

Vijeta Awards

Ludhiana

Steelium 'Vijeta Awards' ceremonies were celebrated on 23rd Mar., '10 for M/s. MB Exports Ltd., M/s. Kharay Products India, M/s. Vee Pee Industries and M/s. Inder Mohan Vijay Kumar, Ludhiana, who are customers of Punjab Agro Implements Works, Ludhiana. Mr. V. R. Swaminathan, Senior Manager Sales (Retail) distributed the Vijeta Awards among the shop floor employees. Mr. Vinod Singal from Punjab Agro Implements was also present.



Mumbai

SKM Steels organised a Vijeta Awards ceremony at the premises of Anand Tools & Equipments on 25th Mar., '10. The winners Mr. Sandeep Patil, Mr. Anil Patil and Mr. Mahendra Yewane were felicitated during the ceremony.



Daman

Nareish Steel organised a Vijeta Awards ceremony at the premises of Bhaskar Power Projects Pvt. Ltd., Daman on 23rd Feb., '10. The winners Mr. Manoj R. Tiwari, Mr. Aklesh R. Rai and Mr. Kishor R. Patel were felicitated in the presence of Mr. Anurag Pandey (Head Sales - Retail).



Silvassa

A Vijeta Awards ceremony was organised by Nareish Steel with support from Sterling Generators Pvt. Ltd. on 23rd Feb., '10. Alongwith the distributors, Mr. Anurag Pandey (Head Sales-Retail) was also present on the occasion. The winners were Mr. Lallan Kushwaha, Mr. Yogesh Sonawane and Mr. Chandra Bhushan Verma.



Daman

Nareish Steel organised a Vijeta Awards ceremony at Western Consolidated Pvt. Ltd. Daman on 23rd Feb., '10. The winners Mr. Nareish Gajubhai Patel, Mr. Deepak Soma Holpati and Mr. Mithailal Ramashankar Chauhan were felicitated in the presence of Mr. Anurag Pandey (Head Sales-Retail), Mr. Chandrakant Shah (Director - Nareish Steel) and Mr. Parimal Mehta (M.R - Nareish Steel).



Mumbai

A Vijeta Awards ceremony was organised by SKM Steels, Mumbai at the premises of APW Presidents Systems on 20th Mar., '10. The winners Mr. Jacob Ruben, Mr. Laxman Kadam and Mr. Ganpat Dherange were felicitated during the ceremony.



Editorial Team

Mr. P. Anand and Mr. Vivek Chauhan

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Making a Difference North Parivaar Meet

Tata Steel FP & Channel Partners of Tata Steel & Galvano held their Northern Region Parivaar Meet at Chomu, near Jaipur, on 25th & Jan., '10. The theme for the meet was 'Make Difference' and a number of CSR activities arranged, including a blood donation camp, distribution of old clothes among the need underprivileged.



Dear Customer,

It is my pleasure to present before you yet another issue of the Steelium Voice newsletter. The impact of the downturn is firmly behind us as Tata Steelium & Galvano get set to reach out for greater success and achievements.

This issue captures some of the initiatives that we have undertaken during the beginning of the year. Our ongoing customer focused initiatives like the Vijeta Awards and Customer Meets continue to gather greater momentum, thanks to your unstinted support. Six new Steelium Zones have also been established during this period, and we congratulate our channel partners on taking this significant step forward.

The success of our customers is an important motivating force, inspiring us to continuously improve our products and services. During this period, we celebrated the milestones our customers Dhanjal Automotive and Bansal Brothers have achieved. We also present the profiles of our key customers, Manifold Industrial Tools and Mod Serap Industries. Do inform us of the milestones you achieve so that we can celebrate the same.

The newsletter contains a brief profile of the Dabbawalas, the lunch box men, and the many lessons that we can learn from them. In this issue's section of Back to Basics we present you Scatter diagrams and Cause & Effect Diagrams. We continue with the Suraksha section, the focus this time being on work-place safety.

