

December 2009

MINDA

Times

Volume 4 Issue 4

QUARTERLY NEWSLETTER OF THE MINDA FAMILY

QUALITY & INNOVATION
KEEPS US AHEAD



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TETE-e-TETE

In all of us there is a child and a teacher, we need to play both the roles - as a child always willing to question, listen and learn. And as a mentor guide our juniors to train and develop them.

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DISCLAIMER: The views expressed in the articles are of the writers. MINDA TIMES is not responsible for it.

Dear Friends,

Here we are back with a new edition of Minda Times. It has just been a few months that I have joined here and I assure you that I was never new to this place. Bringing out this edition has been an enriching experience. I have interacted with almost all departments of the company both in India and overseas. I have felt the same warmth and affection.

When I started this endeavour I never thought what was ahead. I just began to compile the information I got and while doing so I unknowingly became a part of this extended family. I was overjoyed at the achievement of my co-workers and colleagues, and I was pleasantly surprised at the strong bonding they all shared.

I learnt to see from their point of view and came back richer and informed. No flab no flowery language but few words that come from the heart and touch our souls.

I remember a quote by Orison Swett Marden which I would like to share with you it says "Success is not measured by what you accomplish but by the opposition you have encountered, and the courage with which you have maintained the struggle against overwhelming odds".

I take this opportunity to bring to you a new look of Minda Times. Our new section trivial trivia mostly to be used as fillers will cover a new topic every time in this issue it is Strawberries !

We will also wait for your comments. Please enrich us with your valuable suggestions to make it better and more interactive.

Hope you enjoy reading this as much as I enjoyed bringing it to you!

Cheers and happy reading!!

ANIL BATRA

from the editor's desk

FROM THE CHAIRMAN'S DESK

GOOD TIMES AND BAD TIMES DO NOT LAST LONG. SO THE BASIC LEARNING IS THAT IN GOOD TIMES YOU NEED TO PLAN FOR BAD TIMES AND VICE-VERSA. THE CAPABILITIES LIE IN FORESEEING THE DIP MUCH EARLIER AND SWIFTLY ACT IN TAKING REMEDIAL ACTION

- ASHOK MINDA
CHAIRMAN, MINDA GROUP



Dear Friends,

I take this opportunity to wish you and your families a happy and prosperous new year. After going through one of the most tumultuous years in the history, in 2009 the global auto industry has been radically altered. Besides, difficult lessons in financial and operational restructuring, the past year's travails offered a valuable commentary about the relationship between national economic well-being and the performance of the automotive industry.

The need of the hour is to continuously maintain a 360 degree perspective of the industry, to support the critical decision making process. Besides, to remain in the competition, we should be willing to employ best practices and adopt an integrated industry approach to accelerate growth. Practicising these systems will automatically help organizations align their employees with their mission. A better communication pattern will be established with the employees enabling them to support the management at all times.

One more thing, be innovative, for it is said that innovation distinguishes between a leader and a follower. So in this world of cut-throat competition if you have to survive you have to grow and keep on innovating. You also have to maintain the quality and be a yardstick of quality. The economy is reviving, the markets are opening up and we have lots to accomplish. The auto sector will chart a new growth graph. The Indian auto industry is likely to see a healthy growth in 2010. We will also see the increased presence of global auto majors in the country.

German car major Audi will start assembling its sports utility vehicle Audi Q5 from mid-2010. Ford India commenced commercial production of its compact car Figo, and diesel and petrol engines at a new factory in Chennai. Japanese major Nissan has decided to shift the entire production of its small car, Micra, from the UK to India. After production of the Micra begins here, Nissan plans to manufacture four more models in India. Volkswagen has set a target to localise production in India to about 80 per cent in 2-3 years from the current levels of almost 50 per cent as it seeks to offer cars at more competitive prices.

So the opportunities are vast or shall I say the sky is the limit! In the past too we have been innovating new product line and we hope to continue with the same in this year too.

Looking forward to moments of success with you all.

Sincerely Yours,

ASHOK MINDA
CHAIRMAN

प्रिय मित्रो,

साल २००९ ऑटो इंडस्ट्री के लिए बेहद अशांत रहा, भविष्य में सचेत रहने के लिए यह साल हम सबको सचेत भी कर गया।

बात मौजूदा दौर की करें तो अब हमें हर क्षण ३६० डिग्री का दृष्टिकोण अपनाने की जरूरत है। साथ ही प्रतिस्पर्धा में बने रहने के लिए नए प्रयोगों के साथ हमें इंडस्ट्री की एकीकृत अप्रोच और मॉडल को अपनाना होगा, जिससे कि विकास की गति को और अधिक तीव्र किया जा सके। यदि हम इन सिद्धांतों का पालन करते हुए काम करते हैं तो न सिर्फ हमारे संगठन बल्कि तमाम कर्मचारियों और अधिकारियों को भी सहूलियत होगी और हम अपने मिशन में कामयाब हो सकेंगे। एक और अहम बात यह है कि हम सभी को इनोवेटिव होना होगा, नई सूचनाएं, जानकारियां जुटानी होंगी, यदि हम एक लीडर और फॉलोअर्स की बात करें तो दोनों में प्रमुख अंतर इनोवेशन और इनोवेटिव आइडियाज का ही होता है। आज जबकि हर क्षेत्र में कड़ी प्रतिस्पर्धा देखने को मिलती है, ऐसे में आवश्यक भी है कि नवीनता, ताजगी और मौलिकता के जरिये हमें सभी कोशिश करें कि इनोवेशन की ताकत और इसी के दम पर हम लीडर बन सकें। साथ हमें अपने काम की गुणवत्ता को बरकरार रखते हुए आगे कदम बढ़ाना होगा।

बाजार के ताजा हालत देखें तो अब हालत और अर्थव्यवस्था सुधरती दिखने लगी है। फिर भी अभी बहुत कुछ हासिल करना है। इसी तरह ऑटो सेक्टर की विकास दर के ग्राफ को अभी बहुत उठाना है। मुझे आप सभी के साथ यह आंकड़े बांटते हुए हार्दिक प्रसन्नता है कि, ऐसी उम्मीद की जा रही है कि साल २०१० में ऑटो इंडस्ट्री की बिक्री में तीव्र वृद्धि होगी। यही नहीं, यह साल इन मायनों में भी खास कहा जा सकता है, क्योंकि भारत में इसी साल कई विदेशी कंपनियों का आगमन देखने को मिलने वाला है।

इन सबको देखते हुए कह सकते हैं कि हमारे सामने संभावनाओं का अंतहीन आकाश है। यह हम सभी पर निर्भर करता है कि हम ऊँचाई के किस शिखर को छूना चाहते हैं।

मेरी शुभकामनाएं आप सभी के साथ हैं।

सादर

अशोक मिण्डा
अध्यक्ष

Sporting at its best! Minda North Zone Sports Meet



It was sporting spirit at its peak again. It is said that there is nothing that builds the will to win than competitive sports. To inculcate this will to win and develop the spirit of sportsmanship, the AK Minda group organized The North Zone sports meet from 19th Nov to 27th Nov 2009. The employees proved their mettle in five disciplines namely Cricket, Volleyball, Badminton, Carrom and Table Tennis .

