

August & September 2015

We The People



PROUD TO BE AN INDIAN



Little Krishna



NSL

SUGARS

Golden Relationship



॥ ॐ श्री गणेशाय ॥

MAY THE BLE  
OF LORD GA  
ALWAYS BE UPON



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## From the Desk of the Managing Director



Greetings!

The time has come to hoist the sails! We are still passing through the most challenging situations but nothing could stop our way forward. All our units are geared up for the Sugarcane crushing season of this year. Our Koppa Unit has already begun the production and going at full speed.

This year the rainfall was not adequate which has badly affected the crops in Maharashtra & Karnataka. This will eventually affect the yield per hectare of the crop. The Sugar output this season will fall roughly by 5%, as per the estimates. Despite downward revision of the estimates by 5% the sugar output of the country would be higher than the domestic demand. This has been happening since six years in a row. Despite all these hard knocks the situation is improving, the sugar prices have started rising from a six year low of Rs.19 to now Rs.25 per kilogram. I am confident that the improvement trend will continue now onwards.

I know that we all will be deeply engaged during these seasonal months but we must not get trapped in the day-to-day transactional exigencies losing sight of our priorities like operational efficiencies, quality and cost reduction. We must focus on reducing losses in cane harvesting and transport, production loss, breakdown and be determined to increase the product quality.

I am very positive that we can do a great job with high team spirit and goal oriented behavior. I assure the Units to get best support from Corporate. Let us all come together and focus on making the most of this season.

I wish you all the best.

**Ravindra S Singhvi**

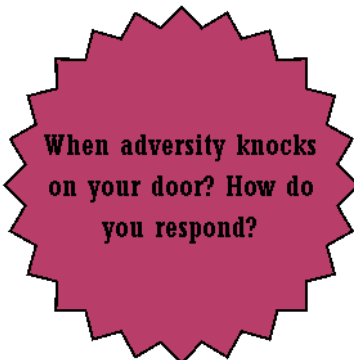
## Message from the Management Leadership Team

Greetings!

I take this opportunity of sharing a story which I have heard long back from a friend of mine. The message in this story contains is very beautiful, I hope that you will also find it beautiful and inspiring!

"A young woman went to her mother and told her about her life and how things were so hard for her. She did not know how she was going to make it and wanted to give up. She was tired of fighting and struggling. Her mother took her to the kitchen. She filled three pots with water. In the first she placed carrots, in the second she placed eggs, and in the last she placed ground coffee beans.

She let them sit and boil without saying a word. In about twenty minutes she turned off the burners. She fished the carrots out and placed them in a bowl. She pulled the eggs out and placed them in a bowl. Then she ladled the coffee out and placed it in a bowl. Turning to her daughter, she asked, "Tell me, what do you see?" "Carrots, eggs, and coffee," she replied.



**When adversity knocks on your door? How do you respond?**

She brought her closer and asked her to feel the carrots. She did and noted that they were soft and mushy. She then asked her to take an egg and break it. After pulling off the shell, she observed the hardened egg. Finally, she asked her to sip the coffee.

The daughter smiled as she tasted its deep flavor and inhaled its rich aroma. The daughter then asked, "What's the point, mother?" Her mother explained that each of these objects had faced the same adversity - boiling water - but each reacted differently. The carrot went in strong, hard and unrelenting. However, after being subjected to the boiling water, it became weak. The egg had been fragile. Its thin, outer shell had protected its liquid interior, but after sitting through the boiling water, its inside became hardened.

The ground coffee beans were unique, however. After they were in the boiling water they had changed the water.

"Which are you?" she asked her daughter. "**When adversity knocks on your door, how do you respond?** Are you a carrot, an egg, or a coffee bean?"

I suggest you to think of this: **Which am I?** Am I the carrot that seems strong? But with pain and adversity, do I wilt and lose my strength? Am I the egg that starts with a malleable heart, but changes with the heat? Did I have a fluid spirit but, after a death, a breakup, a financial hardship or some other trial, have I become hardened and stiff? Does my shell look the same, but on the inside am I bitter and tough with a stiff spirit and a hardened heart? Or am I like the coffee bean? The bean actually changes the hot water - the very circumstance that brings the adversity, the pain, the hardship - into something quite wonderful. When the water gets hot, it releases its fragrance and flavor. If you are like the bean, when things are at their worst, you get better, and change the situation around you for the better.

When the hours are the darkest and trials are their greatest do you elevate to another level? How do you handle adversity? **ARE YOU A CARROT, AN EGG, OR A COFFEE BEAN?**

