

COMMEMORATIVE ISSUE

MINDA

TimesTM

SHRI SHADI LAL MINDA
8-3-1930 to 17-04-2010

A SMILE THAT LIT THE FACE OF
AUTOMOTIVE INDUSTRY

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Dear friends,

Some of the best advice I have received in my life was unspoken. Over the course of my career I've observed many CEOs, and others in positions of authority. I've noticed that some of the most effective leaders don't make themselves the center of attention. They respect others, they listen. Their selflessness makes the people around them comfortable.

When it comes to specific advice, the best was from Late Shri SL Minda, who told me once, "Don't view your career as a linear progression." He advised me to take horizontal rather than vertical steps: to try out situations that are unstructured, to learn different ways of working, and to get outside of headquarters and experience different cultures. I've applied this advice many times. The experiences gave me the confidence that I could manage anything.

As a tribute to this great soul, who was a benevolent employer on one hand and a strategist par excellence and a philanthropist on the other, we dedicate this issue to him. It took me quite some time to find suitable words to describe him. The more I gained insight into this wonderful person the more I was left awestruck. Whosoever I have met during this period be it the employees or his industrialist friends, all had to say the same thing that his life was dedicated for others. It was perhaps this quality that brought him closer to his social responsibility initiatives.

In this issue we have tried to bring out the various shades of Babuji and I hope to bring you vis-a-vis Shri S.L Minda in all his aspects of the personality.

Hope you are also amazed by this wonderful personality as you delve deeper as I was, when I started to discover him more.

With warm regards

Anil Batra

from the editor's desk

HE ALWAYS BELIEVED IN THE INSPIRATIONAL SAYING WITH A DEEP-ROOTED MEANING ATTACHED TO IT - TAKE PEOPLE ALONG ONCE YOU KNOW WHAT IS OF VALUE TOMORROW AND DEFINITELY DON'T DELAY IN IMPLEMENTING STRATEGY.



- ASHOK MINDA
CHAIRMAN, MINDA GROUP



Dear Friends,

With utmost gratitude, I thank all of you for your support and cooperation at the time of our personal crisis. Though our beloved 'Babuji' might not be walking down the corridors of our premises any more but his ideals will always be our guiding light. My father, Late Shri Shadi Lal Minda, a pioneer in the field of automotive components, was an iconoclast. He always believed in the inspirational saying with a deep-rooted meaning attached to it — Take people along once you know what is of value tomorrow and definitely don't delay in implementing strategy.

From one generation to the next, this thought has come into our system as a value-add. Today people swear by him as he has been a revolutionary in the automotive industry. I, being part of this trade too, truly understand his business mantra as to spot where the value lies in the future, aggressively allocate resources there and take people along. Though one keeps on getting loads of words of wisdom in one's life, in my case, there is some that has stood apart. In fact, my life has gone through a sea change since I got it.

Babuji often taught the greatest of the lessons without saying a word. I remember vividly when in 1985, I joined him straight out of college; I was given a small operation to run. But that had to shut down. So, Babuji put down on paper all the wastage that had occurred and pointed those out to me. The result was surprising and somewhat unimaginable and an eye-opener. He taught me a lesson in responsibility without saying a word. After that I made it a point to document every thing. Babuji often said 'Kagaz bolte hain'.

Babuji always use to say that the present moment is the only truth- 'ALL TIME IS NOW'. Throughout his professional and personal life, he has only believed in living in the present, as it determines every thing that will happen in the future. This advice has guided me to deliver all the tasks both in my professional and personal life effectively.

I treat every moment as God's grace showered upon me.

Truly yours,

Ashok Minda

प्रिय दोस्तो,

मैं

आप सभी का हार्दिक आभार प्रकट करता हूँ और मैं आप सभी को संकट के समय में दिए गये साथ और सहयोग के लिए धन्यवाद देता हूँ। यद्यपि हम सभी के प्रिय बाबूजी को अब हम ऑफिस के परिसर में नहीं देख पाएँगे, किन्तु उनके विचार सदैव हमारे साथ रहेंगे और हमें दिशा भी दिखाते रहेंगे। मेरे पिता स्वर्गीय श्री शादी लाल मिंडा जिन्हें ऑटोमोटिव कम्पोनेंट के क्षेत्र का अगुवा माना जाता है, हमेशा कहते थे कि आने वाले समय की, आने वाले कल की कीमत को पहचानों और उसमें क्या करना होगा, उसकी योजना बनाकर काम करने में जरा भी देर न करो।

एक पीढ़ी का दूसरी पीढ़ी के लिए यह विचार आज हमारे पूरे तंत्र में विद्यमान दिखता है। यही नहीं इस विचार ने हमारे काम को अनेक रूपों में लाभान्वित भी किया है। ऑटोमोटिव इंडस्ट्री में उनके द्वारा किए गए कार्यों, सिद्धांतों और सफलताओं को देखते हुए उनके नाम की कसम खाते हैं। मैं भी इसी ट्रेड, इसी बिजनेस का हिस्सा हूँ और उनके बिजनेस मंत्र को भली भाँति समझता हूँ। इसीलिए कह सकता हूँ कि मूल्यों का अंत कभी नहीं हो सकता, वे भविष्य में भी जीवित रहते हैं और रहेंगे। यह कहना कतई दुःसाहस भरा नहीं होगा कि मूल्य तो अमर हैं, जो एक से दूसरे व्यक्ति तक पहुँचते हैं। यद्यपि हर व्यक्ति अपने जीवन में किसी न किसी के विचारों से प्रेरित होता है, जहाँ तक मेरा संबंध है, इस लिहाज से मुझे कुछ विशिष्ट ही हासिल हुआ।

बाबूजी अक्सर, बिना कोई शब्द बोले पाठ पढ़ा दिया करते थे। मुझे अब भी भली तरह से याद है, यह बात है साल 1985 की, मैंने कॉलेज के बाद जब काम में उनका हाथ बंटाना आरंभ किया था। मुझे उन्होंने छोटी सी यूनिट दी थी चलाने को, लेकिन उसे बंद करना पड़ा। इसके बाद बाबूजी ने मुझे एक कागज पर वह सब गलतियाँ मुझे लिखकर दीं, जो मुझसे हुई थीं। इसका परिणाम यह हुआ कि मेरी आंखें खुल गईं, मैं आश्चर्यचकित रह गया। उन्होंने बगैर एक शब्द बोले जीवन को बेहद महत्वपूर्ण पाठ पढ़ाया था। इसके बाद मुझे जिम्मेदारियों का अहसास होने लगा। उसी दिन के बाद से मैंने भी जरूरी चीजों को कागज पर नोट करना आरंभ कर दिया। बाबूजी अक्सर कहते थे, कागज बोलते हैं।

बाबूजी हमेशा कहते थे कि जो वर्तमान है, वही सत्य है। चाहे उनकी पारिवारिक जिंदगी हो या फिर व्यावसायिक जीवन, वे हमेशा वर्तमान में जीते थे। हाँ वह यह जरूर मानते थे कि वर्तमान का फल हमें भविष्य में अवश्य मिलेगा। इससे मुझे भी बहुत लाभ मिला है।

जीवन के हर लम्हे के लिए मैं ईश्वर का शुक्रिया अदा करता हूँ।

आपका

अशोक मिण्डा

मन निर्मल कर आज चला मैं वापिस अपने घर

हँसते गाते आज चला मैं वापिस अपने घर
सत्य मार्ग अपना लिया अब नहीं किसी का डर!

कर्मो ने लाकर छोड़ा मुझको इस दर पे
भोग भोगने तो थे ही चाहे रोककर या हँसके!
चुका दिया ऋण सबका मैंने अब छूट रहा ये घर
हँसते गाते आज चला मैं वापिस अपने घर!

आगे की सुविधायों का भी मैंने रखा ध्यान
सबको गले लगाकर रख दिया सभी को मान!
सबके दिल में बना लिया है मैंने अपना घर
हँसते गाते आज चला मैं वापिस अपने घर!

सदविचारो ने इस जग में जन जन तक पहुँचायां
धर्म आचरण ने जीवो से करना प्यार सिखाया!
सतकर्मो ने इस जीवन में खुशियाँ दीनी भर
हँसते गाते आज चला मैं वापिस अपने घर!

आभारी हूँ दुनिया वालो मुझको गले लगाया
जैसा भी भला बुरा था सबने अपनाया!
कभी ना दिल से दूर किया मुझे प्यार दिया भरपूर
हँसते गाते आज चला मैं वापिस अपने घर!

क्षमा याचना करता हूँ जो मुझसे हुआ कुसूर
अब ना कभी मिलना होगा मैं जा रहा तुमसे दूर
सुखमय जीवन होवे सबका रहो आनंद विभोर
हँसते गाते आज चला मैं वापिस अपने घर।

*This poem was penned down by Late Shri SL Minda
probably 2 to 3 days before he breathed his last*

Mr Sidheshwar Singh has been with the company for the last 16 years. He is the security incharge with MCL-Noida. In the following poem, penned down by Mr Singh, we the Mindians pay our heartfelt tribute to our beloved Babuji



श्रद्धा सुमन

बाबूजी महान थे, महान परिवार में ।
 नेक दिल इंसान थे, बात व्यवहार में ।
 मधुर अपनी बात से, पुज्य थे घर-बार में ।
 बुलन्दी आसमाँ की, पाये व्यापार में ।
 जीवन समर्पित उनका, सबके उपकार में ।
 प्यार था उनके, डाँट फटकार में ।
 शान्त गम्भीर थे, सोच विचार में
 अक्षय भरा वैभव था, उनके भण्डार में
 पाये मान शौहरत, शहर बाजार में ।
 जलवा गजब उनका, रहता हर सभागार में ।
 समय अन्त अपना, ये किये इजहार में ।
 दिये राह मन्जिल, शब्दों के हार में ।
 रहे हमारे बीच नहीं, रहा कर्म संसार में ।
 सहन शक्ति माँगते, आँसुओं की धार में ।
 व्यथित मन परिजन का, व्यथित दरबार में ।
 श्रद्धा सुमन चढ़ाते परिजन, उनकी यादगार में ।

THE DOYEN WHO SAW TOMORROW

Mr Shadilal Minda will always be remembered for his gritty determination, integrity, sound business ethics and versatility in diverse business applications that helped him lay the foundation of Minda Group that is today reckoned as pioneer and leader in the automotive sector

Mr Shadilal Minda, fondly called Babuji, was a professional par excellence and a visionary par perfection. As a professional, he was looked up to for his gritty determination, integrity, sound business ethics and versatility in diverse business applications that helped him lay the foundation of Minda Group of Industries that is today reckoned as pioneer and leader in the automotive sector.

When it all began in the 1950s the environment in India was not so conducive to start an automotive business. But Babuji, with his keen business sense, could see that the industry would grow by leaps and bounds and he forayed into it. By the time, others could sense opportunity in the small auto part sector, the Minda Group was already firmly in place.

His unflinching commitment towards good business practices has made Minda Brand a name to reckon with and Babuji one of the most exemplary corporate citizen rubbing



Babuji receiving a visitor at Minda Industries

shoulders with the rank and file of industrial giants like Bajaj Auto, Hindustan Motors, etc. Over the years, that business has grown into the Rs 4,000-crore plus success story and today is a leading player in the auto components industry with a global footprint.

Babuji was born in Bagla village in Hisar district of present day Haryana on March 8, 1930. He spent his early years in Hisar and then

went to Darjeeling, where he attended St Joseph's College. He was married to Savtri Devi in 1954. Babuji stayed in Darjeeling till 1957 and worked in the extended family firm. In 1957, the joint family broke up and Babuji came to Delhi and started his own business -- the National Industries with SRJ trade mark in collaboration with his brothers Jaidev Minda and Ramniwas Minda. They started off with



PICTURE PERFECT: Babuji's children and grand children got together to celebrate his 75th birthday (inset) Babuji cutting cake

manufacturing auto parts, such as a meter for the Royal Enfield motor cycles from a small unit in Kamla Nagar in Delhi. In 1966 Jaidev Minda moved away and the company was renamed Minda Industries.

They also got the Minda trademark. Soon, auto giants such as Bajaj Auto and Hindustan Motors came on board as customers, and he opened a manufacturing unit at Wazirpur. In 1974, Ramniwas Minda also moved away and the name Minda Industries and the Minda trade mark remained with Babuji. Thereafter, his sons followed him into business. And the rest they say is history.

