, Business Support Officer – Corporate & Investment Banking Group at Faysal Bank**

Her most exciting experience during her work life has been when she worked for the GSA office of Malaysian Airlines, and her boss was also the Chairman of Pacific Asia Travel Association (PATA). She accompanied him to help organise PATA seminars and conferences in various cities of Pakistan. Visiting new cities and meeting delegates from different Asian countries are memories she treasures even today.

Quietly and behind the scene she handles the accounts for the DSSP and says that that has been a great learning experience for her. She would also like to see DSSP expand to other cities of Pakistan.

### Our Social Secretary

**Samantha Rodrigues, Freelancer and Volunteer**

Samantha joined the Executive Committee of DSSP as the Social Secretary in 2013-2014. It was her first learning experience and she did her best to deliver and meet the responsibilities entrusted to her. During her tenure ASA Congress was also held in Karachi and that groomed her further.

It gives her immense pleasure to once again serve the DSSP in the same capacity, with the desire to accelerate the Association and make it known in our society. She believes that today's Administrative Professional in senior position, plays a vital role not only for her boss, but the entire organization. Sam would like to say to all APs, **"Don't limit your challenges, challenge your limits!"**

### **Yours truly – Editor:**

#### **Sunnu F Golwalla, retired but position last held was Joint Senior Vice President – HR at Jubilee General Insurance**

When I look back at my 45 years of work life what pops up the fondest is the happy association I have had with colleagues and seniors of the four companies I worked for. The wow moment in my career was in 2011, when as the focal person of the rebranding team for NJI to Jubilee General, I was given the honour to narrate the journey and present the new logo at the launching ceremony.

The scope to develop DSSP has always excited me: I heartily support the aspirations of all who have expressed their views here, and invite more to come and share in the journey.

### **Our EC Member:**

#### **Glenda D’Souza’s last corporate position was Admin Assistant at Shell Pakistan Limited**

She recalls with great satisfaction the opportunity given to her by her Admin Manager to refurbish the staff lunch room on a nominal budget. Under his guidance she contacted suppliers for crockery, cutlery, kitchen appliances, linen, lighting etc but being a conscience person, she made a trip to the Boulton Market – her first one naturally - to select the items of her choice and well within the budget. Even today she holds a fond memory of that experience.

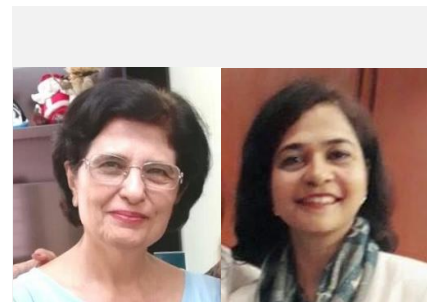
Glenda would like to see the members of our Society come together more readily to share their experience / knowledge, to create a more vibrant, energised forum of professional women.

### **Our EC Member**

#### **Serena D’Souza, Executive Assistant to the MD / CSR Coordinator at SICPA Inks Pakistan (Pvt) Ltd**

Serena is passionate about Corporate Social Responsibility: she was the Head of Consumer Relations at Mondelez Pakistan - her previous job – and, also heads CSR at her current job at SICPA Pakistan. It has been most fulfilling for her to create opportunities to engage her colleagues with people needing care, such as under-privileged students, handicapped children or destitute senior citizens, gaining realisation of how blessed we all are in so many ways that we just take for granted. Her CSR initiatives have helped the Company win the CSR Award for a third time at the National Forum for Environment and Health.

She also has very fond memory of winning the “Go for Gold” Award working for Mondelez Pakistan, when they had participated in Cadbury’s Olympics 2012 campaign held in England. At this event she also witnessed Equestrian and 100 metre race events, as well as met colleagues from the Mondelez family.



*Clockwise from top left:  
Sunnu, Glenda, Serena &  
Afroze*

She would like to actively contribute through the DSSP in developing upcoming Assistants, and in future see the DSSP at the next level of having members from across the country.