**Hope this message will be useful to you. All the best!**

**Warm Regards**

**Jitendra Sharma**

**Vice President—Human Resources**



# Independence Day Celebrations

Koppa Unit





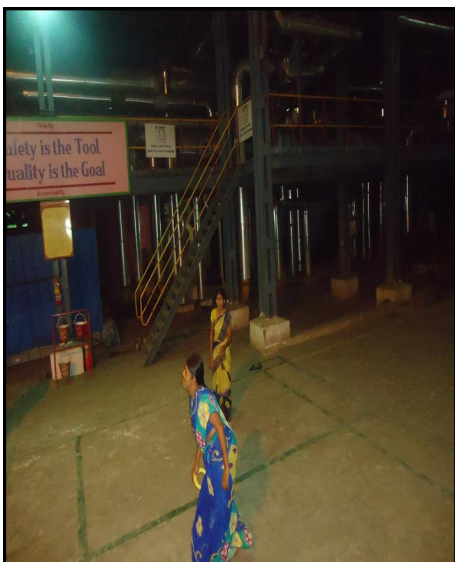


## Tungabhadra Unit





## Sports Competitions & Prize Distribution at Tungabhadra Unit







**ಸಿರುಗುಪ್ಪದಲ್ಲಿ ರಕ್ತದಾನ ಶಿಬಿರ**

ಸಿರುಗುಪ್ಪ: ವಿಜ್ಞಾನ ಎಷ್ಟೇ ಮುಂದುವರಿದರೂ ರಕ್ತವನ್ನು ಕೃತಕವಾಗಿ ಉತ್ಪಾದಿಸಲು ಸಾಧ್ಯವಾಗಿಲ್ಲ. ಮನುಷ್ಯರಿಂದಲೇ ರಕ್ತವನ್ನು ಪಡೆಯಬೇಕಾಗಿದೆ, ರಕ್ತದಾನ ಮಾಡಲು ಪ್ರತಿಯೊಬ್ಬರು ಮುಂದಾಗಬೇಕು ಎಂದು ಎನ್‌ಎಸ್‌ಎಲ್ ಪುರ್ಗರ್ಸ್ ಕಾರ್ಖಾನೆಯ ಹಿರಿಯ ಪ್ರಧಾನ ವ್ಯವಸ್ಥಾಪಕ ಎಸ್.ಶ್ರೀನಿವಾಸ ಹೇಳಿದರು. ತಾಲ್ಲೂಕಿನ ದೇಶನೂರು ಗ್ರಾಮದ ಬಳಿಯ ಎನ್‌ಎಸ್‌ಎಲ್ ಪುರ್ಗರ್ಸ್ (ತುಂಗ ಭದ್ರಾ) ಕಾರ್ಖಾನೆಯ ಆವರಣದಲ್ಲಿ 69 ನೇ ಸ್ವಾತಂತ್ರ್ಯೋತ್ಸವದ ಅಂಗವಾಗಿ ರೆಡ್‌ಕ್ರಾಸ್ ಸಂಸ್ಥೆಯ ಸಹಯೋಗದಲ್ಲಿ ಸೋಮವಾರ ಆಯೋಜಿಸಿದ ರಕ್ತದಾನ ಶಿಬಿರದಲ್ಲಿ ಅವರು ರಕ್ತ ನೀಡುವ ಮೂಲಕ ಉದ್ಘಾಟಿಸಿದರು.

ರಕ್ತದಾನ ಮಹಾದಾನವಾಗಿದ್ದು, ರಕ್ತ ಅವಶ್ಯಕತೆ ಇರುವಂತಹ ರೋಗಿಗಳಿಗೆ ಜೀವ ಉಳಿಸಲು ಅನುಕೂಲವೆಂದರು. ಶಿಬಿರದಲ್ಲಿ ಸುಮಾರು 70ಕ್ಕೂ ಹೆಚ್ಚು ಕಾರ್ಖಾನೆಯ ಆಡಳಿತ ಮಂಡಳಿಯ ಅಧಿಕಾರಿಗಳು, ಸಿಬ್ಬಂದಿ ಹಾಗೂ ಕಾರ್ಮಿಕರು ಸ್ವಯಂ ಪ್ರೇರಣೆಯಿಂದ ರಕ್ತದಾನ ಮಾಡಿದರು.





# Independence Day Special—101 Facts of INDIA

1. **Population:** With over 1.2 billion people, India is second only to China and will likely overtake China if current growth continues.

2. **Land size:** In order to accommodate the huge population, India does have the seventh largest land area in the world.

3. **One quarter of the work force:** It's estimated that in the next two to three years, 25% of people entering the workforce will be Indian.

4. **Millions:** There are over a million Indian millionaires. However, the gap between the rich and poor is still very big, with many living on a poverty level.

5. **Language:** India has no National Language. Hindi is an official language used in many regions, English is also commonly used in many regions. There are many popular regional languages like Tamil, Malayalam, Telugu, Kannada and Marathi spoken and officially used in their respective regions.

6. **Value of PI:** Baudhayana, an Indian mathematician first calculated the value of PI. He is also said to have discovered other mathematical theorems still in use.

7. **University:** The first university is said to have been started in Takshila in 700 B.C. Thousands of students from all over the world studied a variety of subjects.

8. **Largest postal system:** India still uses the postal system and it shows. They still have the largest postal system in the world.

9. **Trains:** India has the world's second largest train network, and it is the largest civilian employer.

10. **Varanasi:** Having been visited by Buddha in 500 B.C. Varanasi is the oldest continuously habituated city in the world.

11. **Wonder:** The Taj Mahal is considered one of the Seven Wonders of the World. It was built by Mughal Emperor Shah Jahan in memory of his wife.

12. **Food:** Cooking and eating are a large part of Indian culture and tradition. It's not uncommon for meals to require hours of preparation time and most festivals and gatherings center around food.

13. **Roads:** The world's largest road network is in India—over 1.9 million miles of roads cover the country.

14. **Chess:** Chaturanga—Sanskrit, meaning “four members of an army” was invented in India. Now known all over the world, chess had its beginnings in India.

15. **Name:** The official Sanskrit name for India is Bharat Ganarajya. Even today, it is often called Bharat by young and old.

16. **Origin of India name:** The name “India” comes from the Indus River, which is where earliest settlers made their homes. The Indus valley is one of the world's earliest urban civilizations.

17. **British rule:** The British ruled India from 1858-1947, although their presence and trade had been going on for some time before then.

18. **Independence:** On August 15, 1947, India gained independence from the British, after a successful nearly non-violent independence movement.

19. **Government:** India is governed under a parliamentary system and is a federal constitutional republic. There are 28 states and 7 union territories in India.

20. **Capital:** The capital city of India is New Delhi. It is the center of government and is also home to 2 UNESCO heritage sites.

21. **Diamonds:** Until 1986, the only place where diamonds had been officially found was in India.



KSL



KSL



**22. Multi-lingual:** There are 1,652 dialects and languages spoken in India. It is not at all unusual for an Indian to speak at least two and often more languages well.

**23. Recognized languages:** There are currently 22 recognized languages in India, with Standard Hindi and English being the standard languages.

**24. English speakers:** Because so many Indians speak English, India now has the largest population of English speakers in the world.

**25. Borders:** India shares land borders with Pakistan, China, Nepal, Bhutan, Burma and Bangladesh. Sri Lanka and the Maldives are neighboring ocean countries.

**26. Exports:** Going back thousands of years, India has long exported textiles. Current exports include steel, agricultural goods, and many services, such as in the tech or medical industries.

**27. Beauties:** India has won two Miss Universe and five Miss World titles so far. Many Indian beauty queens are also Bollywood actresses or models.

**28. Age demographic:** More than 50% of India is younger than 25 and more

than 65% are 35 or younger. The average Indian age is much younger than most other nations.

**29. Old civilization:** Some of the oldest and most long-lasting civilizations can be traced to India, or areas that used to belong to India. Early empires were larger than other neighboring empires of the time, including Egypt and Mesopotamia.

**30. Peace loving:** India has never invaded any country. It was invaded by other countries and rulers, including Alexander the Great.

**31. Movies:** No list featuring facts about India would be complete without this tid bit: India has the largest movie industry in the world. Most Indian movies come from Bollywood, but there are many studios around the country who contribute as well.

**32. Holy Writings:** The Vedic Scriptures date to 2000-500 BC and were composed in the Punjab region.

**33. Invented zero:** A commonly known, but not to be neglected India fact is that the number and concept of zero was invented and documented first by Indians.

**34. Ancient buildings:** All over India, ancient buildings and structures can be found. Sculptures and paintings on the buildings often tell stories or describe life at that time period.

**35. IT:** The Pentium chip and Hotmail were created by Indians—Vinod Dahm and Sabeer Bhatia respectively. The Indian IT population is growing and is highly sought after all over the world.

**36. School:** The world's largest Montessori school is in India. It has over 26,000 students!

**37. National fruit:** While India may not be the biggest mango exporter, over 12 million tons of mangoes are grown each year. That's the equivalent of over 2,400 Asian Elephants!

