

# MATRIX

October 2017

A PUBLICATION OF **THE SANMAR GROUP**

## *TCI Sanmar's Expansion Project Under Implementation*



## The Sanmar Group

9, Cathedral Road, Chennai 600 086.

Tel.: + 91 44 2812 8500

Fax.: + 91 44 2811 1902

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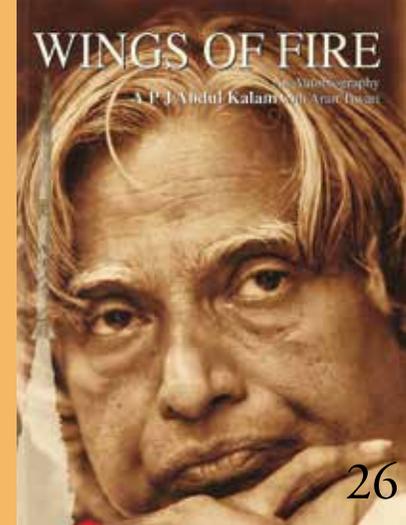
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# Egyptian Minister Visits TCI Sanmar at Port Said, Egypt

## Expansion Project Under Implementation

*Dr Sahar Nasr, Minister of Investment and International Co-operation and Governor of Port Said, General Adel Al-Ghadban, at the TCI Sanmar Chemicals, Port Said, Egypt. PS Jayaraman is seen in the middle.*

On 3 July 2017, there was an unscheduled visit by Dr Sahar Nasr, Minister of Investment and International Co-operation, accompanied by the Governor of Port Said, General Adel Al-Ghadban, to TCI Sanmar Chemicals, Port Said, Egypt. The Minister and Governor were accompanied by a few Parliamentarians. The minister and the team were taken around TCI Sanmar and briefed about the operations and expansion projects under implementation. The minister took a keen interest in understanding TCI Sanmar's environment related

practices and appreciated the company's efforts in setting up a state-of-the-art ZLD plant which enables the plant to completely deal with the liquid effluent leading to recycling and reuse of precious water.

Earlier, on 29 May 2017, Minister Sahar Nasr met PS Jayaraman, Chairman of the Indian TCI Sanmar Chemicals, to discuss some important issues.

The two sides discussed increasing Indian investments in general over the upcoming period. Sanmar expressed its desire to increase investments in Egypt—





which currently amount to \$1.2 billion—especially in the field of caustic soda and PVC, through injecting \$300million, and increasing the production of PVC, from 200,000 tonnes to 400,000 mt, resulting in the largest PVC production in the MENA region. The talk also considered establishing a new factory to produce 135,000 mt of Calcium chloride granules, taking Sanmar’s total investments to \$1.5 billion.

The minister welcomed the company’s plans stressing that her ministry’s main priority is to take required procedures to create a climate attractive for investors. She called on the private sectors in the two countries to establish economic partnerships between each other to develop cooperation.

Jayaraman praised the facilities provided by the Egyptian government to Indian investors in Egypt, as well as Egypt’s most distinct advantages for investment, its geographical location and competitive operations cost.

He explained that his company was one of the largest investors in the field of chemical industries in Egypt. The company is committed to expand in order to cover local demand as well as increase its export capacity while taking eco-friendly measures.

*PS Jayaraman discussing with Dr Sahar Nasr, Minister of Investment and International Co-operation, Egypt.*

# ‘Champions of Change’

## Narendra Modi meets young entrepreneurs

### *Highlights of the meet as recalled by Vijay Sankar:*

With an aim to create a dialogue between the government, young entrepreneurs and startups, in order to get them to resonate with the mission “New India by 2022,” Prime Minister Narendra Modi addressed a gathering of young entrepreneurs, CEOs and startups, organised by NITI Aayog on August 16-17, 2017 at New Delhi.

NITI Aayog’s initiative hosted 200 young CEOs to frame a policy blueprint for ‘New India-2022’ and transformation across sectors. Vijay Sankar was invited to participate in an

event called “Champions of Change” by India’s policy think-tank, to bring together young businessmen at a place to share ideas.

The programme was modelled on a corporate event, where groups of 35 people brainstormed on the six chosen themes to drive transformation across sectors – “New India by 2022, Make In India, Cities Of Tomorrow, World Class Infrastructure, Doubling Farmers’ Income and Fixing Finance.” Vijay Sankar’s group chose the topic “New India by 2022” and came out with



# CHAMPIONS OF CHANGE

## Transforming India through G2B Partnership

Interaction of Hon'ble Prime Minister of India with Young Entrepreneurs and Start-ups  
16-17 August 2017, New Delhi



impactful suggestions on the topic presented to the PM in the ten minutes allotted to them.

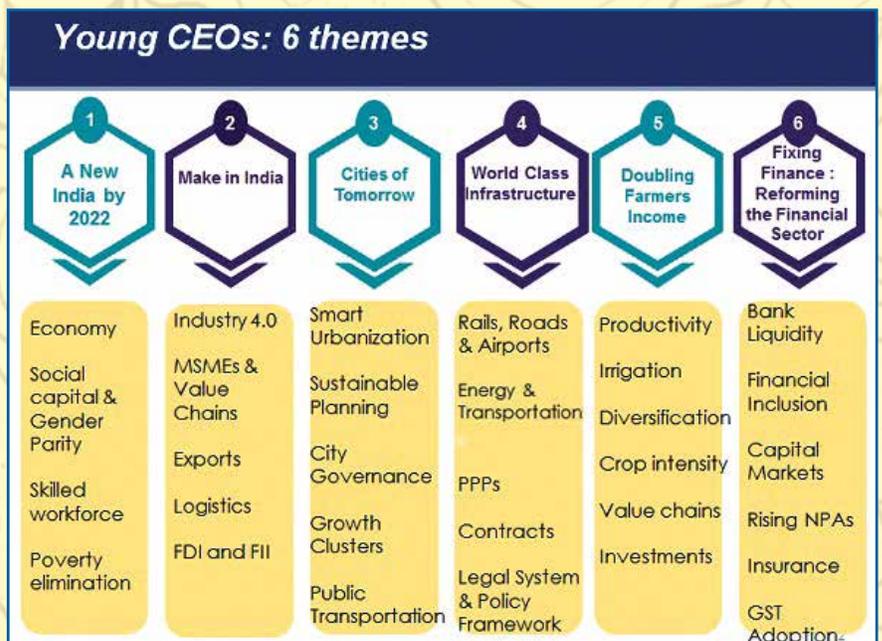
Calling upon the CEOs to make development a mass movement just as Mahatma Gandhi made freedom a mass movement, Modi said that they were his team for the new India and soldiers of a prosperous and developed India.

