



SUGARS

Sustainable Food, Fuel & Power

# We ...The People

Happy Independence

Aug & Sep'17 Edition

happy  
raksha bandhan



SUGARS

Sustainable Food, Fuel & Power

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## From the Desk of Vice Chairman & MD

Greetings Dear colleagues!!!

**“Do what you can, with what you have, where you are - But never Stop nor loose hope”** - T.Roosevelt



I take pleasure to communicate with you all.

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 sugarcane crushing and sugar production.

For the last couple of months, fortunately the rainfall was good. This is a good omen for cane plantation. 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 optimization, these should be the top priorities of all Unit Heads.

I hope that H&T will be properly organized to meet the budgeted targets. We must focus on reducing losses, cane development activities like variety development & plantation so that we will be able to realize better yield, recovery & our farmers get more revenue .

The coming months demand complete goal oriented behavior from all of us and we must be committed to deliver our best. I am very positive that we can do a great job with high team spirit. I assure the units to get best support from Corporate.

We can turn around the situation and achieve better results by enhancing the cane crushing & cane recovery.

Once again I take this opportunity to reiterate that “any kind of proposition that can serve up the function sufficing to navigate the current scenario will be welcomed to discuss”.





## What you chose to be ?!!!!

- By Jitendra Sharma (VP-HR)

Greetings!

I take this opportunity of sharing with you. I would like to tell this story which I have heard long back from . The message this story contains is very beautiful, I hope that you people too 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.

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?**

# GANESH CELEBRATIONS AT NSL ICON





# NSL KOPPA IN PICTURES

## Independence day celebrations





# NSL KOPPA IN PICTURES



**Safety Training & Fire mock drills con-**



**Ganesh Pooja & Durga Pooja in the koppa plant**



**Water Use Efficiency in Sugar Cane Crop training program conducted for farmers by Dr. C. Shankaraiah & Others, VC Farm, Mandya on 01.08.2017**

## 2-MINUTE THEORY— SAI KRISHNA , ASST. MANAGER (L&D)

If you've found yourself putting off important tasks over and over again and you can't control it, you're not alone. In fact, it isn't a bad thing for most people to procrastinate to a certain degree – but procrastination has affected some people chronically and destroy their relationship, career, and life.

Many factors cause us to procrastinate. However, I'm only going to talk about one of the many. This article may only take you 2 minutes to read. So here come the first test for you: **stop procrastinate and start reading.**

### The Lizard Brain

One of the biggest factors behind procrastination is the way our mind is wired to crave for instant gratifications and perfections. We want fast, good results and pleasures without putting in the work. This then translates itself into our work and life:

- We can't start writing because it takes a long time to complete an article.
- Training for strength is a long journey that most people ended up never stepping into the gym.
- You procrastinate on cleaning your room because you perceive it is going to take up a long time.

Most people are trying to fight this behavior with external motivations, cruel punishments, and sheer willpower. The problem is, this part of our brain (which is what I like to call the lizard brain) is evolved from the beginning of the first land species—the reptile.

The lizard brain had kept animals (and us) safe for around 300 million years, while the newly developed human brain only has its history of 200,000 years. Trying to enforce willpower and self-discipline to our lizard brain is like a baby fighting an MMA champion.

### Why Small Action Wins

I have to admit that I lied. This article isn't a 2-minute read. But if you're reading this now, you just experience how effective the 2-minute hack is.

There is no way for us to win the fight with our lizard brain. So instead of fighting it to force yourself doing something, work around the corners.

When you think of the great things you want to achieve, acknowledge that they don't happen by themselves, and they certainly don't happen overnight. The best to get where you want to be isn't visualizing your way to it, the only way to get there is by taking action.

And you don't need significant action either, all you need is just a small tiny action that put you a step forward, 2 minutes at a time.

**So, Next time you see a lizard, instead of shoo-ing it off thank it for this.**



# 2-MINUTE THEORY—

SAI KRISHNA , ASST. MANAGER (L&D)

## How the 2-minute Hack Works

The 2-minute hack works like this:

When you find yourself procrastinate, forget about the task you need to get done. Then, think about the first 2 minutes of that task. For example:

- To write an article, the first 2 minutes is to write a paragraph.
- To hit the gym, the first 2 minutes is to put on your sports shoes.
- To read a book, the first 2 minutes is to read half of the page.

After you figure out the first 2 minutes of the task you're procrastinating on, do it. The rule is simple, if you don't feel like to continue doing it after 2 minutes, you're free to stop without guilt.

In most cases, you will finish the things you've been procrastinating for long after the first 2 minutes.

