

Recent Activities in SEED Program

ORGANIC VEGETABLES AND FRUITS - Project at Gilgit Serena Hotel

Gilgit Serena Hotel (GSH) under its **SEED** Program initiated its Organic fruits and vegetables gardens project on 30th April, 2009. Though these fruits orchards and vegetable gardens have been in existence since last 4-5 years but were never treated as the organic matter based gardens and orchards. GSH has plenty of area which could be further utilized both for growing vegetables and fruits i.e. lettuce, tomatoes, green chilli, coriander, celery, mint, cherry, apple, and strawberry by using the organic substances as recommended by AKRSP. AKRSP has the privilege to introduce the first organic village in Baltistan which was inaugurated by H.H. The Aga Khan IV and H.R.H Prince Charles during their visit to Northern Areas in 2006. GSH **SEED** project will create awareness among our associates particularly who are working in the kitchens

and in the gardens regarding the importance of using organic substances for growing vegetables and fruits. Organic matter is important to soil structure and therefore to the health of a vegetable/fruit crop. Here are some advantages of Organic matter in the soil.

- Improved physical condition of the soil.
- Source of food micro organisms which help to release nutrients.
- Organic matter help the soil hold minerals, so it reduces the effect of leaching.
- Bacteria growing on the organic matter release complex carbohydrates, which help cement soil particles into aggregates. Acids released in the decomposition process help release nutrient used in plants growth.



- Water can enter and percolate through the soil better with organic matter, prevent reducing erosion.
- Roots penetration enhanced.
- The water holding capacity of sandy soil is improved.
- Aggregation in heavy soils improves drainage.

The team of gardeners along with the HRM and Maintenance Supervisor of GSH

would be responsible for the upkeep and requirements of these dedicated fruit orchards and vegetable gardens in the lower terraces of front lawns.

Introduction of Organic Foods: Organic foods will also enhance and enrich the guest experiences at GSH and may also prove to be a unique selling promotion for the property.

World Day for Safety and Health celebrated at Faisalabad Serena Hotel

World day for 'Safety and Health at work' was celebrated this month at the **Faisalabad Serena Hotel (FSH)** and Training was provided to the staff relating to the day. Energy conservation was one of the suggestions which was prominent along the rest and as a result the following measures were exercised.

- Organized a Seminar for associates as a result now associates are more aware about the precautions to be undertaken while being at work place for their safety. They are also aware about the

personal hygiene and its benefits.

- Replaced bulbs with energy savers as a result this will help in the saving 310,800 watts per month approx. These new installations are more cost effective as their life is considerably longer than an ordinary bulb and the output of energy is perhaps even better than the old

"Civil society institutions play an essential role in the provision of social services, the protection of the marginalized, and the delivery of the development programs"

Food for Thought

The use of the words Corporate, Social and Responsibility don not seem to reflect the subject we are dealing with. Corporate - not just companies; Social - not just community issues; Responsibility - beyond compliance. To better engage our organization we can make a distinction between two distinct elements of the subject:

Strategic Performance: Maintaining strong stakeholder relationships (including employees, customers, investors, community, suppliers, media, regulators, and environment) makes good sense for any organization. Investment and benefits in such activities (time and resources) can be evaluated from an eco-

nomical perspective, although at times difficult to measure quantifiably. "The principal purpose of a company is not to make a profit - full stop. It is to make profit in order to continue to do things or make things and to do so even better and more abundantly" *Charles Handy 2002*. These are strategic matters and necessarily focused on increasing the financial performance of our company in order to generate long-term value for our shareholders/Stakeholders.

