

EDITORIAL


"It's the repetition of affirmations that leads to belief. And once that belief becomes a deep conviction, things begin to happen." - Muhammad Ali

Our deep conviction and belief that sustained and meaningful communication would successfully create a "connect" amongst all employees of the Company even beyond the workplace, has led us to publish BLOOM & BLOG. I am sure through this we have been able to cultivate a feeling of bonding and cohesiveness, not only among the employees, but also their families and beyond.

Towards furthering this endeavor, we are happy to publish the second issue of BLOG at the onset of the new financial year. The last six months were pretty eventful. We witnessed leadership changes; after a long, distinguished innings, and on superannuation of Shri S K Mukherjee, Shri Viren Sinha took over as the C&MD of Balmer Lawrie. Shri P P Sahoo is now Director [HR&CA]. We celebrated our 146th Foundation Day on 5th February, the ERP implementation was formally kicked off on 14th February and the MOU was signed with the Ministry of Petroleum and Natural Gas on 15th March. Now it's time to reboot and start our sojourn into the next year, with focus on performance and achievement of the Company targets and objectives.

We thank all of you who have sent us feedback, suggestions and contributions for BLOOM & BLOG. This has not only helped us to improve these communication media but has also led to establish an emotional connect between the organization and its people. So go ahead and send us many more suggestions and feedback.

Tons of wishes from BLOG for the New Year's days that were celebrated in the various regions of India recently!

**DIRECTORS' CORNER****Shri Viren Sinha, C&MD**

2011-12 has come to a close, and its stock taking time for us. Our results for the first three quarters show that we bettered our last year's corresponding benchmarks. Results of the 4th quarter are yet to be released. However, prima facie we have good reasons to believe that we will improve upon our previous year's performance. The sheer dint of hard work and commitment of our employees is the key to this excellent performance.

Having said that, we still have a lot to work upon; most of our businesses are substantially below the Strategic Plan 2010-15 targets. There are number of challenges as well. We can, and we will surmount these challenges as we move along. The manufacturing sector is showing slow but sure trends of an upturn, and this will help us in the months to come. I'm sure we'll be able to show solid Y-O-Y growth in our businesses across sectors in 2012-13.

I also wanted to take this opportunity to share my thoughts on a key improvement area that, I believe, is of utmost importance to our organization. We have changed the annual promotion cycle to mid-June with the aim of streamlining the Performance Appraisal (PA) System. Present tendency of late closure of PA is detrimental to that objective. PA System needs to be treated on priority. I urge you to complete PA by end of May. Also, setting up of the KPTs ought to have been completed by all SBUs by 31st March.

We've taken up the ERP implementation project, which is expected to be challenging in Balmer Lawrie because of the diversified nature of our businesses. The Core team has kicked started on 1st February, and the critical step of AS-IS study is slightly behind schedule. Timeliness and quality of AS-IS study should be non-negotiable. We have our best talents in the ERP core team, and I'm confident that the team will work on a mission mode and steamroll the implementation forward.

My best wishes to all of you in the new financial year.

Shri V N Sharma, Director [Manufacturing Businesses]



As in the previous years, all the SBUs - in particular I would mention the manufacturing SBUs - performed the last lap of the financial year in top gear. SBU: IP as a whole did very well much of the year, largely due to the strong performance of Western Region. Thank you and congratulations to Team IP. For IP, other regions, particularly the East and South, are challenges that we have to surmount: let's make 2012 the turning point. G&L and PC did not come upto expectations, partly due to external factors beyond our control. The silver lining has been the good signs of recovery in the last Quarter. ROFS has been making steady improvement; the Company looks forward to its increasing contribution and new growth plans. I hope that the businesses are able to sustain the momentum achieved in March. We must. We have very challenging targets in the MOU for 2012-13. Manufacturing businesses also need to contribute to the Company's turnover and profit in greater

measure.

Heartiest congratulations and a big thank you to the Services business teams, particularly LI for keeping the Company's performance on track.

We have significant modernisation/expansion projects and other Capex approved for all our businesses. E&P has been supporting the SBUs in the major activities. Need for completion of projects incorporating appropriate technologies and within time and cost targets, cannot be overemphasized. It is gratifying to note that the bituminous lubes processing and expanded lube blending sections have been commissioned at Silvassa; and that the Construction Chemicals activity is now gaining traction.

The organisation is undergoing a massive transformation with the stream of retirements getting stronger. Apart from internal growth opportunities, this would also mean welcoming a large number of new professionals at various levels. Over the next few years, I see a significant reduction in the average age of the executives, which augurs well for the Company's future. It is important to ensure that newcomers are given a supportive environment to integrate into the organisation as well as space and opportunity to apply their contemporary knowledge and skills; and even challenge some of our thinking and practices.

Belated greetings for Gudi Padwa and Ugadi. Greetings and best wishes for the regional New Years that were celebrated recently.

Shri K Subramanyan, Director [Finance]



One more eventful year has gone by and we are stepping into another more challenging, uncertain and hence, if I may say so, an exciting new financial year.

