



# AMULYA TIMES

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## Message from Director's Desk...

हिन्दू नव सवंत्सर (विक्रम सवंत 2076) 2019 की  
हार्दिक शुभकामनाये |

After getting delightful response for every Amulya Times, it is my pleasure & privilege to release Amulya Times Vol. 16 with your esteemed support.

I am very much pleased to inform you that Amulya Mica has been awarded with 6th Greentech CSR award -2019 from Greentech Foundation, Delhi . It is also my pleasure to announce that we have received SME Empowered India Award -2019 in the category of Plastic & Polymer sector which is organized by Arrucus Media Pvt. Ltd in association with Knowledge partner- National Productivity Council (NPC) and Media Partner – ET Now & Printer Partner – Economics Times. Of course, Award & Recognition gives more energy & inspiration to work more harder and in positive way. We, Amulyan , always strive for innovation & try to fulfill the demand of the clients – in their expectation & aspiration

through our World Class Products at best Price.

Since 5 years, we were enjoying the status of Govt. of India recognized Export House company. Now I am very much pleased to inform that once again for another five years (2018-2023), the Govt. of India has accorded **us ONE STAR EXPORT HOUSE company** in recognition with its achievement in International Trade & Commerce. To expand in more international market, we are going to exhibit & show case our products at Interzum- Cologne Germany from 21-24th May/2019 for third time. Interzum is an international acclaimed biggest trade fair for supplier of Furniture Industry & Interior fitting, which takes place every 2 years in Cologne, Germany.

Almost 2 years have been completed manufacturing PVC Board & PVC laminates production with brand name "AMULYA WPC". With your esteemed support & love, we are successful in placing this product in our Domestic as well as International Market. Now we have launched New WPC Board (WOOD POWER). It has superior nail & Tensile strength due to presence of New Zealand Pine Wood Fibers. Hope you all will like this new product and get satisfaction like other Amulya Products.

New Financial Year 2019-20 is already knocking at the Door with new hopes & expectations. Hope in Centre a new stable Government will be formed and will take Indian Economy to a greater height. Always hope for the BEST!!

**HAVE A SUCCESSFUL NEW FINANCIAL YEAR  
2019-20!!**

दिल से -

**Rakesh Agarwal**

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

GANDHIDHAM-370201, KUTCH, GUJARAT-INDIA

Website: [www.amulyamica.com](http://www.amulyamica.com)

Email: [amulyamica@rediffmail.com](mailto:amulyamica@rediffmail.com)

**EDITOR:**

Uttam Chowdhury - Hemlata Chowdhury

**CO-EDITOR:**

H. K. Maheshwari  
S.K. Tharad

Sunil Thakore  
Ravi Gupta

Sanjeev Sharma  
T.S. Negi

Neeraj Khandelwal  
S. Reddy

*Ghar Sajaye Saath Nibhaye...*

**Toll Free No. : 1800-233-1468**



## Amulya Mica won 6th Greentech CSR Award



Purbanchal Laminates Pvt. Ltd. has received 6th Greentech CSR Award-2018. This award is given by an NGO, Greentech Foundation Delhi which works towards promotion of education, training, research, safety at work place, environment protection & climate change.

Mr. Shreedhar Reddy, Regional Manager South has received the award on behalf of the company on 26-02-19 from the hands of Mr. Kamaleshwar Sharan, Chairman & CEO of GreenTech Foundation and Mr. S.K.Acharya, Former CMD NLC India Ltd. at Greentech Goa Summit. Some of the other recipients of CSR award are ICICI, HPCL, NMDC, Godfrey Philips & L&T etc. Speaking on this great achievement, Mr. Rakesh Agarwal, our MD, has committed to continue work toward the social upliftment of society and to participate actively in Tree plantation drives. The Company firmly believes that Corporate Social Responsibilities (CSR) is not just an additional function of the business; rather it is ingrained in our core business operation. Further he assures that

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. **He evokes all to come forward and join with our motto to plant 1 lac tree in association with Grow Tree Foundation, Mumbai.**

Further Mr. Agarwal expresses his thanks and gratitude to all associates, team members and all channel partners who has made Amulya mica a quality and trusted brand.