The visionary that he was, Babuji followed techniques on the shop floor that were similar to the best practices followed by giants such as Toyota. He would use Dalda canisters to practice what is now called the empty bin system.

Babuji also followed a golden rule: "When money is lost, nothing is lost. When character is lost, everything is lost." He equated character with the quality of his products. In 1984, when one of the export consignments of switches was turned down for rework, he asked employees to identify pieces that could be reworked. And then,

he destroyed them all—instead of reworking them.

NK Taneja, Head- corporate strategy, planning and corporate Marketing, who joined the group in 1990s, recalls: "He had the art of winning over people. I am still here after more than 15 years." Babuji would attend every function in the household of the employees, a



Babuji with Mataji, Nirmalji, Ashokji, Rekhaji (faces circled) and his brothers and their families in their younger days



NEW BEGINNING: Babuji at the bhoomi puja of Minda industries, Babuji receiving GD Goel, chairman of Khadi Gram Udyog at the inauguration of new plant of Minda Industries Ltd and (bottom) at the launch of first day celebrations

practice that even senior professionals in the group are expected to follow till today.

In the mid-nineties, the Minda Group was handed over to the two sons, with the switches business going to the elder son, Mr Nirmal K Minda and the locks business to the younger son, Mr Ashok Minda. Today, the Minda Group (comprising of the NK Minda Group and AK Minda Group) is the recognized leader in the auto component arena and has a combined turnover of more than Rs.4,000 crores. Babuji

gave his sons the freedom to learn from their own mistakes, and started spending more on social work instead.

But all was not rosy for the company always. In 1974 when Nirmal Minda joined the company straight out of college the company was going through a rough phase. Then came a blow that changed the fortunes of the company and the way it functioned. Hindustan Motors was launching its sleek new Contessa. But the Mindas didn't bag the order, as their locks that were

being sourced from Aligarh weren't meeting the new technical standards. Another setback came when Hero Honda too rejected its products for similar reasons. But it was not enough to break his resolve. In fact all these made him stronger still and that's when he realized that the quality levels of the company had to be upgraded.

Babuji then gathered a small team and made numerous trips to Italy to explore tie-ups. The company eventually zeroed in on lockmaker Zadi for a technical licence to manufacture automobile locks in India. The company also appointed consulting firm AF Ferguson (AFF) to usher in corporate governance. A dozen senior executives were hired from Eicher, Ashok Leyland, Hero Honda and even non-automobile companies like Shaw Wallace and Nerolac Paints. "And then it became a mess," Babuji once said. Cultures collided and the transition went for a toss.

Finally, Babuji says he went



Babuji was particularly very good at forming teams by using the strengths of different individuals. A very quick decision maker, flexible in approach and people oriented professional. He often said teamwork is essential to succeed

back to AFF and asked for a way out of the situation. They advised him to stick to his core values and beliefs. And as he started getting firm, things began to change. Then began a process of documenting and imparting the values and systems. In 2001, when a Yamaha purchase director in Indonesia visited the Minda facilities, he was impressed with the capabilities of the firm. "He said, 'Why don't you tap the growing Indonesian market,'" said Nirmal Minda.

This resulted in Minda's first global foray for supplying auto components through Sumitomo Corporation in Indonesia. In 2005,



Babuji (standing first on the left) as a student of St Josheph College Darjeeling, (bottom) with his family at the day of his wedding on March 2, 1954

the group set up a fully owned manufacturing unit in Indonesia, its first outside India. Today, the export market contributes 23% to the group's revenues and Minda says he's looking to expand the group's presence in south east markets like Malaysia, Thailand, and Vietnam, in addition to Brazil.

"I saw Bauji always with great vision, distinctive approach and leading by example. He was particularly very good at forming

teams by using the strengths of different individuals. A very quick decision maker, flexible in approach and people oriented professional", says SK Arya of JBM.

Babuji always believed in team work as he often said 'talmel ke bina kuch nahi hota'. It is said that once Babuji was coming out of a factory premises after working hours. He saw a group of workers enjoying a volleyball match.

It was just a haphazard group, Babuji called them and said that the next time he wanted to see a proper team in place and even in a game there should be a unity among the team members and everyone should have a well defined duty to perform. Needless to say that incident was the beginning of the many sporting events of the Minda group in future.

For Babuji one can only say "Great men are not those who make themselves feel great, but, great men are truly those who make others feel great".



SAVITRI DEVI, WIFE



LOVE IS GROWING OLD TOGETHER: Babuji with mataji on his 75th birthday celebrations and way back in the 1960s when they began life in Delhi

I was married in 1954 at a very young age. I must say that I grew up with him and we faced the problems of life together. We have seen the days when he used to earn Rs 150 and was taunted as the worker worth Rs 150 to a time when he established this Minda empire worth crores. But in between this vast time the person Shadi Lal Minda never changed and that was his greatness. His likes and dislikes and food habits remained the same. Till his last days he relished his *doodh jalebi* and his favourite *doodh roti* for dinner.

As a husband he was caring and loving but could not tolerate anyone raising a finger at me. Even if I was not at fault he would say “koi kyun kahaga kuch?” and very soon he would come and sort things between us. The funniest part of our



Babuji on the day of his wedding in 1954

association was that I never could be angry and sulk for long because he would come and make-up within five minutes. He was a very simple soul and was very sure from his early days that he would do something for the poor and orphaned kids.

He loved all his kids but I would say Ashok was his favourite. He once said “Ashok mera partibimb hai” (Ashok is my reflection). When the kids

were young he would get up in the morning and got their lunch box ready and at times even dropped them at school.

Since he has literally started everything from a scratch, he could adjust well with any situation. He had no fetish for a particular lifestyle. He believed that everyday is a gift of god and one should accept it gracefully.

Now only memories remain and I will cherish them.



NIRMAL MINDA
SON

MY EXCELLENT TEACHER & COACH

For every child father is the centrifugal force of his existence. The same is with me too. I have seen him in all shades be it father; friend, professional, teacher or coach and I must admit he excelled in all. He rose from the grass root level to these heights but remained the same humble and principled man till his last days. A well informed person he was aware of every single happening at Minda Group. In 1975, when I joined business straight out of college. He coached me perfectly. His understanding of the ground realities can put even the best of professionals at loss of word. Whenever he saw a new style of working, he dreamt of incorporating it into our system. Way back in 1995, Babuji and I visited the factory of our JV partner, Tokairika at Japan. He was so impressed with their shop floor management that he started weeping. He said this is what I dream of our company, our country India and in due course of time saw to it that it was implemented here with some modifications to suit our needs.



SUMAN MINDA
DAUGHTER-IN-LAW

HE TAUGHT ME FAMILY VALUES

I stepped into this family as a bride more than 30 years ago and I am happy to have grown under Babuji's loving guidance. He always treated me as his own daughter and I never got a feeling that he was my father-in-law. After my marriage to Nirmalji, when I came here I received a warm welcome from him. He taught me the values that held this family together. He said as the elder one I had greater responsibilities. He always supported me in everything and was a source of inspiration. He motivated me to excel in whatever I do. His loss was very painful for all of us. He taught us to have a positive attitude towards life. He encouraged us to work for the underprivileged and weaker sections of society. He used to say that if you are able to wipe a tear from a child's eye feel blessed for god lives in the tears of the poor. He had one weak point and that was old hindi film songs. He use to relish Daal Baati churma often with her grand daughter, Paridhi.

I have been with Babuji since 1979 and for me he was larger than life. what ever I have been able to do in life is all because of him. In 1985-86 I fell into bad company and started drinking. He tried

to explain things but I did not listen. Then he started deducting Rs 500 which was later raised to Rs 2000 from my salary and deposited it in the bank. with that money I was able to get my daughters married



BACHCHAN RAWAT
PERSONAL ASSISTANT

and provide for education for my son. He hated liars. He could forgive gravest of mistakes if one spoke the truth and took people to task for small lies.



ASHOK MINDA
SON

MY FATHER WAS MY MENTOR

I was more attached to him from the childhood. Babuji was my friend philosopher and guide. Whatever I have achieved in life is due to my hard work and his able guidance. He used to encourage us a lot and always gave us that freedom so that we could develop thing or system on our own, he use to correct mistakes when we were not able to do it ourselves. He was very passionate about his work, and always had that fire in him. As a professional, he taught me to give responsibility to individuals. He always used to say "Do not forget, while treading forward, you have to sustain what you have built in the past, watch it/ continue monitoring it while you move forward." Babuji often rewarded the employees for any good deed or work done. Once he put a bucket in the center of path from where workers used to cross. Most of the people walked away from it but one worker picked it up and put it in the right place. Babuji rewarded him as it showed the employee involvement with his work place.



SARIKA MINDA
DAUGHTER-IN-LAW

GUIDING LIGHT OF OUR LIVES

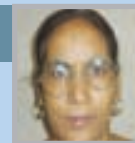
Papaji was the guiding light of my life. When I got married to Ashokji, I was very apprehensive as to how would I be able to adjust to the new environment. Papaji put my fears to rest. He was very understanding and often guided me in very small things also. He has always treated me as his own daughter. We had a very good relationship and he felt comfortable to share and discuss lot of family related issues and also general matters with me. He used to say, "Tu sunnte hai es leye tere ko bolta hun". Papaji encouraged me to attend the functions of the company and told me that the relation between employer and employee should be like a family. He said the employees are like family members and it is the duty of the lady of the house to bind them together. He made sure that one part of the income was put aside for philanthropic activities. He encouraged me to be a part of the company CSR activities.

बाबूजी आज भी हम सब के बीच हैं। उनका आशीर्वाद सदा हम पर बना रहेगा। जब तक वो सशरीर थे तब तक उन्होंने मिण्डा परिवार के मुखिया के रूप में हमारा मार्गदर्शन किया। और समय-समय पर हमारा हौसला बढ़ाया।

उन्होंने सदैव गरीबों और असहाय लोगों की मदद की है। उन्होंने न जाने कितने ही अनाथालय और आश्रमों का निर्माण करवाया है। उन्होंने नई-नई कम्पनियां खोली जिससे लोगों को रोजगार के अवसर मिले। बाबूजी ने न केवल हमारे ही देश में बल्कि विदेशों में कम्पनियां

लगाकर देश को प्रगति की ओर ले जाने में सहयोग किया है। बाबूजी की लगन, मेहनत और धैर्य का ही यह परिणाम है कि आज न जाने कितने लोग खुशहाली का जीवन जी रहे हैं। हम सदा ही बाबूजी के आभारी रहेंगे।

उनको हमारा हाथ जोड़कर शत-2 नमन। उन्हीं खुशहाली का जीवन जीने वालों में से एक मैं भी हूँ सवित्री शर्मा। आज से बीस साल पहले एक छोटे से बच्चे के साथ मैं बेसहारा थी। बाबूजी ने मुझे सहारा दिया और नौएडा की अपनी एक कम्पनी में नौकरी दी। उनके इस सहयोग से आज मेरा



SAVATRI SHARMA
MCL, NOIDA

बेटा एक कुशल इंजीनियर है और मैं एक बहुत ही खुशहाल जीवन जी रही हूँ। बाबूजी एक देवता स्वरूप इन्सान थे। आज वह हमारे बीच शरीर के साथ नहीं हैं लेकिन अपनी अच्छाइयों की वजह से वह हमेशा इस संसार में जिन्दा रहेंगे। बाबूजी को हमसब की ओर से हाथ जोड़कर बार-बार नमन है।



RAJESH BANSAL
SON-IN-LAW

TRUE KARMYOGI, WE'LL MISS HIM

For me Babuji was a sincere advisor and very dear friend. After the death of my father I never felt his absence as Babuji was always there for me. I never felt that I was different from Ashokji or Nirmalji. He always encouraged me to work hard and appreciated me as a hard worker. When I decided to embark on diversification into another business line, he was very instrumental in fulfilling my dreams. He not only helped me but also enlightened me with his insight and gave me tips as to how should I tackle the teething problems in my new business career. He shared what all efforts went in making Minda group a brand. I have learnt many things from him and I always wonder how I can adopt just one quality of his in my life that is of thinking positive. He was very passionate, sincere, considerate and very down to earth. Even after reaching this stage and creating an empire with his hard work he was modest. He was really a great personality who will be missed by the society, family, friends and relatives.



