

# TIL TALK

Vol. 23 • Issue 1 • 2014

OUR NEWS VIEWS & EVENTS

Message from  
VC & MD

3

4

Showcase

Special News

6

7

Customer Speak

Spotlight

8

14

KRM

CSR

15

16

Event

Snippet

18

19

Our People ...  
Our Inspiration

Revive

21

22

Take-A-Break

WHAT IS INSIDE

## INTRODUCING THE HIGHLY-EFFICIENT CAT® 950 GC.

Whether the job requires material handling or general construction, our affordable new machine doesn't disappoint. Fuel efficient features like load-sensing hydraulics and an on-demand hydraulic fan come standard — as does an economical and yet powerful Cat® C7.1 engine. So you come away with lower operating costs, not to mention a job well done.

- ▶ CAT® C7.1 ENGINE ▶ 151KW/202HP
- ▶ 18,631KG WEIGHT ▶ PERFORMANCE SERIES BUCKET

**BUILT FOR IT.**



# MEET YOUR NEW EFFICIENCY EXPERT.

### Tractors India Private Limited

CIN: U29150WB1995PTC072501

1, Taratolla Road, Garden Reach, Kolkata – 700 024

Ph: (91-33) 6633 2000, Fax: (91-33) 6633 2845

Toll-Free No: 1-800-3453355

E-mail: [marketing@tiplindia.com](mailto:marketing@tiplindia.com), Website: [www.tiplindia.in](http://www.tiplindia.in)

©2014 Caterpillar. All Rights Reserved. CAT, CATERPILLAR, their respective logos, "Caterpillar Yellow," the "Power Edge" trade dress, BUILT FOR IT, as well as corporate and product identity used herein, are trademarks of Caterpillar and may not be used without permission.

**tipl** Tractors India





Dear Reader,

Welcome to the new edition of TIL TALK.

As the nation celebrates the arrival of the new government in eager anticipation of the next big change, businesses across the country are gearing up to embrace new opportunities. There is optimism and strong signals towards accelerated economic growth. The expectations are high for the new government to create a strong reform and development agenda quickly and effectively to revive the economy.

TIL concluded its financial year 2013-14 and performance has been below expectations mainly due to muted market demand resulting from sluggish economic environment and policy related hurdles in infrastructure and mining sectors. Looking ahead, TIL is optimistic about good growth driven by the momentum of new projects, which are expected to gather pace.

At TIL, we have been busy with our ongoing activities and initiatives to tide over the challenging times.

PIXEF, our recently launched 15 ton mobile pick-n-carry crane has been very well accepted in the market; and as a testament to that fact, TIL has received The India Design Mark in recognition of good design and product excellence as epitomised by the PIXEF.

MARC – Maintenance and Repair Contracts by TIPL – has always been a point of pride, achieving much kudos over the years. Recently we accomplished a new milestone. True to our new promise – to be a one stop solution for all mining needs – we commissioned a Cat® Continuous Miner at the underground coal mines of Jhanjra, Eastern Coalfields. This heralds the arrival of a new era in underground mining and TIPL is geared to make this a model project in India.

In synergy with Caterpillar's Win in India strategy and the growing need to extend financial solutions to customers in India, Cat Financial and the Caterpillar district team have joined hands with Cat dealers and Tata Capital Financial Services Limited (TCFSL) as the alliance financier. TIPL welcomes the move and expects to gain great mileage from it in the months to come.

The past months have had their share of fun too.

Like every year, Tractors India Employees' Recreation Club organized the Annual Social Function – a roaring success with its many cultural programs, as well as the Annual Family Sports Meet that unearthed fresh new sporting talents from among the TIL fraternity.

Read about them and many other regular sections in this issue of TIL TALK.

I wish you and your family good health, happiness and prosperity.



Sumit Mazumder  
Vice Chairman & Managing Director



## Above Ground Or Below Ground

**TIPL Makes a MARC-ed Difference. Installs Continuous Miner at ECL- Jhanjra Site**



**TIPL has successfully commissioned Continuous Mining Technology Equipment at the underground mining project of Eastern Coalfields Limited (ECL) – Jhanjra site near Durgapur, West Bengal.**

When Caterpillar Inc. completed acquisition of Bucyrus, as a natural consequence the ECL MARC agreement came under its foray. Subsequently, Caterpillar decided to transition the distribution and support of Bucyrus products to its dealers. When TIPL became the first Cat® dealer in India to complete the transition, the expanded Cat mining products portfolio as well as the MARC contract at ECL underground mining project was subsequently passed on to TIPL. The contract included the installation of a second Cat Continuous Miner, along with the supply of equipment, spares, and consumables.

A Continuous Miner is an automated system used for the uninterrupted excavation of coal. Operating in a room-and-pillar system, it is equipped with a large rotating steel drum containing tungsten carbide teeth that scrape coal from the seams, which is then transported by means of conveyors. A Continuous Miner can mine more

coal in a minute than a non-mechanized mine would produce in an entire day. Remote-controlled Continuous Miners account for about 45 percent of underground coal production worldwide, and are used for working in a variety of difficult seams and conditions.

