



## Council For Fair Business Practices

CFBP JAMNALAL BAJAJ UCHIT VYAVAHAR PURASKARS

### **CFBP JAMNALAL BAJAJ AWARDS FOR FAIR BUSINESS PRACTICES**



## **25<sup>th</sup> Awards Function**

**Friday, 15<sup>th</sup> March, 2013**

**Chief Guest**

**Shri Deepak Parekh**

**Chairman, HDFC Ltd.**

*Chief Sponsor of Awards Function :*



**BAJAJ**

*Distinctly Ahead*

**CFBP** was launched on the Gandhi Jayanti Day in 1966 by stalwarts of business and industry of that era, such as JRD Tata, Ramkrishna Bajaj and others who realized that enlightened self-interest for business was linked to fair business practices.

## CFBP JAMNALAL BAJAJ AWARDS

The Council has instituted the prestigious CFBP Jamnalal Bajaj Uchit Vyavahar Puraskar to recognize and applaud the efforts of businessmen, business houses and business associations with an exemplary record of practicing and promoting Fair Business Practices.

The CFBP Jamnalal Bajaj Awards were instituted in 1988 as a tribute to the memory of the Late Shri Jamnalal Bajaj a life-long proponent of Fair Business Practices.

Each year, the Awards are conferred on the most deserving applicants from Manufacturing, Trade and Service Enterprises as well as Charitable Associations with an outstanding record of promoting Fair Business Practices.

## AWARDS CATEGORIES

Annually a Trophy and a Citation is conferred at a public felicitation function to the winners from each of the following categories :

- Manufacturing Enterprises • Services • Trade & Distribution
- Charitable Associations

- ❖ Large : turnover above 1000 crores.
- ❖ SME : turnover between 50 crores and 1000 crores.

## AWARDS PHILOSOPHY

- ❖ Encourage and motivate ethics and integrity at every level of business.
- ❖ Encourage and motivate business to proactively pursue opportunities to fulfill its social responsibilities.
- ❖ Publicly felicitate outstanding commitment to Fair Business Practices

## EVALUATION PARAMETERS

- ❖ Customer Satisfaction
  - ❖ Employee Motivation
  - ❖ Regulatory Compliance
  - ❖ Corporate Social Responsibility
  - ❖ Customer Communication
  - ❖ Supply Chain System
  - ❖ Environment Protection
  - ❖ Compliance with Laws
- ❖ Adherence to Code of Conduct of CFBP

## THE PANEL OF JUDGES

1. Justice Mr. S.N. Variava, Former Judge, Supreme Court of India
2. Mr. Hoshang Billimoria, President
3. Mr. Vineet Bhatnagar, Chairman, Award Committee
4. Mr. Anil Kamath, Vice President
5. Mr. Shrikant Soman, Hon Secretary
6. Mr. Shekhar Bajaj
7. Mr. Suresh Goklaney
8. Mr. Ramesh Dhir
9. Mr. Shyamniwas Somani
10. Ms. Asha Idnani
11. Mr. P. H. Sakhalkar
12. Mr. Thomas Rego

# BRIEF PROFILE - AWARD WINNERS - 2012 TROPHIES

## MSPL LIMITED, HOSPET, KARNATAKA

### CATEGORY - MANUFACTURING ENTERPRISES - LARGE

**MSPL Limited** : Established in 1961, the Baldota Group today comprises one of India's leading iron ore mining companies. The Group was founded by Late Shri. Abheraj H. Baldota, a visionary entrepreneur who had the foresight to tap India's vast reserve of high grade iron ore. Under his aegis, the Baldota Group transformed from a fledgling mining company to a full-fledged conglomerate with diversified businesses such as Iron Ore, Wind Power, Gases, Pellet Plant, Chemicals and Diamond & Gold Mining.

#### **Iron ore mining : Scaling new heights**

MSPL mines, processes, and exports iron ore. It is the first private company in India to receive a license for export of high grade iron ore. MSPL has introduced its own wagons to transport iron ore to different ports, thereby avoiding carbon emissions arising out of road transportation & planted over 18 lakhs trees.

