



INDIAN RESINS MANUFACTURERS' ASSOCIATION

eNewsletter

Edition: Sep 2019

INDIAN RESINS MANUFACTURER'S ASSOCIATION (IRMA)

A-715, Kailas Business Park, Parksite, Vikhroli (West), Mumbai 400 079.

T: 022-2517 0063 | M: +919867087531

E: info@irmaonline.org / sm.irmaonline@gmail.com

website: www.irmaonline.org

PRESIDENT SPEAKS



Siddharth Shah
President, IRMA

Greetings from IRMA !

It gives me immense pleasure to introduce to you all this newsletter about the seminar organised by the Indian Resin Manufacturer's Association. I on behalf of the IRMA managing committee and Organising committee would like to thank all of you for such an overwhelming response to this seminar. This tremendous support is really very encouraging to us.

IRMA started as a small association under the leadership of its founder President Mr. Amar Vakil, has grown over a period of time in to an all India body having its Chapters at South and East zones. I appreciate efforts taken towards its growth by all the Past Presidents and committee members. I am proud to be the founder member of this association. We assure you that committee members will follow the path laid down by my predecessors and try to reach greater heights for this association. One step towards this is a Biennial Seminar which was held in Lonavala, at Hotel Fariyas on 6th June 2019.

I am immensely proud to announce that IRMA has moved in to its own office in 2017.

I take this opportunity to appreciate our Chief Guest Dr. Ajit Ranade, Chief Economist Aditya Birla Group and Guest of Honour Dr. Ramki Subramanian, Reliance Industries Ltd and all the Distinguished speakers and to congratulate life time achievement awardees for this year Mr. Ballal Chandrachud and Mr. Vicky Kapoor. To keep IRMA Ladies entertained during the Technical session, we organised separate programme in another hall which was conducted by a Professional team and was supervised by Mrs. Bunty Kapoor, Mrs Sujata Shah and Mrs. Roopal Mehta.

I would like to place on record the great support extended by various industries financially, and thank Conve-nor Dr. Prashant and entire Seminar committee members for their efforts.

Lastly I hope those of you who attended the seminar enjoyed the technical sessions, developed and expanded social and commercial relations. I sincerely hope you will carry happy memories from this Seminar.

Wishing you all the best.

Thanks & Regards,

Siddharth Shah
President, IRMA



EDITOR'S NOTE

Aditya Chandrachud
Chief Editor

Dear Friends,

It is my pleasure to bring to you yet another issue of our IRMA "eNewsLetter" with the objective of keeping you updated with the happenings in IRMA for past few months.

On June 6th, 2019 we had organised a seminar at Fariyas Hotel in Lonavala. Subject of this seminar was "Sustainability in Resin Industry". It was well attended and very successful with several sessions focussing on various aspects of sustainability for Resin Industry. We also presented Lifetime Achievement Awards to two stalwarts of our industry, Mr Ballal Chandrachud and Mr. Vicky Kapur, at this event. Our Seminar overview will cover more details.

This special Seminar issue of the "eNewsLetter" gives us a chance to take a look at the different subjects covered and an introduction of the people who contributed so beautifully to the seminar. Also, we have included links for the Video coverage of presentation of Lifetime Achievement Awards which will make us feel like we attended the event.

I look forward to your valuable feedback and contributions to keep this "eNewsLetter" interesting and informative in the future.

Yours in IRMA

-: Editorial Board :-
Chief Editor : Aditya Chandrachud

-: Members :-
Technical Editor : Ashok Goklani
Technical Editor : Dr. Parag Raut
Technical Editor : Manish Khandekar
Support and Photographs : N Kannan

IRMA Managing Committee 2018- 19

Mr. Siddharth Shah	-	President
Mr. M.N. Challawala	-	Vice President
Mr. Hiren Shah	-	Hon. Secretary
Mr. S. Mahadevan	-	Hon. Treasurer

Members

Mr. Bhupendrabhai Sakaria	-	Immediate Past President & Member
Mr. Aditya Chandrachud	-	Mg. Committee Member
Mr. Rajendra Shah	-	Mg. Committee Member
Mr. Harish Agrawal	-	Mg. Committee Member
Mr. Ashish Shinde	-	Mg. Committee Member
Mr. Anil Agrawal	-	Co-opt Member
Mr. Manish Khandekar	-	Co-opt Member
Mr. Sanjay Randive	-	Co-opt Member

Disclaimer: For Private Circulation only.
The Association does not take any responsibility for opinions and statements expressed by contributors to IRMA eNewsLetter. The Association does not take responsibility to correctness of information and the information may not be used for any commercial or legal purpose.

