

NIGERIA:
Unity in Diversity

Indorama's 7.5% shares
to host communities
promotes Security - Police CP

**Behold: Brand
Indorama - Nigeria!**

INDORAMA - NIGERIA

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IMPACT

In-House Magazine of INDORAMA-Nigeria

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• October 2015

Special Independence Day Edition

INDORAMA
celebrates
NIGERIA



**Indorama Produces
HIGH QUALITY resins - DG of RMRDC**



Why We Celebrate NIGERIA

PROLOGUE

As Nigeria marks her 55th independence anniversary on 1st October, 2015, it is my sincere pleasure, on behalf of our board, management and staff, to congratulate and felicitate with President Muhammadu Buhari and the entire people of Nigeria on this auspicious occasion.

Independence anniversaries are usually happy moments for governments and citizens to celebrate their freedom from colonial rule, and salute the doggedness and vision of their founding fathers. In Nigeria, the efforts of Sir Tafawa Balewa, Dr. Nnamdi Azikiwe and Chief Obafemi Awolowo, among others are well known.

In the past 55 years, Nigeria has remained a united and prosperous country despite various challenges of national development. Nigeria is respected in the comity of nations, and its citizens have played and are still playing leading roles in United Nations' agencies,

African Union, Economic Commission of West African States (ECOWAS) and several other international and global bodies.

Nigeria has a rich history and is richly blessed with abundant natural resources, a huge population and land mass as well as good weather conditions and highly skilled and friendly citizenry. As the current administration makes great effort to make its mark in the country, one is very hopeful that Nigeria will bounce back strong economically with prudent management of its financial resources to rebuild its infrastructures and social services.

Indorama Eleme Petrochemicals Limited (IEPL) and other arms of our operations in Nigeria celebrate Nigeria, and are very proud of the country. Nigeria is a great country. Indorama Group is fully committed to the economic and industrial development and growth of Nigeria. Our investment has continued to grow since 2006 when we entered Nigeria through the privatisation of Eleme Petrochemicals Company Limited.

Our vision is to build Africa's largest petrochemicals hub in Nigeria. That vision is gradually being actualized with our current polyethylene, polypropylene and PET plants that are providing raw

materials for over 350 companies in Nigeria as well as our US\$1.4 billion fertilizer plant, which is nearing completion and waiting commissioning in First Quarter of 2016. By 2019, Indorama Corporation would have brought a total Foreign Direct Investment (FDI) of about US\$4.5 billion to Nigeria.

I want to specifically congratulate our Nigerian employees and our external stakeholders on this special occasion of Nigeria's 55th independence anniversary. I rejoice with you all. I also want to congratulate our host state, Rivers State, and its Governor, Chief (Barr.) Nyesom Wike, and restate our commitment to help in developing the state.

This special edition of our *Indorama-Nigeria Impact* magazine demonstrates our proud corporate citizenship of Nigeria, and our desire to help the country grow. Once again, I congratulate President Muhammadu Buhari and all Nigerians on this 55th independence anniversary of Nigeria. God bless the Federal Republic of Nigeria!!

Manish Mundra
Managing Director/ CEO
Indorama-Nigeria Operations



President Muhammadu Buhari
Federal Republic of Nigeria



Governor Nyesom Wike
Rivers State

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Letters to the Editor

Your contributions are worthy of emulation

We are pleased to confirm receipt of copy of your new edition of *Indorama-Nigeria Impact* magazine.

Your contribution to Nigeria's economy are laudable and worthy of emulation. It is pertinent to note that the publication is increasingly enriching and educative by successive editions.

We hope that you keep this pace as we work towards a greater Nigeria. While wishing you more success in your endeavours, please accept the assurances of our highest esteem.

Alex Okoh,
Head, Public Communications Unit
Bureau of Public Enterprises (BPE)
Abuja

We commend your information & enlightenment efforts

We acknowledge, with thanks, the receipt of a copy of the latest edition of *Indorama-Nigeria Impact* magazine.

The management of PPPRA commends your information and enlightenment effort, through which the reading public gets to know more about current developments at Indorama Eleme Petrochemicals Limited. We have no doubt that this edition will be of great value to all stakeholders

Please accept the firm assurance of the Executive Secretary's highest considerations.

Idowu O. Oladele
For: Executive Secretary
Petroleum Products Pricing
Regulatory Agency (PPPRA)

Good wishes from FUTO

I write at the instance of the Vice-Chancellor, Prof. Chigozie C. Asiabaka, to acknowledge with gratitude, receipt of new edition of your *Indorama-Nigeria Impact* magazine. Please accept the assurances of the vice-chancellors warmest regards.

Chike Ezenwa, FCAI, MINIM, MNIPR
Deputy Registrar/Coordinator,
Information, Pub. & Public Affairs
Federal University of Technology
Owerri

Acknowledgment

I am directed by the Vice Chancellor, Professor R. A Bello, to acknowledge the receipt of the *Indorama-Nigeria Impact* magazine: January-April 2015 edition. The Vice-Chancellor extends his profound gratitude for the gesture.

Please accept the Vice-Chancellor's high regards.

Sanya O.O
Assistant Registrar
(Vice-Chancellor's office)
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Editorial Suite

This is our second Special Edition of Indorama-Nigeria IMPACT magazine devoted to celebrating Nigeria. We commenced the series last year to mark Nigeria's 54th Independence Anniversary celebration. This year's edition is also to mark the 55th Independence Anniversary of Nigeria.

The objective is to use this platform to project Nigeria, celebrate Nigeria, and offer ideas on how to make the country greater economically, socially, politically and otherwise.

Last year's edition drew much applause from our readers, mostly top government officials, captains of commerce and industry, customers, community stakeholders, the media, and employees of Indorama operations in various countries, who felt Indorama's gesture was a great mark of patriotism and contribution to national development.

This year's edition has also been designed to achieve reputational goals for Nigeria. It has refreshing news, well-researched news analysis, and articles that address various aspects of our national life, including industrialisation, health, human resources and industrial relations.

Our Managing Director Mr. Manish Mundra penned the prologue titled "Why We Celebrates Nigeria!" I took the task of deploying socio-economic analysis to unveil Nigeria's numerous potentials and how Indorama has helped to harness them. Mike Achaziem carried out interviews with some of our staff who eulogized our country and offered their innovative suggestions to move the country forward.

Our Centerspread is devoted to educating our readers about Petrochemicals --- what they are, their applications and how they fuel socio-economic development. It was done by Chinedum Emeana with technical input from our QAQC guru, Mr. A. K. Sharma. The piece turned out to be an eye-opener of what Petrochemicals can do for a country and the need to give the sector all the government support it deserves.

We assembled some of our staff, namely Nyime Oluka, Jite Orimiono, Dr. Volerie Okosi, James Saloka and Godswill Eke to write on various topics, and they turned in very exciting essays. We are grateful to them. I am equally grateful to my lean editorial team that has worked very hard to meet the deadline and ensure the magazine is delivered to all designated recipients before the Anniversary Day, October 1, 2015.



Jossy NKWOCHA, PhD, FNIPR
Head of Corporate Communications/Special Adviser to MD

INDORAMA FERT For Nigeria's Pro



Quietly but steadily, Indorama Eleme Fertilizers and Chemicals Limited (IEFCL) is set to deliver its world-class fertilizer plant in Port Harcourt, which has capacity for 1.4 million metric tons of Urea fertilizer per annum. It is a project that is targeted to boost Nigeria's prosperity through a revolution of the agricultural sector, greater farm yields, import substitution and high employment opportunities.

