

## Message from Director's Desk:

After getting delightful responses for every Amulya Times, it is my pleasure and privilege to release **Amulya Times Vol.8**.

If we rewind the last financial year 2016-17, we had so many ups & downs specially demonetization of Rs.500 & Rs.1000/- note made trade stagnate for time being. Now slowly & steadily, economy is gearing up again. In mid set of several hurdles faced during the last year, we have achieved some remarkable success also. Amulya Mica has successfully passed the test of **GREEN GUARD** from UL Environment America- **product certified for low chemical Emissions** and Exterior Grade Amulya Cladding has successfully passed the test of **ASTM-E84-16:Standard Test method for surface Burning Characteristics of Building Materials at Thomas Bell – Wright International Consultants, Dubai**. Both are prestigious certificate as products are critically tested at Lab. Indeed it is matter of proud that Amulya Mica is safe and environment friendly – can be used for both interior & exterior decoration.

Besides this, Amulya Mica is awarded with **Small Business Award – 2017** from Franchise India for **Home & Home Products Business of the year 2017 – Manufacturing**. For all these, *I extend my heartfelt thanks & gratitude to all my company's associates, patrons, distributors, dealers, suppliers and my entire team who have given utmost support & efforts to make "AMULYA MICA" most trusted & powerful brand*

The same **TRUST & EFFORT**, I now require for our new venture "**AMULYA WPC**" – started its production from 2nd-Mar-17. At Amulya WPC we manufacture **LEAD free WPC foam Board & PVC foam Board and 90° bending PVC laminate** – first of its kind in India. These products are 100% water proof, Borer & termite free and fire resistant – can be used both for interior & exterior decoration. So "**Ask for Amulya WPC**"- we assure you to provide best quality ever in Indian market.

Last but not least, the new financial year 2017-18 already knocked the door. GST is all set ready to implement from 1st July/17. Indian economy is moving in faster pace – demand for Smart living concept through Smart city project is growing. India's retail market is expected to nearly double to US\$ 1 trillion by 2020, driven by Income growth, *urbanization & attitudinal shifts*. While the overall retail market is expected to grow at 12% per annum, modern trade would expand twice as fast as 20% per annum and traditional trade at 10%. Anyway, *for this financial year, we have projected high growth – so I would like to assure once again that we will grow stronger & better and will allow no dilution in our efforts to achieve excellence.*



**Published By:**

**Purbanchal Laminates Pvt. Ltd.**  
(A govt. of India Recognised Export House)

**Maker of Amulya Mica**

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**Happy Selling**

**Rakesh Agarwal**



## Grand Opening of AMULYA WPC on 02-03-17 :

- **Purbanchal Composite Panel (India) Pvt. Ltd.** is the new venture of Purbanchal Laminates Pvt. Ltd “Amulya Mica”, situated adjoining Amulya Mica’s plant at Bhimasar village, Anjar dist : Kutch (Guj). The company is inaugurated on 02-03-17 by performing Hindu Vedic rituals, chanting Sunderkand Path and performing Haven – by MD Shri Rakesh Agarwal and Smt. Mamta Agarwal in mid set of Mantra, chanted by priests and by cutting the ribbon by Company’s MD Shri Rakesh Agarwal , Shri Mukesh Agarwal and mother Smt Santosh Devi Agarwal, Shri Gunjan Dokaniya & their elders Shri Sawarmal Ji Agarwal at small gathering of friends, relatives and company’s employees , followed by gala Lunch.
- Amulya WPC plant is all set ready for manufacturing WPC foam boards ,PVC foam boards and PVC 90° bending laminates. In organized sector, Amulya is the first company in India to make in house PVC laminate 90 ° bending.

### ● Amulya WPC Range :

- Amulya WPC Lead Free Foam Boards
- Amulya PVC Laminates with 90® bending quality



### - Amulya PVC Lead Free Foam Boards



- WPC is 100 % termite proof, water proof, recyclable, Eco-friendly and flame retardant product. It has holding capacity of High Screw & Nails. It is especially helpful for those areas where we see large scale problem of termite and dampness.

