

October & November 2015

We The People





Inside this Magazine



From the Desk of the Managing Director	Page No. 3
Message from the Management Leadership Team	Page No. 4 - 5
Koppa Unit Photographs	Page No. 6,7 & 10,11
9 Key Qualities of a Leader	Page No. 8 - 9
The Four Tools: Dr.APJ Abdul Kalam	Page No. 12
KSL Unit Photographs	Page No. 13
I Can Make It Happen	Page No. 14
Aland Unit Photographs	Page No. 15
TSL Unit Photographs	Page No. 16 - 19
New Joiner's— Welcome to the Sugar Family!	Page No. 20 – 21
KSL Unit Photographs	Page No. 23
The Inspirational Story of Alibaba Founder	Page No. 24 - 25



From the Desk of the Managing Director



Greetings!

I believe everyone has celebrated the festive months of October & November, which brought two big festivals...Dusheera and Diwali. These festive months also brought the sugarcane harvesting season and kept us all busy in operational planning for commencement of crushing in all our plants. It is good to see that Tungabhadra, Krishnaveni, Aland & Jay Mahesh Units have performed religious ceremonies for commencement of crushing. All our units have started sugar production and doing well!

The Indian Sugar production in the last two months, till November 30th rose by 24% compared to last year and has touched 23.60 lakh ton, as predicted earlier. So, India is all set to produce surplus sugar for the sixth straight year at 26-27 million tonnes in this marketing year. The Government of India has made it mandatory for the sugar mills to export minimum 4 million tonnes this year to liquidate surplus stocks.

Coming to prices, we still have a bitter challenge to fight. The ex-mill sugar prices which have fallen to a 6-7 year low have improved by Rs.4-5 per kg, but the rates are still down by Rs.5-6 per kg when compared to the production costs. In this scenario, it is very essential to all of us to achieve optimal operational efficiencies by reducing wastage, spillage and breakdowns. We must also reduce harvesting losses and wastages. The leaders of each unit must encourage employees towards achieving Total Operational Efficiency.

The coming months demand complete goal oriented behavior from all of us and we must be committed to deliver our best. I once again assure that the Units will get best support from the Corporate Team.

I wish you all the best!

Ravindra S Singhvi



Message from the Management Leadership Team

Greetings!

It is indeed and really my great pleasure and happiness to have this opportunity to address you all through our “We the people” magazine.

I have recently joined as a new member of vibrant NSL SUGAR family and became one among our “we the people”. I remember the day when I was inducted in to this family and had come across the previous publication of such picturesque showcase of historical events, moments and happenings. It is a great source of inspiration and motivation for participating motivational forces.



After restarting my working career here, I have been associated with very effective, qualitative and high spirited youth work force filled with enthusiasm and ability to do, which inlets proper guidance and channelization for positive-ness. In results, inculcate opportunities for team building, molding and integrating with organization interest, spirit and requirements. By now, I have also visited two of our units situated at Koppa and Aland and also met various officials of other units at our Corporate Office on various occasions. It has really provided me a very good feeling and sweet fragrance of WE THE PEOPLE's positivity, constructiveness, collectivity, unity, similarity and togetherness.

Having this platform of opportunity, I would like to share something of my feelings out of my long working experience.

The remedial solution for all problems is “thought-action-results thereof”. In other word, I submit that proper thinking, appropriate & wise action and derived result there from. Analytically, all these aspects are interrelated, inter linked, have cause & effect relation and sequenced serially. The binding thread is so strong that one element cannot come up without the other and its existence is at null and void either positively or negatively, directly or indirectly.

In our day to day life we face various problems. These problems may be personal & isolated or societal or wider through global. The individual problems may be due to health, emotions, children, career, marriage, relationships and others etc. Similarly, the global problems may be poverty, social unrest, terrorism, corruption, unemployment, illiteracy and others etc. All these problems are often being cause of our



pain and sorrow. An honest and detailed analytical process will lead us for proximate conclusion – lacking in proper thinking and appropriate action. Of course, both these aspects heavily dependent on external factors and environments.