He encouraged the entrepreneurs to continue their ideation in their respective groups. He said that if they did so, they could go a long way in furthering the cause of governance.

The Prime Minister also said, “With changing times, we have to change our processes and systems,” and that it is important to integrate the strengths of society with the systems. “The policy makers in the government are relatively senior. But the group I am meeting today

is young. I want both to work together for India’s good.” Additionally, Modi stressed the importance of innovation in India. He said, “Innovation is life. When there is no innovation, there is stagnation.”

*Vijay Sankar can be seen standing, first from left, top row.*



# Comedy in India

- Rohan Joshi



*(The author Rohan Joshi is one of India's leading stand-up comedians)*

My name is Rohan Joshi and I'm a comedian. I've had the good fortune of being at the forefront of a new wave of live and digital comedy in India, though I must confess, this may be a product of accident over design. As a result, I often get asked to write about the subject, and I usually say no. Is it because I'm lazy? No. I mean, yes, I'm very lazy. But no. I usually refuse because I'm wary of over-intellectualising what we do. Four hours after I email this piece in, I'm going to get on a stage and talk about the dramatic intensity of hot air, which makes it difficult for me to take myself seriously.

Having said that, I understand the curiosity. The recent comedy scene is an exciting, thematically rich and refreshing new entry into urban India's social calendar. In cities like Mumbai or Delhi, the vocabulary of planning an evening out has expanded to include us. "Shall we watch a movie? Get dinner? Go to

a bar? Or watch some stand-up?" How did this happen? I'm no sociological expert, but in my humble opinion, this is the product of three things central to this new wave of comedy; accessibility, transgression and relatability.

Before I expand on those, allow me to explain why I use the phrase "New wave of comedy." When people talk about the recent scene in India, they often frame the conversation as "Can you tell us about the sudden discovery of comedy in India?" Comedy in India is neither sudden nor new. We have a rich history of satire, from the Bhandas all the way to PL Deshpande. Even in the recent context, Johnny Lever and Raju Shrivastav were playing to rapt crowds of thousands of people while I was still in diapers. It is disingenuous and disrespectful to all these people to suggest that comedy in India is new.

I'd argue that what sets the new wave apart from the old guard of live comedy is the idiom; most regional modern comedy was built for families and communities, often limiting itself to the mimicry of famous people, blended with gentle observations and stereotypes that could be consumed by an entire family, with no scope of offending its audience. The modern idiom that you see play out in our bars and auditoriums (and indeed on the internet) borrows from the American or British style, where the comedian strives to be a truth-teller, or to ask questions that shatter the status quo.



*Stand-up  
Comedy*

The first time I saw Russell Peters do stand-up, it blew my mind for one simple reason; here was something I'd seen people like Chris Rock or Jerry Seinfeld do for years, but for the first time in my life, here was someone who looked like me, talking about observations relatable to me (overbearing Indian parents! The pressure to marry! The complexities of being brown-skinned!)

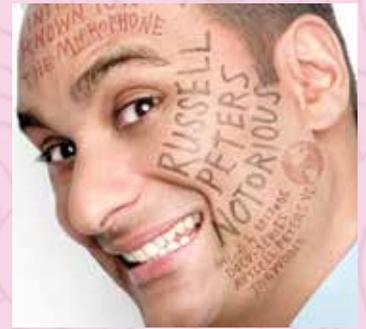
Which brings me to transgression and relatability. The new wave of Indian comedy is not interested in being family friendly. It is not afraid to provoke, it is not afraid to question, it is not afraid to be "adult" (a word that is used far too often as an insult in our culture). In a culture where we are often taught not to question, and to just accept things the way they are, questioning the status quo through comedy is an inherently transgressive act. When a comic is on stage talking about how it sucks to be an engineering student in India, this is a transgression, because in the audience are people who were told that an engineer is what they had to be, no questions asked. And in a society where the stock response to uncomfortable questions is "What will people say?", the act of asking the question becomes a transgressive act that the audience is happy to participate in.

Which brings us to relatability; I've always maintained that the best jokes are the ones where aside from laughing, you're also saying "Oh my god, that's so true!" There's great catharsis and release in laughing at uncomfortable questions. As a comedian, what you're often saying to your audience through a joke is "your

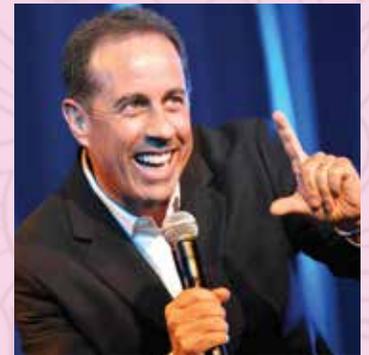
insecurities are not stupid, someone else has ALSO thought about this, you are not alone." This probably explains why after shows, one of the things I've often heard audience members say to comedians (in comparison to other artistes) is "Thank you, I NEEDED that." Laughter is, after all, therapeutic.

Accessibility has played a huge role in the spread of new comedy as well. A comedy show is easy to produce. You need a small space to stand, enough light so people can see you, and a microphone in your hand. Unlike music or theatre, production cost is low, and venue requirements are relaxed. This new wave of comedians has worked hard to go to bars, restaurants, coffee shops, any space that looks viable, and said "Please just give us one evening and a little support, and we'll do shows here." Unlike theatre, or music, where often just the act of entering a performance space can be intimidating, comedy often plays in venues you're already comfortable accessing. This has helped us more than you will ever know.