### ● Amulya WPC USP's...

- - It is totally **Lead Free product**. Lead is very toxic, causing pollution in environment and badly harmful to young children. Lead is carcinogenic (cancer causing). Lead based boards are not safe to be used in kitchen or wardrobes. **Exports demand Lead free products**. So we decided to manufacture all Amulya WPC products LEAD free both for national as well as international market – first of its kind in India.

- - Only Amulya WPC provides the boards in **3.5 feet / 4 feet and 6 feet width**. Our 6 feet board will specially help the carpenters and OEM's to attain zero wastage standards.

- - Amulya WPC has been formulated with **optimum density which results in boards which are strong yet light weight**.

Amulya WPC/PVC will be available in following size:

**Width from 2.5Ft to maximum 6Ft : Length – Customized up to 20Ft: Thickness – 4mm to 40mm**

So **“ASK FOR AMULYA WPC”**.

**We assure you to provide best quality ever in the Indian market.**



## NEW MILE STONE - Amulya Mica:

- 1. Amulya Mica's product Exterior Grade Amulya Cladding has also successfully passed the test of **ASTM-E84-16: Standard Test method for surface Burning Characteristics of Building Materials** at Thomas Bell – Wright International Consultants, Dubai. This certificate is required to export exterior grade product in Arabian Countries.
- 2. Amulya Mica has successfully passed the test of **GREEN GUARD** from UL Environment America- *product certified for low chemical Emissions*. Our Certificate no. is 86775-410.
- 3. Amulya Mica has been awarded with **6th Small Business Award – 2016** for Home & Home Products Business of the Year – Manufacturing from Franchise India. Franchise India every year organizes Small Business award to promote & recognize the Small & Medium Enterprise (SME). Mr. Sanjeev Sharma, Regional Manager (North) has received the award on 8-Feb-2017 at glittering ceremony in front of Industry leaders at JW-Marriott, Aerocity, New-Delhi.
- 4. For diversification Amulya Mica has set a manufacturing plant named **Purbanchal Composite Panel India (Pvt.) Ltd** with brand name “**AM-ULYA WPC**” for manufacturing WPC lead free board and PVC lead free foam board and 90° bending PVC laminate, which can be used both for Interior & Exterior decoration. It has inaugurated on **02-Mar-17**.
- 5. Amulya Mica has given a hefty financial assistance & taken initiatives to build Cancer Treatment hospital in Sterling Ram Krishna Specialty Hospital at Gandhidham-kutch –Gujarat under aegis of Ram Krishna Sewa Samiti & happy to inform it started its operation on **Cancer day 04-Feb-17**. It is the first of its kind in Kutch District as there was no Cancer Treatment Clinic in Kutch District.



## Glimpses' of National Event:



Ahmedabad-ET-ACETECH-2017



Delhi-Wood-2017



kolkata-Dealer-Meet 13-Jan-17



Lucknow-Dealer-Meet 6March-17

## Glimpses' of Nukkad Meet



## Glimpses' of Nukkad Meet



## Walking barefoot on Green Grass:

Fresh grass, warm sunlight and natural surroundings can make anyone drop their footwear and enjoy walking barefoot. Walking barefoot on grass, also known as 'earthling', has been in the news for some time. You can walk barefoot not only on grass but on soil & sand.



### ● Some benefits of walking barefoot on grass daily:

#### ● **Rejuvenates your sense & relives stress:**

Walking barefoot on grass, especially in the morning helps rejuvenate your senses and calm the mind. The combination of fresh air, warm sunlight, green surroundings and peaceful morning atmosphere helps in many ways. ***Fresh Oxygen is good for your body's organs, sunlight provides Vitamin D and Calm atmosphere helps relax your entire body & mind. This in turn helps you feel more relaxed & relieves stress.***

#### ● **Stimulate your entire body, including the eyes:**

Our feet are store houses of reflexology zones that correspond to various organs of our body. According to principles of reflexology, stimulating these points can help relieve ailments of the particular organs and keep them in general state of good health. The foot has points for the eyes, ears, lungs, nerves of the face, stomach, brain, kidney and many more organs. So when walk on grass, these areas are gently stimulated, helping your entire body stay healthy. ***Dr. Anjali Sharma, Senior consultant, Naturopathy says, "When we walk on grass, we stimulate the nerve ending of the foot, where thousands of nerve ending coverage. These nerves ending coverage get gently yet directly stimulated by grass, helping the body stay in the state of equilibrium."*** Also looking at green color of the grass soothes the eye for eye health and morning dew on grass is also beneficial.

