



Enriching Lives

# cascade

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*Attainable Sustainable*

**KIRLOSKAR BROTHERS LIMITED**

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## concept

A butterfly flutters its wings in the Amazon rain forest announcing the arrival of a new season, tall windmills gently rotate telling us to harvest energy, a blue whale dives deep in the ocean in an attempt to tell us that life on this Blue planet is fragile.

The earth is full of mystery, its bounty of resources so plentiful and extensive that it is virtually impossible to map it. What we can attempt to do is, conserve them.

Printed on recyclable paper, this issue of Cascade is dedicated to the wealth that earth gives us and persuades us to think of ways of preserving that wealth.


‘Attainable Sustainable’ is the mantra not just for this issue of Cascade but a way of life at KBL. Let us make our solutions more energy efficient, let us extend the life-cycle of our products; How do we make our products last a lifetime? Can we recycle, reuse, repurpose, reinvent?

These thoughts are ingrained in the KBL DNA driving us to innovate and come up with sustainable solutions.

The cover of the magazine, printed on handmade paper illustrates our world as a bountiful place. Observe the details on the illustration and think of the wonderful gifts Mother Nature has given us.

## foreword



  
**Sanjay Kirloskar**  
*Chairman and Managing Director,  
Kirloskar Brothers Limited*

We have borrowed the Planet Earth from our future generations. Possibly, we have still not realised this fact. While there is tremendous focus on development, sustainable development is often ignored by industries. Sustainable development is improving the quality of lives without compromising on the ecological balance of earth, thus guaranteeing a livable habitat for the future generations.

The sustainability of the earth is being compromised by human activities. Use of minerals and metals in products is resulting in excessive mining and depletion of these resources. Few understand the consequences of such activities on the ecological balance and its impact on life. Use of fossil fuels is directly contributing to global warming, in addition to jeopardising the quality of air and environment.

At Kirloskar Brothers Limited (KBL), it is our constant endeavour to reduce the weight of our products without compromising their functional performance. In addition to achieving the obvious cost advantage, weight reduction has other ecological implications. It reduces the need for

metals, and therefore less energy is required in foundry for melting. Lesser amount of metals result in reducing the energy required for machining while also changing the packaging requirements. Lighter products mean low transportation costs and greater cost benefits.

The concept of Gandhian Engineering is about “getting more from less for more”. This means the design and development of products and services with more value and performance, from less material, less cost, less time and less environmental pollution. And all this to benefit not just a privileged few, but the *Aam Aadmi* (common man).

Engineers need to play a pivotal role in promoting energy efficient technologies while creating project designs. The measure will enable adoption of renewable and associated technologies on a larger scale making them commercially viable.

Engineering organisations similarly have a critical responsibility for our future. Sustainability is not just a fashionable word, for us it also makes economic sense.



# from the director's desk



Jayant Sapre  
Director, Kirloskar Brothers Limited

Business ethics examines ethical principles and ethical problems that arise in a business environment. It applies to all aspects of business conduct and is relevant to the conduct of individuals and the entire organisation. In practical terms, Code of Ethics and Business Conduct outline the manner in which we choose to do business and reflect the beliefs, priorities and principles that we uphold as individuals as well as an organisation.

In fact, ethics define an organisation more than any other attribute. While success of an organisation is defined by its financial strength, the admiration it draws is based on its ethical practices.

We believe that sound business and work ethics is one of the key factors that should define our success, along with our financial strength. It is a collaborative effort and requires that all employees, respect and promote these principles and exercise good judgement that reinforces honest and just dealings with its stakeholders.

In today's fast evolving world, ethics has taken a backseat as a prime mover for business decisions. This is a big concern for us. It goes against the grain of our teachings and our heritage. It may be time to realign the teachings of today to actively promote business ethics and support sustainable business.

# editor's word



Shipra Tripathi  
Head, Global Marketing and  
Communication, Kirloskar Brothers Limited

Cascade has been a vehicle for putting forth our ideas and our achievements for your reading pleasure. We have progressively moved from itemised reporting to issues and success stories. We do hope you have enjoyed this change.

In this edition, we have focused our energies to see how best we can portray our efforts in the area of sustainable business. Several of our projects have been supported by green technologies, our pumps are being manufactured as 'Lowest Life-Cycle Cost' (LLC™) products and are based on the total cost of ownership rather than on cost of purchase. It is the technology for the future and we have brought it to the doorsteps today.

Our presence at CII-IETF exhibition in New Delhi as well as at ACREX in Mumbai, was the highlight of the quarter. It gave us an opportunity to showcase sustainable technologies to a host of potential as well as existing

customers. We do realise that 'seeing is believing', and seeing an LLC™ pump with corrocoated interiors convinced a number of decision makers on its viability.

It was a moment of pride to be able to meet with H.E. Mohamad Morsy, President of the Republic of Egypt, during his state visit to India. His awareness of Kirloskar as a brand as well as the understanding of the important work that our partnership has done for the nation was heartening. Mr. Kirloskar presented the Hon'ble President with the autobiography of Mr. S.L.Kirloskar, which was appreciated by the Hon'ble President and his team.

We owe a debt of gratitude to Mr. Varinder Dhoot, who is our guest writer for this edition. He has exposed us to the words of wisdom from Tanveer Naseer. The 'Geese Flying Facts' are indeed lessons that we must all work towards and create exceptional teams.

Happy Reading.....

## index

[ VOL. 20 ISSUE 3 ]  
JAN-JUNE 2013

Cover Story	6 - 11
Success Story	12 - 15
Perspective	16 - 19
Wins	20 - 21
News Updates	22 - 24
Partners in Progress	25 - 26
Events	27 - 33
Initiatives	34 - 38
Guest Column	39 - 41
Newsroom	42 - 45

JAMSHEDPUR, FEBRUARY 02, 2013 :  
KBL INAUGURATED ITS THIRD  
AUTHORISED REFURBISHMENT  
CENTRE (ARC) AT JAMSHEDPUR, INDIA.



Lamp Lighting by Mr. Prabhu Dayal  
Jhunjhunwala, Founder, Chaitanya Sales Private  
Limited, Mr. Sanjay Kirloskar, Chairman and  
Managing Director, KBL, Mr. H.M. Nerurkar,  
Managing Director, Tata Steel Limited,  
Ravindra Murthy - Vice President & Sector  
Head, Customer Service & Spares and Corporate  
Quality Assurance, KBL, Mr. B.K.Das,  
Chief of Mechanical Maintenance, Tata Steel  
Limited, Mr. Pradeep Shrivastava, Managing  
Director, Indian Steel & Wire Products Limited,  
Jamshedpur



Inauguration at the hands of Mr. H.M. Nerurkar,  
Managing Director, Tata Steel Limited,  
Jamshedpur

# Inauguration of Authorised Refurbishment Centre (ARC) at Jamshedpur

- Narendra Awati, Priyanka Rangari,  
Customer Service and Spares

The Authorised Refurbishment Centre (ARC) in Jamshedpur is well equipped with state-of-the-art facility to service, repair and improve efficiency for all small, medium and large pumps manufactured by Kirloskar Brothers Limited (KBL). The facility offers services like overhauling of pumps, hydro testing, corrocoating, performance enhancement, testing, shot blasting and painting. It also caters to customers with the Annual Maintenance Contract (AMC).

At the inauguration of the ARC, the Customer Care Portal on latest Version 7.1 of SAP-CRM's robust platform was made live by Mr. Sanjay Kirloskar, Chairman and Managing Director, KBL, in presence of the Chief Guest Mr. H.M. Nerurkar, Managing Director, Tata Steel Limited.

Customer Care Portal is a web-based simple and powerful tool which is seamlessly integrated with its core SAP ECC. This is for KBL's Marketing Division, Customer Service and Spares (CSS), for their integrated cycles such as Campaign to Opportunity, Quotation to Sale Order, Service Management and Interaction Centre functions. This initiative is aimed to build Customer Delight by way of collaborations, transparency, faster response and resolution. The portal is being extended to KBL's Employees, CSS Channel Partners and Toll Free.

The main objective behind commencing this Jamshedpur ARC is to provide its customers with better conveniences of saving transportation cost, reduction in downtime and saving energy by upgrading the pumps. Customer Care Portal on latest Version 7.1 of SAP-CRM will bring KBL closer to the existing and potential customers.

The facilities at Jamshedpur ARC will provide real-time cost effective solutions to the customers and this is yet another step towards realising KBL's vision of providing sustainable and competitive advantage.



Tata Steel Limited and Kirloskar Brothers Limited (KBL) have many legacies in common. Be it being in business for more than a century or be it the numerous innovative solutions for their customers. Both the organizations have a long and mutually beneficial relationship too. In order to strengthen this bond and provide better services, KBL has opened up an Authorised Refurbishment Centre (ARC) in Jamshedpur on February 02, 2013. The ARC was inaugurated by Mr. H.M. Nerurkar, Managing Director, Tata Steel Limited.

