

## TEAMWORK makes the DREAM work

Working as teams help people overcome their weaknesses

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## CHAIRMAN'S MESSAGE

# FORWARD, TOGETHER

Forty-five years back when the idea of extracting spice oleoresin was conceived, I knew that I would not be able to start the project all alone. The time was of struggles. There were around ten people to support when the first batch of pepper oleoresin rolled out from our factory. That was a memorable day which I still remember.

We, a small number of people, worked as a team. Everyone worked for the common goal. We did not believe in the word 'impossible'. Mutual trust, hard work, dedication and optimism were the pillars of strength with which we have been able to build up Synthite. There were difficult times. Neither making the product was easy, nor finding new customers. Information technology had not taken its present shape. There were no cellular phones or STD connections. The only way to talk to the customer in another continent was either sending letters by post or sending a telex on an emergency. It was a tough

time. Making an invoice with a typewriter and sending it by telex from Cochin office was a daily routine. There was no computer. People had to put in a lot of hard work even physically.

We started adding more and more people as the business grew. In those initial years, it was difficult to get professionals from outside as we were located in a small village. More than academic qualifications, the qualities that I looked for in candidates were discipline, analytical skills and how fast they can learn.

Today we have more than 2500 employees from various cultural backgrounds. We do have many processing plants and more than 500 variants of products. When I look back through the years, I feel that it was the dedication and loyalty of people that helped the organisation to become what it is today. By saying all these, my advice is that you should work hard with mutual trust. Hard work always yields positive results. I want everyone to grow, with Synthite, as a team.

# LEADING THE TEAM

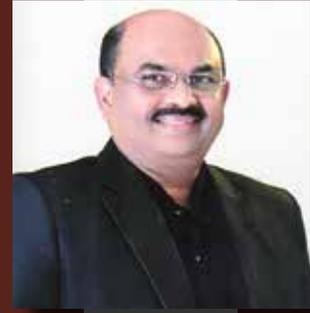
I am a strong believer of teamwork. The word 'Team' itself has a lot of strength. To me a team is a group of individuals with different kinds of talent, knowledge, experience and passion uniting together for a common purpose. A leader is mandatory for a team to guide the members to achieve its common objective.

According to me, a leader should have a clear vision. That vision should be relating to the organisation's goal. I learned the leadership skills from my father. He taught me how to work in a team irrespective of the seniority. I still follow that style. Today I see people putting in a lot of hard work to achieve the common goal. It is not necessary that a well-thought-out plan will always be successful. Even if all the team members get frustrated, a true leader should not lose temperament for not getting the desired result within the expected time. Sometimes the leader will have to change the strategy. The leader has to motivate the team and steer them in the right direction with

ultimate optimism.

When I talk about leaders, my viewpoint is that leaders are not born, but they are made by experience. That is the reason why members of the Directors' family are trained for years before being entrusted with leadership roles. This is exactly what I too did for years. Experience teaches us a lot. And without experience, you cannot be a leader.

Synthite is now forty-five years old with so many SRESHTAs. There is a lot for the youngsters to learn from SRESHTAs who possess the wealth of knowledge and experience. I doubt whether there is any other company in Kerala, where we can see so many people completing fifteen to twenty-five years of service. It happens in Synthite. I want everyone to maintain our professional culture of being a Synthite family member. We are one family of passionate people gathered from various geographies. We respect each other. We help each other. And we will work for the common vision.



MANAGING DIRECTOR SPEAKS

# THE DREAM TEAM

**A common goal, a competent leader and reliable members with diverse skills will make any team a Dream Team**

**T**eamwork is an important slogan in today's workplaces. The world is slowly moving away from individual projects to team-based projects in an attempt to boost growth and innovation. An individual has a set of strengths and weaknesses, whereas, in a group, individuals come together, to overcome their weaknesses and enhance their strengths. This is the power of teamwork. It is a proven fact that by combining the strengths of team members, new heights of success can be reached. When people work together, they forget to think about their individual gains.

In team-based sports such as football, hockey and cricket, we watch the team members leaving their differences behind and working towards a common goal – to win the match. That is the team

spirit. We don't see competition between the members of the same team because there is no 'I' in teamwork. It is true that no one can break a bundle of sticks but one can break a single stick if it is no longer part of a bundle. Similarly, it will be difficult to defeat a team.

A leader is an imperative



part in a team environment. It is a fact that many of today's successful leaders have been

born as normal persons and became leaders by honing up their leadership skills through extensive practice. Some basic qualities differentiate a leader from other team members. They are learning (great



leaders learn every day, from everyone), listening, planning, being optimistic and becoming a role model for others.

A leader should show respect to everyone around him. This will foster an environment of caring in the workplace. It will encourage employees to treat clients, co-workers and subordinates with the same respect they've seen in their leader.

