

# I AM ADVIK

Passionately Innovative

**VOL. 11 | COVERAGE (APR. 2022 TO JUN. 2022)**

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Advik's Internal Newsletter

# FOCUS AREAS



## MESSAGE FROM AGM – PLANT MANAGEMENT

Dear Colleagues,

Change is critical to the survival of organizations, unfortunately, all organizations have "antibodies" that resist change. I would like to share insights on the PDCA Cycle for a change leader.

Here's how PDCA can help you if you're leading it. Whenever an organization embarks on Change in the way it currently operates things, resistance immediately arises by those who feel they may be impacted. **“Why do we need to change, is often the common question?”**

There are two aspects of making an Organizational Change. The first is leadership of the change. This consists of creating the vision of the future, the passion for the it, modeling the required type of new behavior, and a description of the driving forces that is making the organization change necessary. The more the driving changes are grounded in solid data and reasoning the more compelling the case will be to those who must change. Change leadership focuses on the behavioral side of it. It is the ongoing constant energizing force that keeps up pressure and the motivation for the needed change. The goal of such Leadership is to accelerate the pace of the desired change in an organization.

The second aspect is the development of the process, which is the structure in which the organization will facilitate the change. This structure consists of tools, trainings, and techniques to keep the change effort on track. Training is **what** and **how** of change is necessary; so the employees develop the willingness and ability to make the needed shift.

A definition for Change Leader "As for the best leaders, the people do not notice their existence. The next best, the people honor and praise them. The next, the people fear them; and the next; the people hate them. When the best leader's work is done the people will say, we did it ourselves!"

### **What is a Change Leader?**

The Change Leader's constant obstacle that they must overcome when people state, "Change is hard because people overestimate the value of what they have — and underestimate the value of what they may gain by giving that up."

How does a Change Leader overcome this conundrum of overestimating and underestimating by the employees? They do this by constantly communicating about the consistent and compelling vision for the need for the change within the organization that generates excitement, enthusiasm, and commitment to the process. They provide the resources to implement change initiatives and work to make others feel the ownership in the process. They must be a consensus builder by pulling together key stakeholders, individuals, and resistance groups to enlist their support in the change initiative. In building this consensus, they must clearly communicate a compelling reason to those enlisted to change their direction, habits, and daily work activities. In addition, they must be realistic and describe the challenges and consequences that will come forth if they do not do make the change.

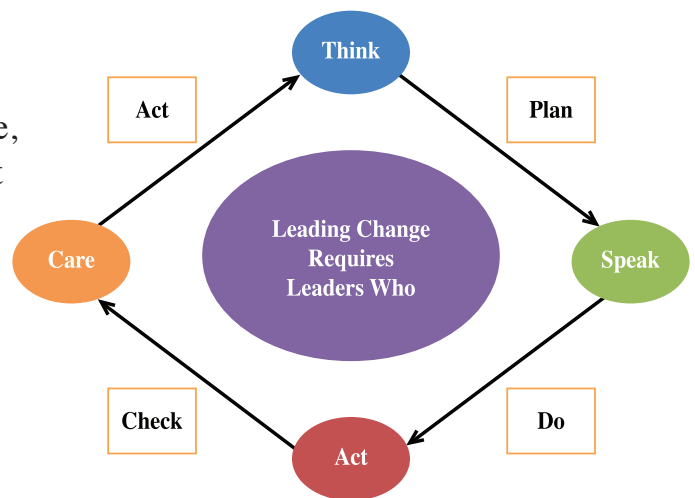
At all times the change leader must consistently be a personal role model of the change desired that results in continuous improvement in organizational performance. To do this they must have a relentless passion for the change they envision and the ability to nurture others to that end state. They must be willing to display the new behaviors on a regular basis, have keen instincts as to when to be adaptable as they move forward, and the willingness and ability to learn new skills.

They must have a constancy of purpose that is unwavering and regularly articulate what the new culture must be, how we will behave in this new culture, and what our habits and daily activities will look like.

### Change Leader PDCA Model:

Neither a wise man nor a brave man lies down on the tracks of history to wait for the train of the future to run over him." A Change Leader knows that they cannot wait and hope for a change, but must be visible, passionate, and lead it. Change is not a spectator sport and those desiring it must constantly lead it.

The PDCA Model for Change Leaders is shown in the below figure. This model gives a process to follow & to help implement the change in the organization they desire. The model is to think before we speak, speak before we act, and after we act to provide care to make sure the change takes hold.



### The PDCA Model for Change Leaders

This Change Leader in a PDCA model requires a leader to **plan** - what they are going to say before they speak, **do** - deliver a consistent message at all times to the organization about the change, **check** - to see if what they are saying is inspiring the action required to make the change, and then **act** - to provide nurturing and care to areas in the organization not moving forward as quickly as desired and to ensure that the gains achieved are held.

