

AMULYA TIMES

Vol - XIII | July 2018



Published By:
Purbanchal Laminates Pvt. Ltd.
(A Govt. of India Recognised Export House)

Editor:
Uttam Chowdhury
Hemlata Chowdhury

Maker of Amulya Mica
AN ISO 9001,14001 OHSAS 18001 Certified COMPANY
GANDHIDHAM-370201, KUTCH, GUJARAT-INDIA
Website: www.amulyamica.com
Email: amulyamica@rediffmail.com

Co-Editor:
H. K. Maheshwari - Sunil Thakore
S.K. Tharad - Ravi Gupta
Sanjeev Sharma - Neeraj Khandelwal
T.S. Negi



Message from Director's Desk...

After getting good responses and appreciation for Amulya Times, it is my pleasure & privilege to release **AMULYA TIMES Vol. 13**.

In the series of our continuous international conference cum tour with our Pan India dealers, distributors and associates, we had our 8th International Conclave cum Tour at Dubai & Abu-Dhabi from 7th May to 10th May/18 where top performers were awarded with Orange Ribbon award. We, all together, had spent a very nice time, fun & relax and enjoyed the trip of Dubai-Abu Dhabi. Hope in the next year, more new associates will accompany in our Moscow Trip May/2019.

The month of July/2018 is declared as "**Product of Month – Synchronized Laminate**". For product promotion, number of attractive scheme is offered for every segment. Our Synchronized Laminate where grain & textures are truly matched with natural wood textures. It is an ideal choice for those who want their furniture to look as close to real wood

as possible.

As you know, in present day context, Exhibitions are a vital part of product marketing and it serves as an influential platform for companies, professionals and industry experts to come together, share information and build long lasting business relationship. In view of above facts for expanding international business, **we are pleased to inform you that we are going to participate/showcase our products Laminates as well as WPC/PVC in International Woodworking Fair(IWF)-2018 at Atlanta, Georgia, USA from 22nd to 25th Aug/2018 first time**. The IWF, a biennial trade show since 1984, is the largest trade show of its kind in the western Hemisphere back to Atlanta.

We are pleased to inform you that National Chamber of Commerce & Industry, Mumbai & Quality Brand Times India has recognized our Brand Amulya Mica and **awarded with National Industrial Excellence Award 2018 & Quality Brand award on 30th June/18 at Mumbai and allow us to use Quality Brand logo** in mid set of industries big corporate and national leaders. For all these, I extend my 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**" a **Quality & powerful brand**. I assure you to provide always quality product & services.

Last but not the least, Monsoon -2018 is already knocked – **Aya Sawan Jhum Ke**. IMD report says – Relax, the 2018 southwest monsoon is expected to be 'normal', brightening chances of recovery in the farm sector, which has seen fluctuating growth rates in the recent past. The normal monsoon will not only aid growth in the agricultural sector but could also have a positive impact on the rural economy which will bring prosperity and growth to Indian Industry.

We wish a very happy & pleasant Rainy season. Enjoy the Love of Nature- it is Love of Sky 4 Earth.

Happy Reading....

Rakesh Agarwal

Ghar Sajaye Saath Nibhaye...

Toll Free No. : 1800-233-1468



AMULYA TIMES

Vol - XIII | July 2018

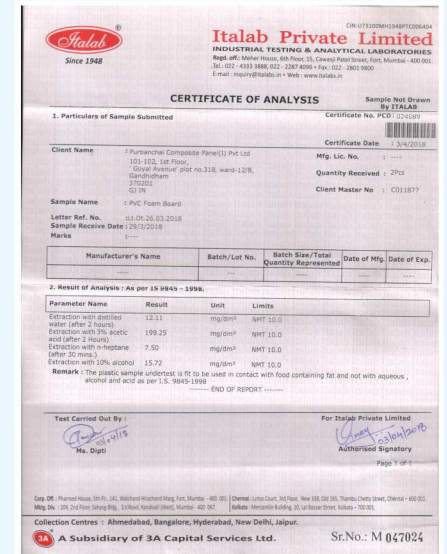
Amulya WPC – ITALAB Certificate

As we know Lead is a cumulative toxicant that affects multiple body systems and is harmful to all human being particularly for children.

