



27 June 2018, the square in front of the Khimik community centre. 'Me, you, him, her – together, we're a whole country, a friendly family, we are Shchokinoazot!'

Young people arranged a flash mob in honour of Shchokinoazot

Larisa Timofeyeva.
Photos: Alexei Piryazev.

Youth Day in the Shchokino District was fun, cheerful and grand this year! More than a hundred people, including young employees of Shchokinoazot, took part in a dance flash mob and proved once again that those who work hard know how to play hard.

Hundreds of people came to the square in front of the Khimik Palace of Culture in the Pervomayskiy for the flash mob. Talented young people of the Shchokino District, students of the Shchokino Polytechnic College, athletes, creative teams from the community centre and young workers of the enterprise took part. Employees of the plant, journalists, young mothers with children and neighbourhood residents came to watch. The crowd danced to the hit 'Rodina Moya' (My Homeland) by David Tukhmanov and the poet Robert Rozhestvensky. However, the lyrics were changed slightly to include a reference to the beloved Shchokinoazot. The Shchokino District hadn't seen such an event before, and it made a very positive impression.

'I really liked the flash mob', said Irina Podchufarova, the director of

personnel management and social development at Shchokinoazot. 'An excellent idea and a talented performance! The initiative group was able to get everyone together, and the result was a wonderful time. It's especially pleasant that the idea was to show young people's potential and to support Shchokinoazot's initiatives in the social and production spheres. This is a landmark year for the company! We're launching four new facilities at once.'

Our company pursues a policy of social responsibility, and we are interested in ensuring that not only workers, but also residents of the Shchokino District take part in events. We want young people to feel involved in our company so that the thread that connects generation to generation isn't severed. We generally rely on young people, and we employ many people under the age of 30. This year, they made up 37% of total hires'.

'The Youth Day flash mob shows the indispensable link between schoolchildren, students and young workers who work for Shchokinoazot', says



Irina Podchufarova

Yelena Rybalchenko, the head of the Shchokino District. 'This unity shows that the company is thinking about its own future, about the future of our country and of the Shchokino region'.

The creative team of the Khimik Palace of Culture organised the flash mob. The team worked on the lyrics and thought of the choreography and the theme. The company supported the idea, and employees of its press service took part in planning the event and giving it a unified style.

'The song Rodina Moya is very patriotic', says Irina Afanasyeva, deputy director of the Khimik Palace Culture. 'It's also very family-oriented – Shchokinoazot is a big family. As they say: you lose what you take, what you give is yours. Shchokinoazot gives a lot to and does a lot for its employees, for their families, for veterans and children, for Pervomayskiy village and the Shchokino District as a whole. And all that we, creative people, can do is to create beauty and goodness and give it all to Shchokinoazot. It's great that people who watch the video of our flash mob will be a little happier and say, 'What a company! The people in that village did a great job! It really is one big family!' By the way, young people reacted to our idea of a flash mob with enthusiasm, and everyone had fun at the rehearsals. As a result, everything went well!'

Young employees of the enterprise took active part in the event. Yury Pafnutiev has only been working at Shchokinoazot for six months but has already managed to find new friends here.



Yelena Rybalchenko



Irina Afanasyeva



The dancers spent a month preparing for the performance. Everything turned out bright, intense and artistic!

'I'm an equipment operator at the caprolactam facility', says Yury Pafnutiev. 'I enjoyed taking part in the event. I like spending time with the team and developing myself in different ways. Shchokinoazot is a promising enterprise, and it's interesting to work here. May it be prosperous!'

Lab technician Natalia Safonova has been at Shchokinoazot for only one week, but she was happy to support the flash mob.

'I really wanted to take part in this bright, interesting event, to become part of this big Youth Day celebration', says Natalia Safonova.

Creative students of the Shchokino Polytechnic College, Shchokinoazot's social partner, also actively participated. Many students of the college plan to become employees of Azot, and some already are – they combine studying on personalised schedules with working at the enterprise.