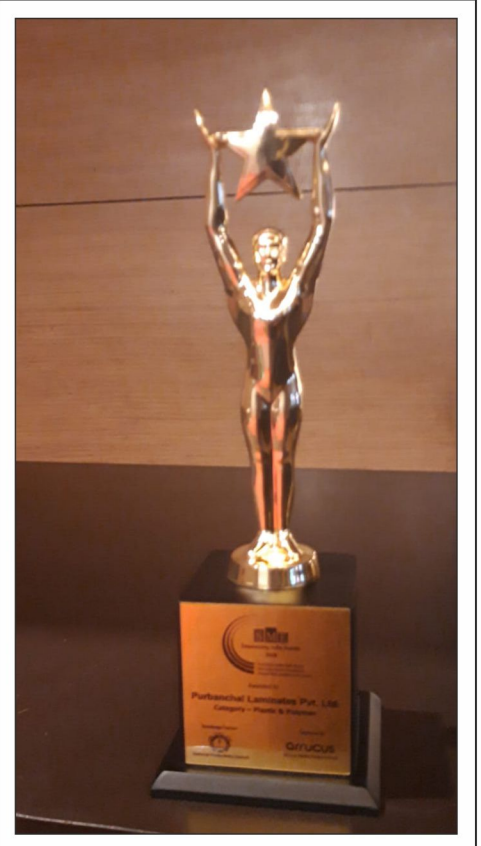
## Amulya Mica won 2nd edition of SME Empowered India Award-2019 in excellence in manufacturing sector



We are pleased to inform that Amulya Mica has added one more prestigious feather in its cap by winning “2nd edition of SME Empowered India Award -2019” , organized by Arrucus Media Pvt. Ltd. in association with Knowledge Partner - National Productivity Council, Media Partner - ET NOW & Print Partner - Economic Times in excellence in manufacture sector under Plastic & Polymer Processing category. Mr. Sanjeev Sharma , Regional Manager (N) has received the award on 5-03-19 from Hon'ble Union Minister of Steel Mr. Choudhary Birender Singh at Hotel Le Meriden, new-Delhi.

With an objective of acknowledging the inestimable contributions by SMEs to various sectors of economy- “SME-Empowering India Awards 2019” has been constituted. This award scheme seeks to recognize the contribution of such SMEs who through their achievements and growth have empowered the nation.

Speaking on this great achievement, MD Mr. Rakesh Agarwal assures always to maintain Excellency in product and will provide always quality in product & services. Further he expressed thanks & gratitude to all team members, associates & all channel partners who has made Amulya a Quality and trusted brand!






## Mile Stone

# 1

Once again Purbanchal Laminates Pvt. Ltd “Amulya Mica” has been accorded with **“ONE STAR EXPORT HOUSE”** status company for another five year 2018-2023 by the Govt. of India in recognition with its achievement in international Trade & Commerce. The company had received Export House status by the Govt. of India in 2013 for five years (2013-18). At present, the company is exporting its products Laminates & WPC in more than 20 countries including Dubai, Saudi Arabia, America, Switzerland, Hong kong, Germany & so on.

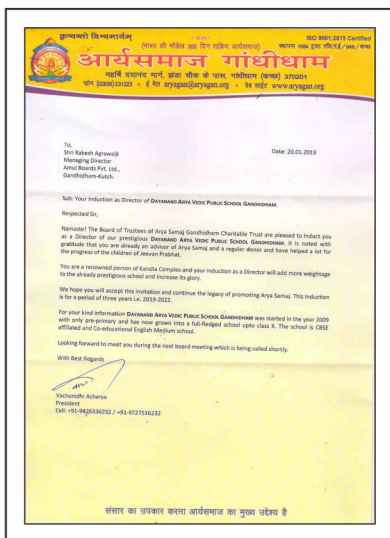


# 2

On 26th January/2019, to mark the Republic Day and salute the martyrs of freedom struggle, we distributed 3000 Indian flag to dealers, distributors, associates, patrons. 

