

SPECIAL  
ISSUE

# TIL TALK

JANUARY - JUNE 2009

OUR NEWS VIEWS & EVENTS



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## Message from Vice Chairman & Managing Director

Dear Reader,

From the second half of 2008, almost all organisations and countries across the globe got affected by the economic slowdown and words like recession, volatility, and downturn became a part of our daily vocabulary. However, amidst low business confidence, the Union Budget presented recently aims at inclusive growth, with special thrust on infrastructure, education as well as exports. The increased outlay on roads, railways, irrigation and urban infrastructure is expected to have a positive impact on the industry and bring India back on track.

Despite the uncertain times, TIL managed to grow by 16 per cent in revenues in 2008-2009, and maintained the profit levels. Besides many proactive measures taken by us to weather the storm, this performance is attributed largely to our team TIL who continues to remain our greatest resource. To go into the next level of growth, we shall continue to utilise all our key resources effectively, put laser focus on strengthening our core business, streamline operations and enhance efficiency to emerge stronger than ever.

We are all familiar with the saying - 'good things in life take a little longer to find'. This special issue of TILTALK is an apt example of this statement. The forty pager is more like a magazine than a newsletter and although a bit delayed, is packed with lot more news, views and events. There are many articles, and more prevalent amongst them are the stories on customer support excellence that TIL team exhibited across CMS, PSS and MHS business groups. Whether in a Kolkata shopping mall, at a customer site in Asansol, a remote location of DVC - Meja, or in Tata Steel iron mines at JODA east, you will find a glimpse of team-TIL demonstrating our commitment of being a Total Solutions Provider.

The trainings and capability development initiatives featured in this issue are testament to our passion about creating an inspired workforce. Along with customers like Soma Enterprise and Jai Prakash Associates commending the quality of our customer trainings, the testimonial by Mr. Ojha adds a great fillip to our service brand and reinforces the enduring partnership shared by TIL and Tata Steel.

While reading the regular features, don't miss out on the photo memoir taking you on a trip down memory lane.

Happy Reading,

Sumit Mazumder

**CII Bizbridge**

# Bridging The Gap Between Manufacturers & Customers

Confederation of Indian Industry (CII) organises many B2B shows in the city. Amongst its more recent ones was BIZ BRIDGE (Resurgent East) - an International Manufacturing & Engineering Exhibition & Conference. The objective of this B2B show was to showcase eastern region and create an ideal platform for business interaction, product display, live demonstrations, as well as showcasing new technologies for manufacturers, suppliers, ancillaries, end-users, government and the industry under one roof.

The exhibition provided an opportunity for TIL to showcase and promote its new business tie ups ie, Hyster and Astec along with the existing product line. TIL was also invited to present a paper on Technology and Innovation in Material Handling Industry at the conference organised by Biz Bridge.

The event was quite a success in its very first year, with an average footfall of over 8,500 per day and created a good opportunity for TIL to increase its brand value amongst its target audience. Several companies from key manufacturing sectors like infrastructure, steel, power, automobiles, chemical and petrochemicals participated in the event.



Sumit Mazumder, Vice-Chairman and Managing Director with MHS team at CII Biz Bridge



TIL stall at CII Biz Bridge



A busy day at the stall



Attending customers

## Astec Agreement with TIL The Relation Moves Forward

TIL in partnership with Astec Inc plans to bring to its customers in India a complete and most modern line of continuous Hot Mix Asphalt Plant for road building activities.

Recently Steven L Claude-Vice President, International Sales and Raji El Mawla, Marketing Director, Astec Industries visited TIL to explore the Indian opportunities and review market potential. They had a series of discussions and strategic meetings with team TIL including facility visit.

This visit also marked the successful signing of agreement between Astec and TIL on *technology transfer and licensing of Astec products*. Under this agreement TIL will manufacture a comprehensive range of

Double Barrel Hot Mix plants in its proposed Greenfield plant as well as in Kamarhatty.

This new indigenisation process will enhance cost competitiveness and ensure faster delivery translating into better value proposition for the customers.

The agreement was signed between Sumit Mazumder, Vice Chairman and Managing Director, Satish Bhatnagar, President Material Handling Solutions (MHS) and senior Astec officials.

With this technology transfer and partnership, Indian road making industry will never be the same again.



### About Astec

Astec Inc., a member of the Astec Industries Inc. family of companies, is the world leader in Hot Mix Asphalt (HMA) equipment technology, support and training and the only North American manufacturer to offer a complete line of portable, relocatable and stationary asphalt facility equipment as well as soil remediation equipment and a complete line of Portable, Stationary and Roller Compacted Concrete Mixing Plants. Core products include the Double Barrel® Drum Mixer; TCII PC-based computer control system; the Phoenix® Burner Series; the Six Pack® Portable HMA Facility; and new generation long-term Storage Silos. Astec has been North America's largest manufacturer of Hot Mix Asphalt Plant since 1972 with state-of-the-art technology and capacity ranging up to 600TPH.



### Plant Visit

Last month we saw another visit by Astec senior management team when Eduardo V Barrera - VP International and Ali Khan - Director Marketing & Sales S.W Asia and Africa of Astec Aggregate and Mining division visited TIL. The objective was to meet senior officials of TIL and discuss various strategies pertaining to opportunities in the Indian Infrastructure segment and how



*The visiting Astec guests with MHS officials*

to optimise the same. The meetings also explored the Marketing and Support by TIL for Astec range of Crushers and Screen for the Indian customers which is a part of the agreement between Astec and TIL.

On their official facility tour Eduardo V Barrera and Ali Khan complemented on the set up including the quality and professional approach of TIL workforce.

## TIL Trains in the Land of the Rising Sun

# Capability Development For TIL Engineers

**At Mitsui Engineering & Shipbuilding Company Ltd, Oita Works, Japan**

TIL strongly believes in investing in its people and enhancing capabilities translating them into a win - win situation for the employee as well for the organisation.

This conviction led to TIL Material Handling division sending two engineers to Mitsui Engineering & Shipbuilding Co. Ltd, Japan (MES) - our technology collaborator for Rubber Tyred Gantry Cranes and Container Handling Equipment. The objective is to further hone their skills and enhance expertise to successfully meet the challenges of the container crane industry in India.

As a part of the technology transfer agreement, Amit Kumar Panja (Asst Mgr - Mechanical Design) and Arnab Dutta (Asst Mgr - Electrical Design) are currently stationed in the Oita Works of MES - Japan since March 2009 and undergoing long term technical training at their Oita Works. The year long training at MES design department includes hands on working with their Japanese counterparts as well as exposure to structural, mechanical and electrical designs. The programme will also carry out engineering design and detailing currently being undertaken by MES for their other global clients.

Exposure to the world renowned PACECO & MES ways would have a positive rub - off on the individual engineers which in turn would enable TIL to leverage cutting edge technology in container handling machinery, adding further value to TIL's engineering supremacy.



Training hard at Oita Works, MES - Japan



Amit Kumar Panja and Arnab Dutta with MES official



Sharing a leisure moment

## TIL's 'Flagship' Crane

# In Focus : RT 880

TIL is the undisputed leader in the segment of high capacity mobile cranes in the Indian market with RT 880 as its flagship model.

First manufactured in 1995, RT 880 is a diesel hydraulic Rough Terrain Crane with 4x4 drive and 4x4 steer having the capability to operate in Mines, Coal fields, Shipyards, Ports, Steel Plants etc.

### **Features:**

The Crane is considered a heavy weight in the lifting industry having a great reach for lifting loads from a considerably longer distance with a maximum load lifting capacity of 75 tonnes at 3 M radius. The capability of 360 degree slewing as well as pick & carry duty enables the machine to lift a wide range of loads.

The maximum boom length is 35 M without lattice extension and 53 M when fitted with optional telescopic swing-away lattice attachment, off-settable up to 30 degrees. The boom is of "Full-Power" type, using 3 separate extension cylinders giving it an additional advantage of sequential extension of all sections,

### **THEN**



### **NOW**



operated from the Cab, unlike "Power-pinned Boom" where the 4th section needs to be manually extended by a latch arrangement.

The trapezoidal boom construction of RT 880 results in a high strength to weight ratio. High Strength Low Alloy (HSLA) Weldox grade steel is used for the construction of all critical structure like the booms, super-structure and chassis, resulting in high reliability.

The fully independent power steering provides for infinite variations of 4 main selectable steering modes - front only, rear only, crab and coordinated. This, along with the ergonomically designed Joystick, ensures optimum control of the Crane functions.

The Crane is fitted with state-of-the-art safety systems such as Load Moment Indicator, Anti-two block system with Audio-Visual warning and Control Lever lock-out, Dual Braking system, etc making the Crane a very safe machine for

operations even under the toughest of conditions.

### **Upgradation and Makeover:**

There has been a dual stage upgradation of RT 880:

Braking system was upgraded from more leakage prone pneumatic to fail-safe hydraulic system. And more recently, the older cumbersome linkage type controls were upgraded to advanced Joystick Controls. These design makeovers have been instrumental in reducing the assembling time of the Crane to a great extent translating into shorter manufacturing lead time and making the machine more sophisticated.

