



WORKSHOP ON ENERGISING LIVES : DISCOVER YOUR POTENTIAL

A "Management Development Programme" was organised by our vertical HR Head-Mr. Dhiraj Patro, Vehicle Business on 7th Sep 08' at our UTP Plant. The program was on the "BEHAVIOURAL IMPROVEMENT FOR BOTTOM LINE IMPROVEMENT" and was attended by 26 top managers from vehicle Line of Business. It was conducted by Heamango Management Concepts, Hyderabad.

The objective of the programme was to motivate the participants to optimize their abilities in the crucial areas viz: KNOW- The self and the whole

- DO - To go beyond current comfort zones/ barriers.
- BE - A living example.

DIFFICULT QUESTIONS AND INTELLIGENT ANSWERS!

Question and the Answer given by Candidates, they are IAS (Indian Administrative Services - One of the most difficult examination in India.

- ♦ Q. How can you drop a raw egg onto a concrete floor without cracking it?
 - ♦ A. Concrete floors are very hard to crack! (UPSC Topper)
- ♦ Q. If it took eight men ten hours to build a wall, how long would it take four men to build it?
 - ♦ A. No time at all it is already built. (UPSC 23 rd Rank Opted for IFS)
- ♦ Q. If you had three apples and four oranges in one hand and four apples and three oranges in the other hand, what would you have?
 - ♦ A. Very large hands. (Good one) (UPSC 11 Rank Opted for IPS)
- ♦ Q. How can you lift an elephant with one hand?
 - ♦ A. It is not a problem, since you will never find an elephant with one hand. (UPSC Rank 14 Opted for IES)
- ♦ Q. How can a man go eight days without sleep?
 - ♦ A. No Probs, He sleeps at night. (UPSC IAS Rank 98)
- ♦ Q. If you throw a red stone into the blue sea what it will become?
 - ♦ A. It will Wet or Sink as simple as that. (UPSC IAS Rank 2)
- ♦ Q. What looks like half apple?
 - ♦ A : The other half. (UPSC - IAS Topper)
- ♦ Q. What can you never eat for breakfast?
 - ♦ A : Dinner.
- ♦ Q. What happened when wheel was invented?
 - ♦ A : It caused a revolution.
- ♦ Q. Bay of Bengal is in which state?
 - ♦ A : Liquid



Good Suggestion



FUNNY GAGS!!!!

Some of my co-workers and I decided to remove the small, wooden suggestion box from our office because it had received so few entries. We stuck the box on top of a seven-foot-high metal storage cabinet and then promptly forgot about it. Months later, when the box was moved during remodeling, we found a single slip of paper inside. The suggestion read, "Lower the box!"

"If we go by this crack in the wall, things are going well."

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Pariivaar



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Ten Steps to Stop Negative Thinking

This list will help you when those moments turn into minutes, hours, and eventually days, when you find yourself in a negative funk - an ongoing grumpy mood. Try some of these techniques to reverse the trend:

1. Begin each day by reading a positive quote. Buy a daily calendar each year with positive quotes. Sign up to have them land in your e-mail inbox.
2. Focus on the positive. End each day by thinking about three things that went well. If you start thinking about what did not go well, we all have moments where we feel frustrated, angry, and uncaring, well, refocus on the positive until you have at least three optimistic, encouraging and constructive thoughts. Then go to sleep!
3. Think about what you love best in the person you love the most. Write a quick note or just call and tell that person, for no other reason than to let them know.
4. Take a few ten-minute breaks during the day, each day. It is easy to feel guilty about not getting something done. Taking a brief break IS getting something done, and it will help make you more productive. Look out the window, take a quick walk outside, or just walk down the hallway.
5. Drink a glass of cold water first thing in the morning -- even before your morning coffee. Most of us don't

take in enough fluids, and this will help your energy level as you begin your day.

