

# AMULYA TIMES

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## Published By:

Purbanchal Laminates Pvt. Ltd.

(A Govt. of India Recognised Export House)

## Maker of Amulya Mica

AN ISO 9001, 14001 OHSAS 18001 Certified  
COMPANY

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## Message from Director's Desk...

### WISHING YOU A HAPPY & PROSPEROUS NEW YEAR 2018...

After getting delightful response for every Amulya Times, it is my pleasure & privilege to release Amulya Times Vol. 11 with your esteemed Support.

I am pleased to inform that Amulya Mica has been awarded with two prestigious award as **Distinguished Entrepreneurship Award for MSME – 2017 from PHD Chamber of Commerce & Industry, New-Delhi and 5th Assocham SMEs Excellence Award – 2017 in CSR (Corporate Social Responsibility) Runner-Up.** As you know, the company firmly believes that Corporate Social Responsibilities (CSR) is not just an additional function of business. Rather it is ingrained in our core business. Our main objective in CSR activities are "TREE Plantation" & to work toward social upliftment specially for Health & Education of its fellow citizen. By 2025, the company is firm to plant 1 Lakh trees in various parts of the country. Tree plantation is necessary for the present generation as well for GEN-X i.e next Generation.

Recently the company has opened depo at Bangalore in sequence of Ahmadabad , Delhi & Kolkata to explore the market of entire Karnataka, Andhra Pradesh, Kerala & Tamil Nadu

Amulya Mica was co. associate partners in WADE-Asia – 2017 event, organized by Ms. Vertica Dvivedi- editor-in –Chief –Surface-Reporter for organizing women led development in Architecture, Art & Design in Asia where we showcased our products.

In this chilly winter season, there are many who just love to hide oneself in rajai or enjoy the aroma of hot coffee but there are others who pack their bags and get-set-go to place to freeze themselves and enjoy the flakes of snow. Yes, it is true. Watching snow-fall – an eye catching natural scenery – is wonderful gift of nature- of course sometimes it is risky. But one should enjoy this precious gift of nature one's in life time- my personal view!- **is it not??!!!**

We, engaging in Plywood trade activities, got relief after ever clashing efforts and passing through many hurdles faced by our corporate leaders for negotiating with central ministers to reduce **GST in Plywood from 28% to 18% and thus we have good hopes for our industry. It is truly a gift of New Year 2018. With this zeal, I pray that our industry reach more heights in this year of 2018.**

**The latest changes in GST will further facilitate streamlining the GST Rate, reducing complexity, and increasing compliance and happy to note that CII (Confederation of Indian Industry) is working closely with the Government to present industry perspectives on the implementation of GST. Hope for the best in coming days!!**

The New year 2018 is already knocked at the door with new hopes & prosperity. So, **Let's WELCOME -2018** by committing to do good not only individually but for the world at large....

— Jai Amulya.  
Rakesh Agarwal

*Ghar Sajaye Saath Nibhaye...*

Toll Free No. : 1800-233-1468

## Amulya Mica - Foundation Day Celebration on 02-Dec-17

Amulya Mica celebrated its foundation day on 02-Dec-17 by organizing Blood Donation Camp and Spiritual Satsang by chanting "Sunderkand Path".



▶ All staffs and workers are voluntarily come forward and had given blood for Noble cause- betterment of society. **Happy to inform that 101 units (35350 cc) of blood samples is collected successfully.**



At evening, **Spiritual Satsang "Sundarkand Path"** is organized. All members of Amulya family & friends & relatives attended the function and chanted the phrase and thanked GOD for all giving and prayed for constant progress & achievement. Satsang was ended with Prasad distribution.



▶ The company handed over Toilet Blocks constructed at Sinoy village, Anjar, Gandhdhidham to Gram Panchayat Head in High Tea gathering on 02-Dec-17. Since 3 years , the company is constructing toilet blocks in different villages of Kutch District, Gujarat & supports Govt. initiative to Swachch Bharat Abhiyan . Speaking on this occasion, company's **MD Mr. Rakesh Agarwal** spoke about importance of Cleanliness & health and assured the village people to construct more toilet blocks if necessary.