With access and growth come challenges though. As the scene has grown, it has invited more scrutiny, and unfortunately, more "sentiments". We live in a country that does not give a performer the absolute right to free speech. We also live in a culture that molycoddles people's sentiments & sense of offence, whether it's at an individual or community or religious level. I'm not suggesting that comedy shouldn't be subjected to the same scrutiny or critical thinking that other art forms are. But like all thought, it must be protected from those who would



*Russell Peters*



*Jerry Seinfeld*



*Chris Rock*



*Johnny Lever and Raju Shrivastav*



*Sudarsan Ramamurthy*

seek to see it extinguished just because it is thought that they do not agree with.

This is a country in which people get angry, people get emotional, people turn into lynch-mobs at the drop of a hat, and people put you through our legal system just because they know the

grind of it will make you think twice before you make a joke. This often makes India a difficult country to do comedy in. Weirdly enough, it is for that exact reason that I believe that India is an extremely important country to do comedy in.

## The Chennai comedy scene

- Lavanya Narayanan



*Alexander Babu*

“Macha, why would you do that da?” The audience is already in splits and SA Aravind has hardly begun. The auditorium of the Museum Theatre, Egmore, is full to the brim with the sound of thigh-slapping guffaws as he calls out stereotype after stereotype. The Tamilians smile in appreciation: finally, someone who’s telling it like it is. But more amazing still are the smiles painted across the faces of the Mumbaiites and Delhiites as Aravind tears into them. “Since when has Rajnikanth worn chashma da?! You are confusing Rajnikanth with Raj Kiran, ok?” The cheers are continuous and unstoppable. In the corner, Evam Entertainment’s founder Karthik Kumar smiles. He’s seen this phenomenon before. In fact, he’s birthed it.

stand-up comedy,” he confesses. “At least, not at first.” His initial innings as what trade pundits now refer to as the ‘failed Madhavan paradox’ saw Kumar trying his hand at almost anything that got him on stage. Remember his strong start with Mani Ratnam’s Alaipayuthey and Yuva? And yet, as the industry morphed, so did Karthik, finding space first on the theatre stage and then, at an open mic. “We’re able to use humour to break language barriers and spread social messages. What’s more amazing is that people are willing to pay us to see that!” It might be bewildering, but that hasn’t stopped Karthik from turning it into a full-fledged enterprise.

Over the last few years, Evam has led the pack, paving the way for comedy collectives to make inroads in the city. They’ve given Chennai a new splash

*The comedians seen in the collage below are familiar faces on the stage and the small screen across India.*



of colour among the deep hues of the Margazhi season and the flashy exteriors of the independent-come-film music scene. “It’s an art that allows me to connect with so many people of different backgrounds here in the city, no matter how many TamBrahm jokes fill my half-hour set,” Aravind says. The development is heartening but unbelievably recent. Three years ago, comedy was nestled in the classics: Nagesh on the big screen with his antics, the staple serving of film comedians such as Vadivel, Santhanam, Parotta Soori, and the youngest of them all, Satish, and the tasteful acts of a Y Gee Mahendra show, served in small portions to the viewers. Now, it’s permeated the city’s culture in a way that was unprecedented. Of course, not that the comedians are complaining.

“Chennai has five open mic nights happening every weeks,” says stand-up comic Sudarsan Ramamurthy, better-known as Soda. A healthy number, given that it’s more than what’s offered even in cities like Mumbai and Bangalore. And yet, even while playing host to a plethora of talent, Chennai still has a long way to go. “The Chennai audience is fun and intelligent – they pick up on the nuance that we deliver. But the scene is still in its nascent stages,” says

Bangalore comedian Sundeep Rao, who’s performed in Chennai’s hotspots before. “The city needs to evolve more and give people comedy of all shades so that local and national comedians can co-exist.”

Evam’s third man, Aswin Rao, couldn’t agree more. “We don’t make bones about where we come from. In stand-up comedy, it’s your own experience that counts.” And while he’s both heartened and amused by the number of machas that are called out in appreciation at the end of each show, he says eventually, it’s all about the connect. “You have to find your own voice. Then, everything falls into place.”



*Sundeep Rao.*



*Aswin Rao, Karthik Kumar, S Aravind of Evam Standup Tamasha.*



# Sanmar Helipad Helps

A heart and a pair of lungs were brought to Chennai from Vellore on 19 August 2017 saving the lives of two patients.

A 30-year-old man who was involved in a road traffic accident was admitted to Christian Medical College and Hospital, Vellore and was declared brain dead. His family had consented to donate his organs. A kidney and the liver were used at the Vellore hospital, the heart and lungs were to be used in hospitals at Chennai.

The heart was flown to Chennai by helicopter which was waiting at the Vellore Institute of Technology campus. Since the helipad of Gleneagles Global Hospital was flooded due to unseasonal rains at Chennai, the helipad at the Sanmar campus at Karapakkam came in handy. The harvested heart reached the hospital well in time for the organ transplant to a patient suffering from end-stage heart disease.



# Save a Life



Sanmar got involved in the very last minute but was able to pull its resources together to help the humanitarian cause.



# Two New Additions Strengthen

## Sanmar Soprano

The Sanmar Soprano became a part of the Sanmar family of clean petroleum product tankers on 7 August 2017.

The vessel is a Shin Kurushima, Japan, built double hull oil tanker.

Soprano is dual classed with the Indian Register of Shipping and Lloyds Register.

Her addition to our fleet ensures that Sanmar Shipping has in place clean product tankers to cater to a varied parcel size of cargo that needs to be transported along the Indian coast.



# Sanmar Shipping's Expanding Fleet

## Sanmar Sangeet

Sanmar Sangeet, the latest addition to Sanmar's expanding fleet of clean product tankers is the youngest at the age of 13 years.

Built at Tsuneishi Corporation, Japan, in September 2004, she is the largest vessel in our fleet at 106,516 DWT. She is also the largest specialised clean petroleum product tanker.

The vessel has been flagged with Marshall Island and classed with Lloyds Register, London, which is a leading classification society in the world.

Sanmar Shipping will now have the strategic advantage of having two LR2 vessels, capable of catering to the expanding demand of movement of Naphtha cargoes from AG to Japan range.