Most organizations do not change in response to what they see on the horizon. They change because they

are forced into it kicking and screaming by the aggressiveness of their competitors, by the influence of political or fiscal changes, or by their customers changing demands. Change is critical to the survival and sustainability of organizations. Unfortunately, all organizations have "antibodies" that resist change and challenges their legacy. These antibodies drive out new ideas and people that are considered either odd or at odds with the organization's current existence. These antibodies want to maintain the status quo at all costs. A Change Leader needs to understand that there will be resistance to any proposed change and that following the Change Leader PDCA cycle will provide light and not heat to the change initiative.

## **Summary**

Change Leaders must be constantly reinventing themselves, continually making many minor changes so that they are always positioned to lead the next wave of change, their organization will require. If they are always positioned for the next wave of change then the workforce perceives it as routine. It then becomes normal to change if one is always doing it. If change leaders are always reinventing themselves and follow the Change Leader PDCA cycle they will achieve as the best leader - the people do not notice their existence.

*- Vinod Kanannvar*  
*AGM - Plant Management*

# PREFACE

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

## NEW INITIATIVES

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Page No. 01

## LEARNING

---

Page No. 02

## REWARDS AND RECOGNITION

---

Page No. 07

## EMPLOYEE ENGAGEMENT

---

Page No. 08

## CSR

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Page No. 19

# NEW INITIATIVES

## NATURAL GAS BUSINESS

Advik is entering in Natural Gas Systems business in the Indian Automotive OEM sector. There is a market for this business in the following sectors:-

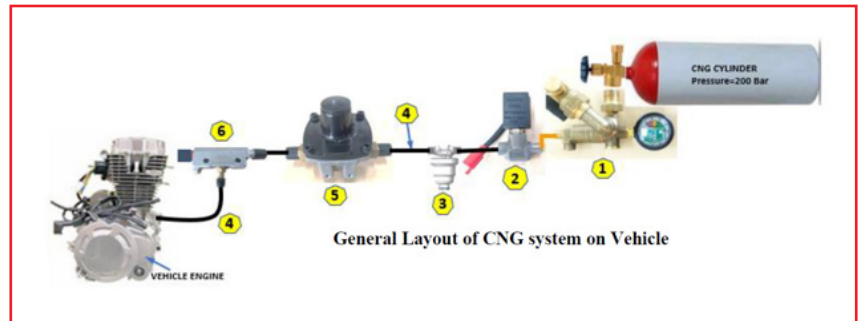
1. 3W Passenger & Cargo
2. Passenger Cars
3. Commercial Vehicle (LCVs, MCVs, HCVs)

Advik is aiming for the development of products for this system with TA / JV, world leaders from Japan & Europe for this segment. As on date, the market size is approximately Rs.1000 Core & the expected growth of this market is 2000 Core by 2023. I believe this is the right move for Advik to enter this market, also currently very few companies are available in this segment.

Below are the Product Details of Various Systems:-

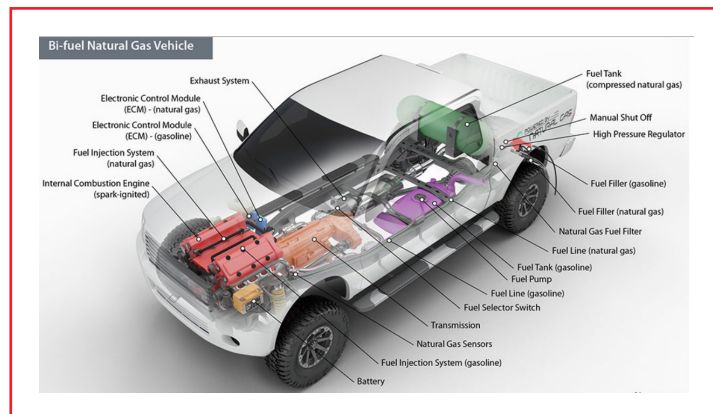
### A. 3W Passenger & Cargo

1. ECU
2. All Sensors (TMAP, ECT, RPS, O2)
3. CNG First Stage Regulator
4. LP Regulator
5. LP filter
6. Injector



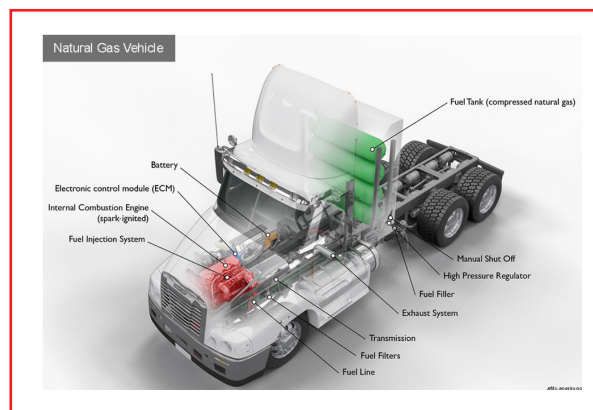
### B. Passenger Cars

1. CNG Tank Valve
2. CNG Filling Valve
3. CNG High Pressure Regulator
4. CNG LP Filter



### C. Commercial Vehicle

1. CNG Tank Valve
2. CNG Filling Valve
3. CNG High Pressure Filter
4. CNG High Pressure regulator
5. CNG Low Pressure Filter
6. CNG Injector
7. ECU