Caterpillar has more than ten different models in its portfolio of Continuous Miners, representing the cutting-edge in underground mining technology. Combining superior performance and productivity with high availability and low maintenance, the Cat Continuous Miners are synonymous with higher production, lower maintenance cost, and consequently, lower total cost of ownership.

TIPL engaged in continuous interactions with ECL officials to ensure that the installation and commissioning of the Continuous Mining Technology Equipment – Continuous Miner, Diesel Coal Hauler, Feeder Breaker,



Roof Bolter and Power Center – are conducted as per agreement and the project commissioned within the timeline. Collaboration with Caterpillar experts at every step of the process helped our team gain the necessary technical expertise to handle these machines and thus successfully complete the commissioning.

The contract also included the operation, maintenance and repair of the equipment by TIPL, for which TIPL opened a site office at Jhanjra- consisting of Parts warehouse, guesthouse accommodation for site personnel with canteen facilities. For day-to-day operations, TIPL has recruited expats who are highly proficient in continuous mining technology, and also created a robust team that includes committed local workforce. Once the equipment arrived on site, the TIPL team worked relentlessly to commission the project on the 18th of April 2014.

At the inauguration ceremony held at ECL- Jhanjra, Mr Sumit Mazumder, Chairman, TIPL handed over the keys to Mr Rakesh Sinha, CMD-ECL, who flagged off the machine. Mr S K Chaturvedi, MD & CEO, TIPL and Mr Dipankar Banerjee, Head Mining, TIPL also graced the occasion. ECL officials said that five more Continuous Miners have been planned for the ECL mines by the end of this year, including two more to be deployed at Jhanjra site.

This is the third Continuous Miner Project of Caterpillar in India. Despite their high cost, continuous mining systems are very successful globally and fast becoming popular in India.

TIPL is privileged to have ECL as a customer and will strive to make the Jhanjra project a benchmark for future underground mining operations.



From L-R: Ramesh Babu, Caterpillar Representative, Iain Mitchell, Engineering Supervisor, TIPL, Sumit Mazumder, Chairman, TIPL, Sunil Chaturvedi, MD & CEO, TIPL



From L-R: A.K.Mishra, GM, Jhanjra Area, ECL; C.K.Dey, Director (Finance), ECL; Rakesh Sinha, CMD, ECL, Sumit Mazumder, Chairman, TIPL; Ramesh Chandra, Director (Technical) P&P, ECL; Subrata Chakravarty, Director(Technical) Operations, ECL; K.S.Patro, Director (Personnel), ECL; Sunil Chaturvedi, MD & CEO, TIPL

## TIPL'S MARC-ED NICHE

TIPL was the first Cat® dealer in India to offer MARC in mining industry and has been successful in implementing this concept across a number of its project sites. The MARC at Tata Steel won TIPL the 'Best Supplier Award' from Tata Steel, which in turn reposed more confidence in the customers about our product support and service excellence. Notably, our MARC at Tata Steel is the seventh project globally to have deployed a successful M&R (Maintenance & Repair) arrangement. TIPL's second MARC agreement finalized with Hindustan Zinc Limited at Agucha, near Udaipur in 2004, is still in operation.

Over the years, TIPL has also witnessed success in MARC with other customers, such as BCCL and ECL, subsidiaries of Coal India having seven-year contracts with TIPL, while BCML, (Bhubaneswari Coal Mines) – a part of Aditya Birla group has tied up for a 10-year MARC. This clearly signifies the niche that TIPL has crafted for itself as a MARC pioneer in India.

The winning edge in TIPL's MARCs comprises of the meticulous use of the latest maintenance technology, sharing KPIs with customers, jointly developing improvement plan, and providing targeted performance. Equally important is our dedicated team working on the MARC projects, whose skills, expertise and knowledgeable advice have made TIPL a trustworthy service provider in the Indian mining industry. Armed with the Cat expanded product line in surface and underground mining – TIPL's established prowess in MARC is set to add an extra edge.

**TIPL MARC Projects - Built for Customers' Success.**

## A Feather in the Cap

### TIL's Mobile Pick-n-Carry Crane PIXEF™ Awarded the India Design Mark

The PIXEF™ 215 is a game changing initiative by TIL.

Besides leveraging TIL's pan India distribution network to capitalize on market opportunities in pick-n-carry segment that dominates the market for cranes in India, the reason why TIL decided to make a foray into this segment is to offer customers a next generation pick-n-carry crane that epitomizes safety, quality, operator productivity, innovative features, and competitive total cost of ownership.

Following its successful launch at Excon 2013, PIXEF™ 215 – TIL's micro-processor enabled 'smart' and 'safe' new entrant in the 15-tonne hydraulic crane category – has been awarded The India Design Mark for its unmatched concept and design. The award symbolizes product excellence in aesthetics, function, quality, safety, innovation and sustainability.



PIXEF standing tall



Puja

The India Design Mark or I Mark – awarded by the India Design Council (IDC) – is a widely recognized standard for design, initiated in co-operation with the Good Design Award, Japan. Constituted in 2009 in pursuance of the National Design Policy, the I Mark creates awareness for quality design and helps develop best design practices across sectors and industries.