## Amulya Mica – Some Mile – Stone

1. Amulya Mica has provided financial assistance to construct Music Room at D.A.V. School Gandhidham for children, where 800 children are studying. The Company MD Mr. Rakesh Agarwal inaugurated it on 14-11-2017 on occasion of Children Day.
2. Mr. Uttam Chowdhury inaugurated H.R.Book – Reality Bytes – The role of HR in Today's world - written by Ms. Aparna Sharma (Independent Director, Tata Steel Alloys Ltd.) at Digital Business Transformation Summit, Mumbai on 16-11-17.
3. Glimpses' of WADe-Asia -2017 participation & showing Amulya Mica's Product, held in Oct/2017 at Gurgoan.



## Purbanchal Laminates Pvt. Ltd. has won PHD Chamber Annual Awards for Excellence 2017 as Distinguished Entrepreneurship for MSME segment.

We are pleased to inform that Purbanchal Laminates Pvt. Ltd. "Amulya Mica" has won PHD Chambers Annual Awards for Excellence 2017 as Distinguished Entrepreneurship for MSME segment. The Company MD Mr. Rakesh Agarwal has received the award on 26-10-2017 from Mr. Bindeshwar Pathak- founder of Sulabh Sanitation & Social Reformer. The event is graced by some of central minister like Mr. Nitin Gadkari, Dr. Harsh Vardhan, Shri Piyush Goel, Shri Praksh Javadekar & others. Mr. Rahul Gandhi was also present in the event. The team Amulya is feeling proud of this achievement.



PHD Chamber of Commerce and Industry has been working for Socio- Economic development of our Nation and conducting international event for business growth.



We feel proud to inform that only five companies received the PHD chamber Annual Awards for Excellence 2017 like ONGC, BOSCH & third is Amulya Mica. We have received the award in MSME segment.

Speaking on this achievement, MD Mr. Rakesh Agarwal expressed happiness for this prestigious achievement and thanked to all his associates, team members and all channel partners who have made Amulya Mica a quality and most trusted Brand. We assure to provide always quality products and services in future also in our all products- Plywood, Laminates & WPC.

So Amulya Mica evoke everyone to Dress up their dream interior & Exterior with Amulya Product either by downloading its Apps or visiting web site [www.amulyamica.com](http://www.amulyamica.com)

**So ASK FOR AMULYA!!**



## Amulya Mica - Winner of Assocham Excellence SMEs Award -2017 in the category of CSR (Runner up)

Dear all,

I am pleased to inform you that Amulyamica has won Assocham Excellence SMEs Award -2017 in the category of CSR (Runner up). Assocham has been working for socio- economic development of our nation and also working towards creating environment of India business to compete globally.

I received the award on 14-Dec-17 in mid-set of central minister. Amulya Mica assures to do continue work toward the social upliftment of society and for Tree plantation. By 2025, we are firm to plant 1 Lacs trees in different parts of India – a small initiative to make mother earth Green for our Generation as well as for GEN-Next.

I express my thanks and gratitude to all my associates, team members and all channel partners who has made Amulya mica a quality and trusted brand.

Through this news magazine, I evoke every one :