With the addition of Sanmar Soprano and Sanmar Sangeet, Sanmar Shipping now has five tankers, one chemical tanker and one LPG carrier and is present in three major maritime trade sectors namely, oil, chemical and gas.



*Sanmar Sangeet*

# Southern effect

*Vijay Sankar's interview to Business India, August 14-27, 2017 Issue.*



SANJAY BORADE

*Vijay: credit goes to professionals*

## Chennai-based Sanmar group readies for an Egyptian expansion

**V**ijay Sankar, the 45-year-old deputy chairman of Chennai's Sanmar group, has been travelling extensively, overseeing the expansion of the company's Egyptian facility, which is expected to go on stream in April 2018. About \$1.2 billion has been invested in this plant since its acquisition in 2007.

Sankar, a chartered accountant and an MBA from Kellogg School of Management, entered the business in 1998 working across various projects before rising to the current position. Last year, Canada's Fairfax India Holdings, run by Canadian billionaire Prem Watsa, picked a 30 per cent stake in Sanmar for \$300 million. Though the Arab Spring unrest in Egypt and refinancing pressures caused their fair share of trouble, Sanmar has continued ahead, investing another \$300 million in the

facility to turn it around and make it profitable.

A privately-held company, Sanmar posted revenues of about ₹5,500 crore across businesses like chemicals, specialty chemicals, shipping and engineering foundries. About 80 per cent of revenues is derived from chemicals (mostly PVC), apart from smaller facilities for refrigerant gases and industrial salts. The EBIDTA (earnings before interest, depreciation, tax and amortisation) margin is reportedly about 15 per cent for the Chemplast business.

The late 1960s were challenging for the group, with difficulties manifesting during the first year itself and plants remaining shut for three months due to technical reasons. The rupee was devalued in 1966, increasing import and the project cost by 50 per cent. And amidst competition

from DCM and Calico Industries back then, with added capacity, PVC prices collapsed by 50 per cent. Chemplast, which was formed in 1967, broke even in 1972 and began expansion in 1977.

The engineering business is about 40 years old, and was built due to a need to be self reliant. While the chemicals business had been built, getting spare parts was always a problem. That led to the joint venture partnerships many of which continue to date.

There is for instance Flowserve Sanmar, which was set up in 1975 to make mechanical seals for chemical plants. BS&B Safety Systems, a partnership with the American company, makes rupture disks. Xomox India, launched in 1982, introduced tuffin valve-making technology in India. Another joint venture, involving Pacific Valves, make valves for power stations and process industries that involve flow control.

Sanmar Foundries, established in 1998, has expanded its capacity to 25,000 tonnes and is a producer of steel castings. It acquired Matrix Metals for \$150 million in 2007, which now sells steel castings to customers in the US. Another company, Eisenwark Erla, was acquired in Germany in 2007, which runs automotive-centric iron foundries in that country. Overseas, apart from Egypt, the company also has a foundries business in Mexico.

### Values of the company

N. Sankar, chairman of the Sanmar group, and Vijay's father, has meticulously built the group piece by piece (see box) over 50 years. Chemicals led to the foundries, and specialty chemicals and shipping – about five tankers in the mid-range size, which transport naphtha and diesel, which will expand to seven.

Today, more than 90 per cent of the business for the joint ventures is

## The genesis

The year 2017 is being celebrated as the 50th year of the Sanmar group. In 1967, Vijay's father N. Sankar, had taken charge of the chemicals arm of India Cements, built its engineering and foundry business from scratch, forged a string of joint ventures, and later diversified into shipping and specialty chemicals. The name Sanmar is derived from the names of N. Sankar, chairman of the group, and his younger brother N. Kumar, who is vice-chairman.

While Chemplast, the oldest company in the group, completes 50 years of operations, the history of the company perhaps dates back even further – about a century back, when a forefather Sankaralinga Iyer took charge

of a banking business from his father that caused him to move 'nomadically from one branch to the other'. That Indo Commercial Bank was merged with Punjab National Bank in 1959.

It was Iyer's son K.S. Narayanan, however, who dabbled in various businesses like printing inks and rubber during the Second World War – and formed Industrial Chemicals and later, the flagship company India Cements, along with T.S. Narayanaswami. Chemplast – or Chemicals and Plastics India – was set up in 1962 as a subsidiary of India Cements.

Chemplast was carved out of India Cements in the late 1970s. The descendants parted ways by the 1990s,

with the Srinivasan family taking charge of India Cements. The Sankar family's residual shareholding in India Cements has been fully sold.

The expansion into the foundries business, specialty chemicals, shipping and all the joint ventures were built under N. Shankar. Over the years, Sanmar diversified into smaller businesses like properties, finance and footwear, some of which no longer exist – like the overseas unit, Sanmar Financial Services, a collaboration with Indian Overseas Bank; AMP Sanmar Assurance, an insurance business that was sold to Reliance Life Insurance; and Sanmar Properties and Investment that developed property in the 1990s but that Sanmar exited later to focus on the

core businesses.

Sanmar Chemplast was listed on Indian stock exchanges till SEBI changed rules in the late 2000s and asked promoters to allot at least 25 per cent of all company shares to the public. Chemicals being a cyclical business, Sanmar's promoter, instead, chose to delist the company and onward sold a 30 per cent stake to Fairfax India.

Curiously, a small southern Indian town Tirunelveli, on the banks of the river Thamirabarani, has spawned large companies in the region, including the Sanmar group, India Cements and Royal Enfield. T.V. Sundaram Iyengar, who formed the TVS group, is from Kallidaikuruchi, about 50 km from Tirunelveli. ♦

from external customers, says Sankar, who credits their success to the values of the company and the professionals who run them. While he oversees the Egyptian expansion, the credit, he says, goes to the professionals. "They are the foundation on which the group is built. We have always valued ethics over short-term benefit," says Sankar.

The mainstay of the group, however, continues to be chemicals, at the heart of which is the current expansion in Egypt. With a capacity of 200,000 tonnes per annum of caustic soda, the Egyptian facility makes chlorine and VCM (vinyl chloride monomer), raw materials exported to Europe, the Gulf region and also to the company's facilities in Cuddalore, where they are further used to create PVC (poly-vinyl chloride).

