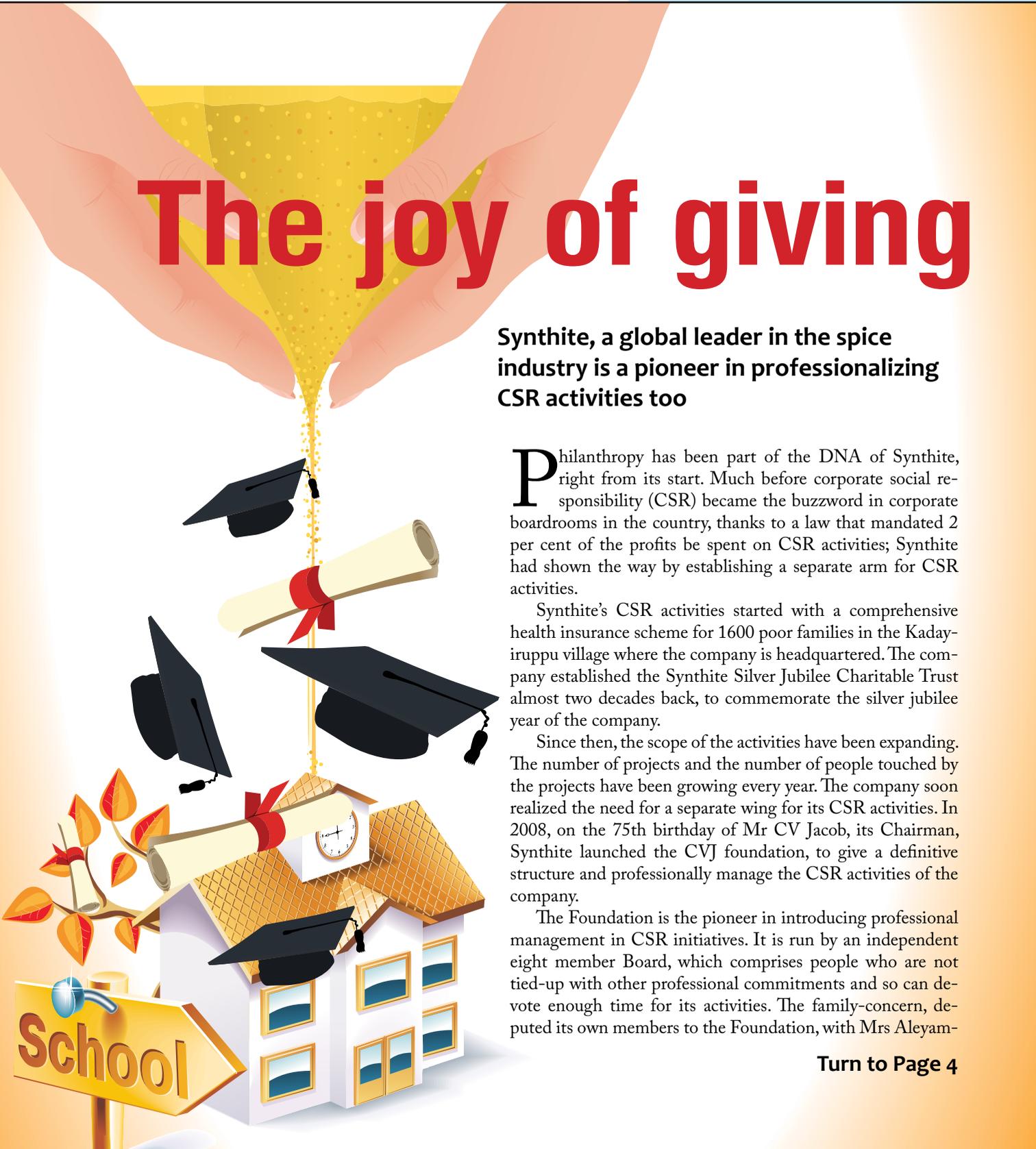


# Synthesis

INHOUSE MAGAZINE OF SYNTHITE INDUSTRIES LTD



## The joy of giving

**Synthite, a global leader in the spice industry is a pioneer in professionalizing CSR activities too**

Philanthropy has been part of the DNA of Synthite, right from its start. Much before corporate social responsibility (CSR) became the buzzword in corporate boardrooms in the country, thanks to a law that mandated 2 per cent of the profits be spent on CSR activities; Synthite had shown the way by establishing a separate arm for CSR activities.

Synthite's CSR activities started with a comprehensive health insurance scheme for 1600 poor families in the Kadayiruppu village where the company is headquartered. The company established the Synthite Silver Jubilee Charitable Trust almost two decades back, to commemorate the silver jubilee year of the company.