## Why it Works

Activation energy is a term widely used in Chemistry, describing the minimum quantity energy that a reacting subject must possess to undergo a specified reaction. This same term is applicable in our daily productivity.

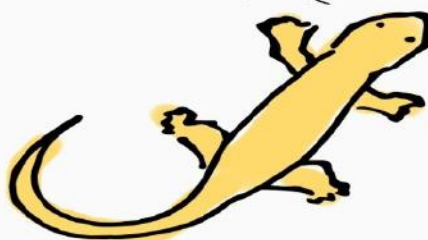
The 2-minute hack isn't any magic.

To get ourselves to start doing something, we need energy that is bigger than the task. However, many healthy habits we like practice are challenging to start because their required activation energy is high and hence the resistance is high.

The 2-minute hack lowers the resistance because now, instead of thinking about the big to-do you need to get done, you're focusing only on the first 2 minutes of it. When you complete the first 2 minutes, the momentum will carry you to finish the entire task.

— Just 2 minutes and you're done

Deal —



DeanYeong.com

# NSL ALAND IN PICTURES



**Independence day celebrations at Aland unit.**



**Ganesh Chaturthi celebrations & procession to nimarjan**



**Awareness on Dengue, Malaria & Filariasis on 07.09.2017. By Mr. Sanjeev Kumar from Taluka Hospital Aland (BHO)**



# RAVINDRA SINGHVI FAREWELL



# RAVINDRA SINGHVI FAREWELL





# NSL TSL IN PICTURES



**S**afety is a Non- Negotiable for us when it comes to NSL. Various Safety programs such as Mock drills & fire safety are being conducted to create awareness and avert mishaps while handling the day to day operations & specialized works in the factory. Along with safety committee meeting s to appraise the safety status in the factory to the representatives.





# NSL TSL IN PICTURES



**Independence day celebrations at Tungabhadra unit.**



**Ganesh Chaturthi celebrations & procession for nimanjan in Tungabhadra**



**Aayudha Pooja being performed in the factory on the eve of dusshera in Tungabhadra unit.**





## HA HA !! HEART !!!

**Heart Attack,** What would you do if you were alone and experienced excruciating pain over your chest?

The heart muscles require a constant supply of blood and it is the coronary arteries that supply the heart with all the needed blood. In case, you are having Coronary Artery Disease- the arteries narrow and the amount of blood that is supposed to flow decreases. The fat, proteins, cells build up forming a **plaque** and this later on turns out to be a blood clot and blocks the supply of blood. The heart muscle becomes totally “starved” for oxygen. Within a very short span of time, death of the heart muscle cells occur causing a **HEART ATTACK**.

Signs that can potentially be a Heart Attack, Often it takes years to build. It shows a gradual but common signs before it actually does its work.

Chest discomfort



Arm or back discomfort



Neck or jaw discomfort



Trouble breathing, with or without chest discomfort



Feeling light-headed or breaking into a cold sweat



Feeling sick or discomfort in your stomach



## HA HA !! HEART !!!

### So what can you do when this happen?

**Never underestimate your symptoms.** People often expect heart attacks to be dramatic and instantaneous, but the truth is that many heart attacks are mild, subtle and can continue for an hour or longer.

- You should try to get treatment for your heart attack within the first hour (Golden Hour) of your initial symptoms. If you wait longer than that, your heart will have more difficulty in repairing the damage. The ultimate goal is to have the constricted/narrowed artery back open within 90 minutes to minimize damage as much as possible.
- Consider to **call someone (Emergency numbers will help)** to reach to you immediately.
- **Chew and swallow** - a 325 mg non enteric-coated **aspirin**, effective if done within 30 minutes from the onset of the symptoms. Taking aspirin can further delay the formation of blood clots that would cause the further blockage of the arteries during the attack. By chewing on the aspirin you allow the medicine to break down into your blood stream at a quicker rate. If you are on a medication that interacts poorly with aspirin or have otherwise been told by your doctor not to take aspirin, do **not** use this treatment.
- Do **NOT** attempt to drive. If you suffer from complete cardiac arrest, you will probably end up passing out. This is the main reason why driving while undergoing a heart attack is ill-advised.
- **Lie down.** Lie on your back and raise your legs upward. This opens up the diaphragm, making it easier for you to breathe and will supply oxygen to your blood.
- **Take deep, steady breaths.** Even though your natural instinct might be to take rapid/quick breaths when you experience a heart attack, the best way to maintain a steady supply of oxygen to your blood and your heart is to take slow, deep breaths. (one Mississippi, two Mississippi.. is the best )
- **Do not attempt "Cough CPR".** There was an Internet hoax going around saying that you could survive a heart attack when alone by coughing in a specific manner. This probably won't work, and worse still, attempting this technique may even put you in higher risks of danger. Attempting this can throw off the rhythm of your heart and makes it harder for the oxygen to get into your blood rather than easier.
- Avoid food and drink, though that would be the last thing on your mind.

