



**UGANDA  
BAATI**

# The Baati Digest

Quarter Four  
**Newsletter**  
October - December 2023



## Greetings readers

As we approach the close of another remarkable year, I'm filled with immense pride and gratitude when reflecting on the extraordinary milestones and achievements we've attained together. In 2024, our journey has been marked by resilience, innovation, and an unwavering commitment to excellence.

Our recent accomplishments vividly portray Uganda Baati's dynamic growth and firm commitment to customer satisfaction. The successful launch of Lifestyle not only showcases our innovative prowess but also highlights our responsiveness to the ever-evolving market demands. Moreover, our strategic expansions, including the inauguration of Nansana and Bulindo

showrooms, alongside renovations and relocations in Masaka and Lira, exemplify our relentless dedication to enhancing customer experiences. Embracing the digital landscape has been pivotal, with our remarkable surge in E-commerce sales serving as a testament to both our team's agility and the trust our customers have placed in us. This upward trajectory reflects our consistent drive for business growth while prioritizing customer-centric strategies.

Innovation stands tall as the pillar fueling our success at Uganda Baati. This year, our SAFBUILD projects have been a resounding success, attribute to our steady commitment to sustainable development and our profound impact on reshaping construction practices for the better. From resilient infrastructure to sustainable housing solutions, each SAFBUILD project stands as an inspiration of our pledge to pioneering innovative, eco-conscious construction practices.

Our commitment to ESG (Environmental, Social, and Governance) agenda stands as a cornerstone of our operations, driving our Corporate Social Investment (CSI) initiatives across four key pillars: Shelter, Health, Education, and Environment. This year, under the Shelter pillar, we've supported housing projects for underserved communities like the Nyamifura Primary School in Rukungiri and office units to Uganda Police and DIT providing safe and sustainable living spaces. In Health, we've conducted medical camps, and community outreach offering free healthcare services and promoting wellness within local communities. Our Environment pillar initiatives focused on tree planting under our #everytreescounts campaign to preserve and protect natural resources.

We have prioritized our most invaluable asset, our employees. We have made substantial progress in fostering a culture of continuous learning and development. Our investment in training and upskilling initiatives has empowered our workforce to adapt to industry shifts and excel in their roles.

Our dedication to craftsmanship and quality has been recognized by being awarded prestigious "Quality Steel Manufacturer of the Year 2023" award by KACITA, "Best Metallic Products - Roofing Sheets" award by People's Choice and "Outstanding Steel Design" Awards by Consumers Choice Award. This honor is proof to the hard work, expertise, and passion that each member of our team brings to Uganda Baati every day. It's a reflection of our collective commitment to setting industry benchmarks.

Approaching our 60th anniversary next year, we embrace this milestone not just for celebration but also for reflection. It symbolizes our enduring legacy and lays the foundation for a future defined by innovation, sustainability, and unwavering commitment to excellence. Our past achievements stand as proof of our collective dedication and progress. Moving into this significant year, let's uphold the spirit of innovation, collaboration, and service that defines Uganda Baati, ensuring our journey ahead continues to reflect our values and vision.

*Merry Christmas and a prosperous new year.*

**George Arodi**

*Uganda Baati Business Head*

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From the heart of our production floor to the corridors of our administrative offices, from our vibrant sales and marketing teams to the ever-supportive customer service, each one of you has been an indispensable part of our collective journey. Your passion, creativity, and tireless efforts have not just contributed to Uganda Baati's growth but have also set new benchmarks within our industry.

In the face of uncertainties and evolving landscapes, your adaptability and willingness to go above and beyond have been truly commendable. Your collaboration, innovative spirit, and steadfast commitment to delivering top-quality products and exceptional service have been the driving forces behind our shared success.

While we prepare to step into a new year brimming with promise and opportunities, let's carry forward the invaluable lessons we've learned, the bonds we've forged, and the resilience that defines us as a united team.

