Editorial

The Vigilance Awareness Week was observed from 29th October to 3rd November 2012. This year the theme was “Transparency in Public Procurement” and a number of programs were held in the Company to highlight this theme. The Company has adopted several initiatives like e-procurement, e-payment, e-tendering etc. to curb possible corrupt practices. Needless to say, systems alone cannot lead to a corruption free society. Each one of us needs to act with total transparency and demonstrate integrity in all forms, whether financial or otherwise, to build a nation of which we can all be proud of.

Festivities continue to take the centre stage. We celebrated Durga Puja, Dusshera and Id-ul-Zuha in the recent past and will be celebrating Diwali, Chhath Puja, Muharram and Guru Nanak Jayanthi in this month. Christmas and New Year are not far away! Greetings of the season and wish all of you and your family lots of happiness for the festivities.

Do take time off to read BLOOM and remember to send your feedback & suggestions to mukhopadhyay.mohar@balmerlawrie.com.

Mohar
A Profitable Second Quarter for our Company!

The results for the second quarter ending 30 September 2012 were announced on 07 November 2012. While the net income went up by around 20% to Rs 635.66 crores for the second quarter of the Financial Year 2012-13 from Rs 531.54 crores for the corresponding quarter last year, both the PBT and PAT have grown by around 18% to Rs 50.46 crores and Rs 34.48 crores respectively. However, for the half year ending 30 September 2012, the net income has gone up by 16% to Rs 1331 crores and the net profit has gone up by 8% to Rs 80 crores.

BL Updates

SBU:PC participated in the All China Leather Exhibition 2012 held at Shanghai, China from 4th to 6th September. A series of special events including seminars & fashion shows were organized to show the global trends of the leather industry. There were more than 1,300 exhibitors from 41 countries and 20 international pavilions. SBU:PC displayed leather samples enhanced and treated using BL Leather Chemicals. The response was encouraging with 250 business visitors visiting the BL stall and booking of three containers order by our dealer in China.

The rolling trophy, which was bagged by SBU:LI for being the best performing SBU during the year 2011-12 was presented to CFS, Chennai by Shri R K Murthy and Shri Ananda Sengupta on 26th Sep 2012. The trophy will be kept in CFS, Chennai for 3 months.
Glimpses of Vigilance Awareness Week observed across locations from 29 Oct to 3rd Nov 2012
An interactive meet with prominent Customs House Agents operating at Kolkata was organised by LI, Kolkata at Conclave on 13th October. Around 30 participants comprising CHAs and BL executives participated in the meet.

On 4th October a workshop on Quality Control was conducted by Quality Circle Forum of India in CFS, Kolkata for forming quality circles at HRC.

A workshop for facilitating quality circles at HRC through Quality Circle Forum of India was held on 17th October at CFS, Kolkata.

Kudos to Travel Chennai

The Travel Team in Chennai successfully handled various group movements for Defence Services Staff College, Wellington on Air India flights. In October 2012 a group of 435 members were flown to Bagdogra, Jammu, Leh and Srinagar on twenty four Air India flights in October 2012. 516 members were flown to Port Blair in September 2012 and a group of 85 members were flown to Ahmedabad in August 2012.

A firefighting drill was organized by ex-CISF commandants on 5th October at CFS, Kolkata for security personnel of HRC as part of their training.
A third joint research paper by R Janardhanan and Dr. V Vijayabaska, both Sr. Managers (Product Development) of PC - Chennai was published in the September 2012 issue of “The Journal of the American Leather Chemists Association”, Texas, USA. The research paper titled as “Effect of Specific Additives on the Degree of Sulfonation and its Influence on Leather Fatliquoring” provides a lead for the development of better fatliquoring agents.

Dr. Somnath Chattopadhyay, Manager (Product Development), PC - Chennai published a paper along with an Associate Professor of Visva-Bharati University in the October-December 2012 issue of the International Journal of Plant, Animal and Environmental Sciences. The topic of his research publication was "Response of Rapeseed to various sources and levels of Sulphur in Red and Lateritic Soils of West Bengal, India."

