



Annual Report 2019-2020

Asian Institute of Industrial Air

A project of Potohar Center for Entrepreneurship Development (PCED)



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Our Story:

We started out with a concern about the lack of skills, both in people and society, to make Pakistan a technologically advanced nation. The duo from Industry (Imtiaz Rastgar) and Academia (Dr Arshad Ali) helped put together the diversity of experiences and knowledge in building a platform to fill the industry skill void by training young graduates and up skilling the industry employees.

We learned that the most needed skill was the attitude and the ability to turn knowledge into action. This was not only relevant to young people, but to all leading organizations struggling to manage change in technology and scaling up their people skills.

Introduction

Asian Institute of Industrial Air (AIIA) is one of the projects of Potohar Center for Entrepreneurship Development (PCED), a Business Support Organization (BSO) led by Passionate volunteers who see a better Pakistan for our future generations. In this effort, Advisors and Board of Directors contribute their time, knowledge and financial resources to make a difference.”



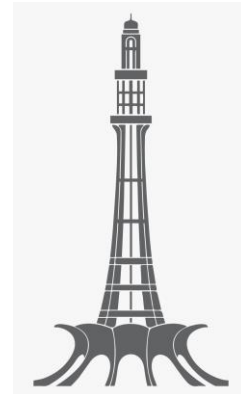
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Our Offices



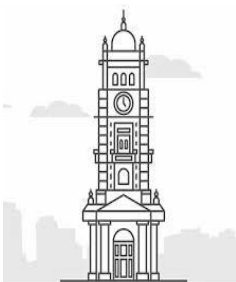
Islamabad office

House 344, Street 69, F-11/1,
Islamabad



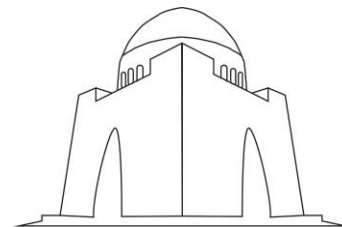
Lahore office

Plot 123, Sundar Industrial
Estate, Sundar-Raiwind Road,
Lahore



Faisalabad office

National Textile University
(NTU), Lahore Road,
Faisalabad



Karachi office

Darul Uloom Plot # 9, Shahrah-
e-Darul Uloom, Sector – 28,
Korangi Industrial Area, Karachi

Mission

Develop individuals and workplace skills for high quality production and help organizations in wastage identification of material, time and effort to maximize profitability as well as connecting corporate social responsibility (CSR) to people development through skills training for organizational success.

CEO's Message

I feel very fortunate to be part of this exciting venture in establishing Potohar Center for Entrepreneurship Development (PCED), a nonprofit section 42 company and its skill development training arm, the Asian Institute of Industrial Air (AIIA) for up skilling the youth with cutting edge technology training and awareness about best practices in industry. The rapid developments in technology have radically changed the world of work. As the new technologies are knowledge intensive, the companies are obliged to upgrade and enhance the skill level of their human resource. The world bank has observed that:

“Today, global wealth is centralized less and less in factories, land, tools and machinery. Human capital is estimated to be at least three times more important than the physical capital.”

Active engagement of industry leaders and professionals is extremely important in effective and meaningful delivery of skills. PCED/AIIA plans to establish skill based advisory committees to provide accurate industry intelligence about current and future skill needs and training requirements of industry. I am personally indebted to all the international and national industry partners and the National Textile University (NTU) for their contribution in establishment of Center of Excellence in Compressed Air (CECA) at Faisalabad. This center will be jointly used by the industry and academia, which is the living example of active and meaningful University-Industry partnership. AIIA plan to establish similar centers in four other cities with joint partnership of relevant stakeholders.

In a short span of time AIIA has established its training facilities in Karachi, Lahore, Faisalabad and Islamabad. I am thankful to all the industrial partners who have shown their confidence and trust in training their employees through AIIA. I assure all the partners and stake holders that we will continue to deliver our services with full dedication, honesty and professional approach. AIIA remain committed to its Motto “**We empower people and companies to lead in a prosperous economy**”.

Pakistan Zindabad.