REKHA BANSAL
DAUGHTER

MY DEAR FRIEND AND TRUE GUIDE

Daughters are generally considered to be very close to fathers. I was not only his daughter but also his friend. We both could confide in each other. I had a very unique and personal equation with him as he used to share even his most private thoughts, experiences, observations within the family with me. He had faith in my judgment and therefore treated me as his third son but at the same time he made sure that I did not deviate from my path of karma. When my mother-in-law was very ill and was bed-ridden for a very long time, he always motivated me to take care for her by devoting maximum time to her. He told me that at this critical moment I must become her 'Beti' and not 'Bahu'. As a friend he always gave a fair opinion, sometimes I also felt bad but he was always impartial. I personally feel there are very few people like him. He was very considerate for every one, and never hesitated to sacrifice his own happiness and desires for others.

Many people have talked about the big things Babuji used to tell, but I would like to tell you about the small things he told me and I saw it making a difference to me as a professional and a person. He once told me "Do you know why we are a rich country with poor people? it is because we don't look

into small things and a lot of resources go down the drain." I could not apprehend what he said. Few days later he came into the office and saw the ACs and fans were on in the cabins and I sat outside doing nothing about it. Babuji himself switched them off and said, "Remember being in finance



AJI KUMAR
G.L. CORP. FINANCE, MMSL

department means looking into the smallest avenue of savings also. When you don't need it why waste precious resource and also the company's money." From that day I am a changed person.

SL MINDA THE TASK MASTER



JEEVAN MAHALDAR, MD
MINDA CORPORATION LTD

I have very fond memories of Babuji. He was strict taskmaster no doubt but there was a flexibility in his approach. He believed in team work and taught us to be a team player. "Don't hesitate to work with your own hands and be fair but firm towards the company not your boss," he always said. Bosses will change but company won't was his view. He was a philanthropist. He said give back to the society whatever you have received in whatever form you want. I found Babuji the same caring benovolent person both outside and inside the company.



NK MODI, MD
MINDA STONERIDGE

I had chance to meet him many times during my last 14 years of tenure in Minda Group. He used to share his past experience how he started the business in 1958 and how he struggled hard to expand it. The Japanese techniques what we are trying to practice today in our businesses, one way or other he used to practice during his good old days. He used to believe in execution and used to give more stress on doing it instead of just talking on it by demonstrating self example. This is perhaps one of the best quality today is needed to be successful in a venture I feel.



ASHWANI RATHORE, MD
MAYANK AUTO

We were all distressed to hear the sad demise of Babuji. Words seem inadequate to express our grief. Whenever he used to come to Noida, inspite of his busy schedule, he always visited MAEPL at the new location. He guided individually to all concerns in shifting process, improvements, DWM etc. Once he told me that it is a good opportunity for you and your team to start your life in a different way by adopting MINDA best practices, which are the basics behind the success of the group. He didn't expect any miracles from people but felt happy after seeing even small improvements.



DC SHARMA
GROUP CFO

The best piece of advice came from my boss, Shri SL Minda in 1991 at Minda Industries, when I was a young man starting out on my career. He told me that in your first years of professional life, you shouldn't go chasing after fancy titles, but try to find people who can help build your career trajectory. He once told me "Don't just manage but lead". What was the difference, I wondered. "You have to actualize. The true leader goes beyond vision to create a new reality, he actualizes the dream he has inspired in others," Babuji explained.



PRAVEEN GUPTA, MD
MINDA SAIL LTD

Being a relatively new entrant to AKM Group, my interaction with Babuji was limited. However, I believe that he had a special sense of ownership and affinity towards Minda SAIL, as he was a frequent visitor to our Greater Noida Plant, specially when we were going through a difficult period of transition in the last year. A couple of his utterances will always stay with me: "Kagazon ko dekho, yeh bolte hain" - Data based decision making and "Taal mel ke bina kuch nahin ho sakta" - Teamwork is foremost I will miss him for his combination of tough exterior and the soft inner self.



AJAY SANCHETI
HEAD - GR. FINANCE & LEGAL

I have very fond memories of Babuji. I was always in awe of his ability to develop inter-personal relationship with the employees which extended well beyond the premises of the companies. He used to attend all functions of the employees and made sure that the top management people also participated in it. This, he believed, helped in developing an emotional bond with the employees. He often said "Rise in Life but do take people along with you. Also sustain what you have achieved in life." He had special affection for old employees and workers. The workers too interacted with him whole heartedly.

SL MINDA THE TASK MASTER



NK TANEJA, HEAD -

GR. CORP. MKTG, STRATEGY & PLANNING

I feel very lucky to have been inspired by Babuji in my life.

A fatherly figure, he taught me

some very important lessons about strength, grace, adversity and growth. He gave me the wings to dream and explore. But perhaps his greatest influence was his attitude. He was very positive and never betrayed his essence, even when faced with some of life's most challenging curveballs. He used to say "Move at such a speed that you are able to hold on to what you have achieved in the past" and believed that one in the hand is always better than two in the bush.



SANJAY THAPAR, MD

MINDA VALEO

I recall an incident from my days at Switch Auto in the year 1992. There was a

delay in launch of the handle bar switch for Kinetic Honda due to development and design issues at the central development facility. The customer supplies were affected and Babuji took personal responsibility to make sure supplies were ramped up quickly. He asked me to give him just one person from the tool room and one person from quality control section to solve the issues. Seeing him so passionately involved was more than enough for all of us to put in our heart and soul and fix the problem.



PRAMODE PARASRAMKA, MD

MINDA SILCA

I Feel that, I was one of the few lucky ones who had the blessings and guidance

of the Babuji practically every 2-3 months. Interestingly, he was at Minda Silca premises, three days before his sad and painful demise. He was a unhappy to see the 'fire' missing among the employees today. During all his visits he has always taught me the importance of human values, productivity and efficiency, quality and system and procedure adherence that guide any company. Basically in Minda Silca I am trying to build the organization on these four pillars.



KD SINGH, JT. PRESIDENT

MINDA FURUKAWA

I have had the opportunity of interacting with Babuji quite often and I must admit every

time I met him I learnt something new from him. He often told me to make work enjoyable for the team. He advocated the FEE theory, the 3 components of a successful team -- fun, enthusiasm and experience. "Take time to encourage fun in the workplace and make sure you have the right people in the right positions. It is the little things that will keep your team coming in early and working that extra hour and loving every minute of it," he said. Yes, I admit it worked well for me.



SUMIT DOSEJA, UNIT HEAD

MCL- PANTNAGAR

It was the first anniversary of MCL-PN unit, Babuji visited Pantnagar and before

delivering his speech he came to my room for taking some rest. He saw lights of my room were on, he called me and asked, "Are these lights necessary now", I replied "No". He then told me that you must spent lakhs of rupees in your life if it is necessary but if it is not, then please do not spend even a single penny!!! In his own style he used to guide, teach and make people cautious from heart and mind. He never said it with too many words and his messages were always aligned with practical approach to handle personal life and professional life.



ASHIM VOHRA, HEAD-

GR. CORP. BUSINESS EXCELLENCE

I had the privilege to be associated with Minda Group for the past 22 years. During this period I had

close interactions with Babuji on many occasions. His thought process and understanding about business processes was so clear that he was able to analyze and bring out the core issue instantly. He was one of the good critics, who not only brought out shortcomings but also appreciated any positive finding. After knowing about the start of new die casting plant in Pune he visited the plant. During the visit he was so much satisfied with the new initiatives that he said "I have seen what I wanted to see" giving a message to maintain the same culture.



D.K. JAIN, CHAIRMAN & PRESIDENT **LUXOR GROUP**

Shadi Lal Minda was more than a professional and , by virtue of his hard work, experience and knowledge he was “hands on” Chairman and CEO of the company. He was highly disciplined and a true “Karma Yogi” . I can remember a moment when I met him at the residence of Ashok Minda after a gap of few years, his memory was good and sharp. He asked me “DK, how are you doing and how is Luxor? What are the technologies you have developed in the last few years? He was talking about fine, medium and bold tips of Fountain Pen, Ballpoint Pen and Roller Ball Pens in details and wished me a good health. He advised me to help those who are not well placed in the society . Help the poor, needy in all aspects especially in “EDUCATION” field to build new INDIA, he said.

SHRI S.K ARYA, CMD **JBM GROUP**

The ability of taking calculated risk elevated Babuji to the league of renowned Industrialists. His quality of being able to peep in future and the proactive actions kept him ahead of competitors. His personal traits of trust in people, punctuality, taking decisions at right timings by weighing pros & cons made him a pioneering businessman and industrialist. He never used to discard any idea however foolish it might sound without listening to it completely. Before taking any major decision, he would take the views of the concerned people. His straight forwardness without any diplomacy gave him a distinctive identity. He was a different man altogether at home. His love, concern for the family and extended family members was remarkable. Concern towards the community, society and the nation made him darling among all.



MANGE RAM AGARWAL, CHAIRMAN **ACTION GROUP**

Babuji was truly a karmayogi who believed in dynamic approach in expanding business horizons as an industrialist who does not believe in doing different things, but used to do things differently .His indomitable courage, exemplary zestfulness and unparallel resilience have made Minda Group emerged as skysoaring, multifaceted business conglomerate. The defining moment for Babuji was his invincible mandate to nurture the CSR agenda in his industrial group. The dawn of Minda Balgram, Moga Devi Minda Charitable Trust and Minda Seva Kendra are eloquent testimonials that proves a simple point that Babuji was the crusader of uplifting the social bio-diversity of the BPL families living in unserved and underserved habitats in the country.



ALWAYS READY WITH A HELPING HAND

Babuji had this unending urge to reach out to the underprivileged sections of the society. Be it orphaned kids or Tsunami victims he was always there for them.

Babuji was a distinguished leader and philanthropist too. He has been at the forefront of several successful social development projects that has earned accolades far and wide, from the Indian government and the private sector too. Right from the start, in the 1950s, Babuji strongly felt the need for Corporate Social Responsibility (CSR) as an inherent component of the business. A fixed portion of the company's earning was kept aside for these activities, and this rule is still followed by the AK Minda group and NK Minda group.

Today with their support Babuji has expanded the reach of his social initiatives on a much wider scale to touch the underprivileged people over a wider geographical area. Be it providing shelter to orphans or abandoned children, empowering women with free computer training, village sanitation, health camps to almost everything. The Moga Devi Minda Charitable Trust (MDMCT) is present every where. MDMCT, the body that handles all CSR projects in India, has expanded to setup projects that continue to benefit the underprivileged, directly



Babuji with Mrs Minda distributing wheelchairs to the disabled

or indirectly.

He often said you should give back to the society whatever you have got from it in any form you like. Though Babuji always wanted to help the have-nots but children were very close to his heart. He felt deeply for the orphaned and abandoned children. He used to say "My heaven and earth are here. In the innocent smiles of these children I see god. I don't have anything more to ask as my garden

is blooming with these little flowers."

Minda Bal Gram (MBG) caters to children who have lost their parents or have been abandoned. The institute is located in Alipur, New Delhi, and provides for holistic development of children so that they grow to become balanced individuals in the society. MBG is a completely self-reliant organization that is acclaimed by the Government of Delhi. Minda Bal Gram is



equipped with world-class in-house facilities for medical treatment, agriculture, sports, library, and cultural activities.

Set up in 2001 with just 2 girls the present strength of Minda Bal Gram is 94. There are about 51 girls & 43 boys and they are living in separate accommodation though in the same premises. They are in the age group of 8 to 18. The minimum

Minda Bal Gram caters to children who have lost their parents or have been abandoned. The institute is located in Alipur, New Delhi, and provides for holistic development of children so that they grow to become balanced individuals in the society

age of entry in the balgram is 3 years and the maximum is 6 years.

Spread across 4.12 acres, Minda Bal Gram is situated in Holambi Khurd More, Alipur . It is only for residential purpose of the children. The students go outside the Bal

Gram for education from 4 different government school in the locality. There is a school bus for pickup & drop back. About 28 students currently go to MCD Pratibha School, Alipur. Twenty boys go to the Government Boys Senior Secondary School at Narela , and 21 girls go to the Government Sarvodya Kanya Vidyalaya at Alipur in Delhi . in Addition 25 students go to the Rajkiya Pratibha Vikas Vidyalaya, Narela. There are 20 staff to take care of the children. There is infact one warden for every 10 children. Apart from the vocational training and recreation, Minda Bal Gram children also learn to be self-reliant.

The institution has a gaushala with 5 cows and own land to grow fruits and vegetables.

The children themselves grow their own food. Babuji was very attached to this institution and almost every second day he would visit the place and spend some fulfilled moments with the kids. He was so involved with this project that the younger still wait for him and ask Lalita the eldest inmate as to when would he come.