### **Our EC Member**

#### **Afroze Tunekar, Confidential Secretary, Clariant Chemical Pakistan (Pvt) Ltd**

Her most memorable experience at work was arranging the visas, accommodation and transfer of 14 delegates from Europe, the Middle-East and Africa for the ribbon-cutting of the state-of-the-art Laboratory of her company in February 2015. Handling 14 different nationals and taking care of their food requirement was a challenge, but she says, “Thanks to the Almighty I sailed through it smoothly. My work was appreciated by all.”

Afroze has served on the Executive Committee of DSSP in the past, and is happy to continue to contribute that which she is able to, and do it to the best of her ability.



## Let's get to know our Corporate Sector

National Industrial Parks Development & Management Company (NIP)

by VALENTINA FERNANDES



Unlike banks and pharma, one has little knowledge of what an industrial park is and what is their business. Our President Valentina who works for them tells us about her company:

NIP was established as a special initiative of the Ministry of Production, Government of Pakistan, to develop focused industrial growth in Pakistan by developing modern industrial parks all over the country.

**An area that is zoned for industrial and business use and located on the outskirts of a city is the basic definition of an Industrial Park. The word 'Park' defines a cluster of industries for a particular purpose.**

The concept to develop this model in Pakistan was based on Vietnam and Singapore's Industrial Parks (IP). As such, NIP is the pioneer to initiate this concept in our country.

5-6 major industries such as Pharma, Food & Packaging, Consumer, Warehousing, Automobile Assembling etc., are some of the clusters setup in both zones – business and industrial. Both projects are declared with the status of "Special Economic Zone" which enables the industrialist a 10-year tax holiday and onetime exemption from import duties on all plant, machinery and equipment for those manufacturing units established in these SEZs.

The Company has 04 Projects underway: i) Korangi Creek Industrial Park (KCIP) ii) Bin Qasim Industrial Park (BQIP) iii) Rachna Industrial Park (RIP) and iv) Naushehro Feroz Industrial Park (NFIP). KCIP & BQIP are located in Karachi, RIP in Lahore and NFIP in rural Sindh.

Board of Directors of the company is inclusive of professionals / individuals having exceptional record of services relating to industrial development and represent non-governmental organizations, academia and the business community. 75% of the Board members are from the private sector and the remaining 25% are from the public sector. The company is incorporated under Section 42 of the Companies Ordinance 1984.



*Top: Marble City, Risalpur*

*Below: Gem & Jewelry Centres*

## Job Skill

“Events can be both daunting and a breeze to handle!” by CHERYL MATHEW



Mere mention of the word ‘event’ and my brain goes into over-drive. I suppose what you are able to do well, you begin to love. I am therefore sharing some of my ‘hands-on’ learnings to ensure successful events.

**Nature and Goal of Event:** Social gatherings bring people together and activities need to be fun, but corporate events activities need to be geared towards a goal.

**Volunteers** should be considered on the value they add to the organizing team. You will need them for getting speakers, entertainment, publicity, sponsors, venue management and administrative process.

**Coordination** is critical or the team can land in a mess!

**Create a program:** All activities need to be timed, and sometimes planned backwards according to time allotted. This will ensure smooth running of an event.

**Set a Date:** For corporate events this can be the starting point as you need to consider factors such as sufficient time to plan, public holidays, school vacations, speakers/guest of honour’s convenience.

**Venue Selection:** Once you’ve set a date, select the venue taking into consideration the location, facilities and the budget available. Then book it soon.

**Cost Estimates** should be as accurate as possible, taking into consideration all costs with a cushion of 10% for incidentals. Compare quotes and choose wisely, not miserly.

**Branding:** Not all events merit branding but, should be considered for annual or bi-annual events. The tagline should be catchy and memorable describing the event.