Healing of the heart muscle begins soon after a heart attack and takes about eight weeks.

Stay off from Gastric or acidic related Foods that can cause gastric irritations or bad bowel movements to supplement the healing process.



# NSL JAY MAHESH IN PICTURES



**Independence day celebrations at Jaymahesh unit.**



**Ganapati Pooja path celebrations & various cultural Program's organized at Jay Mahesh Unit.**



**Daily Pooja & Idol Nimarjan Procession in Jaymahesh unit.**





# NSL JAY MAHESH IN PICTURES

## Vice Chairman & MD's visit



**Clockwise from the top left:** 1. Vice Chairman & MD is seen interacting with farmers in a village meeting. 2. Inspecting the cane in the field. 3. Collecting the detailing from the Cane DGM & unit head. 4. A walkthrough of the Plant with all the respective HOD 5. Meeting conducted for the staff to hearsay the various challenges & decipher the course of action in the coming season. 6. Getting overview of the situation of the cane in the area.



# NSL JAY MAHESH IN PICTURES



One day workshop for cane department on plantation of high yield & high sugar variety suitable to our zone with maturity based harvesting.

Shri **Vijay Agare (Natafem )** , Shri **GS Dafare** (Agronomist, Jain irrigation) has come all the way to enlighten the staff regarding the varieties of sugarcane that are suitable for cultivation in Maharashtra region & at the same time can give better yield than the existing variety of sugar cane.



# NSL JAY MAHESH IN PICTURES



Detailed Training need analysis for the HODs has been conducted in jaymahesh Unit. Daily Lecture methodology is being carried out in an unprecedented way for lifting up the spirits & as a balancing act to develop technical knowledge among the second line.





## QUALITY OF LIFE IS YOUR RESPONSIBILITY - Sai Krishna , Asst.Manager (L&D)

In spite of the canvas, quality of the paints and irrespective of the brushes the quality of the painting is the responsibility of the painter. Similarly, the Quality of a sculpture is responsibility of the sculptor. And most importantly, the Quality of your life is YOUR responsibility. No blaming is allowed!

One of the guiding principles of the life is:

**“I will assume all the unconditional responsibility”**

I will assume: Don't wait for others to offer you responsibilities. Take the initiative, volunteer, come forward. Put your hand up. Announce your Presence.

I will assume unconditional: what's not unconditional never gets done. Burn the bridges. Conditions are required only to pass on the blame, in case of failure. Don't ever process failure as an option. Where the conditions succeed, responsibilities fail. When responsibilities succeed conditions are redundant. Be unconditional!

I will assume unconditional responsibilities : If you are asked to carry a 12 Kg granite stone you will struggle with the burden. Instead if you have to carry a 12 Kg child you will happily do it. What is perceived as “trouble” will only appear as a burden. What is perceived as “pleasure” will only bring joy. So don't look at responsibilities as “trouble” instead take them as “pleasure”. Stop seeing responsibilities as burdens and start seeing them as opportunities. Only then you will feel the complete sense of responsibility for your life, you can respond with ability. So unconditionally put your hands up and get counted. Allow the leader within you to emerge!



## Quality of Life

# NSL KSL IN PICTURES

**Chairman's visit to NSL Krishnaveni Unit on the eve of August 15. He is seen interacting with the HOD's & took a guided plant tour in the premises.**





# NSL KSL IN PICTURES



Ganesh Chaturthi celebrations were done in a pomp & show manner in the NSL KSL Unit. All the employees have observed the Pooja for all the 5 days receiving the blessings from lord Ganesha. At the end of 5th day the devotees bid adieu to lord ganesh & made a enthusiastic colorful procession to immerse or for the Visarjan at the nearest water body.



Raama Hrudaya, D/o Matchya Giri , Admin officer NSL KSL Studying in class 6th is a prodigy in Kuchipudi dance form. She is a star performer with a winning streak from tens of performances at various levels.

Here she is seen performing at Ravindra Bharati in Hyderabad on 16-Aug -2017.