Major customers include Coal India, Tata Steel, Paradip Port, Bharat Coking Coal, Bhushan Steel, Bhilai Steel Ltd., BHEL, Tata Steel, Bokaro and Rourkella Steel Plant, Jindal Steel & Power, Singareni Collieries, Neyveli Lignite Corporation amongst many others.

RT 880 continues to be our flagship Crane enjoying excellent customer satisfaction. Another 10 units of this Crane will be built and supplied from our Kamarhatty plant this year.

### RT 880

Region wise share of population of RT880



Estimated on a population of 41

## Technical Upgradation RT 760 & RT 880

TIL recently re-engineered its RT-760 & RT-880 model of cranes by converting the Lever controls to Joystick controls. With this change, the ergonomics inside the cabin have improved significantly, thereby increasing comfort of operation. The size and shape of cabin is also changed and it is now standardised in line with the cabin of GROVE RT-530E. In the new cranes the Pneumatic system is completely changed over to Hydraulic system. The upgradation has resulted in reduction in the assembly time of the cranes.



## RT 880 at Bhilai Steel Plant



On the occasion of supplying RT 880, Bhilai Steel Plant organised an inauguration ceremony on 17th May 2009. The function was inaugurated and attended by many distinguished officials of the plant. There was a demo of RT 880 at the event highlighting the various functions and features of the crane.



Inauguration ceremony under way



Work-in progress

## MHS - Customer Support Excellence

It's one thing to take care of the equipment, it's quite another to take care of the customer. TIL's excellence in both are reflected in its commitment to provide customers integrated support from manufacturing excellence to product support and maintenance service.

Recently MHS customer support team successfully carried out erecting, commissioning and testing of Manitowoc Crawler crane model 18000 at BHEL, DVC Mejia site. Procured by BHEL, this is the first biggest Manitowoc crane commissioned by TIL in Eastern India. The crane is of 600 MT capacity with basic boom of 67.10 mtrs. and 42.70 mtrs.

After working for about 3 weeks at Mejia site, the machine was further dismantled and transported along with accessories from DVC-MTPS site to BHEL DSTPS Andal site. This was followed by TIL's expert team of support engineers assembling and commissioning the crane at DVC, Andal site, within a record time of 16 days.

This not only proves the skill and technical know-how of MHS Customer Support team, but also reflects their speed of service delivery.



Subrata Ganguly and Sanjeev Bisht at the site

## TIL sets SAIL with model 12000

### 110T capacity Manitowoc Lattice Boom Crawler Crane working in Rourkela Steel Plant

TIL and SAIL have been partners since past 30 years and TIL has supplied many Grove model Tyre Mounted Rough Terrain cranes for their various plants located pan India. In the recent past TIL supplied a number of Grove cranes of model RT 880 [75T] to Bhilai Steel Plant, Rourkela Steel Plant and Bokaro Steel Plant and RT 760 to Durgapur Steel Plant.

With the products running successfully at the plants and satisfied by TIL's offering of Total Solutions the partnership took on a new dimension when SAIL announced the expansion and modernisation of their Rourkela Steel Plant situated in the eastern part of India and procured Manitowoc Lattice Boom Crawler crane - model 12000 of 110 T capacity from TIL to help in the modernisation process.

Rourkela Steel Plant (RSP) is the first integrated steel plant in the Public Sector in India that was set up with German collaboration with an installed capacity of 1 million tonnes. Subsequently, the capacity was enhanced to 1.9 million tonnes. Under this new modernisation project, capacity of

the plant is to increase from 2.1 million tonnes to 4.5 million tonnes with an approximate investment of Rs.10,000 Crore (USD 2.2 Billion) within 3 years period.

The Manitowoc 12000 model Lattice Boom Crawler crane commissioned by TIL will be used in the expansion work primarily for erection of columns, girders and heavy fabricated structures and for the general maintenance.

*The future of TIL with this customer, no doubt is all set to SAIL.*



Manitowoc model 12000 working at SAIL plant

## Enhancing Productivity through Modernisation Of Shot Blast Booth

Recently our Kamarhatty factory modernised its existing Shot Blasting Booths. In the new Booths, the grit collection and recovery have been made automatic by Screw Conveyor and Bucket elevator mechanism. Although a part of the blasting operation is still being done manually, the modernisation / automation of the operation is expected to enhance productivity in the Booths by 50 per cent.

In addition to the above, the Booths are fitted with Cyclone Dust Collector with fabric bags at the outlet to maintain dust free environment inside the Booths for the safe working condition of the operators as well as to reduce pollution.

These Booths are CE certified and all related safety features including the 'Dead Man Nozzles' are incorporated. The lighting inside the Booths as well as the volume flow of grits through the blasting nozzles have increased significantly compared to the old system further improving the quality of the surface preparation.



Shot Blast Booth in Kamarhatty

## Make over for TIL Cranes

### Introduction Of Bi-Color PU Paint

Since its inception the manufacturing facility at Kamarhatty has been using synthetic enamel based paint on all TIL products. The standard procedure although exhaustive, did not give the finished product an elegant look. The durability of color was also in question and it was not really at par with global standards.



New look TIL crane

To give a total face lift to the products, TIL decided to introduce Polyurethane (PU) paint in lieu of Synthetic Enamel with latest Bi-Color scheme. The first machine with new paint scheme rolled out in late 2008 and from 2009 March onwards, we completely switched over to the new color scheme.

Besides the machines looking smarter and more elegant, the change in process has also brought about a reduction in painting time and consumption of paint due to better surface coverage with minimised waste for using high efficient spray gun.

Use of Bi-Colour PU paint from International Paints Ltd. under "AKZONOBLE" brand, has given a new look to TIL cranes with longer durability in terms of colour and with no extra cost burden.

After all... the appeal of good looks is universal and timeless.

S S N n H i P P e E t T s S

## Launching TILEEDGE:

### Newsletter for Material Handling Solutions Division

Creating 'Value' for customers is considered critical for business success at TIL and all our initiatives including publishing '**TILEEDGE**' - our very first customer journal for Material Handling Solutions is an effort towards this very commitment. This quarterly journal aims to provide useful information and update on material handling and lifting solutions to our customers relevant to their business needs. The first issue focuses on Safety - an aspect critical to material handling industry.



## Heartiest Congratulations.....



To :

Moloy Banik and Ashok Mondal, MHS Division, Kamarhatty for securing 2nd and 3rd position in 21st Regional Work Skills Competition, organised by CII - Eastern Region.



To :

Subhasish Chattopadhyay, Fabrication Department, MHS Division, Kamarhatty for qualifying as 'International Welding Technologist' from International Institute of Welding.

## Recovering a Lost Sale through Service Excellence

# The Success Story At EPG-TIL

The EP team at TIL Kolkata never had it so bad. The days were nerve racking and the nights were sleepless. The reason - a big order for supplying Gensets to South City Group - a residential complex cum shopping mall project requiring a power back up of almost as high as 8MVA was getting out of hand. TIL lost out to the competitor on account of pricing and Rai Power bagged the order with MTU and Mitsubishi engine power sets. However, TIL always believes that business demands more than just quality products and our differentiated services and solutions to the customers go a long way in enhancing customer experience. Powered by this belief the EP team at TIL kept constantly in touch with project developers and decision makers at South City. And this very act of customer driven attitude contributed towards TIL's success.

After the Sale of the Gensets came the all important Installation, Rai Power failed to execute the installation and support activities and the outcome was an extremely dissatisfied customer. This was exactly the opportunity for TIL to showcase its Total Solutions Provider edge. TIL - EP

team by this time was greatly trusted by the customer and South City senior officials confided in team TIL about the problems of Rai Power leaving the site with 2 Nos 1100 kVA sets uninstalled and unattended. They requested TIL to take over and complete the installation job. Although as CAT dealer, TIL provides solutions related to only Caterpillar DG sets, the exception was made keeping in mind the vision that 'if we want to succeed in our business, we must help the customer succeed.' Coupled with this belief, the long term business prospects prompted the team to accept the job.

The installation was successfully carried out with the bonus that the developers assured TIL orders in future. TIL has already been rewarded with order for 2 nos. 500 kVA DG sets for South City School in the same premises, 1 no. 725 kVA DG set, 1 no. 320 kVA DG set for 'Bel Air' another new South City Residential Project coming up in New Alipore.

