

# I AM ADVIK

Passionately Innovative

**VOL. 06 | COVERAGE (JAN. 2021 TO MAR. 2021)**

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Advik's Internal Newsletter



## MESSAGE FROM AVP - PLANT MANAGEMENT

Dear Colleagues,

We at Advik always strive for “Manufacturing excellence through TPM” which now, has taken on a new premise for all of us. Until now, we have aimed to be competitive through improved operational and manufacturing excellence. However today, innovation and superior technology development are required to keep us relevant. Our innovations must support the continuous evolution in the powertrain segment. Even with the ICE revolution, electrification, we must **‘Think Future’** or else we will be left behind.

As you are all aware that we recently acquired the Hanon Bangalore manufacturing plant. The acquisition has not only helped us gain access to Vacuum Pump and Water Pump technology but has also helped us grow our segment products. Hence, we have planned multiple synergies from this venture in the near future.

With the support of our cross-functional teams, the Advik group has stabilized and improved several areas of our business in 2020. As a Company, we have notably exceeded our sales targets. We have also developed multiple new products which will help us jump-up our sales in the next financial year.

The increasingly competitive landscape of the automotive market continues to challenge us. Moreover, with its fast-moving pace, our success will largely depend on our ability to adapt.

Success is manmade and to maintain our pole position in this industry, we must look internally and find ways to harness the competencies of our workforce. In our recent leadership workshop, we aligned that we need to work on capability development at ADVIK.

As an immediate action, we have added an electrical vertical in our Research & Development. As we combine our mechanical and electrical expertise to build the product of **Think Future and then Our Opportunities are limitless!**

*- Mr. Pavankumar Patodi*

# DEMING'S 14 POINTS FOR TOTAL QUALITY MANAGEMENT

If you can't describe what you are doing as a process, you don't know what you're doing.

*W. Edwards Deming*



01	CREATE PURPOSE FOR IMPROVEMENT	08	DRIVE OUT FEAR
02	ADOPT THE NEW PHILOSOPHY	09	BREAK DOWN SILOS
03	CEASE DEPENDENCE ON INSPECTION TO ACHIEVE QUALITY	10	NO SLOGANS
04	WORK WITH ONE SUPPLIER TO REDUCE COST	11	NO QUOTAS OR NUMERICAL GOALS
05	CONTINUOUS IMPROVEMENT	12	REMOVE ANNUAL RATINGS OR MERIT SYSTEM
06	ON-THE-JOB TRAINING	13	INSTITUTE EDUCATION AND SELF-IMPROVEMENT PROGRAMS
07	LEADERSHIP	14	INVOLVE ALL WORKERS IN THE TRANSFORMATION

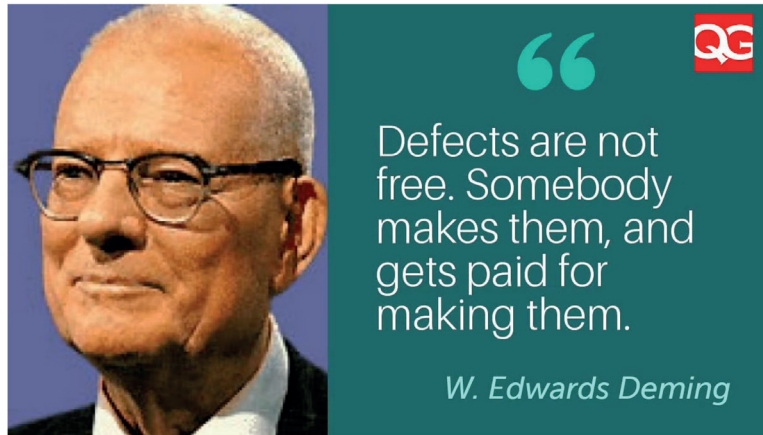
In Volume 4 of Newsletter published in October 20, I wrote about the contribution of Quality Gurus. Name of Dr. W Edward Deming was on top of my list. Dr. Deming's philosophy of PDCA cycle which is also known as Deming Cycle or Deming wheel is known to one and all in the manufacturing industry. In this article, I compile his management philosophy called **Deming 14 Management Principles**.