SEMINAR CONVENOR'S DESK



Dr. Prashant Samant
Convenor

The seminar committee decided to have theme of the seminar as ' Sustainability in Resin Industry' keeping in mind the interest of manufacturers , suppliers of Raw materials , user Industries and above all the society at large. This theme was apt and caught on with most in the Industry and by way of sponsorship, Advertisements and number of delegates attending the seminar IRMA has surpassed all the milestones achieved in the past. I owe this success to my energetic seminar committee who worked towards this success. To dwell on this subject we invited speakers from the user industries to understand their expectations from the Raw material manufacturers who are working innovatively to make sustainable Raw materials for the Resin Industry. Coupled with Technical lectures we had stalwarts from Corporate finance world Dr. Ranade and Mr. Mohan Nair. Newly formed Reliance composite Business division participated whole heartedly in this conference. This is definitely very encouraging for Resin manufacturers.

We honoured the visionaries of the past through life time achievement awards and this year's awards were given to Mr. Ballal Chandrachud and Mr. Vicky Kapur. I congratulate both of them.

As usual with such events, many people contributed to plan the minutest detail of each element of the event, in spite of their busy schedule and I thank all of them with special mention of President Mr. Siddharth, Mr. Manish, Mr. Randive, Dr. Parag and above all Mr. Kannan executive Secretary IRMA.

Drawing on our combined strength and talent, we have made best effort to give topic of Interest, a venue with great ambience, access to leading technologists, Industrialists and academicians of high repute. We are sure this will promote interaction, disseminate knowledge and help to galvanize new creative ideas.

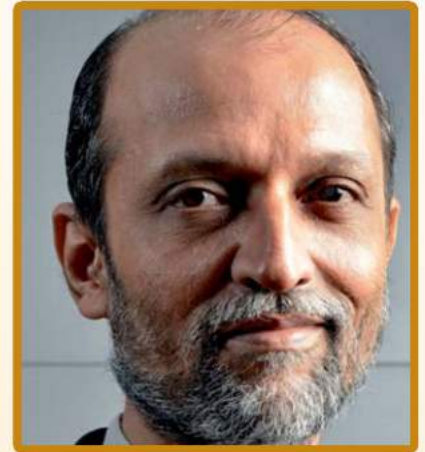
Wishing you all the best.
Thanks & Regards,

Dr. Prashant Samant
Convenor

CHIEF GUEST

Dr. Ajit Ranade, as the Group Chief Economist and Group Executive President, ABMCPL, heads the Corporate Economics Cell, which is responsible for research based economic inputs to all businesses of the Group. He also heads the Group Corporate Affairs.

His professional career has spanned academic and corporate assignments. He is an active member of industry chambers FICCI and CII. He is Government of India's nominee on the Governing Board of Economic Research Institute for ASEAN and East Asia (ERIA) based in Jakarta, Indonesia. He chairs the Research Advisory Panel of the Indian Institute of Banking and Finance and a member of the Governing Council of Centre for Advanced Financial Research and Learning (CAFRAL) of the RBI. He has been a member of several committees of the Reserve Bank of India, including the Committee for Fuller Capital Account Convertibility. His hobbies include reading, trekking and travelling.



**Dr Ajit Ranade,
Aditya Birla Group**

GUEST OF HONOUR



**Dr Ramki Subramanian,
Reliance Industries Ltd**

Dr. Ramki Subramanian is Senior Vice President, Business Development at Reliance Industries Ltd. In this role he is responsible for building new business platforms for Reliance. He has been the architect of Reliance's entry in the Advanced Materials and Composites space – which will include India's first world scale carbon fiber plant. He has over 25 years experience in business development and commercializing new technologies – with specific emphasis and passion on solving important problems and delivering Sustainable solutions. Prior to his stint at Reliance, he had his own company which developed and commercialized lithium battery based UPS systems to address the chronic power problems, especially in rural India. Before that he worked for Dow Chemical Company for over 15 years, both in India and US – in a variety of businesses and technologies.