#### **Wind power – harnessing a sustainable future**

MSPL has diversified into generating power using wind energy. With wind farms across the states of Karnataka, Maharashtra, Gujarat and Rajasthan, the Baldota Group has a total power generating capacity of 215.75 MW which is the largest in the country as on 31st March, 2012.

#### **MSPL Gases- Leadership through service**

MSPL Gases manufactures gases like Liquid & Gaseous Oxygen and Nitrogen and Argon Gas. MSPL Gases has a strong service network of 18 sales depots, located strategically across the states of Karnataka, Maharashtra and Andhra Pradesh.

#### **Corporate citizenship : Working hand in hand with community**

As a responsible corporate citizen the Baldota Group has adopted 18 villages around its mining area, formed 107 women self help groups & provided them with tailoring training. It has built parks, constructed 1,950 toilets in individual

houses for better health and hygiene. It encourages education by providing free notebooks, computers and trained teachers, support to school dropouts & provides monetary assistance. MSPL has planted road side more than 2500 plants in the adopted villages & promoted use of LPG and smokeless ovens. Medical Initiatives such as blood bank, free cardiac camps, eye camps & Jaipur Foot camps. Baldota Institute of Digestive Sciences & Abheraj Baldota Cancer Detection Centre in Mumbai provide services to the at extremely subsidized rates.

**Shipping :** The Group has a wholly-owned step down subsidiary in Singapore namely MSPL Diamond PTE Ltd. The Company took delivery of three vessels MV Indus Prosperity, MV Indus Fortune and MV Indus Victory.

**Pellet Plant :** The group established 1.2 MTPA Pellet Plant which was commissioned in December 2010.

**Gold :** Ramgad Minerals and Mining Limited (RMML) is at an advanced stage of



# SAKTHI MASALA PRIVATE LIMITED, ERODE

## CATEGORY - MANUFACTURING ENTERPRISES - SME

'SAKTHI MASALA' – the household name of the millions is the hard earned name of the organization, which was born out of blood, sweat and dedication. The Organisation had its humble beginning 35 years ago with a meager investment of Rs.10,000/- and in an area of about 350 square feet in the name of Sakthi Trading Company. Today, with the hard work, sleepless nights and extensive travel to the nook and corner of the state by the Managing Director Mr.P.C.Duraisamy, his understanding life and business partner Mrs.Santhi Duraisamy, the entire team of Directors and dedicated work force have made it to grow big enough to generate a turnover of Rs.542 crores in the financial year ending March, 2012 resembles a rag to riches story. In order to give the corporate identity and to give new impetus to the brand name SAKTHI, Sakthi Masala Private Limited was founded in 1997. The story does not end there, because the growth remained a continuing process for the company whose ultimate aim is to be a key global player. The position of SAKTHI MASALA as a top leader of the South Indian consumer market, earned by its relished high quality spices and spice powders cannot be jeopardized. Hence, continuous and stringent quality control measures have become the watchword of the organization.

The organization's principal products are pure spice powders and spice mixes and other food products. The products are researched and developed by the R & D wing and they are the products of Indian tradition but reach the consumer with the application of modern technology. The organization at present manufactures over 50 varieties of spice, spice mixes, over a dozen varieties of pickles and other food products. The products of the organization are taken to the consumer by the strong network of dealers throughout the country. The sales team headed by an Area Sales Manager who supervises the team for effective supply, feedback and customer grievance redressal. The main customers of SAKTHI MASALA are housewives, who reposed total faith in the products, which is the strength of the organization.

In any SME industry the number of employees are not very high, yet the morale

of the employees must be kept at an optimum level. If the unit is to run successfully, the staff members working in the unit should be assured of reasonable wages, service conditions, and also opportunity for promotion to the next higher order. Dealing with the staff is a highly sensitive area. The Management of the company is proud that it has achieved all the above goals.

