



# Gajgamiini

October 2014

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Gajgamiini: the graceful gait of an elephant. Strong, sure-footed and alert, the positive characteristics of this majestic animal are also qualities found in the Mehta Group.

THE HOUSE JOURNAL OF  
THE MEHTA GROUP



THE  
MEHTA  
GROUP

## Agro Chemical & Food Company Limited (ACFC)

Our beloved Chairman, Shri Mahendrabhai Mehta way back in 70s identified the project of providing an indigenous industrial outlet for manufacturing of Power Alcohol and Bakers' Yeast from the molasses produced in Kenya.

**Agro-Chemical and Food Company Limited (ACFC)** was established in 1978 to produce power alcohol from sugarcane molasses. As a national strategy, there was a plan to blend alcohol with petrol to make gasohol that would reduce foreign exchange of the country. Subsequently, due to change in the policy, Company decided to produce and sell various grades of Spirits and Yeast of very high quality. This project also created employment and helped to generate economic gains for the Government and the Shareholders.

From the inception, the Company was under the Ministry of Energy. However, now the Company is under the Ministry of Agriculture.

Over the years, the company has faced many obstacles due to the ever-changing business environment necessitating

constant modernization of technology in production process and systems.

Initially, the Company operated as a monopoly. However, over the last few years, the business environment has changed with the entry of other competitors in the market. In view of challenges in the changed business environment both locally and globally, the Company reviewed its business and market strategies.

The Company's major products are Extra Neutral Alcohol, Furaha Active Dry Yeast (ADY) and Sifa Fresh Wet Yeast (WY), Beverage Grade liquefied carbon dioxide and Bottled Spirits.

The installed capacity of the alcohol plant is eighteen (18) million litres of alcohol per year. The Yeast plant has an installed capacity of 1,200 tons per year of Active Dry Yeast (ADY) and 1,000 tons per year of Wet Yeast.

The new Extra Neutral Alcohol Plant has rejuvenated ACFCs' market presence. This has been manifested through the latest additional product lines – Bottled Spirit and Carbon dioxide plants. With the commissioning of these plants, avenues for extension into new areas have been opened for ACFC's future expansion.



ACFC bottling plant is being graced by a priest during commissioning



The CEO Mr. Ashok Agrawal explaining the priest about new bottled spirit plant



## ACFC Inaugurates Two New Product Lines

Agro Chemical & Food Company once again achieved a landmark in East Africa by launching two new product lines; liquefied Carbon Dioxide and Patriot Premium Gin in 250 ml bottle. The project cost of the potable spirit blending and bottling plant with a semi-automatic 80 bottles per minute bottling line and a 15 ton per day liquefied Carbon dioxide harnessing and purification plant at its factory in Muhoroni was Kshs.300 million. The plant will be able to generate a gross output of Kshs.400 million annually for ACFC.

The Carbon dioxide emitting from alcohol fermentation process was affecting atmospheric warming and greenhouse gases. The Carbon dioxide harnessing and purification plant will therefore directly impact environmental conservation by recycling the gas, supplied by SICGIL Pvt. India. The plant has been designed to produce beverage grade carbon dioxide.

Major beverage manufactures within the country including Coca

Cola and beer manufacturers have been approached for orders.

The plant will be expected to produce 3000 tons of compressed liquefied gas annually for sale to beverage manufacturers and 1000 tons of Carbon dioxide will be used towards production of solidified Carbon dioxide / dry ice for industrial applications.



First fleet of Co2 tankers  
raring to go



Spirit packaging team

## HR and CSR milestones in ACFC

*Since inception, ACFC has always maintained a healthy organizational culture that supports corporate objectives.* ACFC has achieved various milestones in its journey that includes a recent rating of overall "Excellent" by the State Corporations. These accolades have been realized due to its commitment in effective training of staff in various skills required in modern technological advancements, staff welfare facilities, spiritual nourishment of employees through annual prayer day, sound corporate social responsibilities and free & clean water to the community etc. The employees and local community has also played an important role in achieving these goals.



Participants being awarded  
certificates at ACFC training center



Healthy living – staff members  
at ACFC gymnasium.



Company doctor at  
work at ACFC dispensary.