A training program on Ethics in Profession was organized on 19th October for employees of G&L and IP, Silvassa. The participants are seen in photo along with the trainers.
An ERP Awareness Programme was organized for employees of IP, G&L & LI from 3rd to 6th October at ARL - Kolkata. PWC, TCS, BL Project management team & core committee conducted sessions on all modules.
Physics of Noise

Noise, or unwanted sound, is one of the most pervasive occupational health problems. Occupational hearing loss is the number one cause of nonfatal health problems in the U.S. Over 28 million people are affected with partial or total hearing loss. It's a sneaky villain, too. Each over-exposure to noise sources such as heavy equipment, air compressors, powder-actuated fasteners, radial saws, etc., can damage some of the thousands of delicate nerve cells in your ears. Although the cells will try to repair themselves, repeated damage will eventually destroy them. This destruction is so gradual it usually goes unnoticed, but the hearing loss is permanent.

- The difference between the threshold of hearing and the threshold of pain is some $1,000,000,000,000,000$ times.
- Since this does not lend itself to a linear scale, a logarithmic scale is used instead - the decibel (dB) scale.
  - **Threshold of hearing** = 10 dB.
  - **Threshold of pain** = 140 dB.
- As a consequence of the logarithmic scale, if you want to double the sound intensity, you must not double the dB value.
- You simply **add 3 dB**. So **88 dB is twice as intense as 85 dB**.

### Intensity Comparison

<table>
<thead>
<tr>
<th>Example</th>
<th>dB</th>
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</thead>
<tbody>
<tr>
<td>Jet Engines</td>
<td>140</td>
</tr>
<tr>
<td>Chainsaw</td>
<td>115</td>
</tr>
<tr>
<td>Inside Bus/ train</td>
<td>90</td>
</tr>
<tr>
<td>Raised Voice at 2 M</td>
<td>85</td>
</tr>
<tr>
<td>Busy Office</td>
<td>60</td>
</tr>
<tr>
<td>Normal Speech</td>
<td>50</td>
</tr>
</tbody>
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आधिकारिक रूप से पिछळे वर्ष की बालिका प्रशिक्षण कार्यक्रम का लिए 3 महीने का यात्रा व पर्यटन प्रशिक्षण कार्यक्रम का औपचारिक रूप से शुभारंभ 3 अक्टूबर, 2012 को किया गया। बांग्लादेश ने पिछले वर्ष इस सीएसआर कार्यक्रम की पहल की और पूरे भारत में दूसरी बार इस प्रशिक्षण कार्यक्रम का आयोजन किया जा रहा है। इस प्रशिक्षण कार्यक्रम में कोलकाता से 48 और दिल्ली से 25 प्रतिभागी भाग ले रही हैं। मुंबई और पुणे में शीघ्र ही इस कार्यक्रम का आयोजन किया जाएगा।
Shri Murthy Ramakrishna, Chief Operating Officer [Logistics Infrastructure], Kolkata has been transferred to SBU:IP, Mumbai as Chief Operating Officer [Industrial Packaging].

Shri Chiranjib Chakraborty, Associate Vice President [A&F] - T&T, Delhi has been transferred to LS, Kolkata as Associate Vice President [A&F].

Shri Sushil Dugar, Chief Manager [CFS] - LI, Kolkata has been transferred to HO, Kolkata as Chief Manager [Marketing], LI.

Shri Prasant Basu, Sr. Manager [Warehousing & Distribution] - LI, Kolkata has been transferred to CFS, Kolkata as Sr. Manager [CFS].

Shri Swamiyaiya Paneerselvam Ashok, Junior Supervisor - G&L, Silvassa has been transferred to G&L, Chennai as Officer [Production].

Wish you all the best in your new roles!