We do not know what exactly is in store in 2012-13 but going by experience, our company has the ability not only to meet any adversities, but also convert them into an opportunity. We have on our part, while finalizing the Business Plan for 2012-13, consciously taken growth oriented targets in most of the Businesses, particularly in the areas of Production, Turnover and Profits. In order to achieve these and several other targets forming part of our MOU with the Ministry of Petroleum & Natural Gas, we need the continued support of all the employees.

We have taken upon ourselves the daunting task of implementing ERP for which the company has chosen SAP as the Software. Although in the first phase Industrial Packaging, HR and Finance are taken up, the Business Blueprint needs to be done for all the SBUs. Implementation of ERP therefore requires unstinted support from every SBU & Functions across SBUs for making it a success. The message should be spread to all that we have no option but to make a success of this.

With a dedicated manpower resource that we have, I am confident Balmer Lawrie would be able to scale newer heights and thereby set higher benchmark for itself in the coming years.

My best wishes to all my colleagues.

Shri P P Sahoo, Director [HR & CA]



We have stepped into a new financial year and with it we begin yet another journey of managing challenges and delivering performance. This is the time to take stock of what's gone by and the challenges that lie ahead. Speaking of challenges, this FY brings a load of it, both financial and organisational. I would like to dwell on a few of the organisational challenges.

First & foremost is the challenge of leadership. As many of you would be aware, during the next four years many stalwarts who have taken this company to its heights would bid goodbye to us. The challenge is to find worthy successors to them who would possibly take the company to even greater heights. To me, leadership succession at various levels & the worthiness of their successors would be the key to the success of our Company in times to come.

If anything is omnipresence in an organisation it is change. In this journey of change ERP occupies the pride of place. Let us all, without exception, commit ourselves to this change process and meet the related challenges and thus ensuring its success.

As many of you would have experienced, HR as a function in the Company, over the years has evolved not only as an enabler of performance but has actually emerged as a partner in business, propagating excellence. To take this journey of excellence forward, a number of HR initiatives have been lined up for implementation during the year. Do participate in these initiatives actively.

When I look back at all that we have achieved as an organisation, I am always reminded of an important aspect of our Vision " ... with high degree of environmental and social responsibility". Hopefully during this year we would experience real action in these areas. I would exhort all of us to actively participate in the CSR & Sustainability efforts of the Company and help in actualising the vision of the Company.

So let's do it and make BL a great place to work.

NEWS FROM SBUs/JVs

Greases & Lubricants



◆ SBU : G & L undertook a rebranding exercise recently, and the Balmerol logo has been given a new and modern look.



◆ G&L, Kolkata participated in Biz Bridge 2011 organised by the CII, Eastern Region from 9th to 12th November, 2011 at Science City in Kolkata.



◆ G&L, Kolkata put up a stall and showcased Balmerol products in the 4th International Mining, Exploration, Mineral Processing Technology & Machinery Exhibition held at the Salt lake Stadium in Kolkata from 28th to 31st January, 2012.



◆ The first phase of western region grease manufacturing project at Silvassa was successfully completed by 31st March, 2012. The Bituminous Compound plant and Lube Oil plant with augmented capacity and fire hydrant system were commissioned. The E&P team worked in close co-ordination with G&L team to make this happen.

Logistics Services

◆ In February, 2012 Logistics Services (LS) signed an agreement with Hindustan Aeronautics Limited (HAL), Bangalore for Air Consolidation services of their entire imports to various divisions across the country. The agreement is for a period of two years with a provision of further extension for another two years on mutual agreement. LS also bagged the contract for Air Chartering of two Chetak Helicopters in an IL 76 aircraft from Bangalore to Namibia.

◆ LS, Chennai won three contracts consecutively against reverse auction for ocean exports of heavy equipment over 5,000 tons during the month of February, 2012.

Logistics Infrastructure

◆ In November 2011, RFID based container tracking was successfully implemented in CFS, Kolkata, thus making it the first CFS in the eastern region of India to have such a system. Balmer Lawrie is the pioneer in introducing RFID in all its CFSs across India.



◆ Warehousing & Distribution, Sonarpur successfully handled a single piece project cargo of Andritz Hydro weighing 17 tons in March 2012. With this, W&D can now boast of handling Over Dimensional Cargo (ODC) of any size.



◆ In the last six months CFS, Kolkata handled more than 14000 tons of Break Bulk cargo for the first time since its inception.

◆ The Merry-Go-Round Facility at



CFS, Kolkata is now fully operational. This is helping in the "green cause" as evacuation of containers from the port to CFS is being done using Balmer Lawrie's Rail Flat Wagons.

Tours & Travel

◆ Travel Team, Chennai successfully handled four additional flights carrying 503 persons to Port Blair from Defence Services Staff College (DSSC), Wellington in November 2011. The team also managed four charter flights on multi sectors carrying 481 officers to DSSC, Wellington by Air India. The flights operated between 2nd & 15th January.



◆ With the aim of facilitating smooth ticketing service for defence personnel posted in remote places, a web portal was launched by SBU: Tours & Travel, on 11th January, 2012. Army Chief General V K Singh launched the portal in a grand function.