PVC is supplied onwards to plastic and processing companies across the country to create ubiquitous products like pipes, electrical cables and parts of construction equipment. It is used in the auto industry and for domestic consumption items like

door frames, windows and flooring. Capacity at the Egypt facility will double by April. Total PVC capacity would have crossed 700,000 tonnes by then.

In India, the demand for PVC has soared over the past 10 years, though local manufacture has failed to keep pace with demand. According to the Chemicals & Petrochemicals Manufacturers Association of India, the largest player, Reliance Industries, has almost three times the capacity (750 kt) of any competitor, and Sanmar is almost as large as Finolex Industries in PVC production.

### Space for expansion

Much of the capacity exists in suspension PVC, with smaller niches outside this bulk market. For instance, Chemplast makes a specialty emulsion PVC that is used to polish leather cloth or fake leather, and is the market leader within this niche. Similarly, it is expanding into Chlorinated PVC, which is heat-resistant and used in hot water pipes for residential as well as commercial use, and where DCW has small capacity.

While the domestic capacity for PVC has space for expansion – consumption is expected to rise 8.6 per cent in 2016-17 – the price is set by none of the Indian players, and depends completely on import prices, even after being subject to a duty of 7.5 per cent. PVC manufacturers in India face several disadvantages vis-a-vis global counterparts, says Sankar. While the Gulf region has a natural advantage in terms of proximity to feedstock, in the West, the entire pipelines are dedicated for feedstock to travel from one corner to the other.

"If you take the Philippines, Brazil, Malaysia and Thailand, the duties are much higher," says Sankar. "The US itself has duties at 6.5 per cent. Their fixed costs are lower and they have pipeline networks. The headwinds we are fighting against are huge. Moreover, a product as basic as PVC cannot just be import-led. If there is a war tomorrow, how do you rebuild, if supply to PVC is cut off?" he adds.

♦ RYAN MAXIM RODRIGUES  
ryan.rodrigues@businessindiagroup.com

# Japanese honour for N Kumar

## Foreign Minister Commends Him

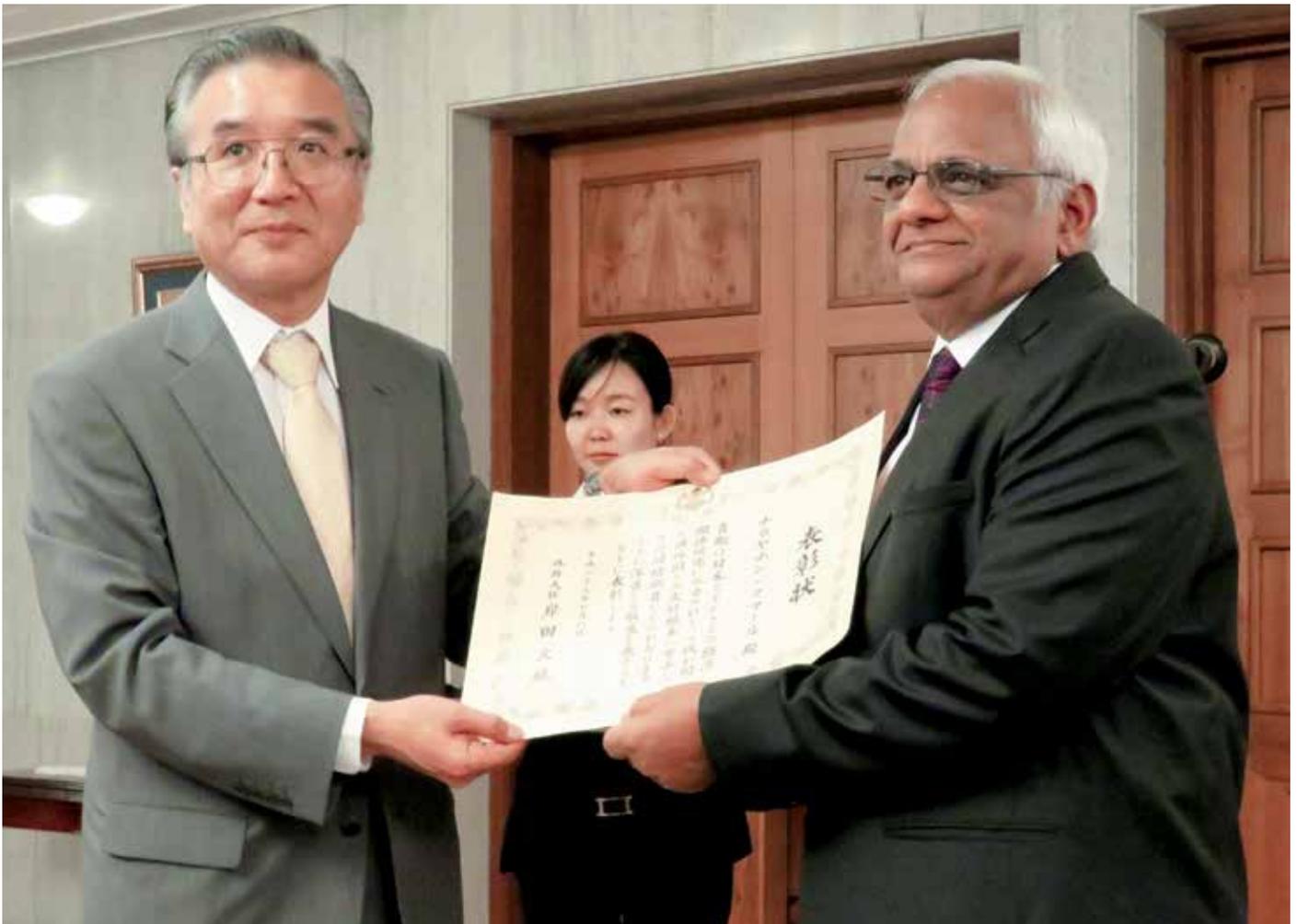
N Kumar, Vice Chairman of The Sanmar Group and President of the Indo-Japan Chamber of Commerce and Industry (IJCCI), was awarded the Foreign Minister's Commendations by the Consulate General of Japan on 29 August 2017.

