

**PRAKASH**

Chemicals Agencies



# ILLUMINATION

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world of chemistry*





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The India FMCG (Fast Moving Consumer Goods) Market was valued at USD 164 billion in 2023 and is projected to reach USD 1,093.06 billion by 2032, growing at a CAGR of 21.61% during the forecast period from 2023 to 2032.

The Indian FMCG sector employs around 3 million people, accounting for approximately 5% of the total factory employment in India. It is the country's 4th largest industry and a significant contributor to the economy. Major FMCG products dominating the market include toiletries, oral hygiene products, detergents, and cosmetics.

### ■ India FMCG Market: Growth Factors

The Indian FMCG industry is driven by factors such as increasing disposable income, changing lifestyles, supportive government policies, an increasing youth population, and heightened awareness about healthcare.

With growing disposable income, people are becoming more health-conscious and their lifestyles are changing, which drives the demand for FMCG products such as home care, healthcare, personal care & cosmetics, food & beverages, and others, thereby significantly promoting the development of the FMCG market in India.

Easy availability of raw materials, lower labor costs, and a well-connected value and supply chain give India a competitive advantage in the FMCG industry.

The growth of the Indian population, the rise in consumer awareness of FMCG products, the frequent introduction of a variety of products by key market players, and effective advertising and marketing of FMCG brands have all contributed to the growth of the Indian FMCG market

India has a spectacular youth population compared to other developing countries. The majority of the workforce in India comprises this young population aged between 25-45, and this age group is a major consumer of FMCG products, especially in the packaged foods category as they barely get time to cook.

Many international players are entering the Indian FMCG market due to the increasing middle-class population. The Indian FMCG market continues to grow as more people start to move up the economic ladder and the benefits of economic progress become accessible to the public.

In the last two years, the Indian FMCG industry saw high inflation translating into price-led growth. Key players in the Indian FMCG sector have indicated that price-led growth has started tapering off and volume-led growth is set to return in the next few years.

### ■ Opportunities

The growing trend towards sustainable product shopping is also contributing to market growth. While the urban sector has been the primary contributor, semi-urban and rural segments are expected to create lucrative opportunities for market growth during the forecast period.

The increasing popularity of online purchasing, the development of new brands and products, innovation in product development, and the expansion of FMCG networks in rural areas are expected to generate significant opportunities for market participants during this period.

The rise of e-commerce and online retail platforms such as Flipkart, Amazon, Zepto, Swiggy, and Zomato has made FMCG products easily accessible to a broader audience. Online shopping provides convenience and opens up new markets for FMCG companies. Consequently, the growing popularity of online purchasing is expected to create lucrative opportunities for the market during the forecast period.

**Mr. Hardik Rajpara**  
Manager - Marketing  
*Editor for the Month*



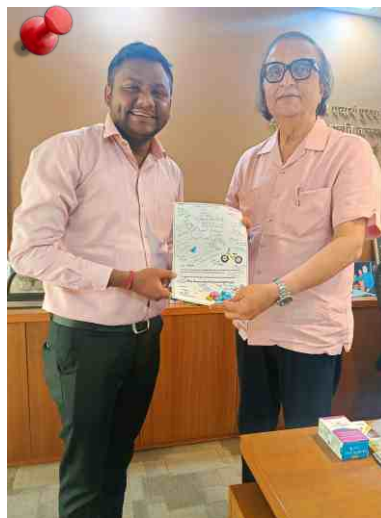
**Guru Purnima Celebration at Prakash House**