It takes time to be an effective listener, but it will make a big difference in the people. For employees, knowing their leader is listening can itself serve as an instant morale booster. A leader has to show how passionate he/she is at work. This way, people around the leader will feel more motivated to contribute to the company's progress. Passion is what it takes to create good things and grow a successful





## Together Everyone Achieves More

*Jacob Ninan  
Sales Director*

*Synthite(Beijing)Biotech Co.,Ltd*

We all know that ‘teamwork’ is an important skill set that all bosses would love their team members to have. Being a “Team player” is one of the key strengths that candidates often mention during personal interviews. If this were really the case, we would be having great teams across most organisations. So the question is, “Do we all understand the real meaning of teamwork? And, why it is so important to organisational success?”

The answer to this could be better understood by analysing how Jim, the department manager, and his team helped improve the company’s business. The company's sales were dropping, and Jim wanted to turn-around the situation. He created a special team of 3 people to help him. He included his team into the challenge, and they started

contributing potential solutions.

The team realised that they had a common goal and more importantly, they recognised that they could achieve the goal only if every one contributed in their area of expertise. With renewed enthusiasm, the team started addressing its real problems. This gave Jim a better insight and he was able to improve the sales strategy and take the department into profits.

What was the reason behind this success?

- Jim infused his team with enthusiasm. His team put in sincere efforts as they felt a sense of belonging to the organisation.

- When there is a sense of belonging, we look for opportunities in the problem rather than for problems in opportunities. This helped the team perform better.

- When the entire team focused on finding the opportunity in the challenge, everybody was forced to contribute. This led to the generation of better ideas during brainstorming sessions.

- Jim and his team recognised that all tasks were not equal in complexity and they could do it better by sharing the workload with each other.

- Jim, the team leader, himself learnt so many lessons from his team that he saw more avenues for growth both for his company and his team. This created a better work culture with greater mutual respect for each other.

Growth and success follow when we have the right attitude to convert problems to challenges and overcome them. Do we all have a Jim within us? Can we all manage our teams like Jim did? A thought worth reflecting upon.

Today, Synthite is increasing its footprint by setting up operations across the globe, leading to diverse, dispersed, digital and dynamic teams. This makes teams face new hurdles, but their success still hinges on the fundamentals of group collaboration. It would be good for all the Jims within Synthite to take stock of their teams and ensure that they are providing the “enabling condition” which is conducive towards group collaboration.

Remember, there are no superstars in any organisation. Each team is only as good as the weakest resource. Let’s all work towards making great teams at Synthite!



business. Employees will try to follow the passionate leader.

Similarly, nurturing the team spirit is also very important for a leader. Leader cannot achieve success all alone. The leader enables the team to act by providing technical assistance, emotional support and a vision.





SRESHTAs - long-serving employees who completed 15 and 20 years in Synthite, were recognised at an event held as part of the Onam celebrations. SRESHTAs with Dr Viju Jacob, MD



Employees of Symega Flavours & Colours with CEO Mr Paolo George at the 'Lunch with CEO'



Participants of the team building session held at Symega Colours & Flavours with the trainer, Mr Shamim Rafeeq



Synthite was adjudged “The Best Exporter in Spice Ingredients” by ASSOCHAM. The Bio-Ingredients team receiving the award from Mr Parshottam Rupala, Union Minister of State for Agriculture and Farmers Welfare at a function held at Ahmedabad on 7th September 2017

### Symega Flavours India gets Productivity Award

Symega Flavours India (P) Ltd has been selected for the Second Best Productivity Performance Award in the category of Medium Scale Industries in the FACT MKK Nayar Memorial Productivity Awards 2015-16. Symega Flavours had been recognised in the previous two years also, making it the first company in the Small - Medium category to be recognised three years in a row at the awards instituted by the Kerala State Productivity Council.



Participants of Synthite Smile 2017, with Mr M. R. Rajesh Kumar, Senior Vice President, HR and Mr Vineeth P. Mathew, Senior Manager, HR



Synthite employees contributed one day's salary towards supporting the family of Late Mr Makizhan who passed away on 9th May 2017. Dr Viju Jacob, MD, handing over the amount to Makizhan's parents Mr K. R. Venkatachalam and Mrs Thangamani



Tea @ 3 at Synthite Kolenchery



Prize distribution of lucky dip conducted at Synthite Marudur

Dr Viju Jacob, MD distributing Onam gifts to the members of the Synthite Employees Cooperative Society



Synthite's stalls at FI Asia 2017 held at BITEC, Bangkok(bottom left), Fi South America 2017, Sao Paulo, Brazil (top left), IFEAT at Athens (top), Tanzania FoodAgro 2017, Dar es Salaam (top right) and 18th Malaysian International Food and Beverage Trade Fair(bottom right)



**ONAM CELEBRATIONS**



Mrs Aleyamma Jacob shares her birthday cake with Mr C.V. Jacob, Chairman in the presence of Dr Viju Jacob, Managing Director, Mr Ninan Philip, Director, Mr Aju Jacob, Director during the Onam celebrations held at Synthite Taste Park



The Uriyadi held at Synthite Kolenchery

The Symega team at the Onam celebrations



Maveli visiting Synthite Kolenchery



The tug of war held at Synthite Kolenchery

The Onam feast held at Taste Park



Thiruvaathira at Ramada Resorts



Pulikali at Riviera Suites