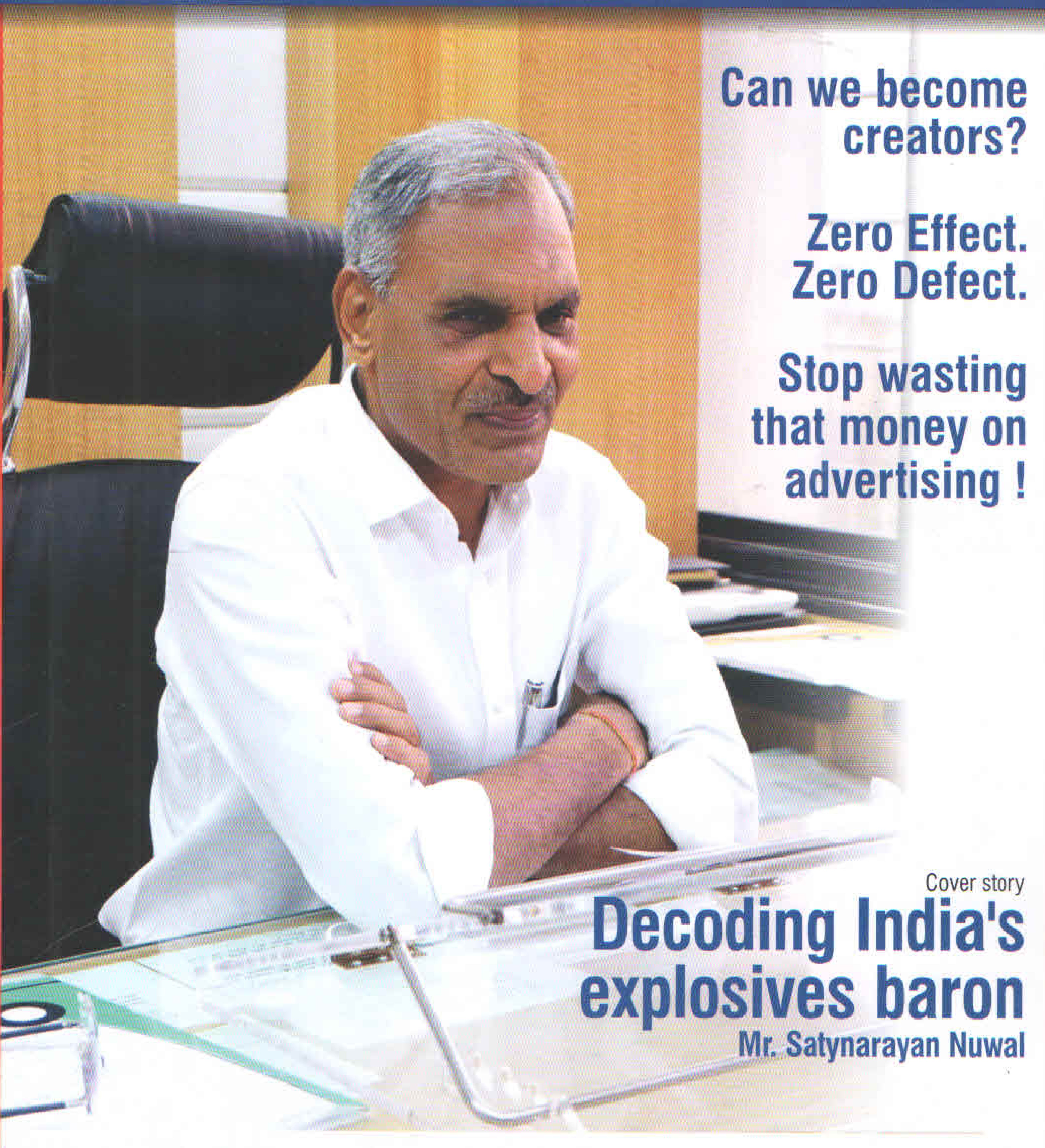
April-May 2015

VIA
VIDARBHA INDUSTRIES ASSOCIATION

NEWS BULLETIN

ENTERPRISE

A bi-monthly bulletin published by **Vidarbha Industries Association**



Can we become creators?

Zero Effect. Zero Defect.

Stop wasting that money on advertising !

Cover story

Decoding India's explosives baron

Mr. Satynarayan Nuwal

Vision

To promote Vidarbha as a preferred investment destination and create conducive environment for socio-economic growth through industry and services.

Mission

- To act as a catalyst between various stakeholders and authorities to create harmonious environment for accelerated industrial growth.
- To provide a unified platform for policy advocacy at all levels.
- To create, nurture and develop entrepreneurship & business leadership.
- To enhance managerial and technical competency for excellence.