Wrong and negative thoughts generates impaired and defective vision of the worlds and chaotic relation with it. It leads to disappointment, frustration and false expectations at every step of our life. These are cropping and caught in mesh of wrong thinking. But many choose to suffer rather than to think. The only remedial measure to solve these emergent' s are improved and positive thinking which can make the world better place to live in and mend our homes.

In order to have clear vision of life, one should think right and proper, having removed barriers of pettiness. Let us think big. Big thinking can be achieved by conceiving them in mind. We could think to fly like birds; the first flying machine was invented. We thought to reach at moon and we landed there. Our thought alone can bind and free us and can also make small or big. Let us break this bondage of narrow, limiting thought and think big.

Big thinking should not be restricted to individual or isolated level it should also encompass global'ity. Here I would like to cite a version of a Odisha based great tribal saint (Late Sri Bhima Bhoi) - *“let my life laid to rest in the hell, but the world get saved”*

Big thinking to be intertwined with wise and positive actions –plan out your work and work out your plan. To act wisely is to act with proper understanding and good attitude. Keeping the head calm and balanced, one should act efficiently to show results. The results be seen in the transformation of our personality. We should strive to become better human beings. Our purity, efficiency and wisdom should steadily grow. The result of our work should also be seen in our environment. The team of people with whom we work should become integrated and happy. The work should lead to harmony, beauty and prosperity in our organization as well as in our society.

Let us use all available opportunities to harness our inner potential, to learn to overcome all barriers in our thinking. Use opportunities to learn the secret of right action. Finally, get inspired and achieve greatness through- Think Big, Act wisely and Show results.

Hope and believe that, the above expressions will inspire and impact upon you.

With warm and best regards,

Madhusudan Padhy, Vice President (F&A)



Koppa Unit - CSR Medical Camp



As part of CSR for the Welfare of Villagers, Koppa Unit has organized a Free Health Check-up Camp. The Camp was conducted by the Doctors from Medical College of Mandya. 189 villagers were benefitted by this camp and free medicines were distributed by our company.





Koppa Unit - Ayudha Puja





9 Key Qualities of a Leader

- Written by Jitendra Sharma, VP-HR

Being a leader becomes every one's ambition. People think that being in that position gives them freedom and that they feel better and greater. Some people think that becoming a leader will give them that power to make them feel important. And some think that they can dictate orders and satisfy their ego. All these thoughts are incorrect.

Only a few leaders realize that leadership brings a great responsibility. It is more of a people leading role than a people praising role. There are so many challenges in leading people and one must master the skills required to lead the people to achieve the goals of the business, goals of the people and ultimately self-goals.

With experience I learnt that the below nine qualities are essential to become a good leader.

#Quality 1 - Be Passionate

History proves us that people will go to the ends of the earth; they do anything for you because you inspire them with your passion. Your passion will inspire them to take up new challenges. When you talk about your vision for the company, your objectives & goals your passion should be shining through your eyes. If you don't have passion in what you do you will not be able to ignite the fire in their bellies. Without passion you just cannot become a great leader.

#Quality 2 - Don't Boss People

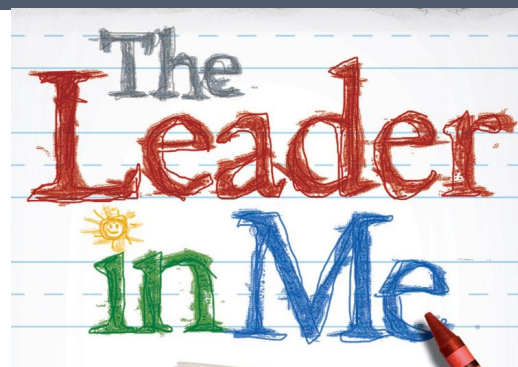
I was very young when I stepped into a leadership role. In all the earlier years of my career I have seen few leaders Self-aggrandizing. But with experience I have learnt that it is a big mistake. People will not follow the one who shouts, easily gets irritated and who loses patience quite often. On the contrary, people follow when you give respect and be friendly with them. I advise that you show some concern about their feelings, needs and grievances. Spending some time daily with them will help you understand them better; it will also increase their self-esteem and their sense of belongingness. Make your team member feel important.