The objective of the organisation is not only to offer quality products to the customers but also to do fair business. Being true citizen of our mother India, the organization is second to none in not only being the sincere taxpayer but also to help the country in the utilisation of non-conventional energy resources like solar energy and wind power. The organization sincerely believes when it grows, the society and the environment must also be upgraded. Hence 'SAKTHI MASALA' through its charity arm 'SAKTHI DEVI CHARITABLE TRUST' extends its helping hand wherever the humanity suffers. It takes pride in stating that it employs about two hundred physically, mentally and visually differently abled persons. The trust also understands the future of our country is in the hands of young generation. Hence, the students of Government schools are encouraged by offering encouraging cash awards and educational assistance to pursue higher education like MBBS, B.E, B.Tech, MBA, MCA etc. Over 700 students are benefitted

through this project. Also the trust has adopted 4 Government Higher Secondary Schools in the nearby areas and has done all the developmental activities in these schools. Libraries in the name of Dr.APJ.Abdul Kalam were established in these schools at the cost of Rs.2 lakhs each, appointed Librarians and inculcated the habit of reading in the minds of the students. Regular summer courses like Computer applications, Electrical & electronic workshops, Workshop on Home Science were organised. We are happy to inform one of the schools adopted by the Company, Government Boys Higher Secondary School, Manickam palayam, Erode has been accredited as the IS:ISO 9001:2008, the first of this kind in the Country. The organization who believes in leaving a better environment to live, to the future generations has taken up the mammoth projects of 'Mass Tree Plantation' as a mission 12 years ago and continued to champion the cause of green earth by Planting Saplings under the new banner "THALIR" since 2004. Over 1.5 lakhs saplings were

# YES BANK, MUMBAI

## CATEGORY - SERVICE ENTERPRISES - LARGE

### Introduction

YES BANK, India's fourth largest private sector Bank, is an outcome of the professional entrepreneurship of its Founder, Dr. Rana Kapoor and his highly competent top management team, to establish a high quality, customer centric, service driven, private Indian Bank catering to the "Future Businesses of India". YES BANK is the only Greenfield license awarded by the RBI in the last 17 years, associated with the finest pedigree investors. YES BANK has now fructified into a "Full Service Commercial Bank" that has steadily built Corporate, Retail & SME Banking, with a comprehensive product suite of Financial Markets, Investment Banking, Corporate Finance, Branch Banking, Business and Transaction Banking, and Wealth Management business lines across the country.

The Bank completed its maiden IPO of 70 mn shares in July 2005 raising INR 315 crore of capital at a price of INR 45 per share. The additional shares offered represented 25.93% of the Bank's paid-up capital. YES BANK raised INR 1033.87 crore through a QIP, an additional placement of INR 300 crore of Lower Tier II debt on January 22, 2010 and INR 82 crore of Hybrid Tier I capital in March 2010. In September 2010, the Bank also raised INR 225 crore of Perpetual Tier I Capital through a private placement issue of unsecured, non-convertible, subordinated bonds in the nature of promissory notes and INR 440 crore of Upper Tier II Subordinated Debt.

YES BANK has recently announced the Q2FY13 Financial Results. Net Profit of INR 306.1 cr in Q2FY13 (y-o-y growth of 30.2%), Net interest income up 35.9% to INR 524.2 cr, Operating Profit up 25.6% to INR 484.7 cr, Net Interest Margin at 2.9%, Customer Assets up 32.5% to INR 54,017.3 cr, Advances up 22.9% to INR 42,019.3 cr and Deposits up 18.6% to INR 52,290.8 cr as of September 30, 2012.

Foreign shareholding (FII + FDI) at 47.5% as at September 30, 2012. Key pedigree shareholders include LIC, American Funds Insurance Series Growth Fund, Smallcap World Fund Inc., JP Morgan, Wasatch Fund, Reliance Life Insurance among others. Domestic Mutual Funds,

Indian Insurance Firms and other Indian Financial Institutions own 14.3% as at



September 30, 2012.

