

Synthesis

INHOUSE MAGAZINE OF SYNTHITE INDUSTRIES LTD



Ideas' abode

The newly-opened corporate headquarters of Synthite Industries Limited at Kadayiruppu is an expression of ideas

Arun George James

It was a bit surreal. The setting. The structure. The scheme. The style. And to top it all, the thought that went into its making. In everything that matters,

the Synthite campus at Kadayiruppu stands tall. The twin towers housing the Corporate House and the Technology Centre jell well with its rural setting, and is a refreshing change for a corporate headquarters. And after going around it, I am convinced that

it is meant to perform some real tasks: tasks that will propel this sleepy village into global prominence.

What greeted me first was the lush green lawn with saplings of palms, flowering plants and fruit trees lined up on it. It made a perfect setting for

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Hall of fame



The International Pepper Community (IPC), an inter-governmental organisation of pepper-producing countries, has honoured Mr C V Jacob, Chairman, Synthite Industries Limited, by presenting him a citation at its annual conference held in Dubai in February this year. Spices Board India Chairman Mr A Jayathilak presented the award at a glittering function held at the World Trade Centre. Mr Jacob was selected for the award in recognition of his contributions to the field of spice oils and oleoresins.

IPC has Brazil, India, Indonesia, Malaysia, Sri Lanka and Vietnam as permanent members and Papua New Guinea as an associate member.

Welcome



Mr Jacob Ninan has joined the company as Lead- Sales, Synthite China.

Mr Ninan has 8 years of experience in increasingly responsible assignments in Business Development, Operations and Project Management. Prior to joining Synthite, he was working with Givaudan (India) Pvt. Ltd, Mumbai. Mr Ninan holds a B.Tech in Computer Science and completed his Post-Graduate Programme in Management (Marketing and Strategy) from the prestigious Indian School of Business, Hyderabad.

As Lead – Sales, Mr Ninan will be responsible for the end-to-end sales and marketing functions of Synthite China. He will be reporting to the Deputy Managing Director.

On the World Environment Day,

we are proud to declare that
last year

**Bio Ingredients Division,
Kolenchery Unit**

saved

164 trees,

278429 litres of water,

31.6863 cubic yards of landfill space

and reduced greenhouse gas emissions by **9601** kgs of
carbon equivalent

through the

‘Wealth Out of Waste project’

of ITC Ltd in partnership with Plan@ earth.

The green cause

ETP at Synthite Kadayiruppu is a model for others to follow

When the Kerala State Pollution Control Board picked up the Kadayiruppu Unit of Synthite Industries Ltd as the third prize winner in the field of environment protection in the category of 'large industries' in the State, it was an acknowledgement of the sustained efforts the company has put in to beat its own standards. And one of the main constituents that made it happen was the Effluent Treatment Plant and the team which made persistent efforts to ensure that the plant more than meets the standards the government has prescribed.

The ETP plant is a comprehensive system which collects every drop of effluent, be it effluents from the plants, waste water from the cafeteria,



The men who operate the plant with plant in-charge Mr V R Manikandan (second from right)

processes it and make it useable again. And it also ensures that the entire process in no way harms the environment.

"We process 70,000 litres of efflu-

ents every day," said Mr V R Manikandan, Team Lead- Engineering and in-charge of the plant. "The water that finally emerges after the treatment is used within the factory premises for irrigating the plants and for gardening."

The company has made additional investment and installed two new systems in the plant, Mr Manikandan said. "They help improve efficiency of the plant and speed up the process without compromising on quality."

"There are prescribed norms for testing the water after treatment," he said. "We have daily and weekly tests in our own lab for Biological Oxygen Demand (BOD) and Chemical Oxygen Demand of water which are indicators of the efficiency of the system. We always more than meet the standard figures."

The law mandates that every company test the water once in two months at an accredited lab outside but Synthite goes in for monthly testing as "we want to take no chance. The management has instructed us to ensure that we meet global standards, irrespective of the cost involved."

