

# AMULYA TIMES

Vol - XV | January 2019



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**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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## From the Desk of the MD

### Season's Greetings!

It gives me great pleasure to bring to you the Edition 15 of ever popular Amulya Times. With great pride, I would like to inform that Amulya Mica on 2<sup>nd</sup> Dec'18 has completed 14 years of its inception.

Since last one and half decades, our endeavor has been to offer our esteemed customers, unparalleled quality and designs crafted by master designers. We've always strived to match the changing demands of our domestic and foreign buyers. At Amulyamica, we have a dedicated team working closely with Architects and Interior Designers to study the new trends to the furniture industry.

***That's why Amulyamica is awarded as POWER BRAND, Most Trusted Brand & Best MSME brand in Laminate. I take this opportunity to thank all my customers and***

***business associates whose continued patronage and confidence shown inspired us to work harder, and such recognitions are result of the same.***

During the last quarter, we've launched 1mm folder as well as PVC Laminate folder, which showcase a complete new set of designs and it showcases the luxury designs too. In addition, the company has introduced a first ***of its kind CNC jalli – a new design album*** highlighting new options and applications of WPC to our customers.

At Amulyamica, our philosophy has been that we owe our success to the society we live in. We think it's our responsibility that we should give back to the society and ensure that we contribute in its upliftment in some way. As it has our practice, this year too, on our Foundation day on 2<sup>nd</sup> Dec'18, we organized a Blood Donation Camp at our Plant at Gandhidham and 101 units of Blood samples were collected. In addition, we also organized a TB Awareness Camp in the outskirts of our Plant, and more than 150 TB Nutrition Kits were donated amongst the patients. These camps were held in the presence of senior State Government officials and Medical Officers. In addition, we have taken an initiative of helping control AIDS by signing a Letter of Agreement (LOA) with Gujarat State AIDS Control Society (GSAC) Dept of Health and Family Welfare of Gujarat Government. Here we plan to create awareness about AIDS and its prevention amongst the high-risk Group residing within the plant, city & its surrounding.

The company is aware of the ever growing competition and challenges in attracting and retaining talent. To overcome this under special HR initiatives training programme for all employees and special MDP for emerging Managers has been undertaken.

I'm inspired by Swami Vivekanand and his teachings. His Birth anniversary falls on 12<sup>th</sup> January and remembering him, I would like to quote one of his inspirational words of wisdom;

***“ Arise! Awake! Don't stop until the Goal is Achieved!!!”***

Wishing you a great 2019... pray it fulfills all your desires.

With warm regards,  
**Rakesh Agarwal**

## Amulya Mica - Foundation Day Celebration on 02-Dec-18



A Spiritual Satsang “Sundarkand Path” was organized at evening. 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.

## Amulya Mica - Blood Donation Camp on 02-Dec-18



All members of plants and Head Office 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.**

## Distributed FREE Nutritious Kit to 150 TB Patients



To support the Govt. of India for eradication of TB (Tuberculosis) from India by the year 2025, five year ahead of a globally set deadline i.e 2030, the company had organized awareness program for TB patients. Around 150 TB patients of nearby villages & towns attended the event. The Kutch District Health Officer Dr. Katira, Taluka Health Officer Dr. Anjariya and several other officer in charge from Kutch district graced the event as a chief guest and given awareness how to prevent from TB and about early symptoms of TB. They also spoke about Government initiative for TB patients, supplying free





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medicine and tests. Mr. Modi Govt. is firm to eradicate TB from India by the year 2025. So they evoke every person to come forward and spread awareness how to prevent. In all Govt. Hospital there is free TB diagnosis test. The company is distributed free Nutritious kit for all 150 TB patients. The event is followed by Lunch.

The company handed over Toilet Blocks constructed at Padana village, Gandhidham to Gram Panchayat Head in High Tea gathering on 02-Dec-18. Since 4 years, the company is constructing toilet blocks in different villages of Kutch District, Gujarat & supports Govt. initiative to Swachh 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.

