



We...The People

June & July 2015

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The People's Magazine

From the Desk of the Managing Director

Dear Colleagues,

I take the pleasure of communicating with all of you.

Currently, the Sugar Industry in India is going through a challenging phase. The International Price for Sugar has fallen to a six year low to USD 10.8 and the domestic price too has fallen to a six year low to Rs.19. On one hand, in the current season FY 2015-16 the expected production of Sugar in India will be touching 28 Million MT, which will make it an another year of bumper production and sixth straight year of surplus production.



We were also facing another challenge from Co-Generation. One being the Power rates are showing lower trends and the second one is backing down of power by 30-50%. We are doing well on Distillery. The distillery operations are satisfactory with Ethanol being the future.

Although it is true that we were fighting these bigger challenges, we cannot, however, be complacent. We must not deviate from our objectives and should not dilute our commitment and determination. These difficulties will only make us even more stronger. We need to be more focused and go on for strategic interventions. We should aim and achieve the budgeted levels in all fronts.

Let us all make our best efforts in these challenging times. I am sure, we will sail through and come out shining in the midst of these adversities.

Wishing you all the best!

Ravindra S Singhvi

Message from Sr. Management Member

Dear Colleagues & Seniors,

It is a great pride to share my thoughts in respect of 'present scenario of Sugar Industry and contribution of the individual for the prosperity of Sugar Industry' with all viewers through this platform.



India has been known as the original home of Sugar and Sugarcane. It is the world's second largest sugar producer and consumer. The Indian Sugar industry is of significant importance to the Indian economy growth. The industry is inherently inclusive supporting over millions of farmers and their families, workers, owners of mills, wholesalers and distributors spread across the country.

Presently the Sugar industries are suffering from huge financial crunch due to non remunerative sugar price in the market and at the same time escalation of cane price and the conversion cost year by year. Therefore, each and every one of us has to make utmost efforts by adopting following measures in order to come out from these difficulties.

Relation with farmers and Cane Development Activities:

Farmers are the major link in the supply chain of a sugar unit as they are raw material suppliers. Therefore we have to approach farmers in unique way in order to improve relationship and improve the quality of raw material by propagating following Farmers Supportive Programmes.

- More focus on high rich sugar variety in place of traditional varieties
- For improving sugarcane yield and quality, the improved and beneficial technologies are to be propagated
- Utilization of Soil Test Lab
- Effective Agronomic practices viz., land preparation, weed management, pest & disease management, etc.,
- Effective implementation of inter crop management
- Adopting of Drip irrigation
- Adopting of Wider Row System and trash mulching
- Seminar and awareness programs to educate the farmers of the latest techniques to improve the yield per hectare.
- Minimizing duration between cane cut and crush

Modernization and technology upgradation:

Modernization and technology upgradation at sugar plant have to be seen as a continuous exercise for production cost cutting and to meet requirements of sugar buyers. All unique measures, to improve the efficiencies on the plant side to be adopted and

"The decision of the Government to increase Ethanol production from 5% to 10% may improve the commercial and economic viability in future"

instant implementation also highly essential. Main focus to be made on improving sugar recovery and quality, the future of sugar industry is also closely linked to this. I am of the opinion that, the periodical audit is required from accredited agencies on the performance parameters in order to close the gaps and improve further efficiency.

Utilization of Bi-Products:

Since the sugar price drastically came down, proper utilization of Bi-products is very much essential. Utmost effort should be made in order to generate revenue through Bi-products to make up revenue short fall from the Sugar. The decision of the Government enhancing Ethanol production from 5% to 10% may improve the commercial and economic viability in future. Further, the value addition measures in respect of By-products to be adopted in all viewpoints to turn out the sugar sector into a viable and sustainable venture.

Training and Development:

The training and management development programs are very much essential to improve employee capabilities and organizational capabilities. The training to be imparted for all level of the employees from internal and external faculties. When the organization invests in improving the knowledge and skills of its employees, we should see that the investment has to be returned in the form of more productive and effective employees. Training and development programs may be focused on individual performance or team performance. The training and management development programs should be based on training needs identified especially linked with Role matrix, Skill matrix and Gap Analysis.

Job rotation to be adopted in order to improve multi skill competency

Manpower Planning:

Manpower planning is main tool to reduce the production cost. Idea to be generated for job clubbing wherever possible, position to be discharged if not necessary. Job rotation to be adopted in order to improve multi skill competency, mainly focus to be made on reduction of manpower without affecting the production.

I hope we all will achieve the targets of the management by adopting above said factors under the guidance of our seniors in the ensuing years and I wish all to create new milestones to enable us to achieve mission and vision of the organization.