Deming's 14 Points on Quality Management, or the Deming Model of Quality Management, a core concept on implementing *Total quality management* (TQM), is a set of management practices to help companies increase their quality and productivity.

1. Create constancy of purpose for improving products and services.
2. Adopt the new philosophy.
3. Cease dependence on inspection to achieve quality.
4. End the practice of awarding business on price alone; instead, minimize total cost by working with a single supplier.
5. Improve constantly and forever every process for planning, production and service.
6. Institute training on the job.
7. Adopt and institute leadership.
8. Drive out fear.
9. Break down barriers between staff areas.
10. Eliminate slogans, exhortations and targets for the workforce.
11. Eliminate numerical quotas for the workforce and numerical goals for management.

12. Remove barriers that rob people of pride of workmanship, and eliminate the annual rating or merit system.
13. Institute a vigorous program of education and self-improvement for everyone.
14. Put everybody in the company to work accomplishing the transformation.

These total quality management principles can be put into place by any organization to more effectively implement total quality management. As a total quality management philosophy, Dr. Deming's work is foundational to TQM and its successor, *quality management systems*.



*Prem Prakash Gajpal*  
*Director Operation*

# **PREFACE**

This newsletter will run you through all activities, initiatives done under the below quadrants as follows:

## **FOCUS AREAS**

**Page No. 01**

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## **NEW INITIATIVES**

**Page No. 02**

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## **REWARDS AND RECOGNITION**

**Page No. 04**

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## **EMPLOYEE ENGAGEMENT**

**Page No. 06**

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## **CSR**

**Page No. 09**

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# FOCUS AREAS

*We are pleased to announce that, ADVIK Acquires Hanon Bangalore Operations Pvt. Ltd. from Hanon Systems specializing in Vacuum Pump and Water Pump, The acquisition will create additional expertise for Advik in Vacuum Pump and Water Pump space for the Passenger Car segment, Accelerate the company's growth as a Pumps supplier to Global Passenger Car OEM's.*

## **FEBRUARY 26, 2021**

ADVIK Hi-Tech, a leading global automotive component manufacturer, today completed the acquisition of Hanon Bangalore Operations Pvt. Ltd. (Hanon Bangalore), from Hanon Systems, South Korea (KS: 018880). This acquisition is a strategic fit as it accelerates ADVIK Hi-Tech's global manufacturing and R&D expertise in the powertrain systems market, enabling it to deliver a comprehensive portfolio for pumps which includes oil pumps, water pumps, and vacuum pumps for global vehicle manufacturers. The acquisition is expected to add substantial business volume along with wider customer base and product offering to ADVIK Hi-Tech over the next 5 years.

Mr. Aditya Bhartia, Managing Director, ADVIK Group of Companies, said, *“We're delighted about the tremendous opportunities this acquisition brings including adding an advanced manufacturing set-up in pumps and an established in-production customer base that reiterates our commitment to investing in innovation and go to market capabilities. This acquisition is a strategic step in growing our customer base and product portfolio. We are committed to excelling in service to the existing customers of Hanon Bangalore, while enhancing the portfolio. We are committed to the growth of this business”*, he added.

The acquisition of this business will add a new manufacturing facility along with, booked business; and the manufacturing, engineering, and administrative resources, to the company's existing facilities spread across a total of 10 plants including India, Indonesia & Vietnam. This plant currently manufactures automotive water pumps and vacuum pumps for global vehicle manufacturers, with scope for expansion.

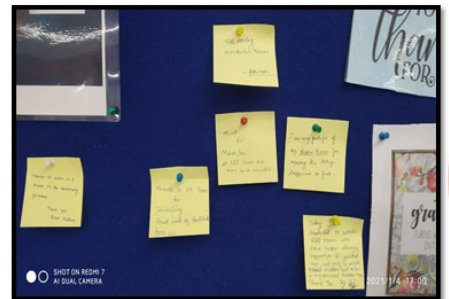
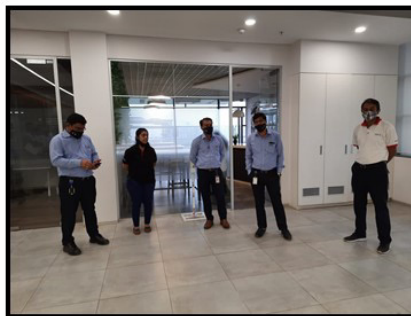
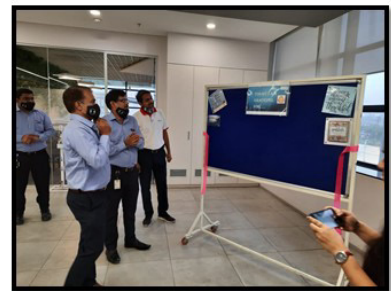
# NEW INITIATIVES