In preparation for the full take-off of the fertilizer plant, IEFCL has trained 30 young Nigerian engineers and technicians abroad. "And they were given superlative training there," said the team leader, Engr. Obioma Ebisike.

He said that gurus (experts) in process engineering and fertilizer production imparted the practical knowledge in them for three months from 28th February to 1st June, 2015. The training has enormously empowered them, and would make a great impact in both production and the confidence of the young Nigerians.

This huge project costing a whopping US\$1.2 billion (now valued at over \$1.4 billion) was funded majorly by a consortium of Nigerian and international financial institutions led by the International Finance Corporation (IFC), an arm of the World Bank. It is the world's largest single stream gas-to-Urea plant, which has the potential to accelerate Nigeria's economic development and brand reputation.

Indorama is adopting the world's best technologies in the fertilizer plant. The technology for the Ammonia Plant is from KBR of the United States of America (USA) while the Urea technology is from TOYO of Japan. The technology for the granulation plant is also from TOYO. "The technologies are the best all over the world," said the project director.

The ground-breaking ceremony, performed by Chairman of Indorama Corporation, Mr. S. P. Lohia, took place on Thursday, 11th April, 2013. Twenty nine months later (September, 2015),

FERTILIZER: Prosperity!



Global Toyo Engineering of Japan who are handling the construction, have completed most of the critical sections, which are now undergoing test-run and commissioning.

The critical sections completed include a state-of-the-art Central Control Room, Cooling Tower, Utility Boiler, and Demineralized (DM) Water Plant. The DM Water Plant is stabilized and running in auto-mode. The Central Control Room is equipped with Distributed Control System (DCS) that is an integrated control system used to manage and control the operation of the entire plant.

The control room is complemented by the Rack room comprising of Marshaling Panels where signals from plant will first arrive before being transferred to the control panels. Equipment internals installation has started.

Moreover, all major work relating to equipment erection has been completed. All access roads and ground are now

being graded and pavements being worked on for easy access to all parts of the plants. The cooling tower, which is one of the critical sections, is in operation phase, which is basically used for rejection of heat from various sources such as machinery or heated process material.

The Cooling Tower is made of FRP, with the main advantage over Reinforced Concrete Cooling Tower being that it is efficient and come with less erection time. Overall, engineering and procurement segments of the Fertilizer Plant have been completed.

To ensure smooth operations of the fertilizer plant, Indorama is also combining it with two other projects namely a gas pipeline to deliver feedstock to the fertilizer plant, and an export terminal at Onne Port to facilitate the evacuation of the fertilizers after satisfying Nigerian farmers.

These projects complement the strides made by Indorama Elements Petrochemicals Limited in providing raw materials (polymer resins) for over 350 companies in the plastics and allied sectors.

The Chief Executive Officer (CEO) of Indorama-Nigeria operations Mr. Manish Mundra is quite excited about the steady progress made in the construction of the fertilizer plant, the gas pipeline and the port terminal, saying they are indeed aimed at boosting Nigeria's economy and prosperity.

As Nigeria marks her 55th Independence anniversary this October 1, 2015, Mr. Mundra says the projects billed for commissioning in the First Quarter of 2016 will truly boost the nation's development, especially the agricultural and manufacturing sectors of the nation's economy. ■

NIGERIA



Staff of Indorama Eleme Petrochemicals Speak!

"I support the war against corruption" - -- Comrade Peace Ndeekor, Engineering/ Instrumentation Department

Nigeria at 55! I thank God that we have come this far! We have the potentials to be great. We are blessed with resources that a country can use to survive. We have all it takes to move on and become a very great nation amongst the leading nations of the world.

So in my own view, Nigeria is a great country. However, corruption has created setbacks for our country. I therefore support the war against corruption by the new government; and hope that it would produce good result.

The advice I have for our country is that government reposition the economy, establish more industries and bring in foreign investors, create jobs for millions of the unemployed some of whom resort to taking guns to the streets; you will see that most of our youths will be gainfully employed and all this issue of cultism and social vices will be handled.

"I am proud of Nigeria," --- Monday Kari, Commercial Department

I am proud being a citizen of this country. I

thank God for blessing us with many natural resources. I am particularly happy for the past 16 years of democracy, the freedom of expression, and the fact that various parts of the country are developing gradually.

Nigeria is a great country considering its potentials, diversity of ethnic groups, large population, high educational development as well as intelligence of the citizens, their hard work and positive nature.

I just want our leadership to be focused and passionate about our country. If the right things are done, everybody will be carried along. So we are praying that God will help all our leaders, beginning with President Mohammed Buhari, so that they will lead us to the Promise Land.

"Lets maintain the momentum of Change" - Bashir Mohammed, Safety Department.

Indeed Nigeria is great at 55. In spite of our numerous challenges, we are still one. The new administration in our country should maintain the momentum of change by fighting corruption, insurgency and improving the social conditions of all Nigerians. I wish my country a very happy 55th Independence anniversary.

"Nigeria is the best place to be, I feel relaxed and good!" - Stoica Ichim, Olefins Plant

First, I have been in Nigeria for many years, from the era of the late Head of State General Sani Abacha till now. I was here when Nigeria started democracy. I have observed closely speedy life improvement of Nigerians. Twenty years ago just few people had television. I love Nigeria and her culture.

I have many friends in Nigeria; the people are very kind, friendly and respectful. Most people often ask me about Nigeria, and my response has always been: "Nigeria is the best place to be, I feel very relaxed and good."

There are lots of potentials to make Nigeria great. There are lots of multinational companies in Nigeria. I worked for one year at NLNG in Bonny Island. For Nigeria to continue moving forward, more and more confidence is required from the government and the citizenry.

"I thank God for peace in Nigeria," --- Joy Nwanosike, Technical Services & Project

I am wishing our country a very happy 55th independence anniversary celebration! Despite her huge challenges, Nigeria is still



Peace Ndeekor



Bashir Mohammed



Joy Nwanosike



Mohan Putta



Stoica Ichim



Raphael Nwidoh



Monday Kari



Justice Nsiegbé

moving forward. I thank God for the peace we are enjoying. In spite of so many ethnic groups, and cultural and religious differences, the country has continued to move as one nation. I think this makes us great!

Nigerian has produced many international personalities that are impacting lives globally. People like the new President of the African Development Bank, Dr Adesina; former Vice President of World Bank Dr Ngozi Okonjo-Iweala; former Secretary General of the Commonwealth of Nation, Chief Emeka Anyaoku and so many others.

would help to boost the economy of Nigeria; and attract more foreign investors. I wish all Nigerians a happy 55th independence anniversary.

“Nigerians are full of expectations.” --- Justice Nsiegbé, Human Resources & Administration

Fifty five years for a country is quite a milestone! We have achieved a lot along the journey; we may have had some failures too. Over the years, Nigeria may not have achieved certain wishes for her people; this is not because our leaders have not tried. I think with the cooperation

A man at 55 is an adult. So we expect Nigeria at 55 to be adult too, and be able to do things on her own without depending much on other countries. We need to think more on how to develop our economic resources as much as possible so that we can have a viable country where the citizenry will not be subjected to poverty.

So, if the government truly fights corruption, our economy will compete with even developed countries; and in few years to come we would be among the developed nations!

