

# MATRIX

April 2010

A PUBLICATION OF THE SANMAR GROUP



Stars from Tamil Nadu on the World Stage

## Sanmar Holdings Limited

### Sanmar Chemicals Corporation

#### Chemplast Sanmar Limited

- Trubore Piping Systems

#### TCI Sanmar Chemicals LLC (Egypt)

#### Cabot Sanmar Limited

#### Sanmar Speciality Chemicals Limited

- ProCitius Research
- Organic Chemicals
- Phyto Chemicals

#### Sanmar Shipping Limited

### Sanmar Metals Corporation

#### Sanmar Foundries Limited

- Sand Foundry
- Investment Foundry
- Machine Shop

#### Matrix Metals LLC

- Keokuk Steel Castings Company (USA)
- Acerlan Foundry (Mexico)
- NEPCO International (USA)

#### Sanmar Ferrotech Limited

#### Eisenwerk Erla GmbH (Germany)

### Sanmar Engineering Corporation

#### Flowserve Sanmar Limited

#### BS&B Safety Systems (India) Limited

#### Xomox Sanmar Limited

- Xomox Valves Divn.
- Pacific Valves Divn.

#### Tyco Sanmar Limited

#### Fisher Sanmar Limited

- Control Valves Divn.
- Regulators Divn.

#### Sanmar Engineering Services Limited



### The Sanmar Group

9, Cathedral Road, Chennai 600 086.

Tel.: + 91 44 2812 8500

Fax: + 91 44 2811 1902

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*Matrix can be viewed at [www.sanmargroup.com](http://www.sanmargroup.com)*

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# Stars from Tamil Nadu on the World Stage

*Dr S Chandrasekhar, the astrophysicist, was perhaps the first Tamil from South India, to make a mark in the world of science in the west. A nephew of Sir CV Raman, he did pathbreaking science in the UK and USA, and*

*emulated his uncle by winning the Nobel Prize for Physics in 1983. Over the decades, a number of Indians, including south Indians, have competed on the world stage and earned accolades in science, business, art and even*

*politics. Matrix has pleasure in saluting five super-achievers with their origins in Tamil Nadu, who have been in the news in recent years.*



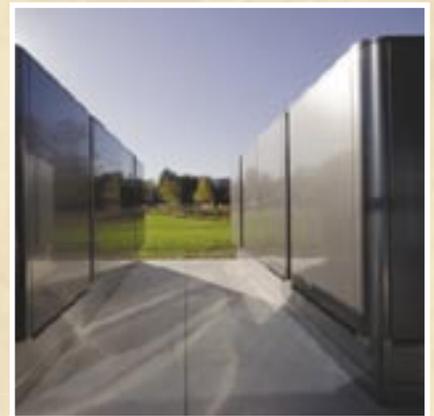
# Bloom Box: Power to the People

## KR Sridhar's Invention will Revolutionise Electricity Distribution

KR Sridhar, PhD (born 1960), Principal Co-founder and Chief Executive Officer of Silicon Valley's Bloom Energy, hit world headlines when he unveiled the Bloom Box, a fuel-cell system that produces energy that's cleaner and more efficient than oil, gas or coal and more reliable than wind or solar power. On

24 February 2010, Bloom Energy launched its new energy-efficient and environmentally friendly fuel cell.

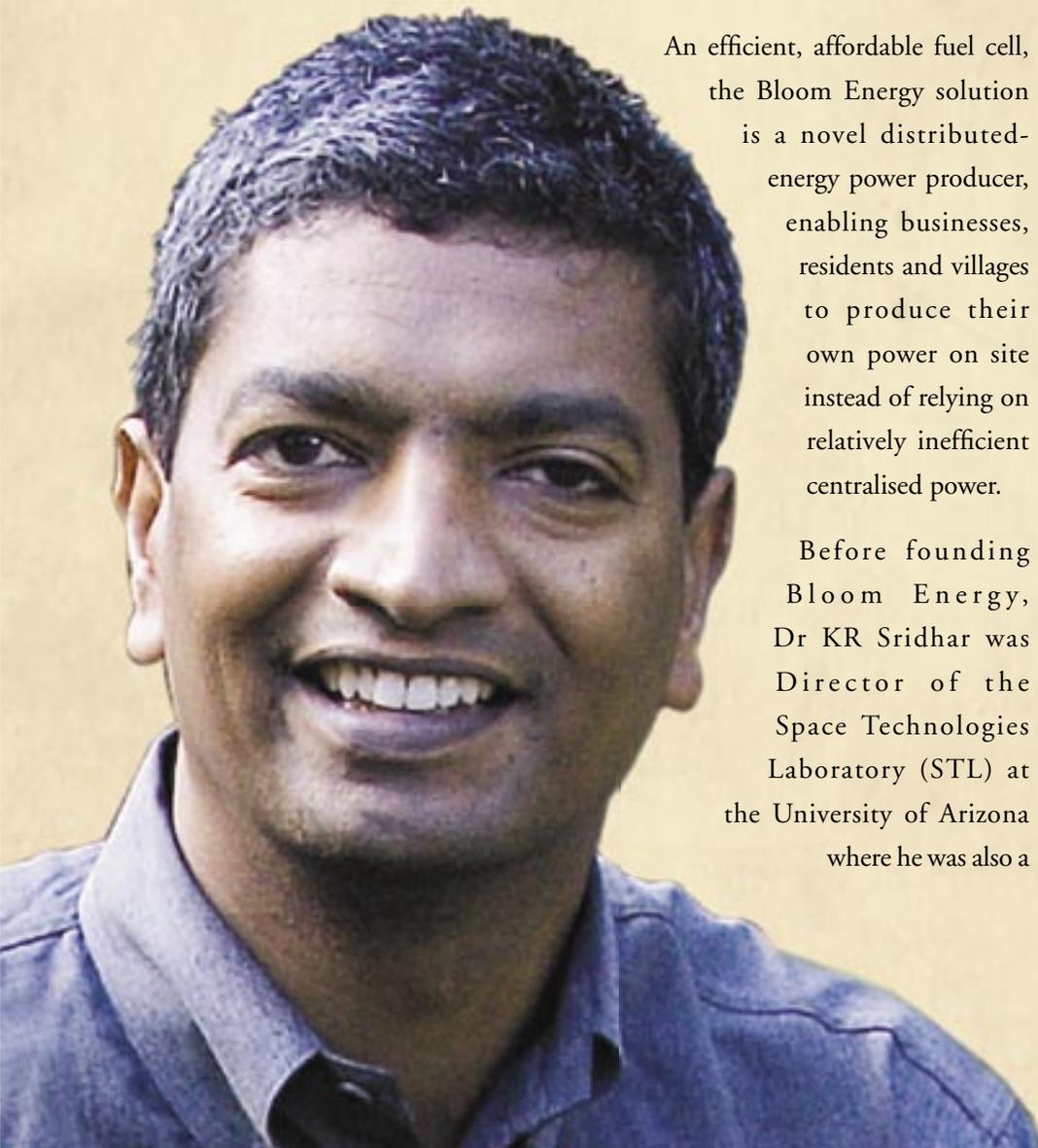
e-Bay and Google should know. They have been among the first to try out the sensational Bloom Energy distributed power supply system, which promises to change the face of villages, workplaces and homes.



An efficient, affordable fuel cell, the Bloom Energy solution is a novel distributed-energy power producer, enabling businesses, residents and villages to produce their own power on site instead of relying on relatively inefficient centralised power.

Before founding Bloom Energy, Dr KR Sridhar was Director of the Space Technologies Laboratory (STL) at the University of Arizona where he was also a

professor of Aerospace and Mechanical Engineering. Sridhar has served as an advisor to NASA and has led major consortia of industry, academia, and national labs. His work for the NASA Mars program to convert Martian atmospheric gases to oxygen for propulsion and life support was recognised by Fortune magazine, where he was cited as "one of the top five futurists inventing tomorrow, today."



# Smashing Male Bastions

Indra Nooyi is the Most Powerful Woman in Business



Fortune magazine has named her number one on its annual ranking of Most Powerful Women in business for every year since 2006.

The Global Supply Chain Leaders Group named her 2009 CEO of the Year.