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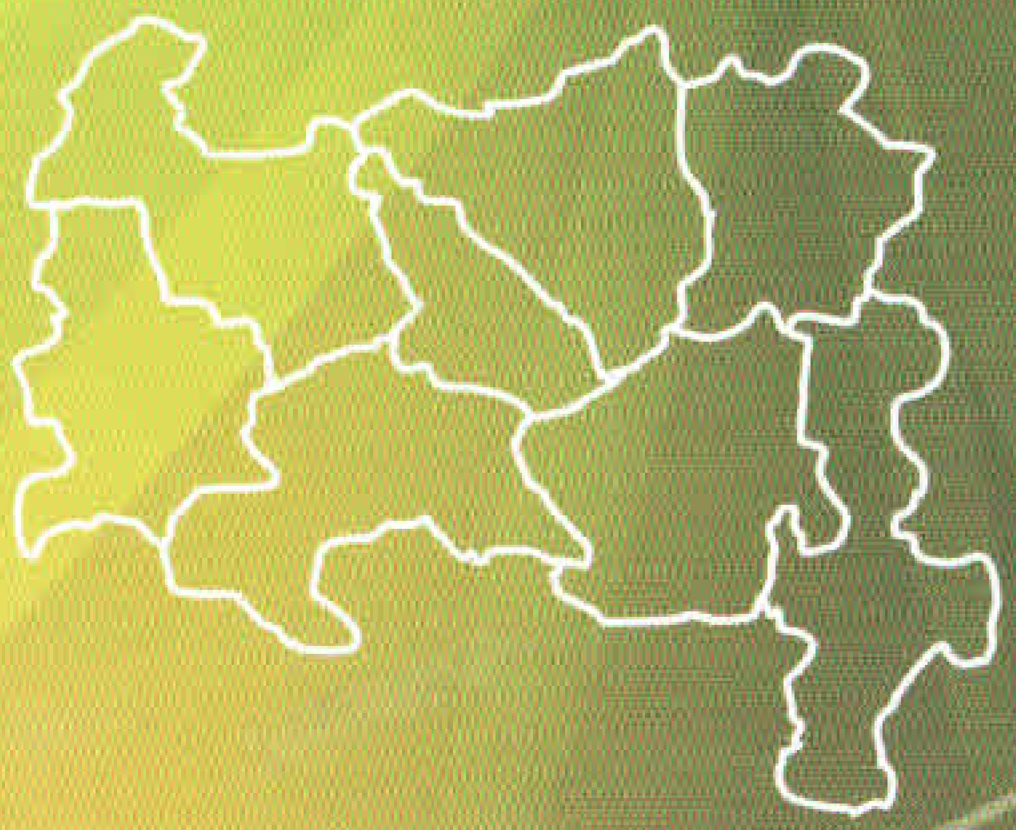

President's Message

Atul Pande
President, VIA

Indian economy seems to be poised for another leap forward and we at VIA would obviously be concerned about the advantages Vidarbha region is able to leverage by garnering it's resources & channelising the strengths. VIA Energy Cell has been striving to ensure quality and cost of energy for industry as a potent factor that could attract investments in the region. Also, projected increase in coal production at WCL has brightened the chances of a smooth sailing as far as coal supplies to industries of this region are concerned. This and many such unique strengths of the region could be leveraged by new investors for improving the viability of their projects and thereby make Vidarbha their investment destination on merits.

Industries spread over other districts of Vidarbha need speedy redressal mechanism – being away from Zonal and State Head Quarters, which is very much possible by their synergized efforts with VIA to ensure regular and effective holding of ZUM (Zilla Udyog Mitra) meetings at respective district head quarters. In a recent conclave of industries representatives of all Vidarbha districts convened by VIA, the participants in one voice resolved to use this redressal mechanism as effectively as possible, while some district representatives confirmed full satisfaction at results through ZUM.

With GST a certainty by 1st April '16, strategic location of Vidarbha is bound to provide the much awaited boost to economic activity, as our dynamic Chief Minister expressed commitment to go all out to reap this harvest by mobilizing all needed inputs. A major blockade in our journey however could be - the added cost of non-VAT-able tax on every inter-state transaction, that threatens to be a deterrent to expected inflow of investments in logistics and value-addition activity at this '0' mile stone location of the country.

Hopes from MIHAN touching it's projected strength of contributing to the region's economy are sky high again with formation of a powerful task-force under stewardship of Hon'ble Shri Nitin Gadkariji to fast forward the progress and attract further investments. VIA, with all its resources, has geared up to synergize withe the government machinery in their endeavour to make 'Make in Vidarbha' a reality. ▪

Secretary's Message

Rohit Agrawal
Hon Secretary-VIA

Dear Member,

This year started with lot of activities & continuous interaction with the government. We also progressed in achieving our annual goals through our various initiatives. Further, a lot of stress was put on dialogue with the government through its bureaucracy at the district level, which was in line with our experience on our trips to various districts association to understand the various problems and issues which could be taken up individually and jointly by VIA at various levels. District Coordinator Shailesh bhai Suchak coordinated with all district associations' meetings which again highlighted the problems at Vidarbha level and energized us for the future.

Various activities on skill development at the policy level are being done at VIA which are commensurate with the vision and call of Prime Minister of skill- training India. Our HRD forum is organizing a year long programme on 'New Leadership Development'. Mr. Girish Deodhar efforts in this regard deserves a lot of praise. The period from last week of Feb to mid March could very well be termed as budget mania at VIA. There is a lot of hope from the gathering at live telecast of budget organized by VIA Tax and corporate Law forum coordinated by Mr. Naresh Jahkhotia & Mr. Anil Parekhji. Subsequently, a talk on direct taxes & major policy changes & its effect on the industries & analyses of tax implications were widely appreciated and the efforts of Mr. Aditya Saraf in coordinating with E&Y and efforts of our joint secretaries Mr. Gaurav Sarda, Mr. Kush Bajaj and Mr. Rakesh Surana in managing the entire budget mania deserve our compliments.

VIA has initiated a skill gap analysis of Vidarbha region with MITCON, which is the pet project of our Vice President Mr. Ashit Sinha. VIA Marketing forum has been conducting programmes on various aspects of marketing and they are very well received by our members. The Marketing forum team is doing an excellent job.

Our helpdesk is truly operational & we can see hustle bustle of activities with Mr. K S Balakrishnan & his team. VIA's efforts on the energy platform was highly appreciated & recognized by the appointment of Mr. R.B. Goenka as Director of MSEB Holding Co. We are confident that Vidarbha will be getting a lot of importance & the discrimination will end soon. Our MOU with world trade centre Mumbai puts our organization on the world map & is another step in helping you gain visibility, network in the global business environment.

Our new modern & revamped website will be online soon & will give your association a distinctive edge, which is due to the tireless efforts of Vice President Mr. Prashant Mohota and treasurer Mr. Aditya Saraf who deserve all the credit. Through this message, I would like to request the members to please respond & actively convey their problems & issues so that it can be taken up proper levels in the government. You may also be looking forward to the new, revamped infrastructure of VIA premises...expect more details in my next communication. ▪

"All progress takes place outside the comfort zone."
- Michael John Bobak

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Editorial

Sanjay Arora
Editor

Change is in the air

As you hold this new issue of Enterprise in your hands, you would have noticed its new avatar. This venerable mouthpiece of VIA has undergone a complete revamp, to reflect a changing, dynamic new India.