**Purbanchal Laminates Pvt. Ltd.**  
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**GANDHIDHAM - KUTCH**

स्वच्छ भारत अभियान  
 के अन्तर्गत शौचालय का  
 लोकार्पण कार्यक्रम

At - Padana Village, Taluka - Gandhidham (Kutch) Gujarat



## New Milestone - Health Check-Up



Amulya mica is not only committed for conservation of nature by planting trees on mother earth, it also equally alerts & aware of health & safety of work place and its staff & workers. For this, Amulya mica has awarded **OHSAS : 18001**, Occupational Health & Safety Assessment Series certificate for health & safety management.

Under this category, twice in a year Amulya mica organizes health check up camp at factory campus. Recently, on 12<sup>th</sup> Nov. 2018 it has organized a preventive health check up camp in association with Shree Seva Nidhi Trust, Mundra, Gujarat . The doctor has given health awareness and emphasis more on prevention of diseases. The doctor has checked staffs, workers & their family health , blood pressure etc. and has collected blood samples for precautionary purposes.

**Mr. Rakesh Agarwal, MD of the company**, himself was present & supervised the camp.

He also advised to take precaution for health because **HEALTH CHECK TODAY FOR HEALTHY LIFE TOMORROW.**



***“Let us sacrifice our today so that our children can have a better tomorrow.”***

***“Excellence is a continuous process and not an accident.”***

***“The youth need to be enabled to become job generators from job seekers.”***

***- A.P.J. Abdul Kalam***



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## Co-sponsor at Assocham, Delhi - National Summit Building Digital Ecosystem for MSME's



Purbanchal Laminates Pvt. Ltd. '**Amulya Mica**' was co-sponsor at **National Summit Building Digital Ecosystem for MSMEs**, organized by Assocham, Delhi on 20-Dec-18 where most of the speakers are from Govt. Ministry and delegates are from high profile corporate. **Mr. Ram Mohan Mishra, Additional Secretary & DC (MSME), Ministry of MSME, Govt. of India & Mr. H. R. Sharma**

CEO Government-e-Marketing (GeM), Govt. of India graced the event.

As we all know that Assocham is working for socio-economic development of our nation & also working towards creating environment of India business to compete globally. Our company's **MD Mr. Rakesh Agarwal** attended the summit on 20-Dec-18.



**MD Mr. Rakesh Agarwal** is felicitated as Guest of Honor at annual function of Learners' Academy English school Gandhidham on 29-Dec-18.

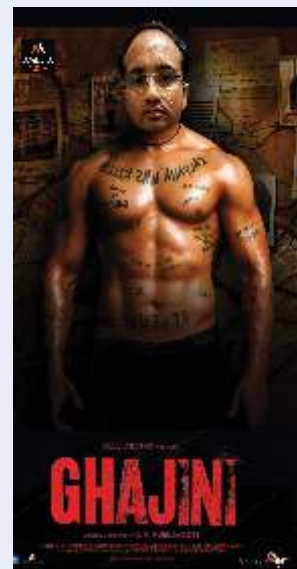
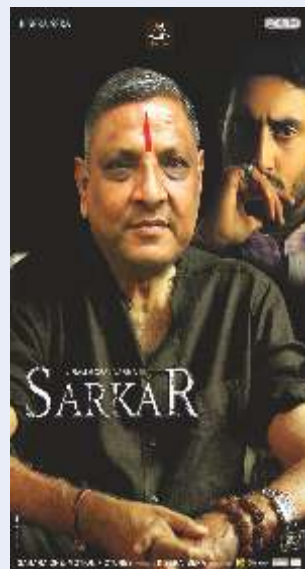
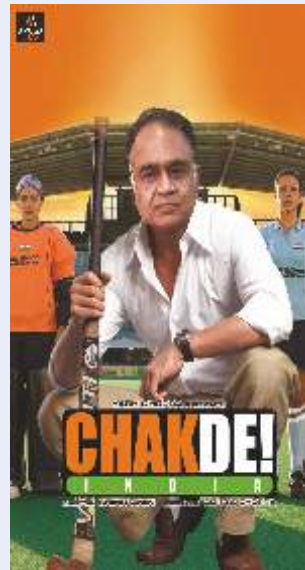




