



JEEVAN DIESELS &  
ELECTRICALS LTD.

JAN - JUN '08

# Jeevan Diesels &Electricals Ltd

Bangalore -560 002

## NEWSLETTER



For Internal Circulation Only



**JEEVAN DIESELS &  
ELECTRICALS LTD.**

## **NEWSLETTER**

For Internal Circulation Only

### **Editorial:**

*Dear Readers ,  
We are very glad in presenting the  
NEWSLETTER of the organisation.  
We trust this Newsletter will give  
our staff members information on  
various aspects both within and  
outside the company . We thank  
the management and the staff  
members who have contributed  
their time and information for  
preparing the **newsletter** . We  
request you all to send your  
feedback regarding the newsletter.*

*Warm Wishes ,*

*R. Kani Raj  
A. Sathish Kumar  
K.S. Manu*

### **Guided by:**

*Mr .Vijay Kumar  
HR Head*

*Ms . Rangalakshmi  
HR Executive*

### **Special Thanks to:**

*Mr . B.P. Sinha  
GM ( Operations )*

*Mr . Vijayan  
GM ( Project & Tender )*

*Mr . Srinivas  
System Administrator*

*Mr . Saravana  
Service Engineer*

# INDEX

<b>Events At JDEL .....</b>	1
<i>ISO Certification</i>	1
<i>Republic Day Celebration</i>	2
<i>Social Get together</i>	3
<i>Training to be the 'BEST'</i>	4
<i>At pondicherry</i>	5
<i>At Trichy</i>	7
<b>Human Resource Management.....</b>	8
<i>Visit to Pondicherry</i>	8
<i>Visit to Silvassa</i>	9
<i>Experienced Support</i>	10
<i>New Buddies</i>	15
<b>Tips &amp; Facts .....</b>	18
<i>Power Disruption</i>	18
<i>Corporate Success story</i>	19
<i>Unbelievable Facts</i>	20





**JEEVAN DIESELS &  
ELECTRICALS LTD.**

## ISO CERTIFICATION

*ISO 9001:2000 certification audit was conducted by  
**Mr V Raghuraj** Lead Auditor of M/s TUV SUD Bangalore  
on February 25th 2008.*



*Quality System established was rigorously  
audited & verified. Here the auditor is  
verifying the process of Product testing.*

*And then the moment of happiness &  
clapping came when Mr V Raghuraj –  
Lead Auditor TUD SUD declared that  
Works Silvassa had successfully  
established the ISO 9001:2000 quality  
system & had cleared the Audit without  
any NON CONFORMITY.*



**ISO 9001: 2000 Certificate**



JEEVAN DIESELS &  
ELECTRICALS LTD.

## REPUBLIC DAY CELEBRATION

*Republic Day* was celebrated at Works Silvassa on  
26th January 2008.  
Flag hoisting was done by Works Manager.



Followed by Salute to TRICOLOUR Flag & National Anthem  
Rhyming. Cultural programmes like Singing Patriotic Songs,  
Speech on the occasion etc were arranged.





**JEEVAN DIESELS &  
ELECTRICALS LTD.**

## SOCIAL GET TOGETHER & CELEBRATIONS



*Pooja was performed in Silvassa Works production shop floor on the eve of Festival Gudiparwa, Grahshanti & Shahtra Pooja was done.*

*HOLI the festival of colour was celebrated to bring the closeness & friendship among the team.*



*Family get together party was organized on 26th April 2008. Family members of all the employees had enjoyed the party, which was full of games & enthusiastic performances like singing, mimicry, dancing, miming etc. It was followed by dinner. Everyone enjoyed it.*



**THESE MOMENTS OF ENJOYMENTS BRING REAL  
CLOSENESS & SYNERGY.**



**JEEVAN DIESELS &  
ELECTRICALS LTD.**

## TRAINING TO BE THE 'BEST'

*TRAINING is the act of increasing the knowledge and skills of an employee for doing a particular job. The major outcome of training is learning. The need for training is to achieve the following purposes,*

- ▶ *Newly recruited employees require training to perform their tasks effectively.*
- ▶ *Trainig for promotion(to higher level jobs).*
- ▶ *Train the employees to adopt the new technological change.*
- ▶ *To make the employees mobile and versatile.*
- ▶ *To fill up the gap between what the employee has and what the job demands.*

*The Following are the Training programmes conducted for people development ,*

ON 22nd and 23rd FEB



→ *"ENHANCING EFFECTIVENESS OF EXECUTIVE SECRETARY" was conducted in Bangalore for 3 employees. Mr.T.Siraj was the mentor and the program gave the employees an opportunity to open up and improve on their confidence level.*