TIL Kolkata PSS - EP team - Avishek, Krishnendu, Partha, Soumyarshi were instrumental behind this success. Yet another true manifestation of the saying: '*You can count on your Cat Dealer for the support you need, when you need it.*'



*Bel Air - A new residential project of South City Group*



*South City School, Kolkata*

## Strengthening Customer Connect

### Lucknow Customer Meet

At TIL, we understand that the future of every organisation is directly linked to their customers and hence a lot of our endeavors are directed towards aligning our business practices with the business goals of our customers. Recently our commitment to delight customers and nurture the partnerships further resulted in a Customer Meet - held in Lucknow on 16th May, 2009. The Meet was designed with an aim to make the customers aware of TIL's values and vision, felicitate free exchange of feedback between customers and TIL Management, critical for improving our performance as a Total Solutions Provider. More than 90 Customers attended the Meet and 80 per cent were 424B customers. The esteemed customers included M/s APCO Construction, M/s Vijay Infrastructure., M/s Jyoti Build

Tech, M/s Gangotri Enterprises, M/s NCCL, M/s PP Pandey Construction Co & M/s Singh Traders from Lucknow, M/s Sona & Company from Varanasi, M/s Rana Pratap Singh, Ghazipur, Shri Nagesh Singh, Mirzapur, M/s Prakash & Company, Aanpara, to name a few.

The Meet successfully reinforced the legacy and integrity of TIL - the organisation which has been our nation's infrastructure partner since 1944. Sumit Mazumder's presentation followed



424B on display



Sumit Mazumder addressing customers



Customers in the Lucknow Meet



A H Kewalramani making a presentation

by the senior management's speeches as well as the free and open exchange of conversation strengthened the customer confidence in TIL as a Total Solutions Provider and the trust that they can count on TIL.

TIL is planning to organise another Customer Meet in July at Varanasi. This is yet another testimony of customer commitment from us.



Lamp lighting ceremony in Lucknow Customer Meet

## 320D Hydraulic Excavator in the Kestopur Canal Clean-up

Cat Hydraulic Excavators are known for supremacy in providing faster cycle times, reliability, lower owning & operating costs, and the best tons per hour productivity in the industry. Road & Roof Construction, our esteemed customer using our 320D Hydraulic Excavator organised a live demo of the machine at the inauguration function held in Sal Lake, Kolkata.

The inauguration ceremony was flagged off by Subhas Naskar, Honourable Minister-In-Charge Irrigation & Waterways Department, Govt. of West Bengal, Tapan Mitra, Secretary, Irrigation & Waterways Department, Biswajeevan Majumdar, Chairman, Bidhan Nagar Municipality, as well as other eminent leaders, Barun Guha from Road & Roof and senior TIL officials were also present.

The event marked the beginning of the Kestopur Canal Clean-up Project as well as increasing the depth of the canal with the help of our 320D Hydraulic Excavator. The machine was specially designed for canal and river excavation and deep foundation works.

Thanks to the 51 feet long reach of Cat 320D Hydraulic Excavator, the cleanup of the canal was executed smoothly resulting in the area to evolve as a cleaner and safer place.



Subhas Naskar, Minister-in-charge trying his hands on 320D



CAT Euro IV 320 D - 51 ft. long reach Hydraulic Excavator



Barun Guha - Road & Roof Construction Ltd. (middle), Debojit Bhattacharya and Aloke Tripathi - TIL Ltd. at the event



G V R Murthy, Wg. Cdr. A K Chaudhury (TIL), Koko Mulyohandoko (CAT), UN Base, Arup Kumar (ONGC) at the Contract Signing



TIL, GMMCO and ONGC officials at the Contract Signing Ceremony

### **Adding Value to Customers**

## **Service Contract With ONGC**

The success of business demands solutions that minimise downtime, reduce costs and keep equipment running at peak performance. To this end our service and maintenance contracts add tremendous value to our customers.

In May 2009, TIL along with GMMCO signed a landmark contract with the Impetus group of ONGC. The Maintenance Service Contract is for Caterpillar Engines with TIL for North and East and GMMCO for West and South of India. The four years contract has three service options, viz Maintenance Rate Contract (MRC), Technical Support Services (TSS) and Overhauling Contract (OH).

The Service Contract is expected to facilitate the ONGC Assets and Services to a great deal by maintaining and

providing general up-keep of the Caterpillar engines for their intended performance with improved load factor and fuel efficiency. The support and service would also help ONGC

lower costs, increase productivity and manage business more effectively. The contract is deemed as a real value addition to ONGC as it would help bring down equipment idle time adding comfort to field engineers.

The occasion was graced by U. N. Bose - Director T&FS of ONGC along with other senior ONGC officials. H. M. Singh, GM & Head Impetus made a brief presentation



G V R Murthy addressing the conference

highlighting the salient points of Caterpillar Maintenance Contracts and its expected gains. G V R Murthy, President of the Caterpillar Business Group from TIL in his speech assured ONGC saying 'they can count on the world class services from TIL through this service contract.'

### **ONGC 3512B Inauguration in Assam**

At a recently held ceremony - two 3512B diesel engines supplied under ONGC Obsolescence Program were commissioned at ONGC Sibsagar Asset and successfully synchronised with 2 X D399 Caterpillar engines. The inauguration was attended by ONGC Executive Director, Asset Manager and other high officials as well as by Caterpillar and TIL Petroleum team personnel. The erection & commissioning job was successfully executed by our team TIL at Sibsagar.



Team TIL at Sibsagar



Team TIL at the DLMS ceremony in Kolkata

### **Enhancing TIL Learning Curve**

## **DLMS Foundation Level Certification**

Last year, TIL adopted Dealer Learning Management System (DLMS). This was yet another step by TIL to create a continuous learning culture across the organisation and translating the learning into a positive outcome.

TIL enrolled 100 of its prime equipment and product support sales personnel in DLMS and by end December 2008, 55 of the registered persons had completed the foundation course.

To mark the occasion of the first batch of TIL participants successfully completing the first step of DLMS, TIL organized two certification events to celebrate the achievement. The first certificate handover ceremony was held at New Delhi on 17th March, 2009 followed in Kolkata on 18th March, 2009. Both the occasions were graced by Ed B Melicor, District Manager, Caterpillar Sumit Mazumder speaking on the occasion along with senior Caterpillar officials. Speaking on the occasion, Ed B. Melicor congratulated the successful

candidates and declared that TIL was one of the first to complete DLMS foundation course at a record pace. Sumit Mazumder, Vice Chairman & Managing Director while congratulating the participants remarked that the competitive strength of an organisation rests on the knowledge and the skill of its people. G V R Murthy, President of the Caterpillar

Business Group indicated a greater number of enrollment along with a higher target of completion during 2009. The participants shared their views about DLMS being an excellent learning tool which would empower them to take TIL forward in its vision of being a Total Solutions Provider.



Amitava Basak receives the DLMS certificate from Ed B Melicor and G V R Murthy in New Delhi



Sumit Mazumder speaking on the occasion



Amitava Gupta receives the DLMS certificate in Kolkata from Ed B Melicor and Sumit Mazumder

# Creating Value For Future

## Caterpillar Production System (CPS) Training

In line with Caterpillar and TIL's focus on Caterpillar Production System (CPS) to drive continuous improvement, the second session of CPS Yellow belt training was organised at Taratolla. The first one was conducted by Ed B Melicor, District Manager, Caterpillar India and was attended by senior management of TIL. The second session focused on the operating level and had participation from TIL managers from Workshop, Service,

**THE CATERPILLAR PRODUCTION SYSTEM FOR DEALERS IS AN INTEGRAL PART OF THE CATERPILLAR PRODUCTION SYSTEM (CPS) AND VISION 2020. CPS FOR DEALERS IS AN ENabler THAT WILL HELP CATERPILLAR AND OUR CAT DEALER NETWORK REACH TARGETS IN THE ORDER-TO-DELIVERY STRATEGIC AREA OF IMPROVEMENT. THE INTENT OF THIS INITIATIVE IS TO ENGAGE DEALERS MORE CONSISTENTLY IN THE CRITICAL AREA OF ORDER-TO-DELIVERY VELOCITY, CONTINUOUSLY IMPROVE OUR VALUE STREAM PERFORMANCE, DELIVER HIGHER CUSTOMER SERVICE AND SATISFACTION WHILE REDUCING INVENTORY AND ASSOCIATED EXPENSES.**



Parts & Sales across the Caterpillar business of TIL.

Joe Tanner - CPS deployment champion from Caterpillar facilitated the training along with Sekhar Dey - 6 Sigma Black Belt from Caterpillar India. The training included the CPS subsystems, guiding principles, CAT - Dealer connections in CPS among others.

One of the key learnings was identification of Waste - activities which do not add value to the customer. CPS as a tool focuses on the

reduction of this 'Waste' and enables the order to delivery cycle to be more efficient. The participants performed a 'Waste Walk' in TIL office & workshop to learn and identify potential Waste. They also participated in other team activities and games to make the programme interactive and meaningful. TIL hopes to carry out more CPS related trainings and activities in the future.



At a glance : CPS Yellow belt training

## Rapid Improvement Workshop (RIW)

Engines with Caterpillar ACERT (Advanced Combustion Emissions Reduction Technology) fuel system encountered frequent failures in TIL dealership territory during 2007-08 and in most cases the problems were related to the new technology fuel system that required clean fuel and high level of maintenance. These ACERT engines are also used to power Caterpillar equipment and OEM machines. To find an effective solution, CMS Product Support initiated a 6 Sigma Rapid Improvement Workshop (RIW) last year. The RIW was facilitated by James. N. D'onofrio from Caterpillar APM and was sponsored by Debojit Bhattacharya. Prasanta Gupta was the Process Owner and Amitava Gupta supported as the Black Belt.