Dr. Arshad Ali

CEO AIIA
(Sitara-e-Imtiaz, Pride of Performance)

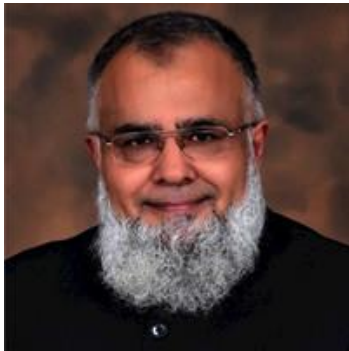
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Board Members



**Imtiaz Ali Rastgar,
(Chairman)**

Founder and Chairman of Rastgar Group, is a manufacturing specialist and a consultant for Marketing and Exports. As one of the best known entrepreneurs, he served as a board member of several government organizations e.g. Islamabad Chamber of Commerce & Industry, PAAPAM (Pakistan Association of Automobile Parts & Accessories Manufacturers), QPSP (Quality & Productivity Society of Pakistan), Pakistan Aeronautical Complex, Kamra, PFA (Pakistan Foundry Association), TiE (The Indus Entrepreneurs) Islamabad Chapter. He also headed the Engineering Development Board under the Federal Ministry of Industries and Production, where he formulated the Automotive Industry Development Program.



**Mr. Maqsood Zulfqar
(Director)**

A member of Pakistan Institute of Management, Pak German Business Forum and Karachi Chamber of Commerce, Mr. Maqsood Zulfqar has led his team to become one of the main players for marketing , sales and service of Industrial Equipment in Pakistan ; ranging from Air Compressor ,Air purification, CNG Complete Station, Construction Equipment , Engines and Material Handling Equipment. Rastgar & Co is a major player in Industrial Air Compressor market of Pakistan. Mr. Maqsood Zulfqar was graduated from University of Karachi and is widely traveled. He has continued his own training and development by attending courses in Japan, Korea, Germany, Holland and other countries. He has 28 years of business development experience in negotiating with and working for world renowned machinery multinationals.



**Dr. Arshad Ali
(CEO)**

Recipient of Sitara-e-Imtiaz and Pride of Performance, Dr Arshad is a professional Electrical Engineer. He served as the Executive Director at HEC where he focused on Strategic Planning and Development of Higher Education Sector in Pakistan. During his stay at NUST, he served as the Director General of School of Electrical Engineering (SEECs); planning and providing a vision for the future outlook of the Institute. He also worked as a Vice Chancellor at NTU, where he was exposed to environmental issues related to the textile industry. He has more than a hundred research publications to his credit in various international reputed journals.

Background

Workforce plays an important role in development of any country. Trained workforce is the pre-requisite for performance improvement and enhanced productivity in a business. Unskilled workforce, or those with limited training and education, actually cost more in the form of low productivity, wastages and overall low performance of company. Pakistan exports include textile, automobile, sports goods and many other products which need highly precise processes and high level of quality assurance. But unfortunately, Pakistan has been producing low-tech workforce which lacks knowledge, skills and personality (attitude) for producing the quality products. In Pakistan, neither public nor private sector focused high-tech workforce development which not only shall be able to work with high tech machines but also possess skills and attitude required in high quality production.

Asian Institute of Industrial Air (AIIA) works to support sustainable business development by providing awareness and the necessary skills to connect **education** to **industry** while also connecting **industry** to **education**.

Asian Institute of Industrial Air (AIIA Training) is the only institute in Pakistan offering an advanced level of certified training courses in Industrial Air Engineering, Automation and Production Engineering. Compressed air is the primary driver of all major industries and AIIA is the pioneer institute of Pakistan addressing the subject of Compressed Air Engineering.

As youth plays a significant role in the development of a country and Pakistan boasts one of the largest percentages of youth in the world with 64% of the population under the age of 30. AIIA aims to create meaningful opportunities in education, employment, and engagement that can empower our young to unleash their potential.

AIIA Activities

As the mission of AIIA expresses, AIIA has accomplished multiple milestones for developing technically competent human resource in high tech knowledge domains as well as creating linkage with academia to fulfill the gap of knowledge and skills as per the needs of industry. Following is the detail of activities performed by AIIA during year of 2019-2020.

AIIA signed Memorandum of Understanding with National Textile University Faisalabad.

On Wednesday, 21st August 2019, National Textile University (NTU) and Asian Institute of Industrial Air signed a Memorandum of Understanding (MoU) in an attempt to connect industry to education. The event was held in the textile capital of the country, Faisalabad, and was attended by a number of executives from the industrial and the educational sector including the Chairman of All-Pakistan Textile Processing Mills Association (APTMA) and the Vice-Chancellor of University of Agriculture, Faisalabad.