I want to extend my heartfelt appreciation to each one of you for your unwavering hard work, dedication, and incredible support. Your contributions are deeply cherished and have been instrumental in shaping the remarkable journey of Uganda Baati.

Warm wishes to you and your families for a joyful holiday season filled with love, laughter, and well-deserved moments of relaxation. May the upcoming year bring us all new successes, enriching experiences, and continued growth.

*You are the heartbeat of Uganda Baati, and I'm immensely proud to be part of this incredible team.*

Thank you once again for your exceptional efforts and unwavering commitment.

Enjoy your read,

**Ian Rumanyika**

*Head of External and Corporate Affairs*

## Dear Readers,

As we near the close of this eventful year, I'm so glad to welcome you to yet another edition of the Uganda Baati Digest and I am delighted that we all made it to the end of the year in good health and high spirits.

Throughout this year, your unwavering commitment, resilience, and unwavering pursuit of excellence have been nothing short of extraordinary. Your dedication has truly been the bedrock of our success, propelling us forward to achieve remarkable milestones and conquer challenges with unparalleled determination.

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# A Year In Review

## Q1 Highlights

Uganda Baati donated 700 roofing sheets towards the construction of North Ankole Mission Hospital in Rushere town council, Kiruhura district. This contribution aims to facilitate the diocese in offering crucial health services to the residents of Kiruhura, Kazo, Ibanda districts, and neighboring areas, ultimately supporting the Mbarara Regional Referral Hospital.



Women's day highlights - Our remarkable women who drive our success from the factory floor to leadership roles, their impact is profound and inspiring.



## Q2 Highlights

Uganda Baati successfully launched Lifestile campaign at the prestigious Kampala Serena Hotel. This grand event marked a significant milestone, showcasing the innovative and versatile features of Lifestile amidst an esteemed gathering.



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### Q2 Highlights

Captured Moments: Relive the most impactful moments from our recent medical camp, tree planting campaign and Kabaka Run initiative.



### Q3 Highlights

Captured Moments: Step back into the meaningful experiences that defined our quarter 3 endeavors — Lira & Masaka showroom relocation, Jinja & Mbale fundi trainings, Police & DIT office donations, Rotary Cancer Run, Newbies party, The 26th National Technology Conference & Exhibition



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# Steel Strong for 60 Years

As we gear up to our 60th anniversary next year, we stand on the border of a significant milestone an evidence to six decades of unwavering assurance, innovation, and a relentless pursuit of excellence.

For 60 years, Uganda Baati has been an integral part of Uganda's growth story, shaping the nation's infrastructure and construction landscape. Our journey began in 1964 with a vision to redefine the standards of quality in steel manufacturing. Since then, we've not just met but exceeded those aspirations, becoming equal with reliability, durability, and superior craftsmanship. Throughout this remarkable journey, we've evolved, adapted, and thrived in the face of challenges. Our resilience and determination have been pivotal in navigating the changing tides of the industry. From humble beginnings, we've expanded our footprint, embraced technological advancements, and diversified our product offerings to cater to the evolving needs of our customers.

Our 60-year journey has been marked by numerous achievements and milestones each a proof to the dedication of our passionate team, the support of our customers, and the trust of our stakeholders. As we celebrate this significant milestone, we extend our heartfelt gratitude to each one of you who has been part of our story, contributing to our success and growth. Looking ahead, the future holds boundless possibilities.

As we embark on the next phase of our journey, Uganda Baati remains dedicated to excellence, innovation, and sustainability. Our vision for the future is anchored in pioneering solutions, fostering growth, and continuing to be a catalyst for positive change within the industry and the community.