◆ A new implant office was inaugurated on 2nd April at Saha Institute of Nuclear Physics and Variable Energy Cyclotron Centre, Salt Lake, Kolkata. Shri Swapan Nath, Branch Manager, Travel - Kolkata is seen here with officials of the Institute.

NEWS FROM SBUs/JVs

Performance Chemicals



◆ On 6th January, SBU: Performance Chemicals launched the Sulphonated Napthalene Formaldehyde (SNF) based Superplasticiser, CON FLO UNF-5 for site mixed concrete applications.



◆ On 3rd March 2012, Shri Viren Sinha, C&MD inaugurated the Concrete Testing Lab of Construction Chemicals at Perungudi, Chennai and Shri V N Sharma, D[M] inaugurated the Technical Service Center of Leather Chemicals on the same premises.



◆ SBU:PC participated in the international conference on construction chemicals - "Construction Chemical Conclave 2012". The event was jointly organised by FICCI and Department of Chemicals and Petrochemicals, GOI in Chennai on 9th & 10th February 2012. Balmer Lawrie was the associate sponsor of the event. The theme of the Conference was "Current Trends in Construction Chemical Industry Worldwide". A technical paper was presented by Dr. V Vijayabaskar, Manager [Product Development] on Admixtures for improving the concrete performance with special reference to polycarboxylates.

Tea

◆ SBU: Tea became an ISO 9001, OHSAS 18001 and ISO 22000 accredited unit from 29th October, 2011. This is indeed a



significant step in the quality management journey of the SBU.

JVs



◆ On 15th October, 2011 a rubber plant at Proseal Closures was inaugurated in Bangalore. The occasion was graced by Balmer Lawrie-Van Leer Directors on the Board of Proseal Closures, and Balmer Lawrie's D[M], D[F] and ED[IP]. BL-VL controls the majority equity stakes of Proseal Closures which manufactures steel drum closures & locking rings.



◆ PT Balmer Lawrie Indonesia successfully executed the first export order to Singapore on 29th December, 2011. In photo are seen Shri A K Paul, Mr. K D Jamsandekar and others along with the first shipment.



◆ Shri Viren Sinha, C&MD visited PT Balmer Lawrie Indonesia on 19th March 2012. He was accompanied by Shri V N Sharma, D[M] and Shri K Gopinathan, ED[Lubes & Chemicals].



◆ SBUs : G&L and PC of Balmer Lawrie and PT Balmer Lawrie Indonesia participated in the "India Show 2012", organised by CII and supported by the Ministry of Commerce & Industry, Department of Commerce, GOI & Embassy of India, Jakarta from 6th to 8th March 2012, at BalaiKartini Exhibition Centre, in Jakarta, Indonesia.



KNOW YOUR LEADER...

"Example is leadership." - Albert Schweitzer



Shri Prabal Basu, General Manager [Finance] joined Balmer Lawrie in April 1988. He is one of the youngest members of the leadership team and has significantly contributed to the Finance function of the Company.

1. Your motivation to stay with Balmer Lawrie

It is true that in these modern times, it is not very common for professionals to stick to one company for a very long period of time. In fact, when I look around I find that some of my friends have changed jobs on an average of six to seven times in the last 20 years. However, I have always felt that Balmer Lawrie is a wonderful organisation to work in. There is tremendous opportunity / freedom to put your knowledge and skills into application in your day to day work. The people in the BL family are fabulous and I have been fortunate to have received love, affection and respect from all and sundry. This, along with the high job satisfaction, has been a great motivation to stay in the organisation for nearly 24 years now.

2. Significant professional and personal achievements

Fulfilling my childhood dream of becoming a CA and qualifying CA, ICWA and CS in the shortest possible time, securing top ranks, scholarships and prizes in most of the professional exams were significant achievements for me.

3. Significant achievements of the Finance function in Balmer Lawrie

I feel that some of my significant achievements in the Finance function in Balmer Lawrie are streamlining of working processes in Corporate Accounts and Treasury operations leading to smooth and speedy closing of periodic accounts of the Company, turning Balmer Lawrie into a debt-free company and building a very high reputation with Auditors/C&AG and credit rating agencies for the Company.

4. Who all are there in your family?

My mother, my wife Mitool, son Praloy and our pet

parrot Piu. My wife is a homemaker and my son is pursuing his third year MBBS at NRS Medical College, Kolkata.

5. Who is the person who influenced you the most and why?

It is difficult to identify any one in particular. I have tried to inculcate the good qualities of people around me. However, in my professional life, I had the good fortune of working with many stalwarts of accounts & finance department of BL, which definitely had a significant positive influence on me.

6. What is your favourite one liner?

I am a strong believer of the principle "honest hard work always pays".

7. What are your hobbies?

I enjoy watching cricket, football, Formula 1 racing and listening to music. I also love travelling with my family on holidays.

8. Which is your favourite travel destination?

I have more than one favourite travel destination. They are Shimla & Manali, and Dehradun & Mussoorie.

9. Two things that your colleagues don't know about you

I am by nature a lazy person who enjoys relaxing on weekends. Further, I enjoy moving around with my family in shopping malls often indulging in buying things impulsively.