## GRATTITUDE WALL

Gratitude is a Thankful Appreciation for what an individual receives, whether tangible or intangible.

We have initiated “Gratitude Wall – Thankfulness” in R & D in New Year 2021 with High Spirit and Enthusiasm. Gratitude wall enables employees to share their thanking words as a token of appreciation towards colleagues & peers.

### Inauguration of “Gratitude Wall – Thankfulness”



## A WORD OF APPRECIATION IMPROVES WORKPLACE MORALE

Appreciating others will raise their morale and increase their desire to work effectively. When Employees know their hard work is Appreciated and Recognized, they feel their work is valued and this motivates them to maintain and improve their great performance. Appreciation improves workplace morale. One such initiative is taken by Plant-15 ER & Admin team to timely appreciate team members for their every small big achievement.

### A Word of Appreciation Can Make Much Difference





# REWARDS AND RECOGNITION

## WINNER 2ND PRIZE - CASE STUDY CONTEST BY IIIE, PUNE CHAPTER

Advik won 2nd Prize under Medium scale category declared on 27th Jan 2021 during 64th Foundation Day Celebration of Indian Institution of Industrial Engineering (IIIE), Pune Chapter for virtual competition on case study contest for Small, Medium & Large firms carried on 22nd Jan 2021. The Case study was presented on the theme “Integrating Digital shop floor with challenges & way forward”. Total 29 nos. of Case study were presented by various organizations like Tata Motors, Bajaj Auto Limited (Chakan), FIAPL, Group Antolin, Gaware Technical Fibers (GTFL), Forbes Marshall, Pioneer Enterprises, Sienamaru, SRK Polymers, Siddhartha INTO Wellness etc.) & were judged by the panel of Juries from Indian Institution of Industrial Engineering (IIIE), Pune.

Our Director Operations, Mr. Premprakash Gajpal was invited as “chief guest” on 64th foundation day by IIIE, Pune chapter. He delivered a wonderful speech through presentation on Breakthrough leaders & was appreciated by IIIE Senior members and others for his Presentation and thoughts encouraging speech.



## ACMA EXCELLENCE AWARDS 2020 WINNER'S TROPHY

Advik won ACMA Bronze Trophy for Excellence in Export. The award was received on 15th Feb 2021 by MD, Senior management along with core team members. The award was distributed by Mr. K Chandrashekar - National Programme Coordinator & Mr. Ravindra Kulkarni - Expert ACT cluster Programme.



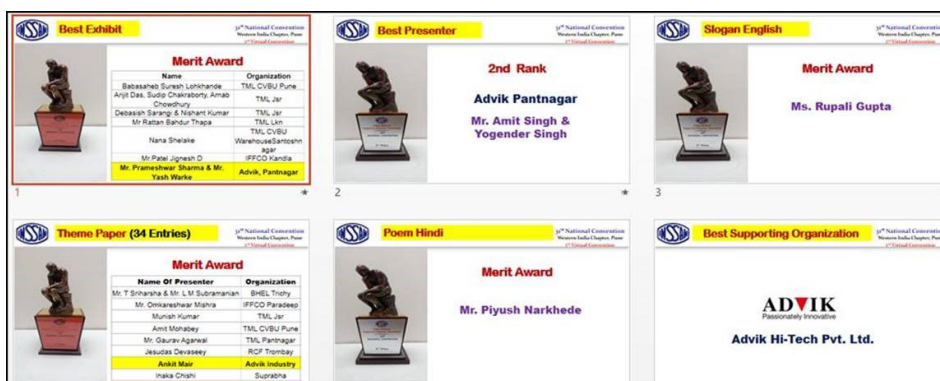
## 1ST NATIONAL CONVENTION & 1ST VIRTUAL CONVENTION INSSAN

ADVIK participated in various competitions of Indian National Suggestion Scheme Association Annual Conference and won many prizes declared on 13th Feb 2021 during the valedictory function. Congratulation to all winning team members.