*As we celebrate 60 years of excellence, we reaffirm our commitment to serving our customers, contributing to the community, and being an inspiration of integrity and quality in the steel manufacturing landscape.*



**Here's to celebrating  
60 years of resilience,  
innovation, and  
success, and to  
many more years of  
shaping a brighter  
future together.**

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# Social Programs and Initiatives:

The visit to Watoto's Suubi Village was intended to draw inspiration from the commendable work at the Hope Vocational and Technical Institute. The trip served as a benchmarking exercise aimed at understanding the nuances of excellent vocational training, an essential step towards our vision of establishing the Safal Uganda Baati Vocational Institute in Tororo.

The highlight of our visit was the chance to interact with the babies at Baby Watoto, the orphanage arm of the village. Here, infants aged 0-3 years who were sadly abandoned are rescued and given a second lease on life. Through the provision of nurturing housing and a loving family environment, Baby Watoto ensures that these infants grow up in an atmosphere brimming with care and compassion, setting the stage for a promising future.



Precious moments with the children at the Watoto homes



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# Tororo Medical Camp

## Empowering Health: Uganda Baati's Medical Camp

Uganda Baati proudly organized a transformative Medical Camp in Tororo, dedicated to fostering wellness and care within our community! This initiative was a demonstration to our commitment to community well-being. From health check-ups to educational sessions, we provided comprehensive care and resources to empower healthier lifestyles. Together, we're building a healthier tomorrow, one caring gesture at a time.

### UGANDA BAATI *Free* MEDICAL CAMP +

**THEME:** Caring for All,  
Nurturing Healthy Bodies  
for a Prosperous Community!

#### Medical Services Offered:

- Free Medical Consultations
- Laboratory Testing
- General Health Check-ups
- Blood Pressure and Blood Sugar Monitoring
- Dental Check-ups
- Eye Examinations
- Counseling Services
- Distribution of Essential Medicines
- Family Planning

#### Medical Camp activities:

- General medical consultations
- Eye, dental examinations
- Laboratory testing
- Blood donation services
- Health education

**14<sup>th</sup>**  
**DEC, 2023**

Time: 8:00-5:30pm

📍 UBL Tororo Compound



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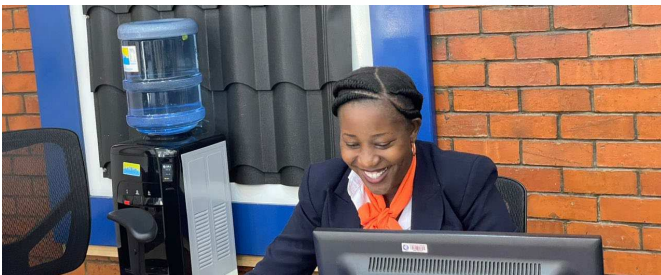




# Customer Appreciation Week

## EXPRESSING GRATITUDE

In early October, we celebrated our customers during our Customer Appreciation Week. This dedicated week was a heartfelt tribute to our incredible customers, the very core of our success. Through cake-cutting ceremonies and genuine expressions of gratitude, we extended our heartfelt thanks to each customer. Your unwavering trust and support continuously inspire us to reach for excellence in all we do. Your loyalty fuels our passion, and for that, we're endlessly grateful. Here's to our amazing customers, propelling us forward on this journey of success together!



We at Uganda Baati Limited want to extend our heartfelt gratitude to our customers. Your trust in our quality over the years serves as the foundation for our achievements and success.

*Thank You!*



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# Uganda Baati Takes Center Stage at UMA Uganda International Trade Fair!

We were honored to showcase our expertise and innovation at the Uganda International Trade Fair 2023. Amidst a vibrant gathering of industry peers and enthusiasts, we proudly displayed our cutting-edge construction solutions, demonstrating our promise to quality and progress in Uganda’s infrastructure landscape.



**29<sup>th</sup> UGANDA INTERNATIONAL TRADE FAIR 2023**  
3rd - 10th October

**Theme:** Driving Manufacturing & Trade Efficiency through Digital Transformation and Innovation.

Visit our booth to learn more and discover the captivating array of Uganda Baati products.