In 2008, she was named one of America's Best Leaders by US News & World Report, elected to the Fellowship of the American Academy of Arts and Sciences and elected Chair of the US-India Business Council (USIBC), representing more than 300 of the world's largest companies doing business in India.

Forbes magazine ranked her third on the 2008 and 2009 lists of The World's 100 Most Powerful Women.

In 2007, the Government of India awarded her the Padma Bhushan.

Indra Krishnamurthy Nooyi, born on 28 October 1955 is the Chairperson and Chief Executive Officer of PepsiCo, one of the world's leading food and beverage companies.

She holds a BSc from Madras Christian College, an MBA from the Indian Institute of Management in Kolkata and a Master of Public and Private Management from Yale University. In India, she had worked at Johnson & Johnson and Mettur Beardsell.

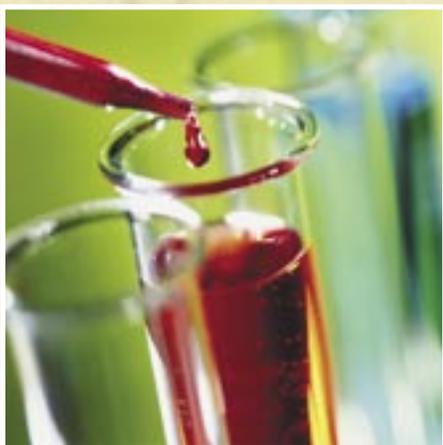
After Yale, Nooyi worked at the Boston Consulting Group in 1980. In 1990 she joined Asea Brown Boveri as its head of strategy.

Moving to PepsiCo in 1994, she became its chief strategist. Climbing the ladder of success rapidly, Nooyi was named President and CEO on October 1, 2006 and assumed the role of Chairman on May 2, 2007.

A rock guitarist from her youth, Nooyi still sings at company functions. She is a regular visitor at the concerts during the annual Carnatic music season at Chennai.

# Nobel Prize in Chemistry

## Ramakrishnan's Work will Help Save Lives



57-year-old molecular biologist Venkatraman Ramakrishnan shared the Nobel Prize in Chemistry this year with Thomas A Steitz and Ada E Yonath for their work on ribosomes (components of cells that make proteins from amino acids), in the process helping “develop new antibiotics, directly assisting the saving of lives and decreasing humanity’s suffering”.

Leaving his birthplace Chidambaram in Tamil Nadu when barely three, Ramakrishnan did his undergraduate studies at the Maharaja Sayajirao University of Baroda on a National Science Talent Scholarship, graduating with a BSc in Physics in 1971. At 19, he moved to the USA, where he obtained his PhD in Physics from Ohio University in 1976.

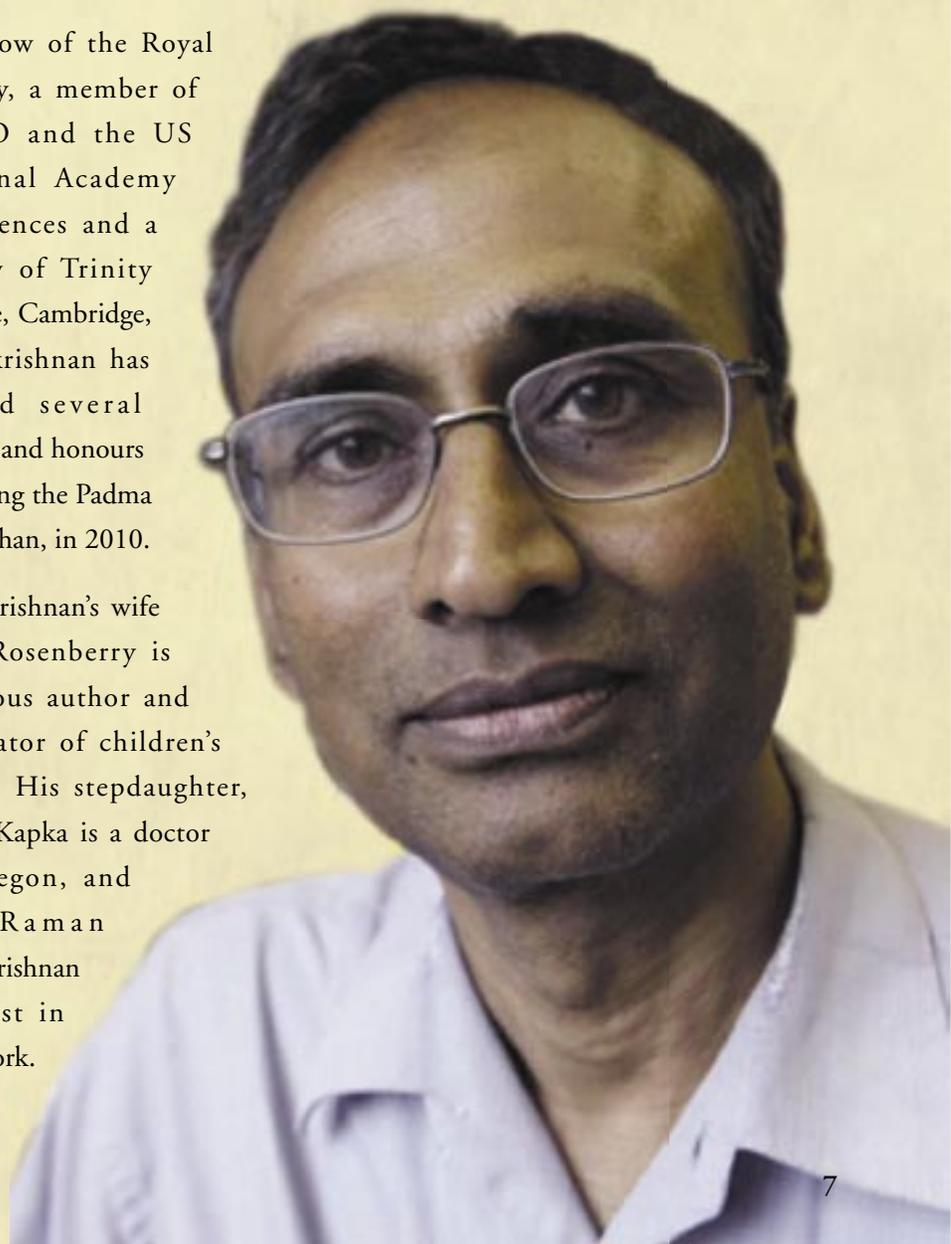
He switched to biochemistry at the University of California, San Diego,

and began work on ribosomes at Yale. He continued the work at Brookhaven National Laboratory, and moved to the University of Utah as a Professor of Biochemistry, in 1995. In 1999, he joined the Medical Research Council Laboratory of Molecular Biology in Cambridge, England.

A Fellow of the Royal Society, a member of EMBO and the US National Academy of Sciences and a Fellow of Trinity College, Cambridge, Ramakrishnan has earned several awards and honours including the Padma Vibhushan, in 2010.

Ramakrishnan's wife Vera Rosenberry is a famous author and illustrator of children's books. His stepdaughter, Tania Kapka is a doctor in Oregon, and son Raman Ramakrishnan a cellist in New York.

Keen on bicycling, hiking and music, Ramakrishnan has been seen at concerts during the Chennai December season.



# Practising What He Preaches

## CK Prahalad Aims to Change the World

CK Prahalad is one of the business world's most influential professors and consultants who invested millions of dollars of his own money to see if he could build a company around the principles he has been teaching other high-powered leaders, changing the world in the process.

The author of several international bestsellers [like "Competing for the Future" (with Gary Hamel), "The Future of Competition," (with Venkat Ramaswamy), "The Fortune at the Bottom of the Pyramid: Eradicating Poverty through Profits," and (with MS Krishnan) *The New Age of Innovation*] took leave of his consultancy at Ann Arbor, Michigan, scaled back his consulting work, put up several million dollars to get his company Praja going, and moved his family to San Diego.