We believe that this facility will not only help Tata Steel but all other customers in the nearby areas as well. The ARC is well equipped with state of the art facility to service, repair and improve efficiency for all small, medium and large pumps manufactured by KBL. The facility will offer services like overhauling of pumps, hydro testing, corrocoating, performance enhancement, testing, shot blasting & painting and lastly it will also cater to customers desiring to have Annual Maintenance Contract (AMC).

This initiative from KBL, will help us to operate our old pumps at a higher efficiency by way of refurbishment and will also help in reducing carbon foot prints. In Tata Steel we are focused to energy efficient solutions for all our processes and KBL has always supported us with their innovative & energy efficient products and services.

We are extremely delighted with this new initiative towards sustainability from KBL, which is a milestone in the pump industry. We are confident that this facility will provide us the necessary support in reducing our down time and help in improving the efficiency of our pumping equipments to enhance performance and sustainability.

**VED PRAKASH THAKUR**  
Head Mechanical - Iron Making (E&P)  
Tata Steel Limited - Jamshedpur



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## Significant Energy Savings in City Water Supply Schemes

- Amit Kumar Sarkar, Prashant Joshi, Gajanan Sahasrabudhe

Kirloskar Brothers Limited (KBL) audits systems and recommends to customers solutions that can make their systems more efficient and sustainable. Berhampur town in Odisha, engaged KBL to audit their Water Supply Scheme, located on Rishikulya River about 40 kms away from the town. KBL team comprising Mr. Amit Kumar Sarkar from Water Sector, KBL, Kolkata; Mr. Prashant Joshi and Mr. Gajanan Sahasrabudhe, both from Energy Audit Cell located at the Corporate Office, Pune, conducted Pump Energy Assessment on March 9 and 10, 2013.

**The Behrampur Water Supply Scheme** has three collecting wells located on the bank of river Rishikulya. Each well has three Vertical Turbine (VT) pumps. Only one pump out of three in each well was found to be working. The discharge from all wells is connected to a common header, from where it travels a distance of about 42 kms. KBL Team observed tremendous scope of energy savings in the system.

A significant number of city water supply schemes from across the country face a similar situation. It is imperative that KBL reaches out to Municipal Corporations, Zilla Parishads and Gram Panchayat Water Supply Schemes and creates awareness among users by highlighting the opportunities to save water and electricity.

Every KBLIAN to take this forward to save precious electricity and water - our small contribution in the sustainability initiative.



## Energy Audits at Electrosteel Castings Limited and Kesoram Rayon Help Customers Identify Energy Guzzlers

- Suman Das, Industry Sector

*Electrosteel Castings Limited (ESCL) is one of the biggest manufacturers of Steel Spun pipes in the country. The first and the largest plant of the company is situated in Khardah, near Kolkata. The factory began in 1959 with the production of steel castings and cast iron spun pipes. In 1994, the factory set up a Ductile Iron (DI) pipe manufacturing facility and became the first company to start manufacturing DI pipes in India. With an installed capacity of 2,50,000 TPA, it is one of the biggest Integrated DI pipe manufacturing plants in the country. Since its inception, ESCL has been an esteemed customer of Kirloskar pumps.*

### The Efficient Way Forward for Electrosteel Castings

The customer escalated a problem about the pump not performing as per the required parameters. Installed in the main cooling water pump, the pump is used for the mould cooling application for the DI pipes section. This pump supplies cooling water to four moulds of different capacities arranged in series. The complaint stated that the pump is not supplying sufficient water to the moulds for cooling.

It was found that the system was audited several times in the past but no solution could be proposed for the same. At this juncture, we explained our capabilities of Energy Audit of Pumping Systems and requested ESCL for an opportunity to audit the system. The Split Case Pump (UP 250/30 Model) is situated in the main pump

house. On initial observation it was found that the flow parameter was not properly marked on the name plate and there was confusion regarding the flow. The total system of pipelines was reviewed and the initial piping data was collected. Mr. Prashant Joshi led the Energy Audit of the Pump alongside Mr. Abhijit Kulkarni and Mr. Suman Das. On auditing the system it was found that the pump had been running at a head much higher than the duty specified during procurement (31 m as against 21 m) and as a result the flow rate delivered by the pump was reducing to almost 480 m<sup>3</sup>/hr. Though the pump was running towards the shut-off, the efficiency of the pump was found to be good and the current consumption was as per the specification.

### Award Winning Kesoram Rayon show they care for Energy Conservation

*Kesoram Rayon, a B.K. Birla Group Company, is one of the three rayon manufacturing units in India and also one of the oldest. It started its manufacturing in 1959 with installed capacity of 2100 MTPA, which today has grown to 6500 MTPA. Situated on the banks of the Ganges river in Kuntighat, it is the biggest Rayon manufacturing plant in West Bengal. Kesoram Rayon's efforts and achievements towards Energy Management Programme have been recognised by the Government of India. They have received National Energy Conservation Awards for seven consecutive years since 1995 including the EXCELLENCE AWARD in 2001 for getting Special Prize for three consecutive times. The unit has the unique distinction of becoming the only unit in India of winning the Excellence Award in the history of National Energy Conservation Award Scheme. The Company has also received the Indian Chemical Manufacturers Association Award for Excellence in Energy Conservation and Management for the year 1997.*

For a long time at their plant at in Kuntighat, Kesoram Rayon was facing problems in the existing installation of spin bath solution plant and the cooling water transfer plant. The installations were old and the piping in the plant was complicated and cumbersome due to various modifications made over the years. As a result, the installations were not performing to the best of their expectation and efficiency.

Despite their commitment towards energy conservation, the customer was reticent in going for an Energy Audit due to past dissatisfying experiences. We offered to demonstrate our capabilities to the customer by auditing one of their systems. Mr. Prashant Joshi conducted the energy audit of

the cooling water transfer system in the presence of Mr. Abhijit Kulkarni and Mr. Suman Das.

The system consists of four pumps, with two pumps running (600 m<sup>3</sup>/hr @ 22-25 m head) and two on standby. The pumps are around seven years old and the motors are of 55 kW/ 4pole.

On auditing the system it was found that the actual requirement of the system is 15 m and it is running inefficiently. It was found that with modifications in the system, there is a huge scope of savings. The savings are to the tune of approximately INR 1.2 million per annum! With such a huge saving, the payback period of installing a new Energy Efficient System would be 2-2.5 years only.



# Small is Big!

## Delivering Ranni Perunad Small Hydro Electric Project for Kerala State Electricity Board

- V.K.Garg, Sudhir Mali, Power Sector



Kirloskar Brothers Limited (KBL), Kirloskar Construction & Engineers Limited (KCEL) and Aryacon Contractors & Engineers of Cochin recently completed the prestigious Ranni Perunad Small Hydro Electric Project (SHEP) for Kerala State Electricity Board. The State of Kerala has many rivers offering numerous opportunities to generate Small Hydro Power. The Ranni Perunad hydel project is estimated to generate 16.73 million units annually. Get to know more about the project.

The history of Small Hydro in India dates back to 1897 when the first Small Hydro Power Project of India of 130 kW capacity was commissioned at Sidrapong in Darjeeling.

This was Asia's first Small Hydro Power Plant. Subsequently, following projects were commissioned:

- 1902 - Shiva Samundram (Mysore) with 2 MW capacity
- 1902 - Chamba with 40 kW capacity
- 1907 - Gagoi (Mussorie) in 1907 with 3 MW capacity
- 1913 - Jubbal (Shimla) with 50 kW capacity

The Government of India realised that Small Hydro Electric Power was the best way to meet the growing power requirement of North Eastern States and the Himalayan belt. Laying the transmission lines in these areas is a costly and difficult task. In order to promote the Small Hydro Power, the Government of India in 1998, launched the world's largest plan for the development of Small Hydro Power. Under this programme, the government announced various subsidies and faster clearances for the projects. This sector was also opened for the private sector. This accelerated development of Small Hydro in India.



### Small Hydro in Kerala

The State of Kerala has many rivers and has ample capacity of generating SHEP. As per a study out of Kerala's total potential of small hydro-electric power of about 700 MW, only 200 MW is being harnessed. The Government of Kerala plans to accelerate the development of Small Hydro in Kerala, and some of their initiative includes preferential tariff, faster clearance and allotment of projects to the private sector. The Kerala State Electricity Board has a strong wing for development of Small Hydro Power Projects.

Government of India too contributes to the development of Small Hydro by giving capital subsidy for the projects, and for the projects developed by the state themselves, the subsidies are quite attractive.

Faced with ever increasing demand of power in the state and high cost of power procurement from market, the Government of Kerala decided to harness the available potential available within the state. As a part of this policy, the development of Ranni Perunad Small Hydro Electric Project was undertaken.