# Safal Eye In The Wild Campaign



SAFAL EYE IN THE WILD  
PHOTOGRAPHY COMPETITION

## Unveiling Resilience Through the Lens, Congratulations to our Top winners!

**300+** passionate photographers submitted their work, and from this pool emerged four impactful images spotlighting Uganda's drought reality. **Storm Saad, Twinamatsiko Dickson, and Muhumuza Joseph's** photographs vividly depicted resilience in adversity, sparking essential conversations on drought's profound effects and sustainable solutions. Let's applaud these visionaries and keep the dialogue alive for a resilient, thriving Uganda.



Storm Saad



Muhumuza Joseph's



Muhumuza Joseph



Twinamatsiko Dickson

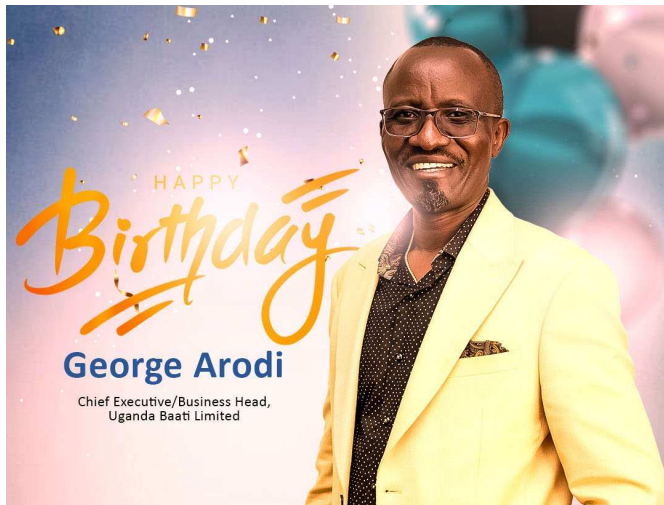


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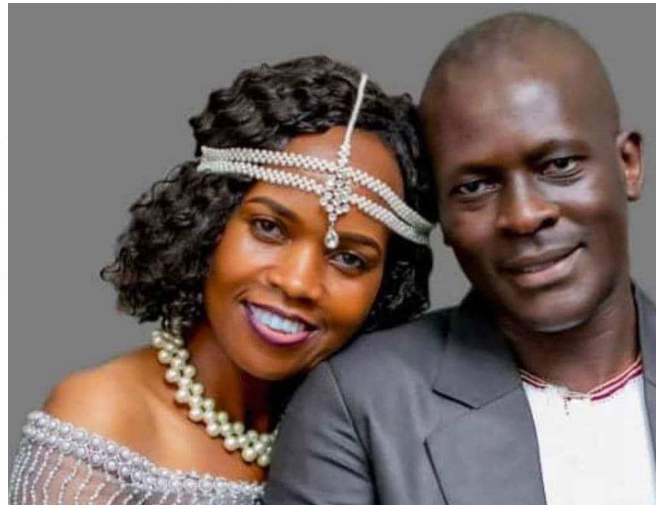
## Baati Birthdays - Celebrating Our Stars!

Happy Birthday to our incredible staff! As we celebrate your special day, we want to take a moment to appreciate the dedication and hard work you bring to Uganda Baati every day. Your contributions are invaluable, shaping our success and inspiring us all. May this day be filled with joy, laughter, and wonderful memories as you embark on another year of accomplishments. Here's to celebrating you today and every day for being an integral part of our team. Warmest wishes for an amazing year ahead!