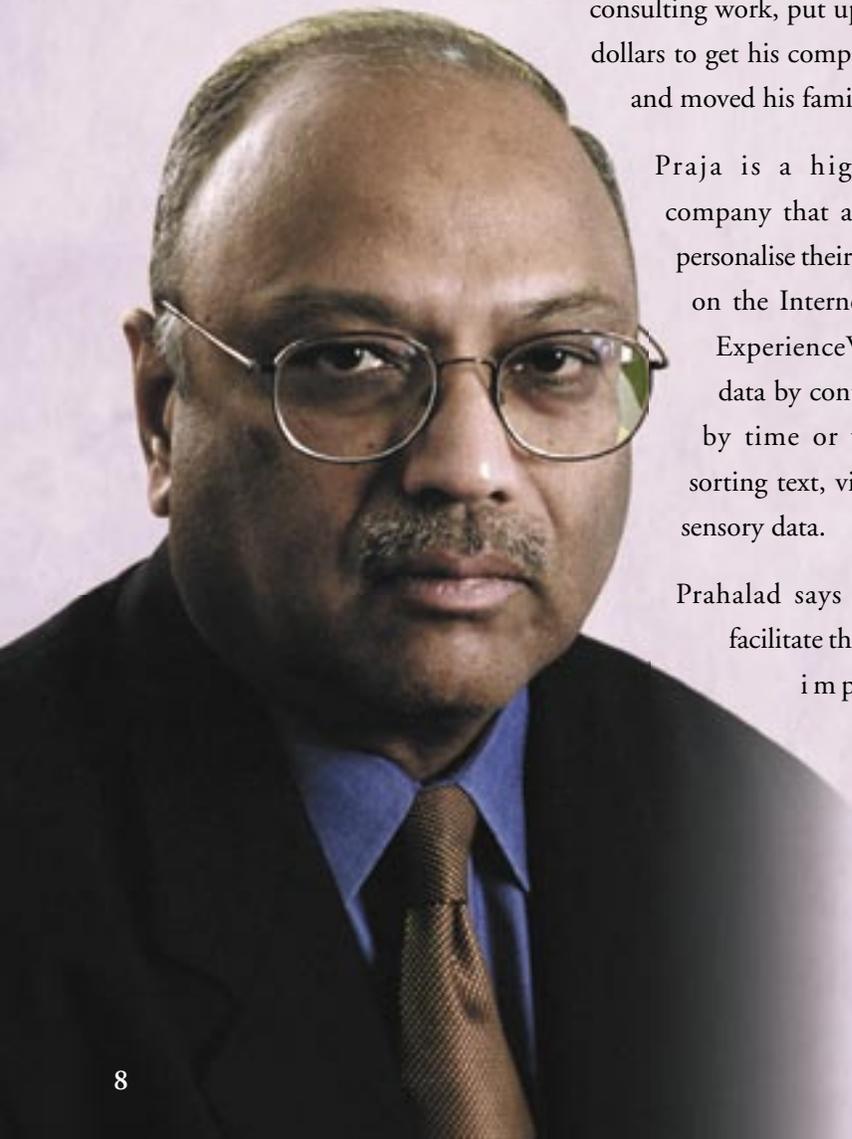
Praja is a high-technology company that allows people to personalise their own experiences on the Internet. Its platform, ExperienceWare, organises data by context, rather than by time or written words, sorting text, video, audio, and sensory data.

Prahalad says that Praja will facilitate the most profound impact of the Internet: the



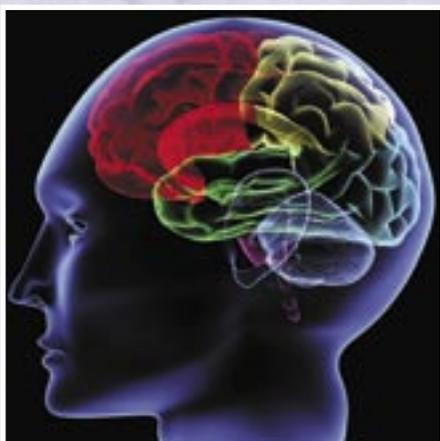
empowerment of the individual. "Consumers did not have much share of voice," he says. "Now they do. There is a fundamental transition that is taking place – from a firm-centric society to a consumer-centric society."

One of the recipients of the Pravasi Bharatiya Sammaan awards in 2009, CK Prahalad was conferred the Padma Bhushan the same year. In 2009 he was named the world's most influential business thinker on *The Thinkers 50* list, published by *The Times*.



# Brain, Bronzes and Music

## VS Ramachandran is a Neuroscientist Par Excellence



Often known for the success of his book *Phantoms in the Brain*, in which he describes his experiments with amputees and phantom limbs, VS Ramachandran is seen as a future Nobel laureate for his original work as a neuroscientist.

VS Ramachandran, MD, PhD, is Director of the Center for Brain and Cognition and professor with the Psychology Department and the Neurosciences Program at the University of California, San Diego, and Adjunct Professor of Biology at the Salk Institute.

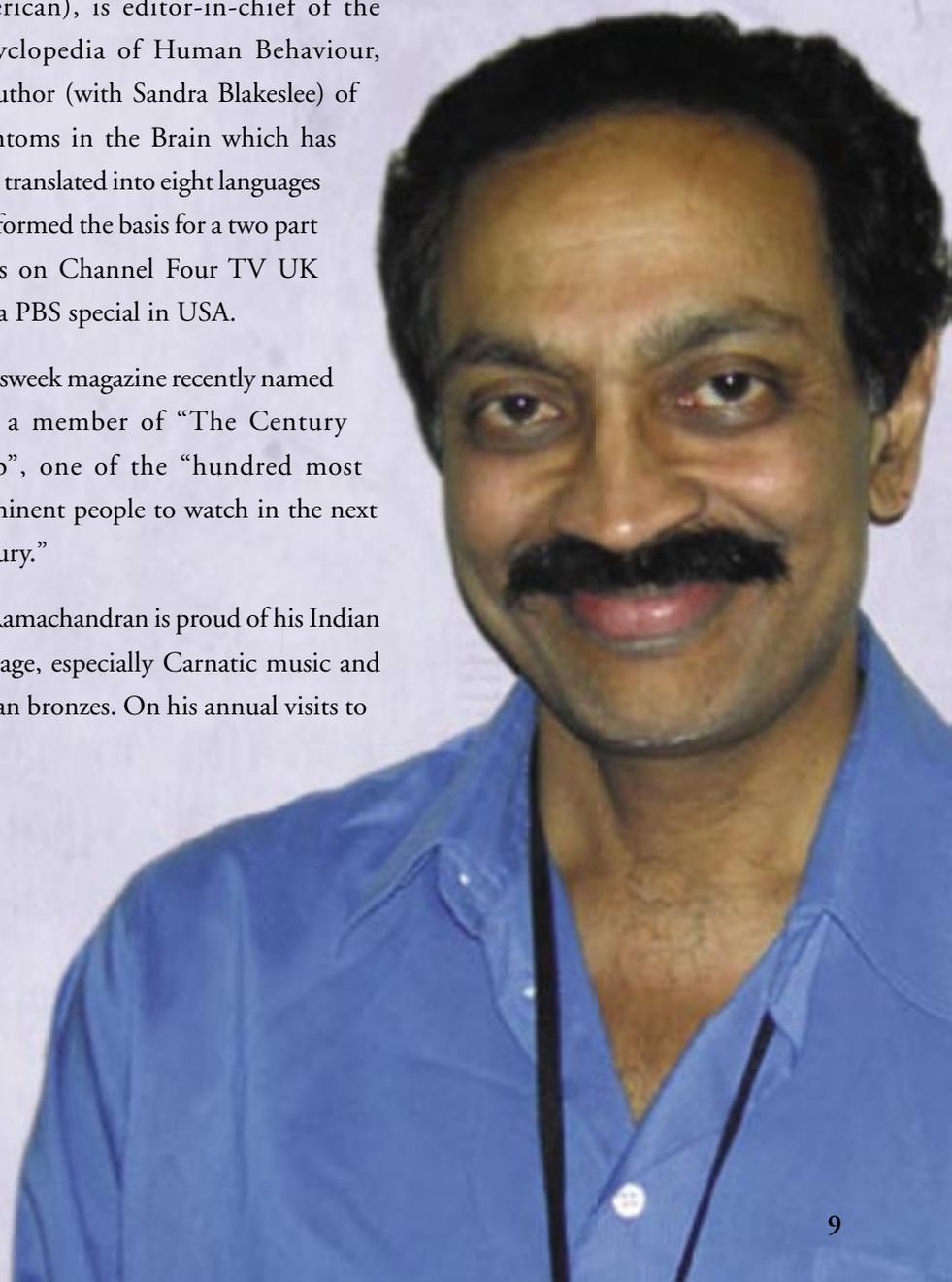
Hailing from a prominent Mylapore (Chennai) family, Ramachandran is the grandson of legal luminary Alladi Krishnaswami Iyer. He studied Medicine in Chennai, obtaining an MD from Stanley Medical College. He later did his PhD from Trinity College at the University of Cambridge.