Since then, the scope of the activities have been expanding. The number of projects and the number of people touched by the projects have been growing every year. The company soon realized the need for a separate wing for its CSR activities. In 2008, on the 75th birthday of Mr CV Jacob, its Chairman, Synthite launched the CVJ foundation, to give a definitive structure and professionally manage the CSR activities of the company.

The Foundation is the pioneer in introducing professional management in CSR initiatives. It is run by an independent eight member Board, which comprises people who are not tied-up with other professional commitments and so can devote enough time for its activities. The family-concern, deputed its own members to the Foundation, with Mrs Aleyam-

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*Synthite Centre for Learning and Development, in collaboration with Flavour and Fragrance Development Centre, Kanauj organized a conference on “Techno-commercial advances of Spices and Aromatherapy” from 13-16 January, 2015 at Riviera Suites, Cochin. Senior officials from the Ministry of MSME, Government of India, attended the conference. They also visited the Synthite headquarters at Kolenchery and the Synthite Valley Unit. In picture: the delegates with Managing Director Mr George Paul and the HR team*



*The blessing ceremony of the renovated P1 plant. Mr George Paul, MD, Synthite lights the lamp, in the presence of Mr CV Jacob, Chairman , directors and employees*



*Synthite received the KMA - NASSCOM BEST IT User Award, for its leadership in adopting and leveraging IT to deliver significant business value. Ms. Minu Thomas, Lead- Corporate Information Systems and the IT Team receiving the award, at KMA's annual management convention*



*Ms. Namitha, Assistant Professor at MOSC Medical College, Kolenchery conducting the session on “Women's Health and Wellness” at BI Kadayiruppu*



*Synthite was the associate sponsor of Kerala Blasters in the Indian Super League Football. In pic,(sitting from left) Managing Director Mr George Paul, Mr Jacob Ninan, Mr Sachin Tendulkar, Deputy Managing Director Dr Viju Jacob, Ms Neethi Varghese. (standing) Mr Ashok Mani, Mr Sabu Jose & Mr Paolo George*

# Zeroing in on excellence

Synthite extends the TPM programme to all its units and offices

When it embarked on its Total Productive Maintenance (TPM) journey, Synthite envisioned it as a tool to bring in excellence in the organisation by empowering people. Today the employees of Synthite have seen the benefits of the programme and have started enjoying the power that it has given them. And so, the company is extending the programme that started in just four plants in a single unit, two years back, to all its units and offices.

As a prelude to the TPM programme, Synthite started implementing the 3S programme in all the BI units last September. It seeks to lay the foundation for the TPM programme by organizing, cleaning, developing, and sustaining a productive work environment. Today, Synthite is in the first phase of the TPM implementation stages and is progressing fast in the eight pillar activities.

The company has identified improvement themes and nine 'focused improvement' teams are working on them. The programme has been successful in changing the thought process of the employees, while approaching a problem. The employees have started using many TPM tools

such as WHY-WHY Analysis, ECRS and Makigami Analysis.

The operators are being trained in maintaining the equipments as part of the autonomous maintenance pillar, which help them keep the equipments in a good condition and resolve any minor problems that arise, then and there.

Each unit has been sub-divided into small groups called circles, which are charged with TPM activities such as the daily Autonomous Maintenance, One Point Lessons (OPL) and Kaizen. The circles are given targets with respect to productivity, quality, cost, delivery, safety and morale. A circle meets once in a week to discuss their targets. In the office areas, the circle activities are discussed and shared during the TPM hour, conducted once a week.

The results of these activities are evident in the improved conditions at the workplace. The workplace has become safer, cleaner and more convenient, resulting in an improvement in the Overall Equipment Effectiveness and an increase in capacity and yield. Offices too have seen a reduction in processing times.

All these have led to a reduction in

customer complaints and have lifted the morale of the employees in the organization. Hence, more and more employees have started participating in the TPM programme.

The top management of Synthite too is fully committed to the TPM implementation. The company has started a reward and recognition system to recognize the TPM activities, and have made TPM targets a parameter in the yearly performance appraisals of the employees.

The success of the TPM implementation at Synthite has been recognized by the industry too, with the Office TPM team and the Shop floor team being awarded at CII's National level TPM Circle competition, held at Bangalore. The company is now aiming higher. It now wants to consistently deliver improvement targets and be in contention for prestigious awards such as the CII 5S Excellence Award and TPM Excellence Award from JIPM by 2016. Zero accidents, zero defects and zero breakdowns are not in the realm of the impossible at Synthite anymore. By successfully implementing the TPM programme Synthite is making giant strides in its pursuit of excellence.