**“ To Plant a Tree, to Plant a Life & Stand up for the Mother Earth!!!”**

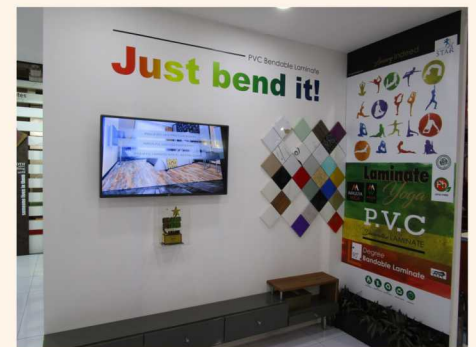
Rakesh Agarwal



## Glimpses' of Delhi ET-Ace-Tech-2017 held from 14nd Dec/17 to 17th Dec/17



## Glimpses' of Mumbai ET-Ace-Tech-2017 held from 2nd Nov/17 to 4th Nov/17



## Glimpses' of Dealers Meet and Launching of Amulya WPC at Kolkata on 28-Nov-17





## “जीवन में उत्साह बना कर रखे, तो समस्यायें स्वयं ही हल होती है।”

- श्री हरि किशन महेश्वरी, दिल्ली

गीता के ६ठे अध्याय के पाँचवे श्लोक में भगवान ने कहा है - “मनुष्यो को चाहिए कि अपने द्वारा अपना उद्धार करे। अपना पतन न करे। क्योंकि मनुष्य स्वयं ही अपना मित्र है और स्वयं ही अपना शत्रु है। यानी चिन्तन में उत्साह यदि बोयेगें तो उत्साह वर्धन होगा और यदि निराशा बोयेगें तो निराशा ही उपजेगी।

यह तो स्वभाविक है कि जब आप अच्छा सोचते है या महसूस करते है तो मुस्कराते हैं। इससे अन्दर की खुशी जाहिर होती है। यह बरकरार रहे इसके लिये उत्साह का होना जरूरी है। अपना उद्धार करने के लिए स्वयं को जानना व पहचानना है।

उत्साह हमारे अन्दर है उसे प्राप्त करने का तरीका है स्वयं को जानना, स्वयं का चिन्तन - मनन करना। समस्याओं का चिन्तन न करके उनके समाधान के तरीके अपनाने चाहिए। इन्सान के जीवन में उत्साह है तो समस्यायें अपने आप ही हल हो जाती है। फिर वहां निराशा के लिए जगह नहीं रहती है।

## कर्मप्रधान विश्व रयि राखा, जो जस करहि तो तस फल पाखा।

अर्थात समस्यायें हमने ही बनाई है और उसका फल भी हमें भुगतना है।

## New Year Resolution- 2018 for everyone from Amulya Mica

### TOP 10 Health Benefits of Sunlight

- 1 Boosts Immunity
- 2 Rejuvenates Aging Eyes
- 3 Improves Sleep Quality
- 4 Supports Healthy Bones
- 5 Aids Heart Health
- 6 Reduce Cancer Risks
- 7 Improves Metabolism
- 8 Increases Height
- 9 Lowers Risk for Multiple Sclerosis
- 10 Eases Mild Depression

**Precaution:**  
Sunlight has many Health benefits but enjoy it in moderation.

1. Exposure to early morning sunlight for 10 to 15 minutes is a good option.
2. Avoid direct sunlight during the peak hours of the day between 10 A.M and 4 P.M

## Very nice Definition of TIME

Time is Slow when you wait!  
Time is Fast when you are late!  
Time is Deadly when you are sad!  
Time is Short when you are happy!  
Time is Endless when you are in pain!  
Time is Long when you feel bored!  
Every time, time is determined by your feelings and your psychological conditions and not by clocks.  
So Have A Nice Time Always

## Hi to Winter - Some of Winter Festivals

Winter in India bid farewell to the otherwise scorching summer heat and supplant the country with a pleasant realm of fun & frolic. More cool translates into more fun for you and your loved ones.

The World's most beloved cultural hot spot- India has a diverse religious diversity that too adds to the richness of its culture. A Variety of school of thoughts & traditions combine to give birth to a list of vibrant & colourful festivals.

Some of the Winter Festivals :-

➤ **Christmas** : Christmas in India is celebrated throughout the length & breadth of the country. Christmas in India symbolizes integrity in diversity and in one of the more popular winter festival in the country.

Mount Abu Winter Festival : Rajasthan's only hill station; Mount Abu, is the host to the famous Mount Abu winter festival. Three days Carnival showcases traditional dances, folk music, concerts, fire works display, fairs much more from different state of India – shows a true colour spirit of Rajasthanis'.

➤ **Rann Mahotsav** : One of the largest salt deserts, Rann of Kutch in Gujarat, witnesses a three month long fair which features an array of attractions. The fair is host to visitors from around the world. The Carnival is the host to lip-smacking local cuisine, enchanting handicraft items, spell-binding cultural performances, riveting adventure sports & much more. What else could you ask for !!