YES BANK has been honoured with significant national and international recognitions which include - Dr. Rana Kapoor, Founder, MD & CEO receiving the Godfrey Phillips Bravery Special Social Award 2012, being recognised as the Business Standard Banker of the Year 2011 and Dr. Rana Kapoor & Ms. Raakhe Kapoor being awarded the 'IBN7 Guru Shishya Award', in Business Category. YES BANK was the only bank and one of the only two Indian organizations to be ranked highest on the Corporate Governance Watch 2012 in Asia - CLSA Asia-Pacific Markets (Market cap less than USD 10 bn), was the only Indian company among top 9 shortlisted globally for 'The OKOVISION Sustainability Leadership Award' by ÖKOWORLD LUX S.A., was awarded India's No. 1 New Private Sector Bank at the Financial Express Best Banks Awards 2011, Silver Shield for Excellence in Financial Reporting – Private Banks (including Cooperative banks) 2011, India's Fastest Growing Bank - third year in a row at the Businessworld Best Bank Awards 2011 and Rank 1 Sustainable Bank of the Year (Asia/Pacific) at the FT/IFC Sustainable Finance Awards 2012 & 2011, among others.

YES BANK has become the first Indian Bank, and the third one globally in the banking industry to receive certification for its "Complaints Management System (ISO 10002:2004)" by the British Standard's Institution (BSI) as on August 25, 2010. YES BANK, has also become the first Indian Commercial and Retail Bank to receive certification for its "Quality Management Framework (ISO 9001:2008)" across 100 branches in the country by Bureau Veritas (Global Leaders in ISO Certification) as on March 31, 2010

#### **Rating:**

YES BANK has received an International Investment Grade rating - Baa3 long-term & Prime-3 short-term from Moody's. ICRA (an affiliate of Moody's Rating Service) & CARE currently rate Lower Tier II bonds programme of YES BANK at 'ICRA AA' and 'CARE AA', respectively. ICRA and CARE rate the Upper Tier II bond issue 'ICRA AA-' and 'CARE AA-', respectively. ICRA has reaffirmed YES BANK's A1 + rating for its on-going INR 75 bn Certificate of Deposit


programme and its short-term Fixed Deposit programme, indicating the highest level of safety in the short-term.

#### **Corporate Governance:**

Even at an early stage, YES BANK has fully complied with the recommendations of the Ganguly Committee, the Banking Regulations Act as well as the Clause 49 requirements of the stock exchanges in the formation of its Board of Directors and other governance requirements. Pricewaterhouse Coopers has advised the Bank in finalizing and standardizing its policy and procedure documents.

**Brand Creation:**

The Bank believes that its differentiation begins with its service and trust mark 'YES'. 'YES' represents the Bank's true spirit of being service-oriented. The 'YES' brand creation effort is supported by 'Triton Communications', the principal advertising agency and 'Adfactors PR', the Bank's public relations consultant.



# THE CENTRAL SCHOOL FOR THE DEAF, MAITRI CENTER FOR HEARING IMPAIRED INFANTS, MUMBAI

CATEGORY - CHARITABLE ASSOCIATION

## ABOUT OURSELVES

### **Background & activities of the Society.**

The society is a public charitable trust, non-sectarian by its constitution and duly registered under the societies registration Act, 1860 and the Bombay Public Trust Act, 1950 for the specific purpose of educating deaf children in India. All donations to the society are eligible for examination under section 80 G of the Income Tax Act.

### **CSD**

The Central School for the Deaf is primary school which admits young deaf children from 2-1/2 years onwards. Education is imparted in both Marathi and English mediums. The Central School for the Deaf teaches the young deaf child to lip-read and speak as against the use of “sign” language. Once the child is ready to enter secondary school, he is integrated into a school for children with normal hearing. That this method has been successful, can be seen from the fact that most of the integrated children have obtained jobs in banks, railways and the like. Some have become civil engineers, computer and software specialists, and others have made their name in the world of sports.

The school today has over 60 children. Education is totally free of cost – no fees are charged. A nutritious fresh salad meal is given to the children every day. We also provide daily, a cup of milk and bananas to all the children. In addition, free cords and batteries are also supplied to the children. A school bus is available at a very nominal charge.

### **MAITRI – Centre for Hearing Impaired Infants.**

Our Society was the first in Bombay to construct and equip an “early intervention unit” using a multi disciplinary approach under one roof. By offering the services of an audiologist psychologist and special educator all under one roof, parents no longer have to run from “pillar to post” trying to get

the best for their child.