**38. Cotton:** Indian cotton was well known; some of the earliest cotton came from India. Roman and Mongol royalty wore Indian cotton, known for being light and airy.

**39. Beans:** India produces more dried beans than any other nation on earth. This includes a variety of legumes such as the kidney bean and chick peas as well as a variety of lentils.

**40. Bananas:** Another top export from India is bananas. No other country exports as many bananas, not even Brazil, which is second.

**41. Producer of milk:** Because India's pastoral community is heavily dependent on milk, India has become the largest producer of milk in the world.

**42. National drink:** Chai, or tea is drunk widely in India. They produce more tea than any other country, exporting to countries all over the world.

**43. Spices:** While Saffron has its roots in neighboring countries, India uses the most expensive spice in several sweets and other dishes.







44. **Staples:** The main food staples in India are rice in the south, wheat in the north, and dhal or lentils.

45. **Lucky color:** Red is the color of good luck and is usually worn for weddings and other celebrations and festivals.

46. **Vegetarian:** India has the largest amount of vegetarians in the world.

47. **Finger food:** Most Indian food is still traditionally eaten without silverware. Rotis or chapattis aid with this.

48. **Time:** All of India — despite the large land-space is on one time zone. This is, however, half-an-hour different to neighboring countries, making for a complicated time zone.

49. **Cherrapunji** is the wettest spot on earth. It receives at least 425 inches of rain every year, which is over 5 times more than the tropical rain forests of South America!

50. **Highest peaks:** The Himalaya includes the highest peak in the world—Everest. The mountain range stretches about 1,500 miles long and is over 23,600 ft at its highest.

51. **Sacred River:** The Ganga is the longest river in India and is considered sacred by Hindus. It has the most populated river basin in the world.

52. **Coastline:** The actual coastline on the main land is 3,400 miles, but if you include the islands that belong to India, the coastline is closer to 4,700 miles.

53. **Mangrove:** The Sundarbans is the largest single block of tidal halophytic mangroves in the world. 1/3 of the Sundarbans is in India. This is also the reserve for the Bengal Tiger.

54. **Jungle:** Less than 12% of the Indian landmass is covered in jungle. However, the country has a large variety of plant and animal life including 13.7% of all avian creatures.

55. **Protected:** India has worked hard to preserve endangered species and their shrinking wild-life. There are more than 500 wild-life sanctuaries and 13 reserves.

56. **Heritage:** There are 27 UNESCO heritage sites in India. These protected areas help to protect the long culture and history of the country.

57. **Diversity:** India has a lot of geographical diversity, including sand beaches, mountain ranges, desert, rock beaches, and large planes.

58. **Climate:** The four main climate groups in India are: tropical wet, tropical dry, subtropical humid, and mountain. The four seasons are: winter, summer, monsoon, and post monsoon.

59. **Vishnu Temple:** This temple in Tirupathi is the most visited pilgrimage destination in the world, even more than Mecca or the Vatican.

60. **Lotus Temple:** Made from white marble, this temple has 27 free-standing “petals”. The structure is widely recognized for its artistic value as well as a Baha’i place of worship.

61. **Humayun’s tomb:** A little known fact about India is that the first garden-tomb in the world was built in India. It was built as a tomb for Emperor Humayun, but also houses the graves of his wife and other Mughals.

62. **Religious gathering:** Every twelve years, the Maha Kumbh Mela happens in Allahabad. This is the largest religious gathering in the world.

63. **Brihadeeswara Temple:** India’s largest temple which houses the statue of Nandi—carved out of a single 13ft rock. The entire temple is made out of granite and is over 1000 years old.

64. **High ground:** The world’s highest cricket ground is in Himachal Pradesh. It was built after a hill was leveled at over 2,400 meter above sea level.

65. **Largest democracy:** India is a democracy and has one of the highest voter turn-outs in the world. Election expenses grow from election to election as well.

66. **Flag with meaning:** The Indian flag is ‘tri colored’. Saffron—courage and sacrifice; white—truth, peace, and purity; green—prosperity. The Ashok Chakra—



righteousness.

**67. National Emblem:** The Sarnath Lion depicts four lions back to back from which the national emblem stems. It symbolizes courage, confidence, and strength.

**68. National animal:** The national animal is the Bengal Tiger. Nearly extinct, it enjoys a national reserve where it is protected.

**69. National bird:** The peacock is the national bird of India and can be seen in many parks, even in the cities.

**70. Ganges River Dolphin:** Another little known fact about India is this species of dolphin, which includes 2 subspecies and is the only blind dolphin in the world. Both subspecies are in danger of extinction and as such are protected.

**71. National flower:** The beautiful and fragile lotus is the national flower of India. It's very common in many bodies of water.

**72. National tree:** The national tree of India is the banyan or fig tree. It's featured in many stories and legends.

**73. Gold:** India is still the largest buyer of gold in the world. Gold is an important part of Indian culture, including gifts for weddings and other major events or festivals.

**74. Largest city:** Mumbai is the largest city in India, with over 15 million people.

**75. Melting pot:** India is home to every major religion in the world. Hinduism, Buddhism, Jainism, and Sikhism all started in India.

**76. Hindus:** The majority of Indians are Hindus. Most of the religious festivals and holidays are Hindu.

**77. Mosques:** Home to more mosques than any other country in the world; India has a large Islamic population, the second largest in the country.

**78. Cows:** The cow is considered a sacred animal and is allowed to roam free in most cities and villages. They often wear a tilak as a symbol of good fortune.

**79. Snakes and Ladders:** The game of Snakes and Ladders also originated in India, with the lesson being of virtue vs. vices.

**80. Music:** As diverse as the country itself, music is an integral part of Indian culture, along with dance. There are dozens of local dances, music styles, and theater throughout the country.

**81. Cricket:** Although the English brought cricket to India, it is still the most popular game in the country. Games are played in parks and official games are watched and cheered by many.

**82. National game:** The national game of India is field hockey, India has won several gold medals over the years.

**83. Mathematics:** Indians made noteworthy contributions to

trigonometry, calculus, and algebra. In 100 B.C. the decimal system was invented here.

**84. Navigation:** The word navigation comes from a Sanskrit word as the first navigators made their way along the Sindh River about 6000 years ago.

**85. Medical advances:** Surgeries were done in India over 2,600 years ago by Sushruta. He also developed Ayurveda and made records of several complicated surgeries and operations.

**86. Big business:** Vinod Khosla co-founded Sun Microsystems and Rajiv Gupta is the GM of Hewlett-Packard. Many other big international companies are founded or run by or with Indians.

**87. Outsourcing:** Half of the outsourced IT services in the world come from India. This is a large industry and big part of the current Indian economy.

**88. Software:** One of the largest exporters of software, India exports to over 60 countries right now.

**89. White:** Tradition in India holds that white be worn for funerals, in contrast to other countries, where black is more common.