Our Prime Minister has extolled the world to Make in India, wanting to focus on creating manufacturing jobs rather than depend only on the current 'arbitrage advantage' that the country's software & back-office industry offers. Its time for industry to take centre stage and play a pivotal role in India's growth story, as the Chinese and South Korean industry did for their growth.

In this context its Vidarbha too is poised at an inflection point. It never had so much going. It not only has one of the most powerful central minsters, a known go-getter Nitin Gadkari hailing from here, but also the Chief Minister of the state Devendra Fadnavis, both strong Vidarbha proponents. Together they can change the face of this backward region; the early signs of which are already visible.

MIHAN, which was in a comatose state, is again buzzing with activity. An IIM, AIIMS & NIPER have already been announced for the region. There is great hope once again. Things indeed are moving albeit slowly, with which there is perceptible impatience.

The future though does look very bright and it is this aspirational spirit that we want to capture and encourage through the new Enterprise. Our cover story on Mr Satyanarayan Nuwal too is a step in this direction. It symbolises a man's struggle to conquer and succeed in the face a string of failures, to which any average human being would have succumbed. His indomitable spirit refused to cave in as he rose to create a global enterprise. ***This indeed is the spirit of the new ENTERPRISE***

MAKE IN INDIA

Cover Story

Sanjay Arora
Sei Deshpande

India's explosives baron decoded

As one steps into Mr. Satyanarayan Nuwal's office, one may be a little intimidated by its sheer grandeur only to be soon disarmed later by his affable personality and warmth. The sheer simplicity and humility of his demeanor makes one wonder at stuff great men are made of. Having built country's largest explosives company with a presence spanning three continents, Mr. Nuwal is a strikingly and rather surprisingly humble man.

He carries in him the fire of youth, the calm of a yogi and the vision of a Mongol. What may sound like a typical Bollywood rags to riches story is in his case the reality, a tale of bone-breaking hard work, perseverance and an unquenchable fire of success. It is a story of a man who succeeded brilliantly not because he was destined to but because he was determined to.

Early lessons in life

Mr. Nuwal's lessons in humility and simplicity started early in life and became the building blocks of his personality. Born in a humble family of Bhilwara district in Rajasthan in 1952, Mr. Satyanarayan Nuwal's father was a Patwari in the district who later rose to become a Revenue Inspector. He completed his primary education from a non descript village school Mahatma Gandhi Vidyalaya in the nearby Hurda tehsil and went on to pursue his HSC in Gulabpura town in Bhilwara district.

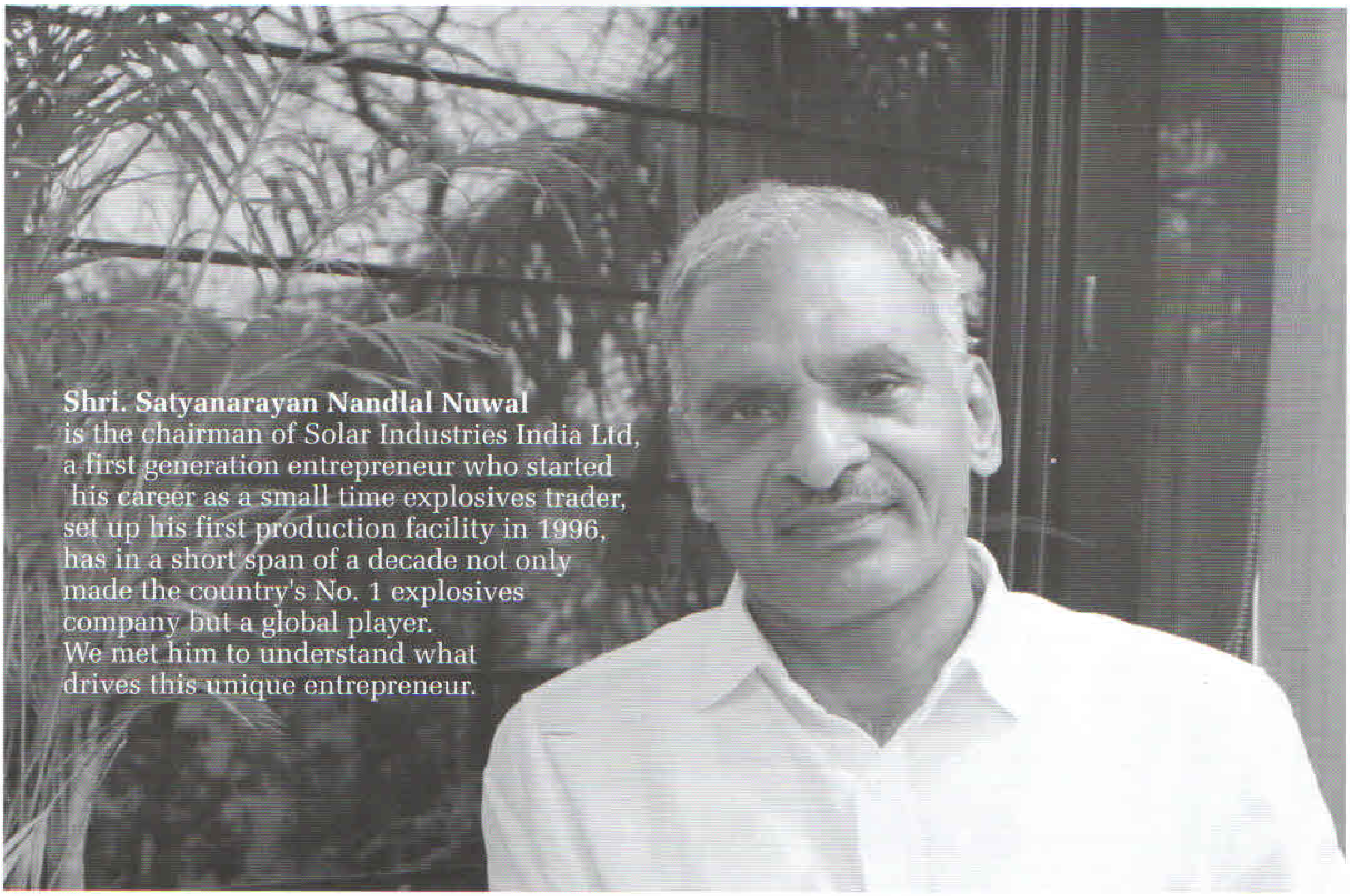
His life took an interesting twist at this point, as he was sent to Mathura under the tutelage of Gurudev Pandit Shriram Sharma Acharya, the founder of the now famous Gayatri Pariwar, to serve & learn at the ashram for a year. A modern yogi with a deep understanding of spirituality, Pandit Shriram Sharma Acharya pioneered the revival of spirituality and creative integration of the modern and ancient sciences and religion. Apart from learning spiritual practices and rituals like *hawans* and *poojas*, listening to discourses on spirituality and mythology, young Satyanarayan mastered the setting up printing press, making inks and other skills at the Ashram's skill training centre.