The RIW was completed in five days and solutions were offered to tackle the field problems with ACERT engines. Solutions included proactive support by ACERT Product Specialist to the field service team, regular review of necessary parts and tools to ensure 'off the shelf' availability of key inventory. Defined steps to trouble shoot ACERT engine problems were developed by the Product Specialist which were explained and circulated to the service team. The RIW solutions were then translated into Action Items with specific owners and timelines for completion. Regular review was

done by the Black Belt & the Process Owner to ensure that the team completes the Action Items within stipulated time, which was critical for success of the project.

Post implementation, all field problems were tracked by ACERT Product Specialist which helped us to assign priorities and allocate immediate resources to field failures. Logical sequence of trouble shooting were implemented enabling

the team to identify the root cause of the failures and subsequent remedial actions were taken. Regular trainings were imparted to customers and OEM maintenance crew. Importance of clean fuel was explained time and again.

The prime benefit of this initiative was in terms of savings in labor hours spent to attend and resolve such field problems. Warranty failures also went down and customer confidence improved on TIL Product Support capabilities.

To quote Ed Melicor, Distribution Manager India, regarding the benefits of RIW, '*This RIW is another testimony of TIL's embrace of 6 Sigma methodologies in addressing problems and driving improvements on their internal processes. TIL welcomed RIW as a means to faster project turnaround on narrowly scoped projects; indeed a very useful process given the market dynamics that dealers like TIL face daily*'.



RIW Team

## Wave 3 CPS BB Graduation, April 2009



Saibal Mitra at the CPS Black Belt graduation

Wave 3 Caterpillar Production System Black Belt (BB) graduation was held in April 29, 2009, in Xuzhou, China. The 25 Black Belts comprised of 17 Dealer Black Belts and 8 Cat Black Belts, from eleven different countries. This was organised by Caterpillar keeping in mind the importance of working closely with Distribution Services and Dealers to improve sales forecasting and inventory turns to meet the Velocity metrics.

The Master Black Belt (MBB) instructors included Pat Conley and John Bellisario, Joe Tanner and Nydia Koh. The participants experienced CPS in the Simulated Work Environment (SWE). The hands-on experience helped reinforce further the understanding of the 8 CPS wastes and 15 guiding principles. There were three rounds and the teams strived to improve their PQVC (People, Quality, Velocity, Cost) metrics each round.

During the two weeks of intense CPS BB training, the class learnt Value Stream Transformation (VST) Methodology and principles of Chase Wastes, Align the Targets, Make it Visual, etc. The training was important to make the participants fully aware about the cultural changes needed to fully embrace CPS.

We congratulate Saibal Mitra for participating from TIL India in the CPS Black Belt graduation.

## Initiatives to set new benchmark for success

### Technical Training At TIL

At TIL, we always believe that learning is a continuous process. We bring you a glimpse of the various technical training initiatives taken by our Technical Training Department which are in line with TIL's vision of being a world-class service organisation.

#### Internal Training Initiatives

This year the department has given a new dimension to the Capability Development Programme (CDP) by identifying the skill gap requirements in the CMS Product Support group through tests conducted at the branches. Special focus has been drawn on 424 service training and the module has been re-designed with special emphasis on practical training that includes removal & installation of major components, pro-active maintenance practices and logical sequence of troubleshooting. A new module has been added for the operator trainees to improve their communication skills, report writing, course material preparation techniques and English language. Besides, advance level modules for service training are incorporated for Excavators



Technical Training at TIL

& Wheel Loaders. To enhance the efficacy of the trainings imparted, this year onwards the training department has undertaken a special programme of measuring training effectiveness & knowledge retention through on-site tests and assessments.

The comprehensive CDP calendar is supported by visiting faculties from Caterpillar, AVTEC, SIMPSONS, EXXON MOBIL and others.

After its launch, the Dealer Learning Management System (DLMS) has become a popular self-learning web-based training. In the current year, TIL plans to register 150-200 Sales & Product Support personnel in DLMS which is double the number of last year. To further enhance the service level skill, our Training Department has migrated into Technician

Career Development Programme (TCDP) and 36 service technicians have already been enrolled with a plan of another 33 to be enrolled in the near future.

#### Customer Training Initiatives

One of the most important aspects of establishing the premium on Caterpillar machine is through increased productivity and optimised machine life. To achieve this, it becomes imperative that Caterpillar machines are operated by trained operators. To meet this challenge, our training department, with the help of Caterpillar has developed certified operator trainers. Today TIL has a pool of competent operator trainers certified at level 3 (highest level) for different models of machines. The training department also trains

customer operators for each and every new model being delivered. TIL has recently signed an agreement with Global Institute of Science & Technology (GIST), Haldia, West Bengal to train operators and technicians on Backhoe & Pay Loaders. While GIST will provide the necessary infrastructure for this ongoing training, TIL will provide the know-how. It is expected that

candidates being trained through this 'Partner University' concept will have a good chance of being employed under Caterpillar machine owners.

The training department also has initiated regular customised trainings to the maintenance staff of our valued customers. The focus of such training evolves around component identification and functions, systems, maintenance and basic troubleshooting. Recently such training sessions were imparted to customers such as- ABP (P) Ltd, Soma, Jaypee Korchar, GS Atwal, Tata Steel Jamshedpur, Triveni Earthmovers Pvt. Ltd. etc.

These efforts at optimising the value of resources and retaining talent will continue to serve us well in our journey of corporate excellence.



## *Its yesterday once more...*

In this special issue of TILTALK we take you on a trip down memory lane.

It was around late 60s' that TIL got an impressive order for 20 machines from National Coal Development Corporation [currently - Coal India].

The commissioning of these machines was done at Barkakana, a place in Jharkhand and the order comprised of Coal Haulers, Dozers and Scrapers erected and commissioned at the mines of NCDC.

Some of us will perhaps also remember Bill Hancox, Lelaung Adhikary, B K Bose, Kripal Singh, R K Minocha and Arun Dey. The pictures here have some of these old colleagues who were responsible for executing and commissioning of the equipment.

Coal Haulers are still known for being highly productive & cost efficient; and some are still being used at our TATA Steel West Bokaro Site.

*The pictures fade.... but the memories live on....*



**Customer Speak:  
A K Ojha, GM Tata Steel - West Bokaro****Technical achievement of TIL SEB Team**

Recently, TIL SEB team successfully replaced DITA engine with HEUI engine in Water Sprinkler on 773B platform. At SEB, out of a fleet of three Water Sprinklers, two machines are on 773D platform and one on 773B. Earlier the engine fitted on 773B was 3412 DITA and that on 773D was 3412 HEUI and this mixed model of engines was creating spares and float support problems.



TIL SEB team

To standardise engines on Water Sprinklers and derive better efficiency, replacement of DITA engine with HEUI was thought of. With the motivation and support of Tata Steel management our SEB team undertook the challenge and finally accomplished the task successfully. It is interesting to note that the complete conversion process was conceptualised and executed in-house which speaks of TIL's service support excellence. This achievement beside boosting the confidence level of the maintenance team has also facilitated better serviceability, maintenance and spare part planning for TIL and Tata Steel.

Dear Friends,

It is indeed a privilege to express my thoughts and experience for TIL TALK.

My association with TIL dates back to the 1980s, when the company was marketing heavy earthmoving machinery and planning to provide service support. Over time, TIL had been pragmatic and progressive in visualising the strategic needs of the mining industry and subsequently aligned itself with enablers to achieve the strategic objective of the industry. This gave an opportunity to the organisation to progress and multiply its market share, enhancing the confidence of the customers.



A K Ojha, GM, Tata Steel, West Bokaro

West Bokaro Division of Tata Steel provided a forum for both the companies to develop many new concepts, such as Vendor Managed Inventory, Depot Contracts, Service Contracts, Full Maintenance Contracts (FMC), etc. The experiment of FMC at West Bokaro had been very satisfactory and it has substantiated our understanding of the needs of a company which deals with marketing as well as service of its products.

With change in demands of the mining industry, such as Cost Competitiveness, Asset utilization, FMC, deliverables requires constant monitoring of performance measures. The FMC also demands higher skill of the people employed by the company for maintaining sophisticated heavy earth moving machinery. Training and employment of local youth needs to be adopted to meet the higher skill requirement.

TIL has been a Partner as the meaning of the word implies - a true Partner in Change / Progress.

As W. Edwards Deming says - "Innovation comes from the producer - not from the customer," we are sure that TIL will continue to come up with better business solutions through its knowledgeable and pragmatic leaders.

Regards  
A.K. Ojha

## Empowering Customers

### Customer Training Initiatives by Our Technical Training Department

The Technical Training Department recently conducted two trainings for TIL customers which were highly appreciated. The first one was for M/s. Soma Enterprise Ltd at Subansiri Project Site in June and the trainings specially tailor made



Training in progress in Subansiri project site of M/s Soma Enterprise

for the customer were conducted on Hydraulic Excavators, Wheel Loaders and Generator Sets. These included class room training on identification of Components and Functions, Systems, Maintenance and Basic

Troubleshooting. This was further extended wherein TIL Master Operators imparted operation training to SOMA operators. A total of 97 participants were trained which included engineers, mechanics and operators.