Minda Vidya Niketan is a Preparatory School that trains Nursery Kids from poor families so that they become eligible for admission in such various schools.



Aerial view of the Minda Bal Gram (top) and children at the Minda Vidya Niketan



MINDA BAL GRAM: Tutions, music and games are all a part of this institute (below) students at the dining area

Minda Vidya Niketan attempts to lay a strong base for grooming children through value-based training. Ever since its inception, MVN has helped hundreds of children from poor families to realize a healthy childhood.

Apart from Bal Gram the other organization which is really making rapid inroads in the social sector is the Minda Seva Kendra . MSK is a unique endeavour for social change in India. The project was launched in January 2007 in Bagla village of Hisar District in Haryana.

This project is aimed at enabling villages to become idealistic places based on rich Indian cultural heritage. Several villages in Haryana have benefited from this project and more are in the process of doing so.

The MSK got an impetus this year when some of its projects such as the Computer Learning Center and the Vocational Training Center was inaugurated by the chief minister of Haryana, Mr Bhupender Singh Hooda at Bagla, Hisar. These centers offer free professional courses for

My home my world...

I am Lalita and I am from the first batch of students at the Balgram. I am 17 years old and study in class 12. When I came here as a kid I really felt helpless. But when I saw Babuji and Mataji my fears were gone. Babuji took good care of us. In the beginning he used to come very frequently and tell us stories. We all waited for it. As I grew up I developed a special bond with him. One day he told me, “ *Agar tujhe lage ki tu besahara hai to in baccho ka sahara ban. Inki didi ban. Dekh tujhe jeena ka sahara mil jayaga.*” I followed his words and today as didi of these children I have forgotten my sorrow in the loss of Babuji. When they ask when will Babuji come I can’t even cry in front of them. I just tell them stories to divert their attention. Yes I want to study hard and become a social worker like Babuji and give back to society the love and affection I got from him.



Lalita Now and then





LESSONS IN SELF RELIANCE : The boys toil hard to grow their own vegetables.

the underprivileged and poor children from the villages around Bagla, Hisar. Under this project the Trust has adopted the village and is working towards making it an 'Ideal Village'.

Another dream project of babuji is the Moga Devi Minda Memorial School (MDMMS). This is a world-class residential school that is developed under the aegis of MDMCT management. This school will benefit hundreds of villagers around Hisar whose children do not have access to quality education. The MDMMS will be different from other schools in the way it will focus on instilling Indian values in children

and provide latest educational facilities such as computer labs etc, all at a nominal fee. This school will be one of its kind in the country that will provide tremendous impetus to rural education.

The Moga Devi Minda Charitable Trust is currently involved with the MDMMS school for providing quality education to the rural children. Currently 280 students have been registered with the School. This school aims to eliminate the current crisis in quality education in the area. The focus will be to disseminate quality education to children so that they grow up to become successful in lives.



Young girls take training in sewing, inauguration of the Seva Kendra



Besides managing Minda Bal Gram, Minda Sewa Kendra and Moga Devi Minda Memorial School the Trust have also done various charitable works. The Trust made donation to charitable organization/ welfare bodies for promoting the welfare activities for the society. The beneficiaries include Medical Colleges, Agroha Vikas Trust in Hissar, Hospital, School & Kargil Fund etc. During January, 2005 the Trust has distributed Tsunami relief material kits each containing 20 Kg Rice, 2 Kg Dal, Chilli powder, turmeric powder, salt, edible oil to 234 households to Thrivumalai Nagar. Trust has also distributed 114 Education Kits to the Tsunami affected children.

Besides, the Trust has also contributed Rs 10,00,000 to the Chief Minister's Relief Fund for Tsunami victims.

The Trust has also organized TB Camp at Rajasthan Udyog Nagar, Delhi under the guidance of Shri KJ Mehta from government aided TB Research Center. Associated doctors of ESI examined about 500 people from the locality and X-rays were also taken. After examining the reports 75 people were detected with TB, and medicine was given to them free of cost.

The Trust has organized a Camp for physically handicapped persons and children. In this camp expert medical team examined the disabled persons and distributed orthopedic aids and appliances like crutches (Wooden and silver), wheelchairs, tri-cycle and sticks to them free of cost. The response was to this camp was overwhelming.

Babuji practised what he preached. His younger



Babuji with the little flowers of his garden at Bal Gram

daughter-in-law Sarika Minda says “Papaji always made sure that a portion of the earnings was kept aside for the society. He would say this is the little you can give back to the society which has made you what you are. This is another way of thanking the god for his kindness.”

His insatiable quest to reach out to

the 'have nots' has earned him a place in the hearts of the millions for whom he toiled. It is this section which is getting ready to reach out to others as babuji did.

“He will be remembered as a torch bearer of social justice and human empowerment till eternity,” says Mange Ram Agarwal of Action Shoes.

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मिण्डा बाल ग्राम



दुनियां भर में सबसे न्यारा
प्यारा मिण्डा बाल ग्राम हमारा
इसकी धरती स्वर्ण समान
इसके गुरुपूजन देव समान

देवों की इस धरती पर
देवों का निवास है
माता जी इक लक्ष्मी हैं
बाबू जी विशणु के समान

मंगल होता सबका यहां पर
संग होता ईश्वर का यहां पर
होकर देश पर कुर्बान
बना जाएंगे जीवन को महान

धरती पर यह स्वर्ग है
देवों का यह वर्ग है
मन से अंधेरा दूर करेंगे
चमकेंगे सूरज के समान

प्रकाश करो तुम प्रकाश बनकर
सेवा करो तुम देश भक्त बनकर
ऊंचा होगा नाम तुम्हारा
महान होगा बाल ग्याम हमारा

कितने भाग्यशाली हैं हम सब
महान हुआ बाल ग्राम
जग में कुछ काम करके
चमकेगा यह बाल ग्राम

सूरज से भी तेज होगा
पर्वत से भी उंचा होगा
दुनियां में सबसे महान
होगा मिण्डा बाल ग्राम

नरेन्द्र
कक्षा दसवीं

FROM HERE TO ETERNITY





RENDEZVOUS WITH A LEGEND

Shadilal Minda - Founder of the Minda Group



Babuji was a leader par excellence. His was a philosophy of sheer honesty, accountability, team spirit and perfection. In this special issue dedicated to him we bring before you an interview that was published on completion of 50 years of the Minda Group. In a tete-e-tete with corporate communication department Babuji had touched upon every aspect of his life – from his schooling days to his early years in business to his social commitments.

To begin with, Babuji please tell us how did it all started?

I and my cousin brothers started the business from scratch. We were disadvantaged entrepreneurs. We neither had contacts in Delhi nor money. Although my family was well-off in Bengal we never got any help from them. I would say that it was a blessing in disguise. We had to do something here and so we began this small business. In spite of limitations I and my brothers had strong determination, honesty and a never-ending zeal to succeed. I believe that nothing can defeat a man with these virtues.

What was your first product?

In those days – the late 1950s – electrical switches were imported

from Japan. There were practically no Indian manufacturers. So we began with the Ampere meter. Our quality was so good that customers came to us and requested us to remove the 'Made in India' label. They said that our products could very well be sold off as 'Made in Japan.' We earned 1 anna (1/4 of a rupee) per product and the market earned 4 anna (1 rupee) from it.

Right from the start we were always very particular about the quality. It was the quality that got us customers and we never had to look for them. They came to us directly. Once our business stabilized we made four distributors in India – in Delhi, Madras, Bombay and Calcutta.

Babuji you are known for your

principles and value system. Can you throw some light on the values you believe are essential?

It's very simple. I believe in 4 principles. First, I believe in doing one's duty. Second is Honesty and the third is our behaviour towards others. These three virtues lead you to the fourth element 'Fate.' People who practice the first three principles will definitely succeed. God will give them success. God has to give them success.

Today I am happy that my sons Nirmal and Ashok have adopted these principles very strongly. They are putting in hard labour just like I did when I was active in my business. As a father it is so satisfying to see your children hold on to the principles that you

strongly believed in.

What is your feeling about the Group now? What is your feeling about the future?

During our time the progress was slow because there was not much growth in the industry. But now I feel that the Group will grow very fast. Nothing can stop it. The industry is growing and so will we.

(Babuji closed his eyes, thought for sometime and replied) For a good future we need to put more effective monitoring systems in place. Organizations without effective monitoring perish in the long run. Take me anywhere in any unit and I will show that there is a scope of arresting unwanted expenses – from the lowest level to the highest. It hurts when I see money being wasted. For a bright future we should be principled. It is impossible to succeed without a set of principles. Again one should remember that pride of money and fame is very dangerous. The vision and perspective should be growth and not pride.

Babuji the memories of your early years must be nostalgic? Can we walk with you down the memory lane?

(Babuji leaned back on the sofa closes his eyes as if to recollect and then began with a smile)

Woh samay kuch aur tha. Log kitne santusth the. Thore mein santusth the (Those were good times. People were satisfied with whatever they had). I remember that in those days people led a very simple life and had small desires. I remember how people in Kamla Nagar pulled out their cots in front



Mr Shadi Lal Minda with former Vice President Shri Bharon Singh Sekhawat

of their houses and slept at night. Today these spaces are used for parking cars. I used to have food in a hotel and then pull out the cot and sleep. I slept outside the house for about 8 months.

What is your opinion about the Indian Automotive industry?

The future of the automobile industry is extremely bright. Earlier the needs of Indians were limited and so were the sale of automobiles. Till the 1980s there were only two or three automobile brands in India. The scenario changed after the economic boom. Today two things have become very important for Indians – transport and house. The demand will continue endlessly as the population goes up.

What drove you to focus on social activities?

Many people do not know that I began social work quite early in the 1950s. After my schooling when I went to Darjeeling I established a library called Sarvajanic Pustakalaya in 1952. We also bought a cinema hall. The library was open to all readers

and is still functional today. In the cinema hall we put up free shows for poor people once every week. When I moved to Delhi in 1958 and started my business social work was in my mind but till 1966 I was so busy in business that I found little time to focus on these activities. By 1977 I separated from my brothers and began on my own. It was then that I started social work once again. I associated with a lot of social organizations in Delhi. Even today I am associated with several social organizations.

Babuji, what message would you like to convey to Mr. Ashok Minda?

From my observation all things in the AKM Group is very satisfactory. In my view the monitoring of senior management could be better in various departments. If the situation is improved and monitoring is strengthened the group will not only register greater profits but people will take their work more seriously, have clear vision and register better performance.

बाबूजी के साथ वार्तालाप

बाबूजी के नाम से विख्यात श्री शादीलाल मिण्डा उत्कृष्टता के स्तर को छूने वाले एक अग्रणी व्यक्तित्व का नाम है। उन्हें ईमानदारी, जवाबदेही, मिलजुल कर काम करने की भावना तथा संपूर्णता की अनुपम मिसाल कहा जा सकता है। यह आश्चर्य की बात नहीं होगी कि उनके दर्शशास्त्र ने अनगिनत लोगों को प्रभावित किया है तथा मिण्डा ग्रुप का मार्गदर्शन भी किया है।



श्री शादीलाल मिण्डा

आपने व्यापार की शुरुआत कैसे की ?

मैंने अपने चचेरे भाईयों के साथ मिलकर शून्य से अपना व्यापार आरंभ किया। हम गैर - लाभान्वित उद्यमी थे। दिल्ली में न तो हमें कोई जानता था और न ही हमारे पास पैसा था। हालांकि बंगाल में मेरे परिवार के पास पैसों की कोई कमी नहीं थी, फिर भी हमें उनसे कभी मदद नहीं मिली। इस बारे में इतना ही कहूंगा कि हमारे लिए यह निराशा में आशा की किरण थी। तमाम बंधनों के बावजूद मुझमें तथा मेरे भाईयों के पास दृढ़ निश्चय, ईमानदारी तथा आगे बढ़ने के लिए कभी समाप्त न होने वाला जोश था। मेरा ऐसा मानना है कि यदि किसी व्यक्ति के पास इतने सारे गुण हैं तो उसे कोई पराजित नहीं कर सकता है।

आपका पहला उत्पाद क्या था ?