Seiji Baba, Consul General of Japan, who presented the certificates of commendation, said that Kumar has contributed significantly to the development of Japan-India relations, especially in business cooperation, as well as the dissemination of knowledge, culture and information about Japan.

“He has done this through a number of programmes of the IJCCI, including publishing Gateway Newsletter and establishing the Centre for Japanese Studies. He visited Japan as the head of an IJCCI delegation and met Kiyoshi Odawara, the Parliamentary Vice-Minister for Foreign Affairs,” said the Consul General.

“I really hope business cooperation between the two countries will reach great heights,” added Kumar.

*Proud moment: Seiji Baba, Consul General of Japan, honours N Kumar, President of the Indo-Japan Chamber of Commerce and Industry.*



# “Insects: Guardians of Nature”

## Kalamkriya’s 14th publication

Kalamkriya, the in-house creative agency of The Sanmar Group, brought out its fourteenth publication at a function at the Amethyst on 6 September 2017. This time, the book is on “Insects - Guardians of Nature.”

The bilingual book is the latest in the efforts made by Mrs Chandra Sankar, Director, Kalamkriya Ltd., to bring out socially and culturally significant publications annually. As V Ramnarayan, in his welcome address said “Publishing books was Chandra Sankar’s pet project. After all, she brought out Chennai city magazine ‘Aside.’”



Insects  
guardians of nature

பூச்சிகள்  
இயற்கையின் பாதுகாவலர்கள்

PoochiVenkat



(L to R): PoochiVenkat, Chandra Sankar, S Muthiah and Dr Ravichandran.



“It is important that we are friendly with them (insects), keep the negative approach away and be positive. Do not be scared.”

- Dr G Ravichandran

“We want people to know about how vital insects are to the circle of life.”

- Chandra Sankar



“If we go beyond the creepiness, the aversion and all those scary insects movies, to conserve and support insects, then we can live safe, secure and healthy.”

- PoochiVenkat

This book on Insects by entomophile PoochiVenkat, uses no scientific terms, and can be understood by the lay reader.

Venkat says, “Unlike birds or wildlife, insects are thought of as subjects that challenge photographic skills. And the books on them have poor photographs and scientific data that the common man cannot understand.”

The book also contains sketches by professional artist Narendra Babu. The Tamil translation was done by Malathi Muthukrishnan.

The book was launched by G Ravichandran, chief of dermatology, Apollo Hospitals, himself a nature enthusiast, and the first copy was received by historian S Muthiah. Speaking at the launch, Dr Ravichandran said that he was amazed at the collection of photos of insects and the manner in which they had been captured.

### **Kalamkriya's publications so far have been:**

Compiled from various traditional sources, this book of Tamil proverbs and their English equivalents brings to light a way of speaking that is now more or less gone. A second collection has since been brought out.

### **Siva Temples of Mylapore**

Mylapore means the Kapaleswarar temple. How many know that there are six other shrines to Siva in the same area? First published in 2002, this slim volume of 18 pages brought to light these temples, giving all details such as the names of the principal deities, and the unique features of each temple. Published when smart phones were yet to catch on, each temple has a map locating it within Mylapore, to enable readers to reach the temple easily. The

book proved to be highly popular. The custom of visiting all seven shrines on Shivaratri Day has once again gained ground. Most of the seven temples now have annual festivals which add to the colour of Mylapore.

### **Grandma's Home Remedies (3 volumes)**

Grandma always had a porcelain pestle and mortar at home in which she pounded some natural ingredients that worked wonders for common ailments. That tradition has more or less vanished with very few bothering to note down the recipes. This set of three books corrects that neglect. The first of these came out in 2004 with significant contributions from Leela Shekar and Srividya Moorthy.

The second and third, written respectively by Haimavati Ammal and Annapoorani Viswanathan, were published in 2005. They bring out the simple medical recipes of Tamil Nadu that cure common ailments.

### **Traditional South Indian Hairstyles**

First published in 2006, this book has sketches of various hairdos and detailed descriptions of how to set them. The 1970s have often been described as the era of strange hairdos in Hindi and Tamil films. In today's more prosaic age, this book throws light on some ancient styles as seen in sculptures and temple carvings.

### **Stars and Trees**

First published in 2007, this book traces the link between the 27 asterisms of the Hindu constellation and the tree that is sacred to each. Many temples have one of these trees as sacred to their precinct and some even have gardens with all these trees. The book has in many ways encouraged the protection of trees. Today it is commonplace to see several temples having enclosures where these trees are

tended to and nurtured. Some also sport informative plaques that quote chapter and verse from this book!

### Historic Residences of Chennai

Written by Sriram V, and with sketches by V Vijayakumar, this book was released in 2008. It studies the history behind some of the heritage bungalows of the city and the residents who made them famous. Not many of the houses featured in the book are standing now, a sad commentary on the heritage awareness in our city. But that makes this book doubly important, for it is now the one source for some hitherto undocumented residences of historic importance.

### Temple Vahanas of Tamil Nadu

Written by Pradeep Chakravarthy, and with sketches by V Vijayakumar, this book was released in 2010. It focuses on the processional mounts used at various temples of our State. It brings to light some of the little-known aspects of temple processions and the historic

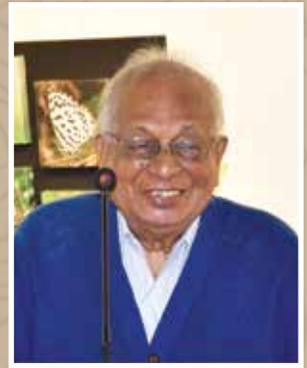
evolution of some of the commonly used mounts for the deities.

### Mosquitos and Other Jolly Rovers

The one priced publication by Kalamkriya is the *Mosquitos and Other Jolly Rovers*, story of Tamil Nadu cricket by V Ramnarayan. It is an important documentation for it looks at the history of league cricket in the State, whose various divisions made it a true home for the sport. Priced at Rs 295, this was released in 2002.

