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# Opportunities galore





**M**INDA Furukawa Electric (MFE), a joint venture company between Spark Minda, Ashok Minda Group and Furukawa of Japan, set up an automotive component manufacturing unit at Tihar Jail premises in New Delhi. The unit has been established under Public-Private-Partnership (PPP) model for the company's esteemed customer, Maruti Suzuki India. The facility was



Mr Alok Kumar Verma, DG Prisons, inaugurating the Minda Furukawa Electric (MFE) unit at Tihar Jail in the Capital along with Mrs Sarika Minda and Mr N.K. Taneja, Group Chief Mktg Officer, Spark Minda

## Spark Minda takes its social initiative a step further

inaugurated in the presence of Tihar Jail management - Mr Alok Kumar Verma, DG Prisons, Mr Prasad, IG and Mr Girish Pandey, Superintendent.

Also present on the occasion were Mr.A. Maenishi, President, Mr K.D. Singh, Jt. President and Mr N.K. Taneja, Group Chief Marketing Officer, Spark Minda, along with management teams from MSIL and MFE.

The facility will be run by jail inmates under the supervision of MFE. An MoU to start the facility was signed between MFE and Tihar Jail authorities in March

this year. The jail authorities have agreed to facilitate a bigger area for production inside their premises once the production will reach to its full capacity and bigger wire harnesses will come into production.

Commenting at the initiative, Mr K.D. Singh said, "This was an idea conceptualised by Mr Maenishi and myself. We took it forward as a challenge expecting a lot of road blocks. However, we were pleasantly surprised by the eagerness and the response we got from the TJ authorities. This built up our

confidence to convert the concept into reality."

Mr N.K Taneja said, "This initiative will certainly produce a sustainable collaborative social business model, which will benefit the convicts of Tihar Jail, their families and victims also. We are certainly exploring such avenues at other places also".

Spark Minda took a year's time to conceptualise, envision and install the entire set up at the jail. The enterprise will provide employment to approximately 200 – 250 jail inmates. Looking at the business aspect of it, MFE has ensured to provide top quality products with multiple check points. To ensure the discipline of jail, the raw material entry and the dispatch of finished product has been kept under the control of MFE so that no nuisance takes place. To facilitate this entire process, few employees are fully deployed at the jail, thus smoothing up the complete coordination and assuring quality process. The management team also visits this unit on a frequent basis to ensure the system and policy deployment is in accordance to the company's requirement. A dedicated team of MFE trains and imparts skills to the inmates.

Spark Minda Group has been working on such model for one of its business group companies in Germany also.



Mr Alok Kumar Verma inspecting the unit premises inside the jail