1950 के आखिरी दिनों में बिजली के स्विच जापान से आयात किए जाते थे। उन दिनों इन्हें बनाने वाला भारत में कोई निर्माता नहीं था। इसलिए हमने अपना व्यापार एम्पीयर मीटर से आरंभ किया।

हमारी गुणवत्ता इतनी अच्छी थी कि ग्राहक स्वयं हमारे पास आकर भारत में निर्मित अर्थात् मेड इन इंडिया लेबल को हटाने का अनुरोध करते थे। उनका कहना था कि यदि आप अपने उत्पाद पर जापान में निर्मित अर्थात् मेड इन जापान की मोहर लगा दें तो वे अच्छे ढंग से बिकने लग जाएंगे। हमें एक उत्पाद पर 1 आना मिलता था तथा बाजार में उसी उत्पाद की कीमत 4 आना थी। शुरु से ही हम गुणवत्ता के प्रति सजग रहते थे। हमारी गुणवत्ता के कारण ही हमें ग्राहक मिले और हमें ग्राहकों के लिए कभी पीछे मुड़कर देखना नहीं पड़ा। वे हमारे पास सीधे आते थे जब हमारा व्यापार जम गया तब हमने भारत के दिल्ली, मद्रास, मुंबई और कोलकता जैसे चार शहरों में वितरक बनाए।

बाबूजी आप अपने सिद्धांतों और जीवन मूल्यों के लिए जाने जाते हैं। क्या आप उन मूल्यों पर प्रकाश डाल सकते हैं ?

यह बहुत आसान है। मैं 3 सिद्धांतों में विश्वास करता हूँ। पहला, आपको अपना कर्तव्य पालन करना चाहिए। दूसरा,

ईमानदारी तथा तीसरा दूसरों के प्रति आपका व्यवहार। ये तीन गुण आपको चौथे गुण 'भाग्य' की ओर ले जाते हैं। जो लोग पहले तीन सिद्धांतों का पालन करते हैं उन्हें निःसंदेह सफलता मिलती है। ईश्वर उन्हें सफलता प्रदान करता है। ईश्वर को उन्हें सफलता देनी ही होगी। आज मैं बहुत खुश हूँ कि मेरे पुत्र निर्मल और अशोक ने इन सिद्धांतों को दृढ़ता से अपना लिया है। वे उसी तरह से महनत कर रहे हैं, जैसे मैं उस समय किया करता था जब मैं व्यापार का कामकाज संभालता था। पिता के रूप में यह देखकर बहुत अच्छा लगता है कि मेरे बच्चों ने मेरे संस्कारों को अपनाया है।

ग्रुप के बारे में अब आपकी क्या राय है ? भविष्य के बारे में आप क्या सोचते हैं ?

हमारे जमाने में व्यापार की उन्नति बहुत धीमी होती थी और उद्योग का विकास इतना अधिक नहीं था। किंतु अब मेरा मानना है कि ग्रुप अपना तेजी से विकास करेगा। ऐसा करने से इसे कोई रोक नहीं पाएगा। यह उद्योग विकास के मार्ग पर अग्रसर हो रहा है और हम भी आगे बढ़ते

ही रहेंगे। अच्छे भविष्य के लिए हमें अधिक प्रभावी जाँच प्रणाली अर्थात् मॉनीटरिंग सिस्टम विकसित करना होगा। प्रभावी जाँच प्रणाली रहित संगठन आगे चलकर पिछड़ जाते हैं। मुझे आप कहीं भी किसी यूनिट में ले जाएं और मैं दिखा दूँगा कि निम्नतम स्तर से उच्चतम स्तर तक अनचाहे खर्चों को कम करने का रास्ता अभी रुका नहीं है। मुझे बहुत दुख होता है जब मैं धन की बर्बादी देखता हूँ। सुनहरे भविष्य के लिए हमें सिद्धांतों को अपनाना चाहिए। सिद्धांतों की कसौटी के बिना किसी के लिए भी सफलता पाना असंभव है। यहाँ पुनः प्रत्येक व्यक्ति को ध्यान रखना चाहिए कि पैसा और शोहरत का घमंड बहुत खतरनाक होता है। दूरदर्शिता और विचारधारा का विकास किया जाना चाहिए न कि घमंड का।



बाबूजी क्या हमें आपकी शुरुआती सालों के बारे में थोड़ी जानकारी मिल सकती है

वे दिन बहुत अच्छे थे। लोगों के पास जो कुछ था उसमें वे खुश रहते थे। मुझे आज भी याद है कि उन दिनों लोग साधारण जीवन व्यतीत करते थे और उनकी इच्छाएँ भी सीमित होती थी। मुझे याद है कि कमला नगर में उन दिनों लोग अपने घरों के आगे रात में सोने के लिए चारपाई निकाल लेते थे। आज इन जगहों पर कारें खड़ी की जाती हैं। उन दिनों मैं एक होटल में भोजन करता था और भोजन के बाद चारपाई निकालकर बाहर ही सोता था। लगभग 8 महीने तक मैं घर के बाहर ही सोता था।

इंडियन ऑटोमोटिव इंडस्ट्री के बारे में आपकी क्या राय है ?

इंडियन ऑटोमोटिव इंडस्ट्री का भविष्य बहुत ही अच्छा है। पहले भारतवासियों की जरूरतें सीमित थी और उसी हिसाब से गाड़ियों की बिक्री भी कम थी। 1980 के दशक तक भारत में गाड़ियों की केवल दो या तीन ब्रांड ही थी। आर्थिक तेजी के बाद इसमें बहुत तेजी से बदलाव आया। आज भारतवासियों के लिए दो बस्तुएं - गाड़ी और घर बहुत अनिवार्य हो गए हैं। जैसे - जैसे आबादी बढ़ रही है। वैसे - वैसे इनकी माँग भी निरंतर बढ़ती ही जा रही

है। गाड़ियाँ खरीदने के लिए सस्ते ऋण उपलब्ध कराने वाली वित्तीय संस्थाओं के आ जाने से इस उद्योग का भविष्य और भी अच्छा हो गया है।

सामाजिक गतिविधियों पर आपका ध्यान कैसे आया ?

बहुत से लोगों को पता ही नहीं कि 1950 के आरंभ से ही मैंने सामाजिक कार्य आरंभ कर दिया था। स्कूल शिक्षा के बाद मैं दार्जिलिंग गया और वहाँ मैंने 1952 में सार्वजनिक पुस्तकालय की स्थापना की। हमने एक सिनेमा हॉल भी खरीदा। यह पुस्तकालय सभी पढ़ने वालों के लिए खुला रहता था और आज भी कार्यरत है। सिनेमा हॉल में सप्ताह में एक बार हम गरीब लोगों के मनोरंजन के लिए मुफ्त शो का आयोजन करते थे। 1958 में दिल्ली आने के बाद मैंने अपना व्यापार शुरू किया और तब भी सामाजिक कार्य मेरे दिमाग में थे, किंतु 1966 तक मैं व्यापार में इतना व्यस्त रहा कि सामाजिक गतिविधियों के लिए मेरे पास समय ही नहीं बचता था। 1977 तक मैं अपने भाईयों से अलग हो गया और मैंने अपना स्वयं का व्यापार शुरू किया। यही वह समय था जब मैंने दोबारा सामाजिक कार्य आरंभ करना शुरू किया। दिल्ली में बहुत से सामाजिक संस्थाओं से मेरे संबंध बने। आज भी बहुत से सामाजिक संगठनों से मेरे संबंध हैं। हम इन्हीं

संस्थाओं में से किसी एक संस्था के साथ मिलकर देश में 1 लाख स्कूल खोलने की योजना बना रहे हैं। गुजरात में जब भूकंप आया था तब हमें वहाँ भोजन, दवाई, वस्त्र इत्यादी से लदे 11 ट्रक भेजे थे। अहमदाबाद से हमने कुछ लोगों को अपने साथ लिया था। चूँकि भुज में सबसे अधिक नुकसान हुआ था इसलिए हम वहाँ भी गए थे। भुज में पहुँचने के बाद हमने टेम्पो किराए पर लिए और गाँव - गाँव जाकर ग्रामीणों को जरूरी सामान बाँटे। वास्तव में वहाँ का दयनीय माहौल था। लोग पूरी तरह बर्बाद हो गए थे। वहाँ के दृश्य ने मेरे हृदय को पिघला दिया जिसके लिए मैं कुछ करना चाहता था। गुजरात में आए भूकंप ने मेरे जीवन में मोड़ ला दिया क्योंकि उसके तुरंत बाद मैंने मिंडा बाल ग्राम का सूत्रपात किया।

बाबूजी आप अशोक मिण्डा जी को क्या संदेश देना चाहेंगे ?

ए. के. एम. ग्रुप में सब कुछ संतोष जनक है। मेरी दृष्टि में विभिन्न विभागों में वरिष्ठ प्रबंधन की मॉनीटरिंग और अच्छी सिद्ध हो सकती है। यदि स्थिति में सुधार आता है और मॉनीटरिंग को बल मिलता है तब ग्रुप को न केवल बड़ी मात्रा में लाभ होगा बल्कि लोग अपने कार्य को गंभीरता से लेंगे, उनकी सोच स्वच्छ होगी तथा अंततः कार्य निष्पादन भी पहले से अच्छा होगा।

Group acquires Tectro

In its continual quest for ramping up its operations in Europe, the Ashok Minda Group acquired Tectro Polska SP. Z.O.O and further merged it into Minda Schenk Plastic Solutions SP Z.O.O, Poland. The contract for the acquisition was signed on 27th November 2009 by the CEO of Minda Schenk Plastic Solutions, Mr Czarnecki Paul Dominik. The company specializes in products that include High-End Tool-Shop, Plastic parts for Automotive, Engineering, Electronics, White-Ware and Pneumatic Parts. The company has a work force of 101 employees. This company will augment the capacity



of Minda Schenk by way of opening the market for a new product line. Tectro is a supplier to several leading global companies such as Polar, Magna, Bauknecht, Schlafhorst, Whirlpool, Auer



Mr. Paul Dominik Czarnecki with insolvency administrator and lawyer at the signing of the acquisition contract

precision, amongst others. The company is located in Poland, Bydgoszcz that is approximately 1058 kms from Esslingen and 597 kms from Pirna.

Company comes to the aid

Mr Ravinder Kushwaha is working in electronics division in assembly department. He is working with Minda Group since 18th August 2004. He started his career from Noida now he has shifted to Pune. His belongs to Deoria in Uttar Pradesh.

One day his 11-year- son Brijesh was playing in his school and he met with a minor accident. He hurt his head and he was given two stitches and discharged from the hospital. He returned home and from the same evening he started having vision problems. After some time his head got misaligned.

The family panicked and his



Ravinder Kushwaha

uncle took him to Vishal Rastogi Hospital in Rudrapur where he was admitted. After observing him for 24 hours, doctors told his uncle that they will treat Brijesh but they don't take guarantee for it.

Then his uncle took him to

Sushila Tiwari Hospital, Haldwani where he was attended by Dr Bhanu Arya and after CT scan he was diagnosed with Brain Tumor. The child was lying unconscious in hospital for 5 days for which immediate expense was Rs 20,000.

Helpless Kushwaha discussed the matter with his fellow colleagues and Bhanu Jadav of Minda Valeo took initiative and started collecting funds, Ravinder was handed over Rs. 10,000/- to and was rushed to his village to take care of his Child.

By the grace of god his child is safe and under treatment and has to undergo medication for next three years.

TS-16949 Certification recommended



TUV team with President and Joint President

MFE got recommendation for TS-16949 certification on 29.01.2010 after two days audit by the TUV team of three auditors. The auditors were Mr. Vishal Nerukar, Mr. Achal Singh Kasinwar and Mr. Manas Patel. MFE celebrated this occasion with all employees. The audit was conducted inside the plant and all the employees participated in it.

The ISO/TS16949 is an

international standard aiming to the development of a quality management system that provides for continual improvement, emphasizing defect prevention and the reduction of variation and waste in the supply chain.

TS16949 applies to the design/development, production and, when relevant, installation and servicing of automotive-related products.

First Day Celebration

MFE employees participated in the first day celebration. The Purpose is to ensure communication down the line and rewarding and recognizing the best achievers in different



Winners of January 2010 LH assembly line with Starline trophy

fields viz: Star assembly line of the month, Star line fix board, Best operators in C&C machine wise, Best Quality Inspectors and Best Quality team. The event is held to ensure employees participation. This is the platform where management can share the achievements of the last month and set targets of the next month.

Staff Get Together

Staff Get Together was held on 06 March 2010 at Natraj Farms, Gurgaon. The purpose of this event was to create the sense of unity among the staff members. All employees of Level VI and above participated with their families. The programme was arranged by HR department. Game of lotto, dance competition for children and magic show kept the participants entertained. It was followed by cocktail and dinner.