- Devashish Gupta  
Business Head, Alternate Fuel

# LEARNING

## STAY ON TOP WITH EQ

Whether you are the CEO of a global conglomerate, a division vice president or a small-business owner, you may discover that the strengths, technical skills and motivational techniques that helped you attain your objectives aren't enough to keep you in power. You need emotional intelligence (EQ) as well. Effective leaders understand the value of EQ and know how it can help them avoid the eight ego traps most likely to sabotage their success. Those traps are:

### 1. Ignoring Feedback You Don't Like

Some executives base the effectiveness of their leadership on bottom-line results. They believe that a healthy profit margin and managing a workforce reasonably well; defines success. Other executives "suspect" that their subordinates view them positively as leaders, but they lack hard proof. Most executives can't offer an accurate self-assessment because they don't know if their self-appraisal aligns with other people's perceptions. To know with certainty that you and your employees are on the same page, obtain "360-degree feedback" from a variety of people who work with you. Many organizations that administer this assessment tool intentionally omit high-ranking executives from the process. That just allows them to continue their negative behaviour.

*"People aren't drawn to perfection; they are inspired and influenced by vulnerability, humility, and courage."*

Leaders who are unwilling or unable to recognize their own deficiencies are much more likely to sabotage their careers. Though listening to criticism is difficult – particularly for executives with formidable egos – ignoring or not soliciting feedback can be detrimental to your business. If you are unaware of the impact of your actions, you create barriers between you and your staff members that undermine your authority and credibility. A high degree of self-awareness correlates with success in "driving results and managing talent."

*"Once you rise to the upper ranks of the organization it can be very difficult to get objective feedback about your performance."*

Many executives focus on generating profits, meeting earnings expectations, and producing flawless services and products – all necessary and meaningful. Yet, they may pay insufficient attention to managing and interacting with their staff and offering motivation and inspiration. Some leaders are oblivious to underlying issues that lead to higher turnover, production problems or lack of creativity. Egotistical leaders aren't the only ones who refuse to solicit feedback; many respected, successful executives don't want to rock the boat. They are content to believe that their employee relationships are solid and trusting. Staffers may hesitate to criticize superiors they generally admire, or to take on bosses who have shown that they can't accept criticism.

*"Losing touch with your front line, or even being perceived that way because of a lack of visibility, is a surefire way to lose both your credibility and your employee loyalty."*



Leaders who are accustomed to soliciting feedback and accepting criticism often become enthusiastic about the process. They honor it as an integral part of their comprehensive business strategy. The 360-degree feedback assessment can be administered annually, typically in an online survey. After you and those most familiar with your work take the survey, you receive a written report evaluating your effectiveness.

## **2. Believing Your Technical Skills Trump Your Leadership Skills**

Every company needs leaders with expertise, people who the firm can count on to supply answers and solve problems, bright executives who know their industries, understand production and manufacturing, and who value marketing and promotion. But leaders overly enamoured with their own talent and ambition may treat others poorly and seriously damage workplace morale.

*“As leader of the organization, your behaviour – for good or for ill – is the primary model according to which everyone else acts.”*

Organizations often promote employees based on their technical skills and knowledge. The brilliant attorney ascends the corporate ladder based on his courtroom expertise. The best computer programmer ends up in charge of the IT department and the most successful salesperson becomes the regional sales manager. Companies hand out promotions for achievement without considering future managers’ leadership and “people” skills. EQ skills become even more important the higher you rise in your company.

*“Sometimes executives need fundamental relationship skills that are simply outside their scope of traditional expertise and are not taught in business school.”*

New managers may not understand that their specialized skills and know-how are not enough to ensure their success. They must be empathetic, able to instil confidence and be unthreatened by the success of others. Leaders must embrace the team concept and recognize that, achievement is possible only through consensus and cooperation. Leadership requires unselfishness and the ability to step back and allow others to shine.

## **3. Surrounding Yourself with More of You**

When building an executive team or replacing a key individual, leaders often hire people with whom they identify. A candidate’s vibrant personality and solid sales record may be enough to impress an executive who was also an outstanding salesperson. The boss may be so smitten that he fails to conduct a proper interview, check references or seek feedback from the new hire’s future colleagues. Surrounding yourself with others who “live on your wavelength” often contributes to an uninspired, unproductive workplace. Hiring mistakes are costly and impede organizational development. You can create an unhealthy environment if you have executive team members who rarely disagree or challenge each other. Getting along and being satisfied with the status quo often contribute to mediocrity and lack of innovation. Welcoming dissenting viewpoints and opinions leads to sustainable growth.

*“Self-awareness – or recognizing what’s happening with you – will go a long way to help you avoid a full relapse into your old ways.”*

At one national independent oil company, 360-degree feedback assessments indicated that most senior executives preferred an aggressive, “direct communication style” similar to the CEO’s. At the organization’s lower levels, however, 70% of employees preferred “indirect communication,” a slower, more systematic



approach. The acute imbalances created by the “hiring biases” on both sides led to stagnation as the workforce resisted the executive team’s.