**Administrative Process:** Chalk out all details of the programme, speakers, activities, responsibilities, fees if to be paid and, a back-up plan. Rehearse the programme and ensure that ‘responsibilities sheet’ is handily available for volunteers and helpers. Call up venue manager to review all arrangements. Call sponsors to ensure that deliveries will be on time. Gently remind the guest speaker/s re: time and, information they need to carry. Some last-minute tasks may surface and unforeseen hurdles/delays arise at the eleventh hour. Trust the preparation and your team and be quick to come up with solutions to resolve any issues that may arise.



**After the event** it is important to evaluate everything that happened. Recording all revenues and discussing the challenges faced with the team, in order to overcome them the next time around. You could also cap off your event with a post-event guest survey. This will give you the external information you need to evaluate your event’s reception, and, learn where you excelled and where you can improve down the line.

## Personal Development

Be true to yourself – Be authentic By MICHELE THWAITS



We find ourselves in many situations – sometimes we react, sometimes we respond. The question is, are you true to yourself in those situations? Let's take a look at some of the disciplines companies look for when hiring people.

**(A strong) work ethic:** Show a willingness like no other and enthusiasm for the task at hand. People who project confidence are the ones who rise up in the ranks.

**(Have a) positive attitude:** People with a positive attitude look for what else needs to be done and will proactively do it. They motivate the people around them.

**(Exercise) trustworthiness:** In order to have a good relationship with your employer, it all starts with trust. Any company wants to know that as soon as you are left unsupervised, you get on with the job at hand.

**Dependability (is important):** If you make an appointment and you say you are going to be there – be there. If you say you will get something done – get it done. How can you be trusted if people can't depend on you?

**(Assert your) self-confidence:** Self-confidence is probably the most highly valued principle of all. No one, absolutely no one is confident all the time. They are human and they also have nagging doubts and concerns at any moment.

Tap into your ability that makes you feel strong in such a way that you project it outwards. Start practising now.

**(Show your) loyalty:** Don't let a bad boss's imperfections get in the way of your loyalty to them or the company. This doesn't mean that you can never tell them, in the appropriate way, that you disagree with something or that you think there is a problem.

Show loyalty to the company even if they don't show loyalty to you? It comes down to that positive attitude.





## ASA Member's Personal Contribution to our Profession

### DR SUNETHRA NUGAWELA



Dr Sunethra Nugawela, Life Member and Past President of SLAAPS - Sri Lanka Association of Administrative & Professional Secretaries - spearheaded the Academy for Administrative Professionals (AAP), 14 years ago and is currently its Chairperson & Executive Director. She is also the Honorary Past President of ASA and an Advisor to Women Secretaries Association of Thailand (WSAT).

The Sri Lanka Daily News writes that the AAP provides training with up-to-date state of the art techniques, consistent with needs of the trade. It now conducts Diplomas, Higher Diplomas, Post Graduate Diplomas in secretarial, business administration, office procedures, front line skills, stenography, IT and English courses. With a major restructuring, the academy has set a clear path for an MBA, especially for secretaries, and it invites all administrative professionals to step in to acquire professional qualifications and free membership.

On 22 March 2019 AAP held a one-day workshop for Office Managers, Executives, Coordinators, Personal/Executive Assistants and Secretaries to train them under top notch industry leaders, to gain upward mobility, increased productivity, responding to rapid demands and pressure, develop success and survival skills.

DSSP congratulates Dr Sunethra for her invaluable contribution to our profession and wishes her astounding success in her endeavours.

This amazing lady was also interviewed on 25 March 2019 by the Executive Secretary magazine of UK and is the first Asian lady to be interviewed by them. Do read the interview at the link below: the contents are very educative.