He has a PhD in organic chemistry from US and has done post doctoral research at both US and UK.

PHOTO GALLERY



Welcome Ceremony for Chief Guest and Guest of Honour



Lighting of Lamp



Convenor - Dr Prashant Samant - in action!



Chief Guest - Dr Ajit Ranade



Opening by - Manish Khandekar



Guest of Honour - Dr Ramki Subramanian



Lifetime Achievement Award Presentation To
Mr. Vicky Kapur



Lifetime Achievement Award
Acceptance Speech - Mr. Vicky Kapur

CERTIFICATE



Indian Resins Manufacturers' Association

Lifetime Achievement Award



Mr. Vicky Kapur

Mr. Vicky Kapur was born in 1952 in Kapurthala, Punjab and moved to Mumbai in the same year. As a teenager he studied at the OLPS high school, Chembur and is an alumni of Ruia College from where he graduated with a BSc. degree in Chemistry in 1973.

Vicky's involvement with chemicals began as a young boy working with his father; late Mr. Vishwamitra Kapur in foundry auxiliaries and fluxes under the banner of Gargi Industries established way back in 1959. Having shown a keen interest in application and product development Gargi Industries grew and subsequently relocated to TTC new Bombay.

The stage was set and with the advent of phenolic resins for foundry applications, Vicky & his brother Vinod joined hands with Hüttenes-Albertus GmbH, Germany for a technical collaboration and joint venture called Gargi Hüttenes Albertus. Over the course of more than three decades Vicky & Vinod have managed to make Gargi HA the frontrunners in foundry chemicals and auxiliaries throughout India. With sheer hard work and commitment, they've delivered the best in class technologies required by the foundry industry.

Vicky has also been the founder & president of the Leo Club of Chembur (a youth wing of the Lion's Club, Chembur). Having been associated with the latter for over 40 years, he has held various leadership roles, organized many events and has contributed whole-heartedly to the social welfare of the underprivileged.

Besides work and social commitments, Vicky is a passionate singer of light classical hindi and English songs. His love for music has got many appreciations from people. He is happily married to Namita and they have three children; two daughters Anisha & Vibha and one son Varun all of whom have joined their family business.

In Recognition of his unparalleled contribution to Resin & Coating Industry & IRMA, Indian Resin Manufacturer's Association has duly resolved on this day 6th June 2019, to confer upon Mr. Vicky Kapur, **IRMA LIFE TIME ACHIEVEMENT AWARD FOR 2019.**

Dr Prashant Samant
Convenor

Siddharth Shah
President

PHOTO GALLERY



Felicitation - with traditional 'Tutari'



Lifetime Achievement Award - Mr Ballal Chandrachud



Lifetime Achievement Award - Mr Vicky Kapur



Mr Ballal Chandrachud - Lifetime Achievement Awardee



Mrs Vasudha Ballal Chandrachud and Mrs Namita Vicky Kapur



Vicky Kapur with Namita and Varun Kapur



Lifetime Achievement Award Presentation To
Mr. Ballal Chandrachud
(Owner/Director M/s BORO CRISS)



Lifetime Achievement Award
Acceptance Speech - Mr Ballal Chandrachud
(Owner/Director M/s BORO CRISS)

CERTIFICATE



Indian Resins Manufacturers' Association

Lifetime Achievement Award



Mr. Ballal Chandrachud

Born & brought up in Pune, Shri. Ballal Chandrachud is a Chemical Engineer from LIT Nagpur & holds a post Graduate degree in Management from Pune University & had throughout first class academic career. He is a multi-faceted personality & successfully ventured in to many businesses other than Resins as well.

After completing his education, he worked with Multinational companies like Johnson & Johnson, J.L.Morrison & because of his hard work, dedication & focused approach has risen from Trainee Engineer to Vice President in a span of 12 years. Not many in the industry could match this growth even today.

After taking much required experience with MNC's Ballal decided to become an entrepreneur & started his own factory in Sinnar, Nasik for manufacture of Resins, Paints & Industrial Coatings. The company's name Borocriss is a very well-known brand in the Resin Market. He is also Director of M/s Almac Cosmocare P. Ltd, manufacturing Beauty treatment Products, Essential Oils for Health Spas & Saloons.