Lead in the body is distributed to the brain, liver, kidney and bones. It is stored in the teeth and bones, where it accumulates over time. Human exposure is usually assessed through the measurement of lead in blood.

So,

“Amulya Lead free Board is ITALAB certified Food Grade Complaint for oils, fats and processed dry foods with surface fat or volatile oil e.g. Vegetable oils, ghee, vanspati, cocoa butter, biscuits, spice powder, snacks and savory, chocolate, confectionery, fried and roasted nuts etc as per IS 9845-1998.”



From Amulya WPC CNC cutting Jali or art, one can create an illuminating Light, attractive partitions, false ceilings, cabinets, mirror design & furniture.

Here looks some of actually used design from Amulya WPC:-



Amulya WPC का बेहतरीन उपयोग | आपने सोचा भी नहीं होगा | मंदसौर, मध्य प्रदेश के हमारे अमूल्या माइका के डीलर श्री सुमीत पारीख जी ने खुद की दुकान पर रखने के लिए AMULYA WPC से कूलर बनवाया है | WOW to Shri Sumeet Parikh Ji..

Amulya Mica is awarded with Quality Brand Award

We are pleased to inform you that on survey of National Education and Human Resources Development Organization, Human Resources Development organization, Council for Economic Growth and Research National Charitable Trust, National Chamber of Commerce & Industry, Mumbai & Quality Brand Times India has recognized our Brand Amulya Mica's quality and awarded with National Industrial Excellence Award 2018 & Quality Brand award on 30th June/18 at Mumbai and allow us to use Quality Brand logo in mid set of industries big corporate, celebrity, film directors and ministers. On behalf of the company, Mr Deepak Gada, Branch Manager, Mumbai Branch of Amulya Mica has received the award from Mr. Avnish Kumar, Director Commerce Ministry of India.

The main objective of the award as Quality Brand Award is to bring the products in light which are very qualitative so to give maximum publicity as well as to honour the brand properly. The Logo of the "Quality brands" shows reliability.

Some other brand like Avon Cycles, Welcome hotel, Mussoori, Four Points Hotel, Sanjivani Hospital & more also awarded.

In web site www.qualitybrandsindia.com, soon our brand Amulya Mica will reflect.

For this achievement, company's MD Mr. Rakesh Agarwal is expressed his happiness for this prestigious MSME recognition of its brand. For all these, he extends his thanks & gratitude to all company's associates, patrons, distributors, dealers, suppliers and entire team who have given utmost support & efforts to make "AMULYA MICA" a Quality & powerful brand. Further he assures to provide always quality product & services.



कभी विस्मृत न करने योग्य आठ बातें

(मानवीय गरिमा, उद्देश्यों और लक्ष्यों के प्रति समर्पित देश के प्रसिद्ध उद्योगपति, कर्मयोगी एवं देशभक्त स्व. धनश्यामदास जी बिड़ला ने एक अत्यन्त मार्मिक पत्र अपने पुत्र श्री वसन्तकुमार बिड़ला को लिखा था। यह पत्र सम्पूर्ण राष्ट्र ही क्या, विश्व के लिए भी थाती है।)

दीपावली संवत् 1991

चि. वसन्त,

यह जो लिखता हूँ उसे बड़े होकर और बूढ़े होकर भी पढ़ना। अपने अनुभव की बात करता हूँ। संसार में मनुष्य-जन्म दुर्लभ है यह सच बात है। और मनुष्य-जन्म पाकर जिसने शरीर का दुरुपयोग किया वह पशु है। तुम्हारे पास धन है, तंदुरुस्ती है, अच्छे साधन हैं। उनका सेवा के लिए उपयोग किया तब तो साधन सफल हैं। अन्यथा वे शैतान के औजार हैं। तुम इतनी बातों का ध्यान रखना।

