

MATRIX

April 2008

A PUBLICATION OF THE SANMAR GROUP



The moon's the limit for BS&B (India)!

Sanmar Holdings Ltd

Chemplast Sanmar Ltd

Cabot Sanmar Ltd

Sanmar Shipping Ltd

Sanmar Speciality Chemicals Ltd

Performance Chemicals

Intec Polymers

Active Pharmaceutical Ingredients

ProCitius Research

Bangalore Genei

Sanmar Engineering Corporation Ltd

Asco (India) Ltd

BS&B Safety Systems (India) Ltd

Fisher Sanmar Ltd

Flowserve Sanmar Ltd

Sanmar Engineering Services Ltd

Strategic Weighing Systems

Sanmar Foundries Ltd

Sensortronics Sanmar Ltd

Tyco Sanmar Ltd

Xomox Sanmar Ltd



The Sanmar Group
9, Cathedral Road, Chennai 600 086.
Tel: + 91 44 2811 8500
Fax: + 91 44 2811 1902

In this issue...



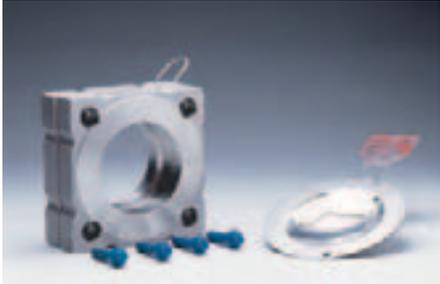
Cover Story			
The moon's the limit for BS&B (India)!	4	Sanmar Speciality Chemicals Limited	
Sanmar Sonata in rescue mission		Murli Ramachandran appointed Managing Director	19
Egyptian passenger ship sinks in Red Sea	5	Chemplast Sanmar Limited	
Emerson chief Dave Farr visits Sanmar	6	Overwhelming response to health camp	20
Madhuram Narayanan Centre		Farm Fest 2006	
The Krishnaswamys honoured	8	Karaikal plant wins first prize	21
Sports Day celebrated with enthusiasm at MNC	9	Sanmar Engineering Corporation Limited	
Sri Sankara schools celebrate Annual Day	10	Fisher Sanmar develops CHP valves for power plants	22
Activities galore at Sri Sankara schools	11	Xomox Sanmar delivers special valve to Essar Steel	23
A Sanmar son is speed reading champ	12	The new look Sanmar Annual Report	24
MMA celebrates Golden Jubilee	13	Employees' Corner	
Good show by Sanmar's Young Managers	17	A boon for the blind	25
Indian business leaders meet Senior Minister of Singapore		Legends from the South	
N Kumar leads panel	18	C Subramaniam	26

Matrix can be viewed at www.sanmargroup.com

Designed and edited by Kalamkriya Limited, 9, Cathedral Road, Chennai 600 086. Ph: + 91 44 2811 8051/ 52

For Private Circulation Only.

The moon's the limit for BS&B (India)!



The Vikram Sarabhai Space Centre (VSSC), awarded BS&B Safety Systems (India), an order for custom-engineering rupture disks for its space mission to the moon called the Chandrayana.

It is a rare privilege for this Sanmar Engineering Corporation (SEC) constituent to be associated with this prestigious project that will move forward

India's space exploration programme. The company's innovative work for VSSC includes the design and manufacture of rupture disks for the Spin motor and the De-Orbit motor, whose construction and metallurgy assist the launch of a space probe to impact the moon's surface. The satellite is expected to take pictures and analyse the findings of the moon surface, the results of which will prepare the groundwork for subsequent human landing on the moon.

This new application illustrates the use of rupture disks as a pressure release mechanism. It has found innovative application in windmills, fire extinguishers for battle tanks, in experimental aeronautics and in wind tunnel testing.

The application

The rupture disk will open at a pressure of 25 bar to let out an impinger with the camera from the satellite on to the surface of the moon. On impinging, the dust generated will be studied through the photographs sent by the camera. The custom-made rupture disk is supposed to withstand the lunar environment for 100 days before the disk is bursted to de-orbit the impinger for striking the surface of the moon. The disk will be welded on the de-orbit nozzle, which is connected to the propulsion body. The medium inside the housing will be hot gases at 2900 degree C and the external environment will be vacuum. The disk type will be a variant of the standard design.

Committed to providing VSSC with the high-end technology it needs to manage its space exploration efforts cost-effectively and safely, BS&B takes pride in assuring that its rupture disks and safety systems meet the tough requirements of VSSC and all its other valuable customers.



Sanmar Sonata in rescue mission

Egyptian passenger ship sinks in Red Sea

The Egyptian passenger ship Al Salam Boccaccio 98, carrying about 1,400 people, sank in the Red Sea on 2 February 2006, during bad weather. Accounts from survivors and crew members suggest that the tragedy began when a fire broke out on board. Water used to fight the blaze apparently flooded the car deck, pooled to one side, and caused the ship to list and quickly sink. Rescue ships and helicopters pulled dozens of survivors and bodies from the water. Most of the passengers were Egyptian workers returning from their jobs in Saudi Arabia. At least four Saudi and four Egyptian ships were involved in the search effort, arriving about 10 hours after the 35-year-old ferry was believed to have sunk. There were fears that the death toll could be extremely high.

Sanmar Sonata was summoned by the Egyptian Navy to assist in the Search and Rescue (SAR) operations of the ill-fated passengers aboard the passenger ship, which capsized. Sanmar Sonata, loaded at Rabigh in Saudi Arabia was transiting the Red Sea, en route her discharge port in Syria (Mediterranean). When she was summoned to assist, she drifted close to the site of tragedy (since 0130hrs IST on 3 February 2006) and was assigned to the command of an Egyptian Navy warship, "Shama Sheikh", controlling the operations.