Multiple studies show that managers largely ignore diversity when hiring. Only 4.2% of Fortune 500 CEOs were minorities and only 4% were female. Global companies with “30% or more women managers and board members ‘outperformed’ those with less than 20%” female representation on their boards.

*“Accepting that others can do a competent job will keep you focused on the important strategic work of an executive, instead of the nit-picking work of a subject matter expert.”*

Sharp CEOs who utilize EQ examine their hiring practices and bring in new people who may see things another way. If you’re hiring, look beyond your personal agenda, focus on the organization’s needs and be empathetic toward those who are different.

#### **4. Not Letting Go of Control**

Most business owners and senior managers understand the importance of delegating responsibility and encouraging people to develop their skills, self-awareness and confidence. Some executives struggle with relinquishing control and trusting others. Instead of focusing on major concerns – such as marketing strategy or talent development – these bosses get involved in issues that mid-level managers could handle. “Micromanaging” can be a problem for entrepreneurs who built their businesses and had a hand in every decision along the way.

*“Whether it is employee disengagement, lowered morale, increased turnover, or decreased motivation, the effects of falling into the ego traps are real and costly.”*

Some “control freaks” see themselves as indispensable; they believe nothing can be accomplished without their input and expertise. Others are afraid of losing touch with the day-to-day operations or being perceived as lazy “fat cats.” Some executives don’t understand the distinction between control – ensuring the execution of management’s directives – and leadership – setting goals and empowering others to carry out your plans.

*“When you hire others who live on your wavelength, you unintentionally create a support system of people who are not equipped to challenge you, to question your thinking.”*

Relinquishing control means stepping back to assess a situation instead of instinctively jumping into the fray. Do you trust your employees? Have you created a favorable environment that helps them succeed? Does your involvement excite and energize your team, or stifle and irritate it?

If you have trust issues with your team members, give them a project or assignment, stand back and don’t interfere. This will give you an opportunity to observe their strengths and weaknesses, and to see if you need to make any personnel changes. Your team will make mistakes, but don’t let that dampen your perception of them. Mistakes are learning opportunities and will strengthen your operation in the long run.

## **5. Being Blind to Your Downstream Impact**

Leaders underestimate the impact of their decisions and behaviours – especially impulsive or arbitrary rulings – on their organizations as well as on their employees. A new directive that deviates significantly from operational protocol can create chaos. Employees may wonder how unexpected new projects align with current strategy. Further confusion results if the boss has to backtrack and tell the team to abandon the new project and return to an old one. Though their intentions may be honourable, executives who act rashly produce undesirable consequences.

*“Without moments on the front line, leaders can easily become blind to what its like for rank-and-file employees leading the charge from the fore.”*

Egotistical leaders get so self-absorbed that they overlook others needs and responsibilities. They sometimes forget that their employees consider their requests to be high priorities, even when they cause disruption and discomfort. Employees don't want to disappoint the boss. Before implementing a new policy or initiative, assess the likely impact on your team. Ask yourself whether your new idea is ego-driven or has real potential to benefit your organization.

## **6. Underestimating How Much You Are Being Watched**

Executives understand that others always observe them. But they often remain unaware of how closely they are scrutinized – from their conduct and manners to the style of their emails. Employees want to make their superiors happy and tend to model themselves according to how their boss speaks and behaves. They might interpret even a casual remark as policy. Leaders cannot afford to act inappropriately or downplay their daily influence on others.

*“Every decision you make as a leader ripples through your organization in waves.”*

Leaders set the behavioural tone for their organizations. Unprofessional conduct at an off-site office party, for instance, conveys the message that workplace standards don't matter outside the office. Employees also copy less-obvious behaviors, such as executives who regularly arrive late in the morning or pass up opportunities to spend time with frontline workers. An effective leader cannot be “one of the guys,” because the employees hold the boss to a higher standard. Higher-ups expect effective leaders to provide direction and inspiration and to be role models for the firm's cultural standards.

## **7. Losing Touch with the Frontline Experience**

On *Undercover Boss*, an Emmy Award-winning TV show, CEOs of prominent companies struggle to work alongside rank-and-file employees. The show illustrates the widespread problems created by executives who can't identify with those working in the trenches. As executives rise through the ranks, occupy fancier offices and socialize with more influential people, they become disconnected from the basic elements that make their companies successful – such as customer service and product delivery. They can also lose sight of how seemingly minor decisions affect operations and employee morale.

*“People learn what is acceptable and appropriate by seeing how you conduct yourself.”*

Losing touch with your frontline operation can mean missing out on vital information that affects your competitiveness. You also run the risk of alienating or losing the respect of employees who might question

your knowledge about the business. Engaging your frontline workers means getting out of the executive suite and spending time with your employees. Zappos, Nordstrom and Disney executives are involved in maintaining their reputations for exceptional customer service. Their cultures prioritize having executives maintain ongoing connections to the consumer.