At MAITRI children from the ages of 4-6 months onwards are being screened for hearing loss. Early testing, assessment and language development / training enables the Hearing-Impaired infant to develop fully. Not only does the programme focus on the child itself but MAITRI also offers help and support to the parents. By careful testing, fitting of a correct hearing aid and early speech and language training, it is hoped that many of these young H.I. infants will move into nursery schools for children with normal hearing.

In the UK, USA and Holland, such Infant centres have been immensely successful and are doing admirable work in mainstreaming children to a better and more enriched future. It is for this reason that we, at MAITRI, are taking our cue from such institutions which have pioneered these techniques and teaching methods.

### **CIRC – Cochlear Implant Rehabilitation Centre.**

With the advent of Cochlear implant technology coming into India, some of our deaf children chose to go in for cochlear implants (CI). Cochlear implants are electronic devices that provide a sound signal across the speech frequencies. This involves surgery and subsequent switch-on or mapping. This however does not make the deaf child learn to process and produce speech without being trained to do so.

With the help of Cochlear Ltd. (Australia), The Central Society for the Education of the Deaf Started CIRC (Cochlear Implant Rehabilitation Centre in 2007-2008 offering post-implant mapping as well as AVT (Auditory Verbal Therapy) Services.

In keeping with CSED's credo, no charges or fees are charged for these services for our children.

(Registered under the Societies Registration Act, 1860 & The Bombay Public Trust Act, 1950)

Registered Office : 3rd Floor, Municipal School Building, Opp. Y.M.C.A. Swimming Pool, Farook S. Umarbhoy Path, Agripada, Mumbai – 400 011.

**CERTIFICATE OF MERIT**  
**AANJANEYA LIFECARE LTD., RAIGAD**  
**CATEGORY - MANUFACTURING ENTERPRISES - SME**

Aanjaneya Lifecare Ltd. Was incorporated by Dr. Kannan Vishwanath on 03 January 2006 as Aanjaneya Biotech Pvt Ltd. It is a research based Health Management Company with established research, manufacturing & marketing capabilities.

Our Portfolio includes API and Formulations . Our plants are at Mahad and Pune with Corporate office at Chembur.We have acquired APEX Drugs, WHO GMP certified company with 750 MTPA capacity. Apex Drugs is into AIDs-HIV, Diabetics & Ace Inhibitors.We have a DSIR approved research lab.

We listed our IPO in May 2011 and ALC Ltd emerged as listed Public Limited Company with its shares listed both leading Stock Exchanges NSE and BSE.

Mahad, facility is WHO GMP certified.We are ISO 9001:2008,ISO 14001:2004 (Environment Management System), & ISO 18000, 22000:2005 certifications by BSI Systems.

Aanjaneya is third largest producers of quinine salts in world & leading manufacturer of codeine based cough syrups in India.

Presently we are supplying APIs and FDFs both domestically and exporting to around 60 countries like Kenya, Uganda, Argentina, South Africa, Indonesia, West Indies, Switzerland, Vietnam, HongKong, etc.and to 150 customers domestically.

We have achieved a turnover of Rs 479 crores. Top Line growth- 116%,EBITA- 115%,PAT 105% & Debt to Equity ratio 0.85% for 2011-12

The Company has won number of awards which are given below:-

1. Century International Quality Award-2007.
2. European Quality Award-2007.
3. WHO GMP Award.
4. Excellence Award in Quality, Innovation& Managementby Institute of Economic Studies- Indo Thai- Economic Cooperation.
5. Emerging India Award-2010 by ICICI Bank & TV 18 for Green Initiatives.
6. DrKannan, VC & MD received the Young Entrepreneur Award by Singapore

Chamber of commerce at Global Achievement Summit in Singapore 2011.

7. Life Time Achievement Award to MrKashiVishwanathan, Chairman Emeritus.
8. Best Returns to Shareholder on BSE in 2012.
9. Best Annual Report in Gold Category and adjudged as 94th in the world 2012.
10. AanjaneyaLifecare Limited ranked No. 2 industry wise & 9th Position in the Asia-Pacific region at The Global Investor Relations Summit 2012.
11. "Asias Emerging Pharmaceutical Company on Innovation Award 2013" at Assochams 10th knowledge Millennium Summit. The Department of Science & Technology, Ministry of Science & Technology Government of India. Organized by the Associated Chambers of Commerce and Industry of India (ASSOCHAM).
12. Golden Peacock Award for Quality in 2012.