Under international laws, a merchant ship is obliged to assist in such rescue operations, if called upon to do so, under instructions from the relevant Regional Naval Command. Sanmar Sonata's master Capt Kundan Kumar, advised the charterers Vitol and the TORM Pool, the Flag State, Marshall Islands and the

P&I Club about her deviation from the schedule.

The vessel was involved in the search and rescue operations for nearly twenty hours. After that, she was released late in the evening of 4 February 2006. The vessel's master, stated that there was no trace of the ill-fated passenger ship at the site which had sunk so quickly. During the rescue effort Sonata was successful in guiding the naval ship to the position where seven survivors were traced and successfully rescued. In all about 380 survivors were traced and rescued in the effort, which was coordinated by the Egyptian warship assisted by six merchant ships including Sanmar Sonata and two American military aircraft.

The Flag Administration, Marshall Islands and the Agent at Suez Canal commended the efforts of Sanmar Sonata.

Sanmar Sonata. Inset: Al Salam Boccaccio 98.



Emerson chief Dave Farr visits Sanmar

Dave Farr, Chairman, Emerson, and his team were greeted warmly at Sanmar and had fruitful interactions with all the senior executives of the group both at

the Sanmar headquarters and Sanmar Engineering Corporation (SEC), Karapakkam.

Dave Farr, Chairman, Emerson, with N Sankar, Chairman, The Sanmar Group and M N Radhakrishnan, Director-Coordination & Review, The Sanmar Group.



Emerson team at Asco:

Ed Monser in the Quality Control room of Asco (India). Also seen are (from l to r) P Natarajan, Managing Director, Sanmar Engineering Corporation, Dave Farr, B Natraj, Director-Corporate, The Sanmar Group and Mike Train.





Emerson team at Fisher:

(L to r): P Natarajan, Dave Farr, Steve Pelch and G K Pillai, Chief Executive, Fisher Sanmar, at the Fisher Control valves plant.



Dave Farr and Vijay Sankar, Director, The Sanmar Group, engrossed in a discussion at the Fisher plant, while P Natarajan looks on.



Madhuram Narayanan Centre The Krishnaswamys honoured

Sadguru Gnanananda national awards

Air Vice Marshal V Krishnaswamy and Jaya Krishnaswamy receiving a silver plaque from T S Krishnamurthy, former Chief Election Commissioner of India.



Air Vice Marshal and Jaya Krishnaswamy receiving the citation from Swami Nityanandagiri.



“Families in social work”- introduced for the first time by Manava Seva Dharma Samvardhani (MSDS), a charitable trust for the promotion of social consciousness. MSDS identifies and acclaims women who are agents of social change and take up the onerous task of serving fellow humans, especially women and children. It has so far conferred awards to 70 women social entrepreneurs from all over India.

Under the special category of awards, this husband and wife team doing pioneering work in the social sector by being instrumental in establishing and running the Madhuram Narayanan Centre for Exceptional Children, have been chosen and honoured. The award carried a citation, cash award of Rs 50,000 each to Air Vice Marshal and his wife, a plaque and shawls. The devoted couple who have dedicated their lives to the cause of special children and have been involved with MNC since its inception in 1989 have magnanimously donated the cash award to the institution.

Former Chief Election Commissioner of India T S Krishnamurthy presented the awards and the guests of honour present were Swami Nityanandagiri of Tapovanam and N Sankar, Chairman, The Sanmar Group. The other awardees of the year include Dr Kiran Bedi, India's first woman police officer, Ms Uma Preman, the founder of Santhi Medical Information Centre at Guruvayoor and Ms Jammela Nishat who established the Shaheen Women's Resource and Welfare Centre at Hyderabad.

Sports Day celebrated with enthusiasm at MNC

At the annual Sports Day celebrations of Madhuram Narayanan Centre for Exceptional Children (MNC) held on 17 February 2006, games and special events designed for special children included picking up balls from one bowl and dropping them into another, picking up stones from a bucket of water, dropping coins in a piggy bank, abacus number games and sorting vegetables which elicited a big response from the children. “For children whose mobility is restricted we chose games that could be played sitting in one place”, said Vimala Kannan, Principal of MNC. William Alden, Managing Director, Alden Pre-Press Enterprises (P) Limited, was a guest of honour at the function. Former Test cricketer Bharath Reddy, the chief guest for the day’s proceedings, gave away the prizes to the winners.



Mythili welcomes chief guest Bharath Reddy with a bouquet.

Guest of Honour William Alden, Managing Director, Alden Pre-Press Enterprises (P) Limited, taking the salute as the children march past.



Sri Sankara schools celebrate Annual Day

Supercop K Vijaykumar, the Additional Director General of Police, was the chief guest at the joint annual day celebration of Sri Sankara Senior Secondary School, Adyar and Sri Sankara Vidyashramam Matriculation Higher Secondary School, Tiruvanmiyur, on 28 January 2006. Vijaykumar as we all know, led the mission to capture the brigand Veerappan.

Variety entertainment programmes offered by the schools marked the occasion. While students of Sri Sankara Senior Secondary School presented a dance programme titled, “*Mabishasura Mardhini*”, and the student orchestra rendered the *Thiruvachakam*, students of Sri Sankara Vidyashramam presented a dance programme, “*Amrutha Saraswathi*”, and rendered the *Thevaram*.

The chief guest gave away the awards and prizes. V S Dhandapani, Managing Trustee, Indian Education Trust spoke on the occasion.