We look forward to your suggestions on how we can make the Steelium Voice more interesting and relevant to you. We also invite you to send in your articles on any topic that you feel will be of relevance to our readers.

Regards,

A handwritten signature in black ink, which appears to read 'P. Anand'.

P. Anand
Head of Marketing
Branded Products - Tata Steelium & Galvano
Flat Products, Tata Steel

Making a Difference North Parivaar Meet

Tata Steel FP & Channel Partners of Tata Steelium & Galvano held their Northern Region Parivaar Meet at Chomu, near Jaipur, on 25th & 26th Jan., '10. The theme for the meet was 'Making a Difference' and a number of CSR activities were arranged, including a blood donation camp and distribution of old clothes among the needy and underprivileged.



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Sincerely,

P. Anand

Anand
Head of Marketing
Integrated Products - Tata Steelium & Galvano
Flat Products, Tata Steel



Steelium **Voice**

Issue 20; January '10 - March '10

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Steelium Surakasha



Safety Tips: Shield yourself from fire

Fires can strike anywhere at any time resulting in property damage, injury or even death. Measures or steps to prevent fire are important. Follow the safety advice below to reduce the chance of fire in your home and workplace:

Keep your Family Safe at Home

Install smoke alarms on every level of your home. There are two kinds of smoke alarms – photoelectric and ionization. Put them inside or near every bedroom. Test them monthly to make sure they work. Put in new batteries once a year.



Know how to put out a small pan fire by sliding a lid over the flames.



Consider having a home fire sprinkler system installed in your new home, or when you remodel.



Teach every family member to Stop, Drop, Roll and Cool if clothes catch fire by dropping immediately to the ground, crossing hands over your chest and rolling over and over or back and forth to put out the flames. Cool the burned area with cool water and seek medical attention for serious burns.



Learn how and when to use a fire extinguisher.



Prevent Fire at Workplace

Make sure all walk ways and corridors are kept clear to ensure emergency egress is uninhibited. Leave the area quickly in an emergency; use stairs instead of the elevator.



Uncoil an extension cord fully before use and use extension cords for temporary wiring only; be sure the amperage of the cord is appropriate for the job you are doing.



Do not use equipment that delivers mild electrical shock, gives off unusual heat or smells odd. If in doubt have it checked and repaired or replaced.



Sweep up scraps of paper or material and dust as soon as possible. Also, ensure trash is emptied frequently enough to prohibit a build up of combustibles in an area.



Do not use electrical equipment when flammable gases, vapours, liquids, dust or fibres are present.



Use and maintain wiring, tools and equipment correctly.



Milestone Celebration of Dhanjal Automotive Pvt. Ltd. - A new venture of Dhanjal Engineers Group

Established in 1975, Dhanjal Engineers is an ISO 9001 certified company manufacturing deep drawn precision sheet metal components and automotive filters. Dhanjal Engineers manufacture fuel filters, air filters and oil filter bowls for automobiles. Sheet metal products like fuel filters, oil pans, vacuum tanks are also manufactured.

M/s Dhanjal Engineers, Naraina, Delhi is a Key Account Customer of Tata Steelium, served by M/s Bansal Brothers, Delhi. Dhanjal Engineers is a supplier to Suzuki, JBM, Birla Yamaha Ltd, Eicher Motors, Mahindra & Mahindra, Swaraj Mazda Ltd. They supply critical components for automobile outer bodies, which are generally produced in-house by auto majors.

Dhanjal Engineers recently set up a new production facility at Manesar named Dhanjal Automotive Pvt. Ltd. They imported 9 new press machines from Japan in a major investment, to meet Maruti's specific requirements.