<http://executivesecretary.com/profile-sunethra-jayaratne-nugawela/>



Association of Secretaries and Administrative Professionals in Asia Pacific (ASA)

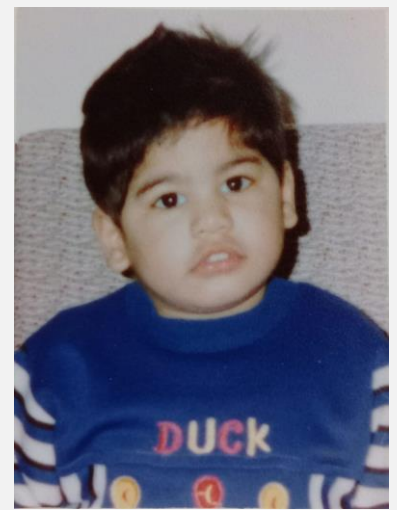
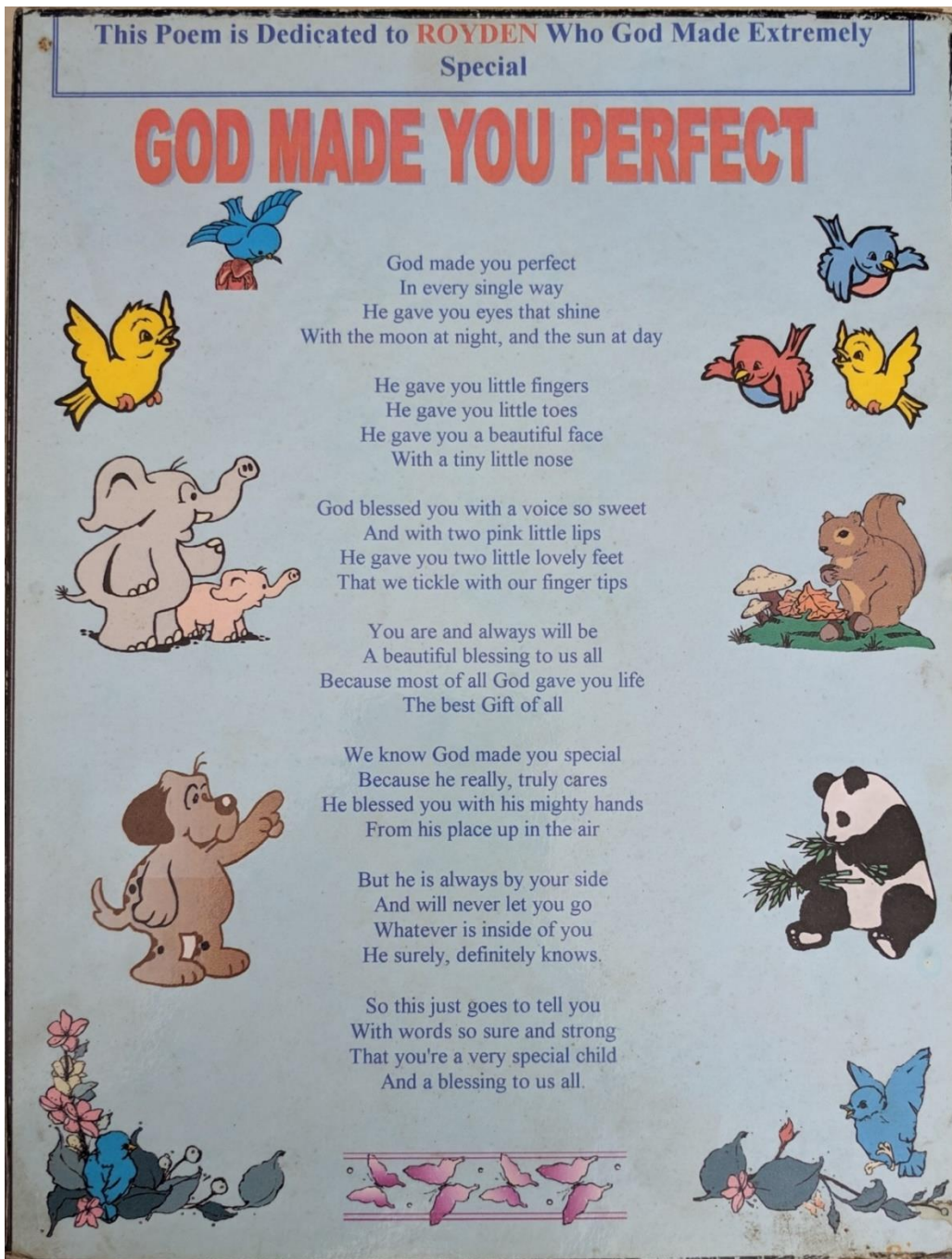
The Association of Secretaries and Administrative Professionals in Asia Pacific (ASA), formerly known as Association of Secretaries in Asia (ASA) was founded in 1974 in Manila at a formal session of the Congress of Secretaries by Ms Virginia P Elbinias, then incumbent President of the Philippine Association of Secretaries and Administrative Professionals, Inc (PAS).