Today, Synthite is in the first phase of the TPM implementation stages and is progressing fast in the eight pillar activities.



The team from the Shop floor (Production – Synthite Kadayiruppu)– Mr Babu NP, Mr Anish Thomas, Mr Basbeer KK and Mr Vineeth NR – that came third in Focused improvement category at CII's National level TPM Circle competition



The office TPM team – Mr Jerlin Jacob (Operational Procurement), Mr Baby CK (Raw Material Procurement), Mr Prasanth K (Costing) and Mr James Mathew(Production Planning) – that came second in OTPM, at CII's National level TPM Circle competition

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ma Jacob as the chairperson and Mrs Mini Varghese, as its Treasurer.

"The objective of the CSR programme is to reach beyond business by investing part of the profits to help the poor and the needy ones in society," says Mrs Minnie Sajeev, the secretary of the foundation. "With women at the helm, the trust had a more humane face to it and was able to structure its priorities better."

The Foundation spent around Rs 1.5 crore on various projects in the year 2014. It follows a project-based approach in its CSR activities, concentrating mainly on three areas – health, education and housing/infrastructure. The Board meets twice every month to decide on the requests and proposals that come before it.

Around 500 people have benefited from the medical aid provided by the Foundation to deserving patients admitted to the MOSC Medical College Hospital, Kolenchery. It has also partnered other like-minded organizations, such as Maithri, an NGO working for suicide prevention and Fr Davis Chirammel's Kidney Federation to provide much needed relief to the people.

The Maithri – CVJ Aswas scheme aims to raise the mental health of the community by identifying people in crisis and providing them moral support. The project implemented in the Kizhakkambalam panchayath, aims to involve the community to raise the mental health status of the people. The Foundation provides help to patients needing dialysis, and has been conducting medical camps in association with the Kidney Federation to identify people prone to Kidney diseases. Early detection helps them take preventive measures, to arrest the disease. It also held ENT camps in four panchayaths in the state during the year.

The Foundation spent Rs 15 lakh on educational projects in 2014. It provided help to 15 meritorious students with financial difficulties, to continue their higher studies. In addition, it is constructing a building at a cost of Rs 65 lakhs for the Kadayiruppu government school.

Infrastructure projects taken up by the Foundation include cleaning up the Indranchira canal and building houses for the homeless. The Foundation built nine new houses for people belonging to the vulnerable sections of the society during the year. The 450 sq ft houses, were built at a cost of Rs 4.5 lakh each, with the Foundation bearing the bulk of the cost. Thirty-one other houses, that were in a dilapidated condition, were also repaired

6 **Being a professionally run organization, the Foundation is particular that the aid it provides goes to the most deserving people** 9

are made habitable by the Foundation. Last year, the Foundation had built a new ward for patients at the Kadayiruppu government hospital at a cost of Rs 85 lakh.

Being a professionally run organization, the Foundation is particular that the aid it provides goes to the most deserving people. It has implemented a selection criteria to identify the beneficiaries of its schemes. Medical aid will be given only to patients in the Below Poverty Line (BPL) category, who do not have insurance and are admitted to the General Ward of the hospital. The patients need to produce a certificate from the doctor

also. Similarly, education aid will only be given to high performing students with financial difficulties, on the recommendation of the Principal. The realty wing of Synthite handles the housing projects. To prevent misuse, the money is not handed over to the beneficiaries; it would be provided directly to the concerned institutions.

The foundation's activities are not restricted to Kolenchery and its neighbourhood, where Synthite has its headquarters. The Foundation spent Rs 20 lakh on CSR activities in other locations where it has plants, during the year.

The company is looking to expand its CSR activities in these places. To realize this goal, CVJ Foundation is tying up with NGOs to offer its services in its locations outside Kerala. It has tied up with 'Makkala-Jagriti' – a Bangalore based NGO – to train the teachers at the schools in Ongole, to increase the standard of education there. It has also tied-up with, Asa Kiran, another NGO, to lift the standard of living of the people there. It organized 'Tree plantation' programmes in all the locations, where Synthite has a presence, on the environment day. Health camps were also organized in Telgi (Harihar).

The efforts of the company have been recognized by the society too. Synthite was awarded the Rotary Binani Zinc CSR Excellence Award, for the last two years, consecutively.