Chief guest K Vijaykumar (centre), Additional Director General of Police, is seen here with (from l to r) Subala Ananthanarayanan, Principal, Sri Sankara Senior Secondary School, Adyar, V S Dhandapani, Managing Trustee, Indian Education Trust, K S Narayanan and Kalpalatha Mohan, Principal, Sri Sankara Vidyashramam, Tiruvanmiyur.



Activities galore at Sri Sankara schools

Sri Sankara Vidyashramam Matriculation Higher Secondary School, Tiruvanmiyur

As part of the World Wild Life programme in January this year, children of classes I to V of Sri Sankara Vidyashramam, Tiruvanmiyur, explored the diversity of wild life species in four different continents including Asia, Antarctica, Africa and Australia. Children dressed to look like various animals belonging to these continents, had something to tell the audience and the stage looked like a forest designed exclusively for the children.



World Wild Life programme.

At the Skills For Adolescence (SFA) programme conducted at the school for students in January this year, Ms Jayne Westerlund, Programme Co-ordinator, Lions Quest International Foundation, Illinois, was the guest of honour. She interacted with the students and appreciated the articulate skills of the students.

SFA programme in progress.



Sri Sankara Senior Secondary School, Adyar

Students of Sri Sankara Senior Secondary School, Adyar, participated and won the first, second and third place in the Science quiz programme conducted by the Indian Society of Radiation Physics (ISRP), Kalpakam. The school is bagging prizes for the fourth consecutive year. A special prize was awarded to Harshavardhan of class XII.



Winners of the ISRP Quiz, 2006.

At the Intel Science quiz conducted by the Central Board of Secondary Education at New Delhi, 6000 teams from all over the country participated and team represented by Anindya Dutta, S Shravan and R Ananthapadmanabhan of class XII of Sri Sankara Senior Secondary School, Adyar, won the third place.

A Sanmar son is speed reading champ

V Senathypathy, son of S Veluchamy, a driver at Asco (India) Limited, has done his school and parents proud by winning the first position, which included a cash prize of Rs 10,000 and a trophy at a speed reading competition conducted for school children in the city. Only Success Learning Technologies, a company that conducts several training

programmes for children, recently organised the competition in the city which elicited a favourable response from several school children. After three rounds of elimination, some were chosen for the final round. The 13-year-old Senathypathy, is a student of Sri Sankara Matriculation Higher Secondary School, Tiruvalluvar Nagar, Tiruvanmiyur.

Senathypathy seen holding the cup and the cheque with the organisers of the speed-reading competition.



MMA celebrates Golden Jubilee



The two-day golden jubilee convention of the Madras Management Association (MMA) began with the inaugural session on 3 February 2006, followed by three sessions by several distinguished speakers and continued the next day with another three sessions before it ended with the valedictory session on 4 February 2006 at Le Meridien, Chennai. The Union Minister of Communications and Information Technology Dayanidhi Maran and the Tamil Nadu Governor Surjit Singh Barnala addressed the convention at the inaugural session on 3 February. Addressing the convention, the Union

Minister said that the growth in manufacturing sector was the key to generating employment. In his address, the Tamil Nadu Governor said that greater growth was needed in food production and manufacturing industry to meet the needs of the growing population. D P Padmanabhan, President, MMA, in his welcome address detailed the growth of the association from the days when management education was nascent to the present lives in which entrepreneurs from India were not restricting their operations within the country, but looking for growth opportunities worldwide.

N Sankar, Chairman, The Sanmar Group, receiving a memento from M S Kumar, Past President, MMA & CEO, Precimax Tech.





“India without boundaries”

We reproduce below the text of Sanmar Chairman N Sankar’s speech at the convention.

The theme of this convention is ‘An India that knows no boundaries’, and this is nowhere true as much as with regard to the Manufacturing and Engineering Industry, which we will focus on in this session. The opportunities for this sector in India currently are enormous - perhaps unparalleled anywhere else in the world. I am sure we are all aware of the reasons for this, but permit me to encapsulate them.

First, unparalleled market opportunity. India offers a practically unlimited market for almost any product over the medium and long term. Indian per capita consumptions of most products are a 4th or a 5th of that of even countries like Thailand and Malaysia, let alone the western world, which are much, much higher. Thus even if we catch up with the consumption levels of our closer neighbours, the multiplier effect of India’s one billion plus population will ensure continued double digit growth in demand for most products and services for several years to come.

Next is the global migration of industrial capacity away from the Developed Nations. The moving out of manufacturing capacity, particularly the heavier industries, from the developed world, is a phenomenon India has begun to capitalize on. India offers an excellent manufacturing destination, particularly for the engineering industry. With a well executed strategy, India has an excellent chance of emerging as one of the manufacturing powerhouses of the world.

Lowest costs in the world

India offers the opportunity to set up manufacturing units at perhaps the lowest conversion cost on a global basis. The capital costs of greenfield projects are much lower here, as are the costs of conversion once the units get underway. These advantages arise primarily from the significantly lower cost of our excellent Indian manpower – the engineers, the technologists, lawyers, accountants, software specialists and so on. The rest of the world has woken up to this fact, and the results are seen in the large number of multinationals setting up Greenfield manufacturing sites here both for the local market and to feed into their

Some of the delegates at the convention.

(From l to r): Srinivasan K Swamy (R K Swamy BBDO), S Gopal, B Natraj, B Shivkumar (Alpump), C K Ranganathan (Cavinkare), Prakash G Apte (IIM Bangalore) and Prithika Chary (Apollo Hospitals).



global supply chains, as well as research and design and development centres.