**90. Family:** The extended family is an important part of Indian life and culture. Many families still live together in extended or 'joined' family units.

**91. Festivals:** Most Indian festivals are religious in origin. The most popular and widely known are Diwali, Holi, Durga Puja, and Ganesh Chaturthi. Festivities can go on for days.

**92. Diwali:** The festival of lights is celebrated for five days and includes a variety of festivities and traditions, usually done at home with family.

Firecrackers and lights are a big part of this festival.

**93. Holi:** The festival of colors is a bright and colorful festival where playing with colors and water is enjoyed with home-made sweets.

**94. Durga Puja:** This five day festival is celebrated mostly in the eastern states, though it is celebrated in one form or other all over the country.

**95. Ganesh Chaturthi:** During the ten-day festival, Hindus remember the Lord Ganesh with decorations, prayers, and celebrations.

**96. Rakhi:** On this festival, sisters tie a rakhi or holy thread—often a colorful band—on their brother's wrist while the brothers vow to look after their sisters while presenting them with gifts.

**97. Yoga:** One of the more known India facts is yoga. Originating in India, yoga is now a world-wide form of exercise and relaxation. Meditation and stretches are an integral part of yoga.

**98. Martial arts:** Many martial arts have their origins in India.



There were said to have been spread throughout Asia by traveling monks.

99. **Raziya Sultana:** The only woman ruler of both the Mughal period and Sultanate. She dressed as a man and was an efficient and qualified ruler.

100. **Dress:** Most Indian women prefer ethnic dress, most commonly the sari or salwar kameez. However, for festivals and other events, there are other dresses, some specific for certain occasions.

101. **Men's wear:** Men in general wear western clothing, though they often done ethnic wear for festivals, holidays, and occasions. In rural areas, local dress is more common.

Jai Hind

## Various Safety Training Program's at Koppa Unit

Safety Induction Training program for painters near Bio-Digester on 04.08.2015; Safety Induction & PEP Talk training program conducted for contract workers on 10.08.2015; Molasses Tank Cleaning in confined space training program conducted for employees on 12.08.2015; Sugar Warehouse No.3 top roof water proof replacing work training program conducted for Contract workers on 21.08.2015; Snake Bite Mock Drill training program conducted for contract workers on 24.08.2015.





## Various Training Program's at Koppa Unit

SAP Training on 11th & 12th; Mobile Cane Management System on 13th; Improved sugarcane cultivation practices & other Topics on 18th & 19th; Boiling House Instrumentation Technical Session on 20th Aug'15.



# What is Integrity?

-by Phani Madhav

My efforts to define "integrity", made me refer some dictionaries and encyclopedia's. Integrity is made up of several words, meanings and synonyms. It consists of a lot of what can be described as ethical and moral values or civilized values.

## integrity

/ɪnˈtɛɡrɪti/

noun

1. the quality of being honest and having strong moral principles.  
"a gentleman of complete integrity"  
*synonyms:* honesty, uprightness, probity, rectitude, honour, honourableness, upstandingness, good character, principle(s), ethics, morals, righteousness, morality, nobility, high-mindedness, right-mindedness, noble-mindedness, virtue, decency, fairness, scrupulousness, sincerity, truthfulness, trustworthiness  
"I never doubted his integrity"
2. the state of being whole and undivided.  
"upholding territorial integrity and national sovereignty"  
*synonyms:* unity, unification, wholeness, coherence, cohesion, undividedness, togetherness, solidarity, coalition  
"internal racial unrest threatened the integrity of the federation"

- ♦ **Soundness:** This refers to how healthy an opinion, argument, reasoning or a research finding is, implying how free it is from flaw, defect or decay. Also, how free is it from error, fallacy, or misapprehension; exhibiting or based on thorough knowledge and experience; legally valid; logically valid and having true premises; agreeing with accepted views. It also means solid, firm, stable and thorough; showing good sense or judgment based on valid information.
- ♦ **Completeness:** It means having all necessary parts, elements, or steps; highly proficient; totally, absolutely, thoroughly and fully carried out; including all possible parts.
- ♦ **Sincerity:** It means fairness and straightforwardness of conduct; adherence to the facts.
- ♦ **Honesty:** It implies a refusal to lie, steal, or deceive in any way.
- ♦ **Honor:** It suggests an active or anxious regard for the standards of one's profession, calling, or position.
- ♦ **Probity :** It implies tried and proven honesty or truthfulness. Having strong Moral Principles.
- ♦ **Incorruptibility:** It implies trustworthiness and truthfulness to a degree that one is incapable of being false to a trust, responsibility or pledge. It also finally means being incapable of corruption; not subject to decay or dissolution; incapable of being bribed or morally corrupted.

The question to be asked is where does an organization stand with regard to the principles of **Integrity** and finally, **what is my individual position?** This synonymous question can also be asked: **How civilized are we?**

### ♦ Resources:

Stanford Encyclopedia of Philosophy

Wikipedia Free Encyclopedia

Merriam-Webster Online Dictionary

**Integrity refers to  
Quality of a  
Person's Character**



- ♦ The Stanford University Encyclopedia of Philosophy states the following:

"Integrity is one of the most important and often cited of virtue terms. It is also perhaps the most puzzling. For example, while it is sometimes used virtually synonymously with 'moral,' we also at times distinguish acting morally from acting with integrity. Persons of integrity may in fact act immorally-though they would usually not know they are acting immorally. Thus one may acknowledge a person to have integrity even though that person may hold importantly mistaken moral views.



When used as a virtue term, '**integrity**' refers to a quality of a person's character; Integrity is also attributed to various parts or aspects of a person's life. We speak of attributes such as professional, intellectual and artistic integrity. However, the most philosophically important sense of the term '**integrity**' relates to general character. Philosophers have been particularly concerned to understand what it is for a person to exhibit integrity throughout life. Acting with integrity on some particularly important occasion will, philosophically speaking, always be explained in terms of broader features of a person's character and life.

**What is it to be a person of integrity?** Ordinary discourse about integrity involves two fundamental intuitions:

- ♦ First, that integrity is primarily a formal relation one has to oneself, or between parts or aspects of one's self;
- ♦ Second, that integrity is connected in an important way to acting morally, in other words, there are some substantive or normative constraints on what it is to act with integrity.

How these two intuitions can be incorporated into a consistent theory of integrity is not obvious, and most accounts of integrity tend to focus on one of these intuitions to the detriment of the other.





## Various Training Program's at Tungabhadra Unit



## Ganesh Chaturthi @ Tungabhadra







## Quality of Life Program at Tungabhadra Unit in September 2015

A session was conducted for the spouses of the employees on 4th September 2015 on 'Quality of Life'. This was an initiative from Corporate-HR to build a sense of belongingness and awareness on self & family development concepts. The program was designed & delivered by Phani Madhav, Manager-L&D.