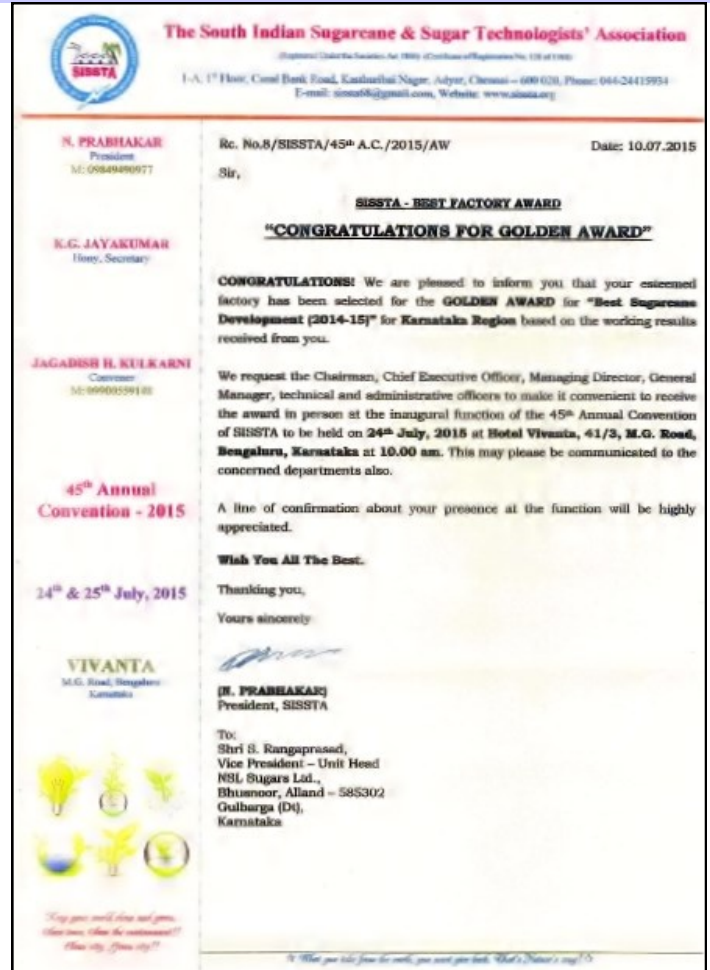
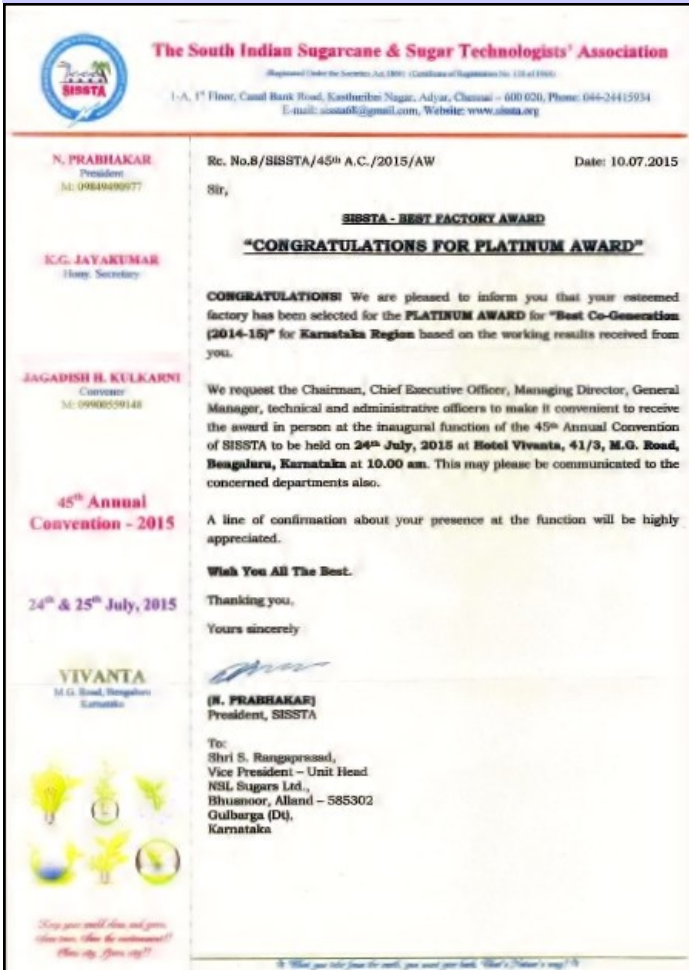
“Use your strengths and turn your weaknesses into strengths”

MALHARI R. NAIK

Sr. Vice President (Operations) & Unit Head, Koppa

Aland Unit bags Triple Awards....for 2014-15

Our Aland Unit wins Platinum Award and two Golden Awards for "Best Co-Generation", "Best Sugarcane Development" & "Best Technical Efficiency Award" for 2014-15 in Karnataka Region. The awards were announced by 'The South Indian SugarCane & Sugar Technologists Association' (SISSTA). Congratulations to all the employees of NSL Aland Unit!



Koppa Unit bags Best Distillery Award....for 2014-15



Congratulations to employees of Koppa!

He didn't own any property nor a fridge, TV, Car or an Air Conditioner!

APJ Abdul Kalam has left an indelible mark on the hearts and minds of Indians in a manner few other public figures have in recent memory. In death he achieved the kind of acclaim in people's hearts that politicians covet but may never come close to attaining.

In material terms, the "People's President", it now transpires, owned precious little, save his **2,500 books, a wrist watch, six shirts, four trousers, three suits and a pair of shoes**. Kalam did not own any property nor a fridge, TV, car or an air conditioner. This for a man who spent over five decades in public service, including his stint as President of the Republic.

He did not die in penury, but neither did he live a life of luxury. He survived on the royalty from his books - he authored four of them - and his pension. The exact amount of his life savings is not known. "It wasn't much to write home about," said Sheridan, his secretary for over two decades.

After he demitted office, the government allotted him a bungalow at 10 Rajaji Marg. The two-storey house lies desolate today but tales of his integrity are still alive. He was firm about not receiving any personal gifts and ensured that all personal gifts were duly tabulated and sent to the government's toshakhana.

"He would never accept a gift, save a book, and whenever somebody brought him a packed gift and tried to pass it off as a book, he insisted on examining what was inside. Anything oth-

er than the book was politely returned," says his former media advisor SM Khan.

Kalam's love for technology is well known and he kept himself abreast of the latest developments mainly through radio. **"He did not have a television set in his living quarters. He got his news either from radio or newspapers. The only TV set at his Rajaji Marg residence was used by his staff,"** Khan said.

Khan recalled how the former President revered his elder brother, who is 99 years old. Kalam held his elder brother APJ Marakia in great esteem and was full of plans to celebrate his brother's 100th birthday next year. "One of the things that gave him (Kalam) immense joy was when he helped his brother get access to 24-hour power supply by installing a solar panel at their ancestral home," says Sheridan, adding, "President Kalam would always call him (his brother) before leaving or returning from an important lecture assignment. He had called him the day before leaving for Shillong."

"The lives of great men remind us, we can make our lives sublime, and, departing, leave behind us, footprints on the sands of time" Former president APJ Abdul Kalam wasn't around when Wordsworth wrote these lines. Had both the men belonged to the same age then these lines would have surely been written for Kalam.