# 3

Team Amulya feels proud that MD Mr. Rakesh Agarwal is appointed as Director of D.A.V. Public School , Gandhidham which is running under aegis Arya Samaj, Gandhidham for his philanthropic work.



# 4

**Amulya WPC Board:** Amulya is pleased to share the launching of Amulya WPC with more than 20% wood content. It comes in both Premium and Elite version. It has got superior nail & tensile strength due to presence of New Zealand Pine wood Fibers.



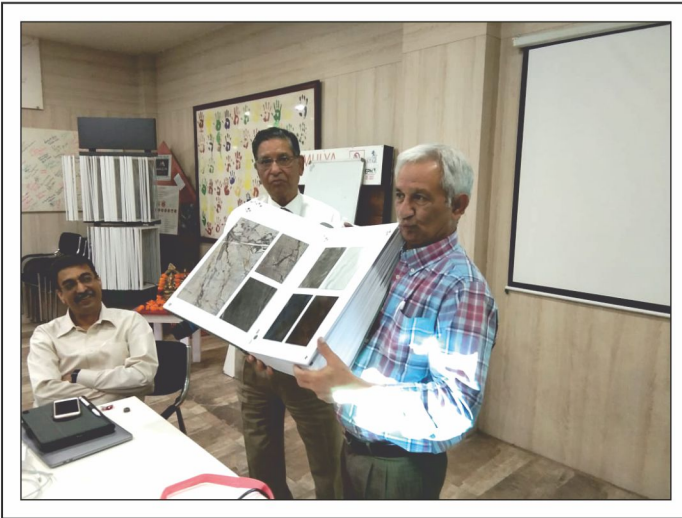
Team AMULYA had contributed one day salary to families of PULWAMA martyrs and donated Rs. 1.51 Lacs to Gandhidham Chamber of Commerce who collectively deposited to martyrs family account.

Jai Hind !!





## Amulya 800 – new catalogue 2019 released!!!



Amulya Mica launched its new Amulya 800 catalogue 2019 during the Regional Sales Meet held at Gandhidham in January/19. The release was done by company's Residential Director Shri Hari Kishan Maheshwari and General Manager, Export Shri Sunil Thakore.

In the new catalogue total 395 chips with 37 finish and 193 designs have been showcased. It includes colours from Stone, Marble, Fancy, Abstract, Fabric, Solid and Natural woodgrain along with texture feel. Approx 77 crisp eye-catching designs have been refreshed. Amulya800 is Zero defect Product, ideal for interior decoration. We are proud to inform that we are first in India to bring this much wide

range of design among Branded Product. The Sales team were enthused with the new luxury look of Amulya 800 and is highly confident that the new catalogue would receive the appreciation from the members of the trade.

Speaking on this occasion, MD Mr. Rakesh Agarwal told that Amulya 800 folder is always appreciated in market. In this new folder, the company has put their hard efforts to bring some new world class shade/design as per customer's demand. Mr. Agarwal has high hope that the new catalogue will be highly successful in the market.

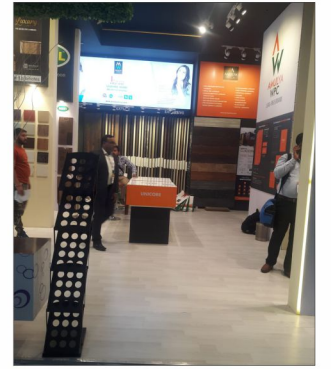
For more detail, Please visit our web-site: [www.amulyamica.com](http://www.amulyamica.com)







## Glimpses' of Amulya Mica presence at Delhi Wood Exhibition from 13-16th Mar-19







## Glimpses' AMULYA MICA

- marks its Presence at The Construct and Design Exhibition, Israel from 5th-Feb-19 to 6th-Feb-19.







## Glimpses' of Architects Get together at Amulya Mica Ludhiana Gallery, Ludhiana *from 02-Feb-19 to 04-Feb-19.*

Architect's Get Together was held at our Ludhiana Gallery, Ludhiana from 02-Feb-19 to 04-Feb-19 in which more than 250 architects from all over the Punjab and adjoining states visited the Gallery.