#Quality 3 - Set Expectations

In the beginning of your acquaintance with your team, I mean when they have joined your team, you must set some expectations. You should first tell what you want from them and how you wish them to work. Then, also ask them if they are ready to share what they expect from you. This mutual setting up of expectations will help reduce so many unwanted conflicts in the future and also will help in working along the lines. Setting expectations upfront is also a critical leadership tool of success.

#Quality 4 - Give Freedom

You delegate work appropriately. Delegating work will increase your employee's confidence and skills. Don't try to micro manage or don't try to spoon feed them. Give them a task and give them great deal of freedom. Tell them that they can reach you if they need guidance. Let them do small mistakes and learn from their mistakes. This is a very good tool to develop your people. They will learn to take ownership and complete responsibility. Giving freedom will allow them learn new things, ideas, concepts and gives them a sense of accomplishment.





#Quality 5 - Trust your People

Trust is very important, most crucial in leadership. Take your time to understand a person but put your trust in them. And make them trust you. On mutual trust you can build bigger and better teams. Once you have placed your trust never do anything that shows them a sign of distrust. And, if you find someone breaking that trust, don't let them be in your team. Trust is the utmost important value that you should protect.

#Quality 6 – Recognize Achievements

Every employee wants to achieve something and get recognized. You too were an employee before who wished that achievements were recognized. But only a few leaders do this. There is absolutely no harm in appreciating someone for a good work; it doesn't cost you much though. Recognizing and rewarding are very effective tools to boost your employee's confidence and enthusiasm.

#Quality 7 – Give Feedback

Feedback is a very important tool in leadership. Instead of waiting for one full year to give feedback to your employee on his performance, and give some surprises, give timely feedback to your people. Ideally, every three months you should give feedback on their performance and areas for improvement. This will help the employees to focus on their areas of improvement. You are giving them a chance to increase their performance efficiency. Your feedback should be candid & constructive. Never give your feedback in hurry. Fix a time slot, inform your employee to get ready. During the feedback session keep your phones off the hook, tell your receptionist not to disturb you and focus on the employee's scope for development.

#Quality 8 – Take Feedback

A great leader is not afraid of taking feedback. Few think that asking feedback will make them weaker. But responsibility of a leader is not only to give feedback but must also take feedback. When you are finished with giving feedback ask your employee if he/she would like to give feedback on your leadership. This will not only give inputs on your areas of improvement but will also enhance your relationship with them. Sometimes we will get caught up in a delusion that whatever we do will be correct. We must overcome such delusionary thoughts and try to know what the other side of the coin looks like.

#Quality 9 – Be a good Role Model

Walk the talk, do whatever you preach. You must be disciplined, sincere and punctual. Whatever you would not want them to do should not be done by you. You must follow the rules so that your team is honest in following the laid rules. You are no exception because you are a leader. You too are a team member and you wouldn't want to become a spoilsport.

As John Quincy Adams rightly stated, if your actions inspire others to dream more, learn more, do more and become more, you are a LEADER.





Koppa Unit - Training Programs



Operation of Fire Extinguishers & Fire Wet Drill training programme conducted for Security personnel on 09.10.2015



Essentials of Leadership (Covering Interpersonal Skills) training programme conducted for Dy.HOD's & HOD's by Mr. Phani Madhav on 15.10.2015 & 16.10.2015.





Koppa Unit - 60th Karnataka Rajyotsava





The Four Tools: Taught by Dr. APJ Abdul Kalam –written by Phani Madhav, L&D

Dr. APJ Abdul Kalam, the 11th President of India, the leader behind the development of India's Missile System, the leader who expanded the India's Space Programme, the teacher who ignited the minds of over 19 million youth, the writer who authored as many as seventeen books that inspired the youth and a great human being who will continue to inspire millions of people, the great teacher and leader, the most revered figure and is most adored by everyone. He was the recipient of three of India's highest civilian awards – Padma Bhushan, Padma Vibhushan and Bharat Ratna.

He delivered several speeches addressing the youth. In one such speech he gave 'Four Tools' that are most essential to become unique and successful person. He disclosed them to the students but I strongly believe that they are not just meant for the students but are meant for everyone whose ambition is to become successful.