### Projects under taken during the year

#### Medical Projects

1. Maithri – CVJ Aswas scheme to improve mental health
2. Medical Aid granted to around 500 poor patients
3. Organized Medical camps at Telgi
4. Organized camps with Kidney Federation
5. Organized ENT camps in four districts

#### Educational Projects

6. Train the teachers in association with Makkala Jagriti
7. Help for higher studies to poor, meritorious students

#### Infrastructure Projects

8. Building class rooms for Kadayiruppu government school
9. Help for building/repairing houses - 9 new and 31 old
10. Cleaning up of Indranchira canal



From the Chairman's desk

## Leading by example

Synthite has been a company that has always strived to fulfill its responsibility to the society. We had started our CSR activities a long time ago, by providing comprehensive health insurance to 1,600 poor people

in the Kadayiruppu panchayath.

We have come a long way since then. Today we have a number of projects as part of our CSR activities that touch the lives of hundreds of people every year. The activities are driven by the CVJ Foundation, established in 2008 to ensure professional management of our CSR activities.

We have always believed in creating wealth and spreading it among the society. We firmly believe that companies should contribute to the welfare of the society, especially the locality in which they operate. Our CSR activities today extend to all the locations where we have a presence in

the country.

That is not just charity; it makes sound business sense too. Studies show that companies that have invested in the community in which they operate have greater longevity than those who haven't.

It is good that the government has come up with a law that mandates spending two percent of the profits on CSR activities. As in many other areas, Synthite has been walking ahead of the times on this front too. We will continue to take our CSR activities forward, with renewed vigour. After all, the joy of giving, too is one of a kind.

# One Synthite

## Synergy, the sports and cultural extravaganza at Synthite, gets bigger, and better

*Tiramisu Titans, the winners of Synergy 2014, being awarded the CU Varkey memorial ever rolling trophy*



Come October, and Synthitians eagerly await Synergy, the sports and cultural extravaganza at Synthite. The meet has been helping Synthitians bond with each other and the company for more than a decade now.

This year's event had a special claim to fame. True to its name, Synergy brought together more Synthitians, who were in different divisions, with the aim of forging inter-unit synergy in the company. More units – Symega Savoury Technology,

Symega Flavours, Intergrow Foods & Beverages and Herbal Isolates – were included under its ambit. That meant that the number of employees covered by the meet was 1,600 this year, compared to the just 800 employees last year.



The event went a long way in bringing the Synthite family together. And the employees, gave in to the magic of the moment.

They participated enthusiastically in the events, eager to be part of the larger family.

The employees were grouped into four teams - Sizzling Cider, Tiramisu Titans, Firey Saffron and Vibrant Vanilla. The meet was launched on the 20th of October by Mr CV Jacob, Chairman, Synthite Industries at BI Kadayiruppu. The flag-off was followed by the Oath Ceremony, March Past & Marathon. A lot of events – both team and individual – such as chess, water masti, football, cricket, literary events, collage, clay modeling and debate were held over the next two months.

The teams fought hard for the honours at this year's event. The final scorecard showed Tiramisu Titans to be the winner, followed by team Firey Saffron who were the runners-up. But, the real winners were all the Synthitians who came together as one family and made bonds for a lifetime.

As Mr Deepak Balakrishnan, who joined Synthite just a couple of weeks before the event says, "We had the Synergy programme, just a week after I joined. It helped me make friends across the organization and that has made inter-departmental communication easier for me."

The programme culminated with a grand finale held along with the Christmas celebrations in the company.



*The participants taking the Oath, at the launch of Synergy, 2014*

# A warm welcome

## Synthite touches the hearts of its new employees through the 'Employee Touch Time' initiative

Synthite is a company that is known for its employee friendly policies. Now the company wants to take its engagement with the employees to the next level.

It has lined up a slew of initiatives for making the life of the employees at work more comfortable. One of them is the 'Employee Touch Time' – an initiative aimed at welcoming the new joinees into the organization and making them feel at home.

The programme reflects the care and concern that the company has for its employees. It aims to make the HR department visible and accessible to employees so that the issues that they have at the workplace can be ironed out.

The first month in any company is often the most difficult period for the employees – they have to relocate, learn new skills and adjust to the culture of the new workplace and start

delivering at work. Synthite wants to make this period an enjoyable one for its new recruits. The new recruits are given an elaborate one-week induction, to familiarize themselves with the company. They are given a tour of all the plants and mentoring to help them ease into their jobs.

The top management at Synthite takes care to listen to the concerns of the new joinees. The 'New Joinee Meet', where the HR Head meets them to listen to their suggestions and resolve their complaints is part of the initiative. This has helped the company make improvements to the induction process.

The move is part of Synthite's efforts to take the engagement levels of the employees to a new high, so that the employees are in tune with the objectives and goals of the company.

