

## **Saifuddin Moazam, Director Operations- Sandal Dyestuff Industries Pvt. Limited**

The tree grown by the efforts of late Ali brothers is very well guarded by their untiring personality Mr. Saifuddin Moazam. He has the honour to maintain the success rate of this unique industry in Pakistan after the demise of his father.

Mr. Moazam is deeply engaged in increasing the production capacities, introducing new process and finding out new techniques from anywhere he could do.

Today, The Dyestuff Industry is flourishing completely by dint of untiring efforts of this personality. **That's why, Government of Pakistan is continuously recognizing our efforts for the last 6 years by awarding the Export Trophy in 2001-2002, 2002-2003 and 2003-2004, 2004-2005, 2005-2006, 2006-2007. (Government recognition in terms of contribution to the country's economy)** This journey is continued.

Under the umbrella of the hard and committed personality of Mr. Saifuddin Moazam, it is growing day by day by producing following dyes in Pakistan.

- Sandalfix C Range (Bi-functional Reactive Dyes for dyeing of cotton)
- Sandalfix P&H Range (MCT and VS Reactive Dyes for printing of cotton)
- Sandalfast Range (Direct Dyes for dyeing and printing of cotton)
- Sandalcid Range (Dyes for Leather, Wool, Silk and Nylon)
- Sandalray Range (Pigment Powders for Textile, Paints and Leather)
- Sandalprin Range (Pigment Emulsions for Textile Printing)
- Sandallite Range (USB Pigment Emulsions for both Oil and Water based Paints)
- Aquasyn Range (Pigment Emulsions for Leather)

An independent plant for Copper Pthalocyanine Blue is also working producing good quantity of Pigment Blues (Pigment Blue 15 and Pigment Blue 15:3). The process of growth is not stopped rather extension of over all synthesis project is continuously being extended to bring the production level to meet more than 40% of total consumption of Pakistan in above dyestuffs in the current year.

The salient features of his personality are as follows:

- **Proprietorship of Dyestuff manufacturing company for past 13 years**

- **Supporting University of Agriculture in establishing the first colour Lab in Pakistan with private public partnership. (Service to the academic sector)**
- **Promoting colour activities in Pakistan by supporting colour seminars and participating in exhibitions. In two conferences of SDC Lahore region Sandal was one of the main sponsors and it was due to his personal interest in colour science. (Contribution to colour science)**
- **Awarding Scholarships to students for full time Degree courses. (Contribution to colour Science.)**
- **Taking an active part in direct Research and development of Dyestuff chemistry. (Contribution to Colour Science in collaboration with academic and research institutions)**
- **Running the largest Dyestuff plant in Pakistan and has developed great skill of Dyestuff manufacturing by himself. (Personal Development)**

Training in abroad on the platform of CBI in 2002

Training in house by “House of Commerce” in Aug 11 to Aug 13, 2000.

In house training by professionals

On ground training by technician and by practical experience for the last 13 years

Participation in seminars

International Convention in Quality improvement Nov 14-15, 2000.

Cleaner Technology program in Serina, Faisalabad.

International conference in PC Lahore in 2005

International conference in PC Lahore in 2006

Practical experience of Dyestuff manufacturing for the last 13 years

Running Fibre dyeing unit

Dyeing of loose cotton

Out class Management skills

Language skills- Urdu, English, Punjabi

Excellent Computer skills

Problem solving skills in difficult situations

International vision in Quality, Productivity, Innovation and Business administration

Looking after imports of raw materials, manufacturing of dyestuffs and polymers,

Managing finance, Supervising projects with very good Project management skills.

Involved in Research and development of dyestuffs, dyeing and printing

Looking after all operations of Sandal Dyestuff Industries viz

Import of Raw materials

Testing of Raw materials

Developing of new products

Production planning

Production program implementation

Quality of products

Finances

Exports

Legal issues, HR issues, Extension issues

Customer's issues etc

so knowledge acquired in all these areas by the concerned professionals

With his vision, Sandal has become able to win 4 consecutive Export Trophies

Expert in exploring new business horizons

Marvelous leadership qualities

Ready to accept challenges

**Patronizing SDC for many years**

**Helping Institutions in establishing R&D Labs for technical advancement in colour.**

**By providing them with Lab equipments and testing materials free of cost**

**(Contribution to colour Science)**

**Recently established a complete Lab in University of Agriculture, Faisalabad.**

International visits:

India, China, Bangladesh, Syria, Egypt, Turkey, Dubai, Italy etc

Due to these achievements, SDC Pakistan strongly recommend Mr. Saifuddin Moazam for SDC medal in recognition to his exceptional services for this unique and important Industry.