The four tools the '**Teacher**' mentioned could seem to be very simple but, they are very powerful tools. A man with abundant experience and success in life stressed the importance of these tools. We must listen to the voice of those who are wise and great because that voice comes not from the edge of the tongue but from the depth of their heart that filled profound experiences and great satisfaction of accomplishment. Through the rest of the article you would find me addressing Dr. APJ Abdul Kalam as '**Teacher**' because I believe that it is very much pertinent.

#Tool 1 – Set Goals The teacher said that every one of us should 'set goals'. Not just some small goals but set bigger goals. He said that setting small goals is a crime. He meant that we should dream the impossible if we want to become unique and successful. When the Teacher was ten years old, he was inspired by his science teacher and he 'set his goal' that he wanted to fly. This was not achieved because he could not clear the physical exam to become a pilot. But after becoming the President of India, when the Chief of Air Marshall came up to him he mentioned about his dream that was not fulfilled. The air chief asked him to go through the training and later he finally succeeded in flying for 30 minutes. This way he made his bigger goal achievable. Observe that a goal when was set it will drive you till you achieve it. So, the teacher inspires us to set goals that are bigger.

#Tool 2 – Acquire Knowledge Continuously The teacher is asking us to make learning a continuous process in our lives. Setting goals alone will not help, we must also have profound knowledge on what we wanted to achieve. In one of his famous quotes he said, "Learning gives creativity, creativity leads to thinking, thinking provides knowledge and knowledge makes you great". So, the second tool insists us to acquire knowledge incessantly by all means.

#Tool 3 – Hard work with Dedication The teacher is asking us to do hard work with dedication. His life presents us enough proof to make us believe that hard work pays. He said that "efforts never die" and there is no end to working. The teacher had to sell newspapers for supporting his family, he had to face several adversities, several failures but regardless of all these hardships he did not quit working hard with love and passion. Working and working hard with dedication are two different things. In dedication there is love and passion. Everyone works for a living but a person whose heart is filled with an ambition works with love & passion. That person never even complains about the hard work but embraces the opportunities that come along.

#Tool 4 – Perseverance The teacher compels us to move forward in our journey dealing with difficult situations and hardships. He talked very intricately about the importance of 'Perseverance'. His life, again, illustrates the importance of this tool. In his autobiography 'Wings of Fire' the teacher told several difficult situations that tried to break his willpower. In one of his quotes he said "Failure will never overtake me if my definition to succeed is strong enough". He also said that 'man needs difficulties in life because they are necessary to enjoy the success.'

Perseverance is most important tool among the other three because if you quit in the mid-way all your efforts, hard work will become a vain attempt. The teacher stated that if you fail, never give up because FAIL means '**First Attempt in Learning**'.

The above mentioned four tools are from the life and achievements of the great teacher. They could not be wrong unless we go wrong in understanding & endeavors. "I have taken '**The Teacher**' to number of my training sessions where he inspired and motivated my participants with his four tools". May his inspiration shine through the eyes of every human being striving with determination for success and bliss!



KSL Unit - Cane Crushing Puja





I Can Make It Happen

History abounds with tales of experts who were convinced that the ideas, plans, and projects of others could never be achieved. However, accomplishment came to those who said, "I can make it happen."



The Italian sculptor Agostino d'Antonio worked diligently on a large piece of marble. Unable to produce his desired masterpiece, he lamented, "I can do nothing with it." Other sculptors also

worked this difficult piece of marble, but to no avail. Michelangelo discovered the stone and visualized the possibilities in it. His "I-can-make-it-happen" attitude resulted in one of the world's masterpieces - David.

The experts of Spain concluded that Columbus's plans to discover a new and shorter route to India was virtually impossible. Queen Isabella and King Ferdinand ignored the report of the experts. "I can make it happen," Columbus persisted. And he did. Everyone knew the world was flat, but not Columbus. The Nina, the Pinta, the Santa Maria, along with Columbus and his small band of followers, sailed to "impossible" new lands and thriving resources.



Even the great Thomas Alva Edison discouraged his friend, Henry Ford, from pursuing his fledgling idea of a motorcar. Convinced of the worthlessness of the idea, Edison invited Ford to come and work for him. Ford remained committed and tirelessly pursued his dream. Although his first attempt resulted in a vehicle without reverse gear, Henry Ford knew he could make it happen. And, of course, he did.