Krishnaveni Unit bags double awards....for 2014-15

Our Krishnaveni Unit wins Golden Award for "Best Distillery" and also wins Silver Award for "Best Co-Generation" for 2014-15 for Andhra Pradesh Region. The awards were announced by 'The South Indian SugarCane & Sugar Technologists Association' (SISSTA). Congratulations to all the employees of NSL Krishnaveni Unit!

The South Indian Sugarcane & Sugar Technologists' Association
(Registered Under the Societies Act 1860) (Certificate of Registration No. 128 of 1968)
1-A, 1st Floor, Canal Bank Road, Kavdariboi Nagar, Adyar, Chennai - 600 020, Phone: 044-24415934
E-mail: sissta68@gmail.com, Website: www.sissta.org

N. PRABHAKAR
President
M: 09849490977

K.G. JAYAKUMAR
Hon. Secretary

JAGADISH H. KULKARNI
Convener
M: 09900559148

45th Annual Convention - 2015
24th & 25th July, 2015

VIVANTA
M.G. Road, Bengaluru
Karnataka

SISSTA - BEST DISTILLERY AWARD
"CONGRATULATIONS FOR GOLDEN AWARD"

CONGRATULATIONS! We are pleased to inform you that your esteemed Distillery (Krishnaveni Unit) has been selected for the GOLDEN AWARD for "Best Distillery (2014-15)" for Andhra Pradesh Region based on the formats received from you.

We request the Chairman, Chief Executive Officer, Managing Director, General Manager, technical and administrative officers to make it convenient to receive the award in person at the inaugural function of the 45th Annual Convention of SISSTA to be held on 24th July, 2015 at Hotel Vivanta, 41/3, M.G. Road, Bengaluru at 10.00 am. This may please be communicated to the concerned department.

A line of confirmation about your presence at the function will be highly appreciated.

Wish You All The Best.

Thanking you,

Yours sincerely

(N. PRABHAKAR)
President, SISSTA

Encl: A/a

To:
Shri Kondeti Muralidhar Chowdary
Vice President (Unit Head)
M/s. NSL Krishnaveni Sugars Ltd
Ramakrishnapur Village
Kothakota (M),
Mahabubnagar Dist,
Telangana - 509 110

*Keep your world clean and green,
(then you: (then the environment!))
(then crop: (then crop!))*

What you take from the earth, you must give back. (That's Nature's way!)

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SISSTA - BEST FACTORY AWARD
"CONGRATULATIONS FOR SILVER AWARD"

CONGRATULATIONS! We are pleased to inform you that your esteemed factory (Krishnaveni Unit) has been selected for the SILVER AWARD for "Best Co-Generation (2014-15)" for Andhra Pradesh Region based on the working results received from you.

We request the Chairman, Chief Executive Officer, Managing Director, General Manager, technical and administrative officers to make it convenient to receive the award in person at the inaugural function of the 45th Annual Convention of SISSTA to be held on 24th July, 2015 at Hotel Vivanta, 41/3, M.G. Road, Bengaluru, Karnataka at 10.00 am. This may please be communicated to the concerned departments also.

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Wish You All The Best.

Thanking you,

Yours sincerely

(N. PRABHAKAR)
President, SISSTA

To:
Shri Kondeti Muralidhar Chowdary
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Ramakrishnapur Village
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*Keep your world clean and green,
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What you take from the earth, you must give back. (That's Nature's way!)



Perseverance Pays !

-Shared by Mabood Khan, HR-Jay Mahesh

Abraham Lincoln was rated as one of the best American presidents, but it is often noted that he had numerous failures in his career. In reality, he was a very successful politician and lawyer. The supposed cycle of setbacks is meant to show that even a failure can become president, if he doesn't give up. Probably the greatest example of persistence is Abraham Lincoln. If you want to learn about somebody who didn't quit, look no further. He could have quit many times - but he didn't and because he didn't quit, he became one of the greatest presidents in the history of USA. Every failure gives a message helping us to introspect and understand our strengths and weaknesses, it helps in correcting mistakes, motivates us to learn and unlearn, builds tempo and towards success. **Failing is not a mistake but a lesson, quitting is a big mistake.** Don't lose your confidence and don't get demotivated! Abraham Lincoln's numerous failures helped him to learn, correct himself, develop that tempo and to try again. Success after 28 years of journey through failures requires strong confidence and great courage. That is what we must learn from his story. **Perseverance Pays!**

never
never
never
give
up

My Memory of the last day with the Bharat Ratna Dr. A.P.J. Abdul Kalam

-Shared to us by Mr.P.R.Srinivas, DGM-Budgeting, Costing & MIS

-Written by Srijan Pal Singh, an indebted student!

What I will be remembered for.. my memory of the last day with the great Kalam sir...

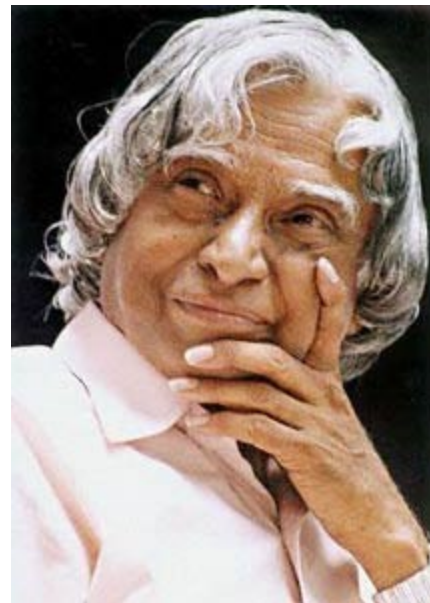
It has been eight hours since we last talked – sleep eludes me and memories keep flushing down, sometimes as tears. Our day, 27th July, began at 12 noon, when we took our seats in the flight to Guhawati. Dr. Kalam was 1A and I was IC. He was wearing a dark colored “**Kalam suit**”, and I started off complimenting, “Nice color!” Little did I know this was going to be the last color I will see on him. Long, 2.5 hours of flying in the monsoon weather. I hate turbulence, and he had mastered over them. Whenever he would see me go cold in shaking plane, he would just pull down the window pane and saw, “Now you don’t see any fear!”.