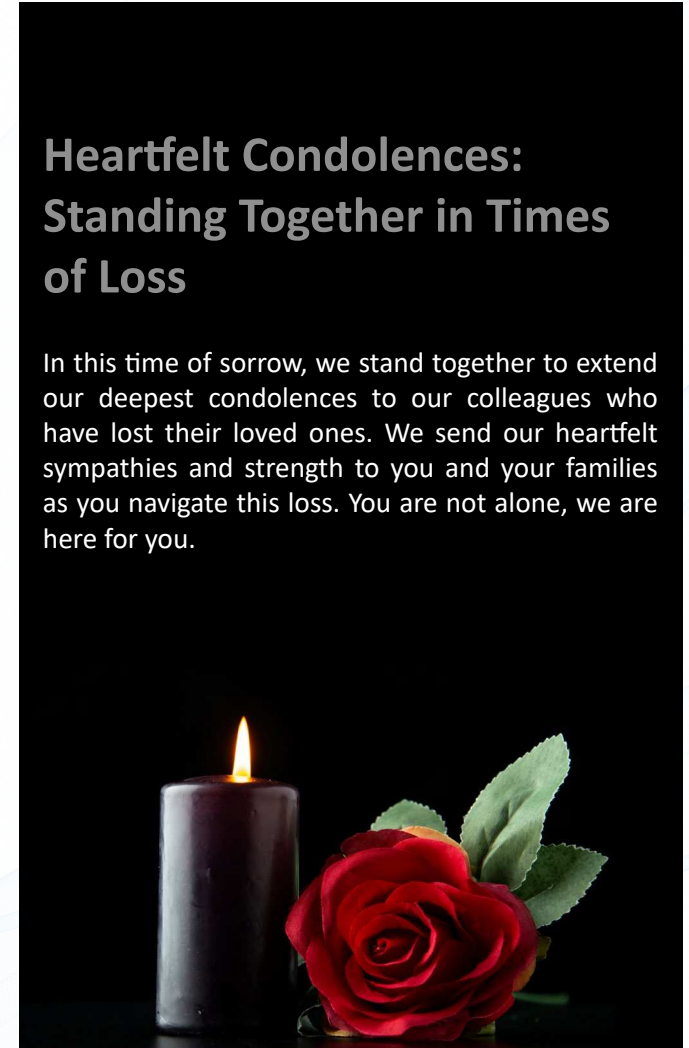
## Baati's Blissful Beginnings- Newlywed Nook!

Congratulations to our newly wedded staff! As you embark on this beautiful journey of marital bliss, we extend our heartfelt wishes for a lifetime filled with love, joy, and countless shared adventures. May your union be a source of strength, laughter, and unwavering support for each other. Here's to a future filled with endless happiness and the fulfillment of all your dreams. Cheers to the newlyweds!



## Heartfelt Condolences: Standing Together in Times of Loss

In this time of sorrow, we stand together to extend our deepest condolences to our colleagues who have lost their loved ones. We send our heartfelt sympathies and strength to you and your families as you navigate this loss. You are not alone, we are here for you.



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## Photo Gallery

Enjoy a collection of captivating images showcasing UBL'S campaigns, and events that took place from October to December.



Head of External & Corporate Affairs, Ian Rumanyika gifts the Sanyu babies Homes Manager with the classic Uganda Baati merch-pack.



The Sanyu babies team & the Uganda Baati team



The Uganda Baati team at Sanyu Babies home sharing precious moments with the children



Uganda Baati won the "Best Metallic Products - Roofing Sheets" at the People's Choice Quality Awards.



OUR CEO George Arodi receiving the "Quality Steel Manufacturer of the Year 2023" award from Mr. Abel Mwesigye, the CEO KACITA

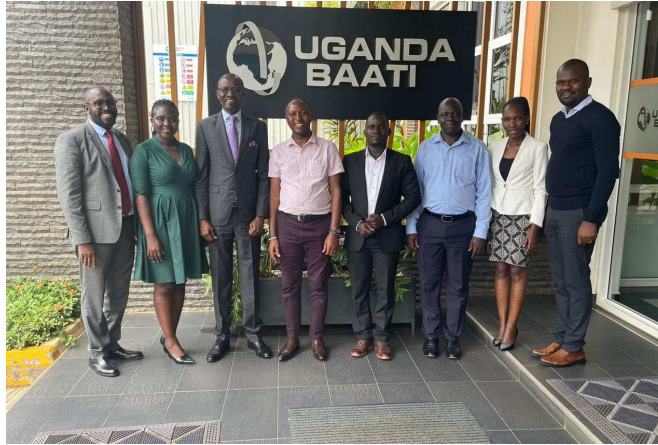


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Group Head of Marketing, Anthony Ng'ang'a escorted by Uganda Baati at a courtesy visit to UMA