Commenting on the quality of the trainings, Mr. M.L. Nath, Advisor/Training & Skills Development of Soma said: 'it is observed that general impact of the training was great. All the trainers are excellent and they had lot of enthusiasm to teach and impart knowledge to the technical staff. The SHEP management & TIL (Training team) along with Soma Training

Div was extremely satisfied with the final performance of the operators. All the participants demonstrated & exhibited a strong promising potential to develop into good operators for Soma'.

The second training was conducted in July for Jai Prakash Associates Ltd at their Karchham-Wangtoo Site for Wheel Loader & Dozers and was attended by 25 technical staff. The training focused on Systems and Components, Pro-active Maintenance Practices and Logical Sequence of Troubleshooting.

Speaking on the quality of the training, Mr. A.K.S. Chauhan, General Manager (Mech) of Jai Prakash commented that 'we are very sure that it will really help them (participants) in improving Maintenance Practices. We request you (TIL) to arrange such type of programmes in future as well.'



Training team at Karchham - Wangtoo site of Jai Prakash Associates Ltd.

The training team constituted of Amitava Gupta, Hariharan Majumdar, Sudip Goswami, Panchu Mondal & Rakesh Verma.

## A Happy Customer is our greatest asset

### Customer support by our Asansol team

Customer service is not a department, it's an attitude! and a true manifestation of this timeless quote was recently demonstrated by our team TIL at Asansol, West Bengal.

Eastern Associates - our esteemed customer using 2021 Pay Loader was having problems with the transmission and needed parts replacement to re-commission the machine. Added to the problem was the warranty which just expired a couple of days before the problem surfaced. The matter was promptly attended by our team and as a further value added gesture honoring our long standing relation with the customer; the matter was also taken up with the principal resulting in the warranty being sanctioned. Parts worth Rs.1 lac was also handed over to the customer for their future use.

Eastern Associate commended this gesture of Team TIL Asansol through a letter of appreciation.



2021 Pay Loader

# Team TIL excelling in Customer Support

## Health Audit Job At JODA - East Iron Mines

Tata Steel JODA MINES is one of our valued institutional customers. Recently our support team comprising of HP Giri, Biswanath Chatterjee, and Debasish Mandal with the help of senior TIL members conducted a health audit for machines working at the JODA east site. The team stayed at the site for 10 days and along with help of Noamundi branch checked up on all 10 machines making the machine wise individual repair / parts recommendation list. The team also shared with the customer their observation on using spurious (locally procured) parts which contributed majorly towards the machine break down. They also solved some year long critical problems of transmission.

The critical situation prevalent at the site was thus effectively resolved by our expert team and further enhanced the machine availability for future. The Tata Steel equipment maintenance division was appreciative of team TIL's performance as it enabled them to do the future planning more effectively.

Reward for TIL !! CUSTOMER DELIGHT & BUSINESS GROWTH.

A truly great example by our team for imbibing TIL's vision of being a Total Solutions Provider.



TIL members being recognised by Senior Management



## 24 x 7 Service Culture Field Service Management

### FSM - TOLL FREE NUMBER - 24 X 7 hours

Field Repair activities form one of the core service support benefits offered to our customers. We make sure that the equipment is repaired on site without transporting it to a workshop. This minimises downtime and reduces repair expenses drastically. As a part of our Field Service Management we track some critical Key Process Indicators (KPIs) like Mean Time To Repair (MTTR), Average Response Time (ART) and Average Field Time (AFT) for every piece of equipment that we undertake under field service to ensure that downtime is minimised. Our integrated business process termed '365 Days Service' and IT system termed as 'SMS Enabled Field Service Management' make sure that the moment a customer contacts TIL - help desk for repair request, the call is tracked closely till it is closed.

To ensure continuity of our customer's production beyond normal business hours we are now **open 24 X 7 hours**. All our customers need to do is to call us at **1800 345 3355 (toll free)** and register their repair request. Our Service Team will do the rest.

## S S N n I i P P e E t T s S

### Industrial Expo at Rudrapur

Rudrapur is one of the emerging Industrial areas of Uttarakhand and is currently considered to have great potential for business growth, inviting investments from large, medium and small industries.

Considering the business opportunities in the area TIL decided to tap the potential for its engine and generator sets business, and participated in a four day exhibition. The objective was to showcase products and services from TIL Power Systems Solutions Group, enhance the visibility as well as get leads from the footfall of decision makers and industry people.

The four day exhibition held last November at Janta Inter College, Rudrapur ground had around 100 participating companies. Besides TIL, these included: Bosch Limited, Delta Power Solutions, Jakson Limited, L & T (Switchgear division), Ingersoll-Rand, Elgi Compressor etc. We showcased two of our DG sets- C32 (1010kVA) & C-18 (600kVA) complete with branding. The stall and its branding were appreciated by visitors and quite a number of leads were generated both for purchase of new Generator Sets and for Rental application.



TIL Stall at the Industrial Expo, Rudrapur

### PSS - TC Service Conference

A two day PSS Service conference was held at Manali in November 2008 arranged by CAT India Power System Service engineering. Like every year, this conference took place with an objective to have interactive discussions on product problems, VEHR failures, NPI and CPI issues. The overall problems pertaining to product support service faced by dealers with Caterpillar in terms of coordination and warranty issues etc were also discussed among TIL, GMMCO and Caterpillar at the conference.



TIL, GMMCO and Caterpillar participants in PSS - TC Service Conference, Manali

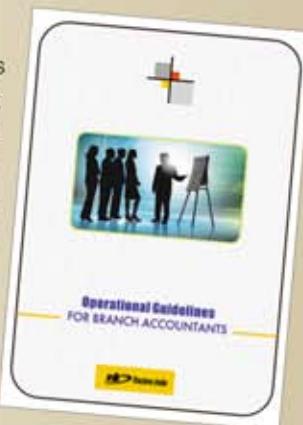


Aloke Banerjee addressing the Branch Accountant Meet

such as Cash and Bank transactions, Debtors, Capital expense, Inventory and other relevant areas needed to be strictly adhered to. The Meet undoubtedly had its benefits and was appreciated by all participants.

### Branch Accountant Meet

For the first time a branch accountant meet was organised at TIL - by finance and audit department. The objective was to apprise the participants belonging to various branches of TIL, about the salient features of branch accounting and auditing guidelines. To reinforce the points further, a comprehensive Guidelines Manual was also created highlighting topics



## ERP @ KRM

An enterprise must optimise the use of its human assets to compete in an increasingly demanding marketplace. TIL has adopted ERP in the area of human resources management to help manage an integrated workforce by giving a set of tools for planning, acquisition, development, retention, and advancement of talent.



The ERP chosen is Oracle which is linked to our E Biz suite of the MHS to leverage on existing investment. We have implemented Oracle core HR, Self Service HR (SSHR) and PMS (e-Zenith) to reduce complexities, and boost productivity, thereby cutting costs.

Following are the modules of the system implemented:

### Core HR

This module has the basic detail of all the employees starting from recruitment to separation. The Core HR provides basic infrastructure for below HR processes:

#### Employee Detail

- Personal information like Name, Address, Designation etc
- Professional information like Qualification etc
- Assignment information like Department, Supervisor etc. for the purpose of reporting relationships in organisation structure and PMS

#### Talent Acquisition

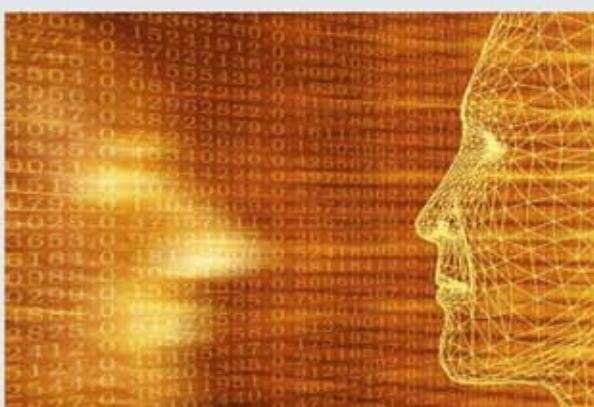
- Tracking of manpower requirements in TIL
- Tracking of recruitment process at various stages of hiring
- Salary fitments and Offers
- Historic tracking of all applicants and biodatas

#### Talent Management

- Appointment letter • Confirmation process • Training
- Compensation structure • Competency profiling
- Skill gap analysis

The benefits of Core HR are as follows:

- **Architecture for all HR processes** - The core HR provides basic architecture upon which various KRM processes are built. The ready availability of data aids in various HR processes being executed on time and in right manner. This includes the timely processing of payroll.
- **Best Practice in HR Management** - Covers all HR functions in a structured way increasing efficiency of procedures. Provides scope for making local modifications improving flexibility.
- **Rapid Business Policy Adoption** – Changes HR practices to reflect changes in business policy, regulations, and organisational workflow based business events. Provides a low-cost, convenient solution to multiple audiences on demand.