“ I just want our leadership to be focused and passionate about our country. If the right things are done, everybody will be carried along. ”

The last election was a huge landmark for Nigeria. Our leaders displayed high level of maturity by successfully handing over to a new government without chaos. It was a clear demonstration of a great country and good people. My advice for the new government is that their policies and programs should be people oriented.

“Government should build infrastructure and security,” --- Mohan Putta, Mechanical Department

When I first came to Nigeria, there were lots of panic about security challenges, but in the last few years, things have really improved. What Nigeria needs now is building of infrastructural facilities to improve standard of living. One major challenge facing Nigeria is lack of basic infrastructures like roads, etc. If government takes this as a priority, definitely development will speed up rapidly.

Another major issue is security which is very important for business operation and free movement of people. These

of its citizenry and determination of the government, our country will make great strides in the years ahead.

Nigeria is a great country I must confess! When you talk of manpower and natural resources, there are few countries in the world that outmatch Nigeria. Nigeria has had tempting problems in the past that would have disintegrated the country, despite all we still remain as one country.

For the new government, it is obvious that Nigerians are full of expectations. We want government to initiate policies and programs that would improve the lives of the citizenry. For this to happen, we need patience and support the government.

“Our government should truly fight corruption,” --- Raphael Nwidoh, PPU&O Department

I believe Nigeria is a great country because from all indications the potentials are there and if we put these potentials together, we will aspire higher from where we are today. If you go to the diaspora, you see many Nigerians displaying high level skills, playing critical roles in those countries.

“Nigeria has potentials to be greater,” -- Alex Shanu, Olefins Mechanical Department

It's great for me to be in Nigeria. I have been here for some years now. It's been a blessing and exciting experience. I have enjoyed good working relationship and cooperation from my Nigerian colleagues. Working here in Nigeria, I have gained good work experience.

Nigeria is a great country. It has great potentials. Some countries are developing fast while some are taking initiative from developed ones. I think Nigeria has what it takes to be greater. Nigeria is rich in oil and other natural resources, and there are lots of multinational companies in the country. Nigeria has petrochemicals, fertilizers and manufacturing industries. Nigeria's climate is also very conducive for these companies to operate.

I join everyone in wishing Nigeria a happy 55th independence anniversary celebration!

Indorama produces high quality Polymer Resins --- DG, RMRDC

After a visit to the bagging warehouse of Indorama Eleme Petrochemicals Limited (IEPL) and a comprehensive review of its numerous grades of polyethylene and polypropylene, the Director-General of the Raw Materials Research and Development Council (RMRDC), Dr. H. D. Ibrahim, declared that the company has the capacity and facilities to produce high quality polymer resins for the nation's plastics sector.



Director of RMRDC, **Dr. M.O. Omojola** and his team watch as the Head of QAQC of Indorama EPL, **Mr. A.K. Sharma** explains a point about a bye-product of the company in the Product Expo Room.

The Director-General, represented by the Director, Plastics, Rubber and Foam Division of the Council, Dr. M. O. Omojola, made this statement on 19th August, 2015 during an industrial visit to IEPL during which they inspected the company's Polyethylene (PE) and Polypropylene (PP) plants.

Earlier in the year (3rd February), they had also inspected the company's PET and PET-preform plants.

"What Indorama needs now" he said, "is the total support of government in terms of fiscal incentives to ensure that the company produces all the plastics raw materials needed for plastics packaging in the household, bottling, pharmaceutical, breweries, paints, automobiles and other related industries," he said.

At present, Indorama Eleme Petrochemicals has helped many Nigerian companies to buy their polymer resins (raw materials) locally without resorting to importation as was the case in the past.

The RMRDC team comprising Dr. Omojola, Dr. Jane Basse (deputy director) and Mrs. Elisabeth Dashe (chief scientific officer) was received on behalf of the

company by A. K. Sharma, Head of Quality Control and Quality Assurance (QAQC), Dr. Jossy Nkwocha, Special Adviser to the Managing Director; B. C. Jana, Head of the PE Plant; Ashok Mohapatra, Head of PP Plant and Martins Chigbu, Plant shift superintendent (PSS).

After welcoming the guests on behalf of the Managing Director, Manish Mundra; Mr. Sharma made a brief presentation showing the production facilities and processes at the PE and PP plants as well as over 45 customized grades of PE and PP which are available --- which the company has captured more than 85% of the domestic market.

The RMRDC officials were later conducted round the bagging warehouse, PE and PP plants as well as the Expo Room showing an array of bye-products made from Indorama resins and the company's plastic technology development centre (PTDC).

The team seemed overwhelmed with all they saw and Dr. Omojola enthused: "The President needs to come here and see how Indorama is impacting very positively on our economy!"

Dr. Omojola said the visit was aimed at discussing with IEPL on how to expand their product lines in PE and PP so that the nation would not continue to import certain resins at very high cost in foreign exchange, as well as finding out how the new Common External Tariff (CET) introduced among ECOWAS countries will affect Indorama and its products.

"We do not want this ECOWAS CET to adversely affect our own local industries," he said.

Dr. Omojola added that the Council encourages and supports Nigerian companies to buy their raw materials locally rather than engaging in importation of substandard raw materials at high foreign exchange cost from companies in Asia that dump their products into the African markets.

He also said that the visit was also aimed at identifying any challenges that Indorama is facing that can be solved through the intervention of the Council.

The officials and the IEPL executives later discussed issues of mutual benefit to the company and the country.



Indorama's 7.5% Shares to Host Communities Promotes Peace and Security in the State – Police Commissioner, Rivers State

Rivers State Police Commissioner, Chris Ezike, says the shareholding structure of Indorama Eleme Petrochemicals Limited (IEPL), in which the host communities own 7.5 percent shares, is a potent catalyst that promotes security and industrial peace in the Eleme area of Rivers State.

The police commissioner made this statement when he paid a courtesy visit to the Managing Director of the company, Manish Mundra, on 13th August, 2015, according to him, at the behest of the Inspector General of Police, Solomon Arase, to invite the company to the National Security Summit 2015 scheduled to hold on 17th August 2015 in Abuja.

Mr. Ezike stated that companies should emulate Indorama-EPL by giving shares to host communities to enable them earn dividends from profits made by the company; thereby giving them a sense of belonging and making them partners in progress.

"Such communities can hardly make any trouble for the company because they themselves are stakeholders and shareholders", he said, adding, "Community policing and security of lives and property start from there".

The Police Commissioner praised IEPL's

innovative and unique approach to community engagement, declaring that it is a method that should be emulated by other big companies operating in different communities across the country.

The MD of IEPL, Mr. Mundra, who received the police commissioner in his office said the company enjoys peaceful operations and cordial relations with all the host communities of its petrochemicals, fertilizer, port terminal and gas pipeline projects.

"Indeed, we enjoy tremendous support and cooperation from our host communities and they form the first layer of our security system and peaceful operations," he said.

Furthermore, Mr. Mundra disclosed that the company's excellent relationship with the host communities extends to implementation of strategic Corporate Social Responsibility projects as advised by the communities themselves through a Projects Advisory Committee (PAC) comprising representatives of the host communities.

The company operates MoU (Memorandum of Understanding), which stipulates how the company relates with the host communities and the benefits they derive such as employment opportunities, scholarships, soft credits

and social welfare projects like electricity, roads, hospitals and schools.