The initiative assumes significance in the light of the fact that Synthite today has people from all over the country joining it. And it is reorient-

ing itself with programmes aimed at continuous improvement of the workplace.

### New joiner



Mr. Sreekumar Methil has been appointed as Country Head – China.

A B-Tech in Mechanical Engineering, Mr Sreekumar has 22 years of experience in increasingly responsible assignments in Strategic Planning, Sales & Marketing, Business Development & Client Servicing. Prior to joining Synthite, he was working with Elgi Equipment Ltd as General Manager – China & preceding that, with Bry-Air (Shanghai) Air Treatment Equipments Co. Ltd in China and Indonesia.

### Testimonies

#### Siddhartha Srivastava Scientist - NPD&R



*Mr Siddhartha Srivastava, came to work at Synthite, Kolenchery after a stint with top Indian companies in the metro cities of Delhi and Mumbai. A huge change one would think, but the welcome provided by the company came as a pleasant surprise.*

"The hospitality here is excellent, and made things easier for me. In other firms, the HR department is concerned only until the employee joins, but in Synthite, it is different. We had a New Joinee Meeting with the HR Head, who was willing to listen to our suggestions. And some of them have already been implemented. Coming from North India, food was the major issue for me here.

I had requested for a provision for cooking in the hostel room, which was provided within a week."

#### Pragya Dwivedi Specialist- NPD&R



*Synthite is the first employer for Pragya, a graduate from CFTRI Mysore and a native of Uttaranchal. She is very happy with the environment here.*

"On arrival, the company arranged a cab to pick me up and also provided accommodation right next to the campus. The induction programme also helped make life easy for me here. We were taken to all the departments and plants. The Employee Touch Time provided an avenue to voice out any concerns that I had. The attention given to the que-

ries and concerns, before, during and after the Employee Touch Time was very high, which gave me confidence that I was not faraway from home.

#### Deepak Balakrishnan, Team Lead Production



*Deepak Balakrishnan joined Synthite after working in two other companies in the state and finds a marked difference in the working atmosphere here.*

"The weeklong induction programme here is more elaborate than in other companies. We spent 2 days in the plants alone as part of the programme. The New Joinee Meeting, where we could meet the HR Head and share our feelings has also been very helpful.

## Cultural Day at Synthite



## Synthite Silver Jubilee Commemorative Endowment for academic excellence



## Tea @ 3 at Spice Division



## BALATKAR

PAL PAL MEY YE SOCH RAHAHE  
HAR PAL VO KYU RORAHE HEY  
PAL PAL KI YE ZINDAGI MEY  
PAL KYU VO AARAHA HEY

INSANIYAT KI YE ZINDAGI MEY  
INSAN KYU NAHI HEY  
RAHMAT KI YE ZINDAGI MEY  
RAHAM KARNE VALA KAHA HEY

EK PAL KI VO KHUSHI HEY  
EK ZINDAGI KI KIMAT HEY  
JAB EK DIL TUT TA HEY  
VO HAR PAL ROTA HEY

*Mr. Shaik Rahman Ahmad – GET,  
Synthite-Ongole*

## Synthitians who were victorious at the corporate event -Escape 2014 , Season 5 organized by Rotary club



*Mr. Sefin Jose, 1st prize,  
Men's singles – badminton*



*Ms. Pranita Suresh Joshi,  
2nd prize, Women's singles  
– badminton*

*Mr. Sefin Jose and  
Ms. Pranita Suresh  
Joshi also won the  
1st prize in the  
mixed doubles –  
badminton*



*Mr. Vishnu Sanku  
2nd prize, Men's 200 mts  
running race*

## X'mas and New Year Celebrations

Synthitians celebrated Christmas and rang in the new year at its new corporate headquarters at Kadayiruppu. Dr Thampi Abraham, Principal, St Peter's College Kolenchery was the Chief Guest of the day.



*Santa wishing the gathering*



*The Choir by Fr. Jerry and team regaled the audience*

### SYNTHITE STAR

#### ANNUAL SYNTHITE STAR AWARD WINNERS



*Mr Helvin George and Mr Jogy M George, the Annual Synthite Star award winners with Mr CV Jacob, Chairman*



*Mr Sreenivas KS & Mr Subheesh VV receiving the Synthite Star award for September 2014. Mr Ajas Hameed and Mr Muneer KA also received the award*



*Production team of Synthite Marudur, receiving the special appreciation award*



*Mr Basheer KK and Mr Unni M Jacob, receiving the special appreciation award*



*ETP team of Synthite Kadayiruppu, receiving the special appreciation award from Mr Praveen Venkataramanan, COO Bio-Ingredients Division*