The participating teams were MCL-Noida, MCL-Pantnagar, Minda SAI-Gr. Noida, MMSL, Dorset Kaba, Minda Silca, Minda Autocar and Minda Furukawa. Mr Ashok Minda and Mrs Sarika Minda spared their valuable and precious time and were there to cheer and motivate all the participants. All the Senior and Top management (Corporate Heads, BG Heads, Unit Heads and Functional Heads) also supported the endeavour motivating all the employees to participate in the tournament.



THE FINAL LAP: Group CFO Mr DC Sharma welcomes Mrs Sarika Minda and Mr Ashok Minda on the occasion of the grand finale of the sports meet. They were appraised about the various events and they sat through the programme. Their presence motivated the participants.



ENGROSSING GAME: The final cricket match in progress, Runners up MCL-NOIDA and winners Minda SAI.



ITS VOLLEYBALL TIME FOLKS!!!



STRIKING TOP SLOT



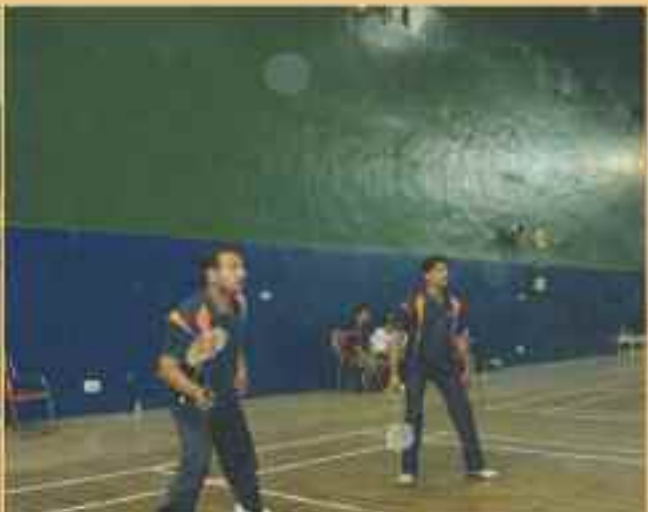
ITS NOW TIME FOR INDOOR GAMES: CARROM AND TABLE TENNIS

Results for the North Zone tournament

Game			Winner	Runner-up
Volley ball	Male	Team	Minda Furukawa	MCL-Pantnagar
Carom	Male	Singles	Mars + Dorset	MCL-Noida/ Greater Noida
Badminton	Male	Singles	Minda SAI -Gr Noida	MCL-Noida /Greater Noida
		Doubles	Minda Furukawa	MCL-Pant Nagar
Badminton	Female	Singles	MMSL	MCL-Pant Nagar
		Doubles	MMSL	MCL-Pant Nagar
Table Tennis	Male	Singles	Mars + Dorset	MCL-Pant Nagar
		Doubles	Minda AutoCare	Mars + Dorset
Table Tennis	Female	Singles	MMSL	Mars + Dorset
Cricket	Male	Team	Minda SAI-Greater Noida	MCL-Noida /Greater Noida.



WINNERS TAKE IT ALL: FINALIST OF THE BADMINTON SINGLES AND DOUBLES MATCHES



BADMINTON DOUBLES MATCH IN PROGRESS

Open house with GCEO

An open house with GCEO and Head-Corporate HR was held for the first time in MMSL on 5th Oct 09 at Stellar, Gymkhana Club, Greater Noida. It received a tremendous response from the participants. The event was coordinated by Mr Ajay Sanchetti. The enthusiasm of the employees was evident and they eagerly participated. This gave them an excellent opportunity to directly interact with the GCEO.



TQM initiative...

2nd Minda SCM meet

The TQM department of the Ashok Minda Group conducted the 2nd SCM conference at MCL-Noida from 19th to 20th November '09. Functional representatives from 11 units shared their good SCM activities in their respective units. The conference also shared basic and important processes of SCM by experts from Miebach Consulting. A small presentation on "Quality Management over supply chain" by guest speaker Wg.Cdr.Keith was also organized during the conference. At the end of the Conference mementos were given to all the participating teams wherein the 'Best Company Trophy' of 2nd SCM Conference was awarded to the team from MSIL-Pune.



1st Improvement Coordinator Meet

The 1st Improvement Coordinator Meet of AKM Group was conducted separately in North & West zone. In West zone it was held at MSIL-Pune on 28th Oct'09 wherein functional representatives from MSIL-P, MVSSPL-P and MSL-M shared their experiences. Representative from MCL-P and MCL (DC)-P also attended the conference. In North zone, meet was held at MCL-Noida on 10th Dec '09 and functional representatives from MCL-N, MCL-PN, MCL(DC)-GN, MCL(SF)-GN, MSEL-GN, MARS and MSL-GN participated.



Clockwise from top: The group at SCM meet, Mr. Alok Rai (MSIL-P) receiving best company trophy from Dr P Elangovan, Improvement coordinators meet of West zone and Mr Anil Maheshwari explaining about environmental chambers, at MCL-Noida,



Christmas celebration at Minda KTSN

After a challenging year due to economic crisis, Minda KTSN Plastic Solutions wanted to cheer up their employees by organising a Christmas party close to the plant at Pirna. The evening was full of laughter and happiness and the spirit of Christmas spread in the air. Everyone enjoyed the lavish spread as well as the nice music, many hit the dance floor too. The atmosphere was so energetic that even our Indian colleagues could not hold themselves back. The best part of the party was the performance of the German dance group "Kashahra" who swayed to the tunes of some popular Bollywood songs which brought a big smile on the faces of our Indian colleagues. All employees are grateful to the management for organising such event.



Minda Group grows in Europe under Paul Dominik Czarnecki

MR. PAUL DOMINIK CZARNECKI



CHIEF EXECUTIVE OFFICER
MINDA SCHNEK PLASTIC SOLUTIONS

In the last few months the Minda Group has experienced an amazing expansion in Europe. One year after taking-over KTSN in Germany in August 2008, which became the Minda KTSN Plastic Solutions, the company acquired yet another high profile company, Schenk Plastic Solutions.