"Forget it," the experts advised Madame Curie. They agreed radium was a scientifically impossible idea. However, Marie Curie insisted, "I can make it happen."

Let's not forget our friends Orville and Wilbur Wright. Journalists, friends, armed forces specialists, and even their father laughed at the idea of an airplane. "What a silly and insane way to spend money. Leave flying to the birds," they jeered. "Sorry," the Wright brothers responded. "We have a dream, and we can make it happen." As a result, a place called Kitty Hawk, North Carolina, became the setting for the launching of their "ridiculous" idea.

Finally, as you read these accounts under the magnificent lighting of your environment, consider the plight of Benjamin Franklin. He was admonished to stop the foolish experimenting with lighting. What an absurdity and waste of time! Why, nothing could outdo the fabulous oil lamp. Thank goodness Franklin knew he could make it happen.



You too can make it happen!

- contributed by Vijay Mahantesh, Manager-HR, TSL



Aland Unit



A Tragedy? Or A Blessing?

Years ago in Scotland, the Clark family had a dream. Clark and his wife worked and saved, making plans for their nine children and themselves to travel to the United States. It had taken years, but they had finally saved enough money and had gotten passports and reservations for the whole family on a new liner to the United States.

The entire family was filled with anticipation and excitement about their new life. However, seven days before their departure, the youngest son was bitten by a dog. The doctor sewed up the boy but hung a yellow sheet on the Clarks' front door. Because of the possibility of rabies, they were being quarantined for fourteen days.

The family's dreams were dashed. They would not be able to make the trip to America as they had planned. The father, filled with disappointment and anger, stomped to the dock to watch the ship leave - without the Clark family. The father shed tears of disappointment and cursed both his son and God for their misfortune.

Five days later, the tragic news spread throughout Scotland - the mighty Titanic had sunk. The unsinkable ship had sunk, taking hundreds of lives with it. The Clark family was to have been on that ship, but because the son had been bitten by a dog, they were left behind in Scotland. When Mr. Clark heard the news, he hugged his son and thanked him for saving the family. He thanked God for saving their lives and turning what he had felt was a tragedy into a blessing. - contributed by Vara Prasad, Corporate-HR



TSL Unit—Awareness on Snakes & Snake Bite First Aid Program





TSL Unit Cane Crushing Puja Photographs



Sugarcane Crushing Puja



TSL Unit - Karnataka Rajyotsava Celebrations



DO IT NOW!

SOMETIMES

'LATER'

BECOMES

'NEVER'



TSL Unit - Training Programs



Photograph 1: Technology Awareness Program; 2: SAP Training; 3: Awareness on Workplace Injuries; 4: Fire Mock Drill; 5: Mock Drill; 6: Fire Safety Awareness



Welcome to the New Joiners!



Mr. Ninganagouda Belli has joined us on 28-September-2015 as Assistant General Manager (HR & IR) based at Aland Unit, Distt Gulbarga. He will be functionally reporting to Vice President HR and administratively reporting to Unit Head- Aland.

Mr. Ninganagouda has done his MSW from Shivaji University, Maharashtra. He brings with him more than 15 years of hands on experience in HR, Industrial Relations and Administration functions. Prior to joining us he has been associated with M/s Shree Renuka Sugars Ltd, Munoli, M/s Fenesta Building Systems Ltd, Bangalore, M/s Kirloskar Ferrous Industries, Koppal, M/s Visaka Industries Ltd, Tumkur & M/s Milestone Aluminium Company Pvt Ltd, Bangalore. Some of Mr. Ninganagouda core competencies are Industrial Relations, Union Management, Statutory Compliances, Public Relations & Liaisoning with Government and Non Government Bodies, Payroll Management and General Administration.

Mr. Ravikumar K has joined us on 06-November-2015 as Manager (Electrical) based at TSL Unit. He will be reporting to Sr. General Manager (Unit Head).

Mr. Ravikumar has completed his Bachelor of Technology in Electrical from Rajasthan University. He brings with him more than 18 years of specific hands on experience in Erection & Commissioning, Operation & Maintenance of Sugar, Power & Cement plants. Prior to joining with us he has been associated with M/s Pearl Bottling (A Division of Pepsico), Vishakapatnam, M/s Reliance Power Ltd, Madhyapradesh, M/s Maweni Limestone Ltd, Tanzania, M/s Lafarge Cement Ltd, Nigeria, M/s RCL, Vishakapatnam & M/s Suddalagunta Sugars, Srikalahasthi. Some of Mr. Ravikumar core competencies are Erection & Commissioning, Operation & Maintenance, Open Access with IEX & Liaisoning with Government Bodies.