He also highlighted IEPL's steady march towards achieving its goal of making Nigeria the largest petrochemicals hub in Africa!

Mr. Mundra informed the CP that the company's new fertilizer plant which is under construction since 2013 will be completed and commissioned in the first quarter of 2016 --- a project that would generate many job opportunities for Nigerians.

As part of the visit, the MD took the CP and his team through IEPL's Products Expo room where the Police team saw firsthand the economic importance of petrochemicals as they were shown various plastics products manufactured using polymer resins (petrochemicals) in household products, office appliances, packaging, breweries, pharmaceuticals, bottling, foods and beverages sectors, among others.

In his reaction to the vast array of products emanating from polymers produced by IEPL, the CP exclaimed: "Petrochemicals is life!"

Mr. Ezike encouraged the company management to keep up its good works as it contributes tremendously to the economy of Nigeria.

Petrochemicals: Fueling Socio-economic Growth in Nigeria!

Petrochemicals are products produced from hydrocarbon-based raw materials such as oil or gas, obtained either directly from cracking (pyrolysis), or indirectly from chemical processing. Major petrochemicals are acetylene, benzene, ethane, ethylene, methane, propane, and hydrogen, from which hundreds of other chemicals are derived. These derivatives are used as elastomers, fibers, plasticizers, and solvents, and as feedstock for production of thousands of other products.

Among the petrochemical products, we find plastics, such as polyvinylchloride (PVC), polyethylene, polypropylene; synthetic fibers such as polyesters, nylons; elastomers which are rubber-type materials; fertilizers; pharmaceuticals; paints; detergents; insecticides; vitamins; etc. Most of these products are made from surprisingly few chemical intermediates, referred to as base chemicals:

- Light alkenes - Ethene, propene, and butadiene.
- Aromatic compounds - benzene, toluene, and xylenes.

- Synthesis gas (carbon monoxide and hydrogen and products made from syngas - ammonia and methanol.

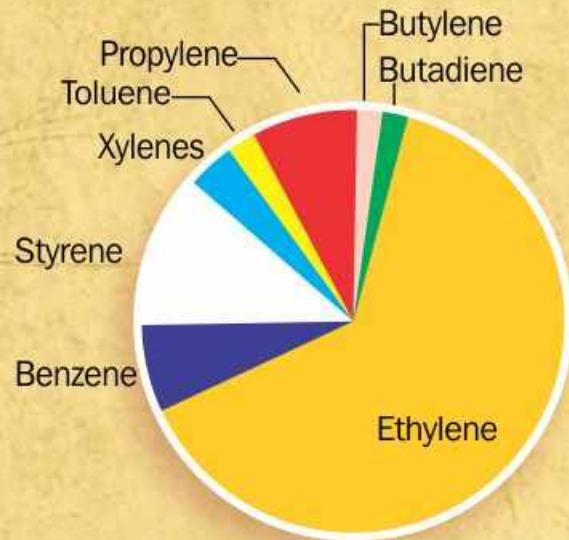
Ethylene /Ethene is the most essential constituent of petrochemical oil and is used to make garbage bags, camera films, milk crates, bags etc.

Thus, petrochemicals have enormous uses. The petrochemical products are used in every nook and corner of the world ranging from household applications to the massive industrial production taking place across the world.





The emergence of Indorama Eleme Petrochemicals in Nigeria's industrial sector in 2006 is already fuelling tremendous socio-economic activities in Nigeria.



Major Petrochemicals



Everywhere you turn to, bye-products of these petrochemical products are visible in automobiles, household products, electronics, electrical fittings, paints, healthcare, packaging, agriculture, building materials, carpets, hair extension (attachments and weave-on), water storage tanks, umbrellas, pens, phones, bottles, helmets, tires, roofing sheets, fabrics, enamelware, refrigerators, ceiling sheets, etc.

The emergence of Indorama Eleme Petrochemicals in Nigeria's industrial sector in 2006 is already fuelling tremendous socio-economic activities in Nigeria. The company supplies polyethylene and polypropylene (polymer resins) of different grades and variants to over 350 Nigerian companies spread all over the country.

Those companies (factories) then use the resins to manufacture items such as water tanks; automobile dashboards, bumpers and fenders; paints, carpets, artificial hairs, containers for healthcare products, bottles for water and beverages, plastic chairs and tables, sacks, shopping bags, pipes, bread wrappers and other packaging products, among other products.

Manufacturers in these sub-sectors of the nation's economy generate a lot of socio-economic activities in the country, leading to growth in various other sectors. They also create huge employment opportunities for Nigerians

and expatriates --- directly and indirectly. The multiplier effect on the economy is formidable. It is not surprising why experts believe strongly that, indeed, petrochemicals are fueling socio-economic growth in Nigeria!

Mr. Olufemi Omotara, Managing Director of Motara Industry Limited listed the benefits that local industries enjoy from having high quality petrochemical products available at Indorama Eleme Petrochemicals in Port Harcourt, and these include just-in-time supplies, technical support, simpler banking relations and cleaner books, transactions in local currency, removes the need to keep heavy inventory, lesser number of grades to be maintained and, of course, better pricing.

As Nigeria navigates through the woods of economic downturn occasioned by dwindling crude oil prices in the international market, experts have suggested that the petrochemicals industry has the potential to fuel the drive into economic growth and prosperity if fully harnessed.

What the petrochemicals sector needs now is government incentives to attract more Foreign Direct Investment (FDI) and local investments to that sector, since natural gas, which is the feedstock (raw materials) needed are in large supply in Nigeria, especially in the Niger Delta. The same natural gas is what is also needed for production of fertilizers.

Eleme CTC Chairman Commends Indorama's Contribution to Repair East-West Expressway

Newly appointed Caretaker Committee Chairman of Eleme Local Government Area, Hon. Philip Okwaraji has commended the Management of Indorama Eleme Petrochemicals Limited (IEPL) for contributing N500 million to the reconstruction of the Eleme Junction-Onne Axis of the highly dilapidated East-West Federal Highway.



He said the gesture was a demonstration of the company's commitment to corporate social responsibility (CSR), and to show that it is a good corporate citizen of Nigeria.

Hon. Okwaraji and his Council members, who visited IEPL on 31st July, 2015 said they had come to thank the company for its giant strides in Elemeland, especially creating employment opportunities for their people, awarding scholarships to its students in tertiary institutions and executing various community development projects in the host communities.

The CTC Chairman said he was very grateful to Indorama for collaborating with the Federal Government to grant 7.5 percent of the company's shares to the host communities, for which about N10 billion has been paid to them since 2012 as dividend.

He promised to ensure that such huge sums of money are channeled to the social and economic development of the host communities rather than sharing all the money to individuals (indigenes) each time the dividends are declared and paid.

"But like Oliver Twist, we always ask for more. We would be grateful if your company would help us in finding solution to the issue of insecurity. We also plead that whenever there are job opportunities, continue to remember our people," he said.

Hon. Okwaraji said he was very surprised how Indorama was able to turnaround the moribund Eleme Petrochemicals after it was privatised.

"Knowing the condition of the company before it was privatised, I have continued to wonder how Indorama was able to turn the whole place around and make it profitable," he said

He commended the Management of the company for its purposeful leadership, ingenuity and innovations as well as the expansion into fertilizer.