PAS hosted the first Asian Congress of Secretaries in Manila that year which was attended by secretaries from secretarial associations across Asia and Australia.



## A Mother's Love

God Made You Perfect by VIRGINIA DSOUZA



*Royden Dsouza was 2-years old when this poem was written by his mother.*

The poem speaks of the beauty of a mother's love. Her child was born perfect but, at nine months was struck by meningitis. The 105 degrees fever damaged his tender brain and weeks later the doctor with a hurt in his heart, told her her baby will now be special.

From the depth of her pain she wrote this gem of a poem, which is framed and placed in her home. It is so inspirational that we wish to share it with our membership.

**The beautiful mother is our own member Virginia Dsouza, known as Virgie.**

## We all like to dress up

**Tips & Tricks to Perfectly Accessorize Your Outfit**  
by MARINA FERNANDEZ, our immediate past Editor



*To start with, enjoy our models' flair for sporting lawn. These were taken in Italy by Italian photographers. Cool, isn't it!*

**Own fashion, don't make fashion own you: A red lip makes you more confident. Contrary to popular belief, you can actually wear red lipstick to work. Confidence is our best accessory, never leave home without it.**

**Always accessorise a little:** To perk up an outfit, always add at least one statement piece, it'll make your outfit go from good to knockout. Wrap a light, patterned scarf around your neck before leaving the house in that all-black outfit, or slip a cuff bracelet on your wrist to make a sheath dress look cool and not-so-classic. You don't have to over think what matches and works, when you pick just one, big accessory, like an artificial bib necklace, you have enhanced your outfit.

**Don't be too matchy-matchy:** The days of your shoes having to match your handbag perfectly are long gone. Carrying a slouchy plum-coloured bag with nude or animal print heels is totally acceptable or try a bright clutch and black peep-toes to turn heads.

**Jeans are more than dress-down clothes:** When it comes to denim, "don't stick to one look: mix and match." pairing structured, more professional pieces like a blazer and pointed-toe pumps with casual finds like distressed jeans and a tee, will punch up your look with heels or wedges and leave the sneakers for the gym.

**When in doubt, pick a longer necklace:** Necklaces not only have the power to kick your looks up, but can also give you a boost of body confidence. Your necklace should be working for you—a long strand that hits just below the bust makes you look taller and leaner.

**Your wrists should never be naked:** Wearing multiple bracelets makes a stylish statement. Buy a set of multiple bracelets that are sold together, or get creative and investigate what's already in our jewelry box. You can do the same simply by wearing multiple bracelets that you already own.

**Consider where you're going:** Today's style rules are much more lenient than times past, even at work. It's acceptable to wear costume jewelry during the day, though you need to take your workplace into account. A chic, sophisticated crystal necklace may be the ideal accessory for a day full of meetings, but wearing it to give your closing speech at an event is probably not a good idea—the shimmer will distract rather than attract your audience.

## Feed the family

### Egg Chow by SHAHRAZAD IRANI



Chop 4 hard-boiled eggs but while they are boiling prepare the masala. In a little oil, add salt, turmeric and chilli powder. Fry and then add 2 medium sized tomatoes and a little fresh coriander. When the tomatoes have blended well, add the chopped hard-boiled eggs and serve.