Schematic of the Power House Layout



### Ranni Perunad SHEP of Kerala State Electricity Board:

Ranni Perunad is a run off the river scheme on Kakkad river of Pampa basin, in Pathanamthitta district.

The main components of the projects are, a diversion weir, intake, trash rack, scour sluice, two penstocks pipes and power house for installing two units of 2.0 MW capacity each. Since the project is conceived as a run of river project with negligible storage, the submergence

is minimal. There are two hydro power projects upstream due to which regulated flow throughout the year is possible.

The weir maintains the tail water level of Maniyar hydel project. This has created a head of 6.3 m which is then used to generate the power at Ranni Perunad hydel project.

The annual energy generation is estimated as 16.73 million units.

The water from the Kakkad river is diverted by a diversion weir and is passed through the turbines, from where it again meets the Kakkad river. During stoppage of turbines or during high discharge period, the water overflows above the weir.



The project was constructed by a consortium of KBL, KCEL and Aryacon Contractors & Engineers of Cochin, with KCEL as the lead bidder.

The civil work was completed by Aryacon Contractors and Engineers and the electro-mechanical work was completed by KBL.

Electro-mechanical work consists of design, manufacturing, testing at works, supply, erection, commissioning and testing at site of following equipment:

- Horizontal Kaplan type of Turbines with runner diameter of 2800 mm

- Butterfly Valves of 2400 mm with associated penstock pipe, bypass arrangement
- Horizontal Gear Boxes
- Horizontal Synchronous Generators (3.3 kV, 50 Hz) with Excitation System
- Electronic Governors with Oil Pumping Units
- Control and Protection Schemes
- 3.3 kV\33 kV Sub-station
- Drainage and Dewatering System
- Cooling Water System



The erection activities were meticulously planned and synchronised with the civil work so as to execute the project smoothly. We are thankful to our consortium partner Mr. Girish Nair of Aryacon Contractors & Engineers of Cochin, for his help to KBL for the timely completion of the project. The project was inaugurated at the hands of Hon'ble Minister of Power, Kerala.

### Highlights of the Project

1. The turbines are with runner size of 2800 mm; this is the biggest size of Kaplan turbine ever made by KBL.
2. In this project the welded type of shaft was used, where seamless tube with flanges welded on both sides of tube was used as shaft replacing conventional forged shafts. This resulted in substantial cost saving.
3. The runner blade actuating mechanism using a standard rotary

- union is placed inside the bulb of the casing thus again saving cost against the conventional bulky oil header.
4. The complete assembly of turbine was made at Kirloskarvadi (KOV) before despatch thus reducing the work at site.
5. New vendors were developed for balance of plant equipment such as oil pressure unit and electrical panels.



Meet Mr. Rajarama, the head of Valves Products Marketing from Kirloskar Brothers Limited (KBL)'s West Zone. A customer focused marketer and an astute listener, here are some of Rajarama's secrets of a successful customer relationship.

- Arun Choughule, Zonal Head, West & Central Zone



In the last twelve years that Mr. Rajarama has been with KBL, he has turned around the Valve business delivering sustainable growth year after year. His innovative approach towards the market, his keen observation that articulates customer voice accurately, his amazing ability to build relationships are some of his distinguishing traits. He epitomises the corporate adage that people make all the difference. In his journey, he has been ably supported by leaders like Mr. Ramchandra Mahind and Mr. Ramakant Pai and their teams.

He is a clear example of **“people make a difference in a company”**. Customers are more willing to deal with a person who offers better, timely support, better post order and after sales support.

He is instrumental in bringing many customers like Enviro Control Associates, Gammon India Ltd., Pratibha Ind. Ltd. and SMC Infrastructures Pvt. Ltd. Many contractors related to Surat Municipal Corporation, MIDC have been repeatedly placing orders over many years to KBL proving customer satisfaction in the West Zone.

### Here are some tips that the West Zone shares for sustainable growth:

- Be in touch with end user
- Propagate KBL strengths, in-house facilities, capabilities
- Understand and propagate the strengths of organisation and products over competitors

Spend time building rapport, spend more time at customer premises

Work closely with project authorities, consultants to understand their specific requirements

Perseverance pays. Monitor the sales cycle closely and keep the momentum till the deal is closed

Sign pre-tender MoU's for high value orders with contractors at EPC Contract Bidding stage

Promote corrocoated valves for sea water applications working with consultants

Create references for USPs like largest size (viz. 3.6 m) corrocoated Butterfly Valve, first order for 4000 Ultra Mega Project of CGPL Mundra, first Tamper Proof Kinetic Air Valves, first FM approved Gate Valves

Endorse contractors for KBL Valves with project authorities

Be on the customer's side, understand the requirements, deliver as promised



# Learning from Experience

- Ravindra Ulanguar, Head, Power Sector

What makes us who we are? Where do we begin and where are we headed? Mr. N.R.Narayan Murthy, co-founder of Infosys delivered a lecture at the New York University Stern School of Business. His address resonates not just with the students but holds key life lessons for all of us. Read, internalise and apply the valuable gems he offers.

“This greater awareness and knowledge of oneself is what ultimately helps develop a more grounded belief in oneself, courage, determination, and, above all, humility”

- N.R.Narayan Murthy

I will begin with the importance of learning from experience. It is less important, I believe, where you start. It is more important how and what you learn. If the quality of the learning is high, the development gradient is steep, and, given time, you can find yourself in a previously unattainable place. Learning from experience, however, can be complicated. It can be much more difficult to learn from success than from failure. If we fail, we think carefully about the precise cause. Success can indiscriminately reinforce all our prior actions.

A second theme concerns the power of chance events. As I think across a wide variety of settings in my life, I am struck by the incredible role played by the interplay of chance events with intentional choices. While the turning points themselves are indeed often fortuitous, how we respond to them is anything but so. It is this very quality of how we respond systematically to chance events that is crucial.

Of course, the mindset one works with is also quite critical. As a recent work by the psychologist, Carol Dweck, has shown, it matters greatly whether one believes in ability as inherent or that

it can be developed. Put simply, the former view, a fixed mindset, creates a tendency to avoid challenges, to ignore useful negative feedback and leads such people to plateau early and not achieve their full potential. The latter view, a growth mindset, leads to a tendency to embrace challenges, to learn from criticism and such people reach ever higher levels of achievement.

The fourth theme is a cornerstone of the Indian spiritual tradition: self-knowledge. Indeed, the highest form of knowledge, it is said, is self-knowledge. I believe this greater awareness and knowledge of oneself is what ultimately helps develop a more grounded belief in oneself, courage, determination, and above all, humility, all qualities which enable one to wear one's success with dignity and grace.

Based on my life experiences, I can assert that it is this belief in learning from experience, a growth mindset, the power of chance events, and self-reflection that have helped me grow to the present.

Back in the 1960s, the odds of my being in front of you today would have been zero. Yet here I stand before you! With

every successive step, the odds kept changing in my favour, and it is these life lessons that made all the difference.

My young friends, I would like to end with some words of advice. Do you believe that your future is pre-ordained, and is already set? Or, do you believe that your future is yet to be written and that it will depend upon the sometimes fortuitous events?

Do you believe that these events can provide turning points to which you will respond with your energy and enthusiasm? Do you believe that you will learn from these events and that you will reflect on your setbacks? Do you believe that you will examine your successes with even greater care?

I hope you believe that the future will be shaped by several turning points with

great learning opportunities. In fact, this is the path I have walked to much advantage.

A final word: when, one day, you have made your mark on the world, remember that, in the ultimate analysis, we are all mere temporary custodians of the wealth we generate, whether it be financial, intellectual, or emotional. The best use of all your wealth is to share it with those less fortunate.

I believe that we have all at some time eaten the fruit from trees that we did not plant. In the fullness of time, when it is our turn to give, it behooves us in turn to plant gardens that we may never eat the fruit of, which will largely benefit generations to come. I believe this is our sacred responsibility, one that I hope you will shoulder in time.

We are all mere temporary custodians of the wealth we generate, whether it be financial, intellectual, or emotional. The best use of all your wealth is to share it with those less fortunate.



# Are you the Carrot, the Egg or the Coffee Bean ?

- Ravindra Ulangar, Head, Power Sector



*We face adversities, challenges and roadblocks everyday. How we choose to react to those, decides our future. I find it inspirational. Using simple examples, it encourages us to make our choices wisely.*



A young woman went to her mother and told her about her life and how things were so hard for her. She did not know how she was going to make it and wanted to give up. She was tired of fighting and struggling.

It seemed that as one problem was solved, a new one arose. Her mother took her to the kitchen. She filled three pots with water and placed each on high fire. Soon the pots came to a boil. In the first, she placed carrots, in the second she placed eggs, and in the third she placed coffee beans.

She let them sit and boil, without saying a word. In about twenty minutes, she turned off the burners. She fished the carrots out and placed them in a bowl. She pulled the eggs out and placed them in a bowl. Then she ladled the coffee out and placed it in a bowl.