Mr. S. Maitra (Managing Executive Officer), MSIL along with a team of 6 other officers of MSIL, inaugurated this new plant on 5th March 2010; Tata Steel celebrated this occasion as a milestone with the customers. A few glimpses of the celebration are given below:



Gathering at the venue



Mr. Bhupinder Singh welcoming Mr. S. Maitra



Mr. S. Maitra closely looks at the machinery and components



Cake Cutting ceremony



Mr. Bhupinder Singh addressing the gathering

Pune

Tata Steel Processing and Distribution Ltd.(TSPDL), Pune participated in the second edition of the Automotive Engineering Show from 8th - 10th Feb., '10, organised at Auto Cluster, Pimpri Pune. TSPDL displayed the products and presented the attributes of Tata Steelium along with specimens of end applications from auto, panel and general engineering segments.



Mumbai

Nareesh Steel Industries Pvt. Ltd participated in a seminar on Powering New Directions in Sheet Metal Industry held on 22nd Jan., '10 during Elecrama 2010 (20th - 24th Jan., '10) at Bombay Exhibition Centre, Mumbai. Mr. P. Anand (Head Marketing - Tata Steelium & Galvano) was present on the occasion.



Sahibabad

R. S Steels conducted a Customers' Meet at Sahibabad in January '10. Mr. Sharad Sharma, Mr. Prabhat Kumar (RSM North - FP), Mr. Hemant Patil (Head Sales - Retail) and Ms. Shiva Mishra (Channel Manager - Tata Steelium) were present on the occasion. A session on 'true' entrepreneurship was also conducted during this meet.



Pune

Tata Ryerson Ltd. conducted a Customers' Meet on 9th Dec., '09. Mr. Sandipan Chakravorty (M.D - Tata Ryerson), Mr. Peeyush Gupta (COMS, Tata Steel - FP), Mr. Abraham Stephanos (COO - Tata Ryerson), Mr. Sushanta Ganguly (CSM - West), Mr. Samir Gupte (Chief CRC - West) and Mr. Riten Choudhury (V.P - Procurement) were present at the meet.



Guwahati

Sagar Steel conducted a Dealers' meet on 20th Dec., '09 at Guwahati. About 80 dealers of Tata Steelium and 50 dealers of Galvano were present. Mr. Santosh Antony (CSM - East), Mr. S. K. Prasad(CAM), Mr. Ananda Shanker De (Marketing Co-ordinator), Mr. Hemant Agarwal & Mr. Madhu Agarwal from Sagar Steel were also present on the occasion.



MOD Serap Industries

MOD Serap Industries is an auto component manufacturing unit established in the year 1989. It supplies a vast category of products comprising of sheet metal sub-assemblies, precision turned parts and rubber components to automobile giants like Honda and Suzuki of Japan. They have acquired goodwill in the industry for offering the best quality products at the most competitive prices. With almost a decade in this industry, they have always moved ahead in terms of growth, customer satisfaction, resource training and development.

They are an ISO 9001:2000 certified company and they have always brought in innovation in terms of infrastructure, technology and production. Sheet metal pressing with automatic feeding projection, spot, mig and seam welding, precision spring valves, 2 wheeler shock absorber sub-assembly (Honda), head light support system (Honda) are few of the facilities that the company possess.

Mr. Gagan Gupta, Director Operations, says, "Mod Serap Industries has been associated with Sanjeev Industrial Corporation (SIC), a distributor of Tata Steelium since 2005. With a quality conscious clientele, reliability of supply and speedy delivery assumed key importance to our success. Hence we required long term contracting and sourcing. Thereafter, Sanjeev Industrial Corporation played a pivotal role as they offered us contract pricing and material availability by stock keeping."

Since 2009, the relationship with SIC has grown stronger and there has been a substantial growth from 5 to 6 MT per month to 30 to 40 MT per month. MOD Serap Industries is currently one of the Key Account Customers of SIC and they have been exposed to some of the Links programme such as customer meets, plant visits and programme including preference pricing and material availability.

Association with Tata Steelium, they feel, has been highly beneficial and productive. Mr. Gagan Gupta adds, "The visits to the Jamshedpur plant has been highly educative and the affection extended to us will remain etched in our hearts forever. The service offered by SIC is excellent and we would like to be associated with them for our Steelium requirements. I wish Steelium all the best and look forward to the various initiatives offered by them."