Mr. Ganapathi Subramanian K has joined us on 12-October-2015 as Sr. Manager (F&A) based at Koppa Unit, Distt. Mandya. He will be functionally reporting to Sr.DGM (F&A) at Corporate & Administratively reporting to Unit Head.

Mr. Ganapathi has completed B. Com from Bharathidasan University, Trichy, Diploma in Master of Business Administration (Finance) from Hindustan Correspondence College & Diploma in Master of Accounts from Hindustan Correspondence college, Erode. He brings with him more than 24 years of hands on experience in Finance & Accounts Function. Prior to joining with us he has been associated with M/s Rajshree Sugars & Chemicals Ltd, Theni, M/s Ambika Sugars Ltd, Chunchunkatte, M/s ICL Sugars Ltd, Makavalli, M/s Aruna Sugars & Enterprises Ltd, Pennadam & M/s Shree Mahadeshwara Sugar Mills Ltd, Kothur. Some of Mr. Ganapathi core competencies are Finalization of Accounts, Indirect Taxation, Statutory Compliances, Budgeting, Costing, MIS & General administration.

Mr. Chandrasekhar Reddy has joined us on 09-Nov-2015 as Assistant Manager (Purchase) based at KSL Unit. He will be reporting to HOD (Purchase & Stores) at Unit.

Mr. Chandrasekhar has done Bachelor of Arts from BRAOU & PGDMM from AIIMS, Chennai. He brings with him more than 12 years of hands on experience in handling Procurement function. Prior to joining us he has been associated with M/s Kakatiya Cement Sugar Industries Ltd, Hyderabad, M/s Buildmate Projects Pvt Ltd, Hyderabad, M/s Bharathi Cement Corp Pvt Ltd, Hyderabad & M/s Rain Cements Limited, Hyderabad. Some of Mr. Chandrasekhar core competencies are Procurement of Consumables & Spares, Materials Management, Vendor Management & SAP.





Mr. Bhargav Ram has joined us on 16-September-2015 as Officer (Costing & MIS) based at TSL Unit. He will be functionally reporting to DGM (Budget, Costing & MIS) at Corporate level and Functionally & Administratively reporting to HOD (F&A) at Unit level.

Mr. Bhargav is a semi qualified Cost Accountant from CMA - Kolkata. He brings with him more than 5 years of hands on experience in Finance & Costing Function. Prior to joining with us he has been associated with M/s Synthite Industries Ltd, Medermetla, M/s Mitros Chemicals Pvt Ltd, Hyderabad & M/s Bhagyasree Builders, Secuderabad.

Some of Mr. Bhargav core competencies are Product Costing, Variance report working working on cost control and cost reduction and preparation of cost sheets & MIS.

Mr. Adinath D has joined us on 30-September-2015 as Senior Officer (HR & Amin) based at Aland Unit, Distt Gulbarga. He will be functionally reporting to AGM (HR & IR).

Mr. Adinath has done his MSW from Mangalore University, Karnataka. He brings with him more than 4 years of hands on experience in HR and Administration functions. Prior to joining us he has been associated with M/s Olam Agro India Pvt. Ltd. & M/s Shree Renuka Sugars Limited.

Some of Mr. Adinath core competencies are Attendance management, general administration, time office, Laisioning, and Payroll Management.



Mr. Amit Kumar Mishra has joined us on 09-November-2015 as Executive (SAP - MIS) based at Corporate Office, Hyderabad. He will be reporting to Vice President (Corporate Cane) at Corporate Office.

Mr. Amit Kumar has done his B.Tech (Mechanical) from Biju Patnaik University of Technology, Rourkela. He brings with him more than 4 plus years of hands on experience in SAP (MM) Function. Prior to joining with us he has been associated with M/s Reena Infotech, Hyderabad.