The new company has its headquarters in Germany and a subsidiary in the Czech Republic. Schenk then became Minda Schenk Plastic Solutions, and in March 2009 the Managing Director of the Czech plant, Mr. Paul Dominik Czarnecki, became the Chief Executive Officer of both plants in the Czech Republic and in Germany. Minda KTSN was incidentally the first European company in the Group.

With Mr. Czarnecki, the Group gained an enthusiastic and a very experienced professional, who together with the Indian corporate management recognized the opportunities and the huge potential of the Minda Group in the European market.

Since his promotion to the CEO of Minda Schenk, Mr. Czarnecki is consistently working on the progressive and successful growth of the Minda Group in Europe.

On the 29th of October, 2009, Mr. Czarnecki signed the acquisition contract with

ALU Automotive Hemhofen in Germany, which became a part of the Minda Group in November 2009. Just one month after this acquisition, another European company became the new member of the Group: Tectro in Poland, a company with long-standing experience in moulding and with its own tooling. Tectro became Minda Schenk Plastic Solutions Sp. Zo.o and is already the fifth European plant in the Minda Group.

Having three plants in Germany, one in the Czech Republic and one in Poland, the Minda Corporation decided to set up an executive administrative body in Europe beginning 1st of January 2010, named Minda Europe Interior, and honoured Mr. Czarnecki's abilities and promoted him as the President of this administrative body.

Reacting to his promotion to the President of Minda Europe Mr. Czarnecki said: "I'm very honoured and extremely happy about the trust Mr. Minda and the Corporate team have placed on me. I'm acutely aware of the qualities and strengths of my teams in each of the five plants and am convinced that together we will be extremely successful and become one of the giants in the European plastic moulding industry. For this I will do my very best."

TRIVIAL TRIVA

Strawberry's seeds

Strawberries are the only fruit with seeds on the outside. The average strawberry has 200 seeds. The ancient Romans believed that strawberries alleviated symptoms of melancholy, fainting, all inflammations, fevers, throat infections, kidney stones, and diseases of

the blood, liver and spleen. In parts of Bavaria, country folk still practice the annual rite each spring of tying small baskets of wild strawberries to the horns of their cattle as an offering to elves. They believe that the elves are fond of the fruit and will help to produce healthy calves.



There is a museum in Belgium just for strawberries

IT'S TEAM BUILDING AT PTMAA



On 20 - 21 November 2009, Marketing Department in PTMAA held out-house training, called "Team Building". Many activities were held. At the end all the participants made a self commitment and imprinted their palms with rainbow colours.



An Engineer with an MBA from IIM Ahmedabad, Sudhir Kashyap has more than 19 years experience in the Automotive Component Industry. He also had a brief stint in the IT industry. He is responsible for spearheading the expansion of Minda group in ASEAN countries and growing markets. A total family man Sudhir loves to cook and try out new dishes.

SUDHIR KASHYAP
PRESIDENT
MINDA INTERNATIONAL LTD.



Quality and innovation will keep you ahead in the competition

How would you describe Sudhir Kashyap the person?

Well, I would say he is very warm and sincere person. A total family man who loves to be with his wife and two lovely daughters and of course also cooks for them. Professionally, I am an engineer and a management person. I have done BE -Mech and my PGDM from IIM Ahmedabad . I have been in the Autocomp Industry for 20 years with brief stint of 1.5 years in IT. My wife is a homemaker and I can proudly say she is almost single-handedly bringing up the kids. I have 2 daughters they are in class 9 and 11. In my free time, I love to spend time with my family as I travel extensively.

You have a rich experience in the industry and have been responsible for very prestigious projects. Kindly share with us your experience in the industry.

Automotive industry has been, is and will continue to be an exciting industry. In the last twenty years that I have been working – I have seen the first ten years, when the Indian

market was not so big, we were grappling in the dark trying to understand the QCD system, the capacities and changing our mindsets. In the next ten years there have been rapid changes with the consumer constantly raising the bar on quality and our realization that Kaizen is the surest way to be competitive in the Industry. In the last 5 years we had a paradigm shift with the Indian Industry challenging the world leaders – the launch of TATA Nano, and the component Industry creating a presence overseas. We at

We at Minda are the the first component maker to go to Asean - Indonesia & Vietnam, the first to go to CIS - Uzbekistan and definitely many more to follow. I am a part of this journey - an exciting one.

Minda are the ' first among equals' – really – the first component maker to go to Asean – Indonesia & Vietnam, the first to go to CIS – Uzbekistan and definitely many more to follow. I am a part of this journey – an exciting one. The future – looks even more interesting with Toyota making world premier of ETIOS, Honda small car concept, entry of VW and many other makers announcing the importance of India and as consumer base and as a sourcing base.

You are responsible for spearheading the expansion of the Minda Group in ASEAN countries and growing markets. Where do you see the Group in the years to come?

As you know the group products are already in some way or the other present in all the continents. More specifically as manufacturing locations we are already in Asia- Indonesia, Vietnam, Europe- Germany, Czech & Poland, and Uzbekistan. We have plans to be in the growth markets with geographical spread in Brazil and China as our next destinations.

Your role seems to be very challenging since it entails interaction in with countries with different mindsets. What are the challenges of operating in such a challenging role?

Understanding the Culture, people behavior, the religious sentiments and legal systems is important. Communication – correct essence conveyed, is a challenge. Though most of the staff can converse in English, knowing the language is a definite plus point. You need to spend much time to always clarify the meaning. The biggest challenge I think, is how to continue to be competitive as we are going to countries where the cost structures are higher than India – so we need to continuously work on trying to get the cost structure near to India and be ahead in the competition.

While planning our expansion abroad, we like to know whether you are looking at organic or inorganic growth. Are there any plans to diversify into other industries?

We already have many product lines in our group so the first focus is to establish all the group products which itself is a plateful, moreover we will continue to look at possibilities of alliances in related areas for growth.

As an automotive professional you operate in several global markets. Which markets across the world has potential in the future? Are these the traditional markets or new markets?

BRIC is definitely the potential markets to drive growth. These are the new emerging markets and we are already in some of the markets and plan to enter others.