Mr. Gagan Gupta
Director Operations



Adjuster Complete Rear
(Monoshock)



Seat Spring
(Rear Casing Tube)

Manifold Industrial Tools

Manifold Industrial Tools, a proprietary concern, started business in the year 1995. Initially their product portfolio comprised of manufacturing optical fibre termination accessories but soon they assumed the position of a leading supplier for BSNL, MTNL and some other WAN networks of private operators.

Being an ISO 9001:2000 certified manufacturing unit, they ensure the use of specialised plant and machinery to manufacture Telecom and Networking Racks. Their plant is set up at IMT, Manesar. Some of the machines they use include CNC Turret Punch Presses, NC Bending Machines and other high-end machines.

Mr. Sumir Mehta, their Managing Director, is an engineer and MBA from BIT Ranchi. He has worked in some of the reputed organizations, Escorts and Ranbir Printing, to name a few. The vision to launch this company came from the 1991-92 Telecom policy as the opportunity in this segment was rewarding with only a few Indian companies having such facility. As a first mover in this industry his company was able to achieve a leadership position.

Their association with Tata Steelium has been extremely collaborative. Mr. Sumir Mehta is appreciative of the distributor's support and the Knowledge Sharing Session conducted by Rakesh Steel where topics like painting, welding, safety, etc had been discussed. He says, "The Tata Steelium distributor service is excellent and their JIT delivery is highly commendable. The distributor and TSL team are always ready to share information and technical support, enabling us to face competition in the best possible manner."



Mr. Sumir Mehta, Managing Director



Networking & BTS Racks



Panels



Wall Mount Racks

Partners in Progress

The Dabbawalas organizational structure is flat, wherein each employee is a shareholder and hence there is no fear of any superior. This enables them to take decisions on the spot without too many formalities.

Commitment matters : Qualification doesn't

The Dabbawalas strongly believe that more than education, it is the market, the customer and the employees who contribute to the growth and expansion of an organization. More than 85% of them are barely literate but it is owing to their discipline and commitment that they are able to offer world-class services to the customers.

Knowing the implication of failure

The Dabbawalas are aware of the consequences, in case they fail to deliver their services on time. Thus, the knowledge about the implications of their failure makes them more responsible and accountable towards their work.

Strike means suicide : Labour means life

The Dabbawalas are proud to have never gone on a strike since inception, as they firmly believe that work is worship and labour means life. It is highly beneficial for an organization to sort out differences amicably.

Emotionally united

The members of the system meet frequently to sort out issues and differences. This practice enables them to keep the employees emotionally connected and boost the company's confidence during hard times.

An ethical business is a sustainable business

The Dabbawalas run their business based on trust, honesty, integrity and ethics, which is the reason they have successfully won the hearts of their customers. It is the faith and belief of the customers that has helped them to grow and expand with the passing days without any form of advertising.

The Dabbawalas make an effort to understand the requirements of their customers and offer them appropriate solutions, thus bringing a smile on the face of their customers. Every year, they are growing and expanding, marching forward towards greater success. The managerial skills practised by the Dabbawalas provide many lessons in customer service and logistics management for the corporate world.



The Dabbawala Story : Management Learnings

The Mumbai Tiffin Box Suppliers Association, commonly known as the 'Dabbawalas' is an amazing 120-year-old organization with 4,500 semi-literate members providing quality lunch services to a large and loyal customer base. Their success lies in a twin process combining competitive collaboration between team members with a high level of technical efficiency in logistics management. In the Dabbawalas elegant logistics system, using 25 kms of public transport, 10 kms of footwork and involving multiple transfer points, mistakes rarely happen. The Dabbawalas have achieved the virtual Six Sigma and ISO quality certifications inspite of zero documentation, and have gained appreciation and recognition across the world on the strength of some basic management values and systems, some of which are outlined below:

Keep capital investment and operational costs as low as possible

They believe in publicity through word of mouth and hence over the years have not invested in any form of advertisement. They do not believe in any elaborate management, neither do they have an IT or HR department nor SAP to control the finances. The primary 'investments' they have are honesty, hard-work, promptness and time management.