Managing Director of Indorama Eleme Petrochemicals, Manish Mundra, thanked the CTC Chairman and his Council members for their kind words and congratulated them on their appointment by the Rives State governor.

He informed Hon. Okwaraji that the company is apolitical and would support

any government in the state to achieve good governance for the people. He also promised that the company would do its best to uplift the standard of living and welfare of people in the host communities.

Mr. Mundra also stated that the Eleme community has been quite supportive to the company, hence the company regards them as partners in progress.

Council members who accompanied the Chairman on the visit included Hon. Martin Olaka, Secretary of Council; Chief Obari Okpa Obari, Chief of Staff; Hon. Father Joel Obe, Health Supervisor and Hon. Godfrey Ngoba, Works.

Other were Hon (Mrs) Rose Osaro-Igwe, Finance; Hon. Harry Akara, Agriculture; Hon. Grace Osaronu, Environment; and Hon. Bliss Saloka Olua, Education.

In his vote of thanks, the head of Community Relations and Development of the Company, Kendrick Oluka said the company has built an excellent relationship with the host communities and would continue to relate cordially with them; and also sought the support of the Chairman and his executives to the company

NIGERIA: Unity in Diversity

Nigeria, Africa's most populous country situated on the Gulf of Guinea in West Africa, has very rich ethnic diversity and languages which can be effectively harnessed for social, economic and political prosperity of the country. Nigeria has a population of 170 million people, which should translate to huge economic market, a strong military power and diversified skilled manpower.



Godswill Eke
(HR Department)

Nigeria is said to compose of over 250 ethnic groups with many different languages, religions, customs, traditions and heritage. Indeed, Nigeria's heterogeneous and multifaceted sociology is shaped by this rich ethnic diversity, which gives the country a great advantage in terms of population, land mass and diverse human capital potential.

What this means is that Nigeria's size and ethnic diversity can actually be used as a catalyst for socio-economic development and growth - to compete with other developing countries such as China, India, Malaysia, Indonesia and South Africa, among others.

WAZOBIA

Of the country's ethnic groups, the three most populous and politically influential are: Hausa-Fulani, Yoruba and Igbo, which are popularly referred to as 'WAZOBIA,' derived from the word "COME" in their respective languages of Yoruba, Hausa and Igbo.

The Hausa-Fulani are largely Muslim with little Christian population, and live in the northern parts of Nigeria. The Igbo, who are predominantly in the southeastern part of the country, are mostly Christians. The Yoruba occupy mostly the southwestern part, and have almost a balanced number of Christians and Muslims. The three ethnic groups also have few adherents of traditional African religion.

Other large ethnic groups and their respective languages include the Kanuri, living largely in the North; the Ibibio, Annang, Efik and Ogoja people of the coastal south-southern Nigeria --- mostly Akwalbom and Cross River states; the Tiv people in the middle belt states of Benue, Nasarawa, Plateau and Taraba.

The Ijaw or "Izon" are found in Niger Delta states of Bayelsa, Delta, Rivers and Ondo. The Edo or Bini people are found mostly in Edo State. The Nupe, located

primarily in the Middle Belt and northern Nigeria, is the dominant group in Niger State and a minority in Kwara State where Yoruba and Hausa are in the majority.

Other smaller ethnic groups in Nigeria are found all over the country. They include Kalabari, Eleme, Ogoni, Okrika, Nkoro, Ikwerre, Khana, Obolo and Ndoni, all in Rivers State; Ika-Ibo (Anioma), Itsekiri, Isoko, Kwale and Urhobo, all in Delta state; Akpa, Idoma, Igala, Igede, Jukun - all in Benue State as well as Igbirra, Etsako, Okpela and Afemai all in Edo State. The Anioma are the Aniocha, Ndokwa, Ika and Oshimilli - an ethnic Igbo found in Delta State.

Minority groups in the North are many. In Plateau state for instance, there are many including Amon, Aten, Birom, Boghom, Ngas, Yiwom, Yangkam, etc. Yobe state has Shuwa, Baggara, Karekare, Kutto, Maaka and UledSuliman tribes and languages. So also is Taraba State. Even the Federal capital territory Abuja has the following: Gbagyi, Basa-Gurara, Dibo, Gade, Gbari, Gwandara, Koro, Krolja, KoroZuba, Nupe.

The classification debate

The classification of Nigeria's diverse ethnic groups has been a subject of debate amongst scholars and researchers. The modus of grouping vary widely depending on the criteria used.

In his paper, Ethnic Minority Groups in Nigeria - Current Situation and Major Problems, Abdul Raufu Mustapha pointed out that some classifications are based on linguistic criteria, while others include issues such as notions of common descent and a shared socio-ecological space.

The linguistic criteria is also complicated by multilingualism, particularly amongst small groups who have had to use more than one language for everyday interactions, and the politically-driven 'dialect question' amongst larger groups.

For example, the groups that adopted the privileged 'Jukun' identity under colonial rule in Nigeria soon broke up into the 'core' Jukun, the Chamba and the Kuteb, once electoral politics were introduced in the run up to decolonization in the 1950s.

It is however evident that Nigeria's ethno-linguistic diversity follows the strata of the three major African language families: the Niger-Congo, the Afroasiatic and the Nilo-Saharan language groups.

The Niger-Congo languages constitute one of the world's major language families, and Africa's largest in terms of geographical area, number of speakers, and number of distinct languages. Niger-Congo predominates in central and southern Nigeria and includes many ethnic/language divides. Afroasiatic language family, also known as Afrasian and traditionally as Hamito-Semitic, is a large language family of several hundred related languages/dialects and predominates in northern Nigeria, and includes Hausa.

Conclusion

This article is in no way exhaustive of all the 250 ethnic groups and languages. However, it shows why ethnicity, though a major challenge in Nigeria, can be turned into an advantage for national development and growth.

Inter-tribal marriages, metropolitan lifestyle, membership of same religious denominations and the establishment in 1973 of the National Youth Service Corps (NYSC) has helped to douse the tension of ethnicity in the country. But politicians have always stroked the ambers of ethnicity for their selfish gains.

In conclusion, it is strongly recommended that Nigeria's ethnic and language diversity should be harnessed for national peace and unity, as well as for national economic, social and political development.



Obuzor Nyime Oluka
(HR Department)

Developing Human Resources for National Development

The socio-economic, political, cultural and technological development and growth of any nation depend on the capacity and capability of its human resources. In view of the foregoing fact, the effort to project Nigeria toward the attainment of its desired national goals or agenda will as well depend on the quantum and magnitude of its manpower skills.

Therefore, developing human resources for national development is a deliberate policy which will at all times form an integral part of the national development plans or agenda of any given country. Human Resources is the totality of human beings engaged in production directed towards achievement of organisational goals. It is one of the factors of production and is prized above all other assets of an enterprise.

2: Existing Structures for Developing Human Resources for National Development

The development of human resources can be traced to its replacement of subsistence system of economy with commercial organizations that resulted into wage employment in the 19th century. The activities of the Ministry of Labour and Productivity at both federal and state levels also contributed to developing human resources for national development.

The establishment of the Nigerian Employers Consultative Association (NECA) also contributed a lot. Added to this is the emergence of Industrial Training Fund (ITF), which is a federal government agency, charged with coordination of training across the public and private sectors of the economy.