Some of Mr. Amit Kumar's core competencies are SAP Configuration, Inventory Management, Master Data maintenance, End User Support, BBP Sign Off, LSMW and invoice verification.



Mr. Umamaheswaraiah G has joined us on 26-Nov-2015 as Sr. Manager (Engineering) based at KSL Unit. He will be reporting to Sr. DGM (Engineering) at KSL Unit.

Mr. Umamaheswaraiah has done his Bachelor of Technology in Mechanical from SK University, Anatapur & BOE from AP Director of Boilers. He brings with him more than 17 years of specific hands on experience in Erection & Commissioning, Operation & Maintenance of Cogen & Power plants. Prior to joining with us he has been associated with M/s ASK Energy Ltd, Pune, M/s SBQ Steels Ltd, Nellore, M/s Chettinad Cement Corporation Ltd, Chennai, M/s Lanco Industries Ltd, Srikalahasthi, M/s Saro Power Ltd, Hyderabad & M/s Rayalaseema Green Energies Ltd, Kurnool.

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



Mr.Vignesh has joined us in Koppa as Tr.Engineer (Electrical)



Mr.Shivakumara M.H has joined us in Koppa as Jr-Engineer (Electrical)



Mr.Shivakumara M.H has joined us in Koppa as Jr-Engineer (Electrical)



Mr. S. Harikrishnaprasad has joined us as Executive Assistant to Vice President at NSL Sugars Ltd – Aland Unit II on 16th Nov 2015.



Mr. Kiran Kumar K T has joined us as Assistant Engineer - Electrical department at NSL Sugars Ltd – Aland Unit II on 18th Nov 2015.



Mr. Maruti Jadhav has joined us as Field Assistant - Cane at NSL Sugars Ltd – Aland Unit II on 24th Nov 2015.



Mr. H P Anil Assistant General Manager – Cane has transfer from NSL Sugar Ltd TSL Unit to NSL Sugars Ltd – Aland Unit II reported 16th Nov 2015.

English Joke—Old Dogs!

-contributed by Ambesh Babu



An old Doberman starts chasing rabbits and before long, discovers that he's lost. Wandering about, he sees a panther stalking him in the bushes.

The old Doberman thinks, "Oh, oh! I'm in trouble now!"

Noticing some bones on the ground close by, he immediately settles down to chew on them with his back to the approaching cat, and just as the panther is about to leap, the old Doberman exclaims loudly,

"Boy, that was one delicious panther! I wonder, if there are any more around here?"

Hearing this, the young panther halts his attack in mid-strike, a look of terror comes over him and he slinks away into the trees.

"Whew!," says the panther, "That was close! That old Doberman nearly had me!"

Meanwhile, a squirrel who had been watching the whole scene from a nearby tree, figures he can put this knowledge to good use and trade it for protection from the panther. So, off he goes.

The squirrel soon catches up with the panther, spills the beans and strikes a deal for himself with the panther.

The young panther is furious at being made a fool of and says, "Here, squirrel, hop on my back and see what's going to happen to that conniving canine!"

Now, the old Doberman sees the panther coming with the squirrel on his back and thinks, "What am I going to do now?," but instead of running away, the dog sits down with his back to his attackers, pretending he hasn't seen them yet, and just when they get close enough to hear, the old Doberman says ...

Where's that squirrel? I sent him off an hour ago to bring me another panther!"

Moral of this story... Don't mess with old dogs... Age and skill will always overcome youth and treachery! Bullshit and brilliance only come with age and experience. Of course, I am in no way insinuating that you are old, just 'youthfully challenged', but you did notice the size of the print, didn't you?



KSL Unit - Training Programs





Jack Ma - The Inspirational Story of Alibaba Founder - contributed by M.A.Khan, Jay Mahesh

Jack Ma is the founder of the E-commerce giant Alibaba and is a stakeholder at Alipay, its sister company which is an e-payment portal. He is now officially the richest man in China with an estimated net worth of \$25 Billion, on the back of the recent world record \$150 Billion IPO filing of his company. Given all of this, Jack Ma only holds a 7.8% stake in Alibaba and a 50% stake in Alipay. Alibaba and Jack Ma, although are not household names out of China, you must know that Alibaba is worth more than Facebook, and processes goods more than eBay and Amazon combined!

