

PRAKASH

Chemicals Agencies



ILLUMINATION

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*Wishing You & Your Family
A Happy & Prosperous 2024*

*Delivering Trust to the
world of chemistry*



Dear Business Associate,
Greetings to you,

As we embark on the journey into the promising year of 2024, I extend my warmest greetings to each one of you.

As we bid farewell to 2023, let us take a moment to appreciate the moments of joy and triumph, the challenges that have strengthened our bonds, and the relationships that have contributed to our collective growth. The canvas of the coming year lies before us, waiting to be adorned with our dreams, aspirations, and positive affirmations.

In the spirit of new beginnings, I encourage each member of our esteemed team to dream bigger, commit deeper, aim higher, and exert greater efforts in the pursuit of excellence. Together, we have the power to transform challenges into opportunities and aspirations into achievements. Let the energy and enthusiasm of the New Year propel us towards even greater heights.

On behalf of the entire Prakash Chemicals family, I extend my heartfelt wishes for a New Year filled with endless happiness, prosperity, and fulfillment for you and your loved ones. May 2024 be a year of unprecedented achievements and remarkable growth.

Thank you for your continued dedication and partnership. Here's to a successful and rewarding year ahead!

Regards,
Dilip Shah
Managing Director
Prakash Chemicals Agencies Pvt. Ltd.





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Challenges and Opportunities in Green Technology Adoption for Sustainable Practices in the Indian Pulp & Paper Industry

BLOG
OF THE MONTH

In India, there is a substantial anticipated demand for paper compared to developed countries. To meet this rising demand, it is crucial to increase production from the current 27 million metric tonnes to 40 million metric tonnes by 2035. However, our fiber resources are limited, and mills are struggling to source raw materials from various channels. Challenges such as water and energy scarcity further stress the industry's ability to sustain itself in the global competitive landscape. Given these circumstances, the only viable option is to turn to technological solutions for survival.

The term "green technology" denotes environmentally friendly technology either in its production processes or supply chain. It encompasses clean energy production, the utilization of alternative fuels, and technologies that are less environmentally harmful than fossil fuels. Although the green technology market is relatively nascent, it has attracted significant attention from the pulp and paper industries due to the growing awareness of climate change impacts and natural resource depletion.

The Indian pulp and paper industry exhibit a high level of fragmentation, ranging from small (up to 100 tpd) to large (above 1500 tpd) capacities based on diverse raw materials. The industry employs a variety of technologies, with over 125 products manufactured using outdated methods in many cases. Therefore, the industry must depend on indigenous development and the adoption of suitable technologies to ensure growth and sustainability, considering the available raw materials and scale of operations.

The pulp and paper industry is experiencing an increasing demand for the adoption of waste minimization strategies, aiming to establish mills with minimal environmental impact. The broader objective of such minimum impact mills is to reduce the consumption of natural resources such as wood, water, and energy, while also minimizing the volume and quality of emissions into the air, water, and land. This approach takes into account both economic considerations and the overall environmental impact. The concept of a minimum impact mill represents an aspiration for the Indian paper industry, where the efficient utilization of raw materials, decreased air emissions, reduced water usage, and limited waste generation would prove effective. Ideally, such a mill would generate surplus electricity to meet all its process requirements. Various green technology options are available for paper mills to optimize their environmental performance and achieve the necessary levels of energy and resource efficiency.

Mr. Zaid Sakarwala
Marketing
Editor for the Month





Our MD Mr. Dilip Shah and Team PCAPL received the Prestigious Award for 'Best Services for Trade & Industry' from Gujarat Chemical Association



Christmas 2023 celebration at Prakash house



Shri Atul Gor, Hon'ble District Collector & President of Bal Gokulam organized a Fund Raising Entertainment Programme "A ROCKING NIGHT WITH OSMAN MIR" a famous Singer for the benefit of Bal Gokulam & Juvenile Home. Shri Harsh Sanghavi, Home Minister of Gujarat was The Guest of Honor & our MD Mr.Dilip Shah, Vice President of Bal Gokulam, Mayor of Baroda, BJP MLAs & MPs were graced the event.



December 2023 - Reward and Recognition



Mr. Dilip Shah had the privilege to meet with Shivani Didi from the Brahmakumaris



Group Birthday celebration



Ms. Jigisha Sutaria



Mr. Shashivendra Singh



Celebrating World AIDS Day by distributing Dabur products at SSG Hospital



Distribution of nutrition and hygiene kits to Anganwadi workers and children



Celebrating Human Rights Day by conducting a session with Anganwadi children & the community.