Role of Business in Society - should the business of business be only business? Can business play an active part in improving society? It is quite easy to measure the cost of investing in such activities (time and resources) but more difficult to assess the im-

pact that is being made. Can companies take on the role of government? Possibly. Particularly where governments are failing. For example the book "The Profit of Peace" by Karolien Bais and Mijnd Huijser examines how multinationals in Afghanistan used their core business competencies to promote peace and stability in conflict regions and what role business has in diplomacy. Clearly it is the interest of companies to assist in the creation of stable societies so that their business can thrive. To quote the late Anita Roddick, "Businesses have the power to do good". *"Business social responsibility should not be coerced; it is a voluntary decision that the entrepreneurial leadership of every company must make on its own"* John Mackey

Recent Activities held in June 2009 under SEED Programme

World No Tobacco Day

The theme of this year's No Tobacco Day which was held on May 31st 2009 at

contraband items kill instantly if used for a prolonged period of time. The question

infesting our business environment but also our community we serve in. This year the No



SERENA Hotels Pakistan was;

“DRUGS OR TOBACCO, What is the Difference?”

Most of us know what tobacco is and those who don't know about Class A Drugs, all they need to know is that these



here to be asked is what is the basic difference between Tobacco and Class A drugs? To us there is no such difference between these two stimulants as both of them serve as instant killing agents and there is a lot we can do to prevent them from not only

Tobacco Day was celebrated uniformly at all the properties in Pakistan. This year the SERENA Hotels took significant initiatives in spreading the awareness about the ill effects of smoking and how it can consequently lead to the other related diseases.

World Environment Day

SERENA Hotels Pakistan aims through SEED Programme to influence changes in biodiversity performance standards in the Hotel and Tourism sector and its supply chains. SERENA Hotels Pakistan have started to enhance the 'resource-efficiency', emissions reductions, water wastage system, energy consumption and waste management system. SERENA Hotels aims to contribute to its community's sustainable development through holistic approaches that address the numerous and interlinked development challenges faced by this community. This year the World Environment Day was celebrated with full motivation towards environmental responsibility and with a desire to achieve the best practices in our operations. The day was celebrated uniformly at all the properties in Pakistan under the theme of;

“Passing a Palatable Planet; A focus on World's Environment Today”

The secondary theme for this year's World Environment Day 2009 was;



Gilgit and Faisalabad Serena Hotel participated by organizing seminars on the Day commemorating the World's current Environment. The seminar in Gilgit was later followed by an activity in which students from the local schools were involved in planting trees, and later in a short walk.



‘Your Planet Needs You! Unite to Combat Climate Change’

This particular world Observance day reflected the urgency for the nations to 'seal the deal' at the crucial climate change issue. It also raised a call for everyone to get involved, rethink actions and ways that may possibly result in controlling wastage and heavy greenhouse gas emissions, and also helpful in adopting a greener lifestyle. Events like these will empower people to become active agents of sustainable and equitable development; and will also be effective in promoting an understanding that communities are pivotal to changing attitudes towards environmental issues.

Quetta Serena Hotel also celebrated the day by organizing a sketching competition in which children from a local school participated. Later these Sketches were displayed in the Hotel throughout the week, emphasizing the need for a safer and clean environment for our future generations.

SERENA Hotels (Pakistan) Win The Annual Environmental Excellence Award 2009

SERENA Hotels Pakistan won the prestigious 6th Annual Environmental Excellence Award (AEEA) 2009 this month. This is the third time in a row that Serena Hotels has won this award in the last three years. This is a very unique award and is governed and ratified by the National Forum for Environment and Health (NFEH). The awarding ceremony will be held in Karachi on 8th July 2009 and will be presented by the Federal



Minister for Environment and the Provincial Environment Minister during the ceremony. These different environmental excellence awards

including the Green Globe and AEEA act as catalysts in enabling us to perform outstandingly and will assist us in standing out differently in the years to come as we at Serena Hotels Pakistan believe in being known for the activities we are involved in rather than the awards we win. For us the main source of appreciation and return comes from the community we are involved in and the way we are contributing towards their sustainable economic development.

Serena Launches the Disability Management Programme

Serena Hotels recently launched the Disability Management Programme (DMP) across its properties, which stresses upon the need for employing and supporting disabled members of the community. Keeping in view the Government regulations and Labor Code of Pakistan, it is obligatory for all the public and private organizations to comply with the 2% quota of disabled employment. The DMP is beneficial to the Serena in quite a number of ways, including;

- Being an Equal Opportunity Employer in practice
- Adopting the non-discriminatory behavior
- Become a prominent member of the community
- Enable us to become a source of inspiration for the other disabled candidates in the society.