➤ **Makar Sankranti** : Also known as 'Uttarayan Sankranti' . This festival marks the synchronization of the Lunar & Solar calendars and is believed to be most important harvest days in India. This festival merges celebration with charitable nature of the people. While this day witness a grand fair and festivities being held at the Ganga Sagar with millions of devotees taking the holy dip in the Ganga. This is an auspicious day for giving Alms (DAAN). Edibles made of Sesame seed (in Hindi TIL) are donated liberally. Giving of uncooked lentils and rice called “Kichadi” in local parlance is also held very meritorious.

➤ **Kite Festival, Gujarat** : A part of the Uttarayan or Makar Sankranti, Gujarat's International Kite Festival is one of the biggest festivals of the state. Held on the 14th to 15th January every year, this festival is celebrated by the people who indulge in a state-wide kite flying competition. ***The Skies of Gujarat are peppered with variegated kites of different shapes and sizes, as every member of each family is caught up in a friendly yet highly exciting game of kite flying.***

➤ **Lohri, Punjab** : Another derivative of the Makar Sankranti or harvest festival, Lohri is a festival of Punjab that is celebrated with a bonfire and marks the shortest day and important harvest day of the year. Celebrated widely all across Northern India the festival involves delicious Punjabi food like Sarson da Saag and folk dance performed by all the members of the community - ***limitless Punjabiness!*** The weather is pleasant and the cold begins to recede . ***Chak De Phatte!***

➤ **Pongal, Tamil Nadu** : While Makar Sankranti and Lohri are celebrated across northern and eastern India, Pongal is a harvest festival celebrated in Southern India, specifically Tamil Nadu, in honour of the Sun and Rain Gods as a mark of gratitude for the abundance of paddy crops harvested by the farmers during the winter months. Pongal is a four day festival usually celebrated in mid-January with offerings being made to different Gods through a variety of events and dishes being made.

➤ **Magh Bihu Festival** : Magh Bihu commonly known as Bhogali Bihu is also a harvest festival and one among the three Bihu celebrations conducted in the East Indian state of Assam. The festival is similar to Punjab's Lohri as this is too a festival marked with bonfires, folk dances and delicious local food like Til Pitha, Laru and Sunga Pitha additionally, the celebrations also involves games and events like the tekeli bhonga and buffalo fighting.

- **Carnival festivals, Goa** : Also known as the Festival of Goa this festival is celebrated generally in the month of February and is one of the most renowned celebrations of the state. The three day festival showcases the fun and colourful nature endemic to Goa as a great carnival is carried out with good music, great food, lots of entertainment ended with a pinch of hangover from all the merrymaking.
- **Winter Carnival, Manali** : Another wonderful carnival celebration of India but this time carried out in the picturesque land of Manali, Himachal Pradesh, this festival can be enjoyed by visitors of any age or background. The carnival is celebrated with numerous events like folk dances, winter sports and the charming sights of quaint Manali.
- **Camel Festival, Bikaner, Rajasthan** : The Camel Festival is a lively and colourful event organized in Bikaner by the Rajasthan Tourism, every year in the month of January. Folk dances, Music, Art and Culture plus spectacle of unusual camel performances: camel races, camel dances, and the bumpy, neck shaking camel rides are the major attraction of the Camel Festival Bikaner.
- **Jaisalmer Desert Festival** : The Jaisalmer Desert Festival is a wonderful opportunity to experience the golden city of Jaisalmer and surroundings in the desert of Thar. Camel Parad, fancily dressed, camel polo, camel races and life and culture of the desert, followed by music and dance performances are the activities are the top attractions and Places to visit in Jaisalmer.
- **Vasant Panchami** : Vasant is said to be the prince of all seasons when the whole nature swoons in ecstasy. Vasant Panchami or Sri Panchami is celebrated on the fifth day of Magha (Jan-Feb). This day is specially dedicated to Saraswati – the Goddess of learning, wisdom & fine arts.