## Product Portfolio - Finished Dosage Forms



Analgesics  
Hormone Replacement



Expectorants  
Animal Health  
Products  
Erectile  
Dysfunction



Topicals  
Anti Obesity  
Multi-Vitamins



Anti  
Malarial  
Lozenges  
Anti TB



Anti  
Malarial  
Lozenges  
Anti TB



Anti  
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Lozenges  
Anti TB



Anti  
Malarial  
Lozenges  
Anti TB



**AANJANEYA**  
Lifecare Limited

**CERTIFICATE OF MERIT**  
**LIC OF INDIA, MUMBAI**  
**CATEGORY - SERVICE ENTERPRISES - LARGE**

The Life Insurance Corporation of India formed in the year 1956, has stood the test of time for over 56 years and is today an icon of trust and reliability.

LIC has its Corporate Office at Mumbai with eight Zonal Offices, 113 Divisional Offices, 2,048 branches and 1202 Satellite Offices(all networked with A Wide Area Network) spread across the length and breadth of the country.

During FY 2011-12, LIC sold more than 3.57 crore policies, probably the highest for any life insurer throughout the world earning a First Year Premium Income of more than Rs 42400 crores. LIC covered another 2.84 crores lives under its various Group Schemes earning more than Rs 38900 crores as Group First Year Premium Income. The Gross Total Income was almost Rs 2.87 lakh crores, total Premium Income was more than Rs 2 lakh crores and the Assets under Management of the Corporation are more than Rs 14 lakh crores.

LIC has 50 different individual plans catering to the different needs of different segments of the Society. It also provides 13 pension and Group schemes. As at 31 March 2012, LIC had a market share of 80.90% in terms of new policies issued and 71.36% in terms of the total First Premium Income earned during the year.

During FY 2011-12, LIC settled more than 18.5 million claims for an aggregate amount of over Rs 660.22 billion. Out of the total claims settled during FY12, around 93.19% of the maturity claims were settled on or before maturity and 94.34% of Non early Death Claims were settled within 15 days of intimation. The percentage of claims outstanding at the end of the year to the total claims payable during the year stood at around 0.50% for maturity claims and 1.22% for death claims.

LIC has leveraged technology to the utmost by fully computerizing and networking all its offices. To bring service to the customers' doorstep the Corporation offers a number of outlets for receiving information and making payments. The customer today has options from among the Customer Portal, Internet Payment gateways, ECS, ATMs of Corporation and Axis Band besides almost 24000 physical touch points.

LIC has commissioned a project for digitalization of all policy records which is the largest anywhere in the world aiming to ultimately move towards a paperless office. One of the world's largest Corporate Active Data Warehouse has been created which is a huge repository of current and historical data enabling use of advanced online analytical/MIS tools for predictive modeling and enhancing CRM initiatives.

LIC has a committed work-force of over 119000 employees and about 12.78 lakh agents, who strive continuously to serve the customer better and better. There are 73 Customer Zones, more than 20054 Premium Points and more than 1146 Life Plus Offices wherefrom the customer can expect personalized service.

LIC undertakes various CSR initiatives through its Golden Jubilee Foundation besides promoting social welfare through investments in infrastructure and social sectors like generation and transmission of power, housing, water supply and sewerage; and development of roads, bridges and road transport. The Corporation also provides life insurance protection to the rural and urban poor through its various social security schemes.

As in earlier years, in the year 2011-12 also, LIC has won most of the prestigious awards in the Insurance category, the notable ones being the Readers' Digest Trusted Brand Award, CNBC Awaaz Storyboard Consumer Award, ET Brand Equity Award, Global Award for Brand Excellence by World Brand Congress, Power Brand Award, Outlook Money Award, Golden Peacock Award for Innovative Product, Special Award for Consumer Service by Consumer Association of India, Good Corporate Citizen Award by BCCI, India Pride Award by Dainik Bhaskar Group.