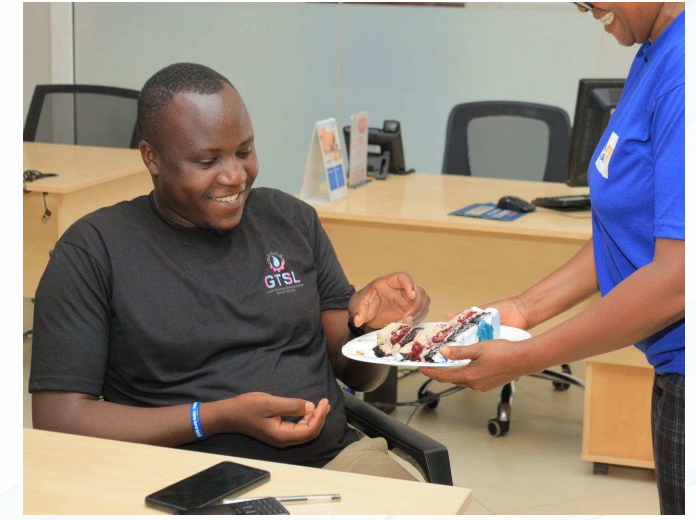
Partner meeting with the watoto hope technical institute team at the Uganda Baati Head office.



Highlights from the Uganda International Trade Fair



Highlights from our customer appreciation week



Uganda Baati signed an MOU with PSFU to partner on a mega tree-planting initiative. Moments from the PSFU Gala, 2023.



### Uganda Baati won Best Private Sector Award 2023 under Corporate Games.



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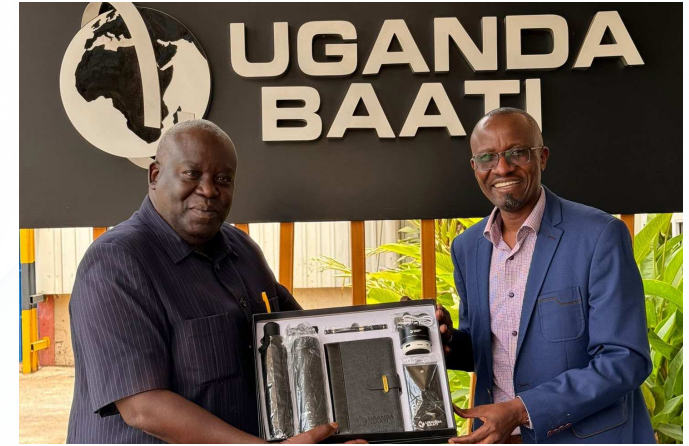




Stanbic Bank visit Uganda Baati office



Sanyu radio team paying a courtesy visit to Uganda Baati.



Senior Presidential Advisor, Hon. Sam Engola, at our head offices today



In October, we wear pink #BreastCancerAwarenessMonth



Media visit tour highlights



Watoto visit moments

# Recap of departmental engagements

## REFLECTING TOGETHER

In a spirit of solidarity and shared success, our recent staff end-of-year engagements were a resounding success! A heartfelt thank you to every participant whose dedication, ideas, and active involvement made these gatherings profoundly impactful. Your contributions have enriched our engagements and laid a strong foundation for the future.



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# End Of Year Party



# GALVANIZED GOURMET- BAATI'S KITCHEN CHRONICLE



Gearing up to entertain loved ones this festive season and feeling puzzled about what to whip up? Don't worry, we've got your back with this super easy, finger-licking recipe that'll dazzle your guests!