On this day, robes, yellow in color are traditionally worn in northern India, taking clue from the fields wearing a mustard flower 'brilliant color – signifies maturity & ripeness and in Eastern India, White color dress are traditionally worn – dedicated to Goddess Saraswati. The 'Prasadam' for the Goddess Saraswati varies from community to community. Some have “**BER**” – a kind of plume that is found in abundance in North/East India and “**Sangari**” – a kind of bean that grows in the root of the radish plant are offered as Prasadam. Along with these two , some “Burfi” sweet which are yellow in color and marigolds are placed on a “Thali” in front of deity. Pen, notebooks and pencils are placed near the Goddess feet to be blessed before they are used by the students. Many families mark this day with babies near the Goddess fet, encouraging their children to write their first word with their fingers.

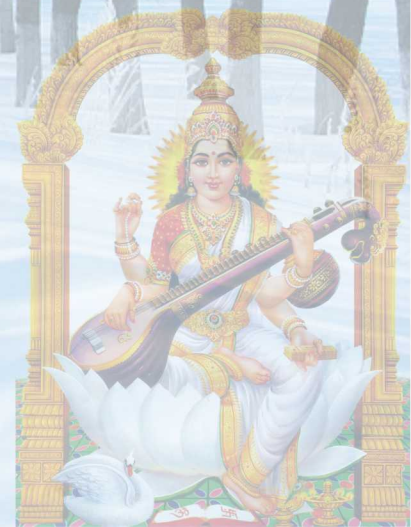
People in Punjab fly kites on this day to mark the auspicious beginning to all good work. They call it the **BASANT FESTIVAL of Kites**.

Winter in India promise a lot of fun and enthusiasm. All these festivals have their own USP and the climate during winters allows you to embrace the vast & wondrous cultural diversity of India.

*Combine Winter with festivities and you have a memory that will never fade away!*

AMULYA MICA wishes happy Winter Season.

Enjoy Festivities DIL SE & Colorful Way...



## All About Reservation Policy In India

By Uttam Chowdhury

**“Say NO to Reservation System *specially in Education & Employment.*“**

We live in a free country and this freedom is a gift of democracy to us. Our Constitution gives us the right to freedom to exercise in an equitable manner. *However in today's time one of the major roadblocks to this equality is the RESERVATION SYSTEM especially in Education & Employment.* It is the biggest problem of modern India where the talented youth is facing to get desired admission for study as well as for jobs.

The biggest question that lies in front of us is whether implementing Reservation system has really helped the downtrodden for their upliftment in the society? **-the answer is a BIG NO!** Reservation system in present times only divides the society leading to discrimination of conflicts between sections.

Today when a student applies for an admission in any university or for employment, the forms are filled with question like ' **Are you SC/ST/OBC or General Category ?** How does it matter which category does he/she belong to - what matter is his/her **MERIT ?**

**A Category cannot decide whether he/she is eligible for admission/employment or Not ??**

There are many economically worse off children in the category of general class but they cannot get the fruits of such reservation merely by virtue of belonging to the 'General category'. On contrary, sometimes children belonging to backward category don't even deserve the right of admission/employment but still possess admission/employment due to reservation policy of their category necessity Merit point as against the child who studied very hard to get a seat/job – thereby snatching away that seat just because he/she comes from particular religion, caste or region for which our Government provides reservation. This is completely unfair..... ??? It is high time to think again because if we compare present Indian scenario with **1950s'** Indian scenario then every walk of society will answer – it is completely different. So Reservation Policy also should change....

In the present context, Reservation should be purely made on the basis of economical condition of the applicant viewing his/her Merit/talent. If applicant has Merit but can't afford fees then only he/she should get Reservation benefit without viewing caste, religion and region- **ONLY MERIT BASIS.** Then & then only, our education system will improve from Grass root level (Primary Level). Students will take utmost care while studying and gain knowledge which not only will help India to get **SUPER BRAIN** but also grow its economy enormously.

Through this news magazine, we evoke every one specially Corporate, Business Tycoons, Leaders, Youth of India & AamAdmi to come forward and give MOM to Govt. change the Reservation Policy that now Indian children irrespective of caste, creed etc. are ready to compete without Reservation and thus give equal right to every youth to show their talent in study as well as in employment. ***This change system will definitely help India to become SUPER POWER with SUPER BRAIN/TALENT.***