The event was sponsored by Rastgar Group in partnership with NTU. The Vice-Chancellor of NTU, Dr. Tanveer Hussain emceed the event while also addressing the audience. In his address, Dr. Hussain



Dr. Arshad Ali (CEO AIIA) and Dr. Tanveer Hussain (Rector NTU) signing MOU. Mr. Imtiaz Rastgar (Chairman Rastgar Group) and Mr. Maqsood Zulfqar (CEO Rastgar & Co.) can also be seen.

highlighted the problems faced by Pakistan's textile industry and how the partnership with AIIA will use its capacity to meet these challenges.

The keynote address on Textile 4.0 was delivered by Dr. Arshad Ali, CEO of AIIA. Dr. Ali underscored the importance of digitization in the industrial sector. Addressing the AIIA Training – Industry helps us to help support industry.

industrial executives at the event, Dr. Ali implored them to “rethink their business models” as he stressed the need for strategic analysis and decision on an executive level.

Apart from the MoU signing, the purpose of the event was to underline the measures that are and can be taken to help the textile industry. Elaborating further on the subject, Mr. Imtiaz Ali Rastgar, Chairman



MOU Signing Ceremony between AIIA & NTU Faisalabad.

of Rastgar Group, gave a much-needed reminder to the audience of the wastage in the industry and its associated costs. He further said that there can be up to 24% reduction in cost by reducing waste, thus stating, “waste is the enemy”. Also present in attendance was Mr. John Fyfe, a representative for Gardner-Denver, Germany. Mr. Fyfe promised to continue to bring the best products and help support education and “young engineers in hopes to build a big oak tree”.



Group photo after MOU Signing Ceremony between AIIA & NTU Faisalabad.

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The event was deemed a huge success as it was able to connect industrial experts with educational experts in the textile sector. The signing of the MoU with NTU sowed the first seed for a fruitful partnership. AIIA hopes to further garner relationships with industries and academia to increase employability. Asian Institute of Industrial Air (AIIA) is the only institute in Pakistan offering an advanced level of certified training courses on Industrial Air Engineering, Automation and Production Engineering. AIIA works to encourage sustainable business developments by providing awareness and the necessary skills to connect education to the industry.

Establishment of Center of Excellence in Compressed Air (CECA)

Meaningful university-industry partnership between AIIA and NTU will play an important role in development of new products and processes, empower young graduates with skills and build network for professional Development.

PCED supports the partnerships beyond traditional rhetoric of discussions and talks to living examples.

For development of CECA, AIIA has partnered with leading global players in industrial air engineering i.e from Germany (**CompAir** Drucklufttechnik – **Ingersoll Rand** Deutschland GmbH – Simmern), France (**Parker** Hannifin – Rennes), AIIA Training – Industry helps us to help support industry.



Glimpse of CECA NTU



Glimpse of CECA NTU

Netherlands ([VPInstruments](#) – Delft) Pakistan ([Rastgar & Co](#)) to establish Center of Excellence in Compressor Air (CECA) at National Textile University (NTU) Faisalabad to train fresh and mid-career industry professionals in the various aspects of Compressed Air Technology.

This center will also exhibit the practical implementation of industry 4.0 where different parameters of working industries will be displayed for remote monitoring.

Major partners of AIIA in development of CECA NTU are highlighted below:



The state of the art classroom training facility is also being established for capacity building of professionals not only related to industry but also for students and scholars for their learning and research activities in Compressed air related industry problems by conducting MS/PhD thesis.

Participation in UNDP Event

AIIA actively made its presence in relevant events for marketing of its trainings and other services. During the event organized by UNDP for “Development of Renewable Energy and Energy Efficiency Cluster in Pakistan” on December 11, 2019, AIIA established a stall to market its programs related to energy efficiency and opportunities in cost saving. Different experts from public and private sector were the participants of this event which

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included the heads of NEECA (National Energy Efficiency & Conservation Authority) and PEECA (Punjab Energy Efficiency and Conservation Agency) and similarly the experts from different ministries and other national & international agencies.



AIIA participation at event organized by UNDP

AIIA shared the purpose and service of AIIA with relevant material to brief the participants of this event.

Training on Basics of Compressed Air System

Compressed Air is the most important but least understood of the utilities in industrial sector. Unfortunately, this topic is not covered in engineering curriculum, that's why the hidden costs impacted by compressed air are not understood in all engineering as well as manufacturing sectors.