### Living Landmarks of Chennai

Released in 2015, this was the first colour production of the series. Conceptualised by the NGO Nizhal, which has done some sterling work for the protection and sustenance of Chennai's tree cover, the book brings to light the various tree species that thrive in our city, their location and their significance. The photos accompanying the text help readers in easily identifying the trees described.



“It is a lovely book. It is an outstanding book in many ways. The photography is outstanding. It is the best book Chandra has published in Kalamkriya so far.”

- S Muthiah



# Recognition of Excellence in Service

## Two Sanmar Employees Decorated with Police Medals



*Mohamed Iqbal SM receiving the Chief Minister's Police Medal for outstanding devotion to duty from CM of Tamil Nadu Edappadi K Palaniswami.*



*K Anguchamy receiving the President Medal from Addl Chief Secretary - Home, Nirranjan Mardi IAS.*

Formerly members of law enforcement in Tamil Nadu, having served in the Tamil Nadu Police force, and presently with The Sanmar Group, Mohamed Iqbal SM, Head of Security and K Anguchamy, DGM, Security, were decorated with Police Medals at the Independence Day this year.

Mohamed Iqbal was awarded the Chief Minister's medal for outstanding devotion to duty (2014). He is also the recipient of two President Medals for meritorious service (2003) and distinguished service (2011).

Anguchamy won the President Medal for meritorious services(2015).

## A Chemplast Daughter Wins Gold Medal in National Pentathlon

Kayal, daughter of K Prabhu, a production executive at Chemplast Sanmar, Cuddalore, has won the first prize in 200 metres individual medley in the Fourth Pondicherry State Aquatic Championship, came first in 100 metres individual medley in Mammen Cherian Memorial Pondicherry Inter School Swimming Competition and bagged the first prize in 50 metres free style, breaststroke and butterfly stroke in inter-school swimming competition organised by the Youth Hostel Association of India. Eight-year-old Kayal beat 30 other participants to claim the title.



*Kayal with her gold medals.*

# Madhuram Narayanan Centre for Exceptional Children

## *Samyam*: A Coming Together of Past and Present Students



the new entrants find motivation in coming together with past students.

As a platform for bringing children and parents together, *Samyam* helps them to ideate and maintain continuity with MNC for guidance and counselling. Parents of new entrants are motivated to face challenges in bringing up and training special children.

*Samyam*, a reunion of past and present students, has been celebrated at Madhuram Narayanan Centre since 2013 during the month of July.

While past students find guidance and reassurance from MNC teachers,

This year, *Samyam* was celebrated on 29 July 2017.

Girija Venkatraman, Correspondent, Kalyani Kumaramangalam Nursery and Primary School, graced the occasion as the chief guest.



# Chemplast Cuddalore's CSR Programmes

## Chemplast Cuddalore Begins Evening Tuition Centre for Rural Students



Chemplast Cuddalore has opened an evening tuition centre at Nochikadu village. This centre was inaugurated by J Sridhar, Chemplast Plant Head at Cuddalore, on 31 August 2017, in the presence of local village leader Dhakshinamoorthy.

## Donation Towards Children's Education Fund

J Sridhar handing over a cheque for Rs. 2 lakh towards a children's education fund to the Chithirapet Panchayat.



# Chemplast Mettur Organises Career Guidance for School Students

Planning the right career is challenging, more so for students residing in rural areas.

Chemplast Mettur organised a career guidance programme for the students of class X and XII of Vaidheeswara Higher Secondary School and the Government High School Gonur and Kunchandiur on 17 and 18 August 2017.

A team of three from Don Bosco Vazhikatti, a professional career guidance institute from Chennai, were

engaged in counselling. 154 students from Standard XII and 391 from Standard X attended the programme.

The topics covered motivation, memory techniques, multiple intelligence tests, and focus group discussions. Career decision making and study techniques were addressed. Students were given information on different job oriented courses available, choosing the right institutions to study and employment opportunities in industries among other topics.



# APJ Abdul Kalam (1931 - 2015)

He was perhaps India's most loved President. A recipient of the Bharat Ratna award, he certainly was the most decorated of them. Avul Pakeer Jainulabudeen Abdul Kalam was a people's president, who threw open the doors of Rashtrapati Bhavan, his official residence in Delhi, to children from all over India.

Abdul Kalam was born on 15 October 1931 to Jainulabudeen and Ashiamma in a middle class family in the seaside town of Rameswaram.

Kalam, learnt to be a good citizen from his parents. They taught him honesty, simplicity, generosity and hard work. He grew up in an atmosphere of warm friendship between the Hindus and Muslims of Rameswaram.

Schwartz High School is where Kalam found his first mentor, Iyadurai Solomon, who later became Reverend Iyadurai Solomon. Solomon told Kalam that to succeed in life he must have three qualities: desire, self-belief and determination.