These are in my opinion the most important positive factors in favour of the engineering and manufacturing sector. There are many more and I am sure we will hear about them later.

But, now let us move on to the flip side, the impediments. All is not hunky dory in India. In spite of several rounds of economic reforms, some basic problems continue to stymie our economic progress. These essentially concern our Infrastructure, Labour legislation, Education and dichotomies between central and local Government legislation and fiscal policy, driven by bad politics, not good economics.

Poor Infrastructure is possibly the number one retarder of economic development. Whilst we can be rightfully proud of our Telecom infrastructure specially over the last few years, the story is very different when it comes to Roads, Airports and Sea Ports. The Golden Quadrilateral is only now being slowly completed caught as it was in a change of Government at the centre. But we possibly need a score of golden quadrilaterals, not just one. And airports continue to be bogged down in political controversy, even as we show the fastest growth rates amongst airlines of the world. And turnaround times in major ports continue to be measured in days when the rest of the world has moved to hours. A visit to China will demonstrate how much we are behind the world in this key area of infrastructure, progress in which could propel India to the number one position in the world.

On the labour front, with technology and product obsolescence becoming the order of the day, businessmen need the freedom to tailor employment to business requirements. And the Bonus legislation needs to recognize that Bonus can arise only when there is Profit.

List of session chair persons/ speakers at the convention:

N Lakshminarayanan, *President & CEO, Cognizant Technology Solutions.*

K Raghavendra Rao, *Managing Director, Orchid Chemicals & Pharmaceuticals.*

P K Mohapatra, *President & CEO, Technology Business Sector, RPG Enterprises.*

Srinivasan K Swamy, *Managing Director & CEO, R K Swamy BBDO.*

N Sankar, *Chairman, The Sanmar Group.*

Ajai Chowdhry, *Chairman & CEO, HCL Infosystems Ltd.*

Shanker Annaswamy, *Managing Director, IBM Global Services India Pvt. Ltd.*

G V Prasad, *Executive Vice Chairman & CEO, Dr Reddy's Laboratories Ltd.*

R D Thulasiraj, *Executive Director, LAICO Aravind Eye Care System.*

Raghu Pillai, *Managing Director & CEO, Home Solutions (Retail) India Ltd.*

Arvind Singhal, *Managing Director, KSA Technopak India Pvt. Ltd.*

Puneet Johar, *Star India.*

Bhaskar Das, *Executive President, Times of India, Bennett Coleman & Co. Ltd.*

Subir Raha, *Chairman & Managing Director, Oil & Natural Gas Corporation Ltd.*

B V R Subbu, *President, Hyundai Motor India Ltd.*

Prof Marti G Subrahmanyam, *Charles E Merill Professor of Finance and Economics, Stern School of Business, New York University.*

Adil S Zainulbhai, *Managing Director, McKinsey & Co.*

Gurcharan Das, *Former CEO, Procter & Gamble India Ltd.*

Dr Prakash G Apte, *Director, IIM - Bangalore.*





And the well intentioned and ill-structured reservation policies followed by the centre and numerous state governments, now threaten to engulf the private sector too. Threatening to cripple meritocracy in the face of political opportunism.

Yes, we need to take several firm steps if we are to wake up 'where the world is not broken up into fragments by narrow domestic walls'.

Education concerns

Education, which I had earlier cited as a major advantage, could soon reverse its character if we are not careful. One just has to look around Chennai to see the results of the freeing up of Private Sector in education over the last few years. A large number of technical institutions – close to 250 if you take the whole of Tamil Nadu – many of them new, are churning out 50,000 graduates a year covering the whole spectrum of engineering and technology. Granted not all of them are employable on an international basis, but the opportunity that such an availability of technical manpower throws up is mind boggling. A few bad examples among the private educational institutions should not lead to a wholesale reversal of policy. The explosion in demand by the

software / BPO sector has sucked up so many people, that the manufacturing industry is already complaining of the lack of availability of technical manpower.

Role of government

And finally the role of the state and other local governments. They need to push for and support central labour legislation on bonus and redundancies. They need to accept the spirit of VAT and not circumvent its purpose by introducing non VAT able items such as Entry taxes, Octroi, etc.

Against this background, we have some amazing examples of success in the manufacturing industry spearheaded by Indians, and not just in India. Many of them have translated their successes here to expansions abroad – names such as Bharat Forge, Sundaram Fasteners, the Tatas are all well known to us. All of them have built internationally on hard won success in India and such success is definitely to be admired and emulated, given the background that I referred to earlier.

We have today with us an individual who is extremely well qualified to analyse the reasons for such success. Mr B V R Subbu, the President of Hyundai Motors has undisputed credentials in this regard. He has almost thirty years of experience in the automobile industry in India – first with the Tatas and then with Hyundai, whom he joined as Director, Marketing and is now the President.

Chennai is perhaps unique in the world that in the last decade two complete grassroots automobile plants have come up, apart from a few other assembly plants, and of course the consolidation of the auto component industry here. Hyundai has been remarkably successful in India and has made inroads in product areas where there were already entrenched heavy weights, like the compact car market.

B V R Subbu, President, Hyundai Motors.



Good show by Sanmar's Young Managers



The Madras Management Association (MMA) organises an annual event for young managers, open to participation from Corporate teams. This year was a special year for the organisers – the Golden Jubilee year of MMA. The theme had to be special as well – and that it was, being reflective of the buoyancy in the Indian economy, the surge in the growth rate in the Indian economy, the (almost) limitless potential - ‘This India knows no boundaries’ was the canvas.