On behalf of IDC, the award was presented by Prof. Pradyumna Vyas, Director, National Institute of Design, Ahmadabad, to Mr Pinaki Niyogy, Associate VP, Manufacturing, and the entire TIL Design Team.

To commemorate the maiden dispatch of the PIXEF, the TIL team at our Kharagpur plant conducted a puja on the factory premises on the 5th of March this year.



*“ I am very happy with the low cycle time and fuel efficiency of my new Cat® 424B along with TIPL's excellent after sales service. ”*

*Mr Govind Prasad Agrawal, Director, Triveni Engicons Pvt Ltd*



Mr Govind Prasad Agrawal, the proprietor of Triveni Engicons Pvt Ltd of Jamshedpur is in the road construction business for many years now, and has considerable experience in building bridges, tunnels and railway tracks.

Mr Agarwal is the proud owner of a mixed fleet that includes a number of backhoe loaders and excavators, several dozers, compactors, motor graders and tandem rollers of different makes. While he has been using Cat® products like 120K2 Motor Graders and 2021 Wheel Loaders over last one and half years, he acquired a Cat 424B Backhoe Loader for the first time and is very happy with the experience.

He has commended his new Cat 424B on its low cycle time, fuel efficiency and greater reliability of service by TIPL. In fact, he is extremely satisfied with the quick response time of TIPL, and easy accessibility of service engineers and spare parts.

He fondly recalls a past incident wherein TIPL had supported him in the quick re-commissioning of his 120K2 Grader, by supplying spares that are not easily available, from a distant branch within the short span of just twenty-four hours.

As TIPL is committed to keeping Mr Agarwal's business strong and growing, Mr Agrawal has assured that he'll happily recommend TIPL to others.



*“ The main thing is the response; my maintenance team and me – we are happy with TIL's response. When we approach TIL for any kind of trouble shooting, it is attended to within the next 24 hours. ”*

*Kruti Jobanputra- Director, JWR Logistic Pvt Ltd*



The JWC group, founded by Mr Lalit C Jobanputra in the year 1980, has stood the test of time. Commencing operations from Mumbai, then Bombay, today the group has spread its wings throughout the country in the Logistics and CFS business. The reins of the business now rest with the founder's young and dynamic daughter, Kruti Jobanputra. Having spent a good seven years in the industry, she has worked her way up from the grassroots and has a firsthand knowledge of every aspect of the trade – from front-end operations to physically receiving containers at the dock.

Already owning a large fleet of container handling equipment comprising Forklifts and Reachstackers –

Kruti decided to acquire two new Hyster Reachstackers from TIL – a company she had not engaged with before – based largely on the positive feedback she had received from the market. It's been close to five months since she purchased the assets, and so far, Kruti is delighted with the promptness and efficacy of TIL's after sales service, from troubleshooting to ready availability of spare parts – something that she values over most other aspects of a business contract. She plans to put her new machines to 'bigger tests' once they are a bit older, and TIL is confident of meeting all her current and future expectations and taking our relationship to greater strengths.



## A Matter of Pride

### Sumit Mazumder Assumes Leadership Position at CII

Founded in 1895, the Confederation of Indian Industry (CII) is an industry-led and industry-managed organization playing a proactive role in India's developmental process for well over a century. With more than 7200 direct members and an indirect membership of over 100,000 enterprises from large, medium and small sectors, CII works to create and sustain an ecosystem conducive to the development of India – partnering Industry, Government, and Civil Society, through advisory and consultative processes.

Our honorable VC & MD, Mr Sumit Mazumder has been associated with the premier industry body for years, having held important positions in various key committees of the CII National Council, apart from being the past Chairman of CII – Eastern Region. At the CII Annual General Meeting, held in Delhi in March this year, Mr Mazumder was appointed as President Designate – CII for the ongoing financial year.



*Mr. Mazumder at the CII AGM, Delhi*



*At the panel discussion in Beijing*



*Global CEOs Summit, SPIEF 2014*



*With eminent panelists at the CII AGM, Delhi*

In his current position, Mr Mazumder is at the helm of affairs, engaging actively with businesses and governments – both nationally and internationally – in matters of economy, business development, and policymaking. In April 2014, he was part of the high powered Indian delegation to the Boao Forum for Asia (BFA), held in Beijing, and had recently led a team of notable Indian CEOs to the prestigious St Petersburg International Economic Forum (SPIEF) in Russia – often hailed as the Davos of Russia – where he interacted with President Vladimir Putin and several of his ministers on developmental issues.

A matter of immense pride; the entire TIL family wishes him the very best in his new assignment!

*(Effective 1st June 2014, Mr Sumit Mazumder assumes the position of Chairman & MD, TIL Ltd)*



## Customer Experinece Enhancer

### Rolling out EM CM (Equipment Management Condition Monitoring) Workshop

TIPL always aims to enhance customer experience that goes a long way in improving customer loyalty. This entails providing maximum productivity out of their Cat® equipment with superior product support and total solutions.

TIPL took another step in this direction by conducting its first EM CM (Equipment Management Condition Monitoring) workshop at Odisha, following the guidelines of Cat EM Solutions strategy.