What do you think should the core strengths of automotive components manufacturers be while operating

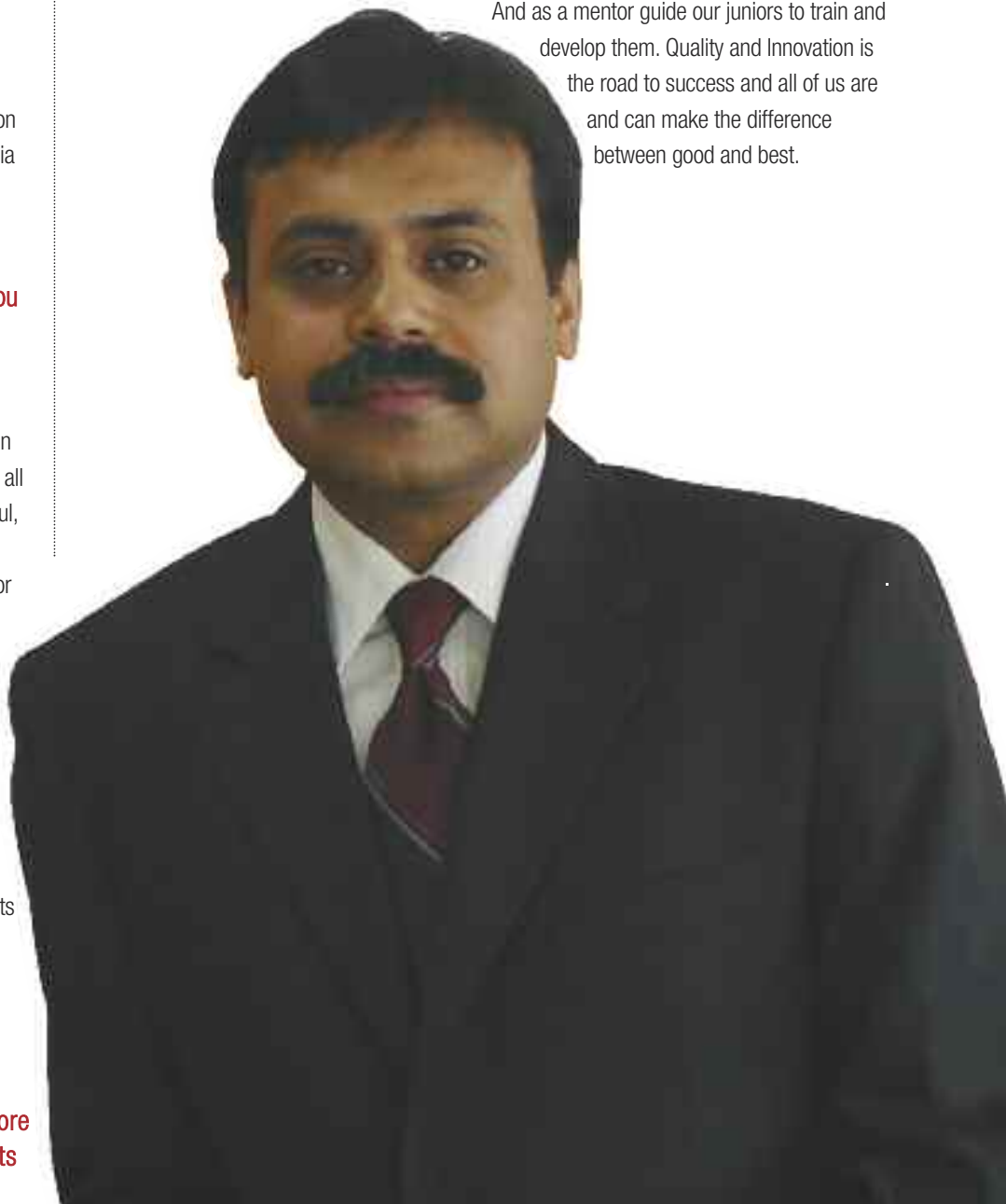
abroad. Is it technology, human resource, or something else?

Both – Technology and People. As you are up against the best in the world, your manufacturing facilities, systems and the QCD has to match or even better than that of the competitor to gain customer confidence. This also has to be backed up by the R&D efforts for new technology development to keep us ahead of the market. As it is the People who – make it happen, we need to understand as mentioned earlier, in the countries we operate and develop them. I believe people are always

willing to learn, we need to devote time to mould them. Only motivated people make innovations which is what we need to be a world player.

We understand that all eyes are set on you to define our international expansion and growth. What message would you like to give to all our employees at Minda Group.

In all of us there is a child and a teacher, we need to play both the roles – as a child always willing to question, listen and learn. And as a mentor guide our juniors to train and develop them. Quality and Innovation is the road to success and all of us are and can make the difference between good and best.



DEEPAWLI POOJA,

Deepawli pooja was organized in MCL-SFD, Gr. Noida on 16th Oct 09, in the presence of Mr. Sandeep Agarwal (Marketing Head-MCL Noida) and Mr. S.C. Jha (Unit Head-MCL SFD), the atmosphere was full of joy and enthusiasm, and followed by gift distribution ceremony where all employees were given gifts on the occasion of Diwali.



Health Check-up Camp in Noida

MCL-SFD, Gr Noida had organized General Health Check-up Camp on 28th Dec 2009, by a team of qualified doctors from Prayag Hospital. The motive behind this camp was to assess the health fitness of the employees. All employees participated in camp enthusiastically and benefited from expert guidance of the doctors,



First Day Celebration

First Day Celebration has been restarted in MCL-SFD, Gr. Noida with more participation and enthusiasm. Improvement activities like- kaizen, 5's has been also started, for motivation of employees, inter 5's Zone competition has been introduced and rotation shield is given to best 5's Zone for the next month, Best Kaizens are also being awarded in first day celebration.

Achieved 100% Marks in I-WAY Audit:

MCL-SFD, Gr Noida has achieved 100% marks in I-Way Audit Conducted on 13 Jan 2010. This audit was conducted by Mr. Yash Arora from customer IKEA, this audit was possible because of great effort of HR team and commitment of every employee toward I-Way. Before this audit, the company was unable to garner business from IKEA, MCL-surface finishing division team took it as challenge and finally overcome it successfully by registering themselves as a 100% I-Way Approved Supplier. During the Audit special attention was paid to adherence to legal requirement towards Health & Safety of the employees, Chemical handling, Statutory Compliances, Minimum Wages and Fire Prevention of the plants, apart from these requirement, attention was also given to fulfillment of the requirement towards Environment and Society.



MCL-SFD received order for Ikea product

MCL-SFD, Gr Noida has received New order of Rs 17.22 corers for New Product "RODD" form IKEA Customer in the month of Dec 2009, This order is for the year 2010 and 2011.



Santa comes calling...



Jingle bell jingle bell jingle all the way.... On December 25 2009, Santa visited the MCL-SFD, Gr Noida plant to spread the Christmas spirit. There was cheer and merriment in the air. Customs for Christmas celebrations vary in the vast expanse of India. These variations are largely because of the local cultural influence. In South India, for instance, Christians light clay lamps on the rooftops and walls of their houses, the same way as Hindus decorate their homes during the Diwali Festival. Besides, in several states of India a popular custom is to decorate banana or mango tree instead of traditional pine tree. In northwest India, the tribal Christians of the Bhil tribe go out night after night for a week during Christmas to sing their equivalent of carols the whole night through. In Mumbai, which has one of the largest Roman Catholic communities in India, there is a tradition to depict nativity scenes and decorate home with big stars.