This year's competition saw close to 30 registrations. The format for the competition, as always, was a written submission of 5000 words, followed by an oral presentation to a panel of judges on 6 January 2006. Teams from AllSec Technologies, NEG Micon, Polaris, Wipro, TCS, Covansys, IOCL were in the fray. Sanmar had 2 teams taking part – one team represented by Anupama Rao, Aarathi Chellammal and Deepak Anand (Sanmar Team 1) and another represented by Ram Prasadh, Karthik and John Jacob (Sanmar Team 2), mentored by Arjun Ananth and Ramkumar Shankar.

Sanmar Team 1's presentation centered around the traditional industries. While Indian companies today are in a better position to take their operations overseas, building brands overseas continues to be a major challenge. Creative industries present a great opportunity for Indian entrepreneurs to build niche global brands – Tanishq, Hidesign and Ritu Beri were the examples that were show-cased. Sanmar Team 2, in their presentation, covered the manufacturing industry (Bharat Forge), the pharmaceutical industry (Ranbaxy) and the retail industry (Moserbaer).

The teams were ranked on both the written presentation (originality, accuracy, extent of research) as well as the oral presentation (communication & presentation, team work, interaction with the judges). A team from TCS, Trivandrum was ranked the best. Sanmar Team 1 was ranked second.

The awards were given away at the MMA Golden Jubilee Annual Convention held on 3 and 4 February 2006.

“Personally, I must say the entire experience was pretty interesting – the research that we did, the discussions that we had before we zeroed in on the traditional industries as our ‘focus area’, the race to get our written submission in on time(!) – was absorbing. I thoroughly enjoyed being part of the team”, says Anupama Rao, who was part of the team that won the second position at the 10th MMA competition for tomorrow's managers.

Lavanya's distinction



At the competition conducted by MMA for women managers, to identify the “Outstanding Woman Manager” for the year, Lavanya Venkatesh,

Assistant Manager-HR, Chemplast Sanmar, was placed second. Of the 24 candidates who had participated in the competition, four were chosen. The candidates were required to make a paper presentation on the topic, “Women in India: 2020. There is no stopping us”, followed by an oral presentation before a panel of judges. Bhooma V G, Deputy Chief Personnel Officer, Indian Railways, Integral Coach Factory, was adjudged the outstanding woman manager of the year.



Members of Sanmar Team 1 at the awards function. (L to r): Aarathi Chellammal, D P Padmanabhan (President, MMA), Deepak Anand, Gurcharan Das (Former CEO, Procter & Gamble India), Subir Raha (Chairman & MD, ONGC) and Anupama Rao.

Indian business leaders meet Senior Minister of Singapore

N Kumar leads panel

Six members of the India Advisory Panel discussed ideas for Singapore and India to jointly develop a Special Economic Zone in India when they called on Senior Minister Goh Chok Tong at Singapore on 8 February 2006. Members of the India Advisory Panel including the Chairman of the Panel N Kumar, Tata Consultancy Services Chief Executive Officer and Managing Director S Ramadorai and Chairman & Managing Director Mindtree Consulting Ashok Soota, were given a warm welcome by Goh.

They also talked about ways to speed up implementation of the Comprehensive Economic Cooperation Agreement, the bilateral free trade agreement signed in June last year.

Senior Minister Goh mooted the idea of a Special Economic Zone – an industrial park area to draw more foreign

investment to India – when he met political and business leaders during a visit to the country last month.

He envisioned it being built on at least 1,000 ha of land and having a variety of manufacturers and an anchor tenant.

At the meeting, panel members and Goh, who has long encouraged businesses at Singapore to look at India, discussed various ways of bringing the Special Economic Zone idea forward.

The panel was set up by International Enterprise Singapore in February last year to provide insights on how Indian and Singaporean companies can deepen their economic ties.

It consists of 10 corporate bigwigs from some of India's biggest firms who will advise on strategies for Singapore firms targeting the Indian Market.



Members of the India Advisory Panel when they called on S M Goh. From l to r: Panel Chairman N Kumar, Tata Consultancy Services Chief Executive Officer and Managing Director S Ramadorai and Mindtree Consulting Chairman and M D Ashok Soota.

Sanmar Speciality Chemicals Limited

Murli Ramachandran appointed Managing Director



Poised for major growth in its businesses, The Sanmar Group, has naturally been focusing on enriching its intellectual capital by identifying the best and most appropriate talent to occupy key positions in the group to take it forward. One such important appointment has been that of Murli Ramachandran who has joined Sanmar Speciality Chemicals Limited (SSCL) as Managing Director. He takes over from Vijay Sankar, who had been holding additional responsibility for SSCL since M S Sekhar's retirement last year. All SSCL Business Heads and the heads of Finance and HR will report to him.

With an educational background in Mechanical Engineering, Management Sciences and Industrial Engineering, Murli has work experience of over 22 years with leading organisations such as L&T, Colgate, Johnson & Johnson, Accenture and KPMG. Before joining Sanmar, he was with the RPG Group for five years, initially coordinating their Corporate Strategy, and thereafter moving to RPG Life Sciences as Managing Director. His background in Management, Strategic Consultancy, and his exposure to the Life Science Industry, will be of great value to SSCL, which is on the threshold of expansive growth in different sub-specialities.



Chemplast Sanmar Limited

Overwhelming response to health camp

Employee volunteers of Chemplast Sanmar seen with the medical professionals who conducted the health camp.