#### ● **Connects you to the Earth & neutralizes your electrical energies:**

***Dr. Anjali says , "In naturopathy, we base our treatment on five elements of Nature, out of which one of the element is EARTH.*** The earth contains magnetic fields and has a certain flow of energy. Therefore when we walk barefoot on grass, we directly get connected to the magnetic field of the earth, which helps to neutralize negative electrical impulses in our body which are known to cause certain ailments.

#### ● **Lets you soak in the SUN:**

When we walk on grass early in the morning, we give our bodies the precious gift of ***'SUN ENERGY'***. ***Dr. Anjali says that Sun energy is the great source of healing energies. 'Sun Energy' – as it is called in Naturopathy- is the source of life & energy.*** It helps disinfect the body, tones the muscles & nerves, supplies the entire body with energy & with all essential Vitamin D.

In recent times, Osteoarthritis & other bone related diseases have become common place. Doctors say that this is mainly due to the lack of exposure to the sun. Therefore when you walk in the open –early in the morning- the sun replenishes your Vitamin D stores automatically, helping you keep bone & joint diseases at the bay. (Ref: Taken from Net)

**AMULYA MICA evokes every one start walking early morning and stay healthy. Make a habit of walking to your children on green grass from early childhood day so to make them healthy & keep them fit - preventing them from becoming OBESE which now-a-day is Concern/Cry of every family not only in India but whole world.**



## Uff Ye Garmi.. Some Cool Tips... Cool as Cucumber!!

This summer – don't say Uff ye Garmi..... Apply following cool tips...you will feel chill & cool as Cucumber..

- **Host an Ice-Cream Social:**

Invite friends, neighbors – and decide whether or not you want this to be a whole family event ( Kids or not Kids) or just for the grownups.

- **Go to Water Park:**

What better way to enjoy a day off? Enjoy slides, lazy river and wave pool as many times as your heart desires or go to your friend's pool and play all the water games you loved as a child. (Don't forget SUNSCREEN!)

- **Cool Culture:**

Check out that local museum you keep saying you'll get to but never do. You'll stay cool out of the sun and soak in some culture at the same time! Art museums, Science museum, history museum & Children's museums are all great options – and also check to see if there are any special exhibits traveling through your area.

- **Move to a Movie theatre:**

Movie theatres are known for having the AC turned up high – and if they are going to be cooling the place anyhow, why not stop try and check out a couple movies? Spend half the day at the theatres and you can catch up on the latest and greatest films (Look for Popcorn and Drink Coupons before you go.

- **Choose Cotton:**

Choose cotton dress. Save the ooh-la-la satin; silk or polyester dress for winter or rainy season. Light colour & light weight dresses are breathable and excellent for promoting airflow. It will help in keeping you cooler as well as lowering your chances of getting sunburns.

- **Eat differently!!**

Eat spicy foods. This may seem contradictory, but most spicy come from some of the hottest places in the world. When you eat spicy, it makes you sweat, which will cool your body.

- **Make your Refrigerator your friend:**

Want to have a good night's sleep during summer time? Chill your pillow covering in plastic bags and letting them cool off in fridge for a few hours. Pull them out just before going to bed for a cool and comfortable sleep.



Dedicated to Indian Favourite Drink

## Skills You need for a job other than Professional & Technical Skills :

By Uttam Chowdhury



- Communication.
- Problem solving.
- Planning and organising.
- Learning.
- Teamwork.
- Initiative and enterprise.
- Self-management.
- Technology.