- (१) धन का मौज-शौक में कभी उपयोग न करना। रावण ने मौज-शौक की थी, जनक ने सेवा की थी। धन सदा रहेगा भी नहीं, इसलिए जितने दिन पास में है उसका उपयोग सेवा के लिए करो। अपने ऊपर कम से कम खर्च करो बाकी दुखियों का दुःख दूर करने में व्यय करो।
- (२) धन शक्ति है। इस शक्ति के नशे में किसी के साथ अन्याय हो जाना संभव है, इसका ध्यान रखो।
- (३) अपनी संतान के लिए यही उपदेश छोड़कर जाओ। यदि बच्चे ऐश-आराम वाले होंगे तो पाप करेंगे और हमारे व्यापार को चौपट करेंगे। ऐसे नालायको को धन कभी न देना। उनके हाथ में जाए उसके पहले ही गरीबों को बाँट देना क्योंकि तुम यह समझना कि तुम टूस्टी हो और हम भाइयों ने व्यापार को बढ़ाया है तो यह समझकर कि तुम लोग धन का सदुपयोग करोगे।
- (४) सदा यह खयाल रखना कि तुम्हारा धन जनता की धरोहर है। तुम उसे अपने स्वार्थ के लिए उपयोग नहीं कर सकते।
- (५) भगवान् को कभी न भूलना, वह अच्छी बुद्धि देता है।
- (६) इंद्रियों पर काबू रखना। वर्ना यह तुम्हें डुबा देंगी।
- (७) नित्य नियम से व्यायाम करना।
- (८) भोजन को दवा समझकर खाना। जो स्वाद के वश होकर खाते हे वे जल्दी मर जाते हैं और न काम कर पाते हैं।

- धनश्यामदास बिड़ला



AMULYA TIMES

Vol - XIII | July 2018

Glimpses' of Amulya Mica's Distributors/Dealers @ Dubai –Abu Dhabi from



AMULYA TIMES

Vol - XIII | July 2018



8th International Conclave cum tour 07-May-18 to 10-May-18.





AMULYA TIMES

Vol - XIII | July 2018

Amulya Mica celebrated International YOGA-DAY on 21-Jun-18 Pan India

Believing on the principle Yoga is good for health and happy living, Amulya Mica celebrated Yoga Day Pan India by distributing 5000 yoga Mats & 8000 Yoga Books to its distributors, dealers, associates & patrons. On Yoga Day Pan India sales team distributed Caps, Yoga manual & Water Bottle in their locality/areas where Mass Yoga was held. Also installed Umbrellas and Amulya Mica's banner as promo of Brand.



AMULYA TIMES

Vol - XIII | July 2018

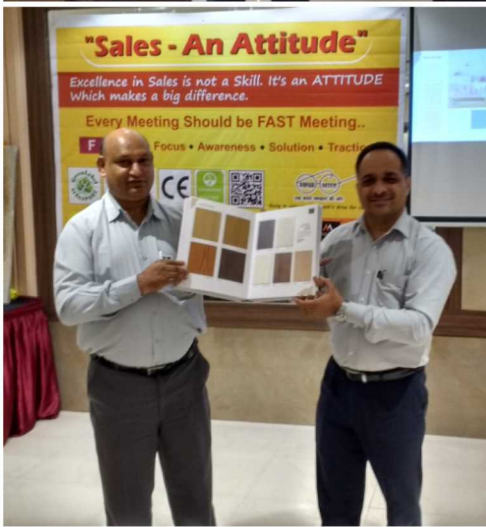




AMULYA TIMES

Vol - XIII | July 2018

Glimpses' of Amulya Mica's All India Sales Meet at Ahmedabad from 14-04-18 to 17-04-18.



Amulya Corporate Social Responsibility (CSR)

Under CSR activities, Amulya Mica was Co sponsor with SUV Knowledge Carnival -2018, Surat, Gujarat – official attempt Largest Broom Dance to spread the awareness of Cleanliness and health & hygiene which was held on 10 May/18.