Mr. Ballal is a consultant in the field of Industrial Pollution Control & has executed many effluent treatment Plants all over India under the banner of Environment Consulting Engineers. He is also involved in two of his family concerns M/s Oscar India & M/s Alpha Agencies doing business in Trading of Chemicals & commodities as well as manufacturing of Paint Raw Materials. He owns Vasudha Farms a modern farm spread over 12 hectares, having plantation of Aromatic plants like Geranium, Pink Pepper etc which is a backward integration for Almac Cosmocare.

Mr. Chandrachud is also actively associated with many social organizations one of them is IRMA where he worked through ranks to become President in the year 2009. He was the President of IRMA between 2009-2011. He is a Charter Member & Past President of Rotary Club of Deonar & held been part of various posts at District level including Avenue Chair thrice & was Assistant Governor of Prestigious Rotary International District 3140. He is a sincere follower of Vipasana meditation technique.

In Recognition of his unparalleled contribution to Resin & Coating Industry & IRMA, Indian Resin Manufacturer's Association has duly resolved on this day 6th June 2019, to confer upon Shri. Ballal Chandrachud, **IRMA LIFE TIME ACHIEVEMENT AWARD FOR 2019.**

Dr Prashant Samant
Convenor

Siddharth Shah
President

IRMA MANAGING COMMITTEE 2017-18 & 2018-19



Mr. Siddharth Shah
President



Mr. M. N. Challawala
Vice President



Mr. Hiren J Shah
Hon. Secretary



Mr. S. Mahadevan
Treasurer



Mr. Bhupendra Sakaria
Immediate Past
President & Member



Dr. Harish Agrawal
Member



Mr. Rajendra Shah
Member



Mr. Ashish Shinde
Member



Mr. Aditya Chandrachud
Member



Mr. Anil Agrawal
Member



Mr. Manish Khandekar
Co-opt. Member



Mr. Sanjay Randive
Co-opt. Member

SEMINAR COMMITTEE 2019



Dr. Prashant Samant, Convenor



Mr. D. M. Sathaye



Mr. Sanjay Randive



Mr. Manish Khandekar



Mr. Ashish Shinde



Dr. Parag Raut

SOUVENIR COMMITTEE



Mr. N. Kannan



Mr. S. Radhakrishnan

SESSION I : USER EXPECTATIONS

Session Chair

Presently working with Institute of Chemical Technology Department of Polymer and Surface Engineering as Professor of Polymer Technology. His research area development of products based on renewable sources suitable for Polymer and Paint Industry such as Development of biodegradable and biocompatible polymers, plasticizers and other additives based on renewable sources to replaced hazardous DOP/DBP and such additives in Polymer and Paints, UV/EB Curable adhesives and Coatings, Nano-composite Coatings and Micro and Nano-fibril composites for High performance applications, Polymer Nano-composites.

He also provides technical support services to Paint, Polymer and allied Industries for product development, trouble shooting as well as process intensification. Undertake testing work for Polymers and Paints at ICT, Mumbai.



Prof. P.A. Mahanwar

Sustainable Polymers - The Need of The Day@ Paints and Coating Industry !



Rajesh Kubal
Asian Paints Ltd.

Rajesh Kubal did his post-graduation in chemistry from institute of science, Mumbai under Mumbai university in 1993. Subsequently joined Asian paints R&T in wood coating department. He also completed his Management degree from Narsee Monjee institute of Managementstudies Mumbai.

During his tenure in wood finish group he has worked on various areas of polymer and product development in varied chemistry ranging from alkyd, polyester, acrylic, amino, and polyurethane. He has helped many M. Tech. students for their research thesis during their tenure at Asian Paints. He has played key role in some of the major wood finish products at Asian Paints and he is also instrumental in managing the quality managementsystem at Asian Paints R&T at-present.

Mr. Rajesh Kubal has now 26 years' experience working with Asian Paints in the area of polymers and coatings.