### ● Employers are often looking for skills that go beyond qualifications & experience.

While education & experience may make eligible to apply a job, but to be successful in the role, one will need to exhibit a mix of skills: “**Employability skills**”. This means that the specialist, technical skills associated with different roles may be less important than the ‘Soft Skills’ that can be transferred between different job and different employment sectors. There is an increased demand for self-directed workers who can adapt and learn quickly, think critically communicate & innovate. For employers getting the right people means identifying people with the right skills and qualities to fulfil the role and contribute to the organization’s success. Candidates may have the qualifications and ‘hard skills’ needed for the job role but without a well honed set of ‘**Soft Skills**’, employers are less inclined to hire.

## ● Employability Skills:

They are the skills and attitudes that enable employees to get along with their colleagues, to make critical decisions, solve problems, develop respect and ultimately become strong Ambassadors for the organization.

Employability or Soft Skills are the foundation of your career building blocks and they are frequently referenced in the media as lacking in school-leavers, graduates and those already in employment. Organizations spend a lot of time and money training staff, not in job specific areas but in general and basic skill development.

**In times of high unemployment, employers have more choice of applicants and will favour those with well rounded employability skills.**

## ● Interpersonal Skills:

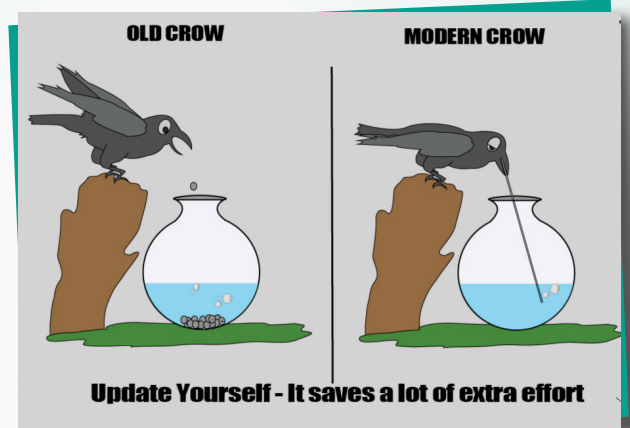
Interpersonal Skills are the skills we use to interact with other people. Good interpersonal skills allow you to participate effectively as a member of a team, satisfy customers and clients' expectation, negotiate many decisions, take responsibility and work effectively with other employees. Well honed Interpersonal skills allow us to empathize and build rapport with colleagues and clients, leading to a better working environment which can be less stressful.

## ● Personal Development:

Lifelong learners are always valued in organization. In order to stay ahead of the competition, organization need to continually learn & develop better ways of the doing things. The employee who is open to learning & accept change will be more successful than the person who are afraid of learning and resistant to change in organization. So employers want people who are adaptable, flexible & patient, and respond who well to change.

## ● IT Skills:

As Govt. of India is giving more and more importance on Digitalization, so IT skills or Computer Literacy is the need of hours for job seeker and those who are already in employment. Computer Literacy means understanding what Computers can & cannot do. Every one must know the some of basics of information technology example – how to send and receive emails, use the internet effectively and use of Word Processor and Excel sheet (Spread Sheet) Software. It is the need of the hour!!



**AMULYA MICA evoke every one specially Job Seekers, fresh Graduate & Post Graduate person to develop SOFT SKILLS beside professional & Technical Skills for overall growth of themselves as well as for growth of Indian Economy.**

## Amulya Mica used in IMA-Annex, Nagpur

Indian Medical Association (IMA), Nagpur has constructed **IMA Annex** within its premises. Mr. Nitin Gadkari, Honorable Union Minister Road Transport, Highway & Shipping had inaugurated the premises on 19th Mar/17. We are proud to inform that **AMULYA MICA is used in premises.**



BEING **APPRECIATED & AWARDED** IS NOW IN OUR DOMAIN



- PRODUCT RANGE**
- High Pressure Decorative Laminate • Seven Wonder Exclusive Range • Amulya Plus •
  - Door Skin • Synchronized Laminate • Amulya Cladding • Amulya Digital Plywood
  - Amulya WPC Boards & PVC Laminates

*Ghar Sajaye, Saath hi Nibhaye.....*



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