Cat EM Solutions is a portfolio of technology enabled services focused on delivering equipment management solutions for construction equipment customers worldwide. These comprise scalable solutions offering value across a range of customer segments from do-it-myself (DIM) to do-it-for-me (DIFM).

TIPL conducted workshops at customer sites in Jajpur and Jharsuguda- Odisha, aimed at enhancing the value content of our CSAs (Customer Support Agreement) and ensuring efficient machine operations with maximum availability. The sessions were attended by TIPL engineers and Product Support specialists. Classroom sessions on the basics of condition monitoring were followed by practical training, where the TIPL team inspected the customer's fleet and provided insightful feedback.

Site supervisors and maintenance crew of Orissa Stevedores Ltd.- Jajpur, Odisha also attended and got to watch TIPL technicians assess their machines, detect technical snags and reveal performance enhancement opportunities. Diagnostic checks, Electronic Technician (ET) tool reports, S-O-S<sup>SM</sup> (Scheduled Oil Sampling), Cycle Time Tests were conducted on each machine and the results shared with and explained to the customer. Following this, detailed reports were submitted to customers with recommendations to improve machine performance and fleet efficiency.

A second EM CM workshop was conducted in Jharsuguda at the site of our customer VFPL-ASIJV on



*EM CM workshop- practical training*



*Workshop in progress- machine assessment*

similar lines. In both instances, our customers were highly appreciative of the EM Solutions strategy and accepted TIPL's recommendations on their fleet inspections.

Moving forward, TIPL has also rolled out EM Solutions in machines under CSA and held similar workshops in other territories. We are confident that our focused initiatives to create sustainable value will be a major differentiator in the construction industry and enhance customer loyalty. Special thanks to Sai Ganesh – Service Operations Rep – Caterpillar India District who has been actively engaged with TIPL since the inception of EM CM and helped us rolling out this initiative.

## Creating a Strategic Alliance to Win in India

### Cat® Financial Solutions

In February this year, Caterpillar Leasing (Thailand) Limited, a subsidiary of Caterpillar Financial Services Corporation, TCFSL Infra Finance, and Cat® dealers, TIPL and GMMCO signed a term sheet to provide Cat Financial Solutions for the customers in India.

There is a growing need for extending financial solutions to Construction Equipment customers in India, therefore, after exploring the Indian market for a single financier who can provide consistent customer experience, Cat Financial and Caterpillar District team selected Tata Capital Financial Services Limited (TCFSL) as the co-financier, jointly with Cat dealers. This tripartite alliance will enable Tata Capital to have the trademark license to offer financial solutions under the Cat Financial brand in India.

The arrangement is set to create a strong strategic fit and brand synergy between Caterpillar, Cat Financial and TCFSL and will help in leveraging mutual strength and make our customers succeed through financial service excellence, eventually improving customer loyalty and market share.

For TIPL this new initiative has unleashed a great opportunity in providing superior service excellence to the existing as well as prospective customers, and offering them a variety of financial plans with competitive rates.

In other words this will truly enhance TIPL's capability as a Total Solutions Provider.



L - R sitting - Brahmanand Pandey (COO- West, GMMCO Limited), Christopher Farrar (Country Manager - Caterpillar Leasing (Thailand) Ltd.), P C Bandivadekar (COO- Corporate Finance TCFSL Infra Finance) and A. H. Kewalramani (Advisor. TIPL). Standing behind - Kevin Strydom and other senior officials.



## Accredited with Excellence

### TIPL Wins Service Training Excellence Accreditation Award [STEAA]

The current competitive atmosphere has a number of companies trying to balance their business and restructuring needs. In the midst of all the aggressive expansions and contractions, one golden truth still holds true – without appropriate knowledge and skill, a company, irrespective of size, can lose its competitive and distinctive edge.

Always believing that learning is a continuous process, TIPL has endeavored to constantly develop and upgrade the skill level of its people. It goes without saying that under the present gloom of economic downturn, TIPL's vision is achievable only through superior service to our customer.

On this burning platform, TIPL embarked on its mission to achieve Excellence in Service Training. In order to be officially accredited by Caterpillar, it had to satisfy two conditions—first, successfully complete the Learning Capability Assessment Tool (LCAT) audit on the four primary training categories of materials, staff, operations and administration, and second, get engaged in the Caterpillar Instructor Accreditation Program (CIAP) that provides an instructor with the skills and knowledge to plan, conduct and review training within the functional framework of a Cat® dealership.

A total of 66 Instructor Led Training programs, covering 212 technicians, were conducted on the TCDP (Technician Career Development Program) platform during 2013–14, whereby 3.7% of technician's available hours were devoted towards ILT. Additionally, technicians were imparted with IDL, WBT and OJT, which were the

other deliverables in the blended learning process, accounting for approximately 3–4% of the available hours.

After the implementation of TCDP, TIPL has been successful in increasing the talent pool, creating a clear career development path for technicians, and developing requisite number of technicians at different levels with the right competency skill set to support organizational requirement as projected in Cap & Cap (Capability & Capacity).



Such capability development has helped the organization reap sizeable benefits in the form of additional MARC / CSA business and ensuring customer satisfaction.