10. Your management style or mantra

I like to delegate work to my colleagues and empower them to the extent necessary to carry out their responsibilities. I am always willing to guide / mentor my juniors to the maximum extent so that they can develop into future leaders of the Company.

11. Message for all Balmer Lawrie employees

As I have already stated, BL is a wonderful organisation to work in. It has tremendous potential for growth in the coming years. As the organisation will grow, it will open up new opportunities for all its employees. Hence, as I can foresee, there will be no dearth of career growth opportunities for employees who give their unstinted sincere efforts. I would call upon all my colleagues to enjoy working and give their best efforts for the betterment of our beloved Company.

THE ERP JOURNEY



The ERP project was formally kicked off on 14th February, 2012. Present on the occasion were Shri Viren Sinha [C&MD], all Directors and Core Committee members. On 1st February, 2012 the Business Blue Print (BBP) phase of ERP implementation had started at HO, Kolkata in the presence of 45 Core Committee members from all SBUs & Corporate Functions. Tata Consultancy Services (TCS) has been selected as the implementation partner and the ERP selected is SAP. Currently the core team along with the TCS team is doing the AS-IS study.

The implementation, which will be done in a phased manner, will have 3 phases:

Phase 1: Human Resources, Corporate Finance, Industrial Packaging

Phase 2: Greases & Lubricants, Leather/ Performance Chemicals, Refinery & Oil Field Services, E&P

Phase 3: Tea, Tours & Travel, Logistics Services, Logistics Infrastructure

The project has now been christened as BLESS [Balmer Lawrie ERP – SAP Solution].

EVENTS & HAPPENINGS



◆ The Vigilance Awareness Week was observed throughout the Company, from 31st October to 5th November in various units and establishments of the Company.



◆ On 15th November, 2011 the first sub-committee of the Official Language Parliamentary Committee visited HO Kolkata to inspect the progress and implementation of Hindi in Balmer Lawrie.



◆ The Senior Accountants and IT Managers Meet was held from 24th to 26th November, 2011 in Lucknow.



◆ The HR Meet was organized in Lonavala on 4th and 5th December, 2011.



◆ The Annual Strategy Meet was held on 16th and 17th December, 2011 at Kumarakom in Kerala.

◆ A Top Management Meet was held at HO in Kolkata on 29th December to take stock of the financial performance of the Company.



◆ Shri Swapan Kumar Mukherjee, C&MD retired on 31st December 2011 after successfully completing 36 years of service in Balmer Lawrie. Shri Viren Sinha took over as the new C&MD.



◆ The Parliamentary Standing Committee on Labour visited Kolkata for an on-the-spot study on deployment of contractual workers in perennial nature of jobs. On 2nd January, 2012 the Committee had an interaction with both the Union and Management Representatives of Balmer Lawrie.

◆ Balmer Lawrie participated in the "45th Personnel Chiefs' Meet of Oil & Gas Sector PSUs" hosted by Numaligarh Refinery Limited from 22nd to 24th January, 2012 in Assam. Shri James Paul Gregory, Sr. Manager [HR] gave a presentation on "Changing Paradigm of HR in Balmer Lawrie".



◆ The 146th Foundation Day was observed by employees on 1st February across all units and establishments of the country. The celebrations with families happened on 5th February across all locations.



◆ Units & Establishment at Chennai celebrated the National Safety Week from 5th to 10th March.



◆ Shri Viren Sinha [C&MD], Balmer Lawrie signed the MOU for 2012-13 with Shri G C Chaturvedi, Secretary, Ministry of Petroleum and Natural Gas at Shastri Bhavan in New Delhi on 15th March, 2012.

Events of BL Recreation Club, Kolkata



□ The 60th AGM of the Club was held on 9th November, 2011 at HO, Kolkata.



□ The Annual Family Sports Meet for the year 2011-12 was organised on 1st January, 2012 at the Kolkata University Grounds.

□ The Annual Drama was held on 10th March at Tapan Theatre in Kolkata.



□ The 61st Annual Cultural Program was held on 25th March at Mahajati Sadan, Kolkata.



□ Balmer Lawrie participated in the Inter Office Cricket League organised by Office Sports Federation (West Bengal) for the year 2011-2012.

KNOW YOUR FELLOW BALMER LAWRIEN...



Shri Ashok G Gandhi works as a Sr. Operator in Industrial Packaging - Sewree, Mumbai. He has been associated with Balmer Lawrie for the last 35 years. He was interviewed by Shri Vijay R Rayamane, Sr. Manager, HR - G&L/IP - WR.

VRR - When did you join the Company?

AGG - I joined the Company in 1976 as a Casual Labour. At that time I was getting a salary of Rs.18.00 per day. Now I am working as a Sr. Operator and feel happy to be associated with Balmer Lawrie for so many years.

VRR - Why did you join the Company as a Casual Labour?

AGG - I was unable to complete my SSC and could not pursue further education due to poor economic condition of my family. Hence, I joined Balmer Lawrie to earn a living as a Casual Labour.

VRR - What are your hobbies?

AGG - I am a good Cricket and Kabaddi player. In the year 1977-78, I represented the Kabaddi team on behalf of Deepak Mandal, Shivaji Park Dadar, Mumbai and our team emerged as winners.