## **8. Relapsing Back to Your Old Ways**

Applying emotional intelligence is only part of the success equation. You must remain committed to the EQ concept, especially when you're tempted to return to old, ego-driven habits. Incidents and situations at work can trigger a relapse that will foster skepticism among your team members about your sincerity and dedication. Once it's lost, credibility is difficult to regain.

Adopting an EQ mentality often forces executives to leave their comfort zones. Staying vigilant and focused requires a conscious effort to exercise self-awareness, sensitivity and empathy. If you feel yourself slipping, take time for self-evaluation. Acknowledge that you aren't perfect and let your flaws show. Your employees will admire you for committing to emotional intelligence.

**Excerpts are lifted from the book Ego Vs EQ by Jen Shirkani is the founder and CEO of Penumbra Group.**

*- Upendra Chaturvedi  
General Manager - Human Resource*

# REWARD AND RECOGNITION

## GOLD TROPHY FOR ADVIK PANTNAGAR IN 16<sup>TH</sup> CII CIRCLE COMPETITION

Congratulation to ADVIK Pantnagar for bagging the **Gold Trophy** in **TPM Circle** of **JISHU HOZEN** Category. The event was organized virtually by Confederation of Indian Industry as a part of its 16<sup>th</sup> edition at National level on 26-27<sup>th</sup> April 2022.

Bipin Kumar Dixit, Yogendra Singh and Amit Singh had performed a skit on the theme of TPM Circle of JISHU HOZEN Category. Congratulations once again!!!

**INSTITUTE of QUALITY**  
16<sup>th</sup> CII CIRCLE COMPETITION  
26 - 27 April 2022  
Call for Papers

Being the main associate for the business growth in Indian Industry, CII Institute of Quality, TPM Club India like to appreciate your organization for adopting Improvement Tools & Techniques for business growth and would like to invite you to the 16<sup>th</sup> Circle Competition happening in Virtual on 26-27<sup>th</sup> April 2022.

Introduction of Cross Functional Circles from this year 2022 onwards and formed into two categories as Group A - TPM Circles and Group B - Cross Functional Circles. Having achieved good level of results in TPM Circles and Cross Functional team, "how effectively the organization is integrating the Circle activities towards the expectation of business goals" and the second focus should be "how much more the Circles can be deployed in bottom up approach towards the Management Objectives".

There will be Circle level case study presentations from various Companies / Plants under various themes of 16<sup>th</sup> CII TPM Club India would be glad to have your case studies done by the Operational Level / Shop Floor Circles / Cross functional level Circles in the same forum. This will undoubtedly help your organization to take the circle activities towards Organizational Excellence.

Sectors who can Participate	MANUFACTURING	SERVICE	IT/ITES
<b>Papers can be submitted in the following categories</b>			
<b>Group A - TPM Circles</b>	<b>Group B - Cross Functional Circles / Quality Circles</b>		
JH Circle activities	Productivity Improvement		
KK Circle activities	Quality Improvement		
PM Circle activities	Cost Improvement		
QM Circle activities	Delivery Improvement		
Office Circle activities	Morale Improvement		
SHE Circle activities (Safety, Health and Environment)	SHE Circle activities (Safety, Health and Environment)		

**IMPORTANT DATES**

- Last date to receive Case Studies: 21st April 2022
- Last date to pay the fees: 24th April 2022
- Intention of Selection of Case Studies: 22nd April 2022
- Event Dates: 26 - 27 April 2022

**INSTITUTE of QUALITY**  
**TPM CLUB INDIA**  
**CII**  
Confederation of Indian Industry

**Jishu Hozen Category**

**Gold Winner**

**ADVIK HI-TECH PVT.LTD.**

## BEST TARGET ACHIEVED SUPPLIER IN DELIVERY AWARD BY TOYOTA INDUSTRY ENGINES INDIA PRIVATE LIMITED

ADVIK bags yet another award. Congratulations to ADVIK for being recognized by **Toyota Industry Engines India Private Limited** for achieving safety, quality, delivery and cost targets. Toyota extends it thank you to all employees and their family members.

**TOYOTA INDUSTRIES ENGINE INDIA PRIVATE LIMITED**  
TIE India  
CIN: U99999KA1997CTD18029

June 21, 2022

M/s. Advik Auto Private Limited  
Dear Mr. Maneeah Satarkar,  
Sub: Award Announcement for the FY 2021 - 22.

Thank you for your continuous support to TIEI operations amid Covid19 pandemic. Hope you, your employees & their families are safe & healthy.

As all of you are aware that we have the annual supplier summit around the month of June every year, but considering the COVID risk, we would like to cancel the TIEI supplier summit this year.

While we may not be having the physical meet, but however we would like to send across the certificates of recognition and performance award towards achieving the Safety, Quality, Delivery and Cost targets.

We have completed our evaluation and I am happy to announce the award to your company in the category of :

1) "Best Target Achieved Supplier in Delivery"

My hearty congratulations to you on winning the award. Along with my team we cherish your achievements and expect that you reach higher levels of excellence, year on year.

Please share this accomplishment with all your associates and their families, without whose support this would not have been possible.

Finally, congratulations once again & look forward for your continuous support in future also.