Education – ACFC Kindergarten School  
Children at a graduation ceremony



Training session in progress

### Corporate Social Responsibility

– The CEO Mr. Ashok Agrawal poses with trained motorbike riders at the end of the training session sponsored By ACFC



### World Environmental Day

– Mr Ashok Agrawal, CEO Leading ACFC members for tree plantation in the premises



## COMPANY BUZZ



Paul Ryan and Tara Warner (sales)

Paul Ryan and Hemang Mehta

Paul Ryan and Nalin Mehta

Paul Ryan and Sandy Bartousek (Packer)

Controller and Relations ManagDan Newman and Paul Ryan in plant

### Visit from Congressman Paul Ryan, at Monarch Plastics

Monarch Plastics was honored to welcome Congressman Paul Ryan at Wisconsin on September 2nd, 2014. Mr. Ryan was the running mate to Mr. Mitt Romney in the 2012 Presidential Elections in the USA. Mr. Ryan was very amiable, and seemed genuinely interested in hearing about our great company and was very open to questions our staff posed. The afternoon started with a sit-down with Monarch's President, Mr. Hemang Mehta, and a small group to discuss topics ranging from history of The Mehta Group and our founder Mr. Nanji Kalidas Mehta's journey to Mr. Ryan's views on the US economy. Later, Mr. Ryan was escorted for a detailed plant tour, provided by Dan Newman (Manager of Technology/Productivity). Mr. Ryan was impressed with the operations and enjoyed witnessing our latest technology in Blow Molding.

### One Day Workshop on "Quality Leaders" at GSCL

CBSE organized a workshop for all Principals at **S.N. Kansagra School - Rajkot**. **Dr. Sadhana Parashar, Director (Academics, Research, Training & Innovation)** was the resource person. Agenda of the meeting was **"Mentoring & Monitoring."** The key points discussed were basic skills required for a mentor, major objectives & scope of Mentoring & Monitoring. It was an open forum for all to clear their queries about exams, methods to implement the new changes in curriculum and focus on stress-free teaching - learning process. Participants of the program appreciated the CBSE Board for organizing the workshop at Rajkot, based on the convenience of the schools, which are located in the interior region.

### "40th Annual General Meeting" at GSCL



### One Day Workshop on "Time Management & Stress Management" at GSCL

One day workshop was organized at **N.K. D.A.V. Public School, Sidheegram** for teaching and non-teaching staff on **13th September 2014** on the topic, **"Time Management & Stress Management"**. The resource person **Mr. M. J. Upadhyay, Ex-Regional Director, Central Board for Worker Education; Baroda** was a proficient and knowledgeable personality, with vast knowledge and ample experience in conducting workshops in various organizations. Open forums and Power Point presentations were very informative and constructive.



Mr. M. J. Upadhyay, Faculty of the program interacts with participants.

### 13th Annual Greentech Safety Award 2014 in Gold Category in Cement Sector, SCL



SCL received Annual Greentech Safety Award 2014 in Gold Category. On behalf of SCL Management, Mr. A S Rathore, Sr. General Manager - Elect & Inst, received award in Hyderabad.



# MARKETING UPDATES

# Gajgami



Grand Entrance of the Venue



Invitees were welcomed with tika and arti in a traditional manner.



Event was inaugurated with lighting of lamp by eminent dignitaries, followed by Ganesh Stuti and National Anthem



BPA (Blind People's Association -India) were felicitated by The Mehta Group for its remarkable contribution towards society.

## EXCELLENCE AWARDS 2014

Excellence Awards 2014 was organized on 17th July 2014. **Mr. M. S. Gilotra, MD** and **Mr. Randhir Singh, President (M&S)** felicitated top performing Dealers at the function.

The Event with the theme of **"Dhoom Machale"** which was full of fun, entertainment and celebrations, received overwhelming response from all the participants. Major attractions of the event included Rio Carnival Dancers, Live performance by Violinist, Fashion Show on Safety Theme, Brand Logo Rangoli and Live Performance by Dhoom-3 fame Aditi Singh Sharma.

**'UTSAV'** winners in the following categories were also felicitated at the function:

1. Rang De Dukan-Shop Display Contest
2. Chote Sitare (Dramebaaz)
3. Hathi Sidhee Premier League (Cricket Tournament)

The felicitation of BPA (Blind People's Association-India) was recognized by The Mehta Group for their remarkable contribution towards society.



Brand logos were represented in the form of Rangolis.



Group photograph of all the Winners



Mr. M.S. Gilotra, MD  
addressing Channel Partners and  
The Mehta Group team members



Mr. Randhir Singh, President (M&S)  
expressing gratitude and  
motivating Channel Partners.



Mr. Suresh Kothari, Jt. President –  
Corporate PR, sharing Mehta Groups  
CSR initiatives.



Channel partners enjoyed live  
performance of Rio Carnival Dancers  
at the Pre-Convention Area.





HSPL Winners



Factory Visit of the channel partners



Rang De Dukan Winner



Contractors Meets

Regular Contractor meets create long term association with them.



Dramebaaz Winner

**Theme Based Festival Posters**  
Theme-based festival poster/ stickers were made and distributed during the auspicious festivals i.e. Navratri and Ganeshotsav. Stickers were shared through social media



Theme Based Festival Poster - Ganeshotsav



Channel Partners also participated in a song of unity: "Mile Sur Mera Tumahara..."