Furthermore, the establishment and granting of chartered status to many professional bodies for training and enhancing the professional competencies of their members was an added impetus. Such bodies include Council for the Registration of Engineers in Nigeria (COREN), Chartered Institute of Bankers of Nigeria (CIBN), Nigeria Institute of Public Relations (NIPR), the Chartered Institute of Accountants of Nigeria (ICAN) and the Chartered Institute of Personnel Management of Nigeria (CIPM), among others.

3: Noticeable Improvement in Developing Human Resources in Nigeria

Since Nigeria's independence in 1960, human resources management has witnessed tremendous improvement in the country. Indigenisation of human resources management positions, provision of adequate

on-and-off job training for managers occupying human resources management positions, and attaching considerable importance to human resources functions are some of the developments noticed in human resources management since independence.

The Federal Government in recent times has granted licences to a number of universities and polytechnics to run courses in human resources management; scholarships and grants are also given to eligible citizens to study human resource courses in foreign institutions. Besides, most public and private organisations establish training facilities in-house for the purpose of human resources development.

4: Notational Policies Aimed at Developing Human Resources for the Nation

Successive governments have developed national policies focused at raising the standard of living of the citizenry, eradicating poverty, employment generation, wealth creation and value reorientation. Other programmes included National Empowerment and Development Strategy (NEEDS), Austerity Measures, Structural Adjustment Programmes (SAP), Transformation Agenda and Vision 20:20:20.

All the above programmes were targeted at national development. But such programmes cannot succeed without skilled manpower, which was why the Federal Government set up the National Manpower Services Commission to address the issue of Human Resource development and training for the Nigerian public and private sectors.

Others include facilitating the application of knowledge, skills and competencies in chosen roles in reward management; improving access to assets (land, shelter, capital and information without which the development of human capabilities is often essentially stunted at the source; sustaining human resources through policies and regulatory mechanisms that underpin broad inter-sectoral support for both the acquisition and the application of knowledge and skills; ensuring a modicum of the sense of the individual; local and national security;

peaceful political and favourable national and international economic conditions.

The private sector is expected to generate most of the new jobs in Nigeria. The role of the government will be to create an enabling environment by adopting specific sectoral programmes that permit the private sector to prosper.

5. Problems Militating Against Development of Human Resources for the Country

It is imperative to mention that the prevailing socio-economic problems of the country have direct correlation with constant labour unrest amongst the workforce, social vices like high rate of crime such as armed robbery, kidnapping, assassinations, general insecurity, ethnic agitations, corruption and high incidence of dishonesty in the system, political instability, lack of due process.

Others include inability of government to balance the human resources policies in multinational environments; lack of training and retraining of managers to cope with the modern personnel problems. Besides, the process of objective selection is affected by factors such as nepotism, tribalism, favouritism, lack of due process, mistrust, dearth of competent manpower resulting from inexperience, low level of education of trade union/association officials make it difficult to accomplish logical negotiations.

7. Conclusion

As Nigeria marks her 55th independence anniversary on October 1, 2015, it is incumbent on the governments at local, states and federal levels to think very seriously about coming up with policies that can promote critical manpower development, skills and technology acquisition, stable academic programmes in the tertiary educational institutions and high quality graduates. I strongly believe that Nigeria has the capacity to grow its human resources to meet national development goals and objectives!

Mr. Oluka, MBA, ACIPM, ANIM, is a Senior Manager HR Dept.

Industrial Relations Practices that Enhance National Development

The term Industrial Relations (IR) also known as Labour Relations refers and relates to employment relationships. This ostensibly stems from the increasing significance of non-industrial employment relationships that are involved in this field of Human Resources Management. Basically, IR is about fostering harmonious industrial relations environment to support performance.



Jite Orimiono
(HR/IR Department)

The parties to this relationship are: (1) Employers of labor (2) Employees as factors of production (3) Government. The whole essence is industrial peace.

A necessary extension to these parties is pressure groups from local or host communities whose influences affect IR strategies and plans. Managing people and relationships therefore can be such multi-faceted and complex especially where the environment this is practiced is characterized by local peculiarities that cannot fit into text-book definitions.

The Business Dictionary defines IR as 'Employer-employee relationships that are covered specifically under collective bargaining and industrial relation laws'. Collective bargaining suggests that there is a two-bodies relationship and industrial relations laws suggest the third leg which is Government which makes regulating legislations.

According to MBA Mentor, 'Industrial Relations means all such relationships that a business enterprise maintains with various sections of society including employees, state, customers and public in industries contact. In narrow sense, it refers to all types of relationships between employer and employee, trade union and management, workers and union, etc. It also includes all sorts of relationships at both formal and informal levels in the organization'. This puts the subject in proper perspective.

A crucial part of employment relationship is conflict management arising from shared interest and 'conflicts of interest' of employers and employees arising from divergence of objectives which makes conflict(s) inevitable.

Employment & Labour Laws

In most climes, the IR professional actually doubles in the area of Industrial & Employee Relations and must understand

and applies understanding and application of labour laws (relating to trade unions and dispute resolutions) and employment laws (relating to terms, conditions and employee welfare) in providing advice or proffering options to colleagues and contribution to team strategy on IR/ER, including contract staff issues, grievances/disputes, etc. thereby contribute to both performance and compliance.

He also understands and advises on impact of local HR policies vis-a-vis existing labour and employment laws and international conventions as they affect the IR/ER environment in the industry, company business and reputation. A key soft skill for this role is Interpersonal Relation skills. Industrial relations also deals with both unionized and non-unionized employees, Collective Bargaining Agreement for senior and junior staff and Federal Labour regulatory agencies. Additionally, it responds to issues of personal accountability and enforcement of company values and general discipline in the workplace.

Challenges of Industrial Relations

Firstly, there is the need to develop plans and strategies to build a strong collaborative and trust relationship that takes it from the traditional adversarial nature to the modern recommended ideal place of partnership.

Secondly, is how to communicate the company's case not just to the unionized groups but also the pressure groups in the right amount and style of communication without the danger of overselling or underselling the company's point of view.

Thirdly, is the need to balance this with the interest and expectations of the employees, to ensure there is a trust relationship and performance is not adversely impacted in workplace in form

of:

- (i) Economic Strike which results from a failure to agree on the terms of a contract;
- (ii) Wildcat Strike which is unauthorized strike occurring during the term of a contract;
- (iii) Unfair Labor Practice Strikes which is called to protest 'unlawful' conduct by the employers; and
- (iv) Sympathy Strike which occurs when one union strikes in support of the strike of another union.

Therefore, a key component of IR is maintaining effective relationships and working conditions that balance the employer's need with that of the employee's rights (represented by the labor unions) in support of the strategic objectives of the organization.

How IR affects national development

As Nigeria marks her 55th independence anniversary, it is important to harness IR practices to enhance national development through the following ways:

- Establishment of a strike handling committee and a command center, together with report line structures, roles and responsibilities
- Implementation of techniques to gather precise information and the articulation of grievances.
- Dealing with the media and communicating information to relevant trade unions and strikers, which include keeping precise contact details of relevant parties.

Conclusion

Corporate organisations, their in-house unions and the ministries of labour must work in collaboration to ensure that good IR practices are followed to ensure industrial peace in the nation to reduce loss of man-hours and increase productivity.



Saloka James
(Environment Department)

Environmental Sustainability in Nigeria

Environmental sustainability is one of the elements of national development. The ability to maintain the qualities that are valued in the physical environment allows for the needs of man to be met without jeopardizing or compromising the ability of future generations to meet their needs.