On 31st of March, 2014, TIPL became the proud recipient of the Service Training Excellence Accreditation Award (STEAA) from Caterpillar Asia Pacific Distribution Services.

## Championing Customers' Success

### Customer & Operator Meets at Haldwani - Uttarakhand

TIPL Haldwani organized two very successful events for their customers.

A good operator makes a world of difference to a machine's productivity, in turn adding to the machine owners' profitability and success. TIPL recognizes the value of investing in operators and accordingly organizes a large number operator meets round the year across its territories.

One such Operator Meet, held in Haldwani, was attended by close to ninety operators not only from Haldwani, but also from adjoining areas like Kasipur, Moradabad, Sitargunj, Bajpur, Banen and Lohaghat.

The attending operators were mainly from the BCP segment – of both backhoe loaders and wheel loaders. Mr Kewalramani, Advisor-TIPL and others engaged the attendees with enlightening interactive sessions on the Cat® 424B Backhoe Loader and the HM 2021 Wheel Loader. Later in the evening, the operators were witness to a live and hands-on demonstration of the Cat 424B, along with a detailed description of its world class features.

At the end of the day, there were token gifts and a sumptuous dinner for the participants, to make sure that they went back not only with better machine knowledge but also with happy memories.

When there is an Operator Meet, can a Customer Meet be far behind?

TIPL Haldwani organized a Customer-cum-Financier meet soon afterwards, which turned out to be equally successful as the operator Meet. The occasion was once again graced by Mr Kewalramani, apart from Mr Naveen Chander and other officials from TIPL. The customers, numbering over sixty, appreciated the detailed presentations and later bonded with the TIPL team over dinner and cocktails. Such programs go a long way in expanding positive interface with our customers and help in enhancing customer experience.



*A glimpse of the two Meets*



## Here's to a Good Start

### TIPL's First Customer Meet at Simla

TIPL successfully organized its first ever Customer Meet in Simla Himachal Pradesh. The Meet was attended by over forty reputed contractors from Simla and its outskirts. Mr Neeraj Kapoor, Manager (BCP) extended his warm welcome to the guests, before moving on to detailed discourses on industry initiatives being taken by TIPL in Simla, and reiterating TIPL's promise of delivering the best-in-class service to the customer's doorstep. Information was also provided on TIPL's services on RUE (rental and used equipment).

A key handling ceremony was held at the Meet – felicitating eminent customer, Mr Satish Vij, for his fifth acquisition of Cat® 424B Backhoe Loader in the last three months.

Machine keys were also handed over to three other valued customers – Mr Ashish Kaushal, Mr Naresh Vij and Mr Yogesh Sood - customers of Cat 424B and Cat 320D, who spoke of their positive experience with TIPL and commended TIPL on exemplary after sales service. The overall response was impressive with some customers placing on the spot orders. At the end, there was an interactive session wherein voice of customers were captured. All in all, it was a job well done.



*A glimpse of the high moments captured...*

## Strengthening the Bridge :The KRM Way

### Managerial Development Programs Conducted In-house

Middle managers – are the key links, or ‘bridges’, between the operational and strategic levels of an organization. They are the ones who are perpetually straddling two boats - being in direct contact with field operators; they have their ears closer to the ground and are consequently in the right position to mentor them in implementing the larger strategies of the organization.

Recognizing the merit of this pivotal function, TIL puts special focus on the developmental initiatives for people in the middle management level. Recently two such Managerial Development Programs were conducted in-house, for middle-level and senior managers who are responsible for driving business performance through diverse teams.

‘The Mentoring for Success’ session was attended by Biplab Ghosh, Dipak Dasgupta, Manash Sarkar, Mubasshir Alam, Pannala Mohan Reddy, Prabhat Mishra, Rajib Kundu, Sanjay Ahuja, Sibaram Das, Susanta Kumar Patra, Swagata Dutta and Maneesh Gupta, while the ‘Coaching for Success’ program was attended by Avijit Chandra, Anil Kumar Garg, Debashis Majumder, Govind Tripathi, Kapil Deo Vishwakarma, Avijit Kar, Saurabh Ghosal and Akshaya Pattanaik. Both sessions consisted of both classroom and activity based learning.

TIL has always been proactive when it comes to according the highest level of importance to training and developing its manpower and hopes to organize many such programs on a sustained basis.

### Leadership Development Initiative

Mr Kevin Strydom, Caterpillar District Manager – India, Nepal, Bhutan & Sri Lanka, addressed senior TIPL executives on leadership competencies. He shared with TIPL team, various aspects of effective leadership such as Leadership Values, Strategy Building, and Execution etc- combining concepts with examples from his vast personal experience. The two day long focused developmental program is seen as instrumental in aligning TIPL’s strategies with those of Caterpillar to drive better performance



*Kevin Strydom addressing TIPL Senior Leaders in presence of Mr Sumit Mazumder.*

### Advanced Development Program for BCP Sales Leaders

As a direct offshoot of the above initiative, TIPL also instituted an Advanced Development Program for its sales Team Leaders (TL). Experienced and high performing Sales Reps who lead sales teams in their respective territories are now being groomed to assume larger responsibilities. The meticulously designed program employs the Thomas Profiling technique to draw up detailed psychometric profiles of the ‘TL’s, with a further view to assess their competencies. At the next stage, called the Assessment Center, the competencies identified during the profiling stage are further developed

through an interesting combination of Role Plays, Case Studies and Behavioral Interviews.