This might be beginning to seem like the story of an arrogant and rich billionaire who hasn't seen the dark. But don't be mistaken by the numbers that you see above, they can fool anyone. Although as simple as it may sound, Jack Ma has had it hard in his life to get to where he is today. A true rags-to-riches story and definitely a one which will inspire you even in your darkest days.



Ma Yun a.k.a. Jack Ma is one of those self-made billionaires with humble beginnings. Jack Ma was born in Hangzhou, located in the south-eastern part of China. He was born and raised along with an elder brother and a younger sister during the rise of communist China and its isolation from the Western regions. His parents were traditional Musicians-Storytellers and they didn't make enough to be even considered as middle class during those days.

Jack, after graduating with a Bachelor's degree in English, worked as an English teacher at Hangzhou Dianzi University with a pay of \$12 a month! Now here comes the part where it gets more interesting, even before he has received that degree and became an English teacher.

Jack Ma as an extremely lucky bloke who just became a billionaire in a snap. But it is safe to know that Rejections are synonymous with Jack Ma. You wouldn't believe the number of times this man has been rejected and failed.

In his early childhood, Jack Ma Failed in his Primary School examinations, not once, but Twice! He Failed Thrice during his Middle School exams. When applying to universities after his High school, Jack failed the entrance exams thrice, before finally joining Hangzhou Normal University. He even applied and wrote to Harvard University ten times about being admitted – and got rejected each time. This was only during his education!

During and after his Bachelor's degree Jack tried and failed to get a job at a multitude of places. After spending three years to get into a University, Jack failed to land a job after applying to them 30 times! He recollects in his interview, "When KFC came to China, 24 people went for the job. Twenty-three people were accepted. I was the only guy who wasn't." He also one of the 5 applicants to a job in Police force and was the only one getting rejected after being told, "No, you're no good."



Also, on his Entrepreneurial undertakings, Jack Ma went on to fail on two of his initial ventures. But that didn't stop him in any way of dreaming bigger.

Down, but not Out!

In one of his interviews, when asked about his rejections, this is what he had to say, "Well, I think we have to get used to it. We're not that good." Overcoming the pain of rejections and treating rejections as opportunities to learn and grow was what Jack Ma made of it.



After finally coming to terms with all of his rejections and failures, Jack Ma visited US in 1995, for a Government undertaking project related to the building of highways. It was then that Jack Ma was first introduced to the Internet and Computers. Computers were pretty rare in China then, given the high costs associated with them and Internet or E-mails were non-existent. The first word he searched on the Mosaic browser was 'Beer', and it popped

out results from different countries, but signs of China anywhere. He then searched 'China' and not a single result popped out! He decided it was time for China and its people to get on the Internet.

Finally, after persuading 17 of his other friends to invest and join him in his new e-commerce startup – Alibaba, the company began from his apartment. Initially, Alibaba didn't had a single penny in investment from outside investors, but they later raised \$20 Million from SoftBank and another \$5 Million

from Goldman Sachs in 1999. Building trust among the people of China that an online system of payment and package transfers is safe was the biggest challenge Jack Ma and Alibaba faced, a challenge that Jack will cherish for his lifetime.

Having started his first successful company at the age of 31 and even after never having written a single line of code or selling something to anyone, Jack Ma runs one of the biggest E-commerce networks in the world. The company went on to grow rapidly, expanding all across the world, quickly growing out of its China shell. Only second to Walmart now in terms of sales per year, Alibaba has become the E-commerce giant that Jack Ma has envisioned for it.

Believing in yourself, Being Persistent in the face of adversities and treating rejections and failures as opportunities to propel yourselves ahead is what Jack Ma's extraordinary life speaks out to the world.

Lessons to learn from Jack Ma's story

- 1) **Its possible!** : Its possible to start from scratch and become a billionaire (not just a millionaire). Jack Ma is another example of people who started from below zero and made it to the list of richest people in the world.
- 2) **It can be done fast** : Its not a rule but it can be done fast. Jack ma achieved success at his late thirties (quite a young age) and he got many of his awards at his early forties.
- 3) **When the dream is big enough facts don't count** : Ma was living a tough life, he didn't have the luxury of having a car or a bank account but he proved to the world that resources won't matter if the dream was big enough.

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