Ramachandran is a trustee for the San Diego museum of art and has lectured widely on art, visual perception and the brain. He has published over 120 papers in scientific journals (including three invited review articles in the *Scientific American*), is editor-in-chief of the *Encyclopedia of Human Behaviour*, co-author (with Sandra Blakeslee) of *Phantoms in the Brain* which has been translated into eight languages and formed the basis for a two part series on Channel Four TV UK and a PBS special in USA.

*Newsweek* magazine recently named him a member of “The Century Club”, one of the “hundred most prominent people to watch in the next century.”

Dr Ramachandran is proud of his Indian heritage, especially Carnatic music and Indian bronzes. On his annual visits to

Chennai, he is frequently seen at music concerts and mixing freely with people from several walks of life.



# The Sanmar Group

## Chemplast Cuddalore

*Adit Jain, Preety Kumar, Prasad R Menon, V Narayanan and MK Sharma, the external directors of The Sanmar Group Corporate Board during a visit to the Sanmar facilities at Cuddalore and Viralimalai.*

The Sanmar Group corporate board of external directors visited Cuddalore and Viralimalai on 17 February 2010. They were accompanied by Vijay Sankar, MN Radhakrishnan, and PS Jayaraman, during the visit.

In Cuddalore, Chief Executive-Operations NS Mohan and Chief Executive-Projects N Sivakumar took them around the plants followed by a detailed presentation on the Cuddalore plant and MTF was made.

The directors planted saplings near the green belt area adjacent to the VCM storage tank.



# Directors Visit Plants

## Sanmar Engineering Viralimalai

During their subsequent visit to Viralimalai, they were shown around the facilities and updated of the developments in Sanmar Engineering Corporation and Sanmar Metals Corporation. Sriram Ramakrishnan, Chief Executive Xomox Sanmar and Arjun Ananth, Chief Executive Sanmar Foundries, made a presentation to the directors.

*MN Radhakrishnan with the Sanmar Corporate Board External Directors at Viralimalai.*



# After Chandrayaan, it is Bloom

*Whether catering to the present Bloom Energy or Chandrayaan (India's prestigious space project), BS&B has always been committed to providing 100% foolproof safety devices in critical application in high end technology industries.*

## BS&B's Burst Disks for Bloom Energy



The Vikram Sarabhai Space Centre (VSSC), awarded BS&B Safety Systems (India) an order for custom-engineering rupture disks for its space mission to the moon called the Chandrayaan in 2006.

BS&B Safety Systems (India) Ltd. has received a trial order for 200 assemblies of custom-engineered rupture disks from the Los Angeles based Bloom Energy's local facility at Bangalore.

These disks will be used in the production of the revolutionary Bloom Box, known as a 'power plant in a box'. Bloom Energy is dedicated to making clean, reliable energy affordable for everyone in the world.



*Rupture disks tested by Bloom Energy.*

Rupture disks are provided as a protection for equipment in the event of uncontrollable pressure rise in the system.

*Rupture disk assembly in Bloom Box.*



# Energy for BS&B Safety Systems

## Rupture Disk Assemblies for Bhavini Fast Breeder Reactor Project

BS&B Safety Systems has bagged a prestigious order from Bharatiya Nabhikiya Vidyut Nigam Limited, a Government of India enterprise, worth Rs. 101.6 million for the fabrication and supply of rupture disk assemblies for steam generator inlet and outlet and downstream Cyclone Separator.

### BS&B and Bhavini Project

The Fast Breeder Reactor Project coming up at Kalpakkam is to produce 500 Mwe of electricity besides enriching the existing fuel. The enriched fuel can be subsequently used by other heavy water based power plants. This is an important milestone in the history of nuclear development programme in India.

As a critical safety measure, rupture disks are located at the inlets and outlets of the steam generator to ensure that in the event

of such a contact, the disk will burst open and protect the entire plant.

Rupture disks, which are exposed to very high temperatures, have to undergo severe cyclic pressures. They were repeatedly tested at BS&B plant for a similar prototype project and the prototype plant subjected to actual condition and was in service for over a year.

Based on the above experiments, BS&B Safety Systems (India) Ltd. has been



*The prototype disk of 12" assembly being tested.*

awarded a prestigious order for the new 500 Mwe plant at a value of over Rs. 101.6 million.

## Bulk Solids India Exhibition 2010

BS&B Safety Systems, India along with BS&B Safety Systems, Asia Pacific participated in an International Conference & Exhibition, "Bulk Solids India 2010", organised in Mumbai on 2-3 March 2010. The conference and exhibition, the first of its kind in India, was a unique event which focussed on all aspects of storing, handling and processing bulk solids and powder materials, including their characterisation, handling, and transportation. BS&B's stall displayed suppression and spark detection systems.



*(From l to r): Team from BS&B - Felipe Ong, BS&B Asia-pacific, Karthik, BS&B India, Geof Brazier, BS&B LLC and B Jayashankar, BS&B India.*

# Chemplast, Fisher and Flowserve Bag Safety Awards

Chemplast Plant II at Mettur won the Government of Tamil Nadu's Safety Awards for the years 2006 and 2007. Chemplast bagged the first prize under Scheme I "Highest Reduction in weighted accident frequency rate when compared with previous year" and the second prize under Scheme II "Lowest accident frequency rate when compared with other Industries", after being appraised by the Factory Inspectorate, Government of Tamil Nadu.

Fisher Sanmar Limited, Karapakkam, Chennai, won the third and second prize for two successive years 2006 and 2007 under the scheme "Longest accident free days". Flowserve Sanmar Limited received the third prize under the same scheme for the year 2006.

The awards were presented by Tamil Nadu Minister for Labour TM Anbarasan at a function organised by the Inspectorate of Factories and National Safety Council at Chennai Raja Annamalai Manram on 5 March 2010. The Principal Secretary to the Government for the Department of Labour, T Prabhakara Rao, IAS, presided over the function.



(From l to r) : GK Balaraman, Divisional Manager-Personnel, SEC, K Mohan, President IR - The Sanmar Group, S Rangunathan, Chief Inspector of Factories, Tamil Nadu Minister for Labour TM Anbarasan, T Prabhakara Rao, IAS, and VR Srinivasan, Secretary, National Safety Council, Tamil Nadu Chapter.

(From l to r) : Dr R Palaniappan, Senior General Manager - SHE, S Venkatesan, President Operations from Chemplast Sanmar Limited, receiving the award from the Minister.



# N Kumar Calls it a Day as Trade Adviser to Singapore

N Kumar recently demitted office as head of the India panel of advisers of International Enterprise Singapore (IE), a trade body similar to India's Foreign Investment Promotion Board (FIPB).

Kumar has been performing his role with distinction since 1991-92, when Barry Desker, who was the CEO of Trade Development Board (TDB), IE's

predecessor, came over and requested him to become Singapore's Honorary Trade Representative in India.

To start with, Kumar provided office space at Chennai and helped TDB understand India and Indian business. TDB had similar offices in Delhi and Mumbai. By 1996, the activities of TDB in Chennai and the South expanded and hired full time employees. Subramaniam, Kumar's assistant, was deputed to work for TDB fulltime from 1997 and moved to a new office in Besant Nagar.

TDB grew and developed over the years and a great deal of investment came from Singapore into the South.

In 2003, the strategy changed, and the Trade Development Board became rechristened as IE, with its focus entirely on investment

promotion. There was even more activity, and IE moved to a larger office on Mount Road.