A general health camp was conducted in November last year at Ramesh Vidyashram Matriculation School, Kunjandiyur, a village near Mettur, by

Dr R Kumar, Senior Manager, Medical Services and Dr R Kailasam, Manager, Medical Services both of Chemplast Sanmar and two other medical professionals, Dr K Kalyanakumari, MD, DGO and Dr K Vijayan, MD, DM (Neurology), from Coimbatore. The employee volunteers from Chemplast Sanmar and the National Social Service students of the school joined hands for the smooth conduct of the full day health camp which focused on checking hypertension, diabetes, neurological disorders and gynaecological problems of the villagers. There was an overwhelming response for the general health camp and over 500 benefited from it.



Healthcare camp in progress.

Karaikal plant wins first prize

Lush green gardens sprawled across 12 acres of land, 80,000 square metres of velvety lawns lined with shrubs, ground covers, areca palms, fishtail palms, ficus and bamboo varieties and the shade of more than 10,000 trees – this is the commitment towards environment management at the Karaikal plant of Chemplast Sanmar's PVC division. The continuous efforts of the dedicated team managing the green belt and horticulture at Karaikal were rewarded when this industrial garden won the first prize in the Farm Fest 2006 competition, conducted by the Government of Pondicherry, Agriculture Department, Karaikal.

Farm Fest 2006, was held between 3 and 5 March at Beach Garden, Karaikal. The Karaikal plant participated in the Ornamental Garden category (Industrial Garden). A team from Agriculture Department inspected all the industries for assessment on 1 March 2006.

Committed towards excellence in environment management, the team at Karaikal treat green belt and horticulture development as one of their prime objectives, coming up with innovative

solutions for maintaining the green belt area through an irrigation system, that uses recycled water for the garden.

The Karaikal plant entered Farm Fest in 2002, 2003 and 2004, and was recognised in all the earlier Farm Fests. But this is the first time that the Karaikal garden won the first prize. A proud moment indeed for the PVC division at Karaikal.



S Venkatesan, General Manager, Operations, Chemplast Sanmar, receiving the prize from Dr R Sathiaselvan, Director of Agriculture, Government of Pondicherry, at the valedictory function of Farm Fest 2006.



Sanmar Engineering Corporation Limited

Fisher Sanmar develops CHP valves for power plants



Fisher's new CHP valve.

The boiler feed water regulator valve used in many power plants is required for the main operation of the unit. This valve is to control the flow rate of feed water during normal operations when the boiler is under pressure. The boiler feed water start up valve does the initial filling.

During the initial operation, the service conditions for the feed water regulator valve nearly match those of the

feedpump recirculation valve, with the exception of the flow rates. The regulator valve begins the transition of the flow from the recirculation valve and will open as the recirculation valve closes (See figure).

The service conditions for the regulator valve vary depending on plant size and unit operation.

Inlet pressure: 2800 ~ 3200 psig

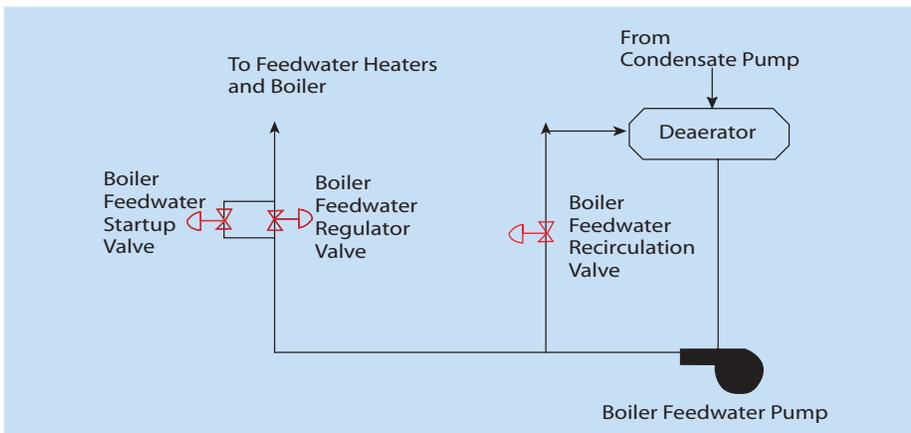
Pressure drop: 100 ~ 600 psid

Temperature: 300 ~ 400° F

Fisher traditionally designed the large, high capacity 12" EH valve for this application. The modified equal percentage characteristic gives high capacity.

As the Fisher traditional 12" EH valve is not at a competitive price, Fisher Asia Pacific, along with Marshalltown, designed a new model 12" CHP (compact high pressure model). The pilot sample manufactured at Fisher India was a first for Fisher worldwide and successfully passed the test. The castings of the body, bonnet, and cage are sourced from Sanmar Foundries Ltd. This design of the 12" CHP has with 40% less weight, 40% less machining and assembly time compared to the 12" EH.

The first order received for this design from Bharat Heavy Electricals Limited for 4 nos. to CSEB Korba 2 x 250 MW with a potential of 8 more quantities for the Raigad power plant is awaited. 12 inch CHP has been designed to best fit for 300 – 1000 MW boilers. This design has the potential of appx. 100 units per annum in such applications.



Typical Feedwater System



T Narita, A Ravi Kumar, Lionel Kwok, Sam Tomochika and G K Pillai during testing done by the AP Power team.

Xomox Sanmar delivers special valve to Essar Steel

Xomox Sanmar has expanded its manufacturing range through the development of a 20" Class 300 Sleeved Plug Valve, the first out of an order for six valves placed by Essar Steel Ltd., Hazira, to be used in transporting crude oil from the jetty to their Works.

Team XOMOX readily accepted the challenge to develop the valve within the shortest possible lead time with enthusiasm and optimism.