ON 22nd MARCH '08 → *"PROGRAM ON EFFECTIVE COMMUNICATION" was conducted in bangalore for 4 employees. Ms.Anitha was the mentor who gave many tips for effective communication.*

JUNE '08 to JULY '08

→ *"BORN TO WIN" was conducted for 6 weeks in Bangalore for 2 employees. Mr. Subramanian was the metor and the program was motivative and helped the employees to increase their productivity.*



**JEEVAN DIESELS &  
ELECTRICALS LTD.**

## Events At Pondicherry Works...

*Visit by BSNL*

### **Mr. VED PRAKASH GUPTA**

**PRINCIPAL CHEIF Engg. (Electrical - South)**

*Bharat Sanchar Nigam Ltd. formed in October 2000, it is World's 7th largest Telecommunications Company providing comprehensive range of telecom services in India: Wireline, CDMA mobile, GSM Mobile, Internet, Broadband, Carrier service, MPLS-VPN, , IN Services etc. Within a span of 5 years it has become one of the largest public sector unit in India.*



Mr. VED PRAKASH being recieved by Mr. K.S. Jain (Managing Director -JDEL) at pondicherry works. He was impressed by the dedication of the workers and manufacturing facilities at Pondicherry Works.



**JEEVAN DIESELS &  
ELECTRICALS LTD.**

## Visit of Perkins GM to JDEL

*JDEL recognizes Perkins as a key engine supplier & a strong partner in their endeavours. **Mr. Jasbir Gill**, GM of Perkins based at Singapore spent 2 days with the JDEL team.*



*He was in Bangalore on 8th of July'08 and was in Pondicherry works on 9th of July'08.*



**Mr. Jasbir Gill was Received By**  
**Mr. Pankaj Jain** ( Executive Director )  
**Mr. Binoy** ( Manager - Exports )  
**Mr. Pillai** ( Asst. Manager - Works )

*Mr. Gill was impressed by the commitment that the JDEL has shown in the manufacturing facilities at Pondicherry.*



**JEEVAN DIESELS &  
ELECTRICALS LTD.**

# AT TRICHY

## **"BORN TO WIN"**

**On the inauguration day of the  
new branch at trichy**



*New branch opened up at Trichy on 14th July, 2008 at the following address,*

**B- 28, JENNE PLAZA  
NO. 5, BHARATHIYAR SALAI,  
TRICHY - 1**

*To sustain the pressure of the increasing market for DG sets and to reach more customer easily and quickly, JDEL tries to spread itself in main cities.*

*Initially in Tamil Nadu, two marketing offices were in operation - Chennai and Coimbatore. Both are well developed industrialized cities. Now opening up a new marketing office in Trichy is to expand the market in southern part of Tamil nadu (i.e) to reach the customers in towns and rural areas.*



JEEVAN DIESELS &  
ELECTRICALS LTD.

## HUMAN RESOURCE MANAGEMENT



*Visit of Mr. VIJAY KUMAR,  
HR Head  
to Pondichery Works*



*The goal of human resource management is to help an organization to meet strategic goals by attracting, and retaining high quality employees and also to manage them effectively. The key word here perhaps is "fit", i.e. a HRM approach seeks to ensure a fit between the management of an organization's employees, and the overall strategic direction of the company.*

*Meetings are an important vehicle for personal contact*

*Frequent visits to the different branches enable the HR Head, Mr. Vijay Kumar to maintain and develop the biggest assets of JDEL (i.e) the HUMAN RESOURCES*



JEEVAN DIESELS &  
ELECTRICALS LTD.

## VISIT TO SILVASSA



*Mr. B.P Sinha - GM(O) & Mr. VijayKumar( HR HEAD) visited Works Silvassa on 21st June 2008. They addressed the Joint meeting with all employees.*

*They have expressed their happiness over the house keeping, cleanliness of the plant, team work & the product developments. All of them addressed the employees with their morale boosting words, & expressed their faith that everybody will contribute more towards company development. All the employees have in turn have assured them the same. It was a **morale boosting** visit for Works Silvassa .*



***Arial view of Jeevan Diesels & Electricals Ltd.  
Unit III, W/Silvassa***



**JEEVAN DIESELS &  
ELECTRICALS LTD.**

## EXPERIENCED SUPPORT



*JDEL congratulates all the employees who had completed  
10 + Years with the organisation and look forward to  
many more productive years.*



**Managatti**  
Despatch Dept  
Pondicherry  
13 years



**Charles**  
Mechanical Stores  
Incharge  
Pondicherry  
13 years



**Laxmi  
Narayanan**  
Fabricator  
Pondicherry  
13 years



**Mathy R**  
Fitter  
Pondicherry  
13 years



**S. Vijayamaruthi**  
Electrician &  
Maintenance  
Pondicherry  
12 years



**T. Nagaraj**  
Office Assistant  
Pondicherry  
10 years



JEEVAN DIESELS &  
ELECTRICALS LTD.