Lohri Puja was organized at MCL, Pune on 13 Jan 2010. The puja was done by Mr. M. R. Jadhav, SBU Head Security Systems, Pune. All employees were present for the ceremony.



Kalash Pujan at MCL

Kalash Pujan was done at MCL Plastic Division on 22nd Nov 2009 by Mr. Jeevan Mahaldar (MD- MCL). During this puja all the employees along with their family members were present.



Delegates from Kawasaki visited MCL Security Systems Pune Unit on 18th Nov 2009. The visiting team interacted with the employees and showed keen interest while on the plant visit.

Christmas Celebration at Minda SAI, Kakkalur



Minda SAI – Kakkalur organized Christmas celebration on 24.12.09. Mr. D. Arumugaswamy Unit Head, Mr V. Prabagar Head – HR / P & A, Mr. G. Arun Group Leader - Production & Maintenance and all employees participated in the joyous occasion and welcomed the Christmas spirit into their lives on the eve of the festival.



DIWALI CELEBRATION: Diwali gift distribution was organised on 16th October 2009 at Minda SAI, Murbad in the presence of Mr. Rajesh Tamhane (Head HR) & Mr. Pankaj Gupta (Head Accounts).

Laxmi Puja

Laxmi puja was organised in Minda SAI, Murbad on 17th October 2009. Mr Umesh Sarawat (Member accounts) and his wife participated in the puja along with other employees.



Minda SAI- Greater Noida was given the achievement award by HONDA MOTORCYCLE and SCOOTER INDIA LTD for quality and for ON-Time delivery in the year 2009-10 **CONGRATS!!!**



Minda SAI, Murbad opened its second unit on 28th December 2009. The opening was done in the presence of Mr Sanjay Garg, Mr Kanwaljit Singh, Mr Rajesh Tamhane and Mr Dinesh Hardas.

Valeo CEO visits us

Minda Valeo was visited by Mr Jacques Aschenbroich, CEO of Valeo on 2nd Feb 2010. Valeo security systems adopted by Minda Valeo were appreciated by the CEO. There were few training sessions organized by Valeo for smooth transfer of Valeo systems. He also planted a tree at the campus on the occasion.



Group quality director of Valeo visits Minda plant at Pune

Minda Valeo has yet another high profile visitor. This time it was Valeo Group Quality Director Mr Quintin Testa. He was on a day's visit to Minda Valeo plant and exclusively demonstrated functioning of QRQC at different levels which included safety, APU, Plant, Supplier Quality and Logistics. The visit was an enriching experience as procedures demonstrated by him are being well adopted by Minda Valeo.



BIRTHDAY WISHES: The employees of Minda Valeo wished their managing director Sanjay Thapar on his birthday on January 8th, 2010

The ABC of innovation

What "Innovation" is.....?

The term "innovation" along with its shopworn adjective, "innovative" and its breathless verb, "innovate!" - has become the buzzword for every product manager, the pursuit of every design consultant, the auto complete of every press release writer. The word's been wrapped around everything from the mobile to a new template in Microsoft Word. So how can one term be used to describe such vastly different things?

Innovation is the introduction of new ideas, goods, services, and practices which are intended to be useful (though a number of unsuccessful innovations can be found throughout history). The main driver for innovation is often the courage and energy to better the world. An essential element for innovation is its application in a commercially successful way. Innovation has punctuated and changed human history (consider the development of electricity, steam engines, motor vehicles, et al).

Innovation = Creativity + Commercialization

All innovations are new, however they vary in their degree of newness:

- » Incremental innovation involves small steps, something that is a minor improvement to an existing solution. Small steps have taken Gillette from one razor blade, to two, three, and now five blades.
- » Radical innovations take big steps, creating major improvements that are often very different to existing solutions. Cloning 'Dolly' the sheep qualifies as a radical innovation – it was a first and it was certainly a breakthrough.
- » Revolutions happen when groups of these innovations can together cause a huge, far-reaching impact. The computing revolution was achieved because of thousands of new technologies including the microprocessor, the telephone and the



The new technology team- MCL, Noida

television. Landing would not have been possible without it.

The focus of the innovation also varies:

- » Product innovations involve new products and new characteristics of old products. The process that makes them may be much the same but the product has changed incrementally or radically.
- » Process innovation refers to new ways of doing something. The product may be the same but the way of producing is new, better, more efficient or more reliable. Computer-aided design and manufacture are process innovations.
- » Organizational innovation finds new ways of structuring and managing people. The product and process may be the same but the way of organizing people has changed. Bureaucracy, adhocracy, meritocracy are all ways of organizing.

These areas of focus are often interrelated. New ways of organizing people can make it possible to produce new products and follow new processes. New products can require new processes. New processes make new products possible.

Need of Innovation

- » Increasing market share
- » Being at the forefront of industry
- » Establishing a new market
- » Improving the quality and speed of service
- » Expanding the product range
- » Meeting government standards/regulations
- » Reducing costs
- » Increasing revenues

Think Innovative

Have one new experience every day; no matter how small. New experiences stimulate the brain and help you make new and original connections; critical for boosting breakthroughs.

1. Diversify - Involve others in your problem-solving efforts who bring a different perspective or cultural experience than yours.
2. Mental Floss – Relax; Stress, exhaustion, boredom and even pain can block our pathways to creativity.
3. Stop Looking For the Right Answer - Look for many right answers.
4. Discover Your Creative Rhythm - Start paying attention to when you get your best ideas.
5. Health Makes Wealth - Regular exercise

not only benefits your body, it boosts brain performance as well.

Innovation & Organization

“Every organization has to prepare for the abandonment of everything it does.” - PETER DRUCKER

Sometimes the situation we are in is so tough that we just cannot work our way out of the problem. We have to think our way out of the problem. But most organizations are resistant to rapid and discontinuous change. They operate as they have operated in the past. It is as though they learnt to walk from A to B and now they are finding it tough to walk from B to C. So they try to walk faster. They work harder and try to improve efficiency but they are still not getting there. Instead of working harder they should be working smarter and differently. There is a better way of getting from B to C than by walking - maybe it is cycling or riding or driving or taking a helicopter. There is a better way of reaching our organization's goals and if we look hard enough we will find it. But we cannot look in a new direction if we are staring hard in the one direction in which our business is focused.

Managers in every organization have a responsibility for initiating and directing change in addition to their regular objectives. Everyone has the shared responsibility of changing the organization to make it better equipped to meet the needs of its customers and to keep finding innovative ways to deliver its products or services. Just doing better what you do today is not enough.