That was followed by another 2.5 hours of car drive to IIM Shillong. For these two legged trip of five hours we talked, discussed and debated. These were amongst hundreds of the long flights and longer drives we have been together over the last six years. As each of them, this was as special too. Three incidents/discussions in particular will be “lasting memories of our last trip”.

First, Dr. Kalam was absolutely worried about the attacks in Punjab. The loss of innocent lives left him filled with sorrow. The topic of lecture at IIM Shillong was Creating a Livable Planet Earth. He related the incident to the topic and said, “**it seems the man made forces are as big a threat to the livability of earth as pollution**”. We discussed on how, if this trend of violence, pollution and reckless human action continues we will forced to leave earth. “Thirty years, at this rate, maybe”, he said. “**You guys must do something about it... it is going to be your future world**”

Our second discussion was more national. For the past two days, Dr. Kalam was worried that time and again Parliament, the supreme institution of democracy, was dysfunctional. He said, “I have seen two different governments in my tenure. I have seen more after that. This disruption just keeps happening. It is not right. I really need to find out a way to ensure that the parliament works on developmental politics.” He then asked me to prepare a surprise assignment question for the students at IIM Shillong, which he would give them only at the end of the lecture. He wanted to them to suggest three innovative ways to make the Parliament more productive and vibrant. Then, after a while he returned on it. “But how can ask them to give solutions if I don’t have any myself”. For the next one hour, we thwarted options after options, who come up with his recommendation over the issue. We wanted to include this discussion in our upcoming book, Advantage India.

Third, was an experience from the beauty of his humility. We were in a convoy of 6-7 cars. Dr. Kalam and I were in the second car. Ahead us was an open gypsy with three soldiers in it. Two of them were sitting on either side and one lean guy was standing atop, holding his gun. One hour into the road journey, Dr. Kalam said, “Why is he standing? He will get tired. This is like punishment. Can you ask a wireless message to be given that he may sit?” I had to convince him, he has been probably instructed to keep standing for better security. He did not relent. We tried radio messaging, that did not work. For the next 1.5 hours of the journey, he reminded me thrice to see if I can hand signal him to sit down.



“he took the final journey, teaching, what he always wanted to be remembered doing!”

Finally, realizing there is little we can do – he told me, “I want to meet him and thank him”. Later, when we landed in IIM Shillong, I went inquiring through security people and got hold of the standing guy. I took him inside and Dr. Kalam greeted him. He shook his hand, said thank you buddy. “Are you tired? Would you like something to eat? I am sorry you had to stand so long because of me”.

The young lean guard, draped in black cloth, was surprised at the treatment. He lost words, just said, “Sir, aapke liye to 6 ghante bhi khade rahenge”.

After this, we went to the lecture hall. He did not want to be late for the lecture. “**Students should never be made to wait**”, he always said. I quickly set up his mike, briefed on final lecture and took position on the computers. As I pinned his mike, he smiled and said, “Funny guy! Are you doing well?” ‘Funny guy’, when said by Kalam could mean a variety of things, depending on the tone and your own assessment. It could mean, you have done well, you have messed up something, you should listen to him or just that you have been plain naïve or he was just being jovial. Over six years I had learnt to interpret Funny Guy like the back of my palm. This time it was the last case. “Funny guy! Are you doing well?” he said. I smiled back, “Yes”. Those were the last words he said. Two minutes into the speech, sitting behind him, I heard a long pause after completing one sentence. I looked at him, he fell down. We picked him up. As the doctor rushed, we tried whatever we could. I will never forget the look in his three-quarter closed eyes and I held his head with one hand and tried reviving with whatever I could. His hands clenched, curled onto my finger. There was stillness on his face and those wise eyes were motionlessly radiating wisdom. He never said a word. He did not show pain, only purpose was visible. In five minutes we were in the nearest hospital. In another few minutes they indicated the missile man had flown away, forever. I touched his feet, one last time. Adieu old friend! Grand mentor! See you in my thoughts and meet in the next birth.

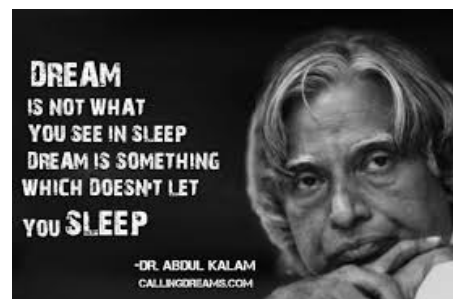
As turned back, a closet of thoughts opened. Often he would ask me, “**You are young, decide what will like to be remembered for?**” I kept thinking of new impressive answers, till one day I gave up and resorted to tit-for-tat. I asked him back, “First you tell me, what will you like to be remembered for? President, Scientist, Writer, Missile man, India 2020, Target 3 billion.... What?” I thought I had made the question easier by giving options, but he sprang on me a surprise. “**Teacher**”, he said.

Then something he said two weeks back when we were discussing about his missile time friends. He said, “Children need to take care of their parents. It is sad that sometimes this is not happening”. He paused and said, “Two things. Elders must also do. Never leave wealth at your deathbed – that leaves a fighting family. Second, one is blessed is one can die working, standing tall without any long drawn ailing. Goodbyes should be short, really short”.

Today, I look back – he took the final journey, teaching, what he always wanted to be remembered doing. And, till his final moment he was standing, working and lecturing. He left us, as a great teacher, standing tall. He leaves the world with nothing accumulated in his account but loads of wishes and love of people. He was a successful, even in his end.

Will miss all the lunches and dinners we had together, will miss all the times you surprised me with your humility and startled me with your curiosity, will miss the lessons of life you taught in action and words, will miss our struggles to race to make into flights, our trips, our long debates.

You gave me dreams, you showed me dreams need to be impossible, for anything else is a compromise to my own ability. The man is gone, the mission lives on. **Long live Kalam!**



New Joinees— Welcome to the Sugar Family!