The launch of the Core HR module of the ERP took place last year. After which the employee information is being managed from ERP. The data audit takes place once in a month by the MIS team.

### Self Service HR or SSHR

The SSHR system will be automating the manual processes linked to the information from Core HR module. Employees have access to the informations given as below, which they themselves can update.

- Personal information like Name, Marital Status, Address, Contact Number etc.
- Professional information like Qualification etc.
- Leave information like application and approval of leave with applicable status reports.



The benefits of Self Service HR are as follows:

- Direct Access to Own Data - To give more autonomy to employees while retaining control over information.
- Easy-to-use Configuration Options - To create and specify access to forms, menus, labels, links, logos and action buttons. Makes repeated modifications and maintains changes on system upgrade.

#### **Performance Management System or e-Zenith**

Performance Management System or e-Zenith – The PMS system makes Goal setting and Appraisal process automatic.

The goal setting process has following components:

- Creation of Goal Setting Form in system by appraisee
- Approval from Appraiser, Reviewer and KRM
- Acceptance by appraisee

The appraisal process has following components:

- Self appraisal by entering achievements against goals, calculation of complete percentage and other comments by appraisee
- Appraiser's evaluation by calculating KRA ratings, giving competency ratings and other comments and feedback
- Reviewer's evaluation
- KRM's approval
- Appraisee's acceptance

The benefits of PMS are as follows:

- Online goal setting process and appraisal processes.

- Less turn around time for approval cycle of GSF/ Appraisal (Mid/Annual).
- Copy and update from history objectives.
- Auto calculation of complete percentage, KRA percentage and Initial Rating
- Easy traceability for KRM.
- All time printing of e-GSF, e-Zenith.

Both the SSHR and PMS modules were completed and the Go-live took place on 29th January. Accordingly SSHR and PMS trainings commenced in Taratolla followed by Kamarhatty and Sahibabad.

To begin with, Oracle ERP will be used by all management staff based in Taratolla, Sahibabad, Kamarhatty, Mumbai, Chennai, Chandigarh, Okhla, Udaipur, Ranchi, Dhanbad, Asansol, Bhubaneswar. More than 70 per cent management staff is currently covered under Oracle ERP (depending on the status of connectivity at various locations). Future focus is to cover 100 per cent workforce under Oracle ERP.

Although the system is available on TIL network, it will soon be web enabled so that employees can access their information as and when required from any part of the globe.



## Disha - an On-The-Job Progress Evaluation Process



TIL has a talent pool of fresh engineers from engineering campuses. To utilise their talent and ensure maximum learning, there is constant need for tracking and monitoring their progress. It is required to assess the skill gap and provide continuous feedback for improvement as well as to provide learning opportunities as per the need. With this in mind, KRM initiated On-The-Job progress evaluation process in the month of December 2008. It is termed as DISHA – Meaning Direction.

The programme has three steps :

1. A Monthly On-the-Job Training Report is submitted by Trainees to KRM. This report can be shared with the Technical Training Department for maintaining proper skill inventory.
2. After every second month, KRM performs an analysis of the effectiveness of the On-The-Job Training for each trainee

and sends a report to the immediate Manager and their Superior.

3. KRM from time to time conducts a meeting with the respective Department and Technical Training department to further understand the skill gap existing in the trainees which can be bridged in a structured format.

Disha helps in creating competent employees by the end of the training period ensuring a proficient workforce for tomorrow's TIL.



## Dale Carnegie Training

In its series of management development programs, KRM arranged for a Leadership Development program together with Dale Carnegie training, India. This was a three day program for senior management team in the level of GM and DGM. Approximately 35 cross functional and multi-locational participants attended the program.

The program was conducted by Monujesh Borooah - Vice President: Dale Carnegie Training India and covered various aspects of leadership such as Developing Personal Leadership, Achieving Organisational Results, Defining the Performance Process, Appraisal Systems and the Coaching Process, Decision Making and Problem Analysis, Implementing the Delegation Process etc.



### Participants of the Dale Carnegie Program

Abhijit Chatterjee, Anup Kumar Chaudhury, Arijit Chanda, Arun Grover, Biswajit Mukherjee, Debasish Nag, Deepak K Jolly, H.S. Madhusudan, Judhajit Bose, Mohit Kaushal, Rana Majumdar, Ratindra Nath Das, Samar Pal, Sanjay Saxena, Sanjeev Bhatt, Shilpa Chakraborty, Sibananda Gupta, Soumendu Chakraborty, Srimanta Dutta, Subir Kumar Datta, Suchindram Samanta.

**Safety First, Today & Always****TIL Celebrating Industrial Safety Week**

Human Life is precious and so Safety becomes critical to every individual. With the objective of creating a culture of safety amongst TIL personnel; a week long Safety Awareness program was organised by the P&A Department of TIL. Coinciding with the Industrial Safety Week in March, the program carried out workshops on accident prevention techniques, fire safety mock drills, about personal protective equipment and many others.

The closing ceremony had some interesting events lined up. Along with an audio visual film on Safety, there were insightful presentations given by P K Bagchi - Inspector of factories and S Chatterjee - Deputy Inspector of factories. Also present on the occasion were Sumit Mazumdar - Vice Chairman and Managing Director, Aloke Banerjee - CFO, G Sivaramakrishnan - Vice President, Centre of Excellence and other senior officials.

There were also a slogan competition and a quiz on Safety which saw many enthusiastic participations from TIL staff.



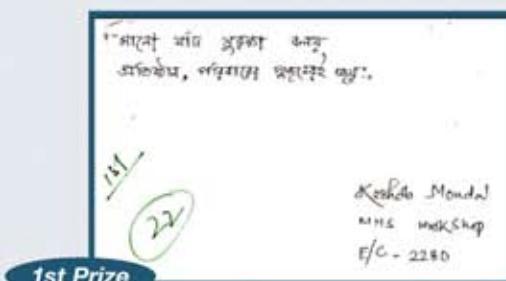
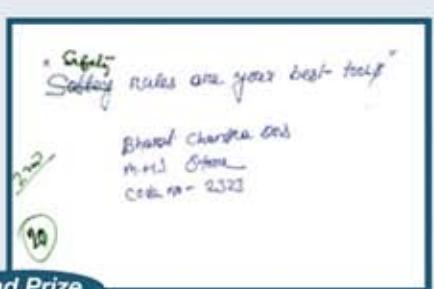
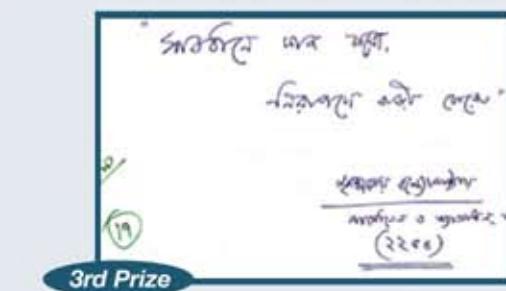
Fire Mock drill in progress



Safety Awareness Workshop



Winners of Slogan and Quiz Competition

Keshab Mandal,  
MHS ServiceBharat Chandra Das,  
MHS StoreMrityunjay Banerjee,  
P&A Dept.

**Testimony to TIL talent**

# 39th Annual Function Celebration

Tractors India Employees' Recreation Club celebrated its 39th Annual Function on 29th January 2009 at Kala Mandir, Kolkata. The annual social programme every year organised by the Recreation Club is an experience that always touches a chord in our hearts.

The function was graced by Sumit Mazumder, Vice Chairman & Managing Director, Aloke Banerjee, Club President, and Neela Banerjee as Chief Guest besides other distinguished TIL members.



*A scene from the play*

'Sonar Maduli', performed by TIL members. The comedy written by Bimal Bandyopadhyay and directed by Satya Priya Sarkar was hilarious and extremely entertaining. Partho Pratim Chakraborty from Accounts Department was awarded the

'Best Actor' while Mrinal Hazra - MHS Workshop and Haradhan Paul - P & A Department were adjudged the 'Best Actor in Supporting Role' and 'Best Actor in a Character Role' respectively.



*The proud winners*



*Actors taking a bow*

The program followed the tradition of honoring 25 years service holders and awarding the meritorious students belonging to the TIL family - who excelled in board examinations.

The evening then proceeded towards its entertainment zone with song performance by Abhishek Banerjee, an ex-Indian Idol participant. His melodious and foot tapping songs from the Bollywood genre kept the audience enthralled.

The highlight of the evening, however, was the play - 'Sonar



*Audience in the annual function*

The evening was a true cultural milestone for TIL and was cherished by all.

In line with our philosophy of 'ONE TIL' it was decided unanimously to bring Taratolla and Kamarhatty units together and hold a joint Annual Function from next year onwards.

Great performances aside, the passion, excitement and hard work of all the TIL members to make the evening a success was commendable.