*BCP Sales Leaders training in progress*



## CSR at TIL - Touching lives, Making a difference

### TIL Shishu Shiksha Vikas Yojna

TIL Shishu Shiksha Vikas Yojna is an annual scholarship program meant for underprivileged children at SEB, West Bokaro where TIPL runs a MARC project. With a special focus on promoting meritorious girl students, the scholarship covers educational expenses from standard five to twelve. Presently, around 70 children, across several villages in the area, viz. Parsabera, Jharna Basti, Mukundabera, Jondragora, Sarubera, Lahtaguri, Belghora, are benefitting from this initiative. The radiance on their innocent faces at the time of receiving their scholarship certificates is priceless, making the exercise more than worthwhile for TIL.

Sixteen year old Reshma Kumari, studying commerce in standard XII, and seventeen year old arts student Urmila Kumari hail from Parsabera village and come from large families. Their respective fathers, employed as contract workers, are the sole bread earners. With family incomes barely above subsistence level, ensuring two square meals a day is a challenge for these families and many more like them.

But even in the midst of such adversity, Reshma and Urmila had always harbored secret dreams to study. TIL feels privileged for helping them turn their dreams into reality. Reshma and Urmila are both recipients of the TIL Shishu Shiksha Vikas Yojna scholarship, which apart from their regular studies has also helped them undertake separate three month long computer courses sponsored by TIL. Education is the backbone of a country. It is the means of truly empowering people – TIL feels proud to be playing its part.



*Reshma with parents*



*Urmila with parents*

### Adopting Anganwadi

This year TIL has adopted two Anganwadi Centres under a module developed by CII-UNICEF CSR Hub. Anganwadi is a program under Ministry of Women & Child Welfare that provides pre and post natal care to pregnant women, along with healthcare and medicines to newborn babies. The module provides for regular medical checkups to women between 15-49 years of age and pre-school education to children.



*TIL Limited is committed to CSR and will continue in its endeavor with an aim to touching lives and making a difference.*

## Annual Social Function

The 44th Annual Social Function, organized by the Tractors India Employees' Recreation Club, is one of those rare occasions when we get to bond informally with our colleagues and introduce our families to the fun that is TIL life.

The evening of unadulterated fun and entertainment this year was inaugurated by Mr Alope Banerjee, President and CFO, TIL and Club President, at Kala Mandir. Chief Guest, Mr Somnath Bhattacharjee, President and CEO-MHS & EPS Business was the Chief Guest and Mrs. Neela Banerjee, wife of Mr Alope Banerjee, was the Special Guest.



*Proud Winners with Club President*

Former members, Arjun Bera and Prasanta Ghoshal were felicitated by the Club Secretary, while Sandip Mitra and Biswajit Mukherjee were congratulated with mementoes by the Club President for successfully completing 25 years of service with TIL. Prizes were handed over by the Chief Guest and the Special Guest to ten meritorious young members of the extended TIL family for scoring well in their respective board exams.

The evening also featured a session by Saikat Mitra, son of the legendary singer-composer-producer Shyamal Mitra and an acclaimed singer in his own rights, whose mellifluous voice captivated the audience.

The spotlight however was stolen by the theatrical show – brilliantly titled 'Shonimangal' – performed by none other



*Performance by Saikat Mitra*

than our own multifaceted colleagues. A social satire, sporting a range of diverse and colorful characters, the play was staged to huge appreciation by the guests. Beginning with an armed robbery, the plot mushroomed into a tale of reprisal and redemption that is laced with many a twists and turns, and the occasional humor. Best Actor award was won by Partha Pratim Chakraborty and the Best Supporting Actor prize shared between Kushal Mazumder and Soumya Bose.

With this, the memorable evening came to an end, leaving the guests looking forward to the 45th episode of the annual social function.

All in all, it was an Evening to Remember.



*Participants of 'Shonimangal'*



## Family Sports Meet



Tractors India Employees' Recreation Club organized the Family Sports Meet for TIL employees and their families in February this year at the grounds of Calcutta Blind School, Behala. Just as the Annual Social function successfully showcased some of our colleagues' histrionic talents, the sports meet turned out to be a revelation of TIL's 'athletic' side.

Innovative games like 'Basket the Golf Ball' required such precision and focus that even NBA stalwarts would find themselves 'stretched' rather thin, trying to score a goal. Activities like 'Mud Pot Breaking', 'Orange Race', 'Musical Chair' and 'Go as You Like' tested our colleagues' competitive spirits and pushed the limits of their agility and endurance to the very edge. And finally, there was the main event – the fifty meter and hundred meter Flat Races.

The day witnessed an exemplary show of abilities and sportsmanship as competitors brought out the very best in them as they tried to outwit, outmaneuver and outmatch their opponents.