Skill Olympic in FAS

Anil from MFE won the Gold Medal in Taping Competition by setting new record of 2 minutes 07 seconds held on 5th February 2010 at the Hikone Cultural Plaza, Hikone, Japan. The competition was held to upgrade the skill and to set the benchmark in different operations which enable all the group companies to work according to it. There were four events --Taping competition, Part



Mr. Anil kumar on the victory stand

assembly competition, Manual crimping competition and Team event competition. Two teams were allowed to participate at the same time.

Alena Housová does us proud

Alena Housová, the Head of accounting at Minda Schenk Plastic Solutions s.r.o. in Liberec, Czech Republic, has once again won the world skiing competition.

She had at a very early age developed a love of skiing as her father was a ski trainer. But very soon she discovered another kind of skiing - the snowbike (skibob), which contrary to usual forms of skiing has only one ski, fixed to a metal frame with a single seat, similar to a bicycle. Since then she has competed in more than 400 races! Alena claims that she has lost count of how many medals she has won up to now, because she has won so many.

Now she only counts her first place positions, which amount to 30



in the snowbike women's World Championships and 7 in snowbike World Cups! Her twin-brother has achieved similar success in the men races. This season Alena sustained an injury while playing hockey, so she couldn't take part in as many competitions as she wished. Nonetheless, out of the four she did participate even though she was injured, she won two.

Alena Housova in action (top) and at the victory stand (below)



Language proficiency test

Japanese Language Proficiency Test Level-3 Examination was held on February, 2010. The employees of Minda International Manmath Sahoo (JO employee) and his wife Nibedita Sahoo participated in it. The test was necessary to help the employees lead normal life in a place where very little English is spoken. The exam was organized by Japan Educational Exchanges and Services (JEES). JLPT level-4 was also in February 2010 and Mr Basant



Manmath Sahoo

Agrawal participated in it.
Minda International Ltd, Japan,

was setup in 2007 in order to interact and work closely with our esteemed Japanese customers and to participate at Global Supplier Level in the Auto Component Sector.

The Japan Office started its operation in January 2007 with an objective to make effective Communication, Co-ordination and Collaboration with OEMs in Japan regarding Design and Development of Auto Components across the Globe.

Plant approval by Denso, HHML and HGA



The Minda Sai plant at greater Noida was approved by Denso on 7th Jan 2010. It was a prerequisite for new business venture. Denso is a leading supplier of

advanced automotive technology, systems and components for all the world's major automakers. It operates in 33 countries across the globe with approximately 120,000 employees. The CFT of Functional heads under leadership of Mr Deepak Manocha (UH) participated in it and came out with flying colours. They secured 24.4 marks out of 30 (81%). Yet another plant approval was obtained by the company from HHML & HGA Japan between 6th February 2010 to 9th February 2010, at Greater Noida.

Diagnosis consequence

Item Assessment point	Quality point	Cost point	Delivery point	Management point	Safety and environment point	Total point
	7.6/10.5	10.0/10.5	2.3/3.0	3.8/4.5	0.6/1.5	24.4/30
Supplier member				DENSO member		
(Name)				(Official position)		
1) Mr Deepak Manocha				SBU Head - North		
2) Mr Sanjoy Dhar				Head - Marketing		
3) Mr Virendra Mishra				Head - Q.A		
				1) Mr Rajkumar kushwaha		
				2) Mr Sharad Sharma		
				Procurement Quality		

The visiting HHML and HGA team at the factory premises (left top) . Certificate of recommendation by Denso (bottom)

First day celebration

First Day Celebration for the month of March was held inside the factory premises of Minda SAI, Murbad plant on 2nd Mar 2010. All the employees -- contract, staff and associates participated in it. The celebrations were held to discuss the performance of February and set target for the month of March. During the celebrations the company honoured the Kaizen award winners and the HR heads also addressed the employees on



the occasion. The employees also interacted with the management.



Layout change at Gr-Noida

The Greater Noida plant got a new look between 1st January to 3rd January 2010, with the ground floor and new shed at the back side of premises opting for a layout change. The change was undertaken to increase the visibility in the plant and for better implementation of 5 'S'. It also resulted in optimum utilization of the available space & created space for future business development. There was systematic arrangement for material storage with implementation of FIFO concept in main store. The concept formulation team was lucky to get valuable inputs from Group CEO--A K Minda, MD--Praveen Gupta, Unit Head--Deepak Manocha and support from Group TQM Cell - Dr P Elangovan. Core team under leadership of Mr A.P. Singh and comprising Manoj Negi, Jitender Bhati, Rajiv Dubey, Pradeep, Prem Singh, Basant and other members initiated the change.

ESI camp organised

Minda Silca Engineering Ltd. organized ESIC CAMP and get together for all employees and their family members on 11th January 2010 at its plant located at Greater Noida. Employees used the facilities of the camp for registration of ESI smart card services. The company organised a beautiful day out for the participants. It included on the spot quiz, musical chair, painting competition for kids etc.



The registration for ESI camp in progress and the family members enjoying lunch afterwards

First day celebration

It was a first day celebration with a difference. On 2nd January 2010, a Volley ball match was organized at Minda Silca, Gr Noida as part of its 1st Day Celebrations. Five teams from different departments participated in the competition and the winners were awarded by MD, Mr Pramode Parasramka.



Volley ball match in progress

Plant Visit by MBA Students



Students during their plant visit

A group of 20 MBA students from Greater Noida Institute of Technology & Management, Greater Noida, visited Minda Silca plant on 27th March 2010. During the feedback session the HR Head Mr Manish Srivastava addressed the group and briefed them about the mission & vision of the organization and also had an question answer session.

Did you know?

▶▶ In 1906 a car known as the Autocar was manufactured in the US with a new invention-headlights (they burned kerosene). The Autocar, however, lacked another important accessory, the steering wheel. The driver directed the vehicle by means of a stick-like shaft situated to the right of the driver's seat.

▶▶ The Buick, first automobile manufactured by the GM Corp, was actually built by a man named David Buick. Buick, a plumber by trade, also invented a process whereby porcelain could be annealed onto iron, hence making possible the production of the white porcelain bathtub.

Rs 100 cr turnover

Minda Stoneridge too joined the esteemed club of Rs 100 crore turnover. This target was achieved on 21st February 2010 with the signing of invoice of Tata Motors. A grand party was held in Le Meridian on 16th March 2010 celebrating the occasion. Mr A K Minda, Mr N K Modi, Mr Mahaldar, Stoneridge directors & head of departments graced the celebrations. This target was set by MSIL four years back in 2005 and the company was able to achieve it.



Minda Stoneridge celebrated the Rs 100 cr turnover with a grand party

Inauguration of New Shop

Minda Stoneridge has expanded the toolroom and moulding division in the new factory area for future business expansion on 31st March 2010. Managing director & All HOD's participated in inaugural ceremony. Vastupooja was done in morning and the inauguration of the premises was done by managing director Mr N K Modi later in the day.

PPE exhibition

PPE(Personal Protective Equipments) Exhibition was held on 7th March inside the canteen to increase awareness among employees. All employees participated in it. Exhibition was arranged to explain all necessary information about PPEs. TT Vaccination was organised by Anand Hospital at MSIL on 7th & 8th March 2010 in the Doctor's Room. All the 650 employees were vaccinated.

Safety Week celebration

Minda Stoneridge celebrated safety week from 4th To 11th March 2010 inside the company. The Safety Week was inaugurated by N K Modi & it was followed by safety oath. All the employees actively participated in it. During this period, safety and first-aid training was also imparted on 8th March 2010. It was done to impart basic awareness regarding first aid. About 35 employees participated in the training which was given by Mr Shankar Narayan



Employees taking safety oath

from Usha Fire.

All participants were certified by Usha fire for attending the program of " Basic Life Support". The participants said they benefitted greatly through this programme.

Director's Visit

Stoneridge directors visited the company premises on 15th March 2010. The visit coincided with the Rs 100 Crore turnover. Stoneridge directors Mr John Corey and Mr Mark visited the plant along with Mr N K Modi.



Bang on Rs 100 cr target



MCL, Pune achieved Rs 100 crore sales. To celebrate the occasion Laxmi Pooja was organised at the company premises on 31st March 2010. Mr Jeevan Mahaldar, MD, MCL and all the employees of MCL Pune participated in it. Gifts were also distributed to the participants who won Prizes in AKM Group QCC & Kaizen

Competition. MCL pantnagar too achieved Rs 100 turnover. On 10th March 2010, MCL-Pantnagar raised Rs 100 crore invoice on Minda Auto Care Ltd for the customer Bajaj Auto Ltd. The event was celebrated with invoice signing by Mr Jeevan Mahaldar and distribution of sweets to all employees. MCL-Pantnagar was formed on 2nd April-2007. The



Mr Jeevan Mahaldar signs the Rs 100 cr invoice at MCL Pantnagar and celebrates it with Laxmi pooja at Pune

target was set up three years ago. For the year 2009-10, target was set up at Rs 78 crore but MCL-Pantnagar unit achieved Rs 107 crore on 31st March 2010.

Blood donation camp at MCL-Pune



Employees donating blood at the camp

Safety Week was successfully celebrated in MCL-Pune during 4th - 11th March 2010. Blood donation camp was organized on 8th March as a part of the Safety Week at the company

premises where more than 50 employees participated and donated blood. The event was managed by Sassoon Hospital of Pune, where a medical team from the hospital conducted camp.



MCL pantnagar received BAL TPM certificate on 09.01.10. Bajaj Auto Ltd celebrated its Safety Day and MCL-Pantnagar got 2nd prize in Slogan category (bottom) among BAL and 16 Vendor cluster companies. **Congrats!!!**

Visit of Trading Area Manager of Ikea



Mr SC Jha (Unit Head) explaining the process to Ms Susanne

Susanne Bergstrand, Trading Area Manager (South Asia) Ikea visited MCL-SFD on 2nd Mar 2010, to review the status of IKEA product. The team was represented by Mr. Tanendra, Mr. Bhupender & Mr.

Pradeep. Ms. Susanne took three sample from the line randomly, then checked all the functions of the products and was quite happy with the quality of the product. She also put forward her opinion for the development of the products.

Women's day celebrated



Women's Day was celebrated on 8th March 2010 at the premises of MCL Security Systems Pune. All employees of MCL, participated in it. The special guests were Dr (Mrs) Vispute from Sai Seva Hospital & Mrs Bhavikatti (wife of Mr JD Bhavikatti - Head QA, MCL). A lecture was organised on "Women Health & precautions" by Dr. Vispute.

5th annual day celebrated

The fifth annual day celebrations was held at Minda Asean Automotive on 13th February 2010 at Cantoan Restaurant, Lippo Cikarang, West Java. The occasion was to commemorate the 5th successful operational year of PTMAA. All employees participated in the event. The theme of the event was "Invincible" which means always be the winner.

This celebration was attended by NK Minda, Jeevan Mahaldar, Ravi Mehra, DC Sharma. The event was started by Hawan ceremony at the factory premises. It was followed by release of balloons. The HoDs, president, chief guest and all



Hawan ceremony at the factory premises and (left) Merak dance in progress

employees participated in it.

And then the action shifted to Cantoan Restaurant, Lippo Cikarang. There was a welcome dance by the employees called the Merak Dance.



Many other competitions like singing, dancing and parody were also held for the employees. The evening ended with a gala dinner and prize distribution.

Tooling conference

The 5th Minda Tooling Conference was held on 23rd & 24th February 2010 at the MCL-Noida premises. The conference aimed at sharing the experiences while handling the tools by the teams of AKM Group while internalizing the learning from previous conferences. The participants also shared the problems encountered by them in the Group companies and tried to explore possible solutions. They also identified the future needs of the Group Companies in tooling area. The conference also had presentations by each unit on the learning of previous Tooling Conferences and deployment of the same, presentation on problems



Participants at the Tooling Conference (left), MVSSPL getting award for best presentation



encountered by units, analysis process, current status and specific area where they are stuck, and tooling & product design aspects and their inter-relationship.

The highpoint of the conference was presentation by functional team

on tooling - die casting, plastic moulding, Sheet Metal and presentations by external expert on current trend & good practices.

Minda Valeo Security System Pvt.Ltd. (MVSSPL) - Pune won the best company presentation award.