Way Forward

- Recruitment of the disabled associates as per the property's requirements so that they meet the minimum standards
- Adjustment of disabled associates in different departments according to their capacity and without any discriminatory behavior .
- Ensuring safe working environment for the disabled associates.
- Mainstreaming the Health & Safety measures according to the different associate's disability and needs, e.g. disabled access, disabled toilets etc.



Islamabad Serena's Initiative to Support the IDP's

Housekeeping Associates from the Islamabad Serena Hotel (ISH) visited the Swat Affectees during this month. These migrants belonged to the disputed regions of Swat and Buner and had settled in the surroundings areas of Islamabad. The main objective of this visit was to help the displaced migrants in rehabilitation and to provide them with some articles. This outstanding act of self righteousness by the Housekeeping Team from ISH is highly appraisable as it was purely a sole initiative by the Executive Housekeeper and his Team.



The situation in Swat is an eye opener for us not as a part of Serena but also as a nation and we should take initiatives like this to make them feel that they are one of our own and to support them when they need us the most.

Gilgit Serena Lends a Helping Hand to the Hunar Gah Project

Hunar Gah is the first Garment Industry run by the women in Northern Areas through active involvement of the local stakeholders and by utilizing and developing the local resources especially the hardworking women.

Serena's SEED Program and Hunar Gah joined hands together to contribute towards the capacity building of the Hunar Gah Project in Gilgit. GSH awarded the contract to Hunar Gah for the production of Gilgit Serena Hotel (GSH) staff uniforms for 2009 as per the existing designs and fabrics. Hunar Gah was successfully able to meet the deadlines

for the delivery of uniforms. An activity comprising on the Hunar Gah's local women employees was organized under the SEED Program at the premises of the Hunar Gah on the final delivery of staff uniform for GSH. GSH Staff along with the associates wearing the new uniforms also visited the Hunar Gah Project to appreciate the efforts and to encourage the women workers. The General Manager appreciated their good quality work and assured them the support of Serena Hotels in the promotion of their outstanding work. Serena always believes in contributing towards the sustainable economic development of its communities and towards a brighter future.

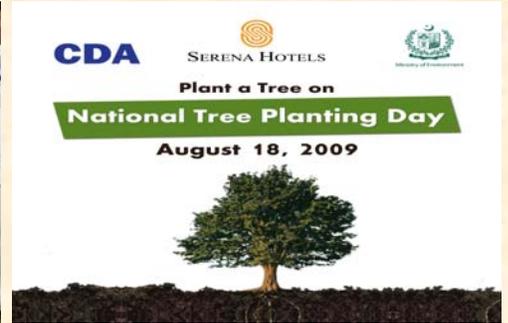


Serena Celebrates National Tree Planting Day with CDA

Keeping the tradition Islamabad Serena Hotel once again showing commitment and responsibility towards the development of the environment by taking part in National Tree Plantation Day on August 18th, in Sector D-12 of the Federal Capital.

Year 2009 is being celebrated as the year of Environment nation wide stated by the Mr. Hameedullah Jan Afridi – Minister for Environment. Therefore, every year August 18 will be celebrated as National Tree Plantation Day.

Initiative was taken by Islamabad Serena Hotel (ISH) with the support of Tourism Promotion Services (TPS) to represent Serena Hotels, Pakistan.



Islamabad Serena's Initiative to Support the Thalassaemics

Blood Donation Day was celebrated on 3rd August, at Islamabad Serena Hotel and at Serena Office Complex (SOC), Islamabad. The event was organized with the understanding and collaboration with Jamila Sultana Foundation. Jamila Sultana Foundation has been working for Thalassaemics since 2004. The free blood bank of Jamila Sultana Foundation has been established exclusively for these patients as they need blood transfusion after every fortnight through out their lives.



The camp was organized with the objective to improve the quality of life of the Thalassaemics and at the same time to continue our efforts towards eradication of Thalassaemia from our society. This camp was joint efforts of all departments of ISH, management of SOC, SOC tenants' and the Foundation itself.