End of the day, we had quite a few stars in our ranks – Aishwariya Bose, Arup Dhara, Aarya Bhattacharjee, Avijit Saha, Biman Sarkar, Cameliya Paul, Delna Eldo, Kajal Kumari, Kalyan Das, Kaustav Gurey, Kousali Gurey, Manashi Roy, Mantu Mondal, Mohor Saha, Moni Kumari, Partha Pratim Chakraborty, Piyali Das, Pritha Biswas, Radheshyam Paul, Ritu Chandak, Rohit Kumar Sahoo, Saheli Paul, Samadrita Purokyastha, Sanjeeb Ghosh, Shekhar Bhattacharya, Shuvomoy Bhattacharjee, Soumya Bose, Souvik Roy & Swarnadipa Bhattacharya – just to name a few.

And, what fun we had too!

## Celebrating Productivity

TIL recently sponsored National Productivity Day –organized by Bengal Chamber of Commerce and Industry (BCCI). The event was to celebrate the foundation day of the National Productivity Council (NPC), an autonomous body under the Union ministry of Commerce and Industry. On behalf of TIL Limited, Mr Pinaki Niyogy, Associate VP - Manufacturing made a detailed presentation and provided input on Lean Manufacturing and Lean Management Systems that were widely appreciated by the audience.



## Shareholders' Day Out

True to TIL's tradition, a Shareholder's visit to the Kamarhatty Works was conducted in March, 2014, accompanied by their spouses, the shareholders interacted with TIL employees. Mr Pinaki Niyogy, Associate VP - Manufacturing shared with them news on our latest offering, the PIXEF which was followed by a tour through the entire manufacturing process. The visit according to the shareholders was very insightful and impressive.

## ISO -KGP

The state-of-the-art Kharagpur Factory received ISO 3834 Certification. An important milestone in establishing its superior capability in world class fabrication and welding quality as well as standard.

ISO 3834 deals with quality requirements in welding and has been prepared in order to identify the necessary controls and procedures. The standard defines quality requirements for welding both in workshops and on site.



## ISO 9001 Awareness Session

TIL conducted an ISO 9001 awareness session at Kharagpur factory in the month of April 2014. The session was conducted by Mr Subrata Majumdar of M/s Bureau Veritas.



## Personal Safety Award

On the occasion of Personal Safety Day as observed by Reliance Industries, TIL team member, **Praveen Patel** was awarded as Best Electrician in the entire RIL complex. It was a proud moment, not only for Praveen, but for all in the TIL Jamnagar team who has been working tirelessly at the Reliance Petrochemical's Jamnagar project since 1997 under a Comprehensive Maintenance Contract, and is certainly an inspiration for others.



## Dr A S Perumal Award

**Kohal Das**, son of our longtime employee, **Chira Ranjan Das**, has been awarded the Dr A S Perumal award at the Indian Institute of Science (IISC) for the year 2013. The award was established to honor the memory of Dr A S Perumal – a respected alumnus of the Department of Biochemistry, IISC – and awarded annually to the best student selected on the basis of their performance in the Research Training Program.



*TIL wishes Kohal the very best in life and all his future endeavors!*

## A Thoughtful Gesture

Vishwakarma Puja at Kamarhatty factory last year saw a beautiful creation as a part of its theme “the importance of trees in the context of rapid environmental degradation.”

The creation- a handiwork of our talented workman, Ratish Moitra. [fabrication shop7] was a tree put together from shop floor scraps. What was more significant than the aesthetics of the carving was the thought that lay behind it. Lending his voice to the tree's silent plea, Ratish says (translated) – “*Let me live. I too have a right to live in this wonderful world. I have much to give .*”



**Kudos Ratish !**

## OBITUARY

**Haradhan Paul**, passed away on April 24, 2014 – bringing to an end a valiant struggle against a rare blood disorder. He was in his sixties. He joined TIL in 1975.

He is succeeded by his wife and three daughters; our deepest condolences on their loss.

**Ramachal Busfore** had been a member of our housekeeping staff since 1984.

Originally appointed at the Taratolla Warehouse, he had worked in different departments. He had been suffering from a prolonged illness and passed away on April 20, 2014.

*May their souls rest in peace...*

## CONGRATULATIONS



**Biswajit Mukherjee**  
Head Training,  
TIPL, Taratolla



**Sandip Mitra**  
Junior Officer, TIPL - CMS East,  
Sales Support, Taratolla

## MERITORIOUS STUDENTS

*Here's wishing you success in all that you do!!*



**Aditya Sahu**  
S/o Dilip Kumar Sahu  
TIL - Accounts Dept



**Ashmita Bhattacharjee**  
D/o Santanu Bhattacharjee  
TIL - Finance &  
Accounts Dept



**Indira Chakraborty**  
D/o Souren Chakraborty  
TIPL - CMS East,  
Sales Support



**Komal Verma**  
D/o Manoj Kumar Verma  
TIPL - Training Dept



**Rounak Modak**  
S/o Ranjit Modak  
TIPL - PSS



**Soumallya Saha**  
S/o Ashok Kumar Saha  
TIPL - CMS, Workshop



**Soumojit Bhattacharya**  
S/o Biswajit Bhattacharya  
TIL - Finance &  
Accounts Dept



**Sumit Ghosh**  
S/o Sunil Ghosh  
TIPL - CMS, Workshop



**Swarnabha Sen**  
S/o Swapan Sen  
TIL - IT Dept



**Tatini Banerjee**  
D/o Mrityunjoy Banerjee  
TIPL - PSS

★ WE ARE PROUD OF YOU! ★





## Feeling Hot Hot Hot

### Tips to Stay Cool This Summer

Keeping cool isn't just about comfort. High temperatures can result in heat-related illnesses ranging from heat cramps to heat exhaustion and heat stroke. If not treated quickly, heat exhaustion can progress to heat stroke and can prove fatal.