Glimpses' of Dealers Meet, Surat, Gujarat on 10-Apr-18



LET BUSINESS BE BETTER



Alkesh Gupta
VASTU CONSULTANT
(09999393303)

In India, a large percentage of population is dependent on business for their income. They earn from their shops, factories and offices. People now start considering vastu at the time they make their houses but forget it when they make their commercial spaces. You may even check it in the advertisement of construction companies. They make residential plots and flats according to vastu but forget vastu when they talk about shopping mall and commercial buildings. Vastu is science of energy management and has equal importance at each and every type of construction.

If you are facing serious problems from labor union, check the direction of labor quarters or rest area of labors. There are chances that it is in South-West of the premises. That is the reason why they trying to dictate their terms over you. Change their area and make M.D. room in this direction.

If products are not selling than check that if there is a problem in North-West zone of your premises. If North-West is lowest or it has any boring etc. then there are chance of low volume of sales. If a road is hitting in North-West of your plot (NW Vitthi shula) then it makes thinking of clients negative towards you and your products.

If you are facing problem in payment collection from your clients than check activities in South-East. There are chances that you have entry from South-East. Agni dave is burning all your finance.

Some of my clients complaint that there are lots of accidents going on in their premises. The main reason for accident is fire in water zone. It increases accidents and take you to losses. If North-East is higher than South-West then it also increases the accident as well as losses.

If you are facing legal disputes with your labors and clients it means that you have water body in South-East of your premises or South-East is corrupted by any other way.

If you are keeping your finished goods in South-West then you may face problem in selling them. If you supply them to any client there are chances that your lot is rejected and goods come back again to your South-West zone. It is better to store them in North-West corner of your premises.

These are some important tips which you can use and get remarkable results. It is never easy to make changes but if you like to change your destiny; you had to take tough way.

PANCH TATWA **THE LAW OF CREATION**

F-2/8 KRISHNA NAGAR, DELHI – 110051.

e.mail : info@livingarchindia.com

Off. : 011-46243304,22093843 Mob : 9810253905, 9212042449

Fact of the Life:

You are in a rented house.

The body is a rented house, the body is a home. The owner of it, is “You”, the living, the immortal, the eternal, the divine entity, the consciousness, the infinitesimal point of light, the spark or the soul. You have just entered into these premises (the physical body) with prior agreements, conditions and guidelines. You are free to use it but, your stay is not indefinite. One day, you will have to vacate it. **Against your comfortable stay, do not forget that you have to maintain it, when need be, you will have to repair it. Keep it decent so that the owner may extend the terms of stay.** Introspect and realize the offerings, the functionalities, the facilities and the supports which are provided by the 5 elements of the Universe which are **earth, water, fire, air, and space as an invaluable, powerful instrument** “the physical body”. It is not just premises but there are so many supporting systems to manage, maintain and sustain too. Many great persons had realized, though they had attachment and love for their premises but they had not forgotten their obligations and duties. If you do not pay on time or become defaulter, the owner is intelligent and powerful enough to recover his rent. Therefore, be a dutiful, a sensible being by paying your dues regularly through your good deeds.

Let's welcome tip-tip of Rain...

Summer is good, no doubt, but the rainy season is all the more better. Summer makes you feel sweaty and dehydrated the entire day, but the rain makes you feel like heaven on earth as it gives respite from the scorching sun.

With rain come innumerable thoughts that include snacks specially Pakoras & bhajias and sipping your hot cup of tea/coffee while watching the rain, excuses to stay home and binge watch romantic flicks or singing romantic song... Barkha Rani Jam kar Barsoo or tip-tip barsa Pani with your better-half..., go on a marathon reading spree of one's favorites or the latest best-sellers and of course with children by making paper boats and moving paper boats with children recalling old memory of childhood days.



बारिश का मज़ा लीजिये..कुछ इस प्रकार गुनगुनाते हुए.....

“ऐ बारिश जरा थम के बरस, जब मेरा यार आ जाय तो जम के बरस |

पहले न बरस कि वो आ न सके, फिर इतना बरस की वो जा न सके ||”

Amulya Mica wishes you a Happy Rainy season.