6. Turn off the news in the morning. Turn on some nice music instead - something relaxing but not too slow. You do not want it putting you back to sleep! Listen to a smooth jazz station, as an example.
7. Take a different route. On your way to work or when you are running errands, look to see what is different than the last time you went that way.
8. Write and send one thank you note each day, for no other purpose than to just say thanks. If you are a business person, do not include your business card - you don't want it to come across as a marketing technique focused on you.
9. Tally your negative thoughts for five days. Now, make it a goal to have an equal number of positive thoughts each day -- for the next five days, record only the positive thoughts, as a start.
10. SMILE when you greet people -- at work, in a store, wherever! It is really hard to stay in a bad mood when you are smiling and someone else is smiling back. We are all attacked by the "grumpiness" occasionally. Put these ten tips to work, and before you know it, you will be back to your normal, positive self!

Mr. Amar Singh Rathore
Head-Manufacturing



Ambassador in London streets : Given A royal, ethnic and a sophisticated touch by Tobias Moss.

It has successfully covered the distance of miles and millions to captivate the travelers overseas.

Promises a journey full of immense fun and comfort.



Testimonial Ad Campaign



HM Marketing (Vehicle LOB) initiated a major AD campaign on Testimonials, certifying high mileage of Ambassador by the customers. This AD campaign has been conducted in West Bengal, Tamilnadu & Kerala the strong markets of Ambassador, in all leading dailies.

The response of this campaign found to be fabulous as sizable number of enquiries have been generated. The dealers of these markets are hopeful about the conversion of the enquiries as generated.

Four Missteps to Avoid in Volatile Times

Misstep #1 :

Delaying decisions that will improve the long-term health of your company for fear of the market's near-term response.

Investors want positive quarterly results," says Nancy Kimelman, chief economist at the Oaks, Pa.-based asset management firm SEI Investments, "but not to the extent that they impair the long-term health of the company." With any decision you make right now that's visible to investors—whether it has to do with hiring, inventory levels, or taking on additional debt—you've got to assume that you're going to be second-guessed."

Obviously, you don't want to add unnecessarily to your head count or inventory or debt level. But the worst decision you can make is not to do what you should be doing because of the current investor climate. Don't shrink away from decisions that may be unpopular with investors and analysts over the short run, but make sure that you're able to show the value of those decisions. That's what managers get paid for: making choices that strengthen your company's offerings to clients and improve the company's position vis-à-vis its competition.

"Now's the time for a return to fundamentals," Kimelman continues. "Companies that focus on more than just the next quarter are the ones that will succeed."

Misstep #2 :

Assuming that the smart way to gear back up is always cautiously and incrementally.

Conventional wisdom, which holds that a shallow recession begets a shallow recovery, is likely to be dead wrong in the current instance, says Brian Wesbury, chief economist of Lisle, Ill.-based First Street Advisors L.P. At any given time there is an underlying long-term trend and a shorter-term trend in the economy.

"What we've had in this recession is a downward cycle on a high-growth trend. In these circumstances, a cyclical down isn't that bad—as we've seen—and a cyclical up is a rocket. So I think that business executives who underestimate the recovery will make a mistake, and those who take more risk today may benefit tomorrow."

"That's an astute observation," comments Charlie Trageser, president and CEO of Polar Systems, a Portland, Ore., provider of commercial localand wide-area networks. "Some of us may be the type that doesn't expand until we see the whites of their eyes—convincing signs of a turnaround. That attitude might leave you behind."

Two ways of seizing the initiative during the recovery are grabbing new employees and your competitors' customers. After a recession, "a top performer's thinking is like that of a hospital patient who's turned the corner: 'Now that I know I'll live, I'm concerned about my quality of life,'" says Jeanie Daniel Duck, senior partner and managing director of the Boston Consulting Group and author of *The Change Monster* (Crown Business, 2001).

That means you take care of your own best people, while also casting an eye outside. As for your competitors, they "may still be quite vulnerable," says Albert D. Bates, founder of the Profit Planning Group (Boulder, Colo.). "It's a great time to gain market share by snatching their customers." Don't be too shy to launch an offensive while "some very specific opportunities exist."

Misstep #3 :

Trying to bulletproof the company by moving into recession-resistant businesses.