# A Generation Sacrificed

Written by Aninda Baruha

Shared by P.R.Srinivas, DGM-Budgeting, Costing & MIS  
An entire generation sacrificed. And Google gets its new CEO!

## Indian CEOs and America's blessings?

Yesterday, all the news channels, social media platforms, and tabloids worldwide were splashed with the news of Google announcing India-born and bred Sundar Pichai as its new CEO. It's the second year in a row that an Indian has been handed over the reins of one of the most powerful companies of the world after Satya Nadella was made the CEO of Microsoft last year. Nothing can be more inspiring and motivating than the fact that these guys who rose from the modest soils of the Indian middle class are today poised to rule and impact the entire world.

While I was reading about Sundar's achievements today, an unfortunate thought had dawned upon me - that he would have never got this big an opportunity had he stayed in India. So, I subconsciously began to admire America for being such a great country in supporting entrepreneurialism without which perhaps there would not have been the Google as we know today and there would not have been a Sundar Pichai to inspire millions.

And just about then, a sentence that popped out from my father (who was sitting beside me and listening to my raving of Sundar's life) exposed something that, in this hour of rejoice, may have been entirely forgotten. It's something that is slowly but surely fizzling out of this world. It's something without which there would not have been a Nadella or a Pichai, to ours and Google's or Microsoft's disadvantage.

It's the generation that we grew up holding hands of our parents.

When I was raving about the above to my wife, my father chipped in and said "It's really great; his parents' hard work and sacrifice has paid off well"

When guys like Sundar, Satya and my own generation were growing up it was the period of pre-economic liberalization - when India was considered as a Third world country. The middle class used to struggle to meet ends. Going to a restaurant for that generation used to be a luxury - a once in a blue moon affair. Telephones and cars used to be a few owners' pride and a whole bunch of neighbors' envy. And foreign vacations? Phew! Those perhaps used to be the dreams of many from that generation but sadly for a lot of them it never turned into a reality.

No. Not because that generation could not have afforded all of these. They surely could have saved and used the money to realize some of their dreams and desires. But then they made a choice. They sacrificed! And made us their dreams! And our education their desire! That entire generation had put their blood, soul and money into just one thing - our education; at the expense of their own personal desires; often passing away without ever seeing their own per-

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Our Education

sonal dreams come true. It was this sacrifice that has made you and me, and from amongst us has emerged the Nooyis (Pepsi CEO Indra Nooyi), the Pichais and the Nadellas.

Our parents' generation created a double ripple effect of sacrifice and education. Almost no one was spared from that storm. No one family had the guts to make such sacrifice on their own. It was a uniform and team act. Everyone one was into it together and influenced each other to do so. The entire country was gripped by that fervor.

And for this reason, Sundar Pichai (or for that matter Satya Nadella, Indra Nooyi, Adobe CEO Shantanu Narayen), does not just owe his success to his IIT engineering degree, or Stanford University or Google. He owes it to that entire generation, including his parents, that created the culture of extreme personal sacrifice in favor of educating us.

I owe it to that generation.

You owe it to that generation.

And today, Google owes it to that generation.

*(In the light of Sundar Pichai's success, this is a tribute to his parents and all our parents for whatever little we have achieved or goodness we have done in our lives till now)*



## Plantation at NSL KSL Unit





## Events in Jay Mahesh Unit



## Hero of the Age : Thomas Alva Edison

Surprisingly, little "Al" Edison, who was the last of seven children in his family, did not learn to talk until he was almost four years of age. Immediately thereafter, he began pleading with every adult he met to explain the workings of just about everything he encountered. If they said they didn't know, he would look them straight in the eye with his deeply set and vibrant blue-green eyes and ask them "Why?"

At age seven - after spending 12 weeks in a noisy one-room schoolhouse with 38 other students of 11 ages - Edison's overworked and short tempered teacher finally lost his patience with the child's persistent questioning and seemingly self centered behavior. Noting that Edison's forehead was unusually broad and his head was considerably larger than average, he made no secret of his belief that the hyperactive youngster's brains were "addled" or scrambled.



One Day Thomas Edison Came home and gave a paper to his mother. He told her, "My teacher gave this paper to me, and told me to only give it to my mother". His mother's eyes were tearful as she read out the letter aloud to her son : Your child is a genius. This school is too small for him and doesn't have enough good teachers for training him. Please teach him yourself.

Many years after Edison's mother died and he was one of the greatest inventors of the century, one day he was looking through





the old family things. Suddenly he saw the folded paper in the corner of the drawer in a desk. He took it and opened it up. On the paper it was written: Your son is addled (mentally ill). We won't let him come to school any more.

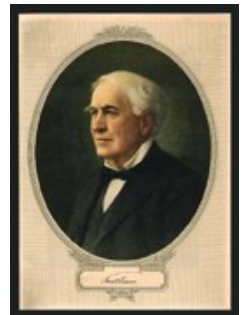
Edison cried for hours and then wrote in his diary: **"Thomas Alva Edison was an addled child that, by the hero mother, became the genius of the century"**

**THE SECRETS BEHIND THE STORY:** Nothing just happened, success is not by accident. Therefore, behind every success, there is a story and in every story, there are secrets. So, what were the secrets behind the success of Thomas Edison?

1. He spent most of his time in the library reading books, especially book relating to his area of interest like scientific books.
2. He set up his own chemical laboratory in the basement of his house, when he was just ten years old.
3. Edison continued to spend time and money on self-improvement, and as a result he gained the equivalent of many college degrees, although he had only three months of formal education.
4. Edison realized his weakness and used the brains of others. He had a pool of 61 talented people, consisting of chemist, engineers, model makers, scientists, mathematicians and skilled mechanics.
5. He was persistent in whatever he does. When he failed 10,000 times to perfect the electric light bulb, he did not treat it as 10,000 failures.

#### **Why was Edison a Genius?**

- ◆ Edison believed in hard work and determination.
- ◆ Work habits. Edison sometimes worked twenty hours a day.
- ◆ He was very good at bringing people together to make an inventing team.
- ◆ He was able to reason with many different people.
- ◆ He encouraged creativity in his employees.
- ◆ He knew a lot about what his competitors were working on.
- ◆ He almost never worked on any invention that wasn't already being worked on by several other people.
- ◆ One of his biggest strengths - Perseverance. He never gave up. This idea is captured in his famous statement, "Invention is ninety-nine percent perspiration, and one percent inspiration."
- ◆ Failure did not stop him. Edison rarely got discouraged when experiments didn't work out. A failed experiment shifted his thinking in different directions.
- ◆ He was able to solve problems and learn from failure.
- ◆ Attitude. He saw every failure as a success. The story goes that he failed 10,000 times in his storage battery experiments. But Edison said, "Why, I have not failed. I've just found 10,000 ways that won't work."