Thanking you  
With best regards,  
For Toyota Industries Engine India Private Limited

*U. Hayashi*  
Yoshimitsu Hayashi  
Managing Director

**TIE India**  
**TOYOTA INDUSTRIES ENGINE INDIA PVT LTD**

This certificate is presented to

M/s. Advik Auto Private Limited

for achieving targets in the category of

**DELIVERY**  
Year 2021

*U. Hayashi*  
Yoshimitsu Hayashi  
Managing Director

June 18, 2022  
Bangalore



# EMPLOYEE ENGAGEMENT

## 22<sup>ND</sup> FOUNDATION DAY CELEBRATION

In the year 2000 on June 12<sup>th</sup> Advik started with just a handful of employees and since then we have grown exponentially; not only have we grown in numbers but also in talent and creativity; just like our tagline states “Passionately Innovative”.

Our 22<sup>nd</sup> Foundation Day was celebrated across all plants on 13<sup>th</sup> June 2022. The grand event took place at Chakan plant while rest of the plant celebrated at their respective locations. Thanks to technology all plants connected for the live celebration through Microsoft Teams. Our MD, Mr. Aditya Bhartia addressed the employees followed by business update from the APEX team members and GM HR. The event witnessed Long service and Innovation award ceremony and ended on a positive note with a Vote of Thanks by the Operations Heads.









## THE POWER OF EMPLOYEE CONNECT

ADVIK believes in engaging its employees through various forums; be it company practices, special days/celebrations, team building activities or rewards & recognition. This has proven to keep our employees motivated and highly energetic. Aiming at the same objective our HR team from P14 Bangalore organized a Team Outing like an employee recreation activity on 10<sup>th</sup> April 2022.

All the employees travelled to the venue in a specially hired bus. After the team reached GK Hill view resort, their experience started with a refreshing welcome drink. There were indoor & outdoor games, which the employees enjoyed thoroughly. After enjoying a lip-smacking lunch everyone took a dip in the pool, swam, and played water games. The cherry on the cake was the rain dance with DJ followed by evening snacks & coffee.

The team shares - We are happy that our employee participated actively in all the activities and they made the event successful. Positive changes were observed. The employees shared their happiness with friends and colleagues and expressed their gratitude to the HR Team for the wonderful arrangements. The Team building exercise had clearly encouraged collaboration rather than competition. Have a glance of the memories we made:-





In today's life, almost every person is affected by the global economy due to the rise in inflation. This leads to increase on his/her daily expenses. In order to manage the day to day expenditures a person starts to work harder and in-turn ends up spending more time at workplace. Social media is another time thief. The lack of managing time is a big culprit in managing work life balance.

Below is the threat that each person faces:-

- **Global Economy**
- **Longer Working Hours**
- **Over Booking**
- **Social Media & Television**

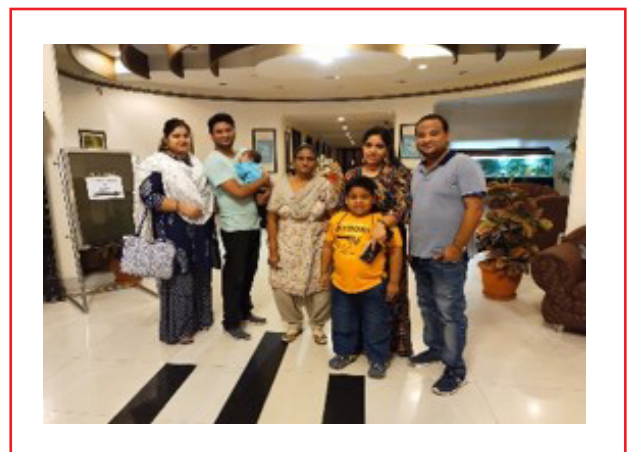
Managing one time efficiently can play a big role in achieving **Work Life Balance**. One should prioritize work by adding rules and following some good habits to increase one's chances of achieving work-life balance. Sometimes being Assertive might help one achieve that balance. Use of social media in an authentic way like learning as well as earning gives satisfaction to an individual.

I always mention in my interactions and college seminars to have at least one hobby it can be running, swimming, reading, riding bike or anything that one enjoys. One of my hobby is cooking and I love to cook. For me cooking not only helps my mental satisfaction but also serves as a medium to earn some weekend pocket money.

We follow few family rituals, which helps us to find time to connect and bond with each other in our busy schedule. As **One Family**, we ensure to have dinner with one simple rule, NO mobiles or TV during dinnertime. We talk to each other and discuss on various topics and talk about cultures, this enriches our children's understanding of our roots. During evening tea time we all sit together to watch news and informative channels like Discover, NGC. As a close-knit family, we share our problems and take suggestions from our elders when in need.

Below are few pointers or solution for an effective work-life balance:-

- **Prioritize work & make rules and adhere to good habits**
- **Try to leave on time**
- **Learn how to be Assertive**
- **Authentic usage of technology**
- **Try and contribute towards society or participate in social initiatives**
- **Give time to your hobbies and enhance them**
- **Improve on job & off job relationship**



I also made a commitment to my family that once in a year we plan a family holiday, which will help refresh our mind and soul and help overcome work-life stress.