We tend to think that it is just the people in Research and Development who should dream up new products and the Marketing team who has to create fresh ways of promoting the products but the reality is that everyone has the opportunity and duty to be creative. The Sales manager has to figure out new approaches to reach customers and motivate his channel partners. The HR manager has to find creative ways to attract and retain staff. The Finance head has to find innovative processes to take cost out of the supply chain while increasing quality and service. The Engineering manager has to find new ways to deliver projects on time and make them easy enough for people to understand and use. Innovation to Organization is a term now associated with the invention, in today scenario every organization believes in this fact that innovation can bring revolution it may be by new Product or may be by improvement in existing. The best organizations maintain roadmaps that define the next technologies they will pursue and the requisite time frame for the future. And Every Employee can contribute to the company's innovation activities Any Idea can be a sole property of any individuals and that individual can be from any part of the organization.

Compiled by New Technology Team MCL, Noida

TIPS TO IMPROVE YOUR MEMORY

1. Convince yourself that you do have a good memory that will improve.
2. Take tests - Why do we push things into memory. Because we would like to recall it when the need arises. How do you know you will be able to recall when you need it? Simple, Take tests periodically and makes repeated attempts in recalling. Regular recall improves memory.
3. Take breaks - If you have 2 hours to read, break it into 3 to 4 parts: 50 minutes followed by a 10 to 15 minute break. Studies indicate that you can't concentrate for more than 50 minutes.
4. Sleep well - Getting a good night's sleep - a minimum of seven hours a night – may improve your short-term memory and long-term relational memory, according to recent studies conducted at the Harvard Medical School.
5. Relax -The Thinking Brain functions best when you are relaxed and free from stress.
6. Reading habits - Read out loud; don't bother if it disturbs others at home. Walk while you read; don't bother if it disturbs your others at home.
7. Draw images, charts, pictures & formula which you not easily remember.
8. Eat well and eat right - A healthy diet, however, contributes to a healthy brain, and foods containing antioxidants—broccoli, blueberries, spinach, and berries, Feed your brain with such supplements as Thiamine, Vitamin E, Niacin and Vitamin B-6. Grazing, eating 5 or 6 small meals throughout the day instead of 3 large meals, also seems to improve mental functioning (including memory) by limiting dips in blood sugar, which may negatively affect the brain.
9. Organize your life in proper manner
10. Use flash cards - Flash cards facilitate constant review and instantly help to check output. Rules, principles, formulae should all go into it.
10. Try to do meditation
11. Revision - You should revise shortly after the learning period.
12. Reduce Stress - Try to relax, regularly practice yoga or other stretching exercises, and see a doctor if you have severe problems.
13. Teach some one else.



Compiled by
VIJAY KUMAR

Legal & Secretarial Deptt. MMSL

First day celebration

The first day celebration is held to encourage participation and recognise the talents. This is the platform to share achievements of the last month and set targets for the next month. MFE is achieving new heights in term of productivity, efficiency and quality. The employees enjoy the celebration. Joint president KD Singh with best quality line for October 09. President Akira Maenishi with best quality team for the month of November 09. DGM - engineering Rajeev Tomar with best quality line for the month of December 2009. We hope for more such opportunities in the future.



Minda annual games:

MFE participated for the first time in the AK Minda group sports tournaments 2009. The company participated in vollyball, cricket and badminton. MFE was declared the north zone winner in volley ball and bagged first position in badminton doubles men. Mr D K Sharma and Mr Nripendra were the team members of badminton double (men).





FEC Chairman visit

Hiroshi Ishihara San Chairman Furukawa Electric Company with his team members Shigenobu Abe San and Shinichiro Ota San visited MFE . The visiting dignitaries took keen interest in the the proceedings and planted a tree on the occasion. He also interacted with other employees of the company

Deepawali poojan at MFE



Deepawali poojan was organised on 15th October in the company. All employees took part in the poojan on the occasion and participated in Lakshmi puja. They were also there for worship of books of accounts of company. This was followed by Deepawali gift distribution among the employees



BIRTHDAY GREETINGS: Joint president K D Singh cutting the birthady cake with president Akira Maenishi San at the company premises.

Nissan team visits MFE

Kouichi Suzuki San from Renault Nissan Technology & Business Centre India Pvt. Ltd. (RNTBCI) visited MFE on 4th December 2009 with Takayuki Kishigami San and Arvind Kumar Bethi San to see the working of the plant and progress of Nissan production line.



Bhoomipoojan at new moulding plant site

Bhoomipoojan was held on 6.11.09 at the new location for moulding plant of Minda Stoneridge. It was attended by all heads of various departments. The Satyanarayan Mahapooja was done by Mr & Mrs H K Sharma (Head-PMG).



Minda Stoneridge got the Golden Peacock National Training Award in Oct'09. **CONGRATS!!!**



Yoga camp for management of stress held

To ease the stress of the daily rigour and to help the employees lead a better life, Minda Stoneridge initiated a Yoga camp on the terrace of company building. It is aimed at helping employees learn stress relief techniques. It is conducted every day between 5.15 pm to 7.15 pm and is attended by heads of all departments. Yoga techniques are being taught by an yoga expert.

Internal QC and competition

Internal QC & competition was held on 15.11.09 at the Conference room of MSIL. It was held to motivate QC & Kiazen members (Associates). All QC team members, Vikas Kurkute & Improvement Cell, MD participated in the programme. It was an Internal QC competition and was governed by rules of AKM group convention & judged by Mr. N K Modi



Exhibition by Keyance-PE

An exhibition was organized by Keyance for advance equipment & technology in the canteen during the month of November. Mr. Prabhu & Mr. Rajendran from Process organized the engineering exhibition in the Canteen. The Keyance team took care to explain the processes and answered the questions put forth by the visitors.



NCQC-2009

National Convention on Quality Circle was organized by QCFI at AMC College of Engineering, Bangalore on 18th December 2009. Over 730 teams from all over India participated in the convention. The Minda group was represented by the Lakshya Team comprising: Mr. Vikas Kurkute (coordinator), Mr. Manoj Lanjekar (facilitator), Ms Neeta Chavan (leader), Mr. Hanif Maniyar (member), Mr. Ganesh Kolse (member), Mr. Shashikant Londhe (member). Many competitions were held at the Convention including one for presentation. Written test was given by all teams & score was given by QCFI for both. Minda Stoneridge secured 86% and won Par Excellence Award



Blood Donation

Blood donation camp was organized on 16th December 09 at the company premises to inculcate the spirit of blood donation. More than 117 Employees participated. The Jan Kalyan Rakt pedhi organized the camp. Trained specialists were present who tested the samples collected and 350 ml was collected from per person



Valentino Colussi visits Minda Silca plant

Mr. Valentino Colussi, Aftermarket Sales & Marketing Head – Silca, Italy, visited Minda Silca and attended dealers' meet at Greater Noida on 21st December 2009. He shared his experience on different marketing strategies. He also planted a tree on the occasion at the premises of Minda Silca Engineering Ltd.