Edison was a home-schooled, self-educated person. He learned education was his own responsibility. He learned to be persistent. He learned reading was very important. He learned from watching others. He learned that science is fun. He learned that education is something that lasts your whole life.

Thomas Alva Edison who held 1,093 patents for diverse inventions, is responsible for greatest and brilliant creations such as the electric lightbulb, the phonograph, and the motion picture camera; and is known to be the most influential figure in the history of science, failed hundreds of times. His teachers considered him to be "too stupid to learn anything." He was named as "non-productive" by the companies he worked for.



## Birthday Celebrations at Corporate Office





## New Joiner's— Welcome to the Sugar Family!



Mr. Madhusudan Padhy has joined us as Vice President (F&A). He will be based at Corporate office, Hyderabad and will be reporting to Managing Director & CEO.

He is a Chartered Accountant and also done MBA from Xaviers Institute of Management and LLB from Utkal University, Bhubaneswar.

Mr. Madhusudan has more than 29 years of experience across all F&A function. Prior to joining us he worked with Transstroy (India) Ltd., Hyderabad; Seven Hills Healthcare Ltd, Visakhapatnam; Nava Bharat Ventures, Odisha; Elconmet Ltd, Bhubaneswar & Konark Watch Ltd, Odisha.

Some of Mr. Madhusudan core competencies are Corporate Strategy, Project Finance Fund Management, Accounts, Risk Management, Insurances, Budgeting, Costing, Mergers, Demergers, Amalgamation, Acquisitions, Taxation, Auditing, Inventory Control, MIS Development, Commercial & Administration activities.



Mr. Bijan has joined us as Company Secretary – NSL Sugars Ltd w.e.f. 18th August 2015.

He will be based at Corporate Office, Hyderabad and reporting to Chief Financial Officer. He has completed CS from ICSI & Cost Accountancy from ICAI.

Mr. Bijan has more than 14 years of specific hands on experience across all the areas of Secretarial, Legal & Finance function.

Prior to joining with us he worked for M/s Creamline Dairy Products Ltd, Hyderabad, M/s Abhijeet Group, Nagpur, M/s Lokesh Machines Ltd, Hyderabad & M/s Safa Marine Industries Ltd, Bhubaneswar.

Some of Mr. Bijan core competencies are Secretarial, Legal, Compliances, Audit, Treasury, Accounts & Finance.



Mr. Ravikanth R has joined us on 30-September-2015 as Assistant General Manager (Cogen) based at KSL Unit. He will be reporting to

Unit Head at KSL Unit.

Mr. Ravikanth has done his Bachelor of Engineering in Mechanical from IME, Mumbai. He brings with him more than 17 years of specific hands on experience in Erection & Commissioning, Operation & Maintenance of Cogen plants in Sugar & Power plants. Prior to joining with us he has been associated with M/s Gammon India Ltd, Nasik, M/s Kesar Enterprises Ltd, Bahedi, M/s Shree Renuka Sugars Ltd, Haldia, M/s Dalmia Chini mills, Nigohi, M/s Continental Coffee Ltd, Duggirala & M/s Raymonds Ltd, Yavatmal.

Some of Mr. Ravikanth's core competencies are Erection & Commissioning, Operation & Maintenance & Project Execution of Co-Gen Plants.



Mr. Naga Malleshwara Rao has joined us on 06-August-2015 as Deputy Manager (Civil) based at KSL Unit.

Mr. Naga Malleshwara Rao has completed Diploma – Civil from VRK Polytechnic College, Vuyyuru.

He brings with him more than 20 years of hands on experience in handling Civil Engineering Projects. Prior to joining us he has been associated with M/s Gayatri Sugars Ltd, Yellareddy, M/s Krebs Bio Chemicals & Industries Ltd, Jampani & M/s Gayatri Sugars Ltd, Podalakur.

Some of Mr. Naga Malleshwara Rao core competencies are Planning, Foundation Work, Project Execution, Vendor Management, Quality Management & Liaison.

Mr. Nageswara Rao has joined us as Sr. General Manager (Unit Head) at KSL Unit w.e.f. 21st August 2015. He will be reporting to the Chief Operating Officer. He has done B.E (Mechanical) from Andhra University, PG Diploma in Sugar Engineering from ANSI, Kanpur & BOE from Govt. of Andhrapradesh.



Mr. Nageswara Rao brings with him more than 22 years of specific hands on experience in Erection & Commissioning, Plant Operations, Project Management/Control & General Management in Sugar industries. Prior to joining with us he worked for M/s Shree Renuka Sugars Ltd, Havalga, M/s Ethiopian Sugar Corporation, Ethiopia, M/s Jeypore Sugar Co. Ltd, Pothavaram, M/s Mawana Sugars Ltd, Nanglamal, M/s Kakira Sugar Works Ltd, Uganda & M/s KCP Sugar & Ind. Corp. Ltd, Vuyyuru.

Some of Mr. Nageswara Rao core competencies are Erection & Commissioning, Plant Operation & Maintenance, Process Improvement, Cost Control & General Administration.





Mr. Gururaj has joined us as a **General Manager (Cogen - Corporate)** – NSL Sugars Ltd w.e.f. 20<sup>th</sup> August'15.

He will be based at Tungabhadra Unit, Dist – Bellary, Karnataka and would be reporting to Chief Operating Officer. He will be responsible for technical operations (Cogen) of the all the plants. He will be regularly travelling to all the plants & providing technical guidance & support to team members with corrective measures in cogen areas. His major Key Result Areas are Efficiency improvements, Inventory control with special focus on fuel, Cost Reduction.

He has completed B.E (Electrical) from Karnataka University.

Mr. Gururaj has more than 26 years of vast experience across all the areas of Sugar & Cement Industry. Prior to joining with us he has been associated with M/s EID Parry India Ltd, Haliyal, M/s Shree Renuka Sugars Limited, M/s Kanoria Industries Ltd, Bagalkot, M/s NCL Industries Ltd, Telangana.

Some of Mr. Gururaj's core competencies are Erection & Commissioning, Operations & Maintenance and Project Execution of Co-Gen Plants in various Sugar Industries.

He is a Member of SISSTA.



Mr. Anil HP has joined us on 24-August-2015 as Assistant General Manager – Cane based at TSL Unit. He will be reporting to

HOD cane at Unit .

Mr. Anil has done his Master of Agriculture from University of Agriculture Sciences, Dharwad, Karnataka. He brings with him more than 17 years of specific hands on experience in Cane Development, Cane Procurement, Harvesting & Transport Management in sugar industry. Prior to joining with us he has been associated with M/s Vijayanagar Sugar Pvt Ltd, Mundargi, M/s RK Powergen Ltd, Shimoga, M/s Coramandal Sugar Ltd, Mandya, M/s Siruguppa Sugar & Chemicals Ltd, Siruguppa, M/s India Sugars & Refineries Ltd, Hospet, M/s Godavari Sugar Mills Ltd, Sameerwadi & M/s Shamnor Sugars Ltd, Davanagere.