Enroute success via failures

' The master has failed more times than the beginner has even tried' this proved true more than once for the young Mr Nuwal struggling to setup his businesses. Scarred with setbacks, his rough road to success made him a tough man who knows no hurdle.

After returning from Mathura in 1970, 18-year old Mr. Nuwal setup a small ink manufacturing business which failed to take off despite many efforts. After that, he ventured into trading chemicals and remained in business till 1975-76. He then ventured into a partnership business of leasing of tractor compressor, but that too didn't last long.

In his early 20s, a young and energetic Mr. Nuwal shifted to Ballarsha near Chandrapur in hope of better business opportunities on leads from a distant relative who worked as a mine manager with WCL. With the money that he had saved from his earlier business,



Mr. Nuwal bought a used military truck for Rs 3000 and set it up on rent. The truck was used for local transport and generated a fair rent. However, bad luck struck again as the truck met with an accident and was totally damaged, while rented on election duty. This setback left Mr. Nuwal with a debt of Rs 2000. While it would have broken anyone else, the difficult situation only made Mr. Nuwal more determined to find new opportunities.

It was luck that introduced him to an old man Abdul Sattar Allah Bhai who owned an explosives' license and a small unused magazine in Chandrapur. The tractor compressor business had given him some experience in explosives. He seized the opportunity and took the magazine on rent. However, ripped by debt and loss, Mr. Nuwal did not have any money to pay the Rs 1000 rent for the magazine. As old and wise as he was, Abdul Sattar Allah Bhai sensed his honesty and agreed to three month moratorium on rent. Mr. Nuwal's invincible spirit and the trust reposed by Abdul Bhai opened a new chapter in his life, from which there would be no looking back.

Those were the license-quote raj days & licensed explosive magazines were scarce possessions. The news of Mr Nuwal's magazine being available for rent spread quickly through word-of-mouth and people started approaching him. His well maintained relations, a clean image in the market and honest approach bagged him good clients and business as customers queued up with advance payments. His fledgling business had taken-off and for the first time he started making some money. His first big order came from the Nagpur branch of ICI for 5 cases of explosives from Katni, which marked the beginning of a long association with ICI.

Just when everything seemed on the right track and his business seemed to be flourishing, another setback hit him as the magazine was acquired by WCL under their expansion drive and the license was cancelled. This was a major blow to his work as business came to a standstill for a while. However, again, with an undying spirit and fire within him, Mr. Nuwal found a way out of the situation. Since most of his clients belonged to Solapur, Mr. Nuwal, then aged 29, wrapped up his business in Chandrapur, shifted base to Solapur and bought his own magazine and land there in 1981.

However, his association with Chandrapur wasn't over yet. After a year of fruitful association with ICI, it decided to appoint Mr. Nuwal as the consignment agent for which Chandrapur was a more feasible place to operate, as most of WCL's mines were located there. He bought a land near Rajura, setup his magazine in 1982 and started operations as the consignment agent for ICI in 1984. However, to start operating as the consignment agent, Mr. Nuwal was required to deposit Rs 1 Lakh as guarantee amount to the company. This became a challenge, as he did not have the means to raise the amount immediately. Once again, it was his honest nature and the trust of the newly appointed area manager Mr.. K.S. Talesa that he gave him three months time to pay the deposit. This marked the beginning of Mr. Nuwal's association with ICI as a consignment agent the turning point for his career as an explosives' trader.

The growth

All through his association with ICI, Mr. Nuwal stayed in Nagpur since he had to deal with ICI Nagpur regional branch. He lived at Arya Niwas Lodge in the city at the then rent of Rs 5 per day for a sharing room.

By this time, Solar Explosives was established as a proprietary firm and had grown as a trader of Explosives and Explosive Initiating systems. Soon, Solar became a distributor for Ideal Chemicals (now known as Gulf Oil), Premier Explosives, Commercial explosives and was on its way to becoming the largest trader in the country, Nagpur proved to be a strategically beneficial place as the HQ of the Indian government's Explosives Department was here and most companies major sales offices were located here. During this period, the shortage for explosives was such that the country had to import explosives.

Looking at this, the government of India gave production licenses to four companies, which proved to be a competition to Mr. Nuwal's business as the number of distributors increased. After operating as a trader for 12 years between 1984 and 1996, he sensed a rather dull future as a trader. When survival as a trader started seeming bleak, he ventured in production of explosives in 1996-97 followed by manufacturing detonators in 1997-98 on a small scale.