मिण्डा सेवा केन्द्र उन्नति के पथ पर

अदरणीय बाबुजी ने आज से तीन साल पहले गांव बगला में मिण्डा सेवा केन्द्र की स्थापना की थी। जहां पर कम्प्यूटर व कढ़ाई-सिलाई का प्रशिक्षण दिया जाता है। जहां पर कम्प्यूटर के तीन कोर्स करवाएं जाते हैं। बेसिक कोर्स, सॉफ्टवेयर कोर्स, हार्डवेयर कोर्स। पहले यहां पर केवल बगला के ही विद्यार्थी इसका लाभ उठा रहे थे। लेकिन अब धीरे-२ इसके आस-पड़ोस के गांवों के लोग भी इसका लाभ उठा रहे हैं। अभी तक यहां से बेसिक कोर्स के २०७, सॉफ्टवेयर कोर्स के ३४ व हार्डवेयर कोर्स के २० विद्यार्थी शिक्षा ग्रहण कर चुके हैं। मिण्डा सेवा केन्द्र



बगला में सिलाई व कढ़ाई का प्रशिक्षण भी दिया जाता है। यहां से अभी तक ७५ प्रशिक्षुगण बेसिक कोर्स व १२ प्रशिक्षुगण एडवांस कोर्स प्राप्त कर चुकी हैं। शुरुआत में यह केन्द्र भी बगला तक ही सीमित था, पर आज इस केन्द्र में भी दूर-दराज से प्रशिक्षुगण यहां पर प्रशिक्षण प्राप्त कर अपने लिए आय का साधन बढ़ा रहे हैं। अब मिण्डा सेवा केन्द्र बगला दिन दोगुनी रात चौगुनी उन्नति कर रहा है। गांव सीसवाल में भी मिण्डा सेवा केन्द्र सीसवाल की स्थापना की गई। यहां पर सिलाई व कढ़ाई का प्रशिक्षण दिया जाता है। इसमें सीसवाल गांव की महिलाएं इसका लाभ उठा रही हैं। इन केन्द्रों में इच्छुक प्रशिक्षुगण प्रशिक्षण प्राप्त कर रोजगार प्राप्त कर रहे हैं व अपना जीवन स्तर ऊंचा उठा रहे हैं।



Minda Sewa Kendra is marching ahead

Minda Sewa Kendra is gaining popularity in Bagla village of Hissar district. Many women of the area are coming to the centre for training in computers and tailoring. Three computer

courses are available here. Basic, software and hardware. Till date about 207 girls have been trained in basic course, 34 in software and 20 in hardware. Another branch has been opened in village Siswal.

Celebration at Minda Bal Gram



Minda Balgram another CSR initiative by the company is also becoming popular. Our students have bagged many awards. Our children won the first prize in painting competitions held in Mata Sukhdevi Public School. They are Jagannath, Chander Mohan, Sushma and Ashok. We also present a collage of painting made by them. - CONGRATULATION TO ALL WINNERS WE WISH YOU SUCCESS IN LIFE!

NEW JOINEES

NAME	DESIGNATION / DEPARTMENT	DATE OF JOINING
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MINDA MANAGEMENT SERVICES LIMITED (MMSL)

Mr. Manish Kr. Karwa	Finance & Accounts	05 Oct'09
Mr. Anubhav Aggarwal	Management Trainee - Finance	26 Oct'09
Mr. Sanjay Rawat	Corp. TQM	02 Nov'09
Mr. Sumit Dudeja	Corp Marketing	02 Nov'09
Mr. Atul Aggarwal	Brazil Project	20 Nov'09

MINDA VALEO

Mr. Atul M Bhalerao	GL - ME	20 Oct 09
Mr. Ashish Jain	Company Secretary	22 Oct 09
Mr. Jagatbir Singh	Member Toolroom	2 Nov 09
Mr. Suvarna Nagesh Sutar	Secretary	2 Nov 09
Mr. Ankur D Kulkarni	Member Quality	5 Nov 09
Mr. Kishorkumar Bhanudas Kamle	Member Quality	9 Nov 09
Mr. Hareram Yadav	Member Materials	23 Nov 09
Mr. Nikhil Joshi	Member Quality	25 Nov 09
Mr. Rishi Raj	Member IT	1 Dec 09
Mr. Nilesh Ramkrishna Koram	Member Materials	2 Dec 09
Mr. Rupali Vibhandik	Member Marketing	7 Dec 09

MINDA FURUKAWA

Mr. P. Shashi Kumar	Member-Engineering	1 Oct 09
Mr. Manoj Kumar Satyawali	Member-Utility	12 Oct 09
Mr. Harish Badhotiya	Member-Engineering	16 Nov 09
Mr. Preethymon K.P	Member- Maintainence	9 Nov 09
Mr. Vijent Kumar Sahrawat	Member- Production	9 Nov 09
Mr. Dilip Kumar Upadhay	Member- Utility	23 Nov 09
Mr. Vijay Pratap Singh	Group Leader-QA	30 Nov 09
Mr. Varun Gaur	Member-Engineering	7 Dec 09
Mr Som Nath Sarangi	Member-Engineering	15 Dec 09

NEW JOINEES

NAME	DESIGNATION / DEPARTMENT	DATE OF JOINING
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MINDA STONERIDGE

Mr. Sachin Patne	Member HR & Admin	01 Aug 09
Mr. Shekhar Pardeshi	Member Improvement Cell	31 July 09
Ms. Deepika Gahlot	Member HR	13 Nov 09
Ms Dakshina Srivastava	Member HR	29 Nov 09

MINDA SILCA

Mr. Avneet Kumar	Group Leader (Finance & Accounts)	02 Nov 09
Mr. Mohd Hanif	Member Engg	09 Nov 09

MINDA CORPORATION LIMITED

Mr. Satish Kumar	Member Quality	05 Oct 09
Mr. Ravi Parkash	Member HRD	02 Nov 09
Mr. Bhagwati Peasad	Member (Finance & Accounts)	02 Nov 09
Mr. Amit Verma	Group Leader -Material	02 Nov 09
Mr. Pravendra Kumar Sharma	Head -Manufacturing	14 Dec 09
Mr. Ratnakar Yenduri	Head -Project Management	23 Nov 09
Mr. Nagesh Sharma	Group Leader – Maintenance	04 Dec 09
Mr. Prashant Shanbhag	Member Design	18 Dec 09