ETPs are usually a place which people do not like to frequent, but not at Synthite. The men who manage it here have ensured that one can walk around it as one walks around any other part of the campus. With some flowers on the way greeting you.



BI COO Mr Praveen Venkataramanan receives the certificate, memento and cash award from Minister for Electricity Mr Aryadan Muhammed for the third prize for environment protection in the category of Large industries in Kerala, instituted by the Kerala State Pollution Control Board



Synthite Industries Limited Chairman Mr C V Jacob inaugurates the new Corporate House and Technology Centre. Mrs Aleyamma Jacob, Managing Director Mr George Paul, Deputy Managing Director Dr Viju Jacob and members of the Director Board are also seen



an organisation with global character to perch itself on. I am sure one day this campus will become iconic on Kerala's industrial landscape and the garden will be its signature element. Perhaps the company wants to stay rooted to its place of birth, and growth, instead of getting lost in the flood of high-rises in the city.

I made a few more steps and took a left turn. Now I stood in front of the two towers, and I was a bit confused on which way to head first. On my

left was the Technology Centre and on my right, the Corporate House.

I took the left turn, again. For, it's housing the New Products Development and Research Division (NPD&R), the most ambitious wing Synthite has ever launched to power its growth. It is envisaged as a place where brains come together, think of today and plan for tomorrow. It's not a conventional R&D centre; its calling is to come up with new ideas rather than products. And should they feel





From the Chairman's desk

Future's design

This is a moment of pride for all of us. We have a new corporate headquarters which reflects the dreams that we all have dreamt for our company. From the looks of it, it's a building with a futuristic design, built with whatever best available in ideas and materials. It's a contemporary design in that it meets the stringent norms of green buildings. It has a lot of greenery around it, and I am sure we will only add to it. It leaves a lot of space for

future expansion. It offers all its occupants a sense of achievement, and an urge to earn more.

But beyond all its structural strengths, the new Corporate House and Technology Centre represent the vision we have for our future. We live in a world where customers have an insatiable demand for variety, tastes seek to defy borders and governments tighten up food safety laws. In short, we have challenging, and at the same time, exciting times ahead. With our background of uncompromising standards on quality and delivery, we have nothing to lose but only to gain. But we have to be future-ready. And this is our step towards that goal.

Apart from various departments,

the new centre will house the New Products Development and Research Division. NPD&R is the base on which we will build our future. We have picked up some of the best people with brilliant ideas to man it. We have readied an atmosphere where they can translate those ideas into new offerings. It won't be a conventional R&D centre; it will be much more than that. My young colleagues there know that they have their task cut out.

With the new premise, we have started another innings. It will be a tough one, a competitive one. By the grace of god and the combined goodwill and hardwork of all of us, we shall come out successful.

like taking those ideas to a lab, yes, then there are labs, too!

I walked up the wooden stairs, built over a giggling rivulet originating from the water body that separates the two towers. On the ground floor, I found the library. With a strong R&D powering its growth in all these 43 years of growth, it's natural that Synthite chose to base its Technology Centre on a library. It's stacked with books and journals from all over the world. They have a critical job too: to be the foundation of the big dreams Synthite has dreamt for its future.

I walked up and on the first floor, there was a conference room, Cypress. It will henceforth play host to the presentations on the findings, some of them seminal, its inmates will come up with. The History Wall in the room will tell you the milestones the company has covered in its journey to become the largest oleoresin company in the world, and then its march ahead. Outside, I saw a side lounge, like a canopy. Sit there, next to the bamboos just across the glass wall, and you will feel like gazing at the world outside through their leaves. I presume it's made for the scientists to let themselves lose in nature and refresh themselves. The best one can conceive for a scientists abode! And I saw Salt and Pepper, the 80-seater cafeteria, should they feel like feeding their stomachs in the process.