Turning to her daughter, she asked, 'Tell me, what do you see?'

'Carrots, eggs and coffee,' the young woman replied. The mother brought her closer and asked her to feel the carrots. She did and noted that they were soft. She then asked her to take an egg and break it. After pulling off the shell, she observed the hard-boiled egg. Finally, she asked her to sip the coffee. The daughter smiled as she smelled its rich aroma. The daughter then asked, 'What does it mean, mother?'

Her mother explained her that though each of these objects faced the same adversity - boiling water - each reacted differently. The carrot went in strong, hard and unrelenting. However, after being subjected to the boiling water, it softened and became weak.

The egg had been fragile. Its thin outer shell had protected its liquid interior. But, after sitting through the boiling water, its inside hardened! The coffee beans were unique, however. After being subjected to the boiling water, they had changed the water.

'Which one are you?' the mother asked her daughter. 'When adversity knocks on your door, how do you respond? Are you the carrot, the egg or the coffee bean?'

**Think of this: Which one am I? Am I the carrot that seems strong but in times of pain and adversity, do I wilt, become soft and lose my strength? Am I the egg that starts with a malleable heart, but changes with the heat? Did I have a fluid**

**spirit but, after a death, a break-up or a financial hardship, does my shell look the same, but on the inside am I bitter and tough with a stiff spirit and a hardened heart? Or am I like the coffee bean? The bean actually changes the hot water - the very circumstance that brings the pain. When the water gets hot, it releases the fragrance and flavour.**

If you are like the bean, when things are at their worst, you get better and change the situation around you. When the hours are the darkest and trials are at their greatest, do you elevate to another level? How do you handle adversity? Are you the carrot, the egg or the coffee bean?



## Tupras Oil Refinery-Turkey Goes with SPP

Mr. Steve Keen, SPP Pumps-USA sales group and the local SPP Representative in Turkey, Mr. Jozef Nassi, closed a significant fire pump project at the Tupras Oil Refinery. The scope of supply included eight 5,000 GPM Vertical Turbine Fire Pumps driven by Caterpillar C18 engines rated for 800 HP each. It is a great example of team work across the multiple SPP businesses. This is second large project SPP Pumps has secured at the TUPRAS facility.

SPP has 17 stores confirmed for Split Case Pumps, most of them in the 2,000 GPM capacity. SPP Pumps LA has secured this contract for the 4th consecutive year and will also supply all HEB stores in Mexico fire pumps for their needs.

## BP's Purified Terephthalic Acid (PTA) Plant at Zhuhai to have SPP pumps

BP is constructing another US\$600 million world-scale PTA plant at Zhuhai in People's Republic of China. With an annual capacity of 1.25 million tonnes, this will soon be the first plant to employ BP's latest generation PTA technology. All in all, the total annual capacity of BP Zhuhai is designed to reach 2.95 million tonnes, making it the largest and lowest-cost PTA facility in BP's global PTA portfolio. PTA is used mainly in the production of plastics like PET.

SPP's representative in China, Lick Hang Engineering, have placed an order on SPP Asia Pacific to deliver 400 HP diesel and electric powered BS08B fire pumps to protect the new plant. The sets will be built at the manufacturing facility at Coleford, UK.



## KBL Power Sector Secures one more Prestigious Win in Venezuela

Mr. Santosh Kulkarni and the Kirloskar Brothers Limited (KBL) Power Sector secured an order in Venezuela (Termozulia-III) to construct and supply a Combined Cycle Power Station that will include vertical bowl pullout pumps made by Kirloskar-India, two gas turbines, two heat recovery steam generators and a steam turbine. It will be located at La Canada de Urdaneta, Maracaibo, Venezuela. The main function of the Kirloskar circulating water pumps is to deliver circulating water from Lake Maracaibo to the main condenser, running two of the pumps at 50% capacity and the third to remain as a stand-by pump. Each pump has a capacity of 109,458 GPM and along with the head has a weight of 54 tonnes. Kirloskar-India previously supplied the circulating water pumps that are currently working at the Termozulia-I Power Station site.

Since being awarded the first Termozulia-III project in January, Mr. Santosh Kulkarni and the KBL Power Sector have secured the second contract from Consorcio EIS for Termozulia-III Combined Cycle Power Project in Maracaibo, Venezuela. This project involves the construction of a Combined Cycle Power Station, comprising two gas turbines, two heat recovery steam generators and a steam turbine. It will also be located at La Canada de Urdaneta, Maracaibo, Venezuela. The main function of the Kirloskar Auxillary Cooling Water Pumps is to deliver cooling water from the lake Maracaibo to the main condenser. This function is provided by two auxiliary cooling water pumps and Kirloskar-India made vertical bowl pullout pumps: (BHR 50) with 140 kW electric motors and allied accessories, Seismic analysis and testing.

## Orders from Meri & Applico for Sonede (Tunisian National Water Co.)

Two of the prominent EPC contractors from Tunisia have entrusted Kirloskar Brothers Limited (KBL) with the supply of Multi Stage Pumps (RKB) for their prestigious water supply projects for SONEDE, the premier government agency for design and implementation of water supply projects in Tunisia.

The scope includes order from APLICO for four RKB 200/37,5 St. and three RKB 125/30, 4 St. with accessories and spares. The order from MERI includes three RKB 100/23E, 11 St., four RKB 125/27, 7 St., two RKB 100/23E, 13 St., two RKB 40/12L, 5 St. and two RKB 40/14H, 4 St. with accessories.

## Microsoft Trusts SPP to Protect Data

SPP Asia Pacific have received an order to supply a TC12F electric and a TE10D diesel powered FM/UL Fire Pump Sets for the new Microsoft Data Centre in Singapore. The sets will be built buy SPP Inc. in Atlanta USA.







## Thailand Floods: KBL Pumps Come to Rescue

- Shreekanth Ramaswami

*The floods in Thailand left the nation devastated. The impact of the floods on the industries was significant. Get to know how a speedy solution from Kirloskar Brothers Limited (KBL) came to the rescue of Thailand.*

To manage the havoc created by flooding, the Royal Thai Government initiated flood control damage programme. H.E. Pisan Manawapat, the Thai Ambassador to India reached out to KBL Chairman, Mr. Sanjay Kirloskar for a solution and advice. KBL rose to the occasion and on a war-footing Kirloskarvadi manufactured, assembled and despatched six high capacity mobile pump sets to Thailand. Kirloskar Brothers (Thailand) Limited (KBTL), KBL subsidiary in Thailand facilitated speedy logistics and air-lifted high discharge mobile pump sets with a capacity of 1500 m<sup>3</sup>/hr. The pumps include a Kirloskar End Suction Pump (MF30-35 pump) added to 156 HP Kirloskar diesel engine. These mobile pump sets were successfully handed over to the Royal Irrigation Department of Thailand for immediate deployment in the flood control areas.

The speedy response and attention to the customer requirement was greatly appreciated by various government agencies of Thailand.



*Diar Abu Hennes - Intake Pumping Station, four BHM 55 Pumps with 240 kW Motor (Capacity - 1.65 m<sup>3</sup>/sec @ static head of 8.47 m)*

## Inauguration of Diar Abu Hennes Pumping Stations

- Narayan Mirji

H.E. Dr. Mohamed Baha El Din Saad, Hon'ble Minister of Water Resources and Irrigation, Egypt formally inaugurated two of Kirloskar Brothers Limited (KBL)'s newly built pumping stations at Diar Abu Hennes Intake and Inner Pumping Stations on January 8, 2013. For the Intake pumping station KBL has supplied four Vertical Turbine Pumps (BHM 55) with 240 kW / 740 rpm motors, NRVs / Butterfly Valves, flap valves, dismantling pieces, rubber expansion joints, submersible dewatering pumps and control panel. For Diar Abu Hennes Inner Pumping Station, KBL has supplied three BHM 55 pumps with 240 kW / 740 rpm motors and equipment similar to the intake pumping station.



## SPP New State-of-the-art Training Lab

Mr. Jimmy Hunt, Director of Fire Pump Sales, managed the relocation of SPP University seamlessly. The new training lab was relocated and underwent several upgrades to add to what was already considered a state-of-the-art training lab. Minutes after going live, 17 fire protection engineers and fire officials from the Society of Fire Protection Engineers (SFPE) made a visit and a two hour Fire Pump Training Seminar was conducted. As a result of this event and the hard work put into getting the lab operational, SPP Pumps' training lab will be the new training facility for Gwinnett County Fire Department for fire pump and fire sprinklers inspection training.

SPP Pumps, Inc. will unveil the new, fully-operational facility and impressive training lab in July. with expansions throughout the world and recent recognition of SPP Pumps as the 'Manufacturer of the Year', SPP Pumps has truly become global.