Some of Mr. Anil core competencies are Cane Management, Cane Procurement, Cane Development & H&T Management.



Mr. Brajesh Kumar has joined us on 30-Sep-2015 as Assistant General Manager (Sales & Marketing) based at Corporate Office, Hyderabad and he will be reporting to General Manager (Sales & Marketing).

Mr. Brajesh has done his MBA (Agri Business) from Institute of Agri Buiness Management, Bikaner, Rajasthan and done his B.Sc Agriculture & Technology from Allahabad Agricultural Institute.

Prior to joining with us he has been associated with M/s EID Parry (India) Ltd., Bangalore for the last 9 years.

Some of Mr. Brajesh core competencies are conducting market research to identify and establish the sugar, distillery, and molasses market, market mapping, market intelligence, defining sales and trade strategies, procurement plan, cost planning & Management, logistics, supply chain management, and warehouse management.



Mr. Venkateswarlu B has joined us on 28-September-2015 as Manager – (Cane) based at Krishnaveni Unit. He will be reporting to HOD

(Cane) at Unit.

Mr. Venkateswarlu has done his Bachelor of Agriculture from Agra University, Shikohabad, Uttarpradesh. He brings with him more than 18 years of specific hands on experience in Cane Procurement & Cane Development in sugar industry.

Prior to joining with us he has been associated with M/s Andhra Sugars Ltd, Tanuku, M/s Nagarjuna Fertilizers & Chemicals Ltd, Guntur, M/s Bayer India Ltd, Machilipatnam.

Some of Mr. Venkateswarlu core competencies are Cane Management, Cane Procurement & Cane Development.



Mr. Murali Krishna M has joined us on 10-August-2015 as Assistant Officer – Stores based at KSL Unit. He will be reporting to HOD (Stores) at Unit. Mr. Murali has completed his M.A (Sociology) from Nagarjuna University, Guntur.

He brings with him more than 15 years of specific hands on experience in Stores, Purchase & Projects function. Prior to joining with us he has been associated with M/s Touch Tone Tele Services, Hyderabad, M/s Dishnet DSL, Vijayawada & M/s SRMT Ltd, Vijayawada.

Some of Mr. Murali core competencies are Stock verification, Material Receipts & Issue, Inventory Management, MIS Reports & Office administration.





Mr. Ravindranath Chowdary C has joined us on 28-September-2015 as Manager – (H&T & Cane) based at Krishnaveni Unit. He will be reporting to HOD (Cane) at Unit.

Mr. Ravindranath has done his Bachelor of Agriculture from MPKV, Rahuri, Maharashtra. He brings with him more than 18 years of specific hands on experience in Cane Procurement, Cane Development, Harvesting & Transport Management in sugar industry. Prior to joining with us he has been associated with M/s KCP Vietnam Industries Ltd, Vietnam, M/s NCS Sugars Pvt Ltd, Bobilli, M/s Delta Sugars Ltd, Hanuman Junction, M/s Prudential Sugars Corporation Ltd, Nindra M/s Andhra Sugars Ltd, Taduvai & M/s GMR Sugars Ltd, Sankili.



Mr. Jagan Mohan has joined us on 02-Sep-2015 as Manager (Purchase & Stores) based at Aland Unit. He will be administratively reporting to Unit Head & functionally reporting to General Manager (Commercial) at Corporate Office.

Mr. Jagan has done Masters of Commerce from Annamalai University & PGDMM (Materials Management) from Annamalai University, Tamilnadu. Prior to joining us he has been associated with M/s Rajshree Sugars Ltd, Mundiyaambakam, M/s Sadashiva Sugars Ltd, Bagalkot, M/s GEM Sugars, Kundargi, M/s S V Sugars Ltd, Kancheepuram & M/s EID Parry India Ltd, Nellikupam.

Some of Mr. Jagan core competencies are Procurement of Capital equipments, Stores & Spares, Materials Management, Disposal of Scrap & Inventory Management.



Mr. Sudhakar P has joined us on 29-September-2015 as Assistant General Manager (HR & IR) based at KSL Unit, Distt: Mahaboobnagar. He will be functionally reporting to Vice President HR and administratively reporting to Unit Head- KSL Unit.

Mr. Sudhakar has done his MBA from Dr. BR Ambedkar Open University, Hyderabad, PG Diploma in IRPM & LW. He brings with him more than 25 years of hands on experience in HR, Industrial Relations, Public Relations and Administration functions. Prior to joining us he has been associated with M/s Anand Granites Ltd, Ongole, M/s Andhra Cements Ltd, Vishakapatnam, M/s Sreevari Chemicals Ltd, Hyderabad, M/s Raasi Cement Ltd, Hyderabad & M/s HIL, Mumbai.



Mr. Selvaraj has joined us as General Manager (Cane) – NSL Sugars Ltd w.e.f. 04th Sep 2015. He will be based at Aland Unit, Distt: Gulbarga.

He will be administratively reporting to the Unit Head and functionally reporting to the Vice President (Corporate Cane). He has completed B. Sc Agriculture from Annamalai University, Chidambaram. Mr. Selvaraj has more than 34 years of specific hands on experience across all the areas of Cane function. Prior to joining with us he worked for M/s Core Green Sugars & Fuels Pvt Ltd, Yadgir, M/s Armuga Sugars Ltd, Kolhapur, M/s Sadashiva Sugars Ltd, Almatti, M/s Kothari Sugars Ltd, Pandavapura, M/s ICL Sugars Ltd, KR Pet, Mandya & M/s Ponni Sugars & Chemicals Ltd, Erode.



Mr. Suresh Babu M has joined us on 30-September-2015 as Officer (Pre - Audit) based at KSL Unit. He will be functionally reporting to Sr. DGM – F&A at Corporate and administratively reporting to Unit Head.

Mr. Suresh Babu M has done his MBA – Finance from Sikkim Manipal. He brings with him more than 7 years of hands on experience in Internal Audit & Accounts Function. Prior to joining us he has been associated with M/s J S Sundaram & Co., Hyderabad.

Some of Mr. Suresh Babu M core competencies are Internal Audit, Bank Audit, Stock Audit, Tax Audit, HR Audit, Revenue Cycle Management, Supply Chain Management and Preparation of Value added audit reports.



Mr. Satya Prasad has joined us as Assistant General Manager (Taxation) based at Corporate Office, Hyderabad w.e.f. 28th September 2015. He will be reporting to the Sr. DGM (F&A) at Corporate Office. He is a Chartered Accountant from ICAI, New Delhi.