Realizing the lack of knowledge and training, Asian Institute of Industrial Air (AIIA) organized one-day Certificate course on Compressed Air Systems. A large number of professionals from 15 different public and private



Lead Trainer Mr. Masood Ahmad during training course

engineering sectors expressed serious interest in learning the science and best maintenance practices. Expert trainers having a strong practical background in AIIA Training – Industry helps us to help support industry.

maintenance management of Industrial compressors and Academia provided an in-depth understanding of compressors and compressed air-related issues faced in the field by the technical managers. This certificate course on Compressed Air Systems not only attracted participants from the



Group Photo of Participants with Trainers after course

manufacturing sector but also from processing industry, research institutes as well as research organizations. Participants experienced a very good understanding and expressed their interest to learn more in future training sessions to be organized by AIIA so that all areas of Compressed Air technology could be covered in detail. At end of this session. Certificates of participation were distributed among the participants of this training session.

Participation at Franklin Covey’s Leadership Event

Franklin Covey company is the provider of time management training and assessment services in USA. Due to proactive approach of management for taking up the organization to national level, AIIA participated in the event to network and introduce itself to corporates as well as



Glimpse of Event

representative of public and private sectors.

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During the networking reception in honor of Mr. Stephen Fitzgerald organized by Franklin Covey Pakistan in Islamabad, AIIA Trainings interacted with heads of numerous public and private sector organizations, corporates, industrialists and entrepreneurs. This session has been a source of developing new contacts and introducing AIIA to future potential clients.

Event Sponsorship at ICAP Toastmaster Club

AIIA sponsored an event of *Joint Toastmasters speech contest* held among seven public speaking clubs at ICAP Toastmaster Club Islamabad.

Mr. Imtiaz Rastgar (Chairman Rastgar Group) also presented a talk on the importance of Compressed Air Cost in Cost Accounting.

The Chief Guest, Mr. Imtiaz Rastgar, stressed on the importance of utility (compressed air) which affects the cost of process but that is not accounted for during cost accounting because there is no direct billing. Mostly this results in high production cost per item. If compressed air is managed and utilized in a best efficient manner, most of the cost wasted in electricity can be saved.



Mr. Imtiaz Rastgar delivering a keynote on cost of Compressed Air



Group photo of Rastgar group at participation at ICAP Toastmaster Club

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Contribution in Sakoon Pneumatics Training Workshop

AIIA supported Sakoon Pneumatics Annual, 2-day Training Workshop at Karachi on April 16, 2020. Launching the training event, Chairman, Imtiaz Rastgar, welcomed all participants and shared his vision of Excellence in Service. He shared broader concepts of compressed air services in Pakistan, and how



Glimpse of Training

Sakoon Pneumatics is creating win/win situations for our customers and our team members.

Hands-on job training of portable compressors, refrigerant dryers and air-end refurbishment was delivered by respective engineers. Participants from all regions exhibited keen interest in sharing their problems and learning new methodologies.



Group photo during training session

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Other Trainings by AIIA

AIIA has also designed various training programs to address the needs of industry professionals of different sectors. Below are some of training courses with their description and details. AIIA can arrange classroom based trainings as well on-site trainings as per the needs of industry.

Training on Manufacturing Process Control

Process control technology allows manufacturers to keep their operations running within specified limits and to set more precise limits to maximize profitability, ensure quality and prioritize safety. This is one of the important areas which allows the manufacturers to enhance its productivity by controlling some parameters. AIIA designed a training program for their capacity building of manufacturing industry professional in this area.

Some of the detail of this program is as following:

Location: IPS Islamabad

Targeted Audience:

- Manufacturing Sector Professionals
- Utility Engineers
- Maintenance professionals
- Mid-career professionals
- Newly hired technical staff
- Fresh graduates



Further detail can be visited at: <https://aiia.com.pk/upcoming-trainings/02-06-a-gp-25022020/>

Training on Rapid Prototyping using 3D Printing

3D printing has the potential to transform numerous industries. Manufacturing Industries like Automobiles, Defense, Plastic, medical and many other have felt the benefits of this technology and what it can do.