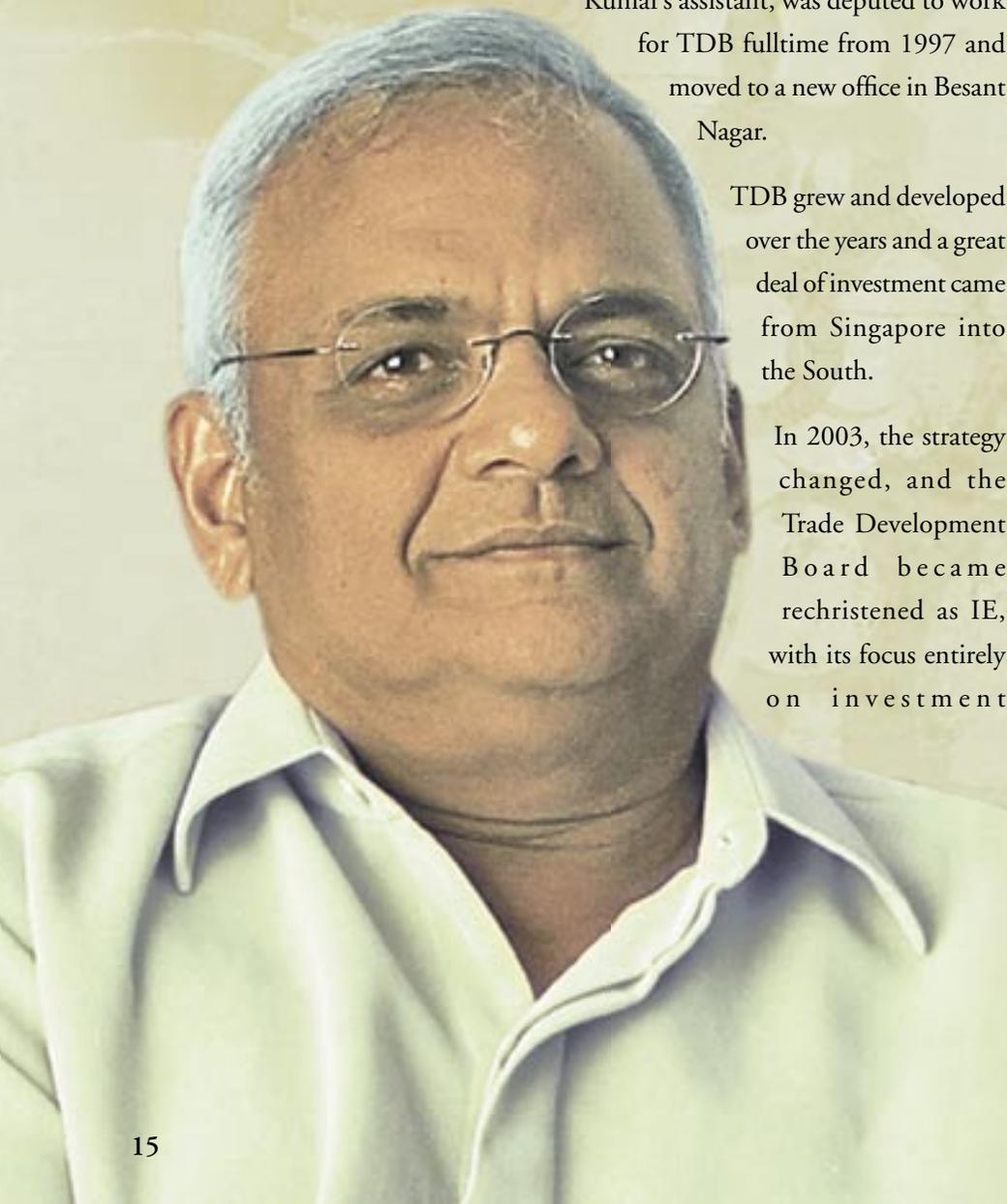
It became a high growth office that helped all Singapore companies with what they needed to do in South India.

As IE grew, Kumar recommended a panel of advisers and IE accepted the idea, bringing in such leaders as S Ramadorai of TCS, Ashok Soota of Mind Tree, Sunil Mittal, KV Kamath, Kiran Mazumdar-Shaw. MS Banga, Tarun Das, Vaishnav Puri and Mukesh Ambani.

Over the years, Kumar revelled in the process of institution building IE work involved. "It's an exercise similar to my stint in CII but involves two countries," he told *Matrix*.

With successive Singapore Prime Ministers' emphatic that India is crucial to Singapore's plans ("Their clear strategy is to have one leg in China and an equally strong one in India, to create an Asian powerhouse, a force for the world to reckon with"), IE went from strength to strength and eventually hired its own personnel to do its various tasks in India.

That is what led Kumar to believe that it was time to leave the manning of IE operations here to its full time representatives. He has called it a day



# IACC-Sanmar Indo-US Business



*GE India President and CEO John L Flannery receiving the IACC-Sanmar Award on behalf of GE USA. (From l to r): Usha Srinivasan, Chairperson, IACC Tamil Nadu Branch, Andrew T Simkin, US Consul General in Chennai, Adil Zainulbhai, Managing Director, McKinsey & Co. India, N Sankar, Chairman, The Sanmar Group, John L Flannery, GE India President and CEO, Syed Baderuddin, National President IACC and Vasanth Kini, Regional Vice President IACC.*

# Cooperation Award for GE, USA



“India provides a huge opportunity for us. We need to make more investment in local suppliers and manufacturing system to have long-term benefit and in high quality job creation. Currently, we don’t have a large manufacturing footprint in India. We really need to do that to be more competitive here in the long-term”.

- **John L Flannery,**  
*GE India President and CEO*



The Indo American Chamber of Commerce-Sanmar Indo-US Business Cooperation Award was presented on 24 February 2010 to the Multinational Conglomerate General Electric Company, USA, in recognition of its contributions to the enhancement of Indo-US relations, particularly in the area of bilateral trade and commerce over the years.

The Sanmar Group Chairman N Sankar and IACC National President Syed Baderuddin presented the award to GE India President and CEO John L Flannery in the presence of US Consul General in Chennai Andrew T Simkin and McKinsey and Company, India, Managing Director Adil Zainulbhai.

After receiving the award on behalf of General Electric, GE India President and CEO John L Flannery said, “India with its huge talent pool is a giant source for technology and technical knowhow. We have the John F Welch technology centre in Bangalore and technical centre in Hyderabad.” GE employs nearly 15,000 people in India and has revenue of around \$2.8 billion.

The US Consul General in Chennai Andrew T Simkin said that it was proposed to double the bilateral trade between India and the US in the next five years.

N Sankar spoke of the Sanmar joint venture experience of over 35 years. Indo-US relations, which achieved a new



*N Sankar sharing a lighter moment with Andrew T Simkin and Adil Zainulbhai.*

high during the second Bush presidency, were transiting reasonably well into the Obama regime.

There was increased cooperation between the two nations at the macro level,

especially on the geo-political front and Indo-US cooperation was healthy and growing.

Managing Director McKinsey & Co. India, Adil Zainulbhai sought closer

cooperation between SMEs – small and medium enterprises of both nations for mutual benefit.

*A view of the audience present at the function.*



# Specialist Foundries Slowly Emerging

The December 2009 issue of *Castings & Forgings News (CFN)*, featured an article based on an interview with Sanmar Metals Corporation Managing Director P Natarajan. Here are excerpts from the interview.



*In recent years Mr Natarajan (Managing Director of Sanmar Metals Corporation) has seen many noteworthy developments including the acquisition of Matrix Metals foundries in North America, expansion at the Trichy foundry and the winning of several top-notch customers.*

Sanmar is one of the more developed foundries in India and, indeed, at its Trichy facility boasts one of the world's largest single locations for steel castings with a capacity of 25,000 tonnes per annum. The same location also has an investment foundry and well-equipped CNC machine shop. Mr Natarajan states, "The Sanmar Metals business consists of two distinct and independent sectors, namely the iron and steel foundries. In both these businesses we have operations in India as well as overseas. The iron business is largely focused on the automotive segment particularly for the turbo charger applications. Our Eisenwerk Erla foundry in Germany specializes in Ni-Resist (D5S) alloys for highly cored

complex parts used in turbo charger applications. We have recently started a Greenfield Iron Foundry in Chennai (India) to complement the Germany foundry. The steel foundry business, on the other hand, is very different. Here the applications are largely in flow products like valves, for the construction and mining segment and rail / transit applications. Our foundries are located in US, Mexico and India, but we service customers on a worldwide basis. Another difference is that in steel we make a wide range of castings from very small to large size and in a wide range of metallurgies from carbon steel to super high alloys."