Look for growth and acquisitions that extend and enhance your

core capabilities, Duck advises. "Coming out of a recession, you're naturally going to ask, 'What could we do so the next one doesn't hit us as hard?' Identifying recession-resistant businesses—those that tend to keep going strong even in a weak economy—is everyone's dream and worthy of pursuit, but it isn't always feasible. However, knowing what you're good at and, even more important, how to extend your core capabilities and build in flexible capability are achievable tasks."

A company that's heavily product-reliant should consider extending into related services. For example, an industrial products company might help customers improve their operating efficiency by offering maintenance support, remote monitoring, or complete operations outsourcing," write Mercer Management Consulting vice presidents Adrian J. Slywotzky and Richard Wise in their *Harvard Business Review* article, "The Growth Crisis—and How to Escape It." "It might help customers reduce their risk by offering insurance or output guarantees. Most industries harbor abundant opportunities to go beyond the product and address this next generation of demand."

Automotive-component supplier Johnson Controls seized these opportunities when it "moved from simply manufacturing a high-quality product to addressing automakers' higher-order needs," write Slywotzky and Wise. "Today Johnson not only earns more revenue per vehicle but also reaps higher margins because the value it offers includes specialized design, consumer research, testing, and supplier management."

Charlie Trageser has transformed Polar Systems from a product-driven to a services-driven company since he bought it in 1993. "We went from 5% of revenues from services to 75% today," he says. Not only has the shift helped compensate for steadily declining profit margins on product sales, but Trageser believes that a more consequential gain in the long run may be "establishing exclusivity with customers. Our expertise, qualifications, and even the personalities of our people can add value for customers that they find exclusively with us. They may be much less likely to jump to the competitor who comes in with low product prices and little else. It can be easier to differentiate your company with services than with products."

Misstep #4 :

Trying to broaden your customer base now.

Cherish the customers who stayed with you through this slump. Chances are they'll be your best buyers in good times, too. The customers you attract only because of a special promotion are often the least loyal; they're often the first to abandon you when a competitor makes an enticing counteroffer. Your efforts are better directed toward winning a bigger share of existing customers' business.

"In uncertain times, a company's best customers provide an even greater share of the profits," says Mercer's Slywotzky. "It's important, especially now, to see the world through their eyes. How and where can their operations be made easier, faster, more accurate, or less costly using digital technology? Which business processes can be linked to the best customers to permit more convenient self-service?"

Such questions are directed at building customer relationships, which many companies lost sight of during the mad rush to the Internet. Technology consultant Peter Keen says the dot-com crash should serve as a reminder to every company, new-economy or old, that "you cannot live by transactions alone. What's required is customer relationships." Today, that calls for attributes of both the Internet and pre-Internet ages, says Keen, chairman of Keen Innovations (Fairfax Station, Va.) and author of *The Freedom Economy* (McGraw-Hill, 2001). "Move fast. Find a unique niche. Deliver tremendous value. And provide incentives for your people to build relationships." That can't happen when they're rewarded for achieving short-term numbers—the best incentive to go for the cheap transactions.

No small amount of courage may be required to "gear toward" more business from current customers rather than new business from new customers, says Chuck Martin, chairman and CEO of NFI Research (North Hampton, N.H.) and author of *Managing for the Short Term* (Doubleday, 2002).

The reason? "The rate at which you're getting new customers is a traditional and widely watched measure of growth. It's easy to gather and easy to grasp." Public companies in particular may find it hard to resist the pressure to rack up new-customer numbers.

TRAINING PROGRAM AT MIDNAPUR



West Bengal State Council of Vocational Education & Training has organized a Training Program on Automobiles at I T I Campus, Rangamati, Midnapur from 8th to 12th September, 2008. 28 Teaching staff of different I T Is and Vocational Schools (10+2) were trained at this training program. In the view of huge requirement for technical persons in upcoming automobile segment in West Bengal, this type of training initiative was started by the organization. Experts from different fields of Automobiles shared their experience and knowledge to update all teaching staff on current automobile scenario. On behalf of Hindustan Motors, Mr. Sourav Ghorai, TM-Service was also present on 10th September and he shared his experience and knowledge on Maintenance and General Service, EGR system, Turbo System and MPFI System of Ambassador Car.