SESSION I : USER EXPECTATIONS

Beautiful Alkyds , Key to Sustainability

Mr. Parag Karhadkar is currently working as Director Sales for India, South East Asia with Perstorp chemicals India Pvt Ltd based out of Mumbai

He has been associated with Perstorp in various important techno-commercial positions since May 2008. He has been instrumental in establishing application labs in Mumbai and Shanghai to accelerate growth for Perstorp in dynamic Asian markets. Before joining Perstorp Parag has worked with CIBA (now BASF) and with Merck India.



Parag Karhadkar
Perstorp Chemicals India Pvt.Ltd.

Parag has about 20 years of experience working in different functions like sales, marketing , product management , new business development. His major contribution is around growing sales for newly launched products across Asia. Besides paint& coating, he also has experience in several other markets like plastic material, Pharma etc. Out of his 20 years of total experience about 10 years he has spent in international markets like Asia pacific, Middle east& Africa.

Parag has presented papers in IRMA and IPCA conference before , he also represented Perstorp for press conference during China coat in 2013. He was panellist for event organized by Chem-tech in Dec 2017 at Hyderabad with theme of Catalyzing Growth of Knowledge Chemistry. Parag was invited for round table by Welingkar institute in Dec 2018, theme for the round table was sustainability and marketing – dream or reality? He also helps Welingkar institute in national selection process for student admission from time to time.



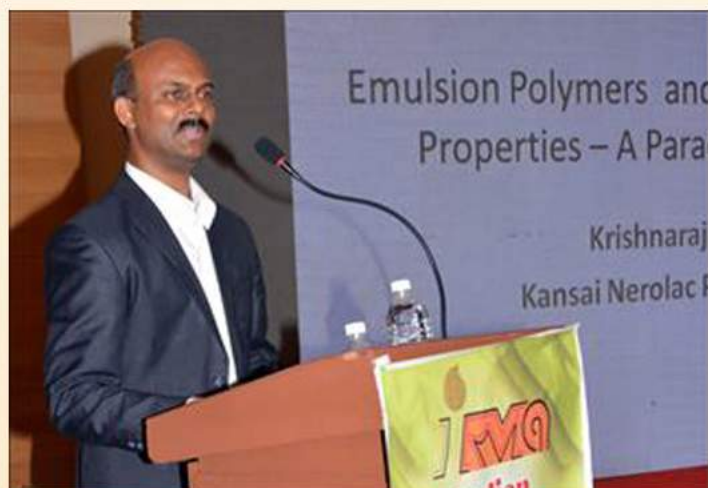
PHOTO GALLERY



Prof Mahanwar



Lecture by - Mr Rajesh Kubal - Asian Paints Ltd



Krishnaraj - Kansai Nerolac Paints Ltd



Andrew Hui - Arizona Chemicals
Kraton Polymers India Pvt Ltd



Ankush Panchgude - Momentive Performance (India) Pvt Ltd



Dilip Raghavan - Paint India

SESSION II : AVAILABLE NEXT GEN AVENUES FOR RESINS

Emulsion Polymers and Performance Properties – A Paradigm Shift

Mr Krishnaraj has more than 23 years of illustrious experience in Polymers and Paints. Currently he is working as Chief Manager-Decorative Paints & Emulsion Polymers at Kansai Nerolac Paints

Mr Krishnaraj started his career in Asian paints way back in 1996. He was instrumental in spearheading the Emulsion Polymer division of Asian Paints and development of Various In-house Emulsions. He later was also involved in New Product development paints

In 2010, he joined Kansai Nerolac Paints and since then is heading the Decorative Paint development and Polymer Emulsion group. In the current Role he is responsible for all Water based Interior Products, Colourants , Distempers and Solvent based Products & Adhesives. He has been Instrument in developing Emulsions and Scaling up these Polymers at various plants. He has also been In charge of developing various paints for the Srilankan Market

He has several Publications in National and International Journals. His paper "Coalescing Solvent free High Gloss Emulsion" has won First prize in the Prestigious Research Section of Indian Paint Association (IPA) congress.



Krishnaraj
Kansai Nerolac Paints Ltd.



Andrew Hui
Arizona Chemicals
(Kraton Polymers India Pvt. Ltd.)