Amulya Mica Gallery at Ludhiana is the first initiative which the company has undertaken in Northern Region to promote the brand. The Gallery was inaugurated last year in August/2018 in presence of members of IIALC

Ludhiana Centre. In this Architects meet Team IIALC released new colourful Amulya Mica's .80 mm Laminates Folder. The Event was graced by presence of Ar. Sanjay Goel- Chairman Punjab Architects and Director Ludhiana Smart City Ltd., Ar Yogesh Singla- Chairman IIA Ludhiana Centre, Ar. Bimaldeep Singh- Press Secretary IIALC, Ar. Rajan Tangri- Joint Secretary IIALC, Ar. Balbir Bagga- Treasurer IIALC, Ar. Niranjn Kumar- Vice Chairman IIALC, Ar. Sheenam, Ar. Aakriti and many more.



Visit of Architecture Assistantship Students from Govt. Polytechnic for Women, Sirsa Haryana at Amulya Mica Ludhiana Gallery.





## Glimpses' of Dealers Meet at Jodhpur on 23-Jan-19 in association with its Distributor Mr. Abhishek Jain of Bafna Traders.







## Glimpses' of AMULYA MICA HOLI - Milan celebrated at Agarwal Samaj, Gandhidham, Gujarat on 19-Mar-2019



## Glimpses' of AMULYA MICA sponsored Program "Ek Sham Sahido Ke Nam" organized by Bharat Vikas Parishad, Gandhidham

To give tribute to martyrs, country celebrates every year on 23 March Sahid Diwas who sacrificed their lives for us. During the occasion, Bharat Vikas Parishad, Gandhidham organized a cultural program EK Sham Sahido Ke Nam which was sponsored by Amulya Mica. The function was inaugurated by our MD Mr. Rakesh Agarwal along with other members of Bharat Vikas Parishad.

Speaking on this occasion, company Chairman Shri Om Prakash Agarwal Ji remembered all freedom fighters who gave their life to get independence from British Rulers and paid tribute to them. Further he advised to keep our Great Heroes photo like Bhagat Singh, Rani Lakshmi Bai etc. at home like we keep God & Goddess photos. At the same time, he cautioned all that we should be ready to protect our freedom in any crisis.





# \*किवाड़\*

— श्री हरिकिशन महेश्वरी के सौजन्य से

\*क्या आपको पता है ?\*  
\*कि किवाड़ की जो जोड़ी होती है,\*  
\*उसका एक पल्ला पुरुष और,\*  
\*दूसरा पल्ला स्त्री होती है।\*

\*ये घर की चौखट से जुड़े-जड़े रहते हैं।\*  
\*हर आगत के स्वागत में खड़े रहते हैं।\*  
\*खुद को ये घर का सदस्य मानते हैं।\*  
\*भीतर बाहर के हर रहस्य जानते हैं।\*

\*एक रात उनके बीच था संवादा।\*  
\*चोरों को लाख-लाख धन्यवादा।\*  
\*वर्ना घर के लोग हमारी ,\*  
\*एक भी चलने नहीं देते।\*  
\*हम रात को आपस में मिल तो जाते हैं,\*  
\*हमें ये मिलने भी नहीं देते।\*

\*घर की चौखट से साथ हम जुड़े हैं,\*  
\*अगर जुड़े-जड़े नहीं होते।\*  
\*तो किसी दिन तेज आंधी-तूफान आता,\*  
\*तो तुम कहीं पड़ी होतीं,\*  
\*हम कहीं और पड़े होते।\*

\*चौखट से जो भी एकबार उखड़ा है।\*  
\*वो वापस कभी भी नहीं जुड़ा है।\*

\*इस घर में यह जो झरोखे,\*  
\*और खिड़कियाँ हैं।\*  
\*यह सब हमारे लड़के,\*  
\*और लड़कियाँ हैं।\*  
\*तब ही तो,\*

\*इन्हें बिल्कुल खुला छोड़ देते हैं।\*  
\*पूरे घर में जीवन रचा बसा रहे,\*  
\*इसलिये ये आती जाती हवा को,\*  
\*खेल ही खेल में ,\*  
\*घर की तरफ मोड़ देते हैं।\*