Mr. Satya Prasad brings with him more than 20 years of specific hands on experience. Prior to joining with us he worked for M/s Sunflag Iron & Steel Company Ltd, Nagpur, M/s East West Seeds India Pvt Ltd, Aurangabad, M/s Cyberscape Communications Pvt Ltd, Hyderabad & M/s Saint Gobain Vetrotex India Ltd, Hyderabad. Some of Mr. Satya Prasad core competencies are Domestic Taxation, International Taxation.



Mr. Venkat Reddy M has joined us on 30-September-2015 as SAP MM Analyst based at Corporate Office, Hyderabad. He will be reporting to AGM (SAP) at Corporate Office.

Mr. Venkat Reddy has done his B.Sc from Venkateswara University. He brings with him more than 5 plus years of hands on experience in SAP (MM) Function. Prior to joining with us he has been associated with M/s Zieta Technologies, Bangalore.

Some of Mr. Venkat Reddy's core competencies are SAP Configuration, Inventory Management, Master Data maintenance & End User Support, and invoice verification.





Mr. Indrabhan Karbhari Kadu has joined us as Deputy General Manager (Cane) – NSL Sugars Ltd w.e.f. 21st Sep 2015. He will be based at Jay Mahesh Unit, Distt: Beed. He will be administratively reporting to the Unit Head and functionally reporting to the Vice President (Corporate Cane). He has completed M. Sc Agriculture from Mahathma Phule Krishi Vidyapeth, Rahuri. Maharashtra & Trained in Cooperative Management under International Cooperative Alliance, Japan.

Mr. Indrabhan has more than 38 years of specific hands on experience across all the areas of Cane function. Prior to joining with us he worked for M/s Vighnahar SSK Ltd, Junnar, M/s Dr. Babasaheb Ambedkar SSK Ltd, Osmanabad & M/s Dr. Vittalrao Vikhe Patil SSK Ltd, Pravaranagar, Ahmednagar.

Some of Mr. Indrabhan core competencies are Cane Management, Cane Development & Regulation, H&T Management, Cane Research, Varietal Development, Agronomical Practices, Farm Development, Cane Quality Management, Introduction of Combined Mechanical Harvester & Pop Machines and General Administration.



Mr. Madhava Krishna Rao has joined us on 03-Sep-2015 as Sr. Manager – Legal based at Corporate Office, Hyderabad. He will be reporting to Vice President (F&A). The unit Legal team will be functionally reporting to him and administratively reporting to Unit Head

Mr. Madhav has completed his LLM from Osmania University, Hyderabad. He brings with him more than 15 years of specific hands on experience in handling legal issues. Prior to joining with us he has been associated with M/s GVK Power & Infrastructure Ltd, Hyderabad, M/s IVRCL Ltd, Hyderabad, M/s GATI Ltd, Hyderabad & Practiced as an Advocate in various courts in Hyderabad.

Some of Mr. Madhav core competencies are Litigation Management, Arbitration, Drafting & Vetting of Contracts & Liaisoning with Government bodies.



Mr. Sanjay B Talawar has joined us on 09-September-2015 as Assistant Manager (Cane Accounts) based at TSL Unit, Distt. Bellary. He will be reporting to HOD Accounts at Unit.

Mr. Sanjay B Talawar has done his B.Com from Karnataka University, Dharwad. He brings with him more than 10 years of hands on experience in handling Cane Accounts. Prior to joining with us he has been associated with M/s Balaji Sugars Ltd, Bijapur, M/s Dyanayogi Sugars Ltd, Bijapur, M/s Parry Sugars Ltd, Ramdurg, M/s ICPL, Mudhol & M/s Satish Sugars Ltd, Gokak. Some of Mr. Sanjay B Talawar core competencies are Cane Billing, H&T Billing, Fertilizer Billing, Vendor Payments & MIS.

## Ganesh Chaturthi in Aland Unit





## Wise Sayings!

A man went to Guru Nanak Sahib and asked, "What's the value of life?" Gurunank ji gave him one stone and said, "Find out the value of this stone, but don't sell it."



The man took the stone to an Orange Seller and asked him what its cost would be. The Orange Seller saw the shiny stone and said, "You can take 12 oranges and give me the stone." The man apologized and said that the guru has asked him not to sell it.

He went ahead and found a vegetable seller. "What could be the value of this stone?" he asked the vegetable seller. The seller saw the shiny stone and said, "Take one sack of potatoes and give me the stone." The man again apologized and said he can't sell it.

Further ahead, he went into a jewelry shop and asked the value of the stone. The jeweler saw the stone under a lens and said, "I'll give you 50 Lakhs for this stone." When the man shook his head, the jeweler said, "Alright, alright, take 2 crores, but give me the stone." The man explained that he can't sell the stone.

Further ahead, the man saw a precious stone's shop and asked the seller the value of this stone. When the precious stone's seller saw the big ruby, he lay down a red cloth and put the ruby on it. Then he walked in circles around the ruby and bent down and touched his head in front of the ruby. "From where did you bring this priceless ruby from?" he asked. "Even if I sell the whole world, and my life, I won't be able to purchase this priceless stone."

Stunned and confused, the man returned to the guru and told him what had happened. "Now tell me what is the value of life, guru ji?" Gurunank said, "The answers you got from the Orange Seller, the Vegetable Seller, the Jeweler & the Precious Stone's Seller explain the value of our life... You may be a precious stone, even priceless, but people will value you based on their financial status, their level of information, their belief in you, their motive behind entertaining you, their ambition, and their risk taking ability."

But don't fear, you will surely find someone who will discern your true value."

Respect yourself.

You are also Unique.

No one can Replace you!

When Swami Vivekananda was studying law at the University College, London, a white professor, whose last name was Peters, disliked him intensely.

One day, Mr. Peters was having lunch at the dining room when Vivekananda came along with his tray and sat next to the professor.

The professor said, "Mr Vivekananda , you do not understand. A pig and a bird do not sit together to eat." Vivekanandji looked at him as a parent would a rude child and calmly replied, "You do not worry professor. I'll fly away," and he went and sat at another table. Mr. Peters, reddened with rage, decided to take revenge.

The next day in Class he posed the following question: "Mr.Vivekananda , if you were walking down the street and found a package, and within was a bag of wisdom and another bag with money, which one would you take?"

Without hesitating, Vivekanandji responded, "The one with the money, of course." Mr. Peters , smiling sarcastically said, "I, in your place, would have taken the wisdom." Swami Vivekanand shrugged and responded, "Each one takes what he doesn't have."

Mr. Peters, by this time was fit to be tied. So great was his anger that he wrote on Swami Vivekanand's exam sheet the word "idiot" and gave it to Swami Vivekanand. Vivekanandji took the exam sheet and sat down at his desk trying very hard to remain calm while he contemplated his next move. A few minutes later, Swami Vivekananda got up, went to the professor and told him in a dignified polite tone, "Mr. Peters, you signed the sheet, but you did not give me the grade."

Don't mess with intelligent people..