Performance Chemicals

After finishing his Master degree in Chemical Technology in East China University of Science and Technology in 2008 he joined the company BP in Shanghai as a sales and then marketing role to develop market for LPG focusing on B2B applications in China. In 2014, he joined Arizona Chemical as a Marketing role, developing business for its Chemical Intermediates business unit in Asia. In 2016, he joined Huntsman Polyurethane as a Market development role focusing on segments of composites and elastomer. In 2017, he joined Kraton (former Arizona) as a Marketing role, focusing on its Performance Chemical Marketing work in Asia.

SESSION II : AVAILABLE NEXT GEN AVENUES FOR RESINS

Session Chair

Ashok Dube is Site President- Reliance Composites Solutions, (Reliance Industries Ltd.). He is responsible for putting in shape the new Reliance venture at Vadodara which houses variety of composite products, encompassing CFRP, FRP, GFRP. Ashok was prominent part of the Business team which spearheaded Reliance foray into Composites through acquisition of assets, operationalizing them and now leading it to a sizeable global business.

Ashok has over 30 years of corporate experience, having started his career with LML Limited, served Aditya Birla Group of Companies for over a decade, he was CEO with Arvind Limited (Composites Business), prior to joining Reliance.

Composites come a passion to Ashok, especially new applications, new segments, new products and their commercialization. To realize this, he has been closely associated with decision making Govt., State & PSU bodies, viz. DRDE, IRB, NAL, RDSO.



Ashok Dubey
Reliance Industries Ltd.



Ankush Panchgade
Momentive Performance
Materials (India) Pvt. Ltd.

Next Generation Silicone based Resin & Additive for Coatings Applications

Ankush Panchgade is graduate in surface coating technology from Laxmi Narayan Institute of Technology Nagpur. he has been focusing on Research & Development in area of architectural coatings from past 10 years. He worked in Decorative R&D for 7 years in AkzoNobel India Ltd. Mumbai. after that he joined Momentive performance Materials as Technical Service Manager for India, Middle East & Africa for Silane Business unit where his expertise is on silane, silicone resin & silicone derivative products for different coatings, adhesives & sealants application.

SESSION III : THINK DIFFERENTLY

Re-inventing Organization



Mohan Nair

Mohan Nair, born and brought up in Pune, has completed BSc. and later MBA from Pune University.

He started his career with Sudarshan Chemical Industries Ltd where he worked for more than a decade.

He ventured out to start his own entrepreneurial journey in 1992 with a packaging unit for HUL and became one of the largest suppliers for packaging material to Amway, Johnson & Johnson, L'Oreal, etc. He is presently Managing Director of Esquire Health Care & Logistics Pvt. Ltd. which is a 3PL service provider for the world famous 'Huggies' Diapers of Kimberly Clarke Pvt. Ltd. at Pune.

Presently, he is on the board of several start ups and SMEs. He is also the Convenor of Initiatives of Change for Business, Pune Chapter.

A Consultant, an executive coach, an educational & motivational speaker, he has conducted workshops on various management topics related to Change Management, Performance enhancement & SCM for more than 10,000 professionals. He is a regular speaker at Pune University, Reputed business schools & various professional associations like, IIMM, PMI, etc. He has published various articles and frequently gives lectures at various management institutes. He is passionate about teaching and is a mentor and guided many colleges in Pune over the last 15 years. He is specialized in scaling up business growth through people development and identifying process parameters and also has experience in Auto component & Ancillary industries. Developing a pipeline of leadership especially in the SME sectors is his special capability. He has conducted various National & International Seminars for Business Associations & Chamber of Commerce.

SESSION III : THINK DIFFERENTLY

Future of Sustainable Chemicals

Dilip Raghavan is the Managing Director of Colour Publications Pvt Ltd, India's oldest publishing houses for techno-commercial journals in India. They have been in existence for over 65 years and publish seven periodical B2B titles for varying industries such as paints/coatings, plastics/polymers/packaging, textiles, nonwovens/technical textiles, inkjet printing, 3D Printing, chemicals, personal/home care, food, pharma, etc. He serves as the Editor-in-Chief and Publisher for these titles, all of which have chemistry and coloration as their fundamental commonality. All of these titles are the undisputed leaders in their space in India, with a significant presence and recognition globally too.