## EXPERIENCED SUPPORT



**Srinivash G**  
DY. General  
manager  
Coimbatore  
18 years



**MadhuMathi R.S**  
Accounts Officer  
Coimbatore  
15 years



**P. Jayan**  
Sales Engineer  
Coimbatore  
14 years



**Suresh Gawit**  
Tech. Assistant  
Silvassa  
12 years



**Umesh Kumar  
Tiwari**  
Prod. Supervisor  
Silvassa  
12 years



**Manoj Patel**  
Asst. Manager  
(Accounts)  
Silvassa  
11 years



JEEVAN DIESELS &  
ELECTRICALS LTD.

## EXPERIENCED SUPPORT



**Sanjay Kumar  
B. Mali**  
Tech (Elec & Mech)  
Silvassa  
11 years



**Rabindar Roy**  
Helper  
Silvassa  
11 years



**Raj Bahadur  
Mall**  
Asst. Tech  
Silvassa  
11 years



**B.P. Sinha**  
GM (Operation)  
Bangalore  
18 years



**Indumathi M.K**  
Dep. Manager  
(Finance)  
Bangalore  
18 years



**Shoba G. Rao**  
Purchase Officer  
Bangalore  
13 years



JEEVAN DIESELS &  
ELECTRICALS LTD.

## EXPERIENCED SUPPORT



**Swamy B.V**  
Office Asst.  
Bangalore  
12 years



**Mohan Murali**  
Accounts Officer  
Bangalore  
12 years



**Kumar .S**  
Driver  
Bangalore  
12 years



**Angela R**  
Receptionist  
Bangalore  
12 years



**Parvathi J**  
Asst. Manager  
(Contracts)  
Bangalore  
11 yeras



**Dinesh**  
Com.Development  
Officer  
Bangalore  
10 years



**JEEVAN DIESELS &  
ELECTRICALS LTD.**

## EXPERIENCED SUPPORT



**U.Sikkander**  
Asst. Sr. Mech  
Chennai  
12 years



**V.Suma**  
Accounts Officer  
Chennai  
10 years



**Kalpana Singh**  
SR. Accounts  
Officer  
Delhi  
12 years



**N.B.Joshi**  
Office Boy  
Delhi  
12 years



**Saravanan P**  
Ser. Engineer  
Bangalore  
10 years



**L.Paul Ebianzar**  
Testing Assistant  
Pondicherry  
12 years



JEEVAN DIESELS &  
ELECTRICALS LTD.

## NEW BUDDIES

★ *New Joinees From the Month of January '08*



**Vijay Kumar**  
HRD manager  
Bangalore  
DOJ: 04/06/08



**Suma K**  
Contract Officer  
Bangalore  
DOJ: 26/05/08



**Priyadersh**  
Project Engineer  
Bangalore  
DOJ: 13/06/08



**Jaishree**  
Accountant  
Bangalore  
DOJ: 02/05/08



**Yogendra**  
Asst. Manager  
(Finance)  
Bangalore  
DOJ: 02/05/08



**Rekha**  
Tech. Asst  
Bangalore  
DOJ: 24/07/08



JEEVAN DIESELS &  
ELECTRICALS LTD.