**Fun Saturday Game of Tricky Glasses**



**Mr. Ghanshyam Joshi**



**Mr. Vivekkumar Patel**



**Mr. Anishkumar Singh**

**Mr. Dishant Sevak**



**PCAPL team with the help of BCC conducted a survey meeting for women empowerment**



**Fruit Distribution**



**Pre School Engagement Activity**



**Screening of Malnourish children**



**Parents meeting at anganwadi centre**



**Participation of Purna Divas with adulation girls**



**Protein powder distribution at adopted Anganwadi Centres**



**HB screening of adulation girls at adopted Anganwadi Centres**





- Union Minister for Chemicals & Fertilizers Shri J P Nadda launched the 13th edition of the India Chem with the theme "Advantage Bharat: Indian Chemicals and Petrochemicals Paving the Future", in New Delhi in the presence of Anupriya Patel, MoS for Chemicals & Fertilizers.
- ABB India has announced the expansion of two educational programmes as part of its Corporate Social Responsibility (CSR) initiatives to support inclusive and equitable education.
- Adani Wilmar Ltd. (AWL) has announced the acquisition of a 67 percent stake in Omkar Chemicals Industries Pvt. Ltd. (OC IPL), a Gujarat-based Speciality Chemicals Firm.
- Epigral Ltd., formerly known as Meghmani Finechem Ltd., incorporated in 2007, has successfully commissioned its 35-ktpa chlorinated polyvinyl chloride (CPVC) compound manufacturing plant at its Dahej facility in Gujarat.
- Raising the competitiveness of India's chemical industry in challenging times - While the Indian chemical industry has for much of the last decade been an out performer in comparison to its global counterparts and to other industrial sectors in the country, that has changed in the last three years.
- Brenntag, German chemicals and ingredients distributor, has announced the appointment as distributor for Tata Chemical North America's soda ash in Malaysia, Indonesia, and Vietnam.
- Hindalco Industries Ltd., the Aditya Birla Group focusing on aluminium and copper, has awarded Finland-based Metso an order for the delivery of a large integrated electronic waste recycling process to be built nearby their copper unit in Pakhajan, Gujarat.
- Methanol is the single largest chemical produced worldwide, and its output and consumption has come to be dominated by Asia, in general, and China, in particular.
- Pune-based silicones player, Elkay Chemicals, has announced the opening of its 'Prof. Somasundaran R&D Centre for Silicone Innovations' at Bhosari, Pune.
- Godrej Industries Ltd.'s chemicals business unit has signed a business transfer agreement with Shree Vallabh Chemicals to acquire its ethoxylation unit II at Kheda in Gujarat, entailing an estimated investment of Rs. 45-crore.
- The business of ethylene oxide (EO) and its derivatives (EODs) is a staid and commoditized one that seldom makes the news (save for recent headlines related to residues in spices).
- Coromandel International has launched a new magnesium – fortified complex grade fertiliser 'Paramfos Plus' in Bengaluru.
- UK's University of Leeds has signed a Memorandum of Understanding (MoU) with Institute of Chemical Technology (ICT), Mumbai, to promote innovation and excellence in the fields of engineering and chemical technology.
- Mumbai-based Excel Industries Ltd. has announced its debut in the contract manufacturing area with the signing of a long-term agreement with a leading multinational company for the supply of a niche chemical.
- Vimal Life Sciences, a leading speciality chemicals distribution firm, and Liechtenstein-based MyMicrobiome, which offers registered certification mark for microbiome-friendly products as well as R&D services.

**Many years ago**, in a quaint village surrounded by lush green fields, there lived a humble farmer named Tom. Tom worked tirelessly every day, tilling his small farm and taking care of his few animals to provide for his family. His simple life was filled with hard work, but also with love and contentment. One evening, a sparkling Fairy appeared before Tom, who admired his hard work and efforts and said “Tom your dedication and hard work have not gone unnoticed. I am here to reward you. I will grant you three wishes.”

Tom's first wish was simple but profound. He wished for more land. He dreamed of expanding his small Farm so he could grow more crops and provide better for his family. The Fairy waved her wand, and in an instant, Tom's farm expanded.

Encouraged by his success, Tom made his second wish. He wished to fill his farm with more Cows, Sheep, and Chickens. The Fairy smiled and granted his wish.

Feeling confident and a bit greedy, Tom made his third wish. He wished for even more abundant harvests, hoping to become the wealthiest farmer in the region. The Fairy, though hesitant, granted his wish. When wealth grew, he started to forget the kindness and generosity and focused on his riches and less on the well-being of his family and neighbors.

The Fairy watched Tom's transformation with sadness. She saw how greed had taken over his heart, and how he no longer shared his wealth with others. One night, she appeared before him and said sternly, “I see that you have lost your way. You have forgotten to be grateful and kind and hence, I must take away your wishes.” With a wave of her wand, the Fairy reversed Tom's wishes.

Tom was filled with regret. He realized the error of his ways and felt very sad. Determined to make amends, Tom sought out the fairy. “Dear Fairy,” Tom pleaded, “I am deeply sorry for my greed and selfishness. If you give me another chance, I promise to be grateful and to use my wishes wisely.” The Fairy saw the sincerity in Tom's eyes and decided to give him one chance more. “Tom,” she said gently, “I believe you have learned your lesson and so will restore your wishes, but remember to use them wisely.”