Dilip Raghavan
Paint India

He spearheaded the company's backward integration into developing a fully self-sufficient and state-of-the-art in-house printing facility. He has been instrumental in forging strategic alliances between Colour Publications and various related international associations and organisations. As a result of these initiatives, Colour Publications today has expanded its scope of activities beyond mere publishing into areas like Market Intelligence, Exhibitions, Conferences, Commissioned Events and Printing Outsourcing. The Conferences organised by Colour Publications have strategically been conceptualised to become as specific and focussed as possible in the various segments they represent and have now gained global recognition.

He was instrumental in recently forging a Joint Venture alliance, wherein the Paint India Exhibition (an originally 100% owned brand by CP) became part of the European Coatings Show alliance. He continues to be a majority stakeholder in this event, and the Managing Director of Exponova Exhibitions and Conferences (I) Pvt Ltd, the JV entity. They have recently acquired a Show for the personal and home care industry (HPCI) and thus extended their penetration and services into this new segment.

He is also the Co-Founder of CNT Expositions and Services LLP (acronym for Catalysing New Technologies), which will cater solely to new emerging markets and industries. CNT has already created a new event for the 3D printing industry, and has entered the digital and inkjet printing space, through its acquisition of Inkjet forum India. He is also the Co-Founder of a new start-up entity called Trademill Technologies Pvt Ltd (to be launched in January 2017), which is a technology outfit designed to serve the online business needs of various B2B industries, with a special emphasis on the chemical industry.

He frequently represents India and the industries that he serves through his publications at international forums both as a Media Representative, and at times as a country speaker. He has a Bachelor's degree in Engineering (B.E.) with a specialisation in Electronics and Telecommunications from Mumbai University. He is 38 years old (date-of-birth: 24th February 1978) and married, with one son. He is an avid animal-lover. His hobbies include extensive reading and public-speaking.

PHOTO GALLERY



IRMA Secretary Mr. Hiren Shah



IRMA Treasurer Mahadevan and Dr Parag Raut



PP Dhananjay Sathaye



Reception Committee



Team at Work



Team IRMA

BUSINESS CHAATURMAAS

Chaaturmaas as we know it

In India, we have a concept of Chaaturmaas, which is considered very sacred. 'Chaaturmaas' is the period of four months, from Aashaadh Shukla Ekadashi (Eleventh day of the bright fortnight of the Hindu lunar month of Aashadh) to Kartik Shukla Ekadashi (Eleventh day of the bright fortnight of the Hindu lunar month of Kartik). Some people observe it from Aashaadh Pournima to Karthik Pournima. Chaatur-maas literally means four months, Shraavan, Bhaadrapad, Aashwin and Karthik. Spiritually, Chaaturmaas is reserved period of the year for penance, austerities, fasting, bathing in holy rivers and religious observances for all. Devotees resolve to observe some form of vow, be it of silence or abstaining from a favourite food item, or having only a single meal in a day. A large number of important occasions of celebrations occur during Chaaturmaas, including Guru Purnima, Hariyali Teej, Naag Panchami, Raksha Bandhan, Janmashtami, Hartalika Pooja, Ganesh Chaturthi, Bailpola, Sharad Navratri, Durga Puja, Karwa Chauth, Diwali (and many sub festivals), Chhath Puja.



Rajesh Kamath, Founder
Chanakya Consulting Insights
Co - founder/Co - Facilitator
MTHR Global & MTHR
Global CxO Forum



Its also interesting to note that the start of Chaaturmaas, viz Aashaadh Shukla Ekadashi is also called "Dev Shayani" Ekadashi, literally when the deity, specifically Lord Vishnu goes to sleep. Why is he who is the preserver of the earth going to sleep? Let's analyse this:

First from a health perspective, here is what happens during Chaaturmaas. It is the peak of the rainy season during the first two months and then the rains typically start abating after that to give way to extreme heat. Due to the rains, the incidence of diseases is high; hence more attention needs to be paid to health. As we know medically, lesser availability of sunlight and the dampness of monsoon in the rainy season increases the strength of disease-causing microbes. From an energy perspective, similarly also is the growth of the negative energies, thereby increasing the "Tama" component. The last month of October brings in a change of season and temperature and also aggravates the humours of the body.