The technology of 3D printing provides many advantages including manufacturing of complex parts, simplicity, reliability precision as well as helps a lot in reverse engineering



processes etc. This makes it one of the most widely used for making components which can be used as concept components. The training program on topic has been designed and is ready for execution in suitable situation. The main details of this program is as following:

Location: IPS Islamabad

Targeted Audience:

- Manufacturing Design Professionals
- Defence Reverse Engineering Professionals,
- Automobile Design Professional,
- Surgical, Cutlery, Shoes, Medical Instruments & Fashion industry Professionals
- Mid-career professionals
- Newly hired technical staff
- Fresh graduates

Further detail can be visited at: <https://aiia.com.pk/upcoming-trainings/03-06-b-gp-19032020/>

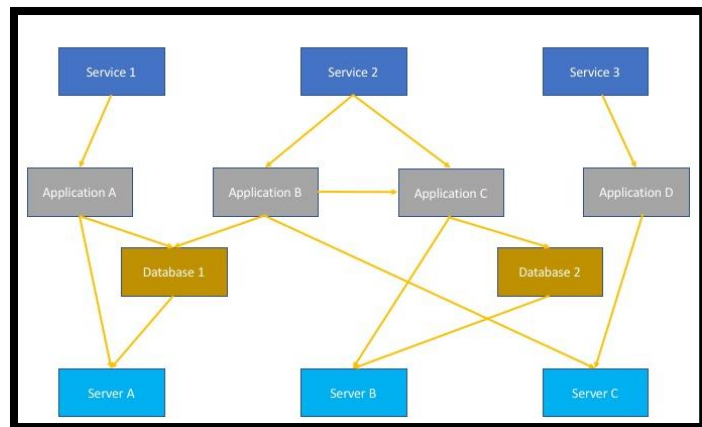
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Training on Configuration Management

Configuration management (CM) is a system's engineering process for establishing and maintaining consistency of a product's performance, functional, and physical attributes with its requirements, design, and operational information throughout its life.

The CM process is widely used with IT service management as defined by ITIL, and with other domain models in the civil engineering and other industrial engineering segments such as roads, bridges, canals, dams, and buildings.

The CM process is also used by military engineering organizations to manage changes throughout the system lifecycle of complex systems, such as weapon systems, military vehicles, and information systems. This course is being arranged by



Configuration Management expert having experience of more than 20 years in this field. Detail of this course is as following:

Location: IPS Islamabad

Targeted Audience:

- Automobile engineering
- Software/ hardware development organizations
- Product development engineering organizations
- Project team leaders
- Defence Industries
- Defence Contractors

Further detail can be visited at: <https://aiia.com.pk/upcoming-trainings/configuration-management/>

From the training calendar, (<https://aiia.com.pk/upcoming-trainings/>) a number of trainings can be found as per the requirement. If the desired training is not listed, it can arrange for organizations upon request through following link: <https://aiia.com.pk/training-request-form/>

Customized Course Development for Compressor Engineer

Sakoon Pneumatics approached AIIA for development of customized course and execution of training program for its newly hired workforce which will consist of fresh graduates/diploma holders as well retired technicians.

AIIA also provides tailor made customized training solutions to its customers as per their specific needs.



AIIA specializes in all domains of Compressed Air Engineering i.e., Layout Planning, Selection & Sizing of Equipment, Sales of Compressed Air Equipment, Installation of Compressed Air Systems, Service & Maintenance of

Compressors and downstream Equipment, Compressed Air System Audits.

The content of this two weeks course is in process of development which will contain separate portions for technical knowledge training, Hands-on Skills as well as Attitude/Personality development of trainees. Apart from this, once hired by Sakoon Pneumatics, the recruits will be facilitated with On the Job Training (OJT) in industry. Whole process of this training program has been worked out and main phases of this program include theoretical training, practical based experiential learning as well as On the Job Training industry to for learning of student in real time environment.