Serena Responded to the War Affectness of Swat

Serena issues a cheque to the international organization 'Save the Children'. This cheque is basically aimed at the War affected children in Swat, helping them to go back to the schools and to make them earn themselves a childhood which they truly deserve.

The funds handing over ceremony was held on the 11th August 2009. Country director and Programme Coordinators from Safe the Childern were also present at the ceremony. The funds were handed over by the Director Corporate Strategy Moinuddin and Director Financial Operation Fahim Qureshi. Save the Chil-

dren acknowledged the support and concern exhibited by the SERENA Hotels and its staff who played vital role in the funds contribution. Save the Children are tentative for a long-term and healthy relationship with the SERENA in the future.



Islamabad Serena Hotel organizes Annual Iftar - Dinner at SOS Village

Keeping the practices alive, Islamabad Serena Hotel (ISH) organized Iftar - Dinner at SOS Village, Rawalpindi for the children and staff of SOS on September 18, 2009.

Associates from various departments spent some quality hours with the SOS children.

The food spread and décor in the beautiful garden was done with the same attention to details in line with hospitality standards. The children, all dressed up in colored clothes, enjoyed the Iftar meal and the star chefs and service staff serving each child made sure the utmost care of the attendants. It is a Serena Tradition which the company has been carrying on with for the last few years. In addition, to the festive activities Serena has always been an active partner of the SOS and has regularly been working for the welfare and rehabilitation of the children at SOS in every means possible.



In the words of Khalil Jibran,

“You give little when you give of your possessions. It is when you give of yourself, that you truly give”.



Gilgit Serena Hotel and Hunza Baltit Inn jointly celebrate the Blood Donation day

Gilgit Serena Hotel (GSH) and Hunza Baltit Inn (HBI) jointly organized the **Blood Donation Day** in collaboration with DHQ Hospital Gilgit DHQ. Hospital Gilgit is engaged in rendering services to the ailing community suffering from different diseases i.e. Thalassaemia, Hemophilia & Blood Can-



cer. Serena has launched National Blood Donation Campaign throughout its properties in Pakistan. This campaign started in July and has been successfully executed at all the properties in Pakistan.

Cover Story: Sharafat Ali

Sharafat Ali became a member of the Serena Family by joining the Islamabad Serena Hotel (ISH) as chef in 2004. His major job responsibilities included providing assistance to the main kitchen. He is a committed individual and a great team player working towards a bright future within the organization. After four years of joining, in February 2008 he started to develop chest pains, to which he was initially not concerned. With the passage of time his mental and physical health both deteriorated at a rapid pace, which was a growing concern and still the illness remained undiagnosed. The pain was unbearable for Ali and was adversely affecting his social and work life balance. This particular medical condition led to a severe heart functional disorder which was later diagnosed by the medical practitioners at a local hospital in Islamabad. It was revealed that Ali had developed a condition of **Coronary Artery Disease (COD)**. The operation was scheduled to take place at Nawaz Sharif Social Security Hospital, Lahore in mid November 2008. The hospital requested the family to arrange for the procedural costs that would consequently incur during the opera-



My sincere gratitude towards ISH, nevertheless I would like to Thank each individual and associate of ISH for their support and services that they have rendered.”

tion and for the blood which was eventually required. The cost was unaffordable for him, as he was yet to be operated. In an act of great humanitarian assistance seven associates from ISH donated blood for Ali and this simple act by the associates made Ali feel special and important to the Serena Family. The entire cost of the medical procedure was engrossed by the Management, including all the additional costs like boarding and lodging, blood screening, and the travel expenses. Serena set an exceptional example of care and affection, enlightening a main aspect of equal opportunity and diversity. Three months later, after the successful medical procedure Ali received a green signal from the surgeons. He came back to work with full energy and motivation; in addition carried a spark of loyalty along. Keeping his medical and health conditions in account the supervisors and the ISH HR Department, transferred him from the main kitchen to the Vegetable kitchen, where he is currently performing his duties efficiently.“