

# Scribbles

Bringing colour to your lives

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Issue No. 6

## From the Editor's desk...

The journey of *Scribbles* began in October 2010 and the road has been experimental and enriching all along. On the eve of the second anniversary, the *Scribbles* team thought it fit to take stock and conduct a survey to make this endeavour more meaningful to our readers – the Sanmarites and their families.

**Close to 50% (685) of employees responded to the survey. While thanking you for your response, let us assure you that your voices have been heard and 'we are listening'.**

The survey revealed that *Scribbles* regularly reaches only 29% of homes / families and 57% receive it only 'sometimes' and the balance 'never'. *Scribbles* started with an objective to reach, not just Sanmarites, but also their families. We hope that going forward, *Scribbles* will reach your homes 100%.

While going through the survey, the team felt very pleased, as many of the suggestions and opinions have already been implemented in *Scribbles*. For instance, contests are conducted regularly, prizes are announced for winning entries, creative drawing by kids is encouraged, and heritage sites in our country are showcased in the 'Exploring India' page. Some of the other suggestions will be implemented shortly.

**On the eve of the second anniversary, we are happy to present a small memento to all our readers. Do take it home.**

With best wishes,

*Aravinda Jagan*

First ever  
Scribbles Survey  
on the occasion of its  
Second Anniversary

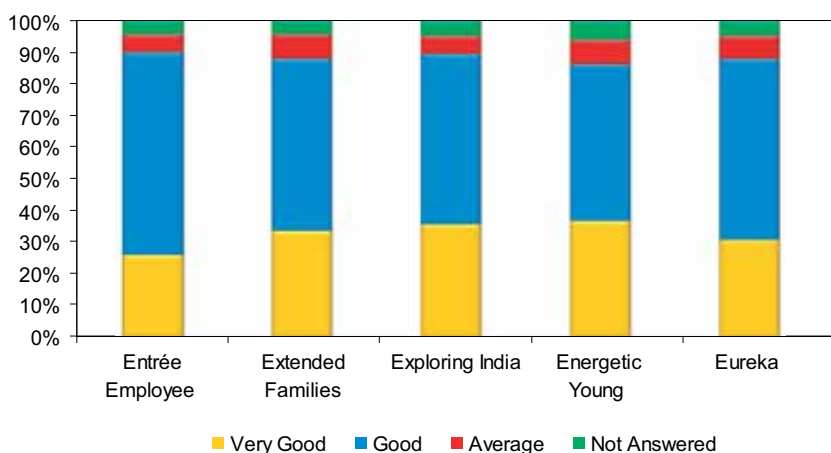


## Scribbles Survey

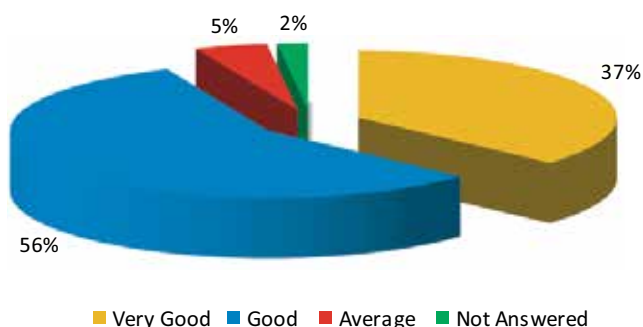
Reading regularly	: 91%
Irregularly	: 8%
Missed	: 1%

Hip hip hurray!!

Page on Page Rating



Themes Featured



SANMAR

Sustainable initiatives, reaching for excellence for over four decades.

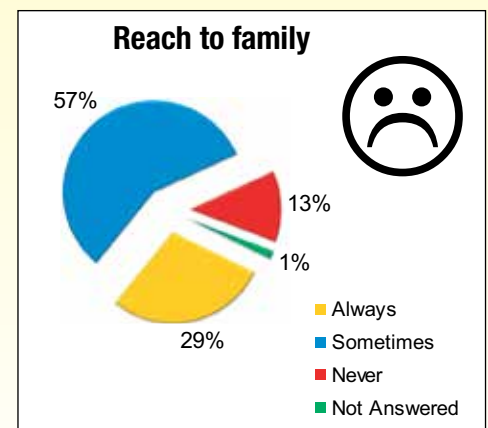


Lavanya Venkatesh, Director's Office, Corporate Division, HO.

*The response to the survey was overwhelming and 91% of the respondents said that they 'read Scribbles regularly'. We guess that by the end of the third year we shall get to reach 1% of those who 'do not read' (rather missed reading) Scribbles as well as make the 8% irregular readers, read regularly.*

*The Scribbles team is pleased to present the high points of the survey here.*

# Thank you.



Good job done  
**36%**   
 (No guesses!)