6th quality circle convention

Total Quality Management (TQM) is one of the group level activities of Ashok Minda Group. The TQM initiatives are driven by Corp. TQM Department

The 6th 'Quality Circle Convention' (QCC) was held on 26th March 2010 at MCL-Noida. It was a group level competition for participation of best 'Quality Circles' from units of group companies and recognizing best in class performance. The participants were selected by 'Quality Circles' (sponsored from units of group companies). About 12 'Quality circles' participated in the competition involving about 85



Associates. Evaluation of case studies was undertaken by a panel of judges comprising 2 external experts from QCPI and head TQM.

The recognition came in the form of category awards - Platinum, Gold, Silver, Bronze based on scores secured by the circles. These activities inculcate healthy competition among group companies.



Platinum award winners LAKSHYA QC from MCL-Noida, PRAYAS QC from MSIL- Pune, and PARIVARTAN QC from MSEL- Gr Noida

... And the award goes to


1

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The 3rd Kaizen Mela was held on 27th Mar'2010 at MCL-Noida premises. It is a group level competition for participation of best Kaizens - Both individual & Team, from units of group companies and recognizing best in class performance. Selected Kaizens sponsored from units of group companies presented their Kaizen under three categories - Individual kaizen (15), Team Kaizen- staff (13), 10 Office Kaizen (staff)

Individual kaizen (Platinum)

- 1) Sunil Kumar Giri from MCL DC-GN
- 2) Bhanu receiving on behalf of Kedar Puranik from MVSSPL- Pune
- 3) Ganesh Agarkar from MSIL- Pune

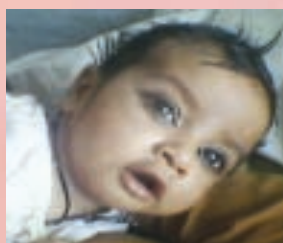
Team Kaizen awards

- 4) Team Kaizen MCL(SS)- Pune
- 5) Team Kaizen MSL- Mumbai
- 6) Team Kaizen MSIL-Pune

Office Kaizen awards

- 7) Sunita Joshi from MCL -Pant Nagar
- 8) Prachi Singhal from MCL (DC)- GN
- 9) Kantaram Wadavale from MSL- Mumbai
- 10) Ajay Sancheti from MMSL- Noida

Heaven's blessings



SHER MOHAMMED, MFE has been blessed with son on 16.02.10 the baby has been named **MOHAMMED RUSTAM**.



CHANDRA BHUSHAN, MSEL, has been blessed with a baby boy on 23.01.10 The boy has been named **CHAITANYA**



KRISHAN SAKKARWAL, MSEL, was blessed with a baby boy on 03.01.10 The boy has been named **HANU**



ABDUL RAZAK, PT.MAA, has been blessed with a baby boy on 11.02.10 The boy has been named **MAULANA AKBAR**



DWI WAHYUDI, PT.MAA, has been blessed with a baby girl on 01.02.10 The girl has been named **KHANZA DAFINA PUTRI**



AHMAD ABBAS, PT.MAA, has been blessed with a baby girl on 11.04.10 The girl has been named **NADIFA QURROTU AINI**



BAMBANG BUDIARTO, PT.MAA, has been blessed with twins on 09.02.10 They have been named **AZREEN QUINSHA BUDIARTO & AURIEL FELISHA BUDIARTO**

CONGRATULATIONS!!!

On the new arrivals. All of us from Ashok Minda Group wish the new borns a long and successful life. May the heaven shower choicest blessing on the bundles of joy.

Achievers all the way



Saksham Malik and Sanyam Malik children of Dheeraj Malik, MMSL have done extremely well in studies. While Saksham student of class IV has secured 89.12%, her brother student of LKG topped with 97.12%. They both are students of BSM School, Shamli. **Great going !!!**



Gaurang Bora S/o Anand Shankar Singh Bora of MCL has secured 97.3% in his class IV exam. He studies in Assisi Convent, Noida. **Keep it up !!!**



Anjali Nair, D/o Sudha Nair, MCL-Noida has received the Merit Certificate for the session 09-10. She studies in St Antony's Secondary School Faridabad. **Congrats!!**

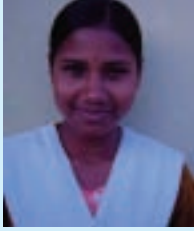
NEW JOINEES

NAME	DESIGNATION / DEPARTMENT	DATE OF JOINING
MINDA CORPORATION LIMITED (MCL)		
Surya Kant Sharma	Member (Engineering)	08.02.10
Chandrakant Ghodake	Member (Quality)	17.02.10
Divyajyoti Harichandan	Member Design	22.02.10
Arvind Kumar Gupta	Head Operations	22.02.10
Sandeep Kumar	Member (Quality)	23.02.10
Nitin Sharma	Member (Design)	15.03.10
Pankaj Balutia	Member (Sales)	15.03.10
Supriya Joshi	Member (HR)	15.03.10
Nilesh Phule	Member (Design)	15.03.10
Sandeep Deol	Member (Maintenance)	23.03.10
Kapil Kumar Garg	Member Design	08.02.10
Yash Kaushik	GET	29.03.10
MINDA SAI LIMITED (MSL)		
Gajendra H Mahajan	Member	04.01.10
Gaur Chandra Pal	Member- P.E	04.01.10
Naresh R Patil	Member-Stores	15.02.10
Sandip D Gurav	Member-QA	15.02.10
Navneet Singh	Member-Prod.	15.02.10
Sunil D Jangale	Member-HR	22.02.10
Praful Bagade	GET-Engg	22.02.10
Ombir Pawar	Head - IR & Admin	24.02.10
Shifa Sharma	Gr. Corp legal and Sect department	01.03.10
M K Shaikh	Gr. Leader- P&A	03.03.10

Photo courtesy: Minda Silca



हमारे बाबूजी



बाबू जी आप महान हैं,
बाबू जी आप न इंसान,
न महान, हो हमारे लिये भगवान।
माता पिता का प्यार देकर,
हमें बनाया धनवान।

पले बड़े आँगन में जिसके,
उसका न आदि अन्त है।
हमें सींचा माली जैसे,
धूप, बरसात से नचाया हमें
प्यार का साग उमड़ा हमपे,
बेसहाराँ को दिया सहारा आपने,
हम करें सलाम तुझे।

क्या है दुःख नाम न किसी में दम रोके तुझे,
तेरे आगे सारे नाकाम, दुनियां पूजे बराम्बार तुझे।
मेरे जीवन में खुशियां भरकर झोली में सुख डालते देखा तुझे,
दुनिया करे सलाम तुझे।

जितना प्यारा बाँटा तुने, उतना प्यार पाया तूने,
घर-घर भर आशा बाँटी, सफल जीवन दिया तूने।
जन-जन में दिया जलाकर, अंधेरे में उजाला किया तूने,
ईश्वर करें सलाम तुझे।

दुख सुख से हमें उबारे, मंजिल तूने दिखाया,
एक दूसरे से प्यारे से यही तूने सिखाया,
पढ़ा लिखा कर ज्ञानी बनाकर, फर्ज तूने निभाया।

कदम से कदम मिलाएंगे, किसी के आगे नहीं झुकेंगे,
छल-कपट से बचे रहेंगे, रोशन तेरा नाम करेंगे।
पतन की ओर न जाएंगे, तेरा यश काम बढाएंगे,
हम करें सलाम तुझे- हम करें सलाम तुझे।।

सुगन्ती
मिण्डा बाल ग्राम

हमारे बाबूजी



विशाल विलक्षण नीले अम्बर तले
ज्यों जन जीवन पलता हो
त्यों आके अविरल अचल प्रेम तले
आज हम अंकुर से नव पल्लव हुए।

नाम भले ही देवकी का न रहे,
नाम यशोदा की अनन्त रहे।

ये ऋण न उतरे युग-युगान्तर तक
हम दुआ करते हैं, ये भू-गगन है जब तक।

जो दिया तुमने हमको गिनना भी पाप है,
हमारे माता-पिता जननी भी आप हैं।
हर पल हर दिन, अवसर-अवसर याद तुम्हारी आती है।

ये लोग करते हैं जब प्रशंसा
मन फूट - फूट कर रोया करता है।
प्यार दुलार दिया है तुमने कभी नहीं छोड़ी थी,
लौट-लौट आओ तुम बार-बार,
क्यों छोड़ गए तुम हमको अतिथि।

तुम्हें कहें हम धीर धरा या फिर मानव के हित स्तम्भ
जो कहें वो भी कम है क्योंकि
तुम्हें स्पर्श न कर सका था दंभ।
नत है मस्तक, प्रणाम हमारा, बारम्बार,
ये अविरल स्नेह तुम्हें बुलाएं तुम्हें बाबुजी बारम्बार

- सुषमा
मिण्डा बाल ग्राम



मैं नीरज शर्मा, मिण्डा
ग्रुप में 1999 से
कार्यरत हूँ। बाबूजी
को पुरानी वस्तुओं, अनुशासन,
ईमानदारी एवं कड़ी मेहनत पर
बड़ा विश्वास था। उनका कहना

था कि उपरोक्त चीजे ही सफलता की कुंजी है। मैं
अपने साथ मयंक आटो में उनके द्वारा दी गयी शिक्षा के
बारे में बताना चाहूंगा। बाबूजी AM 8408 जो कि
बुलेट गाड़ी में लगता हैं (जो मिण्डा ग्रुप का पहला
प्रोडक्ट हैं) की असेम्बली लाईन पर आये और उसकी
प्रोबलम के बारे में हमसे पूछा। हमने उनको लाईन पर

आने वाली विभिन्न समस्याओं के बारे में बताया। उन्होंने
हमारी सुनने के बाद एक AMP मीटर हाथ में उठाया
और कुछ ऊर्चाई तक उठाकर सीधा फर्श पर गिरा
दिया। उसमें Needle टेढ़ी हो गयी। तब बाबूजी
ने बताया कि जब मैंने ग्रुप शुरू किया था तब भी यह
प्रोबलम थी और आज भी हैं। फिर उन्होंने हमें बताया
कि वह समस्या कैसे दूर हो सकती है। हमने उसको
चैलेन्ज के रूप में लिया और उसमें लगने वाले ब्रेकेट के
टूल में Modification करने के बाद आज भी
वह मीटर बिना समस्या के पन्तनगर में बन रहा है।
बाबूजी को 1957 की यह बात 2002 तक याद थी।

इससे हमें यह प्रेरणा मिली कि हमें प्रोडक्ट की

को केवल Assy लाईन के नजरिये से ही नहीं बल्कि
अन्तिम उपभोक्ता उसको कैसे प्रयोग करेगा, उसकी
नजर से भी देखना चाहिए। जिसका मैं आज भी
अनुसरण कर रहा हूँ।

असफलता एक चुनौती है, स्वीकार करो,
क्या कमी रह गई, देखो और सुधार करो,
जब तक ना सफल हो नींद चैन सब त्यागो तुम,
कुछ किये बिना ही जय जयकार नही होती,
हिम्मत करने वालो की हार नही होती।

दया की मूर्ति बाबूजी



श्री

बाबूजी हमारे
लिये आदर्श
पुरुष थे। वे

युग पुरुष थे। वे आज हमारे
बीच नहीं हैं। पर उनके आदर्श
हमारे रोम-रोम में बसे हुए हैं। उनके बारे में
जितना कहे उतना कम है कुछ शब्दों में
लिखा नहीं जाता फिर भी कुछ बातें उनके बारे में
आप से बताता हूँ।

श्री बाबूजी महान व्यक्तित्व के धनी थे
उनका हृदय बहुत बड़ा था जा इतने बड़े आदमी और
कई कम्पनी होते हुए भी छोटे से छोटे कर्मचारी का
ध्यान करते थे। वे हरियाणा के रत्न थे। जो साधारण
आदमी होते हुए भी असाधारण काम किये। बाबूजी
मिलनसार आदमी थे। ईमानदारी कूट-कूट कर उनके
अंदर भरी हुई थी। वे खुद कभी मेहनत करते थे
और कड़ी मेहनत के बल पर उन्होंने शून्य से आज
पूरे भारत में ही नहीं विदेशों में भी हमारे बाबूजी की
कम्पनी का नाम है। एक छोटे से गांव से चले
दिल्ली में प्लांट लगाया उनकी मेहनत से गांव ही
नहीं देश ही नहीं विदेशों में उनकी पहचान है।
उनको बेईमानी बिल्कुल पसंद नहीं थी वे कहते थे
कामचोर आदमी मेरे सामने आयेगा नहीं। बाबूजी ने
बहुत आदमियों को जो इतने पड़े लिखे नहीं थे पर
मेहनत देखकर उनको आगे बढ़ाया।

रमेशचन्द्र
एमसील



Living with Babuji was an experience that will remain
etched forever in my mind. My first interaction with
Babuji was in August 1995 during one of his surprise
visits to the Noida factory. While checking the
“Goodwork Register” Babuji found my signature for an
associate who was standing there and his name was yet not entered
in the register. Babuji observed this and called me and said, “Never
believe in anyone unless you are sure and never sign unless the entry
is complete.” It was a lesson learnt well and I have been following
ever since. Every Deepawali he would visit the MCL Noida factory,
take a few rounds of the factory, worship Goddess Lakshmi and
distribute “Lakshmi” to all those who are present. I have over the
years saved all the money that he gave me as Ashirwad.