SPP Latin America recently participated in the 2013 Hydraulics Expo, which was held on 13-15 March in Monterrey, Mexico. This largest Hydraulics Expo in Northern Mexico has SPP Pumps represented in a 20x10 booth, displaying a 2,000 GPM split case fire pump. This was the first show where SPP Pumps Latin America officially promoted water products for the general industry and power applications.





## KBL at IWWA 45th Annual Convention

On the occasion Mr. Sanjay Kirloskar, Chairman and Managing Director, KBL, said “A few years ago, I happened to come across a book by an American author by the name of Steven Solomon called **“Water”**. In it he says, and I quote, **“Far more than Oil, the control of water wealth throughout history has been pivotal to the rise and fall of great powers, the achievements of civilisation, the transformations of society’s vital habitats, and the quality of ordinary lives”**. He goes on to say that now water scarcity will become one of the twenty first century’s decisive, looming challenges and is driving new political, economic and environmental realities across the globe. Kirloskar Brothers is positioning itself as the futuristic, energy efficient solution provider in the field of fluid handling. Water though abundant in nature, is going to be insufficient to satisfy the needs of a growing population and economic growth. The skill lies in fine tuning real economic growth without compromising on natural resources. We have to accept that our existence is closely linked to the availability of these resources on the earth. With this understanding, we need to act fast and develop strategies and policies to optimise the use of these finite resources. Government, public sector and private sector along with the experts in the field should work in collaboration to address the water and energy related challenges.



## An update from South Africa

SPP South Africa closed the financial year on an upbeat note. Driving the growth were the Fire Pumps and Standard Products business units.

For the next financial year, the outlook is positive and the SPP Pumps SA teams are looking forward to moving into a new facility at the end of 2013. This much larger facility will be the new home of the Kirloskar Brothers Limited (KBL) pump group in SA and will accommodate Braybar Pumps, Kirloskar Pumps and SPP Pumps SA. The facility will feature a common factory and stores and a new pump test bay for products of all three companies. The main user of the test bay will be the Fire Pump division. Currently the tests are carried out at the SABS, which is expensive and has long lead times. In-house testing will make us more price-competitive. The key strategy of combining the three group companies is to reduce manufacturing and overhead costs.

## Tree Plantation, Kabbadi matches and entertainment mark the Golden Jubilee Celebrations at Dewas

Catch a glimpse of the Golden Jubilee Year and Annual Day programme. The programme was attended by Mr. Sanjay Kirloskar, Mr. Dattatray Vetal, Mr. S.B.Chandorkar, Mr. Ravindra Murthy, Mr. Ravindra Choudhary and Mr. Aseem Srivastav.



## KBL Inks Pact with Mechanical and Electrical Department (MED) Egypt



Kirloskar Brothers Limited (KBL) signed a Memorandum of Understanding (MoU) with Mechanical and Electrical Department (MED), Ministry of Water Resource and Irrigation, Government of Egypt to build and upgrade the skill sets of the MED’s engineers and technicians.

The MoU was signed in New Delhi between Mr. Sanjay Kirloskar, Chairman and Managing Director, KBL and Dr. Mostafa Abu Zeid, Chairman MED, Ministry of Irrigation, Government of Egypt, on behalf of their respective organisations. H.E. Mohamad Morsy, President of Egypt and Mr. Anand Sharma, Union Minister for Trade & Commerce, Government of India graced the occasion.

On the occasion of signing of MoU, Dr. Mostafa Abu Zeid, Chairman MED,

Ministry of Irrigation Government of Egypt said, “We are proud to take this association further and use KBL expertise to develop the skill sets of our workforce. Over 21,000 MED engineers will benefit from this training programme in next one year.”

Over 100,000 Kirloskar pump sets have been working along the river Nile and have been responsible for the irrigation of a large area for agriculture. This year KBL is celebrating 50 years of its presence in Egypt with the installation of two major pumping stations on the banks of the Nile River.

With the capacity to irrigate more than 20,000 hectares of agricultural land, the Benban pumping station and Rozaikat pumping station will increase the production of grains by 50,000 tonnes and will also generate employment for over 60,000 people in this region.



## Training Programme at MED Egypt

- Narayan Mirji

A special training programme on 'Elements of Centrifugal Pumps, Design Aspects of Pumping Stations, Concept of LLC™ Pumps and its Advantages, Concrete Volute Pumps, Latest Technological Trends and Effective Operation and Maintenance of Pumping Equipment' was conducted for Mechanical & Electrical Department, Egypt. About 50 MED engineers from various regions and projects participated in the programme and complimented Kirloskar Brothers Limited (KBL) for the comprehensive coverage of all the core subjects.

Dr. Mostafa Abu Zeid, Chairman of MED appreciated the initiative in creating the awareness on the technological developments in the field of design and implementation of irrigation pumping projects.

Mr. Ravindra Birajdar, Head - R&D and Mr. Sayaji Shinde, Head - Irrigation were the chief presenters. KBL Cairo team with Mr. Shirish Joshi, Mr. Avinash Hulbatte, Mr. Balaji Kishwe and Mr. Magdy made valuable contribution to the programme.



MED Engineers during the presentation on Effective O&M aspects of Pumping Equipment



Mr. Sayaji Shinde made an impressive presentation on Concrete Volute Pumps and LLC™ concepts

## All India Dealers Meet: A Resounding Success



After a hiatus of six years, 100 dealers of industrial range pumps and valves from Kirloskarvadi and Kondhapuri plants of Kiroskar Brothers Limited (KBL) met at an All India Dealers Meet.

Mr. Sanjay Kirloskar, Chairman and Managing Director, KBL appreciated the continuous efforts taken by all channel partners in his welcome address. Mr. Kirloskar encouraged the Channel Partners to upgrade themselves to the status of an APOEM (Authorised Pump Sets Original Equipment Manufacturer) that retails branded pump sets.

In the keynote address, Mr. J.R.Sapre, Director, KBL shared his views on KBL Mission 2015 that promises double revenue and triple profits. "Be aggressive in the market and focus on value added products" was what Mr. Sapre advocated to all channel partners.

Mr. Baban Pachkawade, Head, Channel Partner Management, presented his views on future market trends. He shared the strategy and plan to improve the footprint of KBL. He spoke about various initiatives taken by KBL to increase market share. He voiced KBL's expectations from channel partners.

Innovative business process, improved technology and effective change management were some of his success mantras to the channel.

Mr. Avinash Purandare, Vice President - Corporate Information Centre, shared an overview on Project Manthan and Mr. Vetel, Senior Vice President, Manufacturing, spoke about various initiatives taken by manufacturing plants and suggested all channel partners to take advantage of increased capacities and give quality and better services to customers.

Two of the Gen-Next dealers Mr. Sidharth Shah of M/s. VEMC - Mumbai and Mr. Bharat Pargal of M/s. Enkay - Ludhiana, presented changes they have brought in their organisation after attending Gen-Next programme. They presented their insights into customer expectations and shared the best practises they have adopted to delight customers.



# Innovative and Sustainable Pumping Solutions from KBL Showcased at ACREX India' 13

- Sawantan Majumder, Corporate Global Marketing and Communication

Sustainable Solutions

Green runs in our system



*Innovative and Sustainable Solutions are the key drivers for business operations in the ever changing economic scenario. Keeping in mind the dynamic market, KBL's range of products are conceptualised to provide innovative, energy efficient, cost effective solutions as per the new-age business philosophy for inclusive growth.*



The KBL pavilion being inaugurated at the hands of Dr. Prem C. Jain, Chairman of Indian Green Building Council (IGBC) in the presence of Mr. Jayant R. Sapre, Director, KBL, along with other dignitaries at Bombay Exhibition Centre, Goregaon, Mumbai.

Kirloskar Brothers Limited (KBL) presented the innovative and sustainable pumping solutions and products at the 14th edition of ACREX India 2013. The KBL pavilion was inaugurated at the hands of Dr. Prem C. Jain, Chairman of Indian Green Building Council (IGBC) in the presence of Mr. Jayant R. Sapre, Director, KBL, along with other dignitaries at Bombay Exhibition Centre, Goregaon, Mumbai.

ACREX India 2013 - "Dedicated to an eco-friendly environment", was the

perfect platform for KBL to showcase its innovative and sustainable products. With "Sustainability" as the theme of KBL's pavilion, the exhibits highlighted the concepts of sustainability and space saving innovations applied by KBL in its products. These innovations offer significant advantage to the Building Services Segment. KBL exhibited products like Lowest Life-cycle Cost (LLC)<sup>TM</sup> Pumps, Suction Diffuser Valve (SDV), Triple Duty Valve (TDV), Primary & Secondary Variable Flow Control Panel and patented

zero leakage i-CP pump for HVAC applications with Fluid Arresta<sup>TM</sup> technology.