**CERTIFICATE OF MERIT**  
**OM CREATIONS TRUST PROFILE**  
**MUMBAI**  
**CATEGORY - CHARITABLE ASSOCIATION**



Om Creations Trust came into being when a few patrons of mentally-challenged young adults from the first batch of SPJ Sadhana School, Mumbai and Dr Radhike Khanna, a Special Educator and Education Rehabilitation professional, realized the need for an organization where their wards could put into practice the Arts and Crafts and Hospitality and Catering skills acquired at the school, thereby enabling them to not just earn a living but also lead a more meaningful life.

The Trust thus began in 1991 as a pioneering Non-Profit Training Project for Holistic and Educational Rehabilitation of Mentally-Challenged Women in the age group 20-60 years. Since then, from four young adults and a portfolio of 15 products, Om Creations now has 66 adults who create more than 250 lifestyle and food products in its three sheltered workshops spread across South Mumbai – in King George Memorial Compound, Mahalaxmi, BMC School, Gilder Lane and Krishna Mandir, Bhuleshwar.

It was started with the aim of rehabilitating the differently abled to live an active and inclusive life when there was hardly any awareness about integrating the specially-abled into mainstream. Om Creations thus, is a place of work for young adults and women with multiple disabilities, where they earn a livelihood and live a life of dignity and self-worth.

It is a place where the women enjoy coming to, and where the parents feel at ease to send their differently-abled children to, as they know they are in a safe and happy environment. Visitors to Om Creations can at once feel the positive vibrations and can be a witness to the camaraderie and friendly atmosphere that flourishes there.

It heralds a new beginning for changing mindsets of people to make them understand that even the mentally challenged have inborn strengths which if tapped and nurtured, can be leveraged to bring forth unimaginable creative talent. It is also about changing the lives of the differently abled, allowing them to flourish instead of languishing at home and about allowing them to grow.

With no Government support, lack of awareness and negative mindsets of

people at large, it has been a daunting and challenging task to bring Om Creations to the level it has reached today. Dealing with women with multiple disabilities requires a lot of patience, loving care and attention, all of which are found in plenty at Om Creations.

Om Creations has succeeded in bringing an attitudinal shift in the mindset of the parents as well, to accept and value their special child, corporate segments have welcomed them as productive employees and society as a whole has accepted them in an inclusive manner.

Om Creations Trust is therefore a Catalyst of Dreams: Of dreams that are as special as the women who dream them.

For Varsha Shah, living with multiple disabilities and disregarded by family and society, earning was in the realm of dreams. But today, as the 60-year-old works at the cooking oven at Om Creations, her face is aglow with pride. Her wish fulfilled, she is proud to take home her pay check. Varsha's sister Mita is also mentally challenged and is also a beneficiary at Om. What a challenge for the family and what a relief to have a place like Om to send them to. And, Varsha and Mita are not the only ones. All the 66-odd women who live their dreams at Om Creations love their work and how they earn. Each of them has a story of how they have been able to go beyond their disabilities and live a fulfilling life.

Om Creations has tread on a journey which has been truly transformational for every stakeholder associated with it. Over the years, the organization has created capabilities to navigate themselves through various ups and downs, without losing its beneficiary-focused approach.

Om Creations has two full-fledged production departments led by a dedicated team of professionals and experts and volunteers who are happy to be a part of the transformation:

- The Visual Arts Department which produces a rich and diverse bouquet of finely-crafted lifestyle products in multiple media like paper, fabric, canvas, clay, ceramic and wood – tablecloths, paper folders, tissue batwas, sari bags, embroidered bags, crochet coasters, laces, wall plates, coasters, scarves, lap trays, canvas paintings and so on.
- The Catering Department which makes a wide range of savouries and snacks like pastries, brownies, cookies, tarts, cakes, chocolates, sauces, pickles, dips and sherbets. Hand-crafted chocolates made by the mentally-challenged women under the supervision of trained chefs are very popular.