## NEW BUDDIES



**Sharath Kumar**  
Engineer  
(Design)  
Bangalore  
DOJ: 04/06/08



**Mamatha**  
Despatch Asst  
Bangalore  
DOJ: 06/02/08



**Jamuna P**  
Steno Typist  
Pondicherry  
DOJ: 16/05/08



**Ganesan N**  
Office Assistant  
Coimbatore  
DOJ: 16/06/08



**Anbazhagan G**  
Prod. Supervisor  
Pondicherry  
DOJ: 01/03/08



**Vetrivel K S**  
Commercial  
Executive  
Pondicherry  
DOJ: 27/07/08



**JEEVAN DIESELS &  
ELECTRICALS LTD.**

## NEW BUDDIES



**Suresh Kumar K**  
Deputy Manager  
Pondicherry  
DOJ: 26/05/08



**M. Suresh**  
Sr. Service  
Engineer  
Chennai  
DOJ: 15/05/08



**GopalKrishnan**  
Painter  
Pondicherry  
DOJ: 01/07/08



**Jayesh  
Amrutlal Mistry**  
Branch Manager  
Mumbai  
DOJ: 07/05/08



**Jitendra Kumar**  
Marketing  
Executive  
Delhi  
DOJ: 01/05/08



**Muralidhar**  
Asst. Branch  
Manager  
Secunderabad  
DOJ: 06/06/08

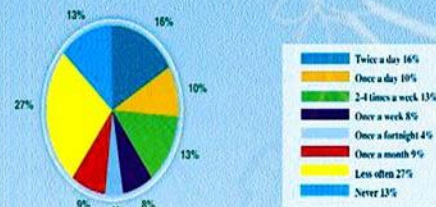


**JEEVAN DIESELS &  
ELECTRICALS LTD.**

# POWER DISRUPTION

## Downtime impact

60 percent of firms face power disruption more than once a month

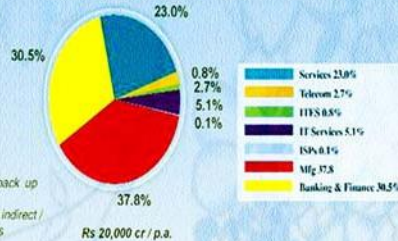


The cost of downtime for India Inc. is a staggering Rs 20,000 crore in direct losses due to poor power quality and downtime. This accounts for roughly 2 percent of the gross output of the industrial and service sectors.

While the problem of power outages cannot be solved overnight, it is important for organisations to take the next best step invest in solutions that can help in recovering from power disruptions.

85 percent of respondents have indicated that they were looking at investing in high quality uptime solutions.

Annual impact\* : 2 percent of gross output



\*Report jointly commissioned by MAIT and Emerson Network Power (India)

In Bangalore, for instance, which has always been admired by other states, only 2 percent of companies say that they have never encountered power disruptions. Obviously, if Bangalore needs to continuously attract new investment, it needs a higher figure than the measly 2 percent. This number is significant if compared to other cities: 4.1 percent of firms in Chennai, 4 percent in Delhi, 21.5 percent in Hyderabad and 18.4 percent in Mumbai say they have never experienced power disruptions.



**Market Expansion.....**



JEEVAN DIESELS &  
ELECTRICALS LTD.

## SUCCESS STORY

*Indra Krishnamurthy Nooyi (born October 28, 1955 in Chennai, Tamil Nadu, India) is the chairwoman and chief executive officer of PepsiCo, the world's fourth-largest food and beverage company.*



*"She is tough and smart, but she is also quite charismatic, and a born leader. And she is trying to do something really hard but really important - turn Pepsi into a company less dependent on its core soda business, and transition it to a company that makes food and drinks that are healthier," said the author of "Good Guys and Bad Buys", a collection of Nocera's writings about the heroes and villains of the US corporate world.*

*She received a Bachelor's degree in Chemistry from Madras Christian College in 1974, and immediately entered the PGDBA (Post-Graduate Diploma in Business Administration) program at the Indian Institute of Management, Calcutta. After graduating from IIM-C in 1976, she worked in India for several years (including a stretch at Madura Coats). She was admitted to Yale School of Management in 1978 for a master's degree in Management. Following her master's degree from Yale in 1980, Nooyi started at The Boston Consulting Group (BCG), from where she moved on to strategy positions at Motorola and ABB.*

*She joined PepsiCo in 1994, was named president and CFO in 2001. On August 14, 2006, she was named the CEO of PepsiCo, becoming the fifth CEO in PepsiCo's 42-year history.*

*While at PepsiCo, Indra Nooyi has played a vital role in starting Tricon, which is currently known as Yum! Brands Inc. Nooyi recommended spinning off Taco Bell, KFC and Pizza Hut, arguing PepsiCo couldn't bring enough value to the fast food industry. Nooyi also took the lead in the acquisition of Tropicana in 1998, and merger with Quaker Oats Co. According to BusinessWeek, since she became CFO in 2000, the company's annual revenues have risen 72%, while net profit more than doubled, to \$5.6 billion in 2006.*



JEEVAN DIESELS &  
ELECTRICALS LTD.