Distribution of Dabur products to Primary Health Center (PHC) workers



Distribution of Dabur products to the children of Vir Savarkar School



- Indian Oil Corporation (IOC) has revised the estimates of cost of expanding the Panipat refinery in Haryana by 10% to Rs. 36,225-crore and pushed back its completion deadline by more than a year to December 2025. IOC is expanding its 15-mtpa refinery, about 100-km north of New Delhi, to 25-mtpa.
- Adani Total Gas Ltd. (ATGL) has initiated a 'Green Hydrogen Production and Blending Pilot Project' that aims to assess the viability of green hydrogen as an alternative energy source for consumers in City Gas Distribution (CGD).
- Tata Chemicals has cut prices of domestic soda ash for all grades by up to Rs. 1,500 per tonne due to oversupply in the domestic market.
- Finland-based Kemira has signed an agreement to divest its oil & gas-related portfolio to Sterling Specialty Chemicals LLC, a US subsidiary of Artek Group, a global industrial chemicals group based in India. The transaction enables Kemira to focus on its core businesses and accelerate its profitable growth strategy. Kemira and Sterling Specialty Chemicals LLC will also enter into a long-term partnership, consisting of contract manufacturing agreements in both directions.
- BASF India has broken ground at its new R&D facility at its site in Chennai. This facility is the first of its kind in the Indian automotive catalysts industry, dedicated to supporting Original Equipment Manufacturers (OEMs) in the region with cutting-edge technologies aligned with Indian regulations.
- New Delhi-based speciality chemicals manufacturer, Vikas Ecotech, has announced that it has secured orders worth Rs. 22.5-crore for speciality polymer compounds. The company stated, through an exchange filing, that it intends to fulfil these orders within the next 30-45 days.
- FMCG giant, Unilever, is piloting near zero emissions synthetic soda ash – a key laundry powder ingredient – in collaboration with its Indian arm Hindustan Unilever Ltd. (HUL) as well as chemical companies – Tuticorin Alkali Chemicals & Fertilisers Ltd. (TFL) and Fertiglobe (the JV between OCI Global and ADNOC).
- The government's initiative to establish green hydrogen hubs at key Indian ports has garnered positive attention, leading to significant anticipated investments at V.O. Chidambaranar Port in Tamil Nadu and Deendayal Port in Kandla, Gujarat.
- Oil and Natural Gas Commission (ONGC) will bring in a strategic partner in ONGC Petro-additions Ltd. (OPaL) by FY27, after the state-run company infuses Rs. 18,365-crore in the Gujarat-based petrochemicals venture and makes it profitable by FY25.
- Anupam Rasayan India Ltd., a Surat-based entity engaged in custom synthesis and manufacture of speciality chemicals, has announced the registration of a wholly owned subsidiary in Tokyo, Anupam Japan GK.

THE JESTER AND THE KING

MORAL STORY

Once upon a time there lived a king in the village and he had a Jester named Wils in his Court. The King was so fond of the Jester Wils and hence Wils enjoyed each and every kind of liberty. He did not even spare the Lord's and Ministers. So much so that he began to ridicule even the King but no one could dare to complain against him. This made Wils bold and proud. He cared for none.

One day while the King was holding a Court and was very busy with serious state of affairs, Wils made a fun of the King. Dead silence fell on the Court. The King got highly offended and sentenced Wils to death. Wils bent down over his knees and begged for mercy but the King was so angry that he turned down his request.

At last when Wils pleaded for mercy again and again, the King said "Die you must but I grant you the freedom to choose the kind of death you like".

The Jester Wils was very clever and immediately used his ready Wit and took good advantage of the concession given by the King saying "Your Majesty ! I choose to die of OLD AGE". The King was very much impressed on his cleverness and forgave Wills with a warning for the future.

MORAL OF THE STORY

Over ambition and overstepping boundaries can lead to downfall. Moderation and self awareness are vital to prevent stretching one self too thin.



Performance Management - it's Key Principles & Benefits

MANAGEMENT TIPS

High-performance Management is an organizational system used to monitor and enhance employee productivity by ensuring that each team member meets individual targets. It's a process wherein integrated activities enable company leaders to motivate, measure, and develop overall team performance. Developing employee competence and confidence is one of the most critical aspects of high-performance management. It involves a careful balancing act, incorporating elements such as communication skills, critical thinking, and a deep understanding of the product and how to achieve business objectives.

The key principles of Performance Management includes:

- Clear Goal setting
- Continuous feed back
- Objective measurement
- Development and Training
- Employee involvement
- Recognition and Reward
- Alignment with Organisational Goals

The Performance Management model is based on four key pillars: Planning, Monitoring, Reviewing, and Rewarding. It refers to the use of effective management practices and strategies to enhance organizational performance and achieve specific goals.