Mr. Ravichandran has joined us on **01st June-2015** as **Deputy General Manager (Production)** based at Aland Unit, Dist – Gulbarga. He will be reporting to the Unit Head. Mr. Ravichandran has done his B.Sc (Chemistry) from Madurai Kamaraj University & AVSI from Vasantada Sugar Institute, Pune. He brings with him more than 24 years of hands on experience in Process department.

Some of Mr. Ravichandran's core competencies are Planning & Execution, Internal Auditor for Quality Management System, Erection and Commissioning of Sugar Plant (Boiling House).



Mr. Madhav has joined us as **Manager (Learning & Development)** at Corporate Office, Hyderabad w.e.f. 24th June 2015. He will be reporting to the Vice President – Human Resource. Mr. Madhav has over 16 years of experience in Learning & Development in various industries.

Some of Mr. Madhav core competencies are Aligning Training Interventions to meet Business Objectives, Training Need Identification & Analysis, Training Evaluation & Effectiveness, Module & Content Development, Training Delivery, Train the Trainer, Quality Circles, Employee Engagement, Managerial Development, Supervisory Development & Behavioral Training. His hobbies are Reading & Photography.



Mr. Narayan Bira-dar has joined us on 10th June 2015 as **Manager (Cogen)** based at Aland Unit.

He will be reporting to General Manager (Technical) at Unit.

Mr. Narayan has done his Bachelor of Engineering in Mechanical from Gulbarga University & BOE from Karnataka. He brings with him more than 12 years of specific hands on experience in Erection & Commissioning, Operation & Maintenance of Cogen plants in Sugar plants.

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



Mr. Ramakrishna Reddy V has joined us on 27th July 2015 as **Deputy General Manager (Process)** based at Koppa Unit. He will be

reporting to Unit Head (Koppa).

Mr. Ramakrishna has completed B.Sc (Chemistry) from Ambedkar University, Diploma in Sugar Technology from SV Polytechnic College & AVSI from Vasantada Sugar Institute, Pune. He brings with him more than 28 years of experience in Process function.

Some of Mr. Ramakrishna's core competencies are Planning & Execution for Maximum production of Good Quality Sugar with minimum cost & losses, Manufacturing of White Crystal Sugar & Refined Sugar, Erection and Commissioning of Sugar Plant (Boiling House) & Plant Automation.



Mrs. Sangeetha has joined us as **Deputy Manager (Finance)** at Corporate Office, Hyderabad on 01st June 2015. She will be re-

porting to the AGM (Finance) at Corporate Office.

She had completed MBA (Finance) from Osmania University. Mrs. Sangeetha brings with her more than 12 years of specific hands on experience in Finance & Accounts function.

Some of Mrs. Sangeetha core competencies are Financial Modeling for Capex Proposals, Raising/Monitoring of Term Loans, Renewal/Enhancement of Working capital Demand Loans, Liaising with the external agencies, Providing inputs for strategic decision Making, Annual Accounts, Statutory Compliances & MIS.

Mr. Nageswara Rao A has joined us on 27th July 2015 as **Assistant Manager (Sales Accounts)** based at KSL Unit. He will be reporting to HOD (F&A) at Unit. Mr. Srinivas has done his B. Com (Hon's) from Berhampur University, Odisha. He brings with him more than 14 years of hands on experience in accounts function.

Some of Mr. Nageswar Rao core competencies are Sales Accounting, Ledger reconciliations, Indirect Taxation, Purchase Accounting, Maintaining Cash & Coordinating with vendors.





Mr. Selvaraj G has joined us on 15th July 2015 as **Manager – Cane Development** based at Koppa Unit. He will be reporting to HOD (Cane) at Unit. Mr. Selvaraj has done his Bachelors of Agriculture from Annamalai University, Chidambaram, Tamilnadu. He brings with him more than 16 years of specific hands on experience in Cane Development, Cane Procurement, Harvesting & Transport Management in sugar industry.

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



Mr. Srinivasa Rao K has joined us on 02nd July 2015 as **Officer (Accounts)** based at Corporate Office, Hyderabad.

He will be reporting to Manager (Corporate Accounts) at Hyderabad. Prior to joining with us he has been associated with M/s Penna Cement Industries Ltd, Hyderabad.

Mr. Srinivasa Rao has done his B.Com from Sri Venkateswara University, Nellore. He brings with him more than 08 years of hands on experience in Accounts Function.

Some of Mr. Srinivasa Rao core competencies are General Accounting, Vendor Accounting, Bank Reconciliations & MIS.



Mrs. Varalakshmi has joined us on 22nd June 2015 as **Assistant Manager (Costing, Budget & MIS)** based at Corporate Office, Hyderabad.

She will be reporting to DGM (Budget, Costing & MIS) at Corporate level.

Mrs. Varalakshmi is a Cost Accountant from ICWA – Kolkata & She is a semi qualified CA & CS. She brings with her more than 3 years of hands on experience in Finance & Costing Function.

Some of Mrs. Varalakshmi's core competencies are Preparing Cost Sheets, Maintenance of Cost Records, Break Even Analysis, Variance Analysis, Inventory Valuation, Preparation of Project reports, Financial Reports & Budgeting.



Mr. Varadarajan K has joined us on **08th June 2015** as **Senior Manager – Cane** based at Krishnaveni Unit.

He will be reporting to HOD (Cane) at Unit.

Mr. Varadarajan has done his Masters of Agriculture from ANGRAU, Rajendranagar, Hyderabad. He brings with him more than 17 years of specific hands on experience in Cane Procurement, Cane Development, Harvesting & Transport Management in sugar industry.

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



Ms. Isha Paty has joined us on **14-July-2015** as **Officer (Secretarial)** based at Corporate Office, Hyderabad. She will be reporting to Company Secretary at Hyderabad. Ms. Isha has done her CS from Institute of Company Secretaries of India, Delhi and BSL,LLB from ILS Law College, Pune. She brings with her more than 02 years of hands on experience in Secretarial & Legal Function. Prior to joining with us she has been associated with M/s D Hanumantha Raju & Associates, Hyderabad & High Court of Orissa as Judicial Officer.

Some of Ms. Isha core competencies are Legal Opinions, Secretarial Audit, Filling of e- forms, Drafting minutes, Resolutions & Agreements.