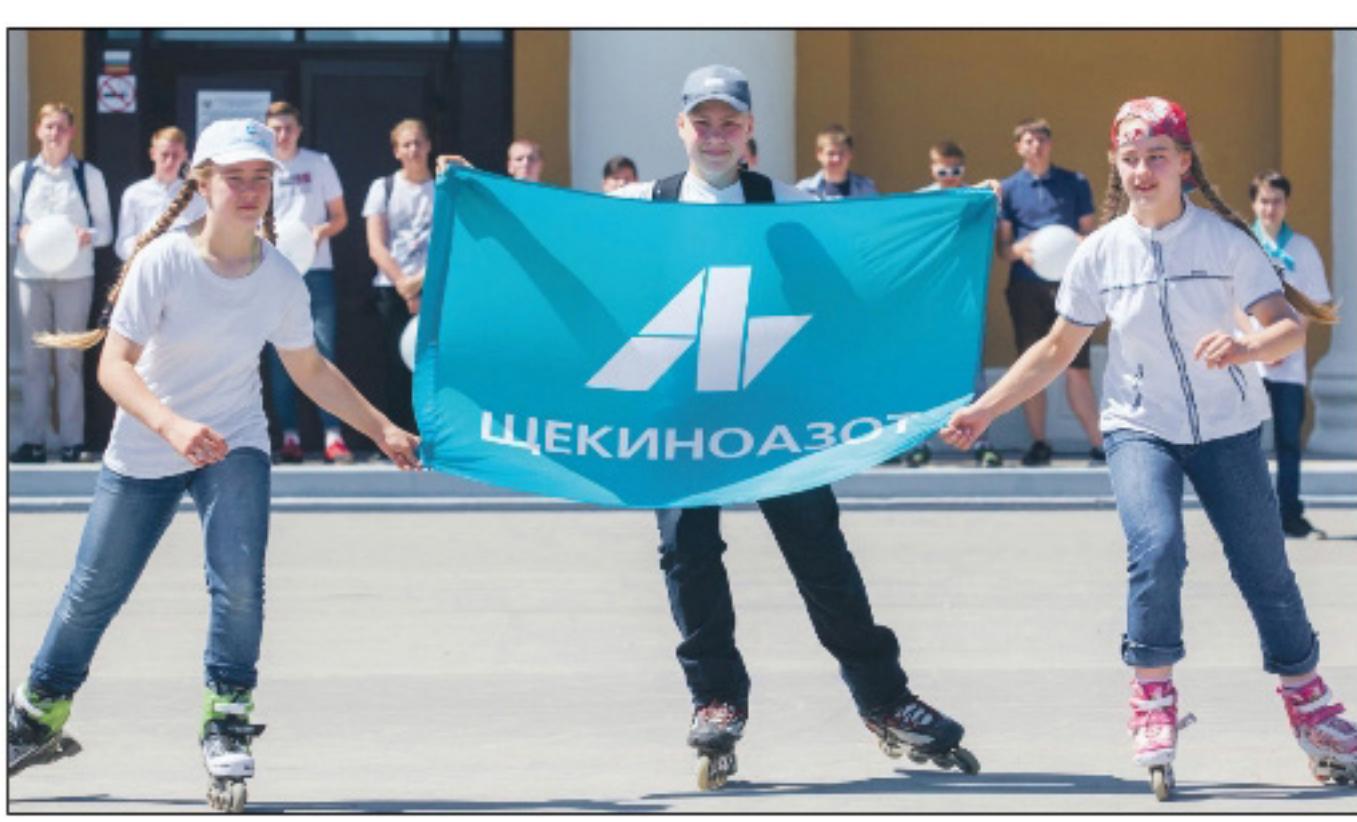


Yury Pafnutiev

'I'm very glad that I was lucky enough to take part in such a celebration', Svetlana Rezanu says. 'I plan to engage myself in working at Shchokinoazot. I dream of working as a chemist in the laboratory. Preparing for the flash mob was a fun adventure for me. It was great!'

Another flash mob in support of Shchokinoazot will be held on 6 July at the Shakhter recreation centre in the Aleksinsky District. Boxers and acrobats from the Yubileiny Sports Centre, which is also a part of the big Shchokinoazot family, are currently relaxing and training there.

The company's work with young people is well thought out, systematic and deep. There is a career guidance programme aimed at ensuring that children choose professions in the chemical industry, with the further prospect of working at Shchokinoazot. Plus, there are charity events, all kinds of competitions and gifts for social institutions on holidays. And of course, there's the work of the Charity Foundation of the Tolstoy, Topsoe and Sokol Families, which supports talented youth of the Shchokino District who are in difficult life situations.



The flash mob's cherry on top was the inline skaters, who did a lap of honour with the Shchokinoazot flag.