Tom's heart filled with gratitude. This time, he made 3 different wishes. First, he wished for the health and happiness of his family and neighbors. Second, he wished for enough food to share with those in need. Finally, he wished for the wisdom to always be kind and generous.

The Fairy granted his wishes, and Tom's farm flourished once more. But this time, he used his wealth to help others. He shared his harvests with the village, ensured everyone had enough to eat, and supported those in need. The village thrived, and everyone was happy. Tom lived the rest of his days as a wise and generous man. always grateful for the fairy's gift and the lessons he had learned. And so, the tale of humble farmer Tom became a cherished story in the village, a reminder of the power of gratitude and kindness.

## MORAL OF THE STORY

*This story teaches us the power of gratitude and kindness. Dedication and hard work never go unnoticed & Greed and selfishness can lead to downfall and will spoil everything.*



# Delegation, its Importance & Benefits at Work Place

## MANAGEMENT TIPS

Delegation means place responsibilities into capable hands, and allow the employee to use their judgment to achieve outlined targets. Effective delegation ensures the maximum productivity of business and empowers team members to acquire new skills and come up with innovative methods to achieve business objectives. It helps to boost the professional development of the team members. It allows for more growth overall. Delegating duties is an ability that can be taught and improved on through time, just like any other skill.

Delegation provides several advantages for both leaders and employees. It assists executives in managing their workload and increasing production, while also assisting staff in identifying and developing their strengths and working on their weaknesses. Delegation, when done correctly, may be used for professional growth as well as identifying top performance.

Delegation is an important management skill to work on through career. Delegating effectively saves time, helps the leader and team to develop as professionals, prepares to manage larger teams, and inspire employees and team members to perform better. It is a valuable tool for strategic planning, personal growth, and pursuing and promoting development.

Delegation helps efficiently to utilize time and resources and encourage the development of trust and the growth of different sets of skills within a team. Through this process, managers can focus on prioritizing tasks and distributing work equally among their team members. It works well boosts productivity, helps workers to learn new skills, and encourages them to work together. When delegating duties to team, be sure to distribute the work across the members of your team. As a result, your team's flexibility will expand, and everyone's abilities will grow, which is beneficial to the organization and each member's professional abilities.

Coordination, communication and plentiful trust are the keys to effective delegation. The result is a win for the employee and for the business. Right training and leadership can make sure that your team is ready to take on new responsibilities, for which it is very necessary to prepare them with the requisite training, job shadowing, and one-on-one discussions related to the task at hand. Clear and effective communication is the main Key to build an organized delegation strategy. When going to draft the delegation strategy, consider the different strengths and weaknesses of your team members. To successfully achieve your goals and improve performance, distribute the tasks that are well suited to each according to his or her specific skill set.

If you understand the importance of delegation in leadership and know how to delegate effectively, you can build employee trust and commitment, boost productivity, and ensure that the proper individuals are completing the activities that are most suited to them. Delegating is not always simple, and the process is not always straightforward, but the sooner you get started, the sooner you will gain the skills to do it well.







# PUZZLE YOUR MIND

- Q1. A stands for +  
B stands for x  
C stands for -  
D stands for ÷

Then solve the below equation : (13 B 9) D 3A (14 D 7) B 6 C 21 A (32 B 2)

- Q2. There is a 6 letter word where second and last letters are same. The last second and fourth letters are payment and the first 4 letter is me. What is it ?
- Q3. Which 2 signs should be interchanged to make the following equations mathematically correct.

$$12 \times 108 - 36 \div 6 + 18 = 48$$

- Q4. What is the definition of Given Equations : 6 B in an O



- Q5. **Blood**  
Water Here Blood is written in Bold and water is written normal, What it indicates?

Winner of Puzzle Competition - June 2024 Edition  
!! Mr. Mayur Sant - Congratulations !!

Answer to  
the Puzzles of  
June 2024

Q-1 - 96  
Q-2 - 144  
Q-3 -  $101 - 10^2 = 1$   
Q-4 - 27  
Q-5 - Circle of Friends

*“Time is too slow for those who wait,  
too swift for those who fear,  
too long for those who grieve,  
too short for those who rejoice,  
but for those who love, time is eternity.”*

# Our Network



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