MINDA SAI

Mr Gurukarthik Sivaraman	Member - Engg	16 Nov 09
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Picture courtesy: Minda Furukawa, Bawal

YOUNG ARTISTS AT WORK



Sonali Rawat and Shubham Rawat children of TS Rawat, Manager-F&A, MFE, have sent us these pictures. They are students of Dev Public School Ghaziabad. **Congrats !!! to both of you**



This painting has been sent by young Gaurav Sharma, son of Ashok Sharma, (member P&A MCL- Pantnagar). Through his painting Gaurav tries to depict the cultural unity in diversity of the country. **Great job Gaurav. Keep it up!!!**



Christmas as depicted by Vanshika Sharma daughter of Maya Sharma, Associate - Engineering Department of Minda Silca. **Congrats Vanshika!!**



Prachi Bapna studying in class VIII (daughter of Mr. Vinod K. Bapna, CFO- Minda Furukawa, Bawal) got Scholar Badge in DPS Sushant Lok for securing more than 80% marks consecutively last 3 years. **CONGRATS PRACHI!!**



Siddi Sahdev Parab daughter of Sahdev Parab, Training coordinator-HRD, Minda Stoneridge, celebrated her birthday on December 2. **MANY HAPPY RETURNS OF THE DAY LITTLE PRINCESS!!!**



Pruthvi Siddhi Chopade son of Siddhi Chopade, member-QA Minda Stoneridge participated in school fancy dress competition and won the first prize. **CONGRATS PRUTHVI MAY YOU WIN MANY MORE PRIZES.**



आशादीप

साहस का लेकर संबल
सच्चाई का थाम के दाम
बढ़ना तुम आगे ही आगे
चाहे खुशियाँ हो या गम

मन में आशादीप जलाना
द्वेष वैर के कलुष मिटाना
दुश्मनों को गले लगा के
सत्य पथ पर कदम बढ़ाना

अपनी कमियों से तुम लड़ना
ख्वाबों के फिर धागे बुनना
खुद पर यों विश्वास जगा के
दिल की ख्वाहिश पूरी करना



संजय शर्मा - एम.सी.एल. नोएडा

हमारा देश

प्यारा देश, हमारा देश।
उत्तर में है, खड़ा हिमालय
पर्वत नभ को छूने वाला।
भारत माँ का मुकुट-सरीखा।
बनकर भारत का रखवाला।
सब देशों से न्यारा देश।
प्यारा देश, हमारा देश।

गंगा, देश, हमारा देश
गंगा, यमुना-जल की धारा,
सत्ता सीघती देश हमारा।
रंग-बिरंगे फूलों ने है,
इसका सुन्दर रूप संवारा।
है आँखों का तारा देश
प्यारा देश, हमारा देश।



हिन्दू, मुस्लिम, सिख, ईसाई
सब धर्मों के लोग यहाँ है।
इतना सुन्दर भाई चारा
इस धरती पर और कहाँ है।
ऐसा अनुपम न्यारा देश।
प्यारा देश, हमारा देश।

इसी भूमि पर जन्म लिया है,

तुमको इतना बड़ा किया है।
इसकी सेवा कौन करेगा।
हम करेंगे! हम करेंगे! हम करेंगे!
जय हिन्द! जय हिन्द! जय हिन्द

. चंचल बघेल,
पुत्री श्री हाकिम सिंह,
एम.सी.एल. नोएडा

घायल

पतझड़ हँसता जाता है, घायल पड़ी बहार है।
कैसा रामराज्य आया हर फूल बना अंगार है।
आदर्शों की लाशें सड़ती, फैशन की चौपाल में,
बहुत लड़खड़ाहट है, सच्चाई की चाल में,
पूजारी बन्दी है, मन्दिर में, कैदी है भगवान यहाँ
मानवता सन्यास ले चुकी, अपमानित सम्मान यहाँ,
नफरत का ही नाम दूसरा इस दुनियाँ में प्यार है।
स्वार्थ की फसलें लहराती हैं मन के उद्यान में,
अन्तर नहीं दिखायी पड़ता बगिया में शमशान है!
चाँदी की चाबी से ताले सारे ही खुल जाते हैं,
कण्ठ कोकिलों के बैठे, कौवे गीत सुनाते हैं,
एक कली की बात नहीं है, बगिया सब बीमार है,
पतझड़ हँसता जाता है, घायल पड़ी बहार है।

अल्पना सक्सेना, मिण्डा एस. ए. आई

- प्रेरक वाक्य -

- ☛ किसी की अधिक प्रशंसा करना उसे, धोखा देना है।
- ☛ केवल सुन्दर पंखों से कोई सुन्दर पंखी नहीं बन जाता।
- ☛ इंतजार करने वालों को केवल वही चीजें मिलती हैं, जिन्हें संघर्ष करने वाले छोड़ जाते हैं।
- ☛ सज्जन लोग दूसरों के लिये जीते हैं, जबकि मूर्ख लोग दूसरों पर जीते हैं।
- ☛ एक नियम के टूटने से दस: नियम अपने आप टूट जाते हैं।
- ☛ उदेश को जीवन में उतारना श्रेयस्कर है।

. अर्जुन सिंह
मिण्डा एस. ए. आई

Tied the knot



Mr Pankaj Gupta of MSEL Pune, Married **Ms. Ruchi** on 11th December, 2009



Mr Manoj Satyavali of MFW Pune, Married **Ms. Kavyanjli** on 29th November, 2009



Mr Sagar Shah of MCL Pune, Married **Ms. Shveta** on 8th December, 2009

CONGRATULATIONS!!!

From the A K MINDA group we wish the newly married couples a happy and blissful life ahead. May the heavens shower choicest blessings on you!!!



Mr Sayaji Navadkar of IT, Married **Ms. Pallavi** on 1st June, 2009

Heaven's blessings



AARTI NAUTIYAL PANTHRI, MMSL was blessed with a baby boy on 4th November 2009. The boy has been named **AARAV PANTHRI**



SANTOSH SHINDE of Quality Deptt., MCL Security Systems Division has been blessed with a baby girl on 18 Dec 09. The baby girl has been named **PRASHI**



ANIL BATRA Head Corporate Communications (Group) was blessed with a baby boy on 7 Oct 09. The baby boy has been named **SHAAN**



PARTAP SINGH of marketing department of MINDA SAI-Gr Noida was blessed with a baby boy on 30 Nov 2009. The baby boy has been named **ANSH**

S SURESH BABU of Marketing Dept. Minda SAI has been blessed with a baby boy on 20 Dec 2009. The baby boy has been named **S.A. KOWSIK**

CONGRATULATIONS!!!

On the new arrivals. All of us from AK Minda Group wish the new borns a long and successful life.

We the proud **MINDIANS**
aspire to create a world of love and harmony