VRR - Which place do you belong to and who all are there in your family?

AGG - I belong to Adgaon village in Srivardhan Taluka, in the Konkan region of Maharashtra. I have two children, a Son who is doing his Diploma in Computer Engineering (Last year) and a Daughter who is pursuing her Diploma in Information Technology (First year).

VRR - Who is your inspiration in life and why?

AGG - When I was working as a Casual Labour, one of our Charge-hands Shri Mandavkar inspired me to work on crane

operation, decoiling machine and shearing machine. I learnt the skills from him. Subsequently, I gained experience on the job and became an Operator. Now, I am working as a Sr. Operator on the Helium Machine which was imported from Germany.

VRR - What is your most memorable moment in Balmer Lawrie?

AGG - Few years ago, when the division was not doing well, we all workmen contributed and performed a religious havan (puja) for the prosperity of the division. All of us had come together to celebrate the function, which had ended with a cultural program. I will never forget that occasion.

VRR - What do you like about Balmer Lawrie?

AGG - Balmer Lawrie is a very good Company. The Company cares for its employees, and the employees are very co-operative. All of us, including officers and workmen, work together as one family. I was able to provide good education to my children and maintain a certain social status because of Balmer Lawrie. The Company pays us well & provides good welfare facilities. Hence, I never had to take any loan for me or my children's education; I consider this to be a good part of my life.

VRR - Any message for Balmer Lawrie employees.

AGG - Balmer Lawrie is like a roof over our heads. We earn our bread & butter for our family from here. It is a loving and caring Company for the employees. The Company has helped many of us to earn a name, fame, education & social status, which we should never forget. I have completed 35 years in service & have maintained a clean record. I am proud of my Company. We should always aim to learn more and change from time to time. I wish the Company shines like the sun forever.

बामर लॉरी एवं समाज

बामर लॉरी सिल्वर प्लेट पुरस्कार से सम्मानित



बामर लॉरी ने कॉर्पोरेट सामाजिक दायित्व के पहल हेतु हेल्पेज इंडिया के समर्थन से सम्मानित "हेल्पेज इंडिया सिल्वर प्लेट पुरस्कार" जीता। पुरस्कार दिनांक 1 अक्टूबर 2011 को वृद्ध व्यक्तियों का अंतर्राष्ट्रीय दिवस के उपलक्ष्य पर दिया गया। पुरस्कार समारोह का आयोजन भारत अंतर्राष्ट्रीय केन्द्र, नई दिल्ली में किया गया था। मनाली, चेन्नै के आस-पास बामर लॉरी न केवल हेल्पेज इंडिया द्वारा चिन्हित गरीब वृद्धों को सहायता प्रदान किया बल्कि मनाली के आस-पास वृद्धों के स्वास्थ्य विकास के लिए मोबाइल मेडिकल यूनिट का भी व्यवस्था किया। चित्र में श्रीमती श्यामा गोपाकुमार कंपनी की तरफ से पुरस्कार ग्रहण करती हुई।

शिक्षा



◆ बामर लॉरी द्वारा आयटा ट्रेनिंग एण्ड डेवलपमेंट इंस्टिट्यूट और ट्रेड विंगस इंस्टिट्यूट ऑफ मैनेजमेंट की सहायता से यात्रा एवं पर्यटन पर आर्थिक रूप से पिछड़े हुए लड़कियों के लिए वर्ष 2011-12 में त्रैमासिक प्रशिक्षण कार्यक्रम का आयोजन किया गया। यह त्रैमासिक प्रशिक्षण कार्यक्रम आयटा अनुमोदित ट्रेड विंगस के देश में स्थित चार मेट्रो शहरों - कोलकाता, मुंबई, दिल्ली और चेन्नै के अनुमोदित प्रशिक्षण केन्द्रों में सफलता पूर्वक किया गया, जिसमें 104 छात्राओं ने भाग लिया। हर माह स्ट्राइपेंड स्वरूप प्रत्येक लड़कियों को 3000/- रूपया प्रदान किया गया। यह स्मरणीय सी एस आर कार्यक्रम छात्राओं को रोजगार पाने के उद्देश्य से शुरू किया गया।

◆ कॉर्पोरेट सामाजिक दायित्व पूर्वी क्षेत्र दल ने पिछले महीने सुन्दरवन के दूरवर्ती गांव में स्थित दारा आदर्श विद्यामंदिर के कार्य की प्रगति का निरीक्षण किया। वर्ष



2011-12 के दौरान कंपनी ने वहां के स्थानीय एनजीओ प्रगति संघ दारा को आदर्श विद्यामंदिर स्कूल के लिए फर्निचर एवं उपकरण देने तथा पुराने स्कूल भवन के मरम्मत करने के लिए 12 लाख रूपया वित्तीय सहायता प्रदान किया। कंपनी ने पहले XI-XII कक्षाओं के लिए एक तीन मंजिल का एक अलग ब्लॉक का निर्माण किया है। कंपनी ने कुछ वर्ष पहले जब वहां कार्य आरम्भ किया तो उस समय वहां के छात्रों की संख्या 1800 थी जो अब बढ़कर 2400 हो गई है।



◆ वामर लॉरी ने अखिल भारतीय स्तर पर इंजीनियरिंग डिग्री व डिप्लोमा पाठ्यक्रम के अजा/अजजा व विकलांग छात्रों को स्कॉलरशिप प्रदान किया। डिग्री पाठ्यक्रम करने वाले 51 छात्रों और डिप्लोमा कर रहे 25 छात्रों को क्रमशः 40,000/- रुपये एवं 30,000/- रुपये दिए गए। उक्त फोटो में आईआईटी, खड़गपुर के लाभान्वित छात्र परिलक्षित है।

A beneficiary speaks...