\*हम घर की सच्चाई छिपाते हैं।\*  
\*घर की शोभा को बढ़ाते हैं।\*  
\*रहे भले कुछ भी खास नहीं ,\*  
\*पर उससे ज्यादा बतलाते हैं।\*  
\*इसीलिये घर में जब भी,\*  
\*कोई शुभ काम होता है।\*  
\*सब से पहले हमीं को,\*  
\*रँगवाते पुतवाते हैं।\*

\*पहले नहीं थी,\*  
\*डोर बेल बजाने की प्रवृत्ति।\*  
\*हमने जीवित रखा था जीवन मूल्य,\*  
\*संस्कार और अपनी संस्कृति।\*

\*बड़े बाबू जी जब भी आते थे,\*  
\*कुछ अलग सी साँकल बजाते थे।\*  
\*आ गये हैं बाबूजी,\*  
\*सब के सब घर के जान जाते थे ॥\*  
\*बहुयें अपने हाथ का,\*  
\*हर काम छोड़ देती थी।\*  
\*उनके आने की आहट पा,\*  
\*आदर में घूँघट ओढ़ लेती थी।\*

\*अब तो कॉलोनी के किसी भी घर में,\*  
\*किवाड़ रहे ही नहीं दो पल्ले के।\*  
\*घर नहीं अब फ्लैट हैं ,\*  
\*गेट हैं इक पल्ले के।\*

\*खुलते हैं सिर्फ एक झटके से।\*  
\*पूरा घर दिखता बेखटके से।\*

\*दो पल्ले के किवाड़ में,\*  
\*एक पल्ले की आड़ में ,\*  
\*घर की बेटी या नव वधु,\*  
\*किसी भी आगन्तुक को ,\*  
\*जो वो पूछता बता देती थीं।\*  
\*अपना चेहरा व शरीर छिपा लेती थीं।\*

\*अब तो धड़ल्ले से खुलता है ,\*  
\*एक पल्ले का किवाड़।\*  
\*न कोई पर्दा न कोई आड़।\*  
\*गंदी नजर ,बुरी नीयत, बुरे संस्कार,\*  
\*सब एक साथ भीतर आते हैं ।\*  
\*फिर कभी बाहर नहीं जाते हैं।\*

\*कितना बड़ा आ गया है बदलाव?\*\*अच्छे भाव का अभावा।\*  
\*स्पष्ट दिखता है कुप्रभावा।\*

\*सब हुआ चुपचाप,\*  
\*बिन किसी हल्ले गुल्ले के।\*  
\*बदल दिये किवाड़,\*  
\*हर घर के, मुहल्ले के।\*

\*अब घरों में दो पल्ले के ,\*  
\*किवाड़ कोई नहीं लगवाता।\*  
\*एक पल्ली ही अब,\*  
\*हर घर की शोभा है बढ़ाता।\*

\*अपनों में नहीं रहा वो अपनापना।\*  
\*एकांकी सोच हर एक की है ,\*

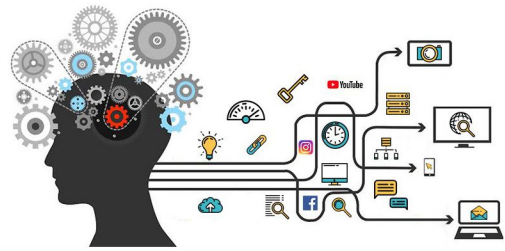
\*एकांकी मन है व स्वार्थी जना।\*  
\*अपने आप में हर कोई ,\*  
\*रहना चाहता है मस्त,\*  
\*बिल्कुल ही इकल्ला।\*  
\*इसलिये ही हर घर के किवाड़ में,\*  
\*दिखता है सिर्फ एक ही पल्ला!!\*

\*एक कहानी जो दिल को छू गई।\*  
\*अवश्य पढ़ें हर शब्द संजोया है।\*



# AI : Artificial Intelligence

- By: Uttam Chowdhury



Artificial Intelligence(AI) is an area of Computer Science that emphasizes the creation of intelligent machines that work and react like humans.AI is man-made intelligence. More specifically, Kaplan &Haenlein define AI as “ a system's ability to correctly interpret external data, to learn from such data, and to use those learning's to achieve specific goals and tasks through flexible adaptation”. A simple example when you search any item in amazon or flipkart say to buy Watch or Mobile, your this search items will store in one database and analyses your interest using AI. Next time whenever you load your any social net work page like Face Book or Twitter, these images reflects again & again in your page. This is AI.