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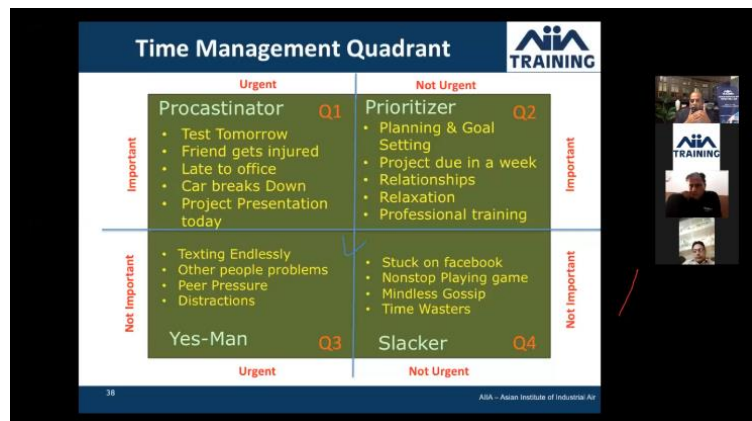
Live webinars/Discussions from AIIA Platform

In order to optimally utilize the time, resources and efforts during COVID-19, AIIA started a series of online Webinars for community to empower the professionals with changing skills demand during this tough time. Details of these webinars follows:

Webinar on Time Management While working from Home

During COVID-19, people and organizations started working from home and developing new routine and strategies of work.

In this new situation, many have been working to sort out the issues related to



management of their tasks as well as time. AIIA addressed this situation commonly faced by professionals in this new normal and arranged a webinar on Time Management while working from Home. This session included has very informative for audience as they also had chance to engage with speaker and ask their questions. The main points of this session included:

- What is Time Management?
- Techniques for Time Management
- Techniques for Time Management during work from home (Lockdown/Self Quarantined)

Complete webinar can be watched at YouTube Channel of AIIA:

<https://youtu.be/haZM8MNqn8Y>

Webinar on Transforming Stress into Strength

During the situation of Lockdown or quarantine when the whole routine of life is changed and a person is locked in this house or room, many factors affect the mental health.

Situations and factors around us create stress in mind which can have different types of responses. There are techniques which are practiced to address such problems and in critical situations, a professional

psychologist needs to be consulted.

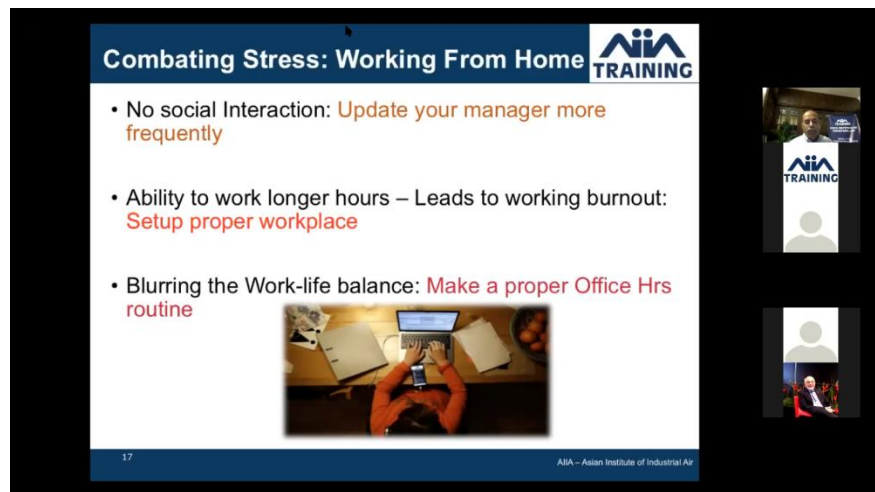
AIIA conducted a webinar on Transforming Stress into Strength for professionals. The main content of this webinar included:

- Stress and its types
- Stress Mechanism
- Body Responses to Stress
- Stress Effects & Threshold
- Coping Mechanism
- Response Types
- How to Combat Stress
- How to Combat Stress while working from home

Complete webinar can be watched at YouTube Channel of AIIA:

<https://youtu.be/8BuOkZZNISs>

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Combating Stress: Working From Home AIIA TRAINING

- No social Interaction: Update your manager more frequently
- Ability to work longer hours – Leads to working burnout: Setup proper workplace
- Blurring the Work-life balance: Make a proper Office Hrs routine

17 AIIA – Asian Institute of Industrial Art

Webinar on Don't Die in Sahara Desert (Business Surviving Strategies during COVID-19)

During COVID-19 pandemic, businesses are not as usual. Manufacturing, supply chain, sales and liquidity are disturbed.

Businesses need to respond and adapt new strategies to response the impact of this pandemic.

Business Strategy Expert, Mr. John Fyfe was kin to talk



on this topic to provide guidelines for Business Professionals, Head of Organizations, CEO's Managers, Directors and others. John Fyfe shared his experiences and expert advice on aspects of business survival and presented a professional approach to these challenges.