## An evening to cherish Bijoya Sammeloni

An Employee Engagement Initiative



A glimpse of the cultural program

To create a better bonding amongst TIL members, Tractors India Employees' Recreation Club for the first time, organised 'Bijoya Sammeloni' - a cultural evening at Taratolla.

The function was graced by special guests - Kay Hirst and Bryan Hirst, daughter and son-in-law of Late Charles William Porter, one of our founders. Our Chairman Avijit Mazumdar and Mrs. Pia Mazumdar along with other senior officials were also present. The programme took off with several cultural performances displaying a bouquet of songs, recitations,

dance and similar creative displays by employees and their family members. Ashok Pal, Kaustav Gurey, Saonlee Dutta, Sudeshna Chakraborty, Amitava Gupta, Mousumi Mondal, Aindri Nag were some of the participants displaying great talent. We look forward to having such memorable occasions again this year.



(Right - Left) Avijit Mazumdar, Bryan Hirst, Kay Hirst, Pia Mazumdar and Aloke Banerjee enjoying the cultural performance

## Benefits of staying fit Yoga at work - a Workshop

TIL always cares about the welfare of its members, and in an effort to create awareness about the benefits of staying fit, TIL organised a 'yoga at work' workshop in February 2009.

The benefit of Yoga is known to all; the most important benefits being physical, mental as well as spiritual well being. The yoga workshop called 'Yoga at work' was conducted by HDFC Insurance as a part of their value added service to its customers. The hour long program conducted by a



professional Yoga teacher, Dr Biplob Nag illustrated some basic yoga postures beneficial to people doing desk jobs and easy to practice even at work. 'Besides physical benefits, these simple exercises help people de-stress' - the instructor reaffirmed. The workshop turned out to be a great success with very encouraging participation from all departments at Taratolla. Further plans are on to do similar activities in Sahibabad and Kamarhatty.



Yoga workshop in progress



## World Environment Day (WED) 2009 at TIL

### Pledge to 'Green- Up' Our Planet

Going with this year's WED theme and UNEP campaign of tree planting - 'Plant for the Planet', TIL took a pledge to 'Green up' our planet by planting tree saplings to combat the climatic change. The sapling planting ceremony was organised by our employees in Taratolla, Kamarhatty, Sahibabad and selected branches and customer sites, viz - SEB, HZL Agucha, Soma Subansiri, Asansol, Bhubaneswar, Dhanbad, Lucknow & Udaipur. In all these places the planting took place in a patch dedicated for this purpose. We believe that the tree planting activity, however small played a role in "Greening Up our planet."

At a Glance: Tree Planting Ceremony that took place across TIL.



Taratolla



Sahibabad



Asansol



Bhubaneswar



Dhanbad



Taratolla



Lucknow



Soma Subansiri



Taratolla



Kamarhatty



Agucha HZL



Udaipur



West Bokaro SEB

## TIL & Helpage Mobile Medical Van - Fatehpur

After Kamarhatty TIL extended its second mobile medical van activity in Fatehpur area near Taratolla office, Kolkata. TIL in association with Helpage India's Mobile Medical Unit started operating from Kheyali Khelaghara - a club at Fatehpur area and is scheduled to continue for one year. The service provides medical advice and medicines to the elderly people of lesser-privileged sections around that area. Every alternate Friday [excluding Holidays] the Mobile Medical van goes to the club area from morning and qualified Helpage personnel spend the day in patient examination, dispensing medicines. If necessary house calls are also made by Helpage doctors. This is the second mobile medical unit activity undertaken by TIL-CSR team.



Helpage doctor at work

Yet another small gesture by TIL towards our community and people in areas we operate and *touching lives and making a difference*.



Helpage Mobile Van in Fatehpur



Patients coming for examination

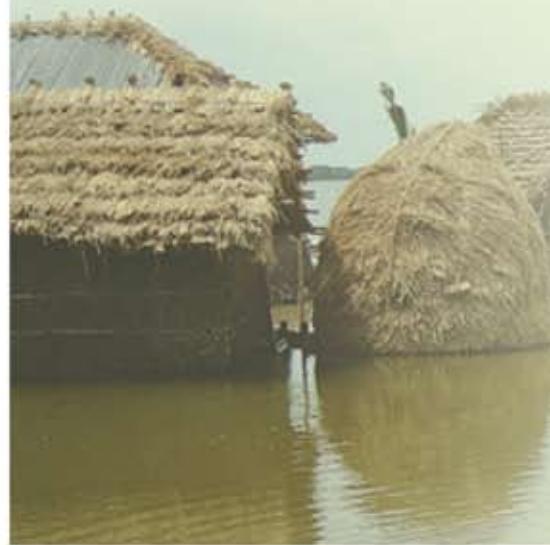
## TIL lends a helping hand to Aila victims

Recently cyclone Aila ripped through Kolkata, North & South 24-Parganas and West & East Midnapur causing terrible devastation. TIL Welfare Trust extended financial help to the victims through NGOs working in Aila affected areas.

In another gesture as responsible corporate citizens, TIL employees came forward and contributed old clothes for the Aila victims. Twenty large cartons of clothes thus collected were handed over to Save the Children Foundation for distribution in select villages.



The after effect of Aila





## Shoot-a-Shot An Employee Engagement Activity



As a part of 212 initiatives, TIL for the first time organised a Photography Contest amongst employees. The contest named - 'Shoot a Shot' invited entries from all team members to showcase their pride and involvement in TIL through photographs. All entries needed an essence of TIL - Its People, Products, Facilities, Customer Support etc.

A panel of judges (Aloke Banerjee - CFO, Santanu Gupta - GM, C & L and Sudipto Ghosh - Professional Photographer) selected the photos based on relevance, creativity & innovation, composition, image quality. Besides prizes, each contestant received a certificate along with a personalised letter of recognition from Sumit Mazumder - Vice Chairman & Managing Director along with a certificate.

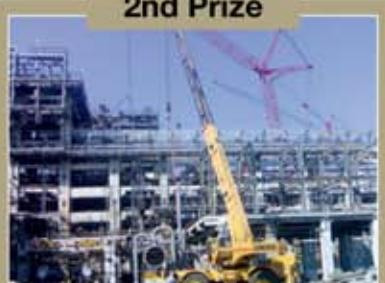
*We bring you all the winning entries through this photo gallery:  
Enjoy!!!*

### 1st Prize



Mr. Pushpendra Sharma  
CMS Service, Jodhpur

### 2nd Prize



Mr. E. Senthil Kumar  
Customer Support MHS, Chennai

### 3rd Prize



Mr. Shubhanshu Girdher  
CMS General, Zirakpur, Chandigarh



*... and the prizes were*

1st : Digital Camera • 2nd : iPod • 3rd : Watch • Runners-Up : Leather Wallet & Pen

*... and the runners-up are*



**Mrs. Shilpa Chakraborty**  
KRM, Kolkata



**Mr. Amitava Gupta**  
Training - PSS, Taratolla



**Mr. Raj Kumar Roy**  
CMS Sales, Sahibabad



**Mr. M. Ramesh**  
Customer Support - MHS, Chennai



**Mr. Projjal Gupta**  
Design Dept. - MHS, Kamarhatty



**Mr. M. Paneerselvam**  
Customer Support - MHS, Chennai



**Mr. Rana Majumder**  
Marketing - MHS, Kamarhatty

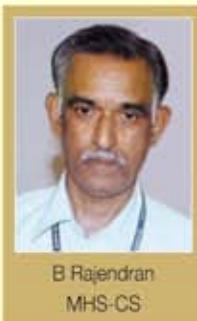


**Mr. Vivek Rohella**  
Rental Service - PSS, Sahibabad



**Mr. Sabitabrata Ghosh**  
IT Corporate, Sahibabad

*25 Years Service Award  
goes to...*



B Rajendran  
MHS-CS



Bhabani Das  
MHS-CS



Biswanath Chatterjee  
CMS-CS



Debasis Chakraborty  
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Deepak Das  
MHS-CS



Golok Behari Mishra  
MHS-CS



Lalit Mohan Das  
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Prasanta Banerjee  
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Prem Shankar Dhanuk  
P & A



Sewnarayan Prosad  
CMS-CS



Santanu Gupta  
C & L



Souren Chakraborty  
CMS-CS



Santi Priya Mallik  
C & L



Subrata Ganguly  
MHS-CS



Swapan Banerjee  
C & L



Tarun Kanti Ghosh  
Secretarial

POEM

**Morning Rain**

I woke up early today.  
 Through the window glass  
 I saw, rain is falling down-  
 Through the valley, through the field.  
 I saw myself in the wet glass  
 I imagine-drops of water is falling on me  
 Making me wet, like many others;  
 In the field working in the rain.  
 I also want to join them.  
 In the morning.  
 Every morning perhaps.  
 Wet grass on my feet  
 Will make me happy.  
 Like a beautiful melody  
 My mind will be full of happiness.  
 Do not want to stay alone in the room.  
 While rain is everywhere-  
 My eyes can meet.  
 My mind can see.  
 I want to get myself wet.  
 Wet, in the morning rain.