The vision and mission of Om Creations Trust is to promote inclusiveness in society by facilitating economic empowerment of the multiple-disabled and mentally-challenged and to showcase and utilise their abilities in making utilitarian products with the aid of modern methodologies. And it is a matter of immense pride that it has been successful in its mission. Om Creations Trust's products are making their way into homes across the world, besides several cities and towns of India. Om Creations' team has worked on orders from the United Kingdom, the Americas, Australia, New Zealand and several Asian countries too.

Om Creations Trust is an integral social enterprise and in the process of production and evolution it addresses significant social and economic issues:

- Of ensuring livelihoods of mentally-challenged women in sheltered environs
- Of promoting inclusiveness and dignity of mentally-challenged adults
- Of continuous upgrading skills of the beneficiary-workers
- Of providing therapeutic and healing value for the beneficiary-workers through work
- Of stimulating community development
- Of ensuring sustainability of a social enterprise

It has, since its inception, lived a journey which has been truly transformational for every stakeholder concerned. It has created capabilities, and so what at first glance appears a “small beneficiary base”, is actually the beginning of a movement to economically empower and integrate those who are most marginalized and isolated in society today.

One of the chief goals is to provide for ageing beneficiaries. As they advance in years, several issues come to the fore – social, physical and emotional. Many of these older beneficiaries are afflicted by age related physical ailments. Some of them have no one to care for them, after they lose their parents. Such upheavals are not easy to cope with, without a proper support system in place. To address these and many more concerns Om Creations envisages a multi-functional space – a residential complex that will house workshops for all its vocational activities.

Om Creations today is a model for economic empowerment of the multiple disabled. It practises business, and in a fair manner.



CFBP acknowledges the Sponsors of the Awards event.

Chief Sponsor of the Awards :



Banner Advertisement Sponsored by :

**BHATIA HOSPITAL**

**SAMSIKA MARKETING**

**PHILIP CAPITAL**

**EXCEL INDUSTRIES**





Freedom fighter, social reformer, humanitarian and a devoted follower of Mahatma Gandhi, Jamnalal Bajaj was born in Kashi - Ka - Bas in Rajasthan on November 4, 1889. In 1920 at Jamnalalji's request Gandhiji accepted him as his 'fifth son'.

Jamnalalji took active part in the Non-co-operation Movement in 1921, the Salt Satyagraha in 1930 and individual Satyagraha in 1940. When Gandhiji was in jail in 1923, Jamnalalji himself led the Flag Satyagraha at Nagpur successfully to uphold the honour of the National flag. He also led the Jaipur Satyagraha in 1939 with similar success. In all, he was imprisoned for over five years. He was a member of the Congress Working Committee and also a Treasurer of the Congress from 1920 till almost to the end of his life.

It was in implementing the Constructive Programme of Gandhiji that Jamnalalji's contribution was of an enduring nature.

Jamnalalji was the Founder-President of the Gandhi Seva Sangh and Chairman of the All India Khaddar Board. He was closely associated with the All India Village Industries Association, Talimi Sangh and Hindi Sahitya Sammelan. A few days before his death, he organised an All India Conference on the question of Gau Seva and founded the Gau Seva Sangh. He not only played an active part in establishing and conducting these organizations, but also supported a large number of workers who had dedicated themselves to these activities.



## Council For Fair Business Practices

CFBP JAMNALAL BAJAJ UCHIT VYAVAHAR PURASKARS

### **CFBP JAMNALAL BAJAJ AWARDS FOR FAIR BUSINESS PRACTICES**

#### **CFBP - VISION**

"Create an environment where Business Confidence is built through Best Business Practices and is fostered in an atmosphere of trust and respect between providers of goods and services and their users for the ultimate benefit of Society and the Nation".

#### **MISSION**

"We shall promote the highest ethical practices, by business and professionals, in order to provide complete satisfaction to consumers and other stakeholders".

#### **CODE OF CONDUCT**

##### **TO**

- ❖ Maintain the highest ethical standards in business and professions;
- ❖ Ensure maximum transparency to the satisfaction of consumers and other stakeholders;
- ❖ Consider objectively the viewpoint of the consumers;
- ❖ Satisfy the consumer with prompt, efficient and friendly service at a reasonable price.

##### **NOT TO**

- ❖ Use media to mislead consumers;
- ❖ Knowingly support activities which are against the laws of the land;



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