It was Mr. Nuwal's incessant efforts that bagged Solar Explosives a thumping 20,000 tonne order in just its third year of association with Coal India. Solar Explosives started dealing with Coal India in 1996-97 and has been its biggest supplier since with 70-80% of the company's production in India is bought by Coal India.

> It is a story of a man who succeeded brilliantly not because he was destined to but because he was determined to.

Unlocking new achievements

What does it take for a late entrant to be extremely successful in a highly competitive market with large MNCs with deep pockets ruling the roost? What does it take to surpass competition and emerge as the single largest player in a market replete with hurdles like government policies, security issues and others? In Mr. Nuwal's words it is a fire to achieve the impossible with a vision backed by sheer determination and perseverance. This is what has driven Solar Explosives from a small proprietary venture to being the largest explosives producer and exporter in the country. The company has taken innovative steps to maximize output like backward integration to produce its raw-materials in-house ensuring consistent supply, optimum quality and cost control.

Solar Industries has laid a great emphasis on consistent modernization and automation in what was traditionally a manual labour driven industry.

The company has grown from two magazines in Solapur and Chandrapur to a company with 19-bulk plants located across the country and two basic Cartridge and Initiating System plants located near Nagpur. Solar Industries owns the world's largest single location cartridge plant with 74,600 TPA capacity per annum and three overseas plants in Nigeria, Zambia and Turkey. The company has been exporting explosives to over 25 countries, 70% of which are exported from India. Solar Industries employs 3000 plus employees in India and abroad and registered a whopping turnover of Rs 1400 crores this year.

The company faced a low last year after the coal scam was unearthed, affecting sales to a great extent. The change in transportation policies of explosives owing to naxalite movement, extended monsoons and the labour strike at the ports affected sales last year, which in turn affected the growth of the company.

Mr. Nuwal predicts a bright future for the explosives industry as mining and construction activity in the country is on a rise. Solar Explosives has now ventured in producing propellants and HMX for the defence sector and has already executed initial orders. It is the market leader in India with a market share of 22%, while 27.5% of the explosive requirements by Coal India Limited are met by Solar Explosives

Ageing with fitness and grace

At 63, Mr. Nuwal is surprisingly fit and sports an athletic body, which, according to him, is a result of his healthy lifestyle. A typical day for him begins at 5.30 am followed by yoga and morning walk for 30-40 minutes and pooja for an hour. Mr. Nuwal reaches work before 10 am and is often the first one to reach and the last to leave, reaching home around 8 pm.

There are no lunch breaks for him, as he prefers to have had his meals before reaching office. His favourite part of the day is when the entire family gathers together for dinner. Before retiring to bed, Mr. Nuwal meditates for half an hour and reflects upon the day. Apart from meditation, Mr. Nuwal enjoys reading books written by Swami Vivekanand and his Gurudev Pandit Shriram Sharma Acharya who are his idols. He prescribes these books to youth for deeper understanding of life.

Satyanarayan Nuwal, the family man

Married at 19, Mr. Satyanarayan Nuwal's family life began pretty early. At 63, he considers his wife his strength and is thankful for her maturity and understanding. She stood by him through thick and thin and through the phase when he would mostly be travelling and busy with work. Son Manish is a Chartered Accountant by education and has played a pivotal role in bringing the business to its current stature and its overseas expansion. He is as humble and affable as his father and virtually in the same mould with the strong value system imbibed through the family reflecting in his personality.

He likes to spend his free time with family at home, specially looking forward for the time the entire family gathers for Aaarti together every evening.

Values that built an empire

Mr. Satyanarayan Nuwal's life has been deeply influenced by the writings and preaching of Gurudev Pandit Shriram Sharma Acharya. His thoughts are a reflection of his deep understanding of human behavior and how it affects the fabric of the society. Having seen and met many people over his lifetime, Mr. Nuwal values transparency and honesty in a man. It does not matter if a person is educated or illiterate, his character and honesty will decide his value. According to him, good *chintan* and *charitra* are indicators of a good upbringing. He finds the lack of compassion between humans in today's consumerist lifestyle unfortunate. He bemoans how even as people grow more and more well off, they are deprived of the love within family and fail to understand the true meaning of life. ▪

VIA in action

1.VIA Delegation met Hon'ble Union Minister of Steel & Mines, Govt of India, Shri Narendra Singh Tomar at Hotel Rsdisson Blu and submitted a memorandum about suggestions on the new Mines and Minerals (Development and Regulation) [MMDR] Amendment Ordinance 2015 dated 12.1.15. Shri Atul Pande, President, Shri Anil Parakh, Vice President, Shri Rohit Agrawal, Hon Secretary, Shri Shelendra Manawat, Shri Rakesh Surana, Shri Shailesh Suchak and Shri Gagan Siial met the Minister.

2.Informal meeting of office bearers with Shri Krupal Balaji Tumhane, M.P. was held to discuss various issues and problems of the industries.

3.Seminar on 'Switzerland- A Competitive Investment Business location' organized by Swiss Indian Chamber of Commerce- India in association with VIA, BMA and MIA at Imperial Ball room, Hotel Tuli Imperial Nagpur. Mr. Martin Bienz, Consul General of Switzerland and Mr. Michael Enderle, Director, Swiss Business Hub India made presentations and interacted with members.

4.Programme to create awareness about SME Facilitation Council: Shri MAH Khan Addl. Commissioner & Former Chairman of the Council and Shri Hemant Pawar, Addl, Commissioner & Chairman of the Facilitation Council spoke on the role of the council which acts as an important tools in the hands of the small industry to expedite the issues of the delay payments by the buyers.

5. VIA Economy & Finance Forum : Talk on Direct Taxes & Major Policy changes and its effect on the Industries by Shri Amit Jain, Partner, Ernst & Young.