Business Meet provided opportunity to understand the problems faced by Channel Partners and look for mutually accepted solutions.



## PEOPLE TALK

### Navratri Celebrations at the Corporate Office, Mumbai

Employees at the Corporate Office celebrated 9 days of Navratri by wearing 9 different colors.

The Mehta Group Employees' Club organized Navratri celebrations on 1st October at the Press Club terrace. Members participated in Garba/Dandiya with lots of enthusiasm. Presence of Mr. Jay Mehta & Ms. Juhi Chawla Mehta added grace to the function.



### UCA Awards

The Mehta Group promotes sports in Uganda.

Uganda Cricket Association had an awards ceremony for the year 2014 on the eve of their recent Premier League matches. This event was organized by UCA for giving out awards to be the best players and for a thanks-giving to The Mehta Group for supporting cricket in Uganda.



### HIV Free School Environment at Uganda

A 4-day HIV/ AIDS Initiative in partnership with "Cricket without Boundaries and FASBEC" (NGO) was sponsored by The Mehta Group under CSR initiatives. Cricket was used as a medium to spread awareness about AIDS. As part of the awareness program, Medical camp was organized; street dramas were performed by an NGO – FASBEC. Uganda Cricket Association (UCA) had brought coaches to train the kids. The entire event was organized by The Mehta Group in Lugazi stadium. 13 school children from Lugazi participated in this great event. Dr. S. Mishra had organized the medical camps for screening for HIV and other sexually transmitted diseases.

Mehta Little League won against Kenyan National Team in the Under 16 baseball tournament



### Vishwakarma Pooja, GSCL



Vishwakarma Pooja was performed at plant by our Employees at GSCL, Sidheegram. All the employees & Executives participated in the Pooja.



### Ganesha Chaturthi at SCOUT.

Hom and Abhishak was performed in the Ganesh temple located in the Sugar Corporation factory. Mr. & Mrs. Mehta presided over the function. The entire staff of The Mehta Group attended the grand function. Bajans and Arthi were performed in the evening.





## Teacher's Day, GSCL

N. K. D. A. V Public School, Sidheegram celebrated Teacher's Day on 5th September 2014 with much enthusiasm and exhilaration to commemorate the birthday of Dr. S. Radhakrishnan the former President of India. The entire school was under the control of students Class-X who managed the whole school systematically and diligently without leaving a chance of any perplexity. The day was filled with fun and frolic as the students arranged number of competitions among the teachers to make the occasion a most memorable one. All the teaching and non-teaching fraternity whole-heartedly participated in the program. The Principal in her speech appreciated and congratulated the students for displaying their leadership and management qualities and also advised the students to show excellence in their future endeavors also.



Students watching Indian Prime Minister Mr. Narendra Modi's Speech on Teachers Day.

## "Sri Ganesh Utsav", GSCL



Employees at GSCL celebrated "Sarvajanic Ganesh Utsav" at Sidheegram. The festival was celebrated for 7 days. Employees and their family members actively participated in the celebrations.



Director-HR, Mr. Prakash Kunte also participated in Ganesha Pooja at Sidheegram.

## Independence Day at SCL & GSCL



## "Health Check-up Camp & De-warming Camp", GSCL



Health checkup camp by Dr. Rajveer Singh Shekhawat and his Team.



Under the Corporate Social Responsibility activities, Gujarat Sidhee Cement plant organized Health check-up camps for nearby village children of Angadvadi and Morasa on 13th September 2014, at Sidhee Health Care Centre.

Inauguration of Health checkup camp by Mr. L. Behera, V.P.-Commercial, Mr. Pankaj Vaja, DGM-HR, Dr. Rajveer Singh Shekhawat, Chief Medical Officer and Mr. Dharmendrasinh Rathod, Sarpanch of Morasa Village.

## Ganesh Chaturthi at SCL



Lord Shri Ganesh Mahotsav (festival) was celebrated by the SCL employees with great devotion and enthusiasm. A divine statue of Lord Ganeshji was installed to celebrate the occasion. Religious rituals were performed daily.

## Janmashtami Celebrations, GSCL

Janmashtami was celebrated at Mukambika Temple, GSCL with lot of joy and enthusiasm. Procession started from Mukambika Temple to Mukambika Devi Garbi Mandal, performing "Dandia Ras", "Matki Fod competition" etc. Bhajans and Pooja of Lord Krishna were also performed.

Mrs. & Mr. S. N. Junnarkar and all family members performed Aarti for midnight rituals at the temple followed by prasad, sweets & snacks.