No suggestions from  
**18%**   
 (We guess this suggests you are satisfied)

## Bouquets & Brickbats



- \* I enjoy along with my kid... she loves the colouring and spotting the differences.
- \* To form a team to help orphanages and old age homes. To get Rs 10 from interested employees and give any orphanage and to spend some time there once a quarter.
- \* I enjoy when my children read the article and ask me to elaborate if she / he does not understand anything in particular.
- \* The best platform for all hidden talents to come out.
- \* From now on, I will carry Scribbles home and make sure that my family members read the same. Contribution/participation from me and my family members ensured.
- \* Every month, I await the new Scribbles to come.
- \* The moment I take it home there is a demand on who will be allowed to read first. It is really interesting and informative.
- \* Give us a token gift to write more... (!!).
- \* Ship it directly to residence. (Scribbles is meant to create a bonding between Sanmar, its employees and their families. How will this bonding happen if we directly ship it home and the employee stays out of the link?!).



- \* In my perspective, Scribbles is not reaching the families, major part of the employees are not carrying it home, first we need to address this. Then only we can explore further ideas of making it more interesting and happening. (Very well pointed out).
- \* Recently read about friendship which reminded me of my old friends.
- \* More the circulation, better the reach. My personal opinion is that employees also should take this initiative seriously, because I find in many places copy of this Newsletter scattered around and feel employees are taking it for granted. (Agreed).
- \* Good insight into various things which normally we think as trivial.
- \* Scribbles provides a refreshing change and a different perspective altogether.
- \* Yes. Right from the Editor's Desk, articles published about our other units, Festival Tips, Indian Tradition, Cross Word... are all informative.
- \* Publish news and articles, which are interesting and meaningful to each employee and his family. Conduct quiz competitions, events and other contests every month and make all the Sanmar family members get involved. (Shall be considered).





# We are listening!



## Suggestions on Theme

- ✓ A small article on interesting tourist places with information like how to reach there, stay, etc., in every issue. This can be contributed by the individuals who have recently visited these places.
- ✓ While exploring India, you should cover throughout India. The focus is mostly on providing details of Tamilnadu only. (Noted).
- ✓ “Plant location” theme could draw more participation. (Many have said this... we are considering).
- ✓ Employees Newsletter has to give more information about the happenings in the plants. Half or one page may be allotted to each location to cover the happenings at that location.
- ✓ Sections possibly dedicated to “Current affairs”, “philosophy”, “music”, “humour” like “Just for Laugh”, “Sports facts” like cricket being a part of the first Olympics, “Believe it or not”, etc., would be nice!!
- ✓ Success stories of senior persons will inspire younger generation to set goals in life.
- ✓ I look for a dedicated page where a pre-decided ‘topic’ can be discussed with critic’s eye and there should be a follow-up session.
- ✓ Solicit articles on specific topics where people can share their views: issues of general interest like “Water Conservation”.
- ✓ All of us have some hobbies. This is true even for the employees’ family members. Special editions or themes can be based on these hobbies, which could dramatically improve participation. (Sure).
- ✓ Some short story writing can be included here. (Definitely).



## Comments on Size

- Size can be changed for easy handling to carry it home...
- Frankly speaking due to the large size of *Scribbles*, many are not reading properly. Its size has to be reduced which will make people read easily (?!).

## Recognition & Prizes

- ☛ Voice of the Readers – must be included (this is a welcome idea provided many voices are heard!).
- ☛ Children involvement by way of contests – painting, quiz etc., and motivating them by giving away prizes. (Is being done).
- ☛ We can say that topics suggested by families will be eligible for some special contest and prizes can be awarded for the best of those entries.
- ☛ Achievements by students in their colleges or schools may be published. (These are already being published).
- ☛ Recognising by sending an appreciation note to best article written by the employees. To motivate the families, a small gift.
- ☛ Once in a while, make a surprise gift.

(Did you not receive yours with this issue?)



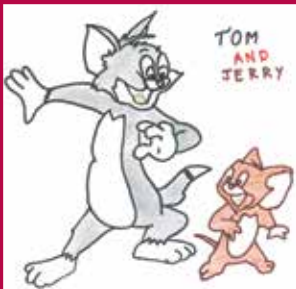
## Tips to enhance Participation

- If each employee or his family contributes on any subject once a year, participation should increase considerably. (A good idea).
- Drop boxes during the library book fairs, strategic locations and other functions to attract contributions/participation.
- Plant-wise coordinators to bring in more participation. (Come forward please).
- Employees may be informed through emails to forward their contributions. More publicity and reminders are required.
- Can nominate some representatives who are interested and can collect contributions through them - form a “*Scribbles* group” that can influence. (Please do nominate).
- Employees should also share some of their on-field job experiences and adventures etc.
- Conducting more competitions through *Scribbles* is likely to elicit more participation.





# Creative drawing by our young readers



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