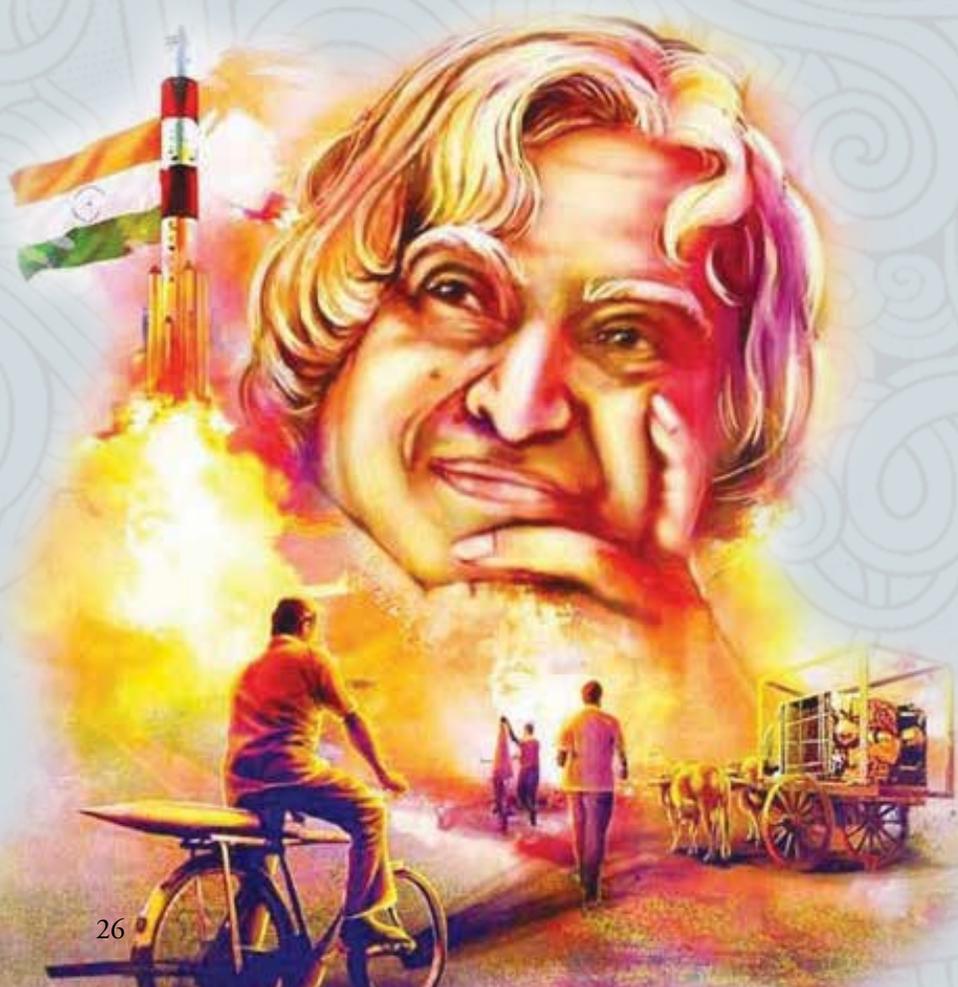
Kalam joined St Joseph's College, Tiruchi, in 1950, to do his intermediate course and continued there to do BSc Physics.

Joining the Madras Institute of Technology or MIT, Madras, he found three major influences on him in professors Spender, KRV Pandalai and Narasingha Rao. Kalam and four other students were given the task of building a low-flying fighter aircraft as part of their project work. They worked day and night, and managed to meet the deadline. The director was delighted. The glider made by Kalam and his friends was dismantled and reassembled at Meenambakkam airport, where it flew to a height of a few metres.

Kalam's reward was a training stint at Hindustan Aeronautics Ltd.(HAL), at Bangalore. Here, he actually touched the engine of a plane and its many parts and gained valuable practical experience.

Kalam was selected as Senior Scientific Assistant DTD&P (Air) office in 1958. His next stop was Bangalore once again. He joined the newly formed Aeronautical Development Establishment (ADE). His first big break at ADE came in the form of an assignment to design a hovercraft and manufacture it locally. It was a daunting task, but Kalam was equal to it.

Kalam's career took yet another unexpected turn. He was picked to work in India's space research programme. Kalam's boss Dr Mediratta one day brought an important visitor to Kalam's office. He asked Kalam to demonstrate



the hovercraft to his bearded guest, MGK Menon, Director, Tata Institute of Fundamental Research (TIFR).

A week later, Kalam attended an interview at Bombay for the post of Rocket Engineer at Indian National Committee for Space Research (INCOSPAR). The interview was conducted by Dr Vikram Sarabhai, India's foremost space scientist, Dr Menon and Dr Saraf, Deputy Secretary, Atomic Energy Commission.

INCOSPAR decided in late 1962 to set up the Equatorial Rocket Launching Station at Thumba, near Trivandrum, Kerala. The station's first home was an old church, the St Mary Magdalene Church.

Kalam was soon sent to the National Space and Aeronautics Administration (NASA), USA, for training in rocket launching techniques. After Kalam returned to India, India's first rocket launch took place on 21 June 1963. The rocket, Nike-Apache, made at NASA was assembled in the church building, and moved to the launch site with the help of a truck and a manually operated hydraulic crane.

Vikram Sarabhai came to Thumba and announced ambitious plans for INCOSPAR and Kalam was to provide support to the payload scientists. Slowly, two Indian rockets emerged at Thumba-Rohini and Menaka. Indian payloads could now be launched by Indian rockets, not French rockets as in the past. The rocket launch site was by now known as the Thumba Equatorial Rocket Launch Site or TERLS, established through collaboration with France, the USA and the USSR. The first rocket Rohini-75 was launched on 20 November 1967.

In 1969, Kalam was transferred to the Indian Space Research Organisation (ISRO) where he was the Project Director of India's first satellite launch vehicle, (SLV-3) which successfully deployed the Rohini satellite in the near-earth orbit in 1980.

Kalam's leadership brought him great laurels and prestige in the 1980s and he went on to direct some advance missile programmes. With him as chief executive, an Integrated Guided Missile Development Programme (GMDP) was launched and Kalam played a major part in developing many missiles under this mission including Agni, an intermediate range ballistic missile and Prithvi, the tactical surface-to-surface missile, although the projects have been criticised for mismanagement and cost and time overruns. From July 1992 to September 1999, Kalam served as the Chief Scientific Advisor to the Prime Minister and Secretary of the Defence Research and Development Organisation. The Pokhran-II nuclear tests were conducted during this period in which he played an intensive political and technological role.

Succeeding KR Narayanan, Kalam served as the 11th President of India from 25 July 2002 to 25 July 2007.

After leaving office, Kalam became a visiting professor at many leading institutions of higher learning and a much-in-demand motivational speaker. He also wrote books meant to uplift the spirits of young Indians.

On 27 July 2015, when Kalam travelled to Shillong to deliver a lecture at the Indian Institute of Management Shillong, he experienced some discomfort while climbing a flight of stairs, but was able to enter the auditorium after a brief rest. At around 6:35 p.m. only five minutes into his lecture, he collapsed.

He had been one of the most popular Indian scientists, so popular that he rose to high office, and, as President of India, gained the love of children and adults alike. He was the inspiration for many young people with dreams in their hearts with his many motivational books.