"I came to know about the scholarship offered by the Balmer Lawrie & Co. Ltd. from my Institution. I had gone through your website and found that I was eligible to apply for it. I'm very happy to be one among the 52 students across India to receive the Balmer Lawrie Scholarship. This is a good initiative by your company. Your initiative to motivate and support the students to achieve the peaks of excellence is appreciated and it's an example for all other corporates in India and Abroad. Balmer Lawrie is successfully fulfilling its Social Responsibility, and I'd like to thank the Company and all the officials behind this initiative for giving us great support for our higher studies. I wish you all the best for your initiative and a bright future for Balmer Lawrie & Co. Ltd."

Abhijith C S

First Year B.Tech Student - Computer Science & Engineering, IIT Madras



◆ वामर लॉरी ने सोसियों इकोनॉमी रिसर्च इंस्टीट्यूट (एसईआरआई) के माध्यम से तथा एचसीएल की सहयोगिता से 20 अजा/अजजा/पिछड़ी जाती की छात्राओं के

लिए प्रारंभिक कंप्यूटर पाठ्यक्रम स्पान्सर किया है। यह पाठ्यक्रम 13 जनवरी, 2012 को प्रारम्भ हो गया है एवं पाठ्यक्रम के समाप्त होने पर छात्राओं को एचसीएल द्वारा प्रमाण-पत्र दिया जाएगा।

ग्राम का समेकित विकास



◆ सामाजिक दायित्व के तहत, सी.एफ.एस. द्रोणागिरी के पास भेंडखल गाँव में वामर लॉरी ने एक प्राथमिक चिकित्सा केंद्र बनवाया है, जिसका उद्घाटन दिनांक 15 जनवरी 2012 को श्री वीरेन्द्र सिन्हा, अध्यक्ष एवं प्रबंध निदेशक के करकमलों से सम्पन्न हुआ। दिनांक 15 जनवरी 2012 को प्राथमिक चिकित्सा केंद्र के उद्घाटन के अवसर पर रोटरी क्लब, जिसके सहयोग से हमने यह चिकित्सा केंद्र बनाया है, के द्वारा महा चिकित्सा शिविर का आयोजन किया गया।

बच्चे



दिनांक 17 एवं 18 मार्च, 2012 को सीएसआर पूर्वी क्षेत्र समिति के प्रतिनिधियों ने विशाखापत्तनम स्थित एसओएस विलेज और एसओएस युथ होस्टल का दौरा किया। वामर लॉरी ने वाइजग स्थित एसओएस विलेज के एक परिवार तथा सॉल्ट लेक, कोलकाता स्थित एसओएस विलेज के दो परिवार को स्पान्सर किया है जिससे लगभग 52 अनाथ बच्चे लाभान्वित हुए हैं।

सेल्फ हेल्फ ग्रुप



जनहित फाउंडेशन के साथ मिलकर वामर लॉरी ने शहरानपुर, उत्तर प्रदेश के सरसवान ब्लॉक के 100 महिला सेल्फ हेल्फ ग्रुप (एसएचजी) का विकास एवं दृढ़िकरण करके 1200 आर्थिक रूप से पिछड़ी हुई महिलाओं के आजीविका में विकास का कार्य आरम्भ किया है। इस परियोजना के अंतर्गत 10-15 औरतों को मिलाकर एस एच जी का गठन किया गया है और वे निरंतर आय को प्रभावी ढंग से करने और उससे जीविकोपार्जन करने में सक्षम हैं। इस परियोजना का उद्घाटन 6 मार्च, 2012 को किया गया।

AWARDS & ACCOLADES

Shri Viren Sinha, C&MD won "The President Cup - 2011 Bogey Competition" held on 11th December, 2011 at the Tollygunge Club Course. This Golf Tournament was organised by the Tollygunge Club. Congratulations!



Ms. Debanjana Bhattacharya, d/o Debasish Bhattacharya, ROFS - Kolkata came off with flying colours in the MSc Biotechnology exams from Jadavpur University. She secured first rank and first class with 76.5% marks. Congratulations Debanjana!



On 14th March, Shri Nishanth K, ET (CHRD&C) won a country wide writing competition organised by Writers Melon, an online forum of authors, poets and bloggers. Nishanth's host of creative poems on various topics won him the accolade. The prize included a gift voucher worth Rs. 1500 from Westland Publications and a signed copy of the book titled "The Mine", authored by popular blog author and competition judge, Arnab Ray. All the best for your future works!