## Distribution of Educational Kits to School Children under CSR Project of SCL, Ranavav



As we successfully started extra coaching classes under CSR project in nearby schools, response of students, teachers and parents was very good. Keeping their interest in view, we distributed educational kits to keep them motivated.



## Shining Star



**MK Srivastava, Jr. President (Projects)** won 1st Prize in the Project competition with a team of two other delegates. The event was scheduled at Hyderabad International Convention Center between 11th Sept till 14th Sept 2014. This award is given in recognition of knowledge, skill and acumen applied in Project Management Strategy.

**Nisarg**, son of Dr. Milan U. Vasavada, Senior Manager – Health Service, SCL at Ranavav works, completed his B.E. by achieving 3rd rank in entire Gujarat Technological University (GTU) in Electronics and Communication from Noble Engineering College, Junagadh with 8.0 CGPA. He has also succeeded to secure admission on merit basis in PG School of GTU – Gandhinagar for M.E. in VLSI and Embedded System Design. Congratulations to young Engineer and proud parents.



**Master Shalil S/o. Mr. V S Shukla**, Dy. General Manager - Civil obtained 10 CGPA (A1 grade) in all subjects in Secondary School Examination of Central Board of Secondary Education. Congratulations to young star.

## New Joinees at GSCL

Mr. Bhavdip Jathal - DGM – Land & Liaison.  
Mr. Rajveer Singh Shekhawat - Chief Medical Officer.  
Mr. Harishchandra Joshi - Senior Manager - Logistics.  
Mr. Hardik Kakkad - Assistant - Accounts.  
Mr. Sanjay Parmar - Jr. Supervisor - Q.C.  
Mr. Yogesh Zankat - Jr. Supervisor - Electrical.  
Mr. Mohit Parmar - GET - Mechanical.  
Mr. Akshay Davda - GET - Instrumentation.  
Mr. Arihant Mohnot - GET - Electrical.  
Mr. Hiteshpari B. Puri - Trainee Chemist.

## New Joinees at SCL

Mr. Arunkumar Singh - Sr. Manager (Process)  
Mr. Pravin S Channe - Asst. Manager (Mech.)  
Mr. Jaymin H Butani - Asst. Manager (Purchase)  
Mr. Pranjal Rakshit - Sr. Engineer (Elect.)  
Mr. Mrinmay Chakraborty - Sr. Officer (Survey)  
Mr. Jagdish G Gotecha - Sr. Officer (Accounts)  
Mr. Kishan B Bakori - Engineer (Inst.)  
Mr. Kamlesh S Vainsh Engineer (Inst.)  
Mr. Umang M Patadia - GET (Mech)  
Mr. Ashish C Joshi - Trainee CCR



Mr. K. Vamsidhar Reddy, V.P (Tech.)



Mr. J.S. Shekhawat transferred from SCL to GSCL as GM - Production

The above photos were exchanged in the last issue inadvertently, we regret for the same.

## Interesting!!!!!!!

Presidents come and go, but one thing remains constant in their office

THE PEN MADE FOR THE WHITE HOUSE THE PENS READ "Skilcraft US Government". And if you have worked for an American Government Institution, chances are you've used one. About \$5 million worth of these pens are sold every year (with 60 percent going to the military), and they have quite the story behind them.

To start, they're assembled by the blind. In 1938, in the midst of the Great Depression, the government stepped in to help blind workers, who were already at a competitive disadvantage. President Franklin D. Roosevelt signed into law the Wagner-O'Day Act, which required that the US Government purchase specific goods manufactured by blind Americans. The law soon included pens. The Skilcraft brand came to be a decade or so later, in 1952. Today, the company employs over 5500 blind workers in 37 US States, producing an arsenal of office supplies, with the pens made in factories in Wisconsin and North Carolina. The pens must be built to the specifications outlined in a 16-page document that was first promulgated more than 50 years ago. The pens must be able to write continuously for no less than 1500 meters and in temperatures upto 70 deg C and down to 40 degrees below zero.



## After Life Value

Death isn't necessarily the end – and in some cases it can really boost your career. Here are the top-earning dead celebrities of last year, according to forbes.com.

• **Michael Jackson**, \$168 million. Mainly through music royalties.



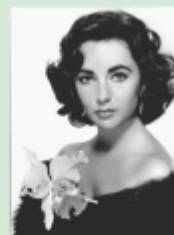
• **Elvis Presley**, \$59 million. Graceland, his home in Memphis, USA, remains a huge tourist draw, as does his music.



• **Charles M. Schulz**, \$34 million. His peanuts cartoons reach millions of readers in 21 languages.



• **Elizabeth Taylor**, \$25 million. Auctions of her jewellery and art collection raised a fortune.



• **Bob Marley**, \$19 million. His images are used to sell everything from drinks to lifestyle products.