**Tip:** Place eggs (even straight from the fridge) in cold water, ensuring the eggs are covered with sufficient water. Place them uncovered on medium fire. When the water gets to a rolling boil,

cover the pan and remove from the stove. Let it stand for 6 minutes if you like the yolk soft, and for 10 minutes if you like the yolk hard.

## Laugh it off

### They Walk Among Us! (shared by Rashna Umrigar)



My colleague and I were eating lunch in our cafeteria, when we overheard an admin girl talking about the sun burn, she got on her

weekend drive to the beach.

She drove down in a convertible, but said she "didn't think she'd get sunburned because the car as moving." **They Walk Among Us!**

My sister has a lifesaving tool in her car which is designed to cut through a seat belt if she gets trapped. She keeps it in the car trunk.

**They Walk Among Us!**

While working at a pizza parlour I observed a man ordering a small pizza to go. He appeared to be alone and the cook asked him if he would like it cut into 4 pieces or 6. He thought about it for some time then said "Just cut it into 4 pieces; I don't think I'm hungry enough to eat 6 pieces."

**They Walk Among Us!**

## And.... Stress your brain a bit!

### Quiz One

Please do not use a calculator for this, for it would be cheating.

You are driving a bus from Karachi to Multan:

In Karachi, 17 people got on the bus.

In Dera Ghazi Khan, 6 people get off the bus and 9 people get on.

In Muzaffargarh, 2 people get off and 4 get on.

In Bahawalpur, 11 people get off and 16 people get on.

And, in Multan. 6 people get off and 3 get on.

You then arrive at Multan Station. Without going back to review, how old is the bus driver?

### Quiz Two

$$1 + 2 = 123$$

$$2 + 3 = 165$$

$$3 + 4 = 1127$$

$$7 + 8 = ?$$

You may answer one or both the quiz at [dssp.71@gmail.com](mailto:dssp.71@gmail.com) latest by Sunday 26 May 2019



## Contributors to this issue

*(Contribution is original input, different from shared)*



**VALENTINA FERNANDEZ** *(has been introduced on the opening page)*: She enjoys multi-tasking. Mundane life bores her. Hence at the office, its' new tasks just about every day which makes it motivating and interesting for her to look forward to another day at the office. The objective of her Company is different to corporate sector companies, which makes it even more challenging as the Company is liable to set a paradigm.



**CHERYL MATHEW** *(has been introduced on page 3)*: Her inherent trait to change the impossible to 'i-am-possible' is what got her going and interested in event management. In almost all events she has handled, her main focus has been to work within a limited budget, and she has come up roses.



**MICHELE THWAITS** is an experienced and a sought-after facilitator and trainer specialising in EA, PA and administrative skills. She regularly contributes to various magazines, online publications worldwide and she also blogs. This wonderfully sharing and supportive friend was introduced to the DSSP by our immediate past Editor, Marina.



**MARINA FERNANDEZ** is an Executive in Marketing & Sales department at Hinopak Motors Limited, working for the top senior divisional heads. For her, dressing is 'on the mood' as she needs to be able to express that accordingly. She can never lay out her clothes a week or even a day ahead. It is the impromptu that gives freshness to her dressing.



**SHAHRAZAD IRANI** is an Executive Secretary at an Airline's GSA office. Her love for cooking comes from her love for her mother who used to get up at 5am to cook family meals, as she was a working lady. Once Shezu was in college she took over some of the responsibility. Today the love has bloomed into regular successful sale of many Parsi favourites, as well as dips and baked dishes.



**BARBARA DCRUZ** is PA and CSR executive at Artistic Milliners Pvt Ltd. She says that "Covering DSSP events is exciting for me, as it brings all the members, tied with feelings, into a single frame. Here it is where I'm actually developing my passion for photography." This newsletter does not carry pictures taken by her but can be seen at the given link on page 2 above, under our event of 27 January 2019.