Modern machine capabilities generally classified as AI include successfully understanding human speech, competing at the highest level in strategic game system such as Chess, autonomously operating cars and intelligent routing in content delivery networks and military simulations.

Artificial intelligence was founded as an academic discipline in 1956, and in the years since has experienced several waves of optimism followed by disappointment and the loss of funding , followed by new approaches, success and renewed funding. AI research has been divided into subfields. These sub-fields are based on technical considerations, such as particular goals (e.g. “robotics” or “machine learning”), the use of particular tools (“**logic**” or **artificial neural networks**) Subfields have also been based on social factors (particular institutions or the work of particular researchers).

Research associated with artificial intelligence is highly technical and specialized. The core problems of AI include Programming Computers for certain traits or capabilities such as Knowledge, Reasoning, Problem Solving, and perception, Planning & Ability to manipulate and move objects

## **Application:**

AI is relevant to any intellectual task.Modern artificial intelligence techniques are pervasive and are too numerous to list here. Frequently, when a technique reaches mainstream use, it is no longer considered artificial intelligence; this phenomenon is described as the AI Effect.

High-profile examples of AI include autonomous vehicles (such as Drones and Self Driving Cars), Laser Guided Bombs (LGB) to destroy enemy camp, medical diagnosis, creating art (such as poetry), proving mathematical theorems, playing games (such as Chess or Go), search engines (such as Google Search) Online assistants (such as Siri), image recognition in photographs, spam filtering, predicting flight delays, prediction of judicial decision and targeting online advertisements.

With social media sites overtaking TV as a source for news for young people and news organizations increasingly

reliant on social media platforms for generating distribution,major publishers now use artificial intelligence (AI) technology to post stories more effectively and generate higher volumes of traffic.

**Natural language processing (NLP):** The processing of human -- and not computer -- language by a computer program. One of the older and best known examples of NLP is spam detection, which looks at the subject line and the text of an email and decides if it's junk. Current approaches to NLP are based on machine learning. NLP tasks include text translation, sentiment analysis and speech recognition.

**Siri** is one of the most popular personal assistants offered by Apple in iPhone and iPad. The friendly female voice-activated assistant interacts with the user on a daily routine. She assists us to find information, get directions, send messages, make voice calls, open applications and add events to the calendar. Siri uses machine-learning technology in order to get smarter and capable-to-understand natural language questions and requests. It is surely one of the most iconic examples of machine learning ability of gadgets. 32% of Executives say Voice recognition is the most widely used AI technology in their business today.

**AI in business.** Robotic process automation is being applied to highly repetitive tasks normally performed by humans. Machine learning algorithms are being integrated into analytics and CRM platforms to uncover information on how to better serve customers. Chat bots ( Chat Bots – a computer program(AI) designed to stimulate conversation with human users especially over the internet) have been incorporated into websites to provide immediate service to customers. Automation of job positions has also become a talking point among academics and IT analysts.

**AI in education.** AI can automate grading, giving educators more time. AI can assess students and adapt to their needs, helping them work at their own pace. AI tutors can provide additional support to students, ensuring they stay on track. AI could change where and how students learn, perhaps even replacing some teachers..

**AI in manufacturing.** This is an area that has been at the forefront of incorporating robots into the workflow. Industrial robots used to perform single task and were separated from human workers, but as the technology advanced that changed.

Conclusion: Artificial Intelligence is gaining popularity at a quicker pace; influencing the way we live, interact and improve customer experience. There is much more to come in the coming years with more improvements, development, and governance.

AI is today's hot subject in Technology and would be hot career in coming Days!

*(to be continued...)*