Economic Perspective

Now let's consider the economic and social perspective. Bhaaratvarsh or India has traditionally been an agro economy and this, for the majority of its period of known existence. The sowing season ends just before the start of Chaaturmaas. Now it is time for the heavens to pour down the rains and perform its tasks of providing a great crop. Harvesting will start in October. Thus there are more than two months during which there will be no farming activity. What does the farmer do then? Also, during monsoon, snakes and scorpions comes out into the field as their holes/ homes get washed out. Thus there is a fair probability of bites from these, hence little or no travel takes place. All these factors mean that there is need for another kind of activity, especially since the empty mind is a devil's workshop. This alternate activity is "spiritual" activity. It's the time to fill one's mind with thoughts of the divine and with feelings of gratitude. In effect, the following are the features of Chaaturmaas:

- No farming/activity
- Time for celebration of Festivals
- Spiritual Discourses
- Time to learn/ Imparting Knowledge
- Less travel
- Mindfulness
- Wellness: Satvik Diet'
- Harvesting of Kharif crop
- Preparing for Rabi crop
- Building Capability

BUSINESS CHAATURMAAS



Farming activity meant that the earth has been also working hard along with the farmer through the ploughing, tilling and other procedures. There is a need for rest and then its rejuvenation through showers of rain. This rain is the respite and restoration, essential for agriculture to have its desired output. The economy depends on this. This cannot be rushed, nature has its own pace. Dev Shayan or sleep of Vishnu is actually a symbol of the "re charging" that takes place during this entire period of Chaaturmaas.

Aspects of Chaaturmas of Business

What could the implication of this Chaaturmaas be in business? Especially when there is a downturn, either due to typical cyclical behaviour of the economy or as an impact of global economy or due to sheer myopic actions of the Government? Should the businesses turn pessimistic and simply wait for the gloom to slowly evaporate and good times to return? Absolutely not. We can apply the principles of Chaaturmaas as discussed above to organizations too.

- Celebrations: Taking the time to build Pride for the brand and for the employees to build Pride in themselves
- Organization Success Histogram: Highlighting success stories of the past and taking the opportunity to acknowledge what we have as organizations/individuals
- What have we done RIGHT: Employees to honour their capability (Self Love) through reflection and self enquiry
- Great opportunities for personal growth: Look at new opportunities with a fresh mind, which normally one would not since frenetic business activity does not generally give one enough time to gaze into the future
- Express Gratitude: Include everyone in this stage – Customers, Vendors, Suppliers, Agencies, Dealers and so on. Even those who support the office by way of housekeeping or security should also be honoured
- Disruptive Thinking: Introduce Disruption as a business concept for the team and engage them in disrupting their own habitual mindset to begin with. What can be done in dramatically different way which far improves on the present – by way of services, processes or offerings
- Family Engagement: Celebrate employees families and their contribution through Potluck, Family Office Tour and other activity
- Use this time to fix everything that needs mending: Examine what actions have cost us more than that they should have, where have we been complacent or lethargic, which of our processes need an overhaul. Never a better time to get these fixed.
- Educating the Customer: Spend this time in reorganizing your Customer database and customer relationships. Reach out to them, when sales perhaps may not happen, simply to update them on all developments in the last few months or educate the users of your products on essential maintenance which you always meant to fill them in.
- Service Boot Camps: Create opportunities to regain connect with the customers so that you are always on their mind
- Instilling Discipline: a critical element of business efficiency, this always takes a hit during hectic business times. Managers need to revisit its coordination, expenses, reports, leakages, and so on and get the discipline back into its operations.
- Like the Earth gets recharged, the soil of the organization should also be refreshed. Soil here is the DNA of the organization – its Vision, Mission, Values, Culture, Habits, Rituals

All in all, Chaaturmaas has myriad lessons to teach us. Businesses perform their perfunctory offsites to get their Annual Strategy in place but that alone will be far less effective unless the organization is at its "best health". This health is not just financial and that needs to be acknowledged and appreciated. Organizational Health, just like human health, which comes from reparation and rejuvenation, exercise and elevation, needs to be taken seriously. This need not take four months but a certain period of the year, let's say a month, should certainly be allocated towards this

Business Chaaturmaas is the way to ensure that when sales picks up, organizations can perform at their peak too! The day Vishnu wakes up is called Prabodhini or realization – let's realize the true potential of Organizations!

WE ARE NOW ON



CLICK HERE