Employees who work in high-performance teams are more engaged and satisfied. This yields many benefits, including increased productivity, enhanced creativity, higher employee engagement, and improved customer satisfaction, which helps the organization unlock its full potential and achieve lasting success. Investment in employees' development encourages and positively impacts them personally, affecting the overall performance/success of the organization.

In short, in today's world, the principles of an effective Performance Management strategy, which involves using data, technology, and talent management techniques, will undoubtedly help drive productivity, efficiency, and innovation within the organization and build a culture of continuous improvement.





PUZZLE YOUR MIND

Q1- 122 : 170 :: 290 : ???

Q2- Justice = 53920192110
Compare = 51811613153
Picture = ?

Q3- What building has the most stories?

Q4- Spelled forward.....
what you do every day &
spelled backward....
something you hate. What am I ?

Q5- Until I am measured, I am not known.
Yet how you miss me when I have flown.
What am I?



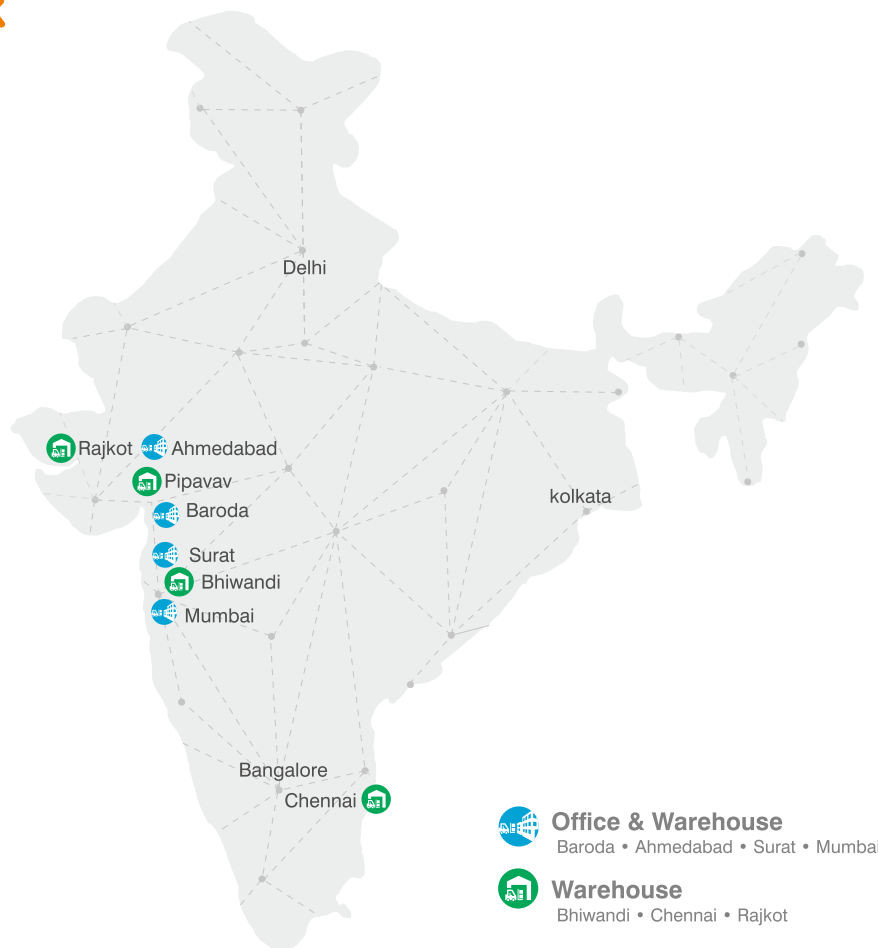
Answer to
the Puzzles of
Nov 2023

Q.1. 33
Q.2. Roads
Q.3 Seven
Q.4. 21057

Q.5. 196

“ Every little meditation, every positive thought,
every little effort of being conscious and
aware, every little positive shift in action, all
are leading you towards your reality. ”

Our Network



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Accreditation



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Mumbai (Warehouse):

1) Sohil Warehouse, Near Adarsh Katta, Anjur Valgaon Road, Nr. Rahnal Village, Off Mumbai-Agra Road, Bhiwandi (Thane) Mumbai, India.

2) Momai Warehouse - Prerna Complex, Bldg. No. B-7 Gala No.1, Anjur-Dapode Road, Val Village, Bhiwandi-421305, Thane.

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