## Unbelievable Facts

### Cocktail, anyone?



*A sourtoe cocktail*

*What's the ingredient?  
Oh, It's simple.  
Prepare a beverage,  
be it alcoholic or just*

*plain soda drink. And then drop an amputated pickled toe inside! And not forgetting there's a rule to it, your lips have to touch the toe at least once.*

### SOME MORE FACTS:

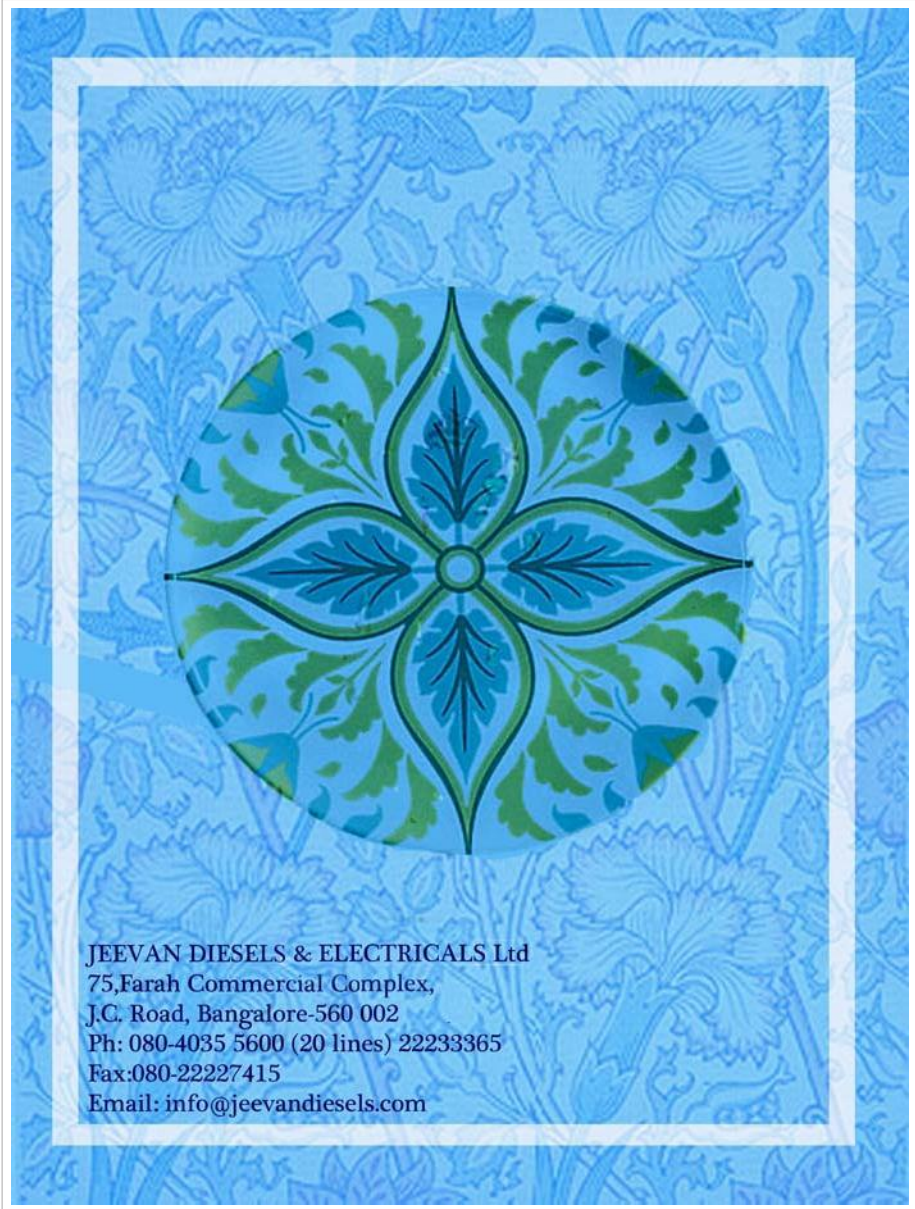
- \* *Every time you sneeze your heart stops a second.*
- \* *The average human will eat 8 spiders while asleep in their lifetime.*
- \* *Cockroaches can live 9 days without their heads before they starve to death.*
- \* *It takes about 63,000 trees to make the newsprint for the average Sunday edition of The New York Times.*
- \* *If every person in China stood on a chair and jumped off at the same time...it would knock the earth off its axis!*

### Jeans dye cures cancer



***The common dye found in blue jeans and also ballpoint pens is called phthalocyanine and is a light activated agent with cell destroying properties.***

***Using nanotechnology, researcher found a way to inject phthalocyanine into the cancer cells. It'll bind and on activation, causes substantial cell death.***



**JEEVAN DIESELS & ELECTRICALS Ltd**  
75, Farah Commercial Complex,  
J.C. Road, Bangalore-560 002  
Ph: 080-4035 5600 (20 lines) 22233365  
Fax: 080-22227415  
Email: [info@jeevandiesels.com](mailto:info@jeevandiesels.com)