Solve This Puzzle! Cryptic Anagram Puzzles (the clues are in the questions):

dirty room
lost cash in, me
I'm a dot in place

here come dots
alas, no more z's
eleven plus two

NSL Koppa Unit

World Environment Day—Tree Plantation by the Sr. Management Leaders at Koppa Administrative Block on 5th June 2015



Mr.T.C.S.Reddy, Chief Operations Officer



Mr.Malhari R. Naik, Sr.VP Operations & Unit Head



Mr. Arulappan—Vice President Corporate Tech (Process)



Mr. Jaswinder Singh Cheema, Sr. GM Corp. Tech (Engg)



Mr.P.K.Singh, V.P-Corporate Cane



Group Photo

Always do your Best! What you plant now, you will harvest later!!

The Lawyer

Silly Cross-examination By a lawyer

"Now, your youngest son, the twenty-year old, how old is he?"

"Were you alone, or by yourself?"

"Were you present when your picture was taken?"

"Was it you or your younger brother who was killed in the accident?"

"Did he kill you?"

"How far apart were the vehicles at the time of the collision?"

"You were there until the time you left, is that true?"

"How many times have you committed suicide?"



Reflection
When one speaks unmindfully, one can utter ridiculous speech.

What will you choose?

OPTION 1:

Take a rupee now which will get doubled each day for 30 days.

OPTION 2:

Take Rs. 5 Crore now



Your Answer?

Diet Pyramid

–Shared by Ambesh Babu, Corporate-HR

Fats, oils, and sweets
Use sparingly

Milk, yogurt, and cheese group
2-3 servings

Meat, poultry, fish, dry beans, eggs, and nuts group
2-3 servings

Vegetable group
3-5 servings

Fruit group
2-3 servings

Bread, cereal, rice, and pasta group
6-11 servings

NSL Aland Unit

World Environment Day—Tree Plantation in the Factory Premises on 5th June 2015



Mrs. Annemma Ukali, Cook at Staff Mess retired on 30th June 2015. Photographs of Farewell Function.



Birthday Celebrations @ Corporate



Many Many Happy Returns.....Happy Birthday!



NSL Jay Mahesh Unit

Photographs of Various Training Programs & Activities conducted during June & July 2015



All the employees along with their families get together for Iftar Party hosted at the Guest House



Technical Training Programs conducted in the month of June & July 2015



Mill Roller Puja Ceremony in July 2015



Employee Development Training Programs in June & July 2015

Sugarcane Intercropping: A success story !

Average size of land holdings of Indian farmers is decreasing day by day owing to constant increase in human population. Presently, the proportions of marginal, small and big farmers in the country is 58.0, 18.0 and 24.0 per cent, respectively. Therefore, to meet the demand of food viz; cereals, pulses, oilseeds, vegetables, sugar, etc. for the ever increasing population, raising production of these crops is of utmost importance. Since increasing the area under these crops is not possible due to limited availability of agricultural land, the only option is to increase the crop productivity on the available land. The productivity of land could be enhanced substantially by growing intercrops in the space left between sugarcane rows. Sugarcane crop remains in the field for a year or more and the space between sugarcane rows range from 70 to 90 cm providing ample chance for profuse weed growth which draws huge amount of nutrients and moisture from the soil. Hence, besides suppressing weeds in the inter-row spaces, additional production could be taken by growing suitable intercrops in between the cane rows. Some of the Intercrops have been found to have no/negligible adverse effect on sugarcane yield.

It has been proved by the results obtained at the research stations and demonstrations conducted on farmers' fields that the intercropping with sugarcane is beneficial over the growing of sugarcane alone. Keeping the idea in view, a team of scientists under Institution-Village Linkage Programme (IVLP) thoroughly discussed the prospects of intercropping in sugarcane with the farmers. During the discussion, it came to our notice that the farmers of the area have never taken intercrop with sugarcane. They were apprehensive of yield reduction in both sugarcane and intercrop due to less time available for intercultural operations. Generally, the farmers had been growing sugarcane during spring season or after the harvest of rabi crops i.e. March to May. Farmers felt surprised to know about the benefits of growing sugarcane in autumn season. Scientists explained in detail that 20-25 per cent yield and 0.5 unit sugar recovery are increased by growing sugarcane in autumn in comparison to spring planting sugarcane. Normally, there is no yield reduction in intercrops. The farmers thus, got motivated towards intercropping in autumn planted sugarcane.



Mustard intercropping in sugarcane

In order to instill confidence among farmers, they were brought to the Institute and shown the experiments and demonstrations on intercropping with sugarcane. The farmers got convinced after watching the growth of sugar cane as well as intercrops. Keeping the Principles of Extension, "Seeing is Believing" and "Learning by Doing" in view, six farmers were selected for conducting demonstrations in order to accelerate the adoption of intercropping in sugarcane by the farmers. Since, mustard and peas are extensively grown in the area, these crops were chosen as intercrops with sugarcane. CoPant 90223 and CoS 8432 of sugarcane, Varuna of mustard and Arkel of pea were selected as suitable varieties for intercropping. One row of mustard and two rows of pea were sown in between two rows of sugarcane.

All the operations, from planting/sowing to harvesting of sugarcane/intercropping, were performed in presence of the farmers. Sole sugarcane produced 71.0 t/ha yield, while mustard and pea intercropped with sugarcane gave 0.16 and 0.22 t/ha with 67.0 and 68.0 t/ha sugarcane, respectively, in the demonstrations. Thus, the equivalent cane yield of cane+ mustard (84 t/ha) and Cane + Pea (91.0 t/ha) was found higher by 19.0 and 28.0 per cent over that of the sole sugarcane. Similarly, net return was also higher in cane + mustard (18.0 per cent) and cane + pea (42.0 per cent) than the sole sugarcane.

Thus, important crops of the regions, when taken as intercrops with sugarcane, not only increased the productivity per unit area and time, but also provided mid-season income which eased the burden on the already depleted income of the farmers and provided them with an option for better input management for remaining part of the sugarcane growing season. Neighboring farmers of the area were positively influenced by the results of the demonstrations and they themselves started convincing other farmers for adoption of the technology on larger areas.