6.Shri Lakshmikumaran, Founder & Managing Partner, M/s Lakshmikumaran & Sridharan, addressed a packed gathering on Budget implications on Indirect taxes, Customs, Excise and Service Tax.

7.Seminar on Global Economic Scenario & Emerging Opportunities jointly organized by VIA in association with DGFT, Nagpur & EXIM Bank.

8.VIA Tax & Corporate Law Forum organized an innovative Seminar on 60 Laws in Just 4 Hours (Law & compliances) by CMA Shri Ashokji Nawal, a practicing Cost Accountant and Chairman of WIRC of ICMA.

9. VIA LEW Members Celebrated Makar Sankranti.

10. Seminar on Foreign Collaboration : Shri Nitin Potdar, Partner, J. Sagar Associates, Advocates & Solicitors, Mumbai, while addressing a seminar on The 'Make in India' project.

11. HRD Forum : Shri Ashit Sinha Vice President welcoming Shri Sandeep Phanse, Director, Escalader Innovation Consulting, Mumbai- The Lead faculty, at the Opening of the New Leadership Development Series programme

19. VIA and Business Standard Smart Business Event– Panel Discussion on 'Make In India through Solar Power Initiatives'

13. Shri Rachit Bhatt, Founder of Nobre Clothing Corporation workshop speaking on 'How to do business while on vacation? Always!'

14. Members watching Live Presentation of Union Budget 2015.

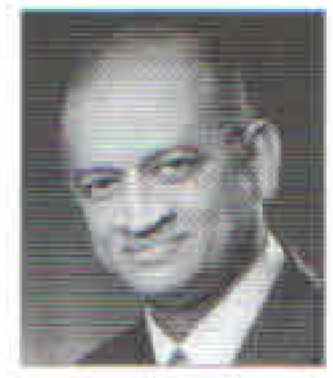
15. VIA Marketing Forum : Shri Atul Goel, MD - Goel Ganga Group, Pune one of the leading private sector companies with dominance in Construction of Residential, Commercial and Hotel Projects in Pune, Mumbai, Nagpur and Bangalore delivered a talk on 'Nagpur – The Emerging Retail Capital'

16.VIA LEW celebrates International Women's Day on 13th March 2015.

17. VIA Tax & Corporate Law Forum & The Nagpur Branch of WIRC of ICAI: Renowned tax consultants CA Kailash Jogani for Income Tax, CA. Mahendra Jain for Sales Tax & CA Hemant Rajandekar for Excise & Service Tax. CA. Kailash Jogani specialist in Income Tax spoke on Tax Awareness programme on 'MAKING MARCH MEANINGFUL'

18. HRD Forum : Dr. Raja Iyer, speaking on 'The Development of New ISO 9001:2015'

Zero Effect.
Zero Defect.



CA Hemant Lodha
MD, SMS Envocare Ltd.

The Quality Council of India (QCI), Ministry of Micro, Small & Medium Enterprises (MSME) and the Department of Industrial Policy & Promotion (DIPP) have jointly come up with very innovative proposal called 'ZED Maturity Model' which derived its name from our honorable Prime Minister Mr. Narendra Modi's speech while launching 'Make In India' and 'Zero Defect, Zero Effect' campaigns. He urged Indian industries to adopt clean technologies in order to have zero defects in their products and hence zero effect on the environment. This can surely make Indian manufacturing industry a global competitor.

So far, most of the Indian manufacturers have very low consciousness about quality as well as environment. In the past few decades, many organizations have improved the quality of their product and services to remain competitive but concern about environment is still very low. Better quality can have immediate impact on top and bottom line but most of the organizations still see environmental compliance as only an added expenditure.

Indian Government has setup a 'Japan Plus Team' that will assess the performance of SMEs in India. Accordingly, ZED rating based on 61 parameters will be given which will have lot of thrust on quality and environment. Government is also planning to give financial assistance to upgrade the technologies and enhance skills of youth so that SMEs become internationally competitive. My view is that in the coming time, Indian manufacturers and business media are going to witness a rising ZED movement. ▪

5 tips to improve ZED rating

1. Keep an eye on government schemes as regards to ZED and take their advantage if those are appropriate to your business.
2. Align the quality desired by your customer with your system and processes.
3. Do technological up gradation wherever feasible.
4. Do the environment impact study of your processes and products to take mitigating measures.
5. Engage your employees in ZED process.

"There are two types of people who will tell you that you cannot make a difference in this world: those who are afraid to try and those who are afraid you will succeed."
-- Ray Goforth

Root out the bad apples, RBI governor

RBI Governor Dr Raghuram Rajan observed that stupendous results can be seen in financial savings during his inaugural address at the two-day FIBAC 2014 organised by FICCI and Indian Bank's Association (IBA) in Mumbai. He further stated that Pradhan Mantri Jan-Dhan Yojna is a direct transfer scheme with no scope to misuse in any manner. There are strong chances that seventy million families will gain empowerment through bank accounts whereas the RuPay card will move the country towards a 'less cash country'.

"The public sector has tremendous resources, however, it is imperative to benefit resourcefully from its strength by rooting out the bad apples," continued Dr Raghuram Rajan. Moreover, banks and mobile companies are coming together utilizing USSD technology. This is another major development in the banking sector as per Dr Rajan. In addition, he announced this platform went live on 28 August with 30 banks and 11 telecom companies. With transactions upto 2500 in just three days, it is expected to grow extensively. Amongst the other reforms, NDFCs can now serve as business correspondents and a distance criterion has been eliminated. The Governor also released a knowledge paper titled 'The Digital Revolution: Accelerating Productivity Excellence', prepared by Boston Consulting Group. He also launched the FIBAC Digital Productivity Bench-marking application that would allow for productivity bench-marking all the way down to the branch level, and not bank level solely.