By doing so the results will be amazing, sharing few of them with you below:-

- **Leads to low stress**
- **One can find time to spend quality time with family**
- **Creates name & fame in society**
- **Improvement in self actualization**

It is my personal experience that by following these small habits, I could easily balance my daily life and me and my family is very happy about spending quality time together.

*- Ankur Saxena  
Assistant Manager - ER & Admin*

## CELEBRATIONS

Festivals have always united people, friends & family and community. Iftar is one of the religious observances of Ramadan, and is often celebrated as a community in Indonesia. Have a glimpse of this fun filled celebration at PTAI.

Breakfasting – Moment of Event



Breakfasting – Hampers for PTAI Employees





My name is Wasim A and I have been with Advik family since 1<sup>st</sup> of March 2022, I come with 8 years of experience in the Automobile Manufacturing Industry. I have joined Advik as a Senior Engineer in ME Department and this is my fifth company.

It has been a wonderful journey so far and am quite sure this organization will help me achieve my career objective as the Advik tag line itself says **“Passionately Innovative”**.

Since the time I visited for the interview I was treated very well, the entire experience was quite professional, and the hospitality that the HR team displayed was extremely phenomenal. I am sure everyone goes through the same experience. There were plenty of things that I have witnessed during my first day; primarily the way of conducting the induction program is highly commendable. Throughout my career Advik is one of the organization that I came across who does a good job in explaining and introducing the company’s culture to all new joiners in an easy and understandable manner. I will surely recommend my friends to join Advik group.

*- Wasim A  
Sr. Engineer – ME  
Bengaluru*



Hello, this is Vinod Kumar and I am extremely happy to share my experience of my first day at Advik.

20<sup>th</sup> April, 2022 a special day, I remember my first day fondly. I believe first day of the job plays a very important role in one’s professional career.

I was super nervous because I reached office a bit late. The HR Manager, Prasad received me. The moment I arrived, the staff welcomed me and we exchanged introductions. Prabhakara Sir also introduced himself with a warm welcome and handed over the Advik welcome kit. I got to know about ADVIK group in detail through a series of presentations. It was wonderful meeting my Manager Mr. Boobesh Sir as he clearly explained me about my roles & responsibilities; we had a good conversation overall.

The HR accompanied me to the canteen for lunch. I went through Advik policies post which I submitted all my documents required for the joining formalities. At the end of the day, I learned many new things. I am happy to be a part of this family.

*- Vinod Kumar V  
Assistant Manager- PE Planning  
Bengaluru*





My first time in Pune and I was super nervous. Various thoughts clogged my mind. New place, new people the thought itself made me anxious how will I manage through it.

I reached the Chakan plant on time for my Joining formalities. Here I met the other new joiners along with the HR team. I felt welcomed by the HR who were very friendly. The Induction was well-planned where we underwent introductory sessions and got to know about Advik family, it's inventions in the field of technology etc. It was quite insightful. Later the Senior Leaders of the various teams spoke briefly about work in their respective departments and it was

wonderful to hear about the company's prospective in coming future. Finally on completion of the first day, I realize it's a nice place to work for a longer stint. I felt included and safe as people out here were supportive & transparent to share their knowledge & experience with others.

***- Jitendra Kumar  
Deputy Manager-PE-Planning  
Pune***

# WOMEN AT WORK

## MY SUCCESS STORY IN ADVIK

**“The more challenges you face, the stronger you become. You get to know your real power when you accept challenges.”**

Hello Advik family. This is Preeti Naudiyal and the above quote always has been my inspiration and a key to my success story.

I am glad and thankful to share my stint with Advik so far on this platform. This year I am going to complete 5 years in Advik. These 5 years were nothing less than tons of learning and challenges. I had 7 years of experience in the field of Process Quality prior joining Advik. Here I got my first challenge and an opportunity, when I was that I need to take over the responsibility of the Standard Room. I only had some basic knowledge about the Lab Management System but no prior experience in managing lab system alone.

Before I move ahead, I would like to extend my sincere thanks to my Plant Head Sir Mr. Amreesh Chauhan for believing in my ability and for the continuous support. I would not deny accepting that I did have some hesitation while entering the new function. In fact some people also warned me that it will be very difficult and that I may not be able to perform. However, after Amreesh Sir's a motivational support and the zeal to face this challenge, I grabbed this opportunity.

I am grateful that we are a part of an organization that provides platform for multiskilling by assessing one's potential and abilities. The opportunities emerging out of job rotation is a blessing to our employees. I believe through this, not only the overall growth of employee will foster but the foundation of the organization will also be strengthened. What makes our organization different from others is the fact that how each employee is assessed and is given an opportunity for continuous improvement & growth. For e.g. The training opportunities by the organization is a very good example where the employees get a chance to identify the training need for self, the training session by experts also prove to be beneficial.

**“Sharing is caring”** this mantra is taken very seriously by the organization and all the teams are encouraged to do the same. **Dojo** centers built in each plant speaks volumes and validates the focus on employee skill building within the organization.