(Source: <http://www.iisr.nic.in/download/publications/successstory2-english.pdf>)



Sugarcane after the harvest of intercropped Mustard

NSL TSL Unit

Photographs of Various Training Programs & Activities conducted during June & July 2015



Cash Prizes given to students for top scores in SSLC & PUC



Contribution given to Mass Marriages arranged by Karnataka Rakshana Vedike



Cash award given to the handicapped Student who passed in distinction



Safety Awareness on Personal Protective Equipment and awareness on confined space entry



Unit Head gives Award to Kum. M.V Jansi Meri D/o Mr. Vijaya Kumar (Elect) for Securing Highest Marks in PUC at Taluka Level



Training Program on Electrical Safety & House Keeping



Corporate Learning & Development Programs



In the month of June, Mr.Venkat, Manager - NSL Power has visited our factories to conduct Training Programs. He has conducted two excellently designed programs like '**Winning Through People**' for Asst.Manager & above employees and '**Communication Skills**' for officer category. He has delivered these programs in Jay Mahesh from 10th to 12th; in Koppa Unit from 25th to 27th of June 2015. The feedback of the programs was very good.

In July a need based training intervention was taken up in NSL TSL for the Cane Department employees. The program was conducted for 5 days from 6th to 10th July 2015. The program was facilitated by Mr.Madhav and external faculty Mr.Jagirdar. '**Essentials of Leadership**' program was conducted in NSL Jay Mahesh Unit for HOD's on 30th & 31st and a one day program '**Unleash Your Potential**' was conducted for AM & below category employees. The feedback for all these programs was very good and the participants have received the programs with good participation & learning.

My Declaration of Self Esteem

-Shared by Ashwin Kumar, Sr.Executive—Aland Unit

I am me! I am unique. There's not another human being in the whole world like me -- I have my very own fingerprints and I have my very own thoughts. I was not stamped out of a mold like a Coca-Cola top to be the duplicate of another.

I own all of me -- my body, and I can do with it what I choose; my mind, and all of its thoughts and ideas; my feelings, whether joyful or painful!

I own my ideals, my dreams, my hopes, my fantasies, my fears!

I reserve the right to think and feel differently from others and will grant to others their right to thoughts and feelings not identical with my own!

I will laugh freely and loudly at myself -- a healthy

self-affirmation!

I will have fun living inside my skin!

I own all my triumphs and successes. I own also all my failures and mistakes. I am the cause of what I do and am responsible for my own behavior. I will permit myself to be imperfect. When I make mistakes or fail, I will know that I am not the failure -- I am still O.K. -- and I will discard some parts of me that were unfitting and will try new ways.

(Adapted from Self Esteem by Virginia Satir)

I will remember that the door to everybody's life needs this sigh:

"Honor Thyself, I have value and worth.

I am me, and I am O.K"

NSL KSL Unit

Photographs of Various Training Programs & Activities conducted during June & July 2015

All 5 Units Cane Departments Management Employees Attended to Two Days H & T Work shop on 16/07/2015 to 17/07/2015



All 5 Units Sugar Process Department Management Employees Attended to Two Days Brain Storming Season on 10/07/2015 to 11/07/2015



All department SAP users attended to SAP Budget Training on 02/07/2015, conducted by Corporate SAP Team



Dr.Sridevi, Mahabubnagar District Collector visited our KSL unit as Chief Guest for initiating 'Telangana Harithaharam' on 04/07/2015 , On the same day a Blood Donation Camp was organized in the Unit



Time Management & Stress Mangement Workshop was conducted by Mr.Venkat, Manager-NSL Powers on 20th & 21st July 2015



WTP Department conducted internal training program on Explain Pre & Primary Treatment (07/07/2015) & on Anaerobic Treatment Process (16/07/2015)

Keeper of the Spring

- Shared by Vara Prasad, Corporate-HR

The late Peter Marshall was an eloquent speaker and for several years served as the chaplain of the US Senate. He used to love to tell the story of the "**Keeper of the Spring**," a quiet forest dweller who lived high above an Austrian village along the eastern slope of the Alps.

The old gentleman had been hired many years earlier by a young town councilman to clear away the debris from the pools of water up in the mountain crevices that fed the lovely spring flowing through their town. With faithful, silent regularity, he patrolled the hills, removed the leaves and branches, and wiped away the silt that would otherwise have choked and contaminated the fresh flow of water. The village soon became a popular attraction for vacationers. Graceful swans floated along the crystal clear spring, the mill wheels of various businesses located near the water turned day and night, farmlands were naturally irrigated, and the view from restaurants was picturesque beyond description.

Years passed. One evening the town council met for its semiannual meeting. As they reviewed the budget, one man's eye caught the salary figure being paid the obscure keeper of the spring. Said the keeper of the purse, "Who is the old man? Why do we keep him on year after year? No one ever sees him. For all we know, the strange ranger of the hills is doing us no good. He isn't necessary any longer." By a unanimous vote, they dispensed with the old man's services.

For several weeks, nothing changed.

By early autumn, the trees began to shed their leaves. Small branches snapped off and fell into the pools, hindering the rushing flow of sparkling water. One afternoon someone noticed a slight yellowish-brown tint in the spring. A few days later, the water was much darker. Within another week, a slimy film covered sections of the water along the banks, and a foul odor was soon detected. The mill wheels moved more slowly, some finally ground to a halt. Swans left, as did the tourists. Clammy fingers of disease and sickness reached deeply into the village.



Quickly, the embarrassed council called a special meeting. Realizing their gross error in judgment, they rehired the old keeper of the spring, and within a few weeks, the veritable river of life began to clear up. The wheels started to turn, and new life returned to the hamlet in the Alps.

Never become discouraged with the seeming smallness of your task, job, or life. Cling fast to the words of Edward Everett Hale: "**I am only one, but still I am one. I cannot do everything, but still I can do something; and because I cannot do everything, I will not refuse to do something I can do**" The key to accomplishment is believing that what you can do will make a difference.