# NSL KSL IN PICTURES



**A team of farmer's & cane staff has attended the workshop on "Increasing the water efficiency in the sugar cane crop resulting in High yield" organized by solidaridad at Pune. The interactions with the scientists were insightful & the peer group was enthusiastic to learn from each others experiences out in the field. It will help the staff to implement in the field some of the techniques suitable for the areas.**





# NEW JOINEES - WELCOME ABOARD



**Mr. Chidanand Babsaheb Patil** has joined us on 4- September-2017 as **General Manager (Process & Technical)** based at **NSL Jaymahesh** Unit . He will be reporting to Unit Head.

He has completed B.Sc (Chemistry ) Dharwad University and Sugar Tech (AVSI, Pune).

He Brings with Him More than 28 years of hands on Experience in Sugar industry.

Some of Mr. Chidanand's core competencies are Erection & Commissioning, Operation & Maintenance, Cost Control, Process Enhancement, Cane Management & General Administration, Research & Development.

Let us welcome Mr. Chidanand & wish him a long and mutually beneficial journey!! .



**Mr. Vinayak Shamrao Jadhav** has joined us on 11- Sep- 2017 as **Assistant General Manager (Mechanical)** in Jay Mahesh. He will be reporting to General Manager (Unit Head).

He has completed B. tech (Mechanical) from Nashik University.

Mr. Vinayak brings with him more than 20 years of specific hands on experience in Cane function.

Some of Mr. Vinayak's core competencies are Erection & Commissioning, Operation & Maintenance, Quality Management & process Enhancement.

Let us welcome Mr. Vinayak & wish him a long and mutually beneficial journey!!



**Mr. Raja Sekhar G** has joined us on 19- Aug-2017 as **Manager (Finance)** based at Corporate Office, Hyderabad. He will be reporting to DGM (Finance) at Corporate office..

He is a qualified CMA,CS & CA (Inter).

He Brings with Him More than 8 years of Specific hands on Experience in Finance & Accounts function..

Some of Mr. Rajasekhar's competencies are Financial Modeling for Capex proposals, Raising/ Monitoring of term loans, Renewal /Enhancement of Working capital demand loans, Liaising with external agencies.

Let us welcome Mr. Rajasekhar & wish him a long and mutually beneficial journey!! .

## NEW JOINEES - WELCOME ABOARD



**Mr. Ramesh Babu** has joined us on 16– Aug-2017 as **Dy. Manager (Internal Audit)** at **Corporate Office**, Hyderabad. He will be reporting to Sr.DGM (Accounts & Business Analytics).

He is a Qualified Chartered accountant.

Mr. Ramesh Babu brings with him more than 6 years of specific hands on experience in Accounts & Auditing.

Some of Mr. Ramesh's core competencies are Internal Auditing, Risk Analysis, Internal controls, Statutory Compliances.

Let us welcome Mr. Ramesh babu & wish him a long and mutually beneficial journey!! ! .



**Mr. Thulasiram T** has joined us on 24– August-2017 as **Officer (Accounts)** based at **Corporate Office**. He will be functionally reporting to DGM (Accounts & business Analytics).

He is a MBA (Finance & marketing) from JNTU.

He brings with him more than 5 years of hands on experience in Accounts Function.

Some of Mr. Thulasiram's core competencies are General Accounting, Accounts payable & receivables, Vendor accounting, Payroll Accounting, bank reconciliation & MIS.

Let us welcome Mr. Thulasiram & wish him a long and mutually beneficial journey!! !



**Mr. Anod Kumar** has joined us on 10 th July 2017 as **Trainee (Secretarial)** at **Corporate Office**. He will be reporting to Company Secretary.

He is a CA (Inter) & pursuing CS.

Mr. Anod brings with him more than 02 years of Experience in handling secretarial Function.

Some of his core competencies are Conducting Board meetings, Preparing Agendas, Preparing Minutes, Preparation of Annual reports.

His hobbies are playing cricket & reading Books.

Let us welcome Mr. Anod & wish him a long and mutually beneficial journey!!



# HEALTH CORNER

## HEALTH BENEFITS OF WALKING BAREFOOT

by walking barefoot every day, you can improve ...

- ✿ Sleep disturbances, including sleep apnea
- ✿ Chronic muscle and joint pain and other types of pain
- ✿ Asthmatic and respiratory conditions
- ✿ Rheumatoid arthritis
- ✿ PMS
- ✿ Hypertension
- ✿ Energy levels
- ✿ Stress
- ✿ Immune system activity and response
- ✿ Heart rate variability
- ✿ Primary indicators of osteoporosis
- ✿ Fasting glucose levels among people with diabetes

boandbelle.com

**Check them  
Out!!**

## Food for your health

### Features savers

- Beans
- Fruits
- Nuts
- Berries

### Human Heart

Life line: 80 years





# Birthday Celebrations @ Corporate