Customer Service : The primary focus

Though the tiffin changes six hands in the complete process yet they ensure uninterrupted services and hence services to customers do not get delayed due to any reason. They neither try to impress nor bother their customers with unsolicited offers as the latter might force the customers to discontinue with the existing services. Therefore, the Dabbawalas make sure that the tiffins reach their customers on time, as punctuality is the core quality that helps them win over the confidence of their customers.

Complexity opposes compliance

The success of the system depends on the co-operation, co-ordination and teamwork that exists amongst the members. They make sure that the procedures are simple and practical with little room for ambiguity and complexity. They ensure not to deviate from their core competency and only indulge in the business of delivering home made food to office.

Little dependence on technology : Process Oriented

The Dabbawalas have been in the industry for more than a hundred and twenty years. In spite of being 'low-tech', they have successfully continued their business over a long period of time and productively achieved international standards. Though at present they use mobile phones and a website to receive orders, the logistics remain manual.

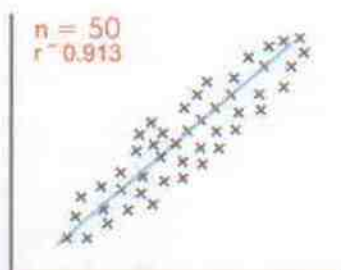
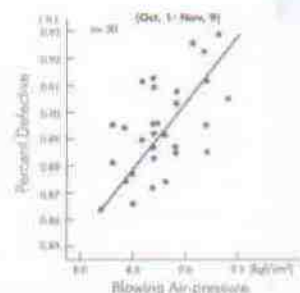


Scatter Diagram

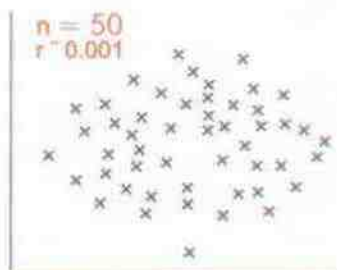
A Scatter Diagram is a graphical representation of the relationship between two variables. It can be between a cause and effect or between two causes. The better the correlation, the tighter the points will hug the line. It provides both a visual and statistical means to test the strength of the relationship between two variables.

Considerations

- It is desirable to have at least 30 pairs of data.
- Decide the horizontal and vertical scales so that the finished diagram is approximately square.
- A Scatter Diagram is used only when both, dependent and independent variables are continuous.
- A Scatter diagram should be jointly used with the correlation coefficient, the value of correlation coefficient (depicted by r) varies from -1 to +1.
- Co-relation implies a linear relationship between two variables. For non-linear relationships, ' r ' may not give value close to 1 or -1 even if the relationship is evident.
- Extrapolation of the strength of relationship beyond given range of data is risky.