The project was kickstarted by ordering the casting requirements of an LCB body, plug and cover castings on Sanmar Foundries Ltd (SFL) with stringent technical delivery conditions.

The 1000 kg body casting and the other two parts comprising plug and cover castings were all successfully poured to radiographic quality in record time at SFL.

The PTFE sleeve, which alone weighs 92 kg, was moulded in a single shot—probably for the first time in India—through a unique moulding process.

The difficult control body port lip machining, plug taper grinding, pressure ribs taper broaching and sleeve taper were finished accurately with innovative fixturing.

The indigenously developed top seal assembly with fire safe cartridges qualified the valve further to stringent fire safe test standards.

A new and efficient enclosed gear mechanism makes the rotation of the plug smooth and effortless.

The operation of fitting the sleeve inside the body went through flawlessly and the valve operation was extremely

smooth belying all expectations of a difficult time during assembly and testing.

The completion of this valve from the development stage to full assembly and testing within 6 months of receiving the order is indeed a feather in the cap of Xomox Sanmar Ltd.





The new look Sanmar Annual Report

For the first time in its history, The Sanmar Group has made a departure from its tradition of publishing 'a plain vanilla' annual report and come out with one that serves as both a colourful, well-designed report. In the words of N Sankar,

Chairman, The Sanmar Group, prefacing the group annual report 2004 -2005,

“The size of the group warrants a report of this scale and scope for the benefit of our bankers and financial institutions. The results of our core businesses need to be transparently communicated to their respective stakeholders. Besides, our group has made a number of proactive investments in SHE initiatives, beyond immediate statutory requirements – zero discharge and progression towards zero environment load – that will be relevant for the broad community. Our business plans and investments will drive attractive growth, over the coming years, that could be of interest to existing and prospective employees.”



A boon for the blind

by Aparna Chandrasekhar, Officer-Accounts, Corporate Division, Chemplast Sanmar

It's a common sight almost at every traffic junction for people sitting in cars to crib about not being able to watch some new movie of Shah Rukh Khan or not being able to keep up their weekend plan because of some emergency at home or work. A few yards away from the car on the pavement, you find destitute women with malnourished children or handicapped children literally living on the streets. Had those children been given the same opportunities as we were they would have reached greater heights! Aren't we all really self-centered? Yes, we are and that's the hard fact!

There are people who have thought of all this and felt that their contribution in a small way could make a big difference in so many lives. There are organizations that do incredible service to society. I am sure all of you will agree that it is our duty to be aware of such services happening around us. Take the voluntary work of my uncle N Krishnaswamy, a retired officer of the Indian Police Service, who decided a couple of years ago to do something for blind children. Thus originated "Vidya Vrikshah", and the National Initiative For The Blind, formulated by this organization in 2003, which aims to introduce Braille-based education in all schools and colleges so that the blind languishing in homes and streets can be drawn into education and then into the socio-economic mainstream.

The Vasantha Braille Cube developed by Vidya Vrikshah, a simple device for teaching or learning Braille is gaining countrywide acceptance and testimony to this fact is that more than 200 blind schools in the country have sought supply of this cube in large quantities. The cube has one to six dots in different

positions on its six sides. Manipulation of the sides enables one to create up to 63 dot patterns, each standing for a letter and all together enough to represent all letters in any alphabet of any language. A ready reckoner chart with the letters of the alphabet and their corresponding Braille dot patterns enables anyone to learn Braille through use of the cube in less than an hour. The organization has also developed a Universal Braille Kit with other devices like the Natesan Block, which will facilitate the blind to form sentences in Braille.

Krishnaswamy is the first person to admit that this is not the work of one man or one organisation. There have been so many people and organizations behind this big leap. The organization's collaboration with IIT-Madras has resulted in a speech-enabled software package developed by the latter, to be made available with training to large numbers of blind persons and teachers of the blind, helping them to use computers in all the Indian languages.

When differences become small, small things make the difference.



With this cube you can learn Braille in 30 minutes.

A star trainee of Vidya Vrikshah. Afrose, 7 years old and born blind. Has mastered Braille and now uses a computer in Tamil.



Legends from the South

C Subramaniam

'Bharat Ratna' C Subramaniam was a towering figure among career politicians. The author of India's Green Revolution, he spearheaded an epochal movement in the 1960s that transformed a perilously food-deficit country into a food-surplus one through some of the most daring measures any government before or after has undertaken. Of his contribution to India's self-sufficiency in food, Nobel laureate Dr Norman E Borlaug wrote: "The vision and influence of Subramaniam in bringing about agricultural change and in the very necessary political decisions needed to make the new approach effective, should never be underemphasised. The groundwork for this advance (in the production of wheat), was solidly laid during the period (1964-67), when Subramaniam was the guiding political force, instituting change."

Born in 1910 to agriculturist Chidambara Gounder and his wife, in Senguttampalayam village, near Pollachi in Coimbatore District, four-year-old C Subramaniam (CS) walked to the nearby 'thinnai pallikoodam' or frontyard school, carrying a bag full of books and a brass tiffin-box full of humble food made of ragi and greens. "Little did the parents foresee that this boy of theirs would one day be waging a war against hunger and be a harbinger of the Green Revolution," wrote an admirer of the future Agriculture Minister of India.