The distinctive range of LLC<sup>TM</sup> pumps sustains efficiency over longer period of time and has a low life cycle cost as compared to the conventional pumps. The LLC<sup>TM</sup> pumps save additional energy cost and effectively reduce the deterioration.

KBL demonstrated space saving (up to 50%) concept when TDV and SDV are fitted to the Split Case Pumps for large

HVAC applications in Building Services Segment. The exhibits showcased how this concept can be used for End Suction and Vertical Inline Pumps.

Under the spotlight at ACREX India 2013 were the KBL's new series GENEX 500, Primary Variable Flow Controllers with added features like, Multi Pump Multi Zone Control, Chillier Protection, flexibility to use any make VFD and having international approvals like CE and UL. The new series is equipped with 7" Graphical

Touch Screen Display with simple and user friendly navigation for settings, monitoring and trouble shooting.

KBL's HVAC Process Pump exhibited at ACREX 2013 attracted a lot of visitors. This environment friendly zero leakage pump without mechanical seals and without gland packing was much admired by the visitors. The visitors also checked the added feature in the pump like pre-lubricated grease-sealed bearings.





## KBL Steals the Show with Innovative Pumping Solutions at CII - IETF 2013

- Manohar Bholankar, Corporate Global Marketing and Communication

Kirloskar Brothers Limited (KBL) showcased innovative and sustainable pumping solutions products at the 20th International Engineering & Technology Fair (IETF) hosted by Confederation of Indian Industry (CII) at Pragati Maidan, New Delhi.



### Innovative and Sustainable Solutions @ IETF 2013

IETF 2013 is the biennial flagship event of CII segmented into well-defined sections of engineering and manufacturing industry. One of the main pillars of this business fair, Water India, is focused on water imperatives for global water sector. It has served as a perfect platform for the display of KBL's innovative and sustainable products like patented zero leakage i-CP pump with Fluid Arresta™ technology, Tamper Proof Kinetic Air Valve, Jalverter™ Panel for Solar Pumping System and LLC™ Pumps. These products are designed to reduce energy consumption.

With industries across the world stepping up their green efforts, there is significant focus on efficient use of energy and curbing energy wastage. The innovative range of LLC™ pumps from KBL is the right solution for industries looking at conservation of energy and improving efficiency. Showcasing these at IETF 2013 was the impressive KBL pavilion. The pavilion was inaugurated at the hands of Hon'ble Ms. Debashree Mukherjee (IAS) CEO of Delhi Jal Board, Mr. B.M. Dhaul, Member (Water) along with Mr. Sanjay Kirloskar, Chairman and Managing Director, KBL and Mr. Jayant Sapre, Director, KBL and other dignitaries at Pragati Maidan, New Delhi.

The KBL pavilion was inaugurated at the hands of Ms. Debashree Mukherjee (IAS) CEO of Delhi Jal Board, Mr. B.M. Dhaul - Member (Water) along with Mr. Sanjay Kirloskar, Chairman and Managing Director, KBL and other dignitaries at Pragati Maidan, New Delhi.



### Did you Know?

LLC™ pumps save additional energy and other costs while also effectively reducing deterioration. The cumulative reduction in energy consumption achieved by LLC™ pumps directly aid cost saving and therefore increase the profitability of an organisation. The LLC™ pump users derive the benefit of guaranteed performance in a sustainable manner over the life cycle of the pump.





# KBL at 9th CII Exim Bank Conclave on India-Africa Project Partnership

- Onkar Desai, Corporate Global Marketing and Communication



*Kirloskar Brothers Limited (KBL), one of the world's largest global fluid management companies, showcased their innovative and sustainable pumping solutions at the 9th CII Exim Bank Conclave on India-Africa Project Partnership hosted by Confederation of Indian Industry (CII).*

India and Africa together account for a huge market of 2.2bn people with a combined GDP of more than US\$3trillion. India is Africa's fourth-largest trading partner and a significant investor across the continent.

Over the years the bilateral cooperation has diversified across several sectors such as agriculture, education, health, skill building and infrastructure.

The India-Africa partnership is a high watermark in catalysing the socio-economic transformation of over two billion people through bilateral development co-operation. In a matter of a decade, the bilateral partnership has grown way above trade relations to become an iconic global cooperation framework.

KBL held a session on "Achieving Food Sufficiency in Africa - Opportunity for collaboration" and "AAA Technology for Africa" at this conclave. The session was moderated by Mr. Sanjay Kirloskar, Chairman and Managing Director, KBL.

Food security is a common concern for both India and Africa. Most parts of Africa are endowed with fertile lands and water resources. The challenge lies in harnessing these natural resources to usher in a Green Revolution across the continent. India is partnering with many African countries in boosting their agricultural produce through watershed development, sharing of advanced farm technologies and capacity building measures.

Present at the Conclave were Session Moderator -Mr. Anil Sardana, Managing Director, Tata Power Limited, Mr. Prasanna Sarambale, Group Vice President-Business Development, Sterling and Wilson Limited, Mr. R.K.Gupta, Chairman and Managing Director, WAPCOS Limited, Mr. Engr Beks Dagogo-Jack, Chairman, Presidential Task Force on Power, Nigeria, Hon'ble Salvador Namburete, Energy Minister, Mozambique, Hon'ble Basile Atangana Kouna, Minister of Water and Energy, Cameroon along with Mr. Sanjay Kirloskar, Chairman and Managing Director, KBL and other Senior KBL Vice Presidents



## "Search for Sustainable Power : India-Africa Partnership"

In Africa, about 40 percent of total spending on infrastructure needs is associated with power. Overall, the economic costs of power outages can be estimated at 1-2 % of Africa's GDP.

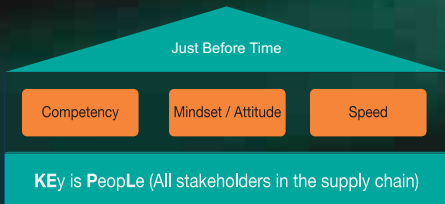
Indian Government and industry have played key roles in Africa's power sector development though investments, technology transfer, infrastructure development and capacity building. Indian and African governments are intensifying this cooperation and exploring opportunities for collaboration in development of alternative energy sources like solar, wind and geothermal. The session covered the technological expertise that India possesses in producing power at a cheaper price and also ways of transferring knowledge to African counterparts.



# Just Before Time: A New Mantra of Transformation

- Sanjay Mande and Ashish Tiwari, KEPL

THIS VALUE CHAIN TRANSFORMATION IS ON THE MANTRA OF COLLABORATION, NETWORKING AND TEAMWORK.



*Just Before Time (JBT) is the new mantra of transformation at Kirloskar Ebara Pumps Limited (KEPL). The new philosophy aims to make things happen just before schedule; deliver just before something is expected to be done/over. The objective of this initiative is to reduce time spent on 'reviews and reminders'.*

As an organisation, KEPL is aiming to grow five folds in the next four years. To achieve this with JBT approach, absolute customer focus and a process free from wastes is a must. A complete value chain transformation at KEPL as part of business process re-engineering (BPR) is currently underway. This value chain transformation is on the mantra of collaboration, networking and teamwork. The whole organisation has been restructured and the process free from wastes written down.

The team draws its strengths from employees from various functional departments to create one team called value chain/ value stream. Three such integrated value streams have been created. These are those skill-sets which

are required to process an enquiry and execute an order from start to finish. These people report to their respective value stream leaders. Front-end teams of regional sales offices are also linked to these value streams. Every department is now playing strategic role and making these team members strong and independent.

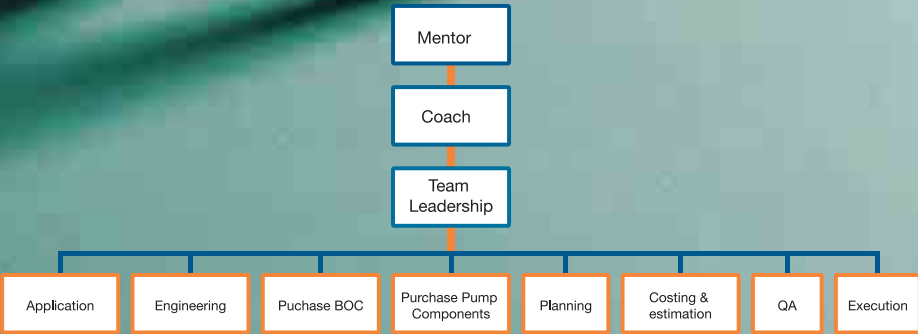
Value streams have evolved their processes afresh. In their roles, team members brainstormed and decided the activities which are needed. Hence, moving towards organisational goals, value stream members will have the joy of creation as well. The teams have named value streams as Shivneri, Ashwamedh and Phoenix. Each team has its own mission, vision, mantra and goal.

This value chain transformation is on the principles and philosophy of Lean management. This covers three important areas of transformation namely business generation, business execution and partnerships. At KEPL, we believe in engineering to be our core strength. Since KEPL caters to

non-repetitive demand, our strength is innovation and customisation.