FACTFILE

- ❖ Total built up area of 1,33,621 Sq. ft
- ❖ Green Building Gold Certified Building
- ❖ Completed in a record time of 840 days



have changed and today, oleoresins are treated as a commodity, and the industry has started demanding more from Synthite. The Technology Centre will come out with products that will address the current and future needs of the food and nutraceutical industry all over the world. It will study the trends in customer choices across the continents, assess them and come out with solutions. With an enviable list of customers, the Technology Centre has quite a job at hand. And I am sure they will meet more than the demand placed on them.

I also saw a show kitchen where they will showcase the products into which the new ingredients developed here would go. One day millions of customers worldwide would taste some of them. And on the floor above, there is an analytical lab and an NPD lab. There is a raw material store, chemical store and anything that you can think of in a modern lab.

And I looked at the cute workstations. The aesthetically designed furniture in pleasant combinations of white and light green seek to make life cool but demanding. I found the small conference rooms, they call it huddle rooms. I imagined the life of a scientist here: relaxed, reassuring, demanding, and caring. It must be exciting. Period.

Now I descend to the earth. Cross another wooden bridge, and I enter the Corporate Centre that hosts the people who have made it happen and who will make more things happen in the future. At the impressive visitors' lounge, I come across the image of Mr C V Jacob, grace personified,

ingrained on a massive glass wall. Signed by Mr Jacob, the doyen of the industry, and founder of the group, the wall proclaims the essential philosophy of the company:

"The secret of success emanates from a pioneering idea, backed by systematic planning, hard-work and the humility to accept the outcome as God's will."

Beyond the wall, in the corner room, sits Mr Jacob. At 83, he remains as agile as one can think, having done his three-games-of-shuttle badminton a day in the morning. Next to him is Managing Director, the Deputy Managing Director, and then the directors. The Board room, I must admit, floored me with the grandeur: it befits the thought room for a global company.

The other floors host the heads of various departments and the people who man them. The Synthite Centre for Learning and Development, which is the in-house training facility for the group, is perched on the second floor. A simulated golf course where you can test your golfing skills is an added attraction. Deli, the snack bar, is a great place to unwind: you can enjoy a cup of coffee looking at the lush green lawn outside. There is a pool table, too, should you feel like taking a break.

As I left, I carried with me the image of a workplace which is made of ideas. To be part of the excitement it exudes is a proud privilege. Even for a newcomer.

(Arun George James is a member of the batch which joined Synthite in June 2014)

Say no to near-miss



Taking them seriously could avert disasters

By Sumitha Karuthedom

✱ Rana Plaza, an eight-storey commercial building in Bangladesh, collapsed in April 2013, claiming more than 1000 lives. The leading indicator of the building had developed a crack on the wall which was reported a day before the collapse. Some shops and a bank functioning on the lower floor closed down immediately but the garment factory on one of the top floors ignored it and forced the employees to report to work the next day.

✱ Investigations found out that the Columbia space shuttle tragedy occurred due to the foam debris striking the orbiter and that the same incident had happened in previous shuttle launches. They were not investigated properly for such earlier instances caused no serious consequences. These are cases of near-misses, ignored. According to the US Occupational Safety & Health Administration, some events are at times referred to as “near misses,” as a serious consequence did not occur but could have occurred.

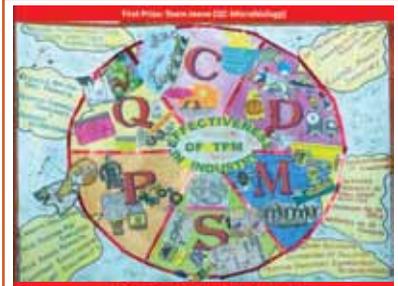
A near miss can occur at any time. A simple example of a near miss can be slipping on a wet floor. Near misses are those instances where someone almost slips but does not fall down and get injured. The reason why a near miss should be taken seriously is because it's a leading indicator of an impending accident or a fault in the safety system.