Subramaniam pursued academics with dedication and grew up to study at Madras, acquiring bachelor's degrees in Physics and Law at the Presidency College and Law College, after school in Pollachi. Though he was a brilliant scholar, his love of formal

education did not prevent him from joining the nationalist movement in 1932 when a law student and later as a budding lawyer. He drew inspiration from C Rajagopalachari or Rajaji, another lawyer who had already left a lucrative practice in Salem and made his mark as an all India Congress leader. CS modelled himself on Rajaji who was known for his sharp wit and his wisdom. Soon he became Rajaji's protege in the political arena. It was natural for CS to follow Rajaji's simplicity and Gandhian ways, as he was already been exposed to spiritual guidance by his paternal uncle Swami Chitpavananda, the founder of a famous seat of learning on the banks of the Kaveri.

A caste free society was no mere slogan for CS. He married a girl from a different caste. She was one of the early women graduates in her community, and nearly 13 years younger. This created an upheaval in family and community alike. Despite her wealth and education, his wife remained a homemaker after marriage. Staying at home and looking after their son and two daughters, she helped CS focus on his political career and service to the nation.

A minister responsible for various portfolios like Finance, Education and Law in Rajaji's cabinet at the Madras Presidency level, CS became union minister for Steel and Heavy Industries in Prime Minister Jawaharlal Nehru's cabinet in the early 60s. With his pragmatic approach, he gave these industries a new lease of life. When Lal Bahadur Shastri succeeded Nehru, CS was made Food and Agriculture minister. Some felt this was a demotion, but with his family background in farming, he was able to contribute

significantly to his job. Agriculture was a top priority of the government, thanks to the acute food shortage prevalent in India then and its mounting population. CS plunged into the new challenge going about his task in a systematic and planned way.

He declared before Parliament in 1966 that he would make India a surplus state in food production in 10 years' time. This was a brave statement to make, as India was so deficient in agricultural production, famine was being predicted by international observers skeptical of her ability to surmount her problems. His critics in his own party disapproved of his plan to import hybrid seeds (wheat from Mexico and rice from Philippines) and fertiliser. According to an observer, CS told Prime Minister Shastri that if there was available a better man to do his job, he was quite prepared to move over. Shastri persuaded CS to continue, and the rest is history.

C Subramaniam was essentially an institution builder. Some of the institutions in whose origins he had a hand are IIT Madras, The Institute of Mathematical Sciences, The Madras Institute of Development Studies, and even the M A Chidambaram Cricket Stadium.

The Green Revolution resulted in a record grain output of 131 million tons in 1978-79, establishing India as one of the world's biggest agricultural producers. No other country recorded such success with the green revolution. India became an exporter of food grains around that time.

In recognition of his contribution to agricultural development policies and programmes, Subramaniam was elected to the board of governors of the International Rice Research Institute, Manila, and the International Maize and Wheat Research Institute, Mexico, in the late 1970s.

In 1970, at the invitation of the UN Secretary General, CS prepared a strategy statement on fighting protein hunger in developing countries.

In 1971, he headed a panel of experts that made recommendations for action by the UN General Assembly.

CS received the Nehru Birth Centenary Award in 1991 and the Norman Borlaug Award in 1997. However, he declined the Man of the Century Award instituted by the Centenarian Trust, stating that there were many others who deserved it more than him.

Till the very end, Subramaniam continued to be active in public life, associating himself with various institutions. During various periods, he headed the Bharatiya Vidya Bhavan and the Ramakrishna Mission. In his final years, Subramaniam called for a second Green Revolution. This, according to him, should encompass agriculture and agro-based rural industries.

C Subramaniam
(30 January 1910 - 7 November 2000)

Milestones, awards and honours

Conferred the Bharat Ratna in February 1998

Law degree from Madras University 1932

Advocate at Coimbatore 1936

Freedom fighter
Imprisoned 1941, 42

Elected to Constituent Assembly 1948

Member of Madras cabinet 1952

(Portfolios held for next ten years: finance, education, and law).

Elected to Lok Sabha 1962

Portfolios as Union Minister

Steel 1962-63

Mines and Heavy Engineering 1963-64

Food and Agriculture 1964-66

Food, Agriculture, Community Development and Cooperation 1966-67

Defence 1979

Governor of Maharashtra 1991-93

The Green Revolution

The Green Revolution is the increase in food production stemming from the improved strains of wheat, rice, maize and other cereals in the 1960s developed by Dr Norman Borlaug in Mexico and others under the sponsorship of the Rockefeller Foundation. This increased the crop yield in India, Pakistan, Philippines, Mexico, Sri Lanka and other underdeveloped countries.

The revolution began in 1945 when the Rockefeller Foundation and the Mexican government established the Cooperative Wheat Research and Production Program to improve the agricultural output of the country's farms. Dr Norman Borlaug was instrumental in this program. This produced astounding results, so that Mexico went from having to import half its wheat to self-sufficiency by 1956 and, by 1964, to exporting half a million tons of wheat. This program was continued in India and Pakistan where it is credited with saving over one billion people from starvation. Norman Borlaug won the 1970 Nobel Peace Prize for his efforts.

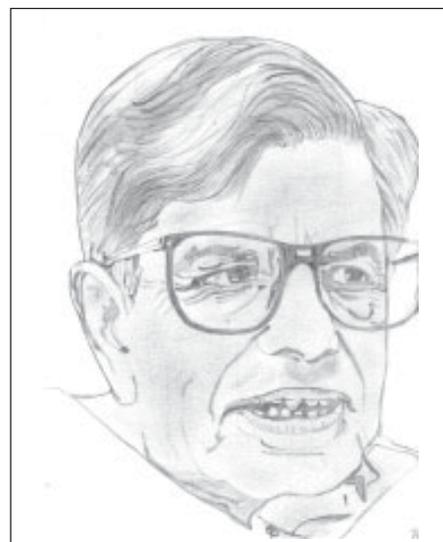


Illustration by R Manikandan.