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**Glimpses' Delhi Dealers meet at Hotel Sangri La, Delhi on 29-10-18 which is decorated with Bollywood theme where 1mm new Master folder & PVC laminate folders is launched..**







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## Glimpses' Vizag Dealers meet at Hotel Fortune Sreekanya, Vizag on 07-12-18 in association with its distributor of Nikita Plylam Centre, Vizag.







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## Fabulous Ceiling / Balcony Art / Table Lamp by Amulya WPC CNC Jalli





## Amulya PVC Laminate - a Luxury indeed....



Since its' inception in 2004, Amulya has come a long way to become one of the India's leading brands in the decorative laminate and HPL cladding. Amulya is the first company in India to introduce **90° Bendable PVC laminate**. Recently it has released PVC laminate's luxury collection catalog- indeed a luxury- stylish & multiple design & soothing color collection which makes your home, office & show room a place you always imagined it to be. Amulya PVC laminate is 90° bendable which is able to give your interior a modish & gorgeous look – can be used anywhere as regular laminate used. Ply-Reporter **सर्वे के अनुसार** (Nov/18 issue) – PVC Laminate ने लगभग 2.5% 1mm माइका बाज़ार की हिस्सेदारी ले लिया है क्योंकि चमकती सतह के कारण बेहतर सुन्दरता प्रदान करता है | Contractors अलमारी, किचन शटर और केबिनेट में मुख्य रूप से PVC शीट का ही उपयोग कर रहे हैं क्योंकि किनारों पर एज बैंड के बदल PVC Mica के उपयोग से समय बचता है |

**So Ask for AMULYA 90° Bendable PVC Laminate...**

Enjoy some of our latest collection...At our website : [www.amulyamica.com](http://www.amulyamica.com)



## Glimpses' Half Yearly All India Sales Meet held at Hotel Treatotel, Ahmedabad on 11-Oct-18 to 13-Oct-18



Guest Speaker – **Mr. Vinod Sharma**  
Electronics Man of India award winner &  
Director of Deki Electronics Ltd, Noida





## Durva (दूर्वा) Grass : (An Instant Remedy)

**Why we offer दूर्वा while praying Lord Ganesha**

### A mythological story

Once, Yama, the God of death, had unleashed Analsura upon Devaloka, the abode of Gods. Anala in Sanskrit means fire and, true to his name, the demon burnt down everything in his trail. Before long, Analsura had created enough damage to send even the gods scampering (भगदड़ करने लगे). Unable to do anything, they approached Ganesha to save them. Never one to refuse a call for help, Ganesha set out to take on the demon. And there, Analsura was doing what he did best – burning down town & villages in his path! When he saw Ganesha approach him and not run away like the rest, he stopped for a moment.

“ So they have sent you to save the world from me,” he taunted, laughing.

“They realized I was more than a match for you,” replied Ganesha calmly, with a gentle smile. Feeling slighted, Analsura threatened to turn the elephant god to ashes. But Ganesha began growing ignoring his threat. When Ganesha rose to gargantuan (विशाल) proportion and Analsura