- P. S. Baghel, (Group Leader-P&A, MCL- Noida)



My ancestors have been serving Babuji's family
for the last 150 years. I am a witness to the
activities he undertook to develop Bagla village. The
huge pond built by them takes care of the water
needs of three villages. Babuji brought me here 17
years ago. He depended on me for everything. Be it arranging
for kanwaria seva or the diwali celebrations, I was always given
the responsibility. He used to joke that I am his man Friday. I
always had the opportunity to see the humane face of Babuji.
For an entrepreneur and philanthropist of his stature he was a
man without an ego. He had no qualms in sitting with anyone
and learning about their problems. He would never let down
anyone in distress. He would listen, understand and try to find
out a way to solve other's problems.

- Jagdish Kumar, (Administration dept, MCL Noida)



मैं

अवधेश कुमार श्रीवास्तव, मिण्डा ग्रुप में
1994 से कार्यरत हूँ। अपने कार्यकाल के
दौरान मुझे बाबूजी से कई बार उनके विचारों
को सूने एवं समझने का अवसर प्राप्त हुआ।

जब मैं एफ डी में कार्यरत था, बाबूजी आये एवं
डाइना-विलप हाईड्रोलिक्स डाई-कास्टिंग मशीन बन्द देख
कर उन्होंने पूछा कि “यह मशीन क्यों बन्द है? मैंने कहा कि बाबूजी मशीन
बहुत पुरानी हो चुकी है। तब बाबूजी ने समझाया कि कोई भी मशीन/उपकरण
पूरा नहीं होता, “यदि उसका रख रखाव सही तरह से किया जाये” उनके उस
विचार ने मुझे मशीन/उपकरण के नियमित रख-रखाव करने के लिए प्रोत्साहित
किया। और आज तक मैं उसका अनुशरण कर रहा हूँ।



मैं

विकास चन्द परचेज डिपार्टमेंट
मिण्डा ग्रुप में पिछले 17 साल से
कार्य कर रहा हूँ मैं बाबूजी से सन्
1998 की एक सीख आप लोगो से शेयर
करना चाहता हूँ। बाबूजी ने मुझसे ग्रीन शीट

shortage vs supplies के बारे में पूछा। जब मैं उन्हें
मेनुवलशीट खोलकर समझाने लगा तो उन्हें उसमें कुछ त्रुटियाँ नजर
आई उन्होंने मुझे डॉट और पुरे परचेज डिपार्टमेंट को बुलाकर, मेरी
सीट के सामने बैठकर अपने हाथों से ग्रीनशीट को तरीके से भरना
सिखाया। आज भी मैं अपने सहयोगियों को उन्ही के तरीके से
short list भरना सिखाता हूँ जो कि बहुत ही उपयोगी हैं।



मैं

रविन्द्र शर्मा अपनी मिन्डा कॉरपोरेशन में 1990 में भर्ती हुआ था। मैं अपने विचार बाबू जी के बारे में व्यक्त करना चाहता हूँ। मेरी पहली मुलाकात बाबू जी से 1991 में हुई थी। बाबू जी के जो विचार या मेहनत थी वो हमारे लिये बहुत ही बड़ी मिशाल है। बाबू जी ने हमेशा अपने जीवन में पराजय शब्द को नहीं रखा। बाबू जी कहते थे कि मेहनत कभी व्यर्थ नहीं जाती। मेहनत से जो कमाता है वो अपने परिवार को सुख शान्ति प्रदान करता है। और मुझे बाबू जी की सबसे अच्छी बात ये लगती थी कि वो कभी भी छोटे लोगों को अपने से दूर नहीं रखते थे। बाबू जी की कामयाबी और मेहनत याद आती रहेगी। और बाबू जी जब भी किसी से भी मिलते थे तो पहले यही पूछते थे कि बेटा तेरा काम कैसा चल रहा है, और तुझे किसी प्रकार की भी परेशानी हो तो तू मुझे हमेशा बता सकता है। जो अपनी परेशानियों नहीं बताता है वो अपनी परेशानियों को खुद बढ़ावा देता है।



मैं

डी. आर. जोशी, मिन्डा ग्रुप में 21 साल से कार्यरत हूँ। बाबू जी के पसन्दीदा डिपॉजिट्स में से एक, एकाउन्ट्स में कार्यरत होने के कारण मुझे बाबू जी से मुलाकात का काफी अवसर मिला। वे हमेशा कठिन परिश्रम, ईमानदारी, टीमवर्क तथा योजनावद्ध कार्य प्रणाली के बारे में समझाते रहते थे। मैं उनकी गहरी सोच का एक उदाहरण बया कर रहा हूँ। लगभग छः वर्ष पहले दिवाली पूजन के लिए मैं व बाबूजी साथ-साथ मिन्डा कॉर्पोरेशन की सीढ़ियों (जो रिसेप्शन से ऑफिस की ओर जाती है) चढ़ रहे थे। बाबूजी ने रुककर मुझसे पूछा, "जोशी इन सीढ़ियों को देखकर तुझे कुछ याद आता है जब हमने यह फैक्ट्री लगायी थी" मैंने कहा हाँ, ऊपर असेम्बली व एक कोने में छोटा सा ऑफिस था। आज हमारे पास ए. सी. आफिस व बहुत सारी असेम्बली लाईन्स हैं। उन्होंने फिर कहा मैं सीढ़ियों के बारे में पूछ रहा हूँ। जब दो तीन साल हमने पैसे की किल्लत के कारण लोहे की रेलिंग पर लकड़ी भी नहीं लगवायी थी, मैं यह सुनकर हैरान था कि इतने बड़े आदमी होकर बाबूजी इतनी छोटी से छोटी घटनाओं का कितना ध्यान रखते थे। इसी सोच के कारण शून्य से शुरू करके बाबूजी ने इतना बड़ा व नामी मिन्डा ग्रुप बना दिया है।



मैं

रमेश चन्द्र नेगी, वर्ष 1993 से मिन्डा ग्रुप में कार्यरत हूँ। अपने कार्यकाल के दौरान कई बार बाबूजी से मिलने का सौभाग्य प्राप्त हुआ, वे हमेशा कर्तव्य निष्ठा, ईमानदारी, व कठिन परिश्रम का पाठ बताते रहते थे। वे जब भी कम्पनी में आते थे। हमारे सामने बैठ जाते थे, और कर्मिक विभाग का रिकार्ड माँगते थे, तथा उसे चैक करते थे। जब उन्हें कुछ त्रुटियाँ मिलती थी उन्हें ठीक करवाते थे एवं सीख देते थे। और यह भी समझाते थे कि जब भी आप कोई भी कार्य करते हो, उसे कम्पनी पॉलिसी के तहत ही करें। आज भी अचानक जब भी बाबूजी का ध्यान आता है, तो ऐसा लगता है कि मानो वह हमारे सम्मुख ही बैठे हों।

अन्त में मैं यही कहना चाहूँगा कि हम सभी बाबूजी के बताए हुये मार्ग पर चलें यही उनके लिए सच्ची श्रद्धांजली होगी।



मैं

बी.डी. मिश्रा सन् 1994से मिन्डा ग्रुप में कार्यरत हूँ मिन्डा वायर लिंक से बाबू जी को काफी लगाव था। इन्जिनियरिंग में कार्य करने के कारण बाबू जी हमें हमेशा कुछ न कुछ बताते रहते थे। एक हादसा जो सन् 1996-97 में हुआ जिसे मैं जिन्दगी में नहीं भूल सकता जो मुझे हमेशा कठिन परिश्रम की सीख देता है। हम विडियोकोन के लिए वायर हारनेस बनाते थे। किसी कारण हमारा काफी हारनेस रीजेक्ट होकर वापस आ गया। इसे फेक्ट्री के एक कमरे में रख दिया गया। जो पूरा कमरा भरा हुआ था। एक दिन बाबू जी ने देखा और उसी कमरे में हम पॉच लोगों की टीम बनायी और उस मैटिरियल को उपयोग कर दूसरे प्रोडक्ट में लगाने को कहा। हम लोगों के साथ 18 दिन लगातार बाबूजी बिना पंखे वाले कमरे में बैठे रहे जब वह रिजेक्सन समाप्त हुआ तो हमें कुछ पैसे इनाम देकर गये। बाबू जी के बारे में तो यही कह सकता हूँ कि—

‘सब धरती का कागज करूँ, लेखिन सब वन राई।

सात समुद्र की स्याही करूँ, बाबूजी का परिश्रम लिखा न जाय।



मैं

आर. सी. शर्मा मिन्डा कॉरपोरेशन पन्तनगर में पिछले 2 वर्ष से कार्यरत हूँ। मेरा सौभाग्य बाबू जी से मिलने का सिर्फ एक ही बार हुआ। जब हम सब मिन्डा कॉरपोरेशन पन्तनगर की पहली स्थापना मना रहे थे। तो बाबू जी ने मेरे से पूछा कि आप किस विभाग में कार्य करते हैं। तो मैंने उत्तर दिया कि मैं स्टोर और पी.पी.सी. में कार्य करता हूँ। तो उन्होंने तुरन्त एक ही लाइन में सब कुछ कह दिया, जो ‘Stores is the Heart and P.P.C is the Brain of the organization’ आप अपने आँख, कान, और दिमाग खुले करके मेहनत और ईमानदारी से कार्य करें तो सब कुछ ठीक ही होगा। और कामयाबी हमेशा आपके तथा आपकी कम्पनी के कदम चूमेगी। ‘ये शब्द हमारे लिये एक Guide line का कार्य करती है।



श्री

बाबू जी का सानिध्य मुझे कुछ समय तक मिला और उस थोड़े से समय में उन्होंने अपनी कार्यशैली और अनुशासन से मुझे इतना प्रभावित किया जिसका वर्णन शब्दों में नहीं किया जा सकता है। बात सन् 1991 की है, जब मुझे उनसे मिलने का सुअवसर प्राप्त हुआ, और उन्होंने मुझे अपने ग्राहकों के लेखा विवरणी कैसे रखनी चाहिए, और कैसे समय-समय पर उनसे मीटिंग करनी चाहिए, अपने उत्पादन का पैसा कैसे मांगना चाहिए, आदि बातों से अवगत कराया और उस अनुभव से मैं आज भी लाभान्वित हो रहा हूँ, किसी ने सच ही कहा कि, ‘जो जीवन की धूल चाट कर बड़ा हुआ है, तुफानो से लड़ा और फिर खड़ा हुआ है जिसने सोने को खोदा लोहा मोड़ा है, जो रवि के रथ का घोड़ा है वह जन मारे नहीं मरेगा, नहीं मरेगा, नहीं मरेगा!’

Sunil Sharma
MCL-PN

नैनं छिन्दन्ति शस्त्राणि, नैनं दहति पावकः
न चैनं क्लेदयन्त्यापो, न शोषयति मारुतः



Lord Krishna says in the Bhagwat Gita
that the soul is immortal, weapons
cannot pierce it, Fire cannot burn it,
water cannot destroy it and the wind
cannot dry it

GLIMPSES

OF HIS LIFE



1. Babuji with Delhi Chief Minister Sheila Dixit
2. With Ashok Minda at Minda Bal Gram
3. Babuji with former Union Minister Sahib Singh Verma
4. Babuji greeting former Prime Minister Atal Bihari Vajpayee
5. Babuji seeks blessings from Swamiji
6. Getting the Vashya Ratan award from Vijay Goel
7. Babuji with Children of Minda Bal Gram
8. Babuji greeting former President R Venkatraman



9. Babuji getting the award from former Lok Sabha speaker Balram Jakhar
10. Babuji welcoming industry minister Mangat Ram Sharma