As alleged by TM Bhasin, Chairman IBA, Chairman FICCI Banking and Financial Institutions Committee and Chairman and Managing Director, Indian Bank, it has been the 5th year of the FIBAC conference in its current format. This format will strengthen in content and popularity as banks are adopting new technology at a rapid pace. Therefore, digital banking is the key to the future of banking productivity. Digital prediction is making India a leader in health, education and banking services, said Bhasin.

Sidharth Birla, President at FICCI, applauded the PYMJYD to augment financial inclusion. In his welcoming address he said, "Our visionary leadership set an ambitious target for development across wide ranging social and economic areas. Dedicated programmer and campaigns to implement these plans are being launched." It was understood by the audience that these advancements are boosting our countries repute. The concluding remarks were addressed by Chanda Kochhar, Deputy Chairperson, IBA, MD and CEO of ICICI bank.

Source : FICCI Business Digest October 2014

Why to choose strategic CSR over philanthropy or charity?

Dr Vijay Phate (CSR Consultant)

More and more Indian organizations are spending money voluntarily on charitable activities under corporate social responsibility. The nature of these activities is mostly restricted to giving one time donation for causes through in-house projects undertaken by these companies. Many companies have founded their own foundations to support a variety of causes, mostly in activities related to education and health.

However, one-off events such as charitable contribution /awards/advertisement/sponsorships of TV programs /marathons, etc. cannot not qualify as an expenditure on the CSR activities. And since the implementation of CSR rules – 2014, the scope of CSR activities increased to cover economic, social and environmental dimensions.

Business owners and CSR committee members have to understand the intricacies of the relationship between their core businesses and its key stakeholders before planning any CSR activity. Company's core strengths and knowledge domain should act as significant factors while deciding the focus areas for CSR activities. Companies should undertake mainly those planned intervention that will create a specific impact over a long period of time.

Apart from simply undertaking CSR activities, the need for analyzing the impact and benefits of these activities is also being felt. Companies now need to assess whether the money and manpower being used for CSR has made any difference to the society or the projected beneficiaries of the activities.

It is therefore advisable to companies to undertake pre-meditated and properly planned CSR activities which bear relevance to the core area of its work. Companies must choose strategic CSR activities to promote organization specific (competency based) sustainable and inclusive business practices that will mutually benefit all involved. ■

"OK, now that we all agree, let's all go back to our desks and discuss why this won't work."

Stop wasting that money on advertising

Sanjay Arora
CEO, Shells Advertising Inc.

I was recently looking around to buying a new car. As I started making enquires and visiting showrooms one thing became clear to me. Most of the humungous amounts of money being ploughed into advertising was literally going down the drain. The reason – abysmal dealer experience.

Having spent the better part of my life in advertising, this got me thinking. If this was the case with a high involvement product like a car, the situation in other product categories was bound to be far worse.Haven't you had the same experience whether it was a laptop, a washing machine or that expensive jacket you were buying? And doesn't the experience get a zillion times worse when trying to make a complaint or wanting something repaired?

What am I driving at?

Some simple marketing truths.
Discovered from this experience:

1. There's no way advertising can compensate for poor customer experience.Better to plug the leak of advertising monies totally till you can ensure the customer experience is absolutely exhilarating.

2. Make sure every consumer touch point; be it her phone call being answered, the website she's browsing, the salesperson she's dealing with, the showroom ambience she's immersed in, is superlative. Even at the cost of curtailing the advertising budget and pumping it into the experiential arena (and when an advertising guy says this, its just got to carry weight.).

3. Considering the extremely high cost of generating each enquiry today, much more needs to be spent on giving the customer an experience they'd look forward to & tom-tom about all over town.

4. What this really means in simple terms is; as human beings we still believe what a friend rather than what advertising tells us. So make sure that friend has a good thing to say about your restaurant or store. No amount of killer advertising can salvage a poor experience. Advertising is never ever going to be a substitute for how you were made to feel at the 'moment of truth'.

In an ideal world there will be a superlative product, backed by superlative customer experience, brought alive by superlative advertising. Advertising alone is of little help. And remember, that's an advertising guy telling you this. ■

Can we become creators?

Deepak Menaria
Creator, Innovator and Idea-Change Catalyst
Founder & Chief idea farmer- LEMON Ideas
Chair- Experiential Learning –
LEMON School of Entrepreneurship

Historically, India has been seen as a place to churn out job seekers and professionals. The global identity on IT map has been a clear success with regard to capability of India to produce best IT engineers and professionals. The education system as well as general perception of people is more tuned towards 'Job Seekers'. It's very common when we ask questions regarding career aspirations, the response we get is like 'I want to work for XYZ Company' but very rarely somebody makes a statement like 'I want to create XYZ Company'.

In order to get employment opportunities for educated youth, India needs to create 13 million jobs every year whereas the highest number jobs India created during high economic growth in last decade was 5.5 million. There is a significant deficit and the only best solution is to nurture job creators. We cannot just depend on MNC's and big corporate houses for this herculean task but Indian youth have to start wearing hat of an Entrepreneur' and help in creating jobs for many more tens and hundreds of Indians. The statement made by Finance minister while presenting the Union Budget 2015 is worth appreciating. He said "The country's youth can now switch roles from being job Seeker to job creators".

Narendra Modi led government is touching the real issues which can fuel the India growth story. The ideas and freshness is worth mentioning. What remains to be seen is the same vigour and intentions while putting plans in action. The Union Budget presented on 28th Feb is certainly one of the most start-up friendly budgets. The emphasis and importance of supporting job creators is a very welcome signal for India and its youth power with high aspirations and dreams. Innovation and Entrepreneurship needed a big push to fuel country's growth towards double digit figure. The budgets surely kick starts the movement but much more has to come over next few years. Initiatives and schemes like SETU - Self-Employment and Talent Utilization, MUDRA-Micro Unit Development and Refinance Agency, Atal

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Innovation Mission (AIM) are all going to help job creators. The overall ecosystem is fast building up and with Union Government supporting Make in India and job creations, there could not have been a better time than NOW for an entrepreneurial plunge.