## **Stir-fried goat meat:**

### **Ingredients:**

- 1 pound (450g) goat meat, thinly sliced
- 2 tablespoons vegetable oil
- 1 onion, thinly sliced
- 3 cloves garlic, minced
- 1-inch piece of ginger, grated
- 1 bell pepper, sliced (any color)
- 2 tablespoons soy sauce
- 1 tablespoon oyster sauce
- 1 tablespoon hoisin sauce
- 1 teaspoon chili flakes to taste
- Salt and pepper to taste
- Fresh cilantro or green onions for garnish (optional)

### **Instructions:**

1. Marinate the goat meat: In a bowl, combine the sliced goat meat with a bit of salt, pepper, and a tablespoon of soy sauce. Let it marinate for at least 15-20 minutes.
2. Heat a large skillet or wok over medium-high heat. Add the vegetable oil.
3. Once the oil is hot, add the marinated goat meat. Stir-fry for 5-6 minutes or until the meat is browned and cooked through. Remove the meat from the skillet and set it aside.
4. In the same skillet, add a bit more oil if needed. Sauté the sliced onions until they become translucent.

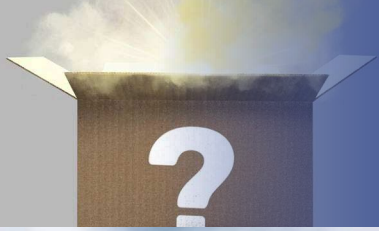


5. Add the minced garlic and grated ginger to the skillet. Cook for another minute until fragrant.
  6. Toss in the sliced bell pepper and stir-fry for a couple of minutes until it starts to soften.
  7. Return the cooked goat meat to the skillet and mix it with the vegetables.
  8. In a small bowl, mix together the remaining soy sauce, oyster sauce, hoisin sauce, and chili flakes. Pour this sauce over the goat meat and vegetables. Stir everything together to coat evenly.
  9. Cook for an additional 2-3 minutes, allowing the flavors to blend and the sauce to slightly thicken.
  10. Taste and adjust seasoning with salt, pepper, or more chili flakes if desired.
  11. Garnish with fresh cilantro or green onions if you like, then serve your delicious stir-fried goat meat over rice or with your favorite side dishes.
- Enjoy your flavorful and tender stir-fried goat meat!

***Adjust the seasonings and spice levels according to your preference.***

A member of the





## Brain Teaser

You are driving a bus. At the first stop, two women get on. At the second stop, three men get on, and one woman gets off. At the third stop, three kids and their mom get on, and a man gets off. The bus is grey, and it is raining outside. What color is the bus driver's hair?



## HOLIDAY MOVIES RECOMMENDATIONS

1. Best. Christmas. Ever!
2. Candy Cane Lane
3. A Christmas Frequency
4. The Claus Family 3
5. Diary of a Wimpy Kid Christmas: Cabin Fever – Animation



## Did You Know?

You travel **2.5 million km** a day around the Sun. No wonder we're so tired!

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## Wishing you a Merry Christmas and Joyful Holidays!

As the festive spirit twinkles around us, we want to extend warm wishes to our incredible team! May this holiday season be filled with laughter, cherished moments, and an abundance of joy. Your dedication and hard work have made this year remarkable, and we're grateful for each one of you. Here's to a Merry Christmas and a New Year brimming with prosperity, success, and countless reasons to celebrate.

*Enjoy the festivities and make unforgettable memories with your loved ones!*



**About Uganda Baati Limited:**

Uganda Baati Limited is a member of Safal Group, Africa's largest manufacturer and supplier of steel roofing and allied products. Founded in 1964, Uganda Baati was the first company in the East African region to set up an ultra-modern galvanizing line. With branches in Tororo and Arua and 13 showrooms across the country, Uganda Baati is the country's leading manufacturer and supplier of roofing sheets and allied building products.