श्री चंद्रकांत वेशभवत, सह-उपाध्यक्ष [निर्माण] - जीर्ण, सिलवासा 30 वर्षों की सफलतापूर्वक सेवा संपूर्ण कर 30 सितंबर को सेवानिवृत्त हो गए।

Shri Chandrakant Keshav Deobhakta, Associate Vice President [Manufacturing] - G&L, Silvassa retired on 30th September after successfully completing 30 years of service.
The Parasnath Jain temple was built in 1867 by Rai Badridas Bahadoor Mookim, Court Jewelers, H.E. the Viceroy and Governor General of British India. Rai Badridas was the pioneer of Joharoi Sath Community. He himself was the designer and architect of this temple according to "Glimpses of Bengal", published in 1905. The entire temple and outside campus is beautifully decorated with Belgian glass. The throne of the main Deity Shree Sheetanath, the tenth Tirthankara is decorated with real gemstones and silver. There are other idols made of emerald, ruby and other precious gemstones in the temple.
Dengue Fever Management Tips

Facts about Dengue Fever:

- Dengue virus, the main cause of dengue fever induces bone marrow suppression. Since the bone marrow is the manufacturing centre of blood cells, its suppression causes deficiency of blood cells leading to low platelet count. Anemia and spontaneous severe bleeding are the other resultant factors of bone marrow suppression.

- Platelets are a constituent of the blood and promote clotting of blood, which is essential for hemostasis and prevents undue blood loss following trauma or injury. Ideal platelet count ranges from 150,000 to 450,000 platelets per microlitre of blood. If the platelet count falls below 150,000 it is referred to as Thrombocytopenia (i.e. low platelet count).

- There is no serious risk of bleeding until the platelet count falls very low to 10000 to 20000 platelets per microlitre. Occasionally bleeding is observed with a count less than 50,000 platelets per microlitre. The duration of thrombocytopenia will depend upon the cause and may range from a few days to years.

How to Increase Platelets:

- Usually steroids like prednisolone and immunoglobulins are prescribed by modern medical practitioners. They are often given via Intravenous route. Blood transfusions are often given to increase the platelet count.

- Papaya leaves are high in complex vitamins, and when taken in the form of juice it also helps the bone marrow to increase the production of platelets - 2 tablespoonful twice daily. Juice of Beetroot - 1 tablespoonful thrice daily is also helpful.

- Taking a cup of berries a day is helpful in increasing the platelet count in dengue fever. They neutralize free radicals and facilitate platelet production.

- Organic tomatoes are rich in minerals and vitamins. The potent antioxidant lycopene present in them helps in increasing the platelet count.

- Consume vitamin rich foods. Oranges, kiwi Fruit and cabbage are rich sources of vitamin.

- Aloe vera juice is very helpful in increasing the platelet count. Take 30 ml of aloe vera juice after every meal.

- You could also try homeopathic remedy to increase platelet count under medical supervision – Mellifolium 30, 8 pills twice a day. It will help you improve platelet count and avert bleeding.

How to Prevent Dengue Fever?

The best way to prevent dengue virus infection is to take precautions to avoid being bitten by mosquitoes, the Aedes mosquito. Aedes mosquitoes usually bite during the day, especially during early morning hours before daybreak and in the late afternoon before dark. You can get rid of the Aedes mosquito in your locality by regularly checking and draining stagnant water in your premises.

Mosquitoes exhibit greater or lesser attraction to particular people due to individual differences in chemical emanations.

- Garlic consumption has long been touted as a natural mosquito repellent.
- Try to include a daily dose of vitamin B-1, or thiamine, to your diet. Vitamin B-1 alters your scent, thereby reducing your attractiveness to mosquitoes.
- Vitamin B-1 can be found in foods such as rice, black strap molasses and whole grains. Celery seed can also act as a mosquito repellent consumed either fresh, dried or in supplement form.
- Homeopathy: Staphysagria (Homeopathic Remedy) can be given preventively for mosquito bites, (one 30c pellet, dry every morning when vacationing in mosquito infested places)