Every near-miss is an opportunity to increase the current safety system based on an incident which had a greater potential to cause harm. The most important safety procedure in a company should be a provision to report near-misses. Often people restrain from reporting them since it is a laborious process to do so. This may be avoided, and the processes made simple. It is also important to identify the safety or health hazards and take the proper measures.

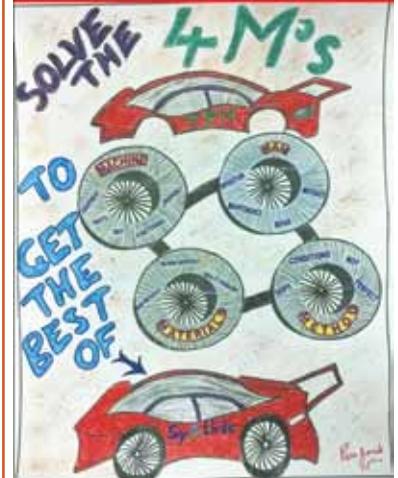
Near misses are symptoms. Addressing them early can make the curing process easier.

(The writer is Administrative Assistant, Symega Flavours India Pvt Ltd)

Team Jeeva makes best TPM poster



Second Prize: Rose Jacob (Leader)



Third Prize: Minerva (QC - Customer Care)



The Total Productive Maintenance programme, launched last year, is making steady progress at Synthite. A number of programmes have already been conducted to increase the awareness level of the employees, which plays a critical role in its success. The latest in the series was a TPM Poster competition, held recently.

There were 15 entries for the competition.

Team Jeeva (QC Microbiology) has secured the first prize in the competition. Rose Jacob has bagged the second Prize and Team Minerva (QC Customer Care) has bagged the third prize.

Synthite Star



The Production Team of Synthite Kadayiruppu (from left) T P Jose, A A Binu, V N Pradeep and Unni M Jacob which bagged the Synthite Star – April 2014 Award (Team Award – Business) with Unit Lead Eldhos P Kauma (centre). (Inset): N K Sreejith who was part of the team

World Environment Day celebrations

Various units of Synthite celebrated the World Environment Day on June 5. The programmes included planting of saplings, awareness programmes, quiz programmes and poster, slogan and essay competitions.

KADAYIRUPPU



Lakshmi Devi P K bagged the first prize in the poster competition with the subject 'Water, a Precious Resource'; Ajith PM bagged the second prize and Pradeep and team, the third prize.

At the Synthite headquarters, the World Environment Day was celebrated with a variety of programmes. CVJ Foundation, the Corporate Social Responsibility arm of Synthite, distributed saplings to employees. A large number of employees participated in various competitions organised on the day. In the essay competition with the subject 'Help Protect the Environment for Future Generations', Arun George James got the first prize in English and P Madhavan, the first prize in Malayalam.

HARIHAR



Mr Prakash (Environment Officer, KSPCB, Haveri District, plants a sapling on the company premise.



Synthite Harihar celebrated the World Environment Day with a variety of programmes in association with Karnataka State Pollution Control Board. Employees planted 50-odd saplings on the company premises. There was wide participation in the poster-writing, slogan-writing and essay competitions. An environment awareness programme was also conducted on the occasion.

MARADUR



Planting of trees, competitions and various awareness programmes marked the Environment Day celebrations at Synthite Maradur.

Telgi



Employees planted trees and participated in quiz, poster and slogan-writing competitions at the Telgi unit.

Obituary



Ashpak Ali Olekar, 30, plant operator, Synthite Harihar, passed away in an accident on June 14, 2014. He is survived by his mother and a younger brother.

May the departed souls rest in peace.



P Vasu, General Helper -Synthite Calicut (Raw Materials department) passed away on June 13, 2014. He was suffering from critical illness and was under treatment.



Synthite Spice Team members on their trip to Alappuzha