This involves man's inter-relationships with the environment (air, water, land and etc) to avoid depletion of natural resources and allow for long-term environmental quality. This practice of environmental sustainability in Nigeria helps to ensure that the needs of today's population are met without compromising the ability of unborn generations to meet their needs.

A closer view at the natural environment shows that the environment has a remarkable ability to rejuvenate itself and sustain its viability. For instance, when a tree falls or an animal dies, it decomposes, adding nutrients to the soil. These nutrients help in sustaining suitable conditions so that future saplings can grow.

If the environment is left alone, it has a great ability to care for itself. However, when man exploits the environment and uses many of the natural resources as provided by environment, things change. Human actions and inactions can deplete natural resources if application of environmental sustainability approaches is ignored by persons and organisations operating in a given environment.

The natural environment gives a lot. Humans take advantage of resources from nature to meet their continuous needs almost every hour, which includes fresh air, clean water and food. It is worthy to note that when humans take only what they need, nature replenishes these resources and life is sustainable. Moreover, we realize that social and economic needs must be met and these needs impact the environment's ability to sustain itself.

Environmentally - friendly organisations ensure environmental sustainability through Best Available Technology (BAT) which in turn helps in optimization of operations and systems

since industrialization, technology and environment are friends of mankind. Best practice ensures that technology is applied appropriately for the sustainability and protection of environment.

This is achieved through continuous robust monitoring and upgrading of systems with a view to meeting the needs of today's population and actions are taken to preserve for future generations.

It is evident that the strongest way to sustain and protect the environment is to save trees. Trees are one of the main creations of God that play an important role to keep the air clean. If there will be no fresh air available, human beings, animals, birds and other living organisms will not survive and be sustained for future generations. Therefore, a clean environment is highly needed by every living object on this earth.

Trees are planted to stop the sea level from rising, the ice caps from melting, hurricanes from intensifying and it confirms the notion that planting more trees will surely help in reducing global warming.

There are compelling evidences from all over the world that our planet's weather and climate patterns are changing. These include droughts, receding glaciers and ice caps, extreme storms, rises in ocean temperatures and sea levels, shifts in distribution of organisms and diseases.

There are many simple actions we take in our day to day lives that can have an effect on our immediate industrial surroundings or our home.

We realized that there are no resources more precious than water. There's also no resource that is misused, abused, misallocated and misunderstood the way water is. Safe drinking water, healthy and intact natural ecosystems and a stable food supply are a few of the things at stake as our water supply is put

under greater stress, if we do not ensure sustainability of our environment.

In making sure that water is preserved or saved in IEPL, water-to-air heat pump or air-condition system are never install. Air-to-air models are just as efficient and do not waste water.

Sustainable energy or green energy is considered green because they reduce carbon emissions and pollution.

Organisations must optimize their energy consumption and sustain the environment for future generations; turning off unused or unneeded lights; turning off computers when they are not in use; turn off printers, especially laser printers unless in operation.

People should send emails instead of paper letters, keep files on computers instead of file cabinet, control and monitor operations to make sure SO₂, NO₂, CxHy, BOD, COD, TSS, pH and other flue gases or parameters are within allowable limits; track wastes from cradle to grave; train and retrain employees on Environmental Management System(EMS) and global environmental concerns.

Organisations must put in place facilities for recycling of treated effluent, for firefighting purpose, create environmental awareness within host communities and other stakeholders as good corporate citizens.

They must also monitor environment of host communities with a view to sustaining it for future generations; and above all, promote sustainability of environment by identifying elements of organization's activities, products or services that can interact with the environment negatively.

As Nigeria marks her 55th independence anniversary, I strongly believe that these recommendations if implemented will help our country's environmental sustainability efforts.

Building A Healthy Nation: The Roles of Individuals and Government

A healthy person does not know the precious gift he has until he falls sick, while a sick person would spend everything and anything to be healthy. Without good health we cannot reach our full potential in life. A good health is the real jewel of life and it is necessary for a purposeful existence.



Dr. Valerie Okosi
(Medical Services Department)

According to World Health Organization (WHO), health is the physical, mental and social wellbeing and not merely the absence of disease. It is quite unfortunate that presently competition in each field is so intense that nobody can escape from the hectic schedule of life.

Earlier, a few decades ago, people used to work differently, enjoying the different color of life. But it is noticed now that people are working under stressful conditions and without satisfaction, which is detrimental to their physical fitness. As a result they are suffering from many diseases. But notwithstanding, the key to an individual's health lies in his hands so one has to make extra effort to live a healthy life.

The individual, family and the society all play vital roles in building a healthy nation. The benefits of a healthy individual is enormous, not only to himself but to his family, society and the nation at large.

The role of Individuals in ensuring good health

An individual has to adopt lifestyle modifications such as:

Regular exercise: It is advised to exercise at least 30 minutes a day, four to five times a week. This involves moderate to vigorous intensity activities such as jogging, brisk walking, swimming, cycling and so on.

This helps in preventing excessive weight gain, reduce incidence of cardiovascular and metabolic diseases such as hypertension, stroke and diabetes. The American Council on Exercise (ACE) reports that the short term results of exercise include reduced stress and ability to think better.

Balanced diet: The food we eat today goes a long way to determine our health tomorrow. More proteins and less carbohydrate and fat are encouraged. We should endeavor to obtain most of our calories from fruits, vegetables and proteins. Excess calories lead to increase weight gain which may lead to obesity which is a risk factor for several diseases.

The Body Mass Index (BMI) is an effective parameter used to know if one is underweight, normal, overweight or obese. It is calculated by weight in kilograms (kg) divided by the square of height in meters. BMI values of between 20 and

25 are considered normal. While less than 20 is underweight, 25 to 30 is overweight and above 30 is obese.

Alcohol intake: Excessive alcohol intake over a long time or too much on a single occasion can damage the heart, liver, pancreas, weakens the immune system and also increases the risk of certain cancers such as mouth, esophagus, throat, liver and breast.

However studies have also shown that moderate intake of alcohol especially red wine occasionally may protect healthy adults from developing coronary heart disease.

Smoking: Studies have shown that chronic smokers lose at least 10 years of their life spans; however smokers who quit before age 40 were able to avoid 90 percent of the early deaths caused by continued smoking.

Cessation of smoking keeps the lungs healthy and prevents diseases like Chronic Obstructive Airway Disease and cancers of the lungs, mouth, throat and so on. Knowing that this is a difficult habit to stop, you can seek the help of your doctor to achieve this. Also family support is very helpful.

Adequate sleep: For an adult at least 6 to 8 hours of sleep a day is ideal; for children 12 to 14 hours sleep is required. However adults nowadays are sleeping less because of busy schedules, night shifts and late night parties.

Physical well-being wholly depends upon a sound brain as all activities of our body are controlled by the mind. Any disturbance in the mind will disturb the body giving rise to various abnormalities. So a sound sleep is important for a healthy person.

Good health seeking behavior: This should be adopted by all individuals. In a case where by one falls sick, it is advised to go to a hospital for proper evaluation and treatment. Self-medication, patronizing unlicensed healthcare providers and drinking of unapproved herbal concoctions are to be discouraged.

It is also advised for individuals to visit their health centers for Routine Medical Examination (RME) to exclude presence of any illness and for early detection of disease if present.