*"Thanks to our experienced team and sharing of practices across the locations, we can offer a wide range of casting solutions and today are also in a position to offer large capacity from a low cost country like India".*



# SanGyan is Five Years Old

The Sanmar Library, SanGyan celebrated its fifth anniversary on 23 February 2010.

SanGyan is a treasure trove books on a whole range of subjects including management, motivation, self improvement, human resource management, financial economics, corporate governance, biographies of business leaders, histories of corporates, books on the English language, chemistry and law and a few books on computer and other technical applications.

In addition to the books for circulation, a separate 'reference' collection equipped

with DVDs, Audio and Video cassettes and CD-ROMs is also available.

The SanGyan theme for this year is Connect@SanGyan.



*Participants at the poster making competition on the theme 'reading to succeed'.*

*Capt S Krishnamurthi delivering his review on the 'Book of life'.*

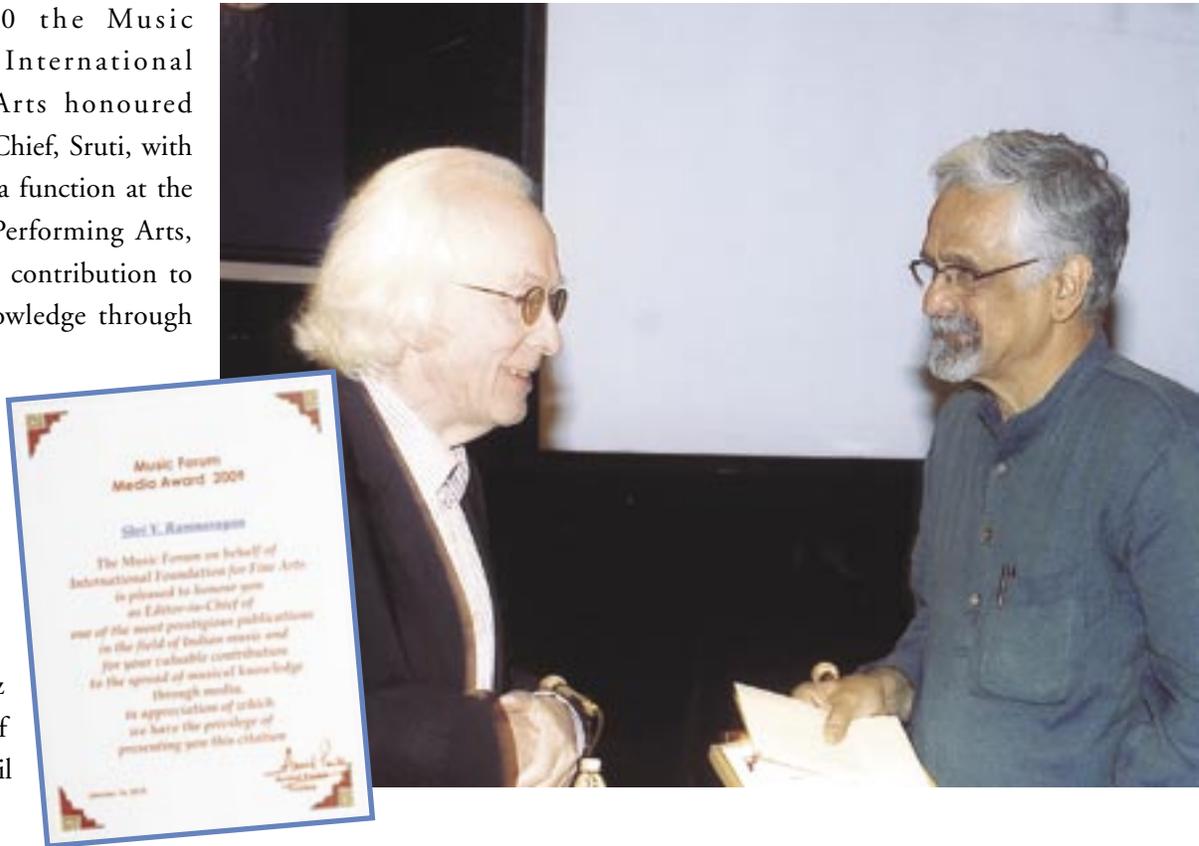


# Media Award for Sruti Editor

On 16 January 2010 the Music Forum on behalf of International Foundation for Fine Arts honoured V Ramnarayan, Editor-in-Chief, Sruti, with the Media Award 2009 at a function at the National Centre for the Performing Arts, Mumbai, “for his valuable contribution to the spread of musical knowledge through media”.

Sruti, India’s leading monthly on the performing arts, is published by The Sruti Foundation, a Sanmar associate.

Ramnarayan received the award from Prof Franz de Ruiter, President of International Music Council (UNESCO).



# Flowserve Employee’s Noble Gesture

A Flowserve Sanmar employee B Jaishankar, met with a road accident along with his wife on 24 February 2010.

Mrs Kalaichelvi Jaishankar died the next day at the Chettinad Hospital. Displaying great public-spiritedness and generosity, Jaishankar gave permission to harvest six of her body parts.



# Chennai Willingdon Corporate Foundation

## A Decade of Service to Worthy Causes

Chennai Willingdon Corporate Foundation (CWCF) is a unique initiative in which 54 corporates from Chennai have come together to support a variety of projects and institutions in an effort to maintain the cultural, ethical and social ethos and traditions of Chennai and its environs.

The corporates behind this initiative remain anonymous and their motives are truly altruistic.

Born out of the proceeds of the corpus fund after the sale of the erstwhile Willingdon Nursing Home, the CWCF utilises the annual earnings of about

Rs. 1.5 crores to support institutions and individuals engaged in medical, research, cultural and other activities in the city.

In the last 10 years since its inception, 74 voluntary organisations and institutions benefitted through the funding of nearly Rs. 12 crore from this foundation.

A function to commemorate a decade of service of the CWCF was held at Hotel Taj Coromandel on 29 January 2010. Union Minister of Textiles Dayanidhi Maran was the Chief Guest. Speaking at the function Dayanidhi Maran lauded the foundation's help to the poor and the needy in society in the form of health



care and social welfare projects and activities. He also praised the foundation for funding research activities besides improving the lifestyle of people in the slums.

*Hon'ble Minister for Textiles Dayanidhi Maran presenting a memento to V Narayanan Founder Director CWCF*

*(From l to r): Arun Mammen, MV Subbiah, S Balasubramanian, N Sankar, Dayanidhi Maran, V Narayanan, VL Dutt and MK Kumar.*





Sankara Nethralaya Chairman SS Badrinath recalled CWCF's generous contribution to research on glaucoma.



Chairperson of the Cancer Institute Dr V Shanta said that the organisation had received Rs. 1.09 crore from CWCF to fund programmes in detection of hereditary cancer and cancer prevention and setting up a tumour tissue bank.



Madras Diabetes Research Foundation's president V Mohan said an in-depth study on diabetes and its prevention was made possible by CWCF's donation.



Sevalaya's managing trustee V Muralidharan spoke on the progress his free school for children of agricultural labourers has made, with the Foundation's funding.

*A section of the audience at the function.*

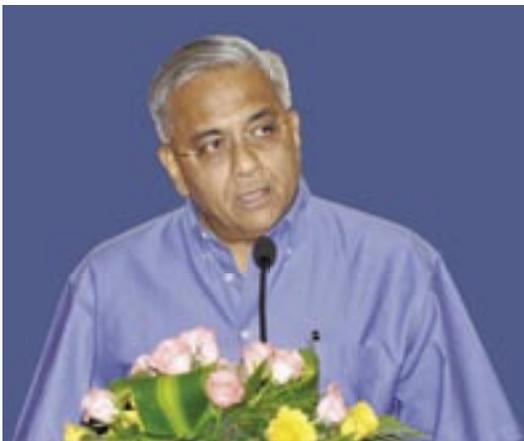




The Foundation's director V Narayanan released the book "A Slum No More" by N Byravan on a slum improvement project at Annai Sathya Nagar, Chennai.