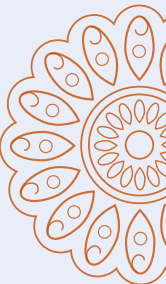
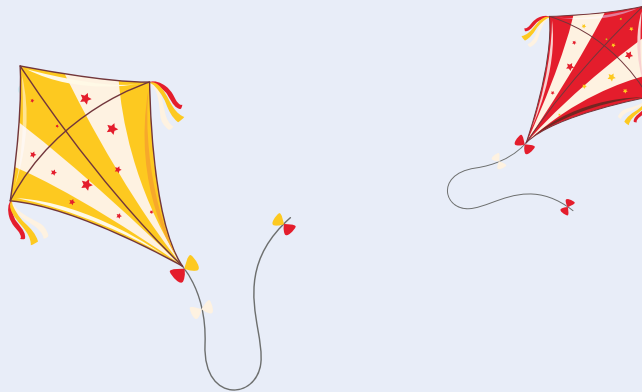
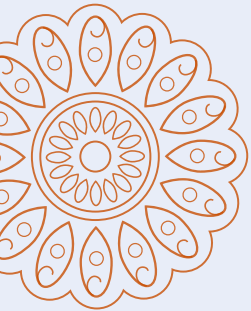
seemed like a dot on the ground. Ganesha lifted him and gobbled him up. And that was the end of Analsura. But the story has far from ended, for the demon seemed intent on creating trouble even after death. Ganesha stomach had begun to burn intensely from the fires of Analsura, completely incapacitating him. Soon, the gentle God was rolling screaming, as if his innards were on fire. The whole, Devloka grew concerned and tried to send help. Indra came with icy clouds. Lord Varuna poured on him the coolest waters and Shiva tied his snake around Ganesha's stomach hoping to ease (मिटाना) the burning. But everything failed, Ganesha continued to burn within.

Sage Kashyapa, who was passing by, got 21 strands of Durva Grass, which he placed on Ganesha's forehead. Immediately, the god felt relief wash over him.

Thanking the sage, Ganesha was back to his smiling, benign self, **"Anyone offering this (दूर्वा) grass in prayers to me will be granted their deepest desires, "he declared.**

**Ever since, the Durva (दूर्वा) grass is offered in prayer to Ganesha.**

**Conclusion: The most critical problem may have the simplest solutions.**





## A Tribute - Swami Vivekanand



on his Birthday 12-January

By quoting some of his thought which is inspiration for all :

### Self – Responsibility:

We are responsible for what we are; and whatever we wish ourselves to be, we have the power to make ourselves. If what we are now has been the result of our own past actions, it certainly follows that whatever we wish to be in future can be produced by our present actions; so we have to know how to act.

Men in general lay all the blame of life on their fellowmen, or, failing that, on God, or they conjure up a ghost, and say it is fate (भाग्य). Where is fate, and who is fate? We reap what we sow (हम वही पाते हैं जो हम बोते हैं). We are the makers of our own fate. None else the blame, none has the praise.

Swami Ji says, “This misery that I am suffering is my own doing, and that very thing proves that will have to be undone by me alone.” That which I created, I can demolish, that which is created by something else, I shall never be able to destroy. Therefore, stand up, be bold, be strong. Take the whole responsibility on your own shoulders, and know you are the creator of your own destiny.

### Positive Thinking :

If you Speak kind words to children and encourage them, they are bound to improve in time. If you can give them positive ideas, people will grow up to be men and learn to stand on their own legs. In language and literature, in poetry and the arts, in everything we must point out not the mistakes that people are making in their thoughts and actions, but the way in which they will gradually be able to do these things better. **Pointing out mistakes wounds or hurts a man's feeling.**

Men are taught from childhood that they are weak and sinners. Teach them that they are all glorious children of immortality, even those who are the weakest in manifestation. Let positive, strong, helpful thought enter into their brains from very childhood.

Whatever you think, that you will be. If you think yourself weak, weak you will be; if you think yourselves strong, strong you will be.

### Call to the Youth :

Arise, awake for your country needs this tremendous sacrifice. It is the young men that will do it. 'The young, the energetic, the strong, the well built, the intellectual' – for them is the task.

My faith is in the younger generation, the modern generation, out of them will come my workers. They will work out the whole problem, like lions.

Be strong, my young friends, that is my advice to you. You will be nearer to heaven through football than through the study of the holy (धार्मिक) book. These are bold words; but I have to say them, for I love you. You will understand the holy book better with your biceps, your muscles, a little stronger.

We are destined by the Lord to do the great things in India.

**“Amulya Mica evokes everyone to follow the path of Swami Vivekanand”**