Roles of the family in maintaining a healthy Nation;

The health of a nation depends on the health of families. A broken home most times makes a broken child affecting his mental wellbeing. A family built on love and unity makes a mentally sound and emotionally stable child.

The intact married family with children is the household that generates the productive work and income. It is of homes like this that the Nobel Laureate economist Gary Becker spoke when he said that "the mother at home raising her children contributes more to the economy than her husband out in the workforce."

If we want a vibrant economy, parents must find a balance at home and at work in order to enable them raise the best of children, just as the farmer who wants the best crops pays close attention to the timing of the seasons, and sows the best seed in the best soil he can.

Roles of the society in maintaining a healthy Nation

The government has its own role to play in building a healthy nation. It is the government's responsibility to provide quality health services for its people. Ministries of health play important roles, but so are other government departments, donor organizations, civil society groups and communities themselves.

For example; government's investments in good roads can improve access to health services, hiring more health workers balances the doctor-patient ratio, and building recreation parks for relaxation, among others.

Also companies and organizations should be mandated to create a healthy working condition for their employees. Evidence has shown that when an organization proactively improves their working environment by organizing work in ways that promote health, all adverse health-related outcomes decrease.

Conclusion

Health is wealth. One cannot appreciate, enjoy, or live a good life in the absence of health. It is the most valuable and important thing in life. As our country Nigeria celebrates its 55th independence anniversary, the issue of good health policies and effective health administration should be given serious thought, because a healthy nation is a wealthy nation!



my perspective

Dr. Jossy Nkwocha, FNIPR

Brand Indorama-Nigeria!

Globally, two very important concepts in marketing communications since the early 90s are corporate branding and reputation management. Before this time, scholars and practitioners in marketing, public relations and advertising spoke mainly about product branding and image management.

Product branding dealt mainly with tangible goods and intangible services, which are creatively packaged and distinctively made to deliver a bundle of superior benefits and values to customers and clients. The same scholars and practitioners also spoke mainly about corporate image, which meant the way an organisation was perceived by its publics including employees, customers, government agencies, the media, and community people, among others.

The sociology of branding and perception management has moved beyond product and image. Indeed, the word "product" has become generic. Today, there are product brands, service brands, corporate brands, nation brands, personality brands, etc. All these are considered as "products" and managed in the most professional manner to deliver utmost benefits to all stakeholders.

Besides, we now would rather talk about reputation and not mere image. Reputation takes a long time to build and is earned through innovations, hard work, integrity, performance and excellence. Reputation is enduring. Mere image can be wrought through window-dressing, deception, propaganda, sloganeering and "image laundering".

Let's do a case study of "Brand Indorama-Nigeria!" or Indorama Eleme Petrochemicals Limited (IEPL) Port Harcourt. It is a world-class brand, an offshoot of the iconic Indorama Group with headquarters in Indonesia. The Indorama Group itself is a global brand with shining presence in four continents, namely Asia, Europe, United States of America and Africa.

IEPL is distinctive in its management, operations, products, services, environmental policies and practices, health and safety records, corporate social responsibility (CSR), corporate governance and corporate communications. It is one of Nigeria's, indeed Africa's strongest brands!

Brand Indorama-Nigeria delivers superior benefits and values to all our critical stakeholders --- high quality polymer resins to

over 350 customers (companies) in Nigeria; high profile CSR initiatives to our host communities and the larger society; high corporate governance reporting to regulatory authorities, and worthy contributions to the economy of Nigeria through huge employment opportunities, huge revenues to government, import substitution, etc.

One of the most talked about records of Indorama Eleme Petrochemicals is the fact that its host communities and employees own and enjoy 7.5% and 2.5% shareholding respectively of the company! Host communities and employees are co-owners of the company and share in the profit or loss of the company! The Federal Government and the Rivers State Government who are also shareholders also share in the fortunes or misfortunes of the company. In Nigeria, this is a stand-alone story!

Students of marketing, public relations,



**Reputation takes
a long time to build,
and is enduring.
But mere image can
be deceitful**



advertising and business management would find this case study quite interesting, especially as it defines in practical terms the concepts of brand equity and brand architecture that are taught in the classroom in business schools.

Managing a corporate brand or its corporate reputation is very tasking. Since it is not the question of mere image-making, it means doing things right --- right from the front desk officer or security personnel at the gate to the panel operator in the control room through the CEO; everyone is involved in building and sustaining strong corporate brand or solid corporate reputation.

I do not have the space here to enumerate the marketing communications tools, techniques and strategies that are

deployed in the effective management of a brand or corporate reputation. Suffice it to say that managing "Brand Indorama-Nigeria" is an exciting but quite challenging task.

The brand equity of Indorama-Nigeria is glaring. Indorama Corporation bought over the moribund Eleme Petrochemicals Company Limited (EPCL) in 2006. After massive turnaround maintenance (TAM), the plants roared back to life! Since then, the company has carried out three TAMs in line with global standards of plants' maintenance.

The company's products' line now includes over 45 customized grades of polyethylene and polypropylene (polymer resins) which are used as raw materials in producing plastics products in the household, automobiles, pharmaceuticals, breweries, bottling, paints, etc sectors.

Its products have kept many Nigerian companies alive, and caused a tremendous growth of that sector. Its surplus products are exported to other countries, which earns foreign exchange for the country and puts Nigeria on the export map of the world.

It was not surprising that the Bureau of Public Enterprises (BPE) regards the company as the best success story of privatisation in Nigeria! In 2010, the company won a presidential award organised by the Nigerian Exports Promotions Council for putting Nigeria on the polymer export map of the world.

In 2012, after a rigorous auditing exercise, Bureau VERITAS, the global certification agency awarded the company a triple ISO certification in Quality, environment and occupational health & safety! It was the first time such was won by a Nigerian company. In 2013, the British Council, after its own audit awarded the company its Five Star rating and a Sword of Honour in safety management.

In 2012 also, the Nigerian Environmental Society (NES) gave its Environmental Excellence Award to IEPL for its best practices in environmental management. In 2013, Eleme Local Government Council bestowed on the company the award of Excellent Corporate Social Responsibility. Besides, International Finance Corporation (IFC), an arm of the World Bank sees IEPL as a well-managed company!

The icing on the cake was in 2014 when the Federal Government of Nigeria recognized Indorama Eleme Petrochemicals in the TOP TEN category of Nigeria's Top 100 Businesses. For a company that has operated in the country for only nine years, this is a fabulous feat or achievement!

Today, Brand Indorama-Nigeria is expanding into fertilizer and methanol. Its fertilizer plant with capacity for 1.4 million metric tons of Urea will be commissioned in 2016. By the year 2019, Indorama-Nigeria operations is expected to have attracted a total Foreign Direct Investment (FDI) of 4.5 billion US Dollars to actualize the company's vision of building Africa's largest petrochemicals hub in Nigeria!



**International Safety Award
Merit
— 2015 —**



This is to certify that

**Indorama Eleme Petrochemicals Limited,
Port Harcourt, Nigeria**

has achieved an International Safety Award for demonstrating a strong
commitment to good health and safety management during 2014.

Lynda Armstrong OBE
Chair of The Board of Trustees
24 April 2015

Neal Stone
Acting Chief Executive
24 April 2015



Certificate number
AW-0001881

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years

INDORAMA

For 40 Years, **Indorama Corporation** has been impacting lives positively and fostering National Development in **21 Countries** across **Four Continents!**

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