KEPL offers reliable solutions to critical applications in hydro-carbon and energy segment. Key objectives include 100% CDD compliance, quality offer submission (and that too JBT) and exceptionally satisfying customer relationships. Transforming partnerships for bought-out components is another important aspect of this. Teams are responsible to elevate the involvement of partners in our progress. Relations with partners should be mutually fulfilling.

Guiding us through this initiative are the words of late Mr. Shantanurao Kirloskar, the chief architect of Kirloskar group who said, "Don't worry about the future, create it". We have created seven regional sales teams in 2012-13 in Mumbai, Delhi, Baroda, Kolkata, Chennai, Hyderabad and Pune. These have 16 sales engineers and eight service engineers. We have opened a service centre in Kirloskarvadi with a dedicated service team.



Our customer calls have increased from a level of 50 per month to more than 250 per month within six months of decentralising sales and marketing. In a step towards motivating customer-centric behaviour, the first sales and marketing annual awards like; Most Customer Friendly Regional Office and Most Customer Friendly Engineer have been instituted.



# Kirloskar @ Sahyog “Corporate Social Responsibility” Opening Doors!

- Chandan Singh

THE TEHELKA FOUNDATION HAS BEEN WORKING ON SELF EMPOWERMENT AND HEALING WITH YOUNG PEOPLE FROM MARGINALISED AS WELL AS UNDER PRIVILEGED BACKGROUNDS FOR OVER A DECADE. KIRLOSKAR BROTHERS LIMITED (KBL), AS A RESPONSIBLE ORGANISATION, RECOGNISED THE NEED AND EXTENDED ITS COOPERATION TO THE TEHELKA FOUNDATION TO TRAIN MARGINALISED KIDS.



As a part of social obligation and to create a system for purposeful contribution to deserving causes, Kirloskar Brothers Limited (KBL), supports initiatives that increase inclusivity. In line with the Corporate Social Responsibility vision, KBL extended its cooperation to the Tehelka Foundation to train marginalised children.

The Tehelka Foundation has been working on self empowerment and healing with young people from marginalised as well as under-privileged backgrounds for over a decade. Young boys in the age group of 16 to below 18 who have been in a remand home at Delhi, are beneficiaries of this initiative. Mr. Gulshan Chaudhary, who led this work, devised a course for the young



students to train them in repair of pumps and later extended the training to household electrical fittings. Mr. Gulshan conducted bi-weekly classes to educate the students.

The first batch began with ten students in June 2012. It was interesting to see the young minds absorbing technical knowledge. On successful graduation of first batch, second batch started in October 2012 with eight students.

In just few weeks of training, the bright young trainees were able to repair small pumps as well as service them. They learnt how to rectify basic electrical fittings used in a household.

On completion of training for first and second batch, KBL awarded certificates along with a tool kit to the trainees enabling them to start earning their livelihood after completing their term at the Sahyog Centre.

A few trainees were also trained at KBL Service Centres in Delhi. One of the trainees, Raju, has been absorbed by M/s. Bonus Sales & Service, Paharganj.

The Tehelka Foundation made a presentation of this model to the Judges of High Court and Supreme Court who appreciated KBL. This social outreach attracted attention of NDTV India, country's premium news channel that made a documentary on Raju. Since then, the documentary has been aired several times during the prime time slot on NDTV India.

On such a high note, the third batch of trainee students was initiated. At KBL, we hope to see these young people integrated into main stream society and become responsible citizens.

*We are grateful for the commitment to this cause by Ms. Shipra Tripathi, Mr. Gulshan Chaudhary and Mr. Chandan Singh, KBL, New Delhi, Ms. Puneeta, Mr. Dinesh Bhatt, Project Controller, Tehelka Foundation, Mr. Shibendu, Sahyog Coordinator, Sahyog Centre*



Varinder S. Dhoot is a Mechanical Engineering Graduate from Visvesvaraya National Institute of Technology, Nagpur. He joined Kirloskar Brothers Limited (KBL) exports in 1993 after completing a three year tenure in Greaves Limited. He was posted to Middle East in 1996 to kickstart K-Group foray into the Middle East region and was heading Kirloskar Middle East FZE (KMEF) until 2008. Since 2008, he has been heading KBL's Europe operations. Varinder is deeply passionate about Kirloskar values and believes that Kirloskar, as a brand, delivers value to all its customers in Europe as well as the US.

## Leadership Lessons We Can Learn from Geese

- Varinder Dhoot, Director, Kirloskar Brothers Europe BV, The Netherlands

*When I received a request from the Cascade team to share my experiences on Leadership, I was tempted to indulge in self-praise and talk about how I converted adversity into great success and so on. I realised later that this may not interest anybody other than me. I decided to share an inspiring article by an expert. Here is a piece by Tanveer Naseer, Principal and Founder of Tanveer Naseer Leadership, a leadership coaching firm. Tanveer stays in Montreal and works with managers and executives to help them develop leadership and team-building competencies to guide organisational growth and development. I hope you enjoy reading it as much as I have.*

One of the most emblematic symbols of the arrival of spring in Canada is the return of Canada geese flying in V-formation across the sky. Seeing these birds in flight over the weekend brought to mind some lessons we can apply in how we serve those we have the responsibility to lead.

### 1. Encourage your employees to develop their skills

One of the reasons why Canada geese fly in V-formation is to help reduce air drag, where the birds at the front essentially reduce the air resistance so that the birds at the back of the flock have an easier time flying.

Naturally, this means that the birds in the front expend the most energy flying and consequently, experience fatigue before the other birds do. This is the reason why this particular bird formation shifts so much as the other birds move up to take the lead, giving the birds who were flying at the front a chance to rest and recuperate.

It's a smart strategy as it not only allows the birds to share the workload, but it also ensures that the flock is not dependent on a few strong birds to help

them fly over the great distances of their migratory path.

When it comes to managing your team or organisation, it is easy to fall into the trap of relying on those 'star' players in your organisation to help your team achieve its objectives. However, as employees begin to look for 'greener pastures' and competition begins to increase for the limited talent pool that will become available in the years to come, it is important that you provide all of your employees with opportunities to stretch themselves, developing not only their current skill base, but learning new ones as well.

### 2. Communicate your vision so that everyone understands where they need to go.

He who has never learned to obey cannot be a good commander.

- Aristotle

One of the most interesting things about watching the Canada geese flying in their signature V-formation is the effortless nature with which they shift





lead positions while still managing to stay on course and in formation. Obviously, one reason for this is how much they communicate with one another - something that can be easily heard from the ground even from far away - about their position and when they need someone else to take over the front position.

Of course, the geese do not just communicate while they are in flight to make sure all the birds in the flock stay on course but even before they take flight, there is clearly some communication going on within the flock in terms of deciding when to leave and where they will land in between flights. This way, whether a few birds get lost or wounded before they reach their destination, the rest of the flock will not be adversely impacted because most of them know where they need to go.

In most organisations, there is still a tendency to lean on organisational goals/direction as being something that is shared on a ‘need to know’ basis. However, as we continue to move towards a more global competitive market where industry shifts/changes are happening with greater speed and immediacy, leaders would be better served by making sure everyone on their team is not only aware of the organisation’s vision, but of how their efforts contribute or are tied to the organisation’s plans.

3. True leaders put those they lead ahead of themselves

Learning is either a continuing thing or it is nothing.

- Frank Tyger

There are very few migratory animals which seem to evoke a clear image of how we perceive leadership, than the Canada geese. After all, when they are flying in V-formation, it is not hard to recognise who is the leader at that moment - it is the bird flying out in front and centre of the group.

This bird’s physical position certainly reflects our own assumptions of what leadership is about - of that solitary figure who stands in front of us, serving to guide us towards a common goal or destination. And yet, if we look at the reason why the Canada geese fly in this particular fashion, we can truly understand the real goal and value of leadership.

Similarly, what is needed in today’s organisations are not leaders who are

simply interested in directing those they lead to some pre-determined goal. Rather, what is required are leaders who are willing to roll their sleeves to help clear the way so that their employees might be successful in their collective efforts to reach their shared goals.

The arrival of spring is often associated with a sense of renewal, of shedding off the layers of protection that staved off the harsh conditions of winter in preparation for new growth and opportunities for forward-moving change. As the sight of the Canada geese flying overhead reminds us, spring is also a great time to reassess how we approach our leadership and what measures we can take to better serve those under our care.

**Geese Flying Facts:**

a) As each goose flaps its wings, it creates an “uplift” for the other birds to follow. By flying in a “V” formation, the whole flock adds 70% greater flying range than if each bird flew alone.

b) When a goose falls out of formation, it suddenly feels the drag and resistance of flying alone. It quickly moves back into formation to take advantage of the lifting power of the bird immediately in front of it.

c) When a goose tires, it rotates to the back of the formation as another goose flies to the point opposite.

d) The geese flying in formation honk to encourage those up front to keep up their speed.

e) When a goose gets sick, wounded or shot down, two geese drop out of formation and follow it down to help and protect it. They stay with it until it dies or is able to fly again. Then they launch out in formation and try to catch the flock.