*(From l to r): N Sankar, Union Minister for Textiles Dayanidhi Maran, V Narayanan, VL Dutt.*



N Sankar paid rich tributes to 91-year-old V Narayanan, the dynamic, ever active CWCF director.

*A view of the audience present at the function.*



# AIMA-Sanmar 10th National Management Quiz-2009

## Rashtriya Ispat Nigam Emerge Winners

The All India Management Association (AIMA) and Sanmar quiz is an innovative interactive development programme to facilitate liberal exchange of knowledge, ideas and information beyond the traditional bounds of management training. The National Management Quiz is structured to offer just the kind of infotainment Indian managers look for to stimulate their learning power.

The grand finale of the AIMA-Sanmar 10th National Management Quiz for

2009 was conducted in Mumbai on 21 December 2009. The Champion team, from Rashtriya Ispat Nigam Ltd. represented by Sabyasachi Pani and Shantanu Dey emerged winners to carry away the winners trophy, with a cash award of Rs. 75,000. The first runner-up team from Cognizant Technologies represented by NA Venkatesh and Shubham Roy won a cash award of Rs. 50,000 while the second runner up team from Tata Consultancy Services

V Deviprasad and R Sayarathan took with them Rs. 25,000.

The 10th National Management Quiz competition attracted over 200 teams of professional managers from the corporate world from the four regions of the country.

*S Gopal (2nd from right) handing over the winners trophy to Sabyasachi Pani and Shantanu Dey from Rashtriya Ispat Nigam Ltd.*



# Value that Endures

## MMA Women Managers' Convention 2010

“Women: Creating Enduring Values”, was this year’s theme for the Annual Women Managers’ Convention held by the Women Managers’ Forum (WMF) of Madras Management Association (MMA) at Hotel Taj Coromandel in Chennai on 8 March 2010 to mark the occasion of International Women’s Day. The programme was co-sponsored by The Sanmar Group.

The objective was to enable more women to become successful managers and leaders by examining and addressing the challenges they face at every stage of their career.

This year’s event showcased success stories and provided inspiration, perspective and a set of personal tools, which can help women navigate and stay the course.



*Dr Poongothai Aladi Aruna lighting the ‘kuthu vilakku’ to mark the ceremonial inauguration of the convention. Sabitha Rao, Director Cerebrus Consultants, Sarada Jagan, Chairperson, MMA Women Managers’ Forum and ED-HR, The Sanmar Group and R Raghuttama Rao, President, MMA and MD, ICRA Management Consulting Services look on.*

*Gowri Ramnarayan, Dy. Editor The Hindu, Latha Rajan, Director Ma Foi Management Consultants and Archana Ramasundaram, Addl. Director General of Police, CBCID, during the business session on ‘Taking Charge: Responsibility for Success’.*





*Sarada Jagan thanking the speakers, panellists, sponsors and participants.*



*A section of the participants at the convention.*

One of the highlights of this year's event was the pre-event survey conducted by MMA along with Cerebrus Consultants, who were the knowledge partners for the event. A customised questionnaire was administered to about 446 working women in Chennai across age groups, income groups and industries in January 2010. A majority survey population was in the 25-35 years age group earning under 5 lakh per annum and belonged to the IT and ITES industry.



*Vijayalakshmy K Gupta, Member (Finance) Telecom Commission and Ex-Officio Secretary to the Government of India welcomed by R Raghuttama Rao.*

*Panellists discussing the survey results. (From l to r): Asha Mathen, VP Deutsche Bank, Sudha Gopal, MD, Systech Solutions Pvt Ltd, Thomas Simon, VP-HR, Tata Consultancy Services, Anita Ramachandran, Founder and CEO, Cerebrus Consultants, Saundarya Rajesh, Founder-President, AVTAR Career Creators, Gowri Kailasam, VP-TQM and Materials, Rane (Madras) Ltd and Vijayalakshmi Rao, COO and Director Scope eKnowledge Centre.*



# Sanmar-TNTA Tennis Tourney Goes National

## Bombay Gymkhana Win Inaugural Event

The Bombay Gymkhana club emerged as winner of the inaugural Sanmar-TNTA all-India-inter-city League Tennis Championships held at the Gymkhana club on 7 January 2010.

The Sanmar Group sponsored tournament which attracted the cream of India's tennis talent, was a huge success. On its first edition outside Tamil Nadu, the championship received a warm welcome from the participants.

Speaking on the occasion N Sankar said The Sanmar Group had been sponsoring

*“Initiatives like this will surely keep up the spirit amongst the tennis players, who are actively indulging in club activities and it will also develop fellowship. I am sure a lot of youngsters would be taking to the game when this tournament is in place for clubs through nook and corner of the country” - N Sankar*

the league tournaments in Chennai for the last 18 years. “We will only be too glad to make it an all India affair,” he said.

In all, 12 teams from all over India participated in the championships which

carried prize money of Rs. 7.5 lakh. The teams played on a league-cum-knockout basis.

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— sport

**B**ombay Gymkhana defeated Besant Nagar 'W' (Chennai) 2-1 to clinch the inaugural Sanmar-TNTA all-India inter-city league championship at the Gymkhana Club on Thursday.

In the first match, Bombay's fancied pair — Parav Raja and Abedin Sham — got off to a hesitant start as the local team went on to take the first set 7-5. The Mumbai team nailed the second and the deciding tie-break 10-5 to give their team an early lead.

In the deciding match, Rohan Gajjar and Mustafa Ghose were too sharp for Meenakshisundaram and Ashwin Nambi to give Bombay Gymkhana a 2-1 title win.

N. Sankar, chairman Sanmar Group, M.A. Alagappan, president TNTA and Karti P. Chidambaram, AITA vice-president, presided over the function and gave away the prizes. The winners and runners-up got Rs 50,000 and Rs 20,000 respectively. The sponsors and organizers have assured that the event will be held next year.

**Results:** Bombay Gymkhana bt Besant Nagar Club W 2-1 (Parav Raja/Abedin Sham bt Rishi Sidha/Nihal Kapoor 7-5, 3-6, 10-5; Gaurav Walla/Naveez Marhal bt Manoj Mahaduvan/Ajay Selvaraj 1-6, 5-7; Rohan Gajjar/Mustafa Ghose bt Meenakshisundaram/Ashwin Nambi 6-1, 6-4.



Bombay Gymkhana Club, winners of the Sanmar-TNTA all-India inter-city league championship, along with AITA vice-president Karti P. Chidambaram (3rd from left), TNTA president M.A. Alagappan (4th from left) and chairman of Sanmar Group N. Shankar (5th from left). PHOTO: E.K. SANJAY

...strength. “The six players on the bench were as strong as those on the court. To have such a strong backup was reassuring. I have seen three or four batches come and go after our last title in 1995. No team had the talent and the work ethic of this group. Every member...

...years on the trot in the early '90s. Our boys have to do well in the national club championship and look for participation at the Asian level. The state association can send its senior team to tours in neighbouring countries such as Sri Lanka and Malaysia. Such exposure trip will make the Tamil Nadu...

The Sanmar Group was the first sponsor of TATE (Tamil Nadu Academy for Tennis Excellence), the coaching arm of TNTA. With support from Sanmar, young tennis aspirants have the opportunity to get trained and excel in the sport. Sanmar sponsors the Sanmar Inter-club League Tournaments in the men and veterans categories.



*Sanmar rolling trophies and awards*

## Santhome Win Sanmar-Sponsored Cricket Tourney

Santhome Higher Secondary School was the proud winner of the Sanmar Cup in the final of the PC Sekhar memorial cricket tournament for boys under-14 held on 13 January 2010. St. Bede's Anglo Indian Higher Secondary School were the runners-up.

Tamil Nadu and Chemplast cricketer Vidyut Sivaramakrishnan was the chief guest and gave away the prizes in the presence of SB Prabhakar Rao, Executive Director – Corporate Affairs.