But a successful entrepreneur journey is not about jumping into the waters but also swimming across the rough waters. Similar to the talent challenge of employability gap, the readiness gap on entrepreneurship also poses a challenge. The India needs more of this breed of trend setters and not just

followers or doers. Tuning of our education system and general up-brining of children do not resonate with risk taking or thinking big or drive towards a larger purpose or creation of entity. Aspiring entrepreneurs have to look at their readiness for the entrepreneur journey where few skills, abilities and knowledge pills are essential. Though it is highly recommend to have individual interest and passion for an idea or creation but here the jockey (Entrepreneur) matters more than the horse (idea). The person driving an idea makes a total difference and a good idea in the hands of unprepared team can be a failure. Courage, risk taking, perseverance, honesty and high degree of energy and commitment are few basic qualities required for the big entrepreneur plunge. Execution skills and ability to manage various aspects of enterprise also matters for converting an idea into a big reality of entrepreneurship. Developing a habit to innovate and making technology as best friend are others aspects that have become very critical in the highly competitive environment in recent times. Going by the success stories , the right team and identifying the right opportunity along with quick validation and experimentation on ideas have been practical aspects making an impact of 'idea to reality' journey for these different breed of jockeys referred to as entrepreneurs or creators.

Here's an experiment made conducted in the UK: Put eight monkeys in a room. In the middle of the room is a ladder, leading to a bunch of bananas hanging from a hook on the ceiling. Each time a monkey tries to climb the ladder, all the monkeys are sprayed with ice water, which makes them miserable. Soon enough, whenever a monkey attempts to climb the ladder, all of the other monkeys, not wanting to be sprayed, set upon him and beat him up. Soon, none of the eight monkeys ever attempts to climb the ladder. One of the original monkeys is then removed, and a new monkey is put in the room. Seeing the bananas and the ladder, he wonders why none of the other monkeys are doing the obvious. But undaunted, he immediately begins to climb the ladder. All the other monkeys fall upon him and beat him silly.

He has no idea why. However, he no longer attempts to climb the ladder. A second original monkey is removed and replaced. The newcomer again attempts to climb the ladder, but all the other monkeys hammer the crap out of him. This includes the previous new monkey, who, grateful that he's not on the receiving end this time, participates in the beating because all the other monkeys are doing it. However, he has no idea why he's attacking the new monkey. One by one, all the original monkeys are replaced. Eight new monkeys are now in the room. None of them have ever been sprayed by ice water. None of them attempt to climb the ladder. All of them will enthusiastically beat up any new monkey who tries, without having any idea why. And that is how traditions, beliefs, trends and systems get established and followed.

For India to become a country of Job Creators, we need a paradigm shift in traditionally safe-secured oriented mind-set of Indian families and break the notions of overrated 'safety net'. We have been making tireless efforts in creating a conducive ecosystem for entrepreneurs and provide all necessary help with regard to training, mentoring, resources, ideas and networking. These small efforts a LEMON would not be just enough. We need to build a collective movement in encouraging more and more talented youth to explore the opportunity of creating numerous careers and not just one-self career. There is huge potential available around and little motivation by all of us would help them think big.

I make an appeal for your small contribution by igniting just one person on entrepreneurship and larger contribution for the world around us. One person- One ignition would lead to many entrepreneurs taking a plunge and a step forward for making India as a place for job creators and not just job seekers. Your small contribution towards motivating potential entrepreneurs towards Wannabe Entrepreneurs would make a big difference. It's just One person around you. I am sure they are there for you to find and fuel them. Do hunt and keep spreading the thought 'India needs more job creators'!

Jai Hind ! ▪

"Sorry—I'm used to meeting on Skype."

Meeting with MIDC Industries Association of Wardha

Meeting with District Associations of Chandrapur & Gadchiroli

VIA Team visited MIDC Industries Association (MIA) Wardha on Saturday 22nd Nov, 2014, and interacted with its members. President Atul Pande, in his address said that VIA plans to reach out to all the associations in Vidarbha region with a view to create an awareness of various Central and State Government schemes. He also said that VIA has created an Help Desk which will cater to the needs of all industrialists of the region. The Help Desk will have all information's related to each district in Vidarbha. The idea of bringing State and Central Government Officials along with us is to clear all your doubts and clarifications on the schemes.

This is a first step in joining all districts of Vidarbha together and subsequent communications and meetings to this will make the bond stronger and together we will be able to strengthen the Industrial Community of the region. We requested MIA to be more proactive and join VIA in its meetings / representations to increase our strength further so that we can get better results for all issues and challenges faced by the industries of this region.

As a follow-up of this first meeting, we requested MIA to send us a detailed list of issues / concerns, etc. faced by your members of different industries so that we can take them on record and add the issues / concerns to VIA's main list of such To-Do items. Thereafter, we shall intimate you with relevant meetings/representations that will take place at VIA (or with relevant authorities) and seek your participation more actively. ■

VIA Team Visit Chandrapur

Continuing its efforts under 'REACH OUT TO DISTRICTS', VIA team led by President Shri Atul Pande, visited Chandrapur for an interactive session with members of Chandrapur and Gadchiroli District Associations.

Shri Madhusudan Roongta, President- MIDC Industries Association, Chandrapur, Shri Anandrao Shende, President-Rice Millers Assn, Mul, Shri Banbale, President- Fly Ash Bricks Assn, Chandrapur, Shri Rajeshwar Chintawar, Chairman-Industrial Estate Chandrapur, Shri Prakash Itankar, President-Gadchiroli Industries Association placed their issues and problems faced by the industries in their respective region.

Shri Vikas Jain, Joint Director Industries, Government of Maharashtra and Shri Atul Pande assured the Association representatives to take up all their issues. Shri R B Goenka, Chairman - VIA Energy Cell and Director, MSEDCL Holding Company spoke on Power issue. The programme was well attended. ■

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- John D. Rockefeller Jr.

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