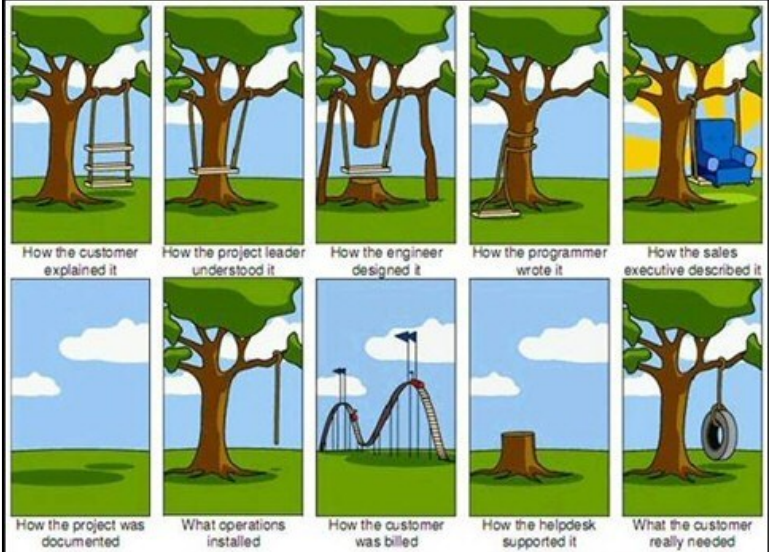
Employees can send Individual performances on the job/Jokes/Events in their personal lives such as Weddings, Birthdays, Achievements of a Son/Daughter in Academics & cultural activities, Nice articles & stories etc.,

Employees send your Contributions, Feedback & Suggestions to madhav.r@nslsugars.com

Fun Zone

Find the Ns.. How many?

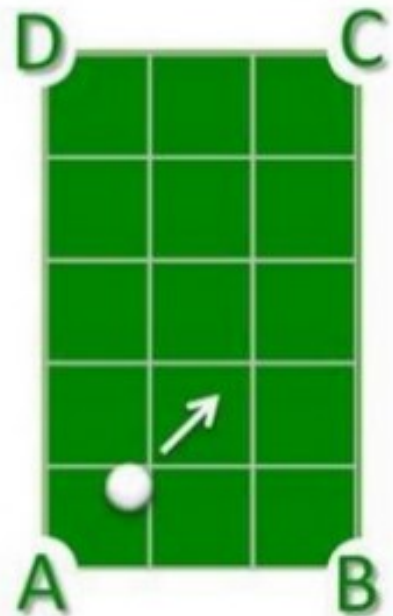
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Answer
This!

A Pool Ball

I strike a pool ball from corner A of the rectangular billiard table at an angle of 45° . In which corner pocket will the ball fall into?





Are you flying with Eagles or Gobbling with Turkeys?

Many people don't realize that their fate as well as their destiny is proclaimed in the people they associate with. Your friends and associates can stimulate you to help you reach your highest potential or they can bring you down.

When we look at birds of the kingdom, we realize that there are significant differences in their lifestyle and associations. We've all heard that "**Birds of a Feather Flock Together**". That's absolutely the truth! And People in many ways are similar. We have a tendency to associate with people who make us feel good or people we are comfortable with, staying within "**Our Comfort Zone**". However, in order to reach your highest potential, you may have to remove yourself from your "Comfort Zone".

Let's take a look at two distinct Birds. The Eagle and the turkey, and examine how they live and communicate.

The eagle is recognized as the "**king of birds**"; by reason of his great size, his remarkable power of flight, and his keenness of vision. The Eagle also builds his home to heights where the atmosphere is always below freezing, and descend to the warm earth almost every day. They have great strength and can kill small mammals, large birds, etc., even though they never slay except to eat. The Eagle is also known to be an intelligent Bird.



Turkeys on the other hand are considered to be bird-brained. They are not as intelligent as the Eagle and in many cases will peck each other to death if they don't receive proper care. Turkeys can be absolute mean at times and can drown in a rain storm. They hear the thunderstorm and usually look up with their mouths open, and after swallowing too much water, they drown.

There is a story about an American Indian who found an eagle's egg and put it into the nest of a prairie chicken. The eaglet hatched with the brood of chicks and grew up with them.

All its life, the changeling eagle, thought it was a prairie chicken, it did what the prairie chickens did. It scratched in the dirt for seeds and insects to eat. It clucked and cackled and flew in a brief thrashing of wings and flurry of feathers no more than a few feet off the ground. After all, that's how prairie chickens were supposed to fly.

Years passed and the changeling eagle grew very old. One day, it saw a magnificent bird far above in the cloudless sky, hanging with graceful majesty on the powerful wind currents, and it soared with scarcely a beat of its strong golden wings.

"What a beautiful bird!" said the changeling eagle to its neighbor. "What is it?"

"That's an eagle - the chief of the birds," the neighbor clucked. "But don't give it a second thought. You could never be like him." So the changeling eagle never gave it a second thought. Throughout its entire life the changeling eagle pride itself as being a prairie chicken and it died thinking it was a prairie chicken. (Story Taken From: The Christophers, Bits & Pieces)

Keep in mind that we have personal differences and very unique gifts that God has given us. And in order to soar like an eagle, we must surround ourselves with Positive experiences and Positive People. Of course, no one wants to end up like the "**Eagle who thought he was a Chicken**". Just as the Eagle, when placed in an inferior environment we become inferior. So not to be inferior or less than what we ought to be, it is imperative that we surround ourselves with people who can help us grow, stimulate us, point us in the right direction, help us up when we stumble, give us hope when we are down, and lead us to God when we are Godless.

At this point, say to yourself I will surround myself with Positive and encouraging people who can help me establish my Self Confidence and build my Self Esteem.

Just to recapture the article, I leave you with a word of advice, never, never, never surround yourself with people that are negative but instead make it a point to surround yourself with people who will encourage you to reach your Highest and Greatest Potential. Now **which do you prefer? Do you want to Soar like an eagle or gobble like a turkey?**