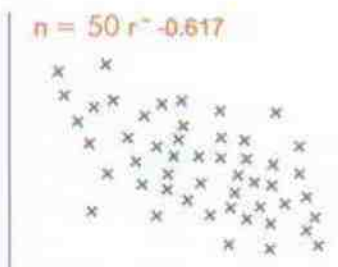
(a) Strong Positive Correlation



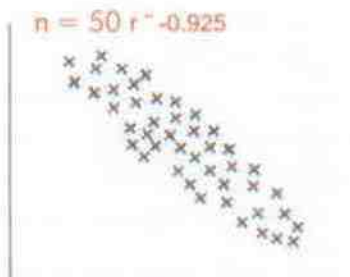
(b) No Correlation



(c) Positive Correlation



(d) Negative Correlation



(e) Strong Negative Correlation



(f) Need Stratification

Cause & Effect Diagram

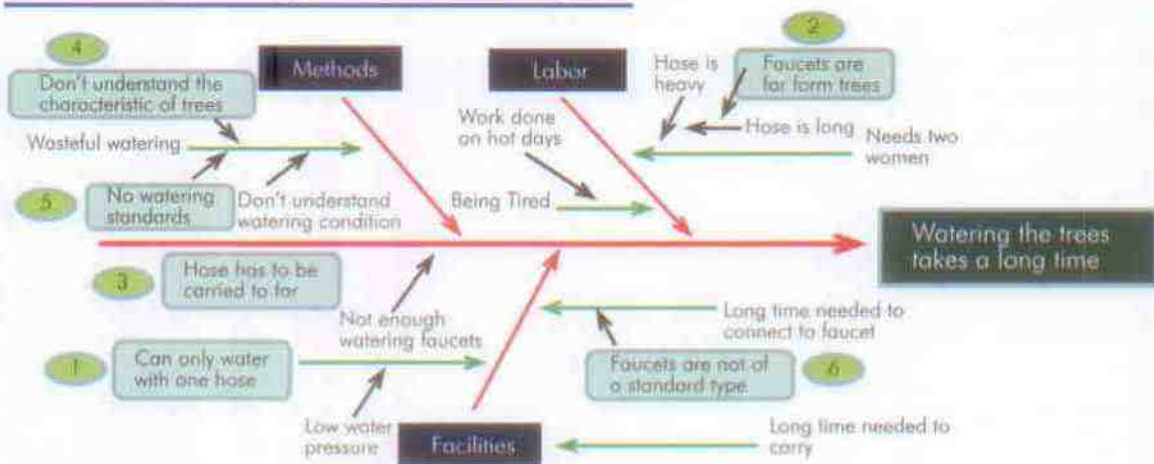
A Cause & Effect Diagram is a graphic tool that helps identify, sort and display possible causes of a problem or quality characteristic. Following are the benefits:

- Helps determine root causes
- Encourages group participation
- Uses an orderly, easy-to-read format
- Indicates possible causes of variation
- Increases process knowledge
- Identifies areas for collecting data

Considerations

- Make the same number of Cause & Effect diagrams as that of characteristics.
- Error in weight and length of the same product will have different Cause & Effect structures and these should be analyzed in two separate diagrams.
- Write only the characteristic and the causal factors which are measurable.
- After completing a Cause & Effect diagram, it is necessary to grasp the strength of the Cause & Effect relationship objectively using data.

Procedure for Making Cause & Effect Diagram



- Choose one quality characteristic and enclose in a box
- Write the primary causes, which affect the quality characteristic as big bones also enclosed by squares. Main branches must be independent
- Write the causes (secondary causes) which affect the big bones (primary causes) and write the causes (tertiary causes) which affect the medium sized bones as small bones
- Assign numbers to indicate the order in which the important factors seem to exert the influence

Nagpur

A new Steelium Zone was inaugurated in Nagpur on 8th Mar., '09 in the name of Sharma Trading Corporation. Mr. Vivek Chauhan (Product Manager) was also present from Tata Steel.



Sikar

Steelium Zone was inaugurated recently at Sikar, Rajasthan. Mr. Sanjeev Sarda, distributor of Tata Steelium and the Customer Account Manager from Tata Steel were present on the occasion.



Bhopal

Steelium Zone was inaugurated in Bhopal on 24th Feb., '10 in the name of Topaz Products Pvt.Ltd. Mr. Sushanta Ganguly (CSM West - FP) was also present on the occasion.



Indore

Steelium Zone was inaugurated at Indore on 24th Feb., '10 in the name of Gupta Steels. Mr. Sushanta Ganguly (CSM West - FP) was also present on the occasion. The inauguration was followed by a guided visit to the service centre in Indore.