TALENT UNLIMITED



"Krishna" and "Durga" by Hermeet Kaur Bhangu, Officer [IT] - Kolkata

Learnings from the The Alchemist by Paulo Coelho

- Trust implies relying on others to the extent of forgetting ones instinct.
- If you walk a new road everyday, you would discover new things.
- It is important not only to dream but also to live your dream.
- Everyone seems to have a clear idea of how other people should lead their lives, but none about his or her own.
- At a certain point of our life, we lose control of what's happening to us, and our life becomes controlled by destiny.
- When you want something with all your heart, all the universe conspires to make it happen and helps you to achieve it.
- To succeed you have to choose something you want to have over something you have become accustomed to.
- Each day is same as the next, when people fail to recognise the good things that happen in their lives everyday that sunrises.
- Beginners luck arises from a force that wants you to realise your destiny, it whets your appetite with the taste of early success.
- God has prepared a path for each to follow. You just have to read the omens that he has left for you and follow your destiny to its conclusion.

Agelessness

A Hundred and a forty
Years after birth,
There's promise in his eyes,
Anxiety in his infant palms
There's wisdom in age and
energy in the young
If there is beauty
anywhere in this world,
It lies in agelessness

*A poem on Balmer Lawrie & Co. Ltd.
by Nishanth K, Executive Trainee [CHRD&C]*

My cry for Mercy!!

This is a world full of misery,
Here and there everywhere is treachery,
No one here is completely trustworthy,
And here I am with my cry for mercy.

This was once a world of peace,
Now a world of people, who grieve,
Committing murders is not a big thing,
And we don't deserve to be called as human beings.

The way is right or wrong they don't worry,
They want to mint money, that too in a hurry,
Killing and coveting is there life,
Values and virtues is what they cut with there knife.

The only thing I hear,
Is the painful screams everywhere,
We all have to become people who are sturdy,
Because here I am, with my cry for mercy.

Well being of people is proudly burned by some,
And here we stand, for our turn to come,
This terror will never end,
If we accept this as an ongoing trend...

We have to stand up and fight,
To end this terror with all our might.
Our cry for mercy, God will hear,
Because moral less people will do as they dare.

My cry for mercy will not go wasted,
Because time is up for those who raised a cheer to hatred.
So, God helps those who help themselves,
And the world will be the place, where happiness dwells.

*Dhriti d/o Dhruva Goswami,
Manager (A&F) - Log. Services, Delhi*

TALENT UNLIMITED



Come Spring,
The air is adorned with colours
blown with the wind
You look so Indian Mr. Tintin
I grew up with you
and now it is our children's turn
This time Holi was new fun.

"Tintin playing Holi" by Agrata
d/o P M Dutta, IT-Kolkata;
Poem by P M Dutta

Born Again....

It was a bright summer day on 25th May 2010. The factory whistle blew for lunch break and the two of us walked out of India Glycols Ltd plant at Kashipur, near Moradabad. My colleague from Logistics Services, Delhi, Shri K.P.Singh (KP) and I had just completed giving the IGL export team, a satisfactory presentation on our services. It was 1:30 pm and we had had a hectic morning. We had left from Delhi very early at 5:30 am in an Innova by road and reached Kashipur at around 11:30 am.

After the presentation, we planned to return to Delhi immediately, with a thought of stopping at around 2:30 pm for a quick lunch somewhere en-route. The vehicle hit the highway and picked up speed. I felt like taking a quick nap before lunch; told KP to wake me up when we stop for lunch. I reclined my seat and closed my eyes...

Drifting between darkness and light, I felt hands tugging at my arms and feet. I was being lifted bodily. I could vaguely remember having tried to open my eyes, without much success. Squinting, I saw blood all over my shirt, and felt excruciating pain throughout my body, and then everything went spinning into darkness - I was unconscious.

I gained consciousness partially; I do not remember when and where. Something sharp was probing into my face again and again. The pain was unbearable. I tried to move my head when a voice commanded, "Mr Lahiri, please remain still, we are stitching your wounds." Voices muttered, "Oh my God, looks like he has been hit by a sledge hammer on his face." My hands burned, somebody was giving me injections, one after another. I tried to say something, but my lips did not move. I was unable to open my eyes, could not move my hands either. I drifted into darkness again.

When I gained consciousness for the third time, I could understand things a bit better. There was a non-stop wailing of the siren; I was lying on a narrow bed which was constantly swaying. I realised that I was in a speeding ambulance. I tried to move my head and muttered something. A firm hand encircled me, a very familiar voice said, "Dada, please do not move. You met with an accident and were in a hospital in Moradabad. We are taking you to Delhi". He was my colleague, Shri Romesh Srivastava from Delhi. A horrifying feeling swept over me...Accident!!! I tried to stay calm, lost consciousness again.

It was daybreak. I was being taken out of the ambulance and transferred on a hospital stretcher trolley when I could see through my squinted eyes. Familiar and unfamiliar faces were surrounding me - my cousin from Delhi, colleague from LS and others. One gentleman broke out from the group and said, "We all are from Balmer Lawrie. We are here with you. Your family will also be here shortly. Do not worry, you will be all right." I closed my eyes. Indeed, there was nothing to worry as I was within my family - my brothers and sisters from Balmer Lawrie. I was in safe hands. I was born again...