Coming back to my success story - Lab work is full of challenges & learning. With the help of courage, hard work, team support, guidance from seniors and training provided by organization, everything went smooth sooner than expected. Projects were undertaken every month for a better outcome by utilizing the resources and rights provided by the organization.

We divided these in three categories:-

- First - Inspection activity reduction and convert critical inspection method for easy inspection,
- Second - Gauge Rep. & Maintenance cost reduction, and
- Third - Standard room 1s and 2s improvement.

For inspection activity reduction, we added some IMTEs in our lab scope to improve the gauge design and combined the gauges to make it easy to inspect which led to time saving.

For the reduction gauge Rep. & Maintenance Cost, first we changed the material grade of the most quickly worn gauges to increase their life. Then we changed the design of some gauges to make them reusable by finding out methods to use the old worn out gauges instead of buying new ones, keeping the quality aspect in mind.

For standard room 5's, we focused on visualization and self-discipline. We spent only 10-15 min for standard room cleaning and standardization. Ideas were formulated and implemented for making it attractive. The same is also shared with other Advik plants.

It was an honor for me that I have been rewarded many times in these years for best kaizen category in success celebration. Additionally, it is a great motivation for me to get appreciation for lab management system by all customers during their Audits.

**When we start climbing stairs for some purpose, after climbing the first step, we have to climb another step then the next to move forward. The steps that we take brings us closer to our destination;** Similarly life presented another step to climb, another big opportunity knocked my door, when my reporting manager “Mr. Rajesh Kumar” demonstrated his faith in me and assigned the QMS activity of Audit management system. It was a golden chance for me to come out from a particular domain. I was ready but the biggest challenge was lack of time. I struggled to find time for this activity in my daily schedule. Therefore, my reporting manager and I jointly analyzed my DWM. The outcome; we were able to highlight the time thief; most of my time was spent in the Inspection, which could be done by anyone easily through training. From there, a solution-based idea was generated and we named it as “Skill Upgradation of QA team”.

We made the skill matrix of all Quality team member on basis of measurement & lab equipment handling. We trained them accordingly and we still do this activity religiously. Our aim was that all team members should achieve at least the minimum required level for inspection through all measuring QA lab equipments. Soon our entire team become capable to do their inspection from any lab equipment on their own through equipments like CMM, VMS, and CMS etc. The result- we observed many benefits, as our team become more motivated and knowledgeable. Our team was no longer person dependent. The benefits was waiting time reduction and most importantly time saving. We also involve other department members in this activity from Production and ME.

When we successfully achieved our target, I started getting some spare time in which I invested for the Auditing system. All audits are reviewed every month by the Plant head Sir. It was learning for us to close all NC's from other departments in a timely manner. In the year 2019, Advik Pantnagar hosted a big event on TPM Excellence award assessment by JIPM. JIPM stands for Japanese Institute of Plant Management. It focuses on equipment and people, it is a maintenance technique, which improves productivity to achieve zero losses and reinforces production foundation. In their audit, they evaluate the company and employee in an objective way. After completion of their requirements, they provide a certificate to the plant. One may think it is just another audit by a Japanese institute but it was not just an audit but also a matter of our Organization's pride, if we passed through flying colors. We had already taken one- step closer of being



listed as JIPM awarded companies. Voila, I am super happy to share that ADVIK bagged the award. During this journey, I was recognized for my presentation skill and gave opportunity to present the Schedule-B presentation in both the assessments for QM pillar. This event gave me life's best motivational movement.

In year 2021, I was promoted for my services. Presently I am working as Sr. engineer QA and I still ready for new challenges.

**The crux of my story:-**

We write our destiny with our own hands. Whenever you get any opportunity, just grab it. Do not think twice, what is today may not be tomorrow. Do not be afraid of new challenges and we have to remember that, if left lying in one place, even iron catches junk. Therefore, without exercising our mind, body they can catch junk too. We learn by accepting challenges whether we can perform or not.

Advik Hi-tech give us a lot of opportunity for learning by its culture or by various events like Innovation day celebration, QA month celebration, interplant competition etc. where everyone gets an opportunity to showcase their abilities.

**Failures are a part of life. If you do not fail, you do not learn. If you do not learn, you will never change. Making a wrong decision is understandable. Refusing to search continually for learning is not.**

One of the favorite moment with ADVIK FAMILY a fond memory when MD san, CEO san and OH san visited the Pantnagar plant for plant Inauguration. I feel blessed to receive the best QA kaizen award by the OH san.



*- Preeti Naudiyal  
Sr. Engineer - QA*

## HELPING HANDS OF PTAI

Research from Charities Aid Foundation states that 42% highlighted that the motivating factor for donation is the **enjoyment they receive from giving**. PT Advik Indonesia found joy by inviting the kids from 'Al-Barokah Orphanage' center. All kids were handed over a donation kit. PTAI Mosque Prosperity Council and PTAI Employees contributed towards the donation. We thank them for contributing to the society.

Donation to Al-Barokah Orphanage from PTAI



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