The cricket tournament was inaugurated by Bharath Reddy, former Indian Test cricketer and Vice President-Corporate Affairs on 6 January 2010 at St. Bede's

Higher Secondary School grounds. The tournament, sponsored by The Sanmar Group, drew participation from 28 schools.



*Santhome Higher Secondary School, proud winners of the trophy.*

# Sri Sankara Vidyashramam

## An Active Participant in Green Projects

The Principal of Sri Sankara Vidyashramam Matriculation Higher Secondary School Kalpalatha Mohan and Vice Principal Sai Geetha Sathya visited the John Warner School, Hertfordshire, UK, for a week in early October 2009 under the Global School Partnership programme. The present and future Green Team projects undertaken by both the schools were discussed.

Sankara School also enrolled in the Green I contest organised for school students as part of the International Green Building Congress 2009 in Hyderabad in September 2009. The school was chosen among the five best entries out of 129 participating schools.



*Principal of Sri Sankara Vidyashramam Kalpalatha Mohan (3rd from left) and Vice Principal Sai Geetha with the John Warner School team in Hertfordshire, UK.*



The Parampara Heritage club of Sri Sankara Vidyashramam Matriculation Higher Secondary School has been chosen by INTACH for receiving a certificate of commendation for outstanding contribution of heritage conservation and awareness. The school is the first one in the State to receive this commendation.



Sowmeya A of VI Standard (who is a recipient of the scholarship given by the School Management) won the first prize for her project submitted to TERI- The Energy Institute, Gurgaon, in late November 2009.

# Chemplast's CSR Initiative

## Evening Study Centres for Rural Students



*Dr P Saravanan of Chemplast with the students of evening study centre.*

To enable rural students to compete with their urban counterparts and to prevent school dropouts, Chemplast runs evening study centres in the villages near its plants at Mottur, Veeranur and Kozhipannai.

These study centres are open on all days of the week except Sundays and classes are conducted for a couple of hours daily. Qualified teachers train the 120 students at these centres.

Children's Day was celebrated this year and prizes were distributed amidst applaud of parents of the evening study centre children.



*Prizes being distributed to the children of study centres as part of Children's Day celebrations.*

# Madhuram Narayanan Centre

## Sports Day



*Special children from MNC participating in the Sports Day activities.*

The Madhuram Narayanan Centre for Exceptional Children celebrated its Annual Sports Day on 19 February 2010. Special children from the Sowcarpet unit also participated. Various sports events

starting with a march-past and drill were performed. Children were categorised according to their age, from 2- 4 and 4-6 years for the sports events of the day.

Earlier, the chief guest of the occasion,

V Sivaramakrishnan, former Ranji Trophy and South Zone Cricketer, took the salute and declared the sports meet open.



*Chief guest V Sivaramakrishnan, former Ranji Trophy and South Zone cricketer (4th from left) seated between S Krishnan, Advisor MNC and Jaya Krishnaswamy, Director MNC during the MNC Sports Meet.*

# for Exceptional Children

## Food Festival

MNC conducted a daylong programme titled 'Nutrifest' on 8 March 2010 to educate parents of children with special needs on good nutritional sense at the breakfast table. The parents of the Centre's students cooked around 150 dishes, which covered necessary dietary needs of special children till the age of six.

### Focus on nutritious diet for special children

Event organised to highlight right balance of nutritional needs among special children



Children along with their parents at 'Nutri-fest' organised by the Madhuram Narayanan Centre for Exceptional Children in Chennai on Monday. - PHOTO: R.SHIVAJI RAO

Staff Reporter

CHENNAI: Under-nourishment hinders the growth and development of a child during his/her early stage of development. It is especially debilitating in the case of children with conditions like Down's Syndrome, attention-deficit hyperactive disorder and autism.

In order to provide the right balance of nutritional needs to prevent secondary disabilities among special children, 'Nutri-fest' was organised by the Madhuram Narayanan Centre for Exceptional Children here on Monday. A variety of food items adapted to the balanced diet requirements of special children during various stages of

early development were showcased along with information on calorific value and nutritional content.

The event was put together by parents of students studying in the school.

"My five-year-old son cannot even speak. Monitoring his nutritional intake is essential or he gets hyperactive," said Jashan Khanna. "Food intake has implications on bowel movement and obesity. These issues have greater relevance for special children who already have a primary set of disabilities."

Priya Rajkumar, school principal, said, "It is up to parents to break the routine by providing newer food items."



Children being taught about the benefits of nutritional food at the Nutrifest organised at Madhuram Narayanan Centre for Exceptional Children, on the 8th of March

### Nutritive food fest for kids with special needs

Express News Service  
Chennai, March 8

A DAY LONG programme to educate parents of children with special needs on effective nutrition took place at the Madhuram Narayanan Centre for Exceptional Children on Monday. The programme, the 'Nutrifest', showcased the importance of good nutritional portion of the breakfast table, especially for children with

special needs.

Parents of the centre's students came together to cook around 150 dishes, which covered necessary dietary needs of children till the age of six. "Apart from nutrition, these children need to be taught to eat properly. It is more important to educate the parents than the children themselves", says Smitra Manojkumar, present head of An

napurna, the nutrition programme at the centre.

The Nutrifest essentially serves as a platform for parents from a wide range of socio-cultural backgrounds, to share ideas, experiences and recipes on the best feeding patterns for their children. The centre also organised a competition for the best recipes, created by groups of parents, around food items for children with special needs.



Students of SIET college spend International Women's Day spreading cheer among special children like Tushar (4) at the Madhuram Narayanan Center for exceptional children in T Nagar on Monday. -OC

## The Mudaliar Twins

Diwan Bahadur A Ramaswami Mudaliar (1887-1976) and A Lakshmanaswami Mudaliar (1887-1974) were identical twins who achieved several national and international honours, some of them identical too, in British as well as independent India. As the names suggest, Ramaswami was the elder of the two—by 47 minutes! Lakshmanaswami or AL Mudaliar was the vice chancellor of Madras University for 27 years, a record that almost obliterated the memory of an earlier distinction—that of his being the first gynaecologist of pre-independence Madras.

As 16-year-olds, they joined the Madras Christian College, after their headmaster at the Municipal High School, Kurnool, KR Raghunatha Char, had predicted a great future for them. Both brothers graduated in arts with distinction at MCC, before going on to professional studies, Ramaswami to pursue law and Lakshmanaswami, medicine.

The elder twin gave up the law to enter politics. Joining the fledgling Justice Party in 1917, he became editor of its journal, *Justice*.

The twins were excellent writers and speakers, known for their oratory in impeccable English. They were both elected to the Madras Legislative Council, and both knighted.

Oxford University conferred the honorary degree of Doctor of Civil Laws on them. Both became vice-chancellors of universities, Ramaswami Mudaliar of Trivandrum University, where he held office for eight years.

If Ramaswami Mudaliar served India at the United Nations and the

Food and Agricultural Organisation, Lakshmanaswami Mudaliar represented it at the World Health Organisation and UNESCO. Both twins were awarded the Padma Vibhushan.

Ramaswami Mudaliar was a part of the Justice Party since its inception in 1917 and served as its General Secretary. In July 1918, he went to England as a member of a Justice Party delegation to argue in favour of communal representation and give evidence before the Reforms Committee.

Shortly before the Second World War broke out in 1939, Ramaswami Mudaliar was appointed member of the Viceroy's Executive Council. In July 1942, he was appointed to Prime Minister Winston Churchill's War Cabinet, one of two Indians nominated to the post.

He became Diwan of Mysore in 1946.

Lakshmanaswami Mudaliar was a towering figure in obstetrics and gynaecology and education. He completed his MD long after he was an established name in the medical world. In 1939, he became the first Indian principal

of the Madras Medical College. He received 15 honorary doctorates and Ramaswami Mudaliar six.

Described as 'the safest midwife' by many, Dr AL Mudaliar was one of the greatest obstetricians and gynaecologists of his time. His magnum opus, *Clinical Obstetrics*, was first published and enjoyed several reprints.

Dr AL Mudaliar instituted many awards to the University of Madras and the Tamil Nadu Dr MGR Medical University to be given away to outstanding students.



Illustration by R Sivakumar