I hope that you have observed that I have included quotes from Aristotle and Frank Tyger in the box to convey the importance of Discipline and Learning. This according to me is most important attribute of a leader. There could be various ways to convey the idea but I thought the bird story was the easiest and natural way to understand the concept.

In the recent years I have tried to learn and enjoy from my children by going for football matches, WWE, playing LEGO, observing and interacting with them.

Leadership lesson is also propagated by the favourite character of young kids, Spiderman when he says “With the great power comes great responsibility”.



# Contents

**POWER 20**

**POWER 20**

## W

**POWER 20**

**POWER 20**

## 'Oil PSUs lack understanding of quality issues in safety products'

**POWER 20**

**POWER 20**

## Kirloskar arm wins 'Manufacturer of the Year' award

**POWER 20**

## Pipes & fittings

**POWER 20**

## Pumping it up

**POWER 20**

## "Sustainability and efficiency in the pumps sector is lacking"

**POWER 20**

**POWER 20**



# Kirloskar Brothers inks pact with MED Egypt

By Reporter  
Mumbai

Kirloskar Brothers Limited (KBL) has signed a memorandum of understanding with Mechanical and Electrical Department (MED) and Ministry of Water Resources and Irrigation of Government of Egypt to train MED's engineers and technicians.

The aim of the training programme is to upgrade mechanical engineers and technicians of their knowledge of various aspects of pump installation, pump operations, pump maintenance and trouble shooting. KBL will conduct training sessions and workshops with theoretical and practical training for over 20000 engineers and technicians.

## किर्लोस्कर ब्रदर्स ने इजिप्त से किया करार

### KBL inks pact with MED Egypt

Kirloskar Brothers Limited (KBL) has signed a memorandum of understanding with Mechanical and Electrical Department (MED) and Ministry of Water Resources and Irrigation of Government of Egypt to train MED's engineers and technicians.

### All-woman Plant in TN Bears Fruit for Kirloskar



The plant in Tamil Nadu has produced its first pump, which is a significant milestone for the company. The pump is a 150mm diameter, 1.5HP, 110V, 50Hz, single phase, end suction, cast iron, centrifugal pump.

### Women Employees Help Raise Plant Productivity

The women employees of Kirloskar Brothers Limited (KBL) have helped raise the productivity of the plant. The women employees have been working in the plant since 1990 and have been instrumental in the growth of the company.

### Employers go flexi to retain new moms

Employers are going flexible to retain new moms. The employers are offering flexible work hours and other benefits to new moms to help them balance their work and family life.

### KBL inaugurates ARC facility at Jamshedpur



KBL inaugurates ARC facility at Jamshedpur

### Kirloskar Brothers to train Egyptian engineers on pumps

Kirloskar Brothers Ltd (KBL) has signed a Memorandum of Understanding (MoU) with Mechanical and Electrical Department (MED), Ministry of Water Resources and Irrigation, Government of Egypt to build and upgrade the skills sets of MED's engineers and technicians.

With presence in Egypt for over 4 decades, Pune based KBL has a very large population of their pumps in Egypt. The main aim of this programme is to train the mechanical engineers and technicians of MED on various aspects of pump installation, pump operations, pump maintenance and trouble shooting. KBL will conduct a full-fledged training together with workshops where MED engineers will be imparted theoretical and practical training. The programme will commence from May 2013.

While signing the MoU, Dr. Mostafa Abu Zaid, Chairman MED, Ministry of Irrigation, Government of Egypt said, "Our government has been associated with KBL for various irrigation projects through the Mechanical & Electrical Department (MED). Over 21,000 MED engineers will benefit from this training programme in next one year."

### SPP Pumps bags award

Hyderabad: SPP Pumps, a subsidiary of Kirloskar Brothers Limited (KBL), has received 'Manufacturer of the Year' award at the recent Pump Industry Awards. This is the second time that it has got the award in seven years. Known for its expertise in centrifugal pumps and systems, the company has a long history of 130 years. "For us, success is about three key things. We make quality products and solutions, we have a dedicated team of experts who go out of their way to exceed expectations, and we never let our customers down. And so we are absolutely delighted to have been recognised once again as Manufacturer of the Year. We are proud to be able to say that our peers are as good as a quality manufacturer," said Alok Kulkarni, MD, SPP Pumps.

### KBL inks pact with MED Egypt

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### किर्लोस्कर पंप्स एप्लायीज फैक्ट्री का सबने माना लोह

किर्लोस्कर पंप्स एप्लायीज फैक्ट्री का सबने माना लोह. The factory has been awarded the 'Manufacturer of the Year' award at the recent Pump Industry Awards. This is the second time that it has got the award in seven years. Known for its expertise in centrifugal pumps and systems, the company has a long history of 130 years.

### किर्लोस्कर ब्रदर्सचा इजिप्त सरकारशी सार्थक करार

किर्लोस्कर ब्रदर्स लिमिटेड (KBL) ने इजिप्त सरकार के मंत्रालयों के साथ एक समझौते पर हस्ताक्षर किए हैं। यह समझौता पंपों की स्थापना, संचालन, रखरखाव और त्रुटि शूटिंग के विभिन्न पहलुओं पर MED के इंजीनियरों और तकनीकी कर्मियों को प्रशिक्षण देने के लिए है।

### इको-फ्रेंडली कॉर्पोरेट्स

राजस्थान स्टेट्स

### किर्लोस्कर ब्रदर्स लिमिटेड

किर्लोस्कर ब्रदर्स लिमिटेड (KBL) ने इजिप्त सरकार के मंत्रालयों के साथ एक समझौते पर हस्ताक्षर किए हैं। यह समझौता पंपों की स्थापना, संचालन, रखरखाव और त्रुटि शूटिंग के विभिन्न पहलुओं पर MED के इंजीनियरों और तकनीकी कर्मियों को प्रशिक्षण देने के लिए है।

### किर्लोस्कर ब्रदर्स के लिए सार्वजनिक करार

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# The Green Rule

Faith Traditions  
Respect the  
Environment



	<b>ANCIENT EGYPTIAN</b> Grass that I may lift up the earth. <i>Book of the Dead 1249:18</i>
	<b>BAHA'I</b> Be the embodiments of justice and fairness amid all creation. <i>Kitabi-Aqdas 187</i>
	<b>BUDDHISM</b> Cut down the forest of desire, not the forest of trees. <i>Dhammapadam 283</i>
	<b>CHRISTIANITY</b> Hurt not the earth, neither the sea, nor the trees. <i>Revelation 7:2</i>
	<b>CLASSIC PHILOSOPHY</b> We should return the equivalent of what we have received. <i>Aristotle 8:13</i>
	<b>CONFUCIANISM</b> All things are nourished together without their injuring one another. <i>Doctrine of the Mean 30:3</i>
	<b>HINDUISM</b> The Earth said, "It behoves you, O hero, to regard me as your daughter." <i>7 Mahabharata 46:3</i>
	<b>ISLAM</b> The world is green and beautiful and God has appointed you his stewards over it. <i>Sahih Muslim Hadith 8406</i>
	<b>JAINISM</b> No living thing should be destroyed, treated with violence, abused, tormented or driven away. <i>1 Astanga Sutra 4:1</i>
	<b>JUDAISM</b> The Lord God took the man and put him in the Garden of Eden to serve it and preserve it. <i>Genesis 2:15</i>
	<b>NATIVE SPIRITUALITY</b> We are as much alive as we keep the Earth alive. <i>Chief Dan George</i>
	<b>SHINTOISM</b> Return to its original place that which was given to humans as a gift of nature. <i>Ancient Japanese Saying</i>
	<b>SIKH</b> Air is the Guru, Water is the Father, and Earth is the Great Mother of all. <i>Guru Granth Sahib p.146</i>
	<b>TAOISM</b> Do not let man destroy Nature. Do not let cleverness destroy the natural order. <i>Chuang Tzu 17:7</i>
	<b>TENRIKYO</b> The earth and heaven of this world is your real Parent. <i>Ofudesaki 10:54</i>
	<b>UNITARIANISM</b> Spiritual teachings of earth-centered traditions celebrate the sacred circle of life and instruct us to live in harmony with the rhythms of nature. <i>Sources of Faith</i>
	<b>WICCAN</b> Live an' let live - Fairly take an' fairly give. <i>Book of The Witches 2</i>
	<b>ZORASTRIANISM</b> Undertake to nourish, to rule, and to watch over my world. <i>Farvard 2:4</i>





Enriching Lives

**KIRLOSKAR BROTHERS LIMITED**

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