Contributed by:  
**Aniruddha Choudhury**  
 Accounts Executive,  
 CMS & PSS, Taratolla

## Congratulations !

TIL is proud to present the children of our employees who have scored high grades in different board examinations. Wishing you success in all your future endeavours.



**Kankan Das**  
 D/o Mihir Kant Das  
 P&A



**Aolika Srimani**  
 D/o K D Srimani  
 CMS-CS



**Shuvbijit Mukherjee**  
 S/o Biswajit Mukherjee  
 6 Sigma Training Dept.



**Shreyas Nambiar**  
 S/o Mohan Nambiar  
 Corporate Accounts



**Shampa Sen**  
 D/o Nihar Sen  
 Retired TIL Member



**Shoumita Mazumder**  
 D/o Kushal Mazumder  
 MHS-CS

## TIL TALENT BOX



We invite creative contributions from you and your family members. If you write, paint or sketch - do send us your creative inputs and we will publish them here.\*

\*Subject to assessment by Judges

*Treat People Like Assets and They'll Create Wealth*



## Live Well. Live Better.

**With these easy to do exercises at office**

It's common knowledge that our lifestyle is taking a toll on our bodies. It's hard to find time to exercise, especially for those of us who work in an office. Sitting at a desk all day and squinting at a computer can be hard on our eyes, our knees, and our spines. In particular, "computer desk posture" can, over time lead to many health problems. The number one thing we can do about this is to make sure we find some ways to ease up on our body several times a day. Practice these simple exercises to stay fit and energized all day long. These are very easy to do and hardly takes time and very soon you will see the benefits.

So Go ahead.. revive and recharge yourself:



### Chair Twist

1. Sit on the edge of your chair, sideways with your left side facing the chair back.
2. Throughout the pose, keep your feet and knees together and even.
3. Place your hands on the chair as shown.
4. Inhale while straightening your spine. As you exhale, twist toward the back of the chair, twisting from the very bottom of your spine, pushing with your left hand and pulling with your right hand.
5. Repeat the inhalation/straighten, exhalation/twist series several times.
6. Release and switch sides.

### Arm Stretch

1. Interlock your fingers and extend your arms outward, straight in front of your shoulders. Your palms should be facing outward.
2. Slowly raise your hands overhead, stretching all the way from the waist. Work on straightening your elbows. Hold for 30 to 45 seconds, relax, and try again.



### Leg Extension

1. Sit tall with the abs in and extend the left leg until it's level with hip, squeezing the quadriceps.
2. Hold for 2 seconds, lower and repeat for 16 reps.
3. Repeat on the other side.



### Lower Back Stretch

1. Sit in your chair and widen your legs so they are wider than hip-distance apart.
2. From the hip crease, bend forward and allow your entire body to relax. You can round your back. Drop your head and completely relax your neck.
3. If you are not completely comfortable, try putting a rolled blanket or towel at the hip crease and lean over again.
4. Hold this pose as long as you like, allowing each exhalation to relax your body and mind a little more. Sit up on an inhalation, pause for a few moments, and try again.

more in the next issue

## Fact is Stranger than Fiction



**FACTS**

Since steel expands when it gets hot, the Eiffel Tower is six inches taller in the summer than in the winter.

**FACTS**

The term 'jeep' came from the abbreviation GP used in the army for the General Purpose vehicle.

**FACTS**

The shortest war in history was between Zanzibar and England in 1896. Zanzibar surrendered in just 38 minutes.

**FACTS**

The word 'salary' is derived from the Latin word 'salarium' referring to the salt allotment for soldiers in the Roman Army.

**FACTS**

Sending red Christmas cards to anyone in Japan constitutes bad etiquette, since funeral notices there are customarily printed in red.

**FACTS**

The phrase 'sleep tight' originated when mattresses were set upon ropes woven through the bed frame. To remedy the sagging ropes, a bed key was used to tighten the rope.

## Oxymoron

Oxymoron is a combination of contradictory or incongruous words.

**Some interesting ones are:**

- Act naturally
- Found missing
- Good grief
- Exact estimate
- Tight slacks
- Advanced basic
- Open secret
- Virtual reality
- Original copies
- All alone



## Working Team

A man is flying in a hot air balloon and realizes he is lost. He reduces height and spots a man down below. He lowers the balloon further and shouts, "Excuse me, can you help me? I promised my friend I would meet him half an hour ago, but I don't know where I am."



The man below says, "Yes. You are in a hot air balloon, hovering approximately 30 feet above this field. You are between 40 and 42 degrees North latitude, and between 58 and 60 degrees West longitude."

"You must be an engineer," says the balloonist.

"I am," replies the man. "How did you know?"

"Well," says the balloonist, "everything you have told me is technically correct, but I have no idea what to make of your information, and the fact is I am still lost."

The man below says, "You must be a manager."

"I am," replies the balloonist, "but how did you know?"

"Well," says the man, "you don't know where you are, or where you are going. You have made a promise which you have no idea how to keep, and you expect me to solve your problem. The fact is you are in the exact same position you were in before we met, but now it is somehow my fault."



*"The sea,  
once it casts its spell,  
holds one in its net  
of wonder forever."*

- Jacques Cousteau

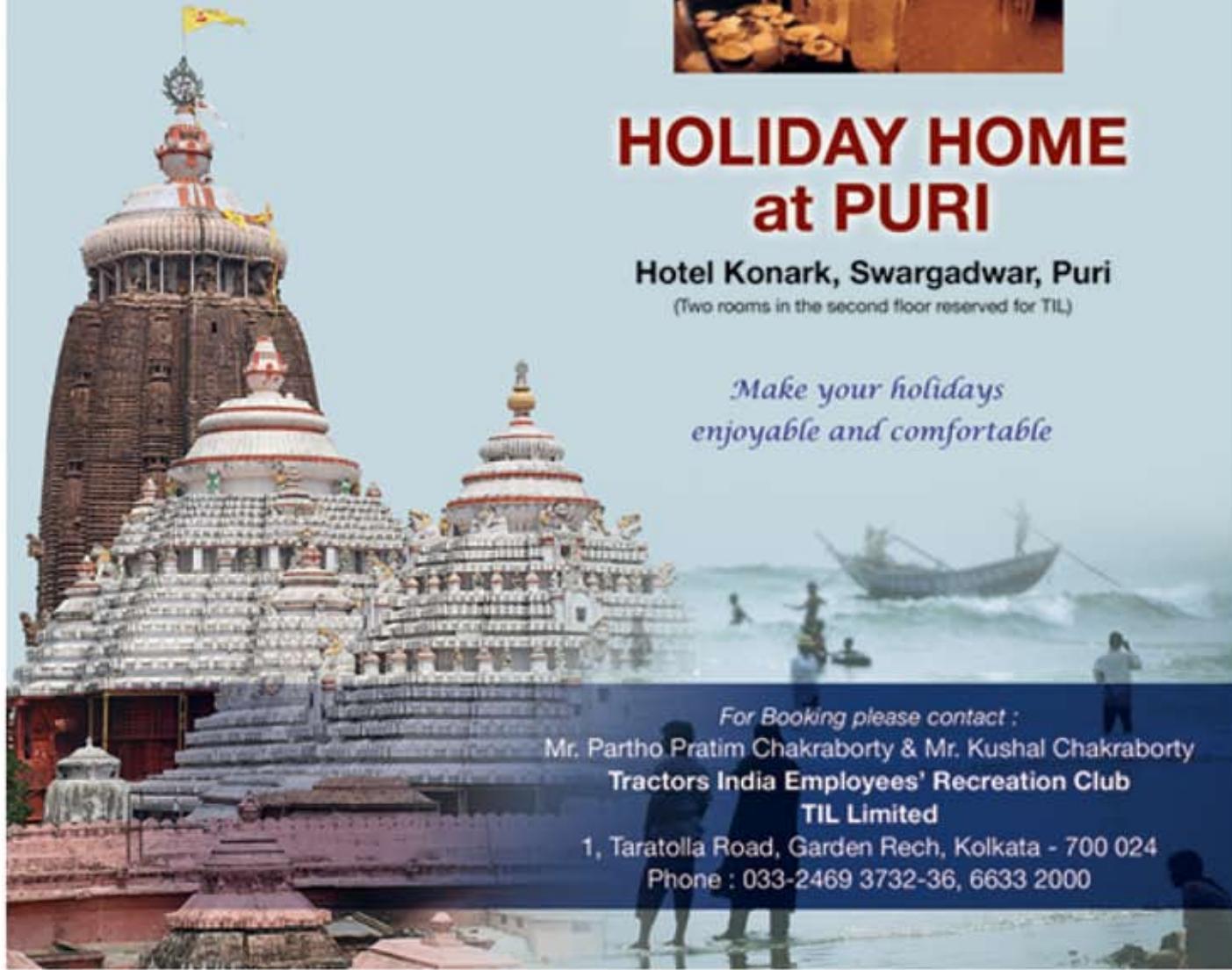


## HOLIDAY HOME at PURI

**Hotel Konark, Swargadwar, Puri**

(Two rooms in the second floor reserved for TIL)

*Make your holidays  
enjoyable and comfortable*



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