Bijohnagar

Steelium Zone was inaugurated at Bijohnagar, Assam. Mr. Hemant Agarwal (Proprietor, Sagar Steels), Mr. S. K. Prasad (Sales Manager) and Mr. Santosh Antony (CSM - East) were present on the occasion for an interactive and knowledge sharing session.



Motihari

A new Steelium Zone was inaugurated by R. A. Steel in Motihari, Bihar recently.



Imphal

Sagar Steels conducted a Vijeta Awards ceremony for one of their Key Account Customer, Modern Auto, Imphal. The winner Mr. Chongtham Rabi Singh was felicitated by Mr. Anand Shankar De. Sales executive Mr. Apurba Mahanta was also present at the ceremony.



Ghaziabad

A Vijeta Awards ceremony was conducted by R. S. Steels on 27th Jan., '10 at the premises of Vidhyut Control India Pvt. Ltd. The winners Mr. Pravindra Singh and Mr. Lokesh Singh were felicitated in the presence of Mr. J.B. Kapil (Director - Vidhyut Control), Mr. Hemant Patil (Head Sales - Retail) and Mr. P. Anand (Head of Marketing - FP).



Delhi

Bansal Brothers, Delhi organised a Vijeta Awards ceremony at the premises of Dhanjal Engineers on 6th Feb., '10. The winners Mr. Nagender Kumar, Mr. Sujaudin Sheikh and Mr. Kuldeep Singh were felicitated in the presence of Mr. Hemant Patil (Head Sales - Retail) and Mr. Ravi Bansal (Bansal Brothers, Delhi).



Kharupetia

The fifth Steelium Zone in this territory was launched in Kharupetia, Assam on 23rd Mar., '10. Marketing co-ordinator Mr. Ananda Shanker De inaugurated the Steelium Zone at Kharupetia along with the dealer Mr. Pintu Saha, in the presence of customers.



Cooch Behar

Steelium Zone was inaugurated on 18th Feb., '10 in Cooch Behar. Mr. Santosh Antony (CSM - East) and Mr. Bibek Mukherjee (Head Sales - Retail) were present on the occasion.



Delhi and Ghaziabad

GR Gupta & Brothers organised a Vijeta Awards ceremony with support from Comrack Infonet Pvt. Ltd. on 14th Jan., '10. The winners Mr. Brijpal Sharma, Mr. Vijay Kumar Majhi and Mr. Rajneesh Kumar were felicitated by Mr. Hemant Patil (Head Sales-Retail), during the ceremony.



A Vijeta Awards ceremony was conducted at C & S Electric Ltd. on 15th Jan., '10. The winners Mr. Shalesh Kumar, Mr. Nagendra and Mr. Lal Chand were felicitated by Mr. Hemant Patil (Head Sales-Retail), Mr. Sharad Sharma (CSP) and the distributor.



A Vijeta Awards ceremony was conducted at Electropark on 14th Jan., '10 in the presence of Mr. P. K. N. Nambiar and Mr. Devender Mittal from Electropark. The winners Mr. Pritam Singh, Mr. Pritam Rawat and Mr. Bimal Lakra were felicitated during the occasion.



A Vijeta Awards ceremony was conducted at the premises of Jakson Engineers on 15th Jan., '10. The winners Mr. Balbir Singh, Mr. Subhash Kumar and Mr. Chaman Singh were felicitated in the presence of Mr. Alok Aggarwal from Jakson Engineers.



A Vijeta Awards ceremony was organised at the premises of KMG A to Z Systems Pvt. Ltd. on 15th Jan., '10. Mr. Mohit Atter from KMG A to Z Systems was present on the occasion. The winners Mr. Devender Kumar, Mr. Ram Kumar and Mr. Biswajit were felicitated on the occasion.



A Vijeta Awards ceremony was organised at Omega Enterprises on 14th Jan., '10. The winners Mr. Ram Kumar, Mr. Yam Bahadur and Mr. Jai Singh were felicitated in the presence of Mr. Pradeep Sharan, Mr. Rajesh Jain and Mr. Nitin Jain from Omega Enterprises.