Complete webinar can be watched at YouTube Channel of AIIA:

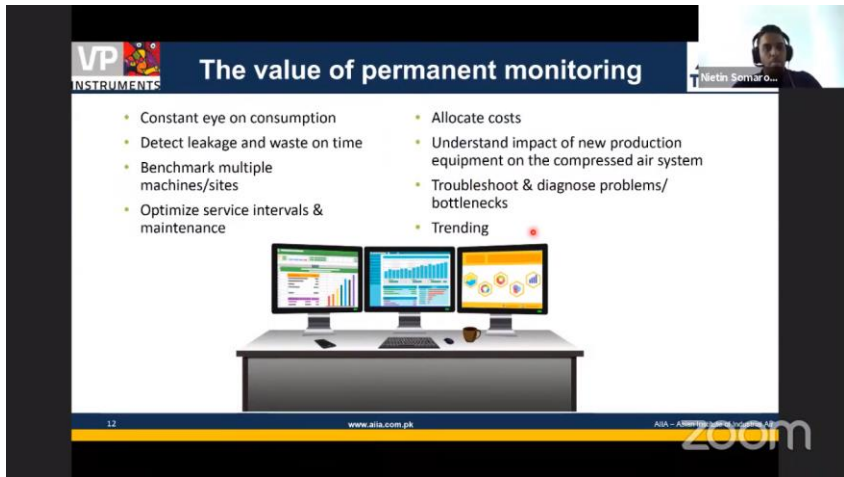
<https://youtu.be/ztpzD1bWHio>

Webinar on Cost Reduction Opportunities In Manufacturing Processes

As compressed air is an important utility, often one of the costliest energy consumers in a facility. Yet most compressed air system operators have little knowledge of compressed air system performance, its efficiency and energy being wasted.

Roughly, it is just 15% of whole input energy which is utilized out of a compressed air system and the remaining 85% gets wasted in the form of heat losses, leakages, etc. making it one of the most inefficient utilities of a system.

Proper knowledge about system monitoring and management of different parameters can bring huge opportunities for energy savings and lower the product cost.



Complete webinar can be watched at YouTube Channel of AIIA:
<https://youtu.be/Qgy2cShPJys>

New Training Facility in Sundar Lahore

With support of Potohar Center for Entrepreneurship Development (PCED), AIIA has established a state of the art training facility at Rastgar & Co. office in Sundar Industrial Estate Lahore. This training facility will provide a platform to industries professional, entrepreneurs, graduates as well as students of Lahore for capacity building as upskilling themselves as per the latest industry needs.

CECA NTU Partners

AIIA would like to acknowledge the contributions of its collaborative partners for development of CECA (Center of Excellence in Compressed Air) NTU Faisalabad. This unique collaboration between industries and university has made this project possible.

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The major contributors include:



Future Plans for Development of CECA

AllIA also plans to develop further centers of excellence on the similar concepts of CECA (Center of Excellence in Compressed Air) NTU in different industrial clusters to benefit the local industry and their professionals. These major clusters include the localities of:

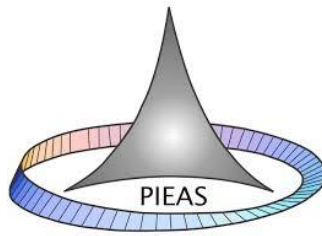
- Lahore
- Karachi
- Sialkot
- Haripur

The CECA activities will include innovative projects, MS/PhD research and thesis in compressed air, training of industry professionals, two credit UG course on compressed air, development of book, video library etc. These centers will be developed with collaboration of local industries.

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AIIA Trainings' Customers

Multiple reputed industries and universities have trusted in AIIA and have got their professionals trained from different courses of AIIA. All these organizations provided very positive feedback about their training and expressed their great interest in participation other training programs of AIIA.



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AIIA Future Plans

Keeping in view the mission of AIIA, following are some points which AIIA aims to achieve regarding fulfilling the workforce needs and capacity building of industry professional as per industrial needs:

- Identify manufacturing competencies through interaction with industry.
- Development of training material.
- Partner with world's best machinery & instrument manufacturers.
- Inject job-ready-youth into industry.
- Collaborate with other universities to develop more Centers of Excellence in Compressed Air (CECA) in Lahore, Sialkot, Haripur and Karachi.



**Industry Helps Us
To Help Support Industry**