MD - Mr. Aditya Bhartia was the guest of honor during inauguration on 11th Feb. His speech on convention theme on 'Engage to Transform Employee Engagement for Organizational Resilience in Changing World' was highly appreciated by many INSSAN Senior members and others participants.

There was a skit performance by P15 team on the theme of Employee Engagement. It was well recognized by everyone who joined physically & virtually.

Mr. Amey Divekar - and Mr. Pavankumar Patodi - were Session Chairman for one of the case studies presentation.



# EMPLOYEE ENGAGEMENT

## SAFETY WEEK CELEBRATION

COVID has taught us the importance of safety like no other times.

The National Safety Week is observed on March 4 – March 11, every year to commemorate the foundation of the National Safety Council, which aims to raise awareness about safety measures that need to be undertaken to prevent accidents and mishaps.

The objective of the day is to renew the commitment of employees and the general public to work safely and ensure the integration of a safe and sound work culture and lifestyle.

Safety week was celebrated in all plants with active participation of employees. Various activities like safety slogan writing & painting, Poster making competition & quizzes were conducted followed by prizes announcement.



## SUCCESS CELEBRATION: P15 & P3/9

It is always important to recognize and reward key players and celebrate their achievements big or small. It is a great way to boost motivation, productivity and overall performance of employees. These forums keep the positive momentum going, honors the work that has been done and shows gratitude to the people who do it.



## APPRECIATION IN MACHINE SHOP FOR ACHIEVING TARGETS: P15

Jan,21: Appreciation not only boosts performance and engagement, but the employee's well-being and health. P15 – Machine shop team was felicitated for achieving the manufacturing targets for Dec,20. Kudos to their efforts.



## APPRECIATION FOR HIGHEST SALES: P15

Mar,21: Entire P15 team was felicitated for achieving highest sales in the month of Feb,21.



## APPRECIATION FOR QA TEAM – P15

Feb,21: Team members of Quality (P15) were felicitated & appreciated for their excellent work in mentioned fields: Mr. Ajay Dhumale for reduction in customer complaints in Oil Pump for Bajaj Walunj. Mr. Arun Hosamani for reduction in rejection of B128 from 28% to 7% at supplier end. Mr. Vikas Khaire for supplier quality improvement & system development at supplier end.

## WOMEN'S DAY CELEBRATION

International Women's Day (March 8) is a global day for celebrating the social, economic, cultural and political achievements of women. Women's day was celebrated with great enthusiasm in all plants.

Each plant celebrated women's day by arranging some fun games, speeches and gifts distribution. Advik appreciates all the female employees in Advik for their hard work & dedication.



## MAKAR SANKRANTI CELEBRATION

Jan,21 a time for rejoicing and welcoming the spring season; auspicious festivals – Makar Sankranti was celebrated with great excitement by distributing sweets to employees & well wishes. The festivals & celebration ignited positive vibes amongst all during these tough times.

## HOLI CELEBRATION

Mar,21 our beloved festival of colors was celebrated with joy & hope of better tomorrow; burning down all the negativity experienced lately.



## DONATION OF VENTILATORS TO MCCIA

2020 has been a year full of challenges. To keep up with these tough times extending helping hands is indeed the solace. Advik did its bit by donating two ventilators to MCCIA, who has taken this initiative to help fight Maharashtra against COVID. Employees also donated voluntarily for this humanitarian initiative, applauds to their generous deed!



## DONATION OF COMPUTERS & PRINTERS TO HEALTH CENTRE & POLICE STATION

India's frontline warriors have worked their best to keep us safe during COVID times. To ease their efforts & to contribute to our e-infrastructure Advik donated Computers & Printers to a Health Centre & a Police Station in the Chakan locality.



**ADV****IK**

**Passionately Innovative**

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