#### Symptoms

■ Dark-colored urine (a sign of dehydration) ■ Weakness / Dizziness ■ Fainting ■ Fatigue ■ Headache ■ Muscle cramps ■ Nausea ■ Pale skin ■ Profuse sweating ■ Rapid heartbeat



Heat exhaustion can progress to heat stroke when the body's temperature regulation fails. The affected individual develops a change in mental status, becomes confused, lethargic and may have a seizure, the skin stops sweating, and the body temperature may exceed 106° F (41°C ). This is a life-threatening condition and emergency medical attention is needed immediately.

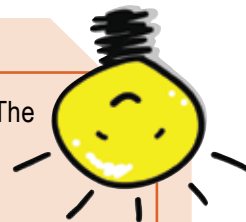
### Following tips can help you keep cool all summer long

1. Alter your pattern of outdoor exercise to take advantage of cooler times (early morning or late evening). If you can't change the time of your workout, scale it down by doing fewer minutes, walking instead of running, or decreasing your level of exertion.
2. Wear loose-fitting clothing, preferably of a light color.
3. Cotton clothing will keep you cooler than synthetics.
4. Fill a spray bottle with water and keep it in the refrigerator for a quick refreshing spray to your face after being outdoors.
5. Fans can help circulate air and make you feel cooler even in an air-conditioned house.
6. Try storing lotions or cosmetic toners in the refrigerator to use on hot, overtired feet.
7. Keep plastic bottles of water in the freezer; grab one when you're ready to go outside. As the ice melts, you'll have a supply of cold water with you.
8. Take frequent baths or showers with cool or tepid water.
9. Combat dehydration by drinking plenty of water along with other sources of electrolytes.
10. Avoid caffeine and alcohol as these will promote dehydration.
11. Instead of hot foods, try lighter summer fare including frequent small meals or snacks containing cold fruit or low fat dairy product.
12. Finally, use common sense. If the heat is intolerable, stay indoors when you can and avoid activities in direct sunlight or on hot asphalt surfaces. Pay special attention to the elderly, infants, and anyone with a chronic illness, as they may dehydrate easily and be more susceptible to heat-related illnesses. Don't forget that pets also need protection from dehydration and heat-related illnesses too.



## JOKEROO

Two factory workers are talking. The woman says, "I can make the boss give me the day off." The man replies, "And how would you do that?" The woman says, "Just wait and see." She then hangs upside down from the ceiling. The boss comes in and says, "What are you doing?" The woman replies, "I'm a light bulb." The boss then says, "You've been working so much that you've gone crazy. I think you need to take the day off." The man starts to follow her and the boss says, "Where are you going?" The man says, "I'm going home, too. I can't work in the dark."



## Questions:

1. Johnny 's mother had three children. The first child was named April The second child was named May. What was the third child 's name?
2. Before Mt. Everest was discovered, what was the highest mountain in the world?
3. What word in the English Language is always spelled incorrectly?
4. Which is correct to say, "The yolk of the egg are white" or "The yolk of the egg is white"?
5. There is an employee at the butcher shop, he is five feet ten inches tall, and he wears size 13 sneakers. What does he weigh?



## Answers:

1. Johnny of course
2. Mt. Everest: it just wasn't discovered yet. [You're not very good at this are you?]
3. Incorrectly
4. Neither, the yolk of the egg is yellow [Duh]
5. Meat

Fisherman  
Tongue Twister

There was a fisherman named Fisher who fished for some fish in a fissure. Till a fish with a grin, pulled the fisherman in. Now they're fishing the fissure for Fisher.





# PIXEF™

Pick'n'Carry is now Safe'n'Easy



## A VERSATILE PICK 'N' CARRY CRANE FROM TIL...

Epitomizing Safety, Productivity,  
Superior Technology & Performance.



TIL brings you a unique 15T multitasking hydraulic mobile crane for slew, pick 'n' carry & carry deck applications.

This gen-next crane is a true game changer, ideal for rental, construction, mining, shipping, oil refineries, heavy industries and engineering sectors. Comes with unmatched product support from TIL.

**Sanjay Saxena**  
Mobile: 98713 97020  
Email: sanjay.saxena@tilindia.com

**Sumit Kumar Biswas**  
Mobile: 98310 54573  
Email: sumit.biswas@tilindia.com

### TIL LIMITED

CIN: L74999WB1974PLC041725

1, Taratolla Road, Garden Reach, Kolkata-700 024, West Bengal, India

Tel: 91-33-66332000, Fax: 91-33-24692143/3731

Email: mhg\_er@tilindia.com, Toll Free No.: 1800 266 1535, Website: www.tilindia.in

**TIL** Tractors India