I also felt a surge of confidence. Yes, I should be all right...I should sail through...and finally, I did.

My salute to my friends and colleagues.....yes, you all who stood by me, solidly.

Tanmoy Lahiri

AGM [Marketing & Coordination], LS - Kolkata

My first Marathon



When I read accounts of other people who had finished their first marathon I imagined that phrases like "it is battle of mind over matter", "it's like dying and being born again" or "I met God" were exaggerations. But having gone through my own cycle of "life-death-and rebirth" I feel reassured that it is no exaggeration. Running the full marathon is truly a triumph of mind over matter.

I had never thought that running a full was possible for me until I ran the Shahid's Ultra (30 km) in Dec 2011. Having run that distance, I practiced hard and ran a couple of long runs (33 km) in Jan 2012, and that gave me the confidence to bite the bullet. My target for 2012 includes doing two full and three half marathons.

It was 12th February 2012 when the Auroville marathon was organised. The start time for the marathon was 0500 hrs. I set my alarm for 0330 hrs and woke up at the first ring. I was extremely nervous. Being the first time, my major concern was not to have a DNF (Did Not Finish) against my name. I therefore decided to set off very slow and last the full course, never mind the timing. The race route was through thick vegetation around the Auroville Ashram. The run included three loops of 13.8 km each plus some in and out segments, totalling the full marathon distance of 42.2 km.

The First Loop - The event began right on time. Since it was very dark, we were provided LED torches. The moon and the stars shone through the clear country air. I kept myself towards the middle of the pack and was doing pretty well till about 8-9 km. By the end of the first loop I was completely drenched in sweat and started taking electrolyte at every passing support station. I was feeling very strong and was confident of a 5.5 hrs finish. I did not realize that things would change pretty soon.

The Second Loop - During the second loop I met many of the other runners who were participating in the half marathon and the 10K event. Seeing such fresh faces was invigorating, and I was sure that I could carry on this way till the end and would surely finish within my targeted time. The sun was now up and along with the heat, the humidity levels also went up. I was now sweating profusely and my shoes and socks were drenched in sweat.

The Third Loop - When the third loop began, I was still feeling strong - both mentally and physically. However, I soon started feeling the effects of the heat and humidity. I started taking in more and more of the electrolyte and lemon & salt. When I crossed the 33 km mark, I felt that I was entering uncharted waters. During my practice runs I had run 33 km twice and was very confident till that mark was reached. I then thought of a strategy. I decided that I will not let anyone go ahead of me and simultaneously will try and catch up with the last person in the pack ahead of me. This worked well till about the 37 - 38 km mark. By this time I was feeling very weak.

My strategy of not allowing anyone to get ahead and trying to catch up with the last person failed. Runners kept whizzing past me and all I could do was barely walk; my walking speed was now no better than a crawl. My thoughts during this phase were the darkest. I vowed to myself that I will never do this again; that it is crazy to run and absolutely crazy to attempt a full marathon. Keeping my thoughts in check and concentrating on the only thing that I had promised myself, was the biggest challenge during this phase. I kept concentrating on the finish line and the finisher's medal that was waiting for me.

This kept me going, even if it was a slow crawling walk. Towards the end, about 300 - 400m from the finish line, I met a participant, he too seemed to be in bad form, and we decided to give it all that was left in us.

The finish line was now in sight and a little girl was screaming and cheering for us. Both of us finished together in a time span of 6 hours 26 minutes. What a great feeling it was to cross the finish line!!!

Will I do it again? Certainly!

Mukesh Agarwal

AGM [Business Development], G&L - Chennai

Winning Entries of sit & draw competition held in Kolkata, Mumbai and Delhi - Foundation Day Celebrations on 5th February, 2012.



Krishnendu s/o Shri Kajal Saha, LI - Kolkata



Sreya d/o Shri Ashish Kumar Mukherjee, IP - Kolkata



Ankita d/o Shri Kajal Saha, LI - Kolkata



Gairak s/o Shri Gopendra Nath Chowdhury, LS - Kolkata



Pooja d/o Shri G P Yadav, G&L - Kolkata



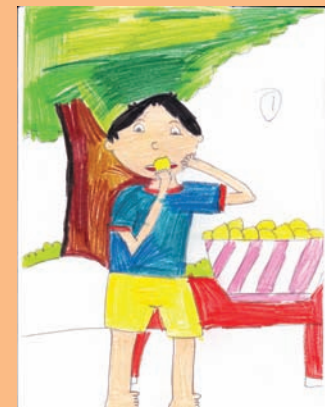
Saurabh s/o Shri Keru N Sangle, G&L - Mumbai



Olivia d/o Shri Arun Kumar Saha, Admin. [HO] - Kolkata



Yashit s/o Shri Arun Kumar Bhatti, T&T - Delhi



Koena d/o Shri Tapan Sarkar, PC - Delhi



Aditi d/o Smt. Priyanka Patil, CFS - Mumbai



Sakshi d/o Shri Mahesh G Kadam, IP - Mumbai