

**I AM**  
**ADV****IK**  
Passionately Innovative

**VOL. 03 | COVERAGE (JAN. 2020 TO JUN. 2020)**

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Advik's Internal Newsletter



## MESSAGE FROM CFO & CHRO

My Dearest Advik Family Members,

First of all, Heartiest Congratulations to everyone who have contributed and brought accolades and laurels to Advik. It is really exciting and brings a lot of positive energy when we get recognized and rewarded for all our good work.

Happy to mention we have won many awards in recent times, the most significant ones are:

- JIPM Excellence TPM Award - Category A
- Award at the Society of Power and Energy Professionals (SOPEP) National seminar (Navi Mumbai) for the theme of “Energy Savings & Industrial Innovation to Manage Climate Change”,
- Gold Category award for TPM Skit by QCFI (Quality Circle Forum of India) for promoting TPM culture at the workplace
- Award for Safety Improvements by QCFI, Pune Chapter which promotes Safety culture within the Organization.

I am sure we all are aware of the challenges, economy and Auto Industry is going through. In the previous newsletter MD San and Director Operations have elaborated in their messages about the status of the Auto Industry. I would like to mention last year when the industry had gone down, proudly Advik outperformed and ensured no de-growth. No doubt, credit goes to all Advik Family members for their tireless efforts, commitment and dedication.

Under the Visionary leadership of Mr. Aditya Bhartia we have always invested ahead of time in technology, people and systems. Now the industry is going through the most challenging and dynamic situation of disruptive Technology IoT (Internet of Things), AI (Artificial Intelligence), EV(ElectricVehicle), BSVI (Change in Environment laws), Global Economic slowdown and the recent one COVID 19. As you all know this year Auto industry may go down in the range of 30% to 40%. Global reports and survey outcome is alarming. Whether we agree or not Industry may go back by 5 years to 10 years. This year will be the first year when Advik is facing De-growth. April and May are washed out and first quarter is over with lowest quarterly sale in recent years.

Needless to mention we are always ready to take on challenges, find out opportunities and build success. Advik

has declared and rolled out a new Management Structure with effect from April 2020. This is a major change to embrace the audacious target of Rs. 2500 Crore topline as the long term objective. Both BU1 (Business Unit one with focus on 2WH Business) and BU2 (Business Unit two with focus on all other Businesses) will be led by respective competent CEO's and supported by shared services. We have also formed a Strategy function under MD San to focus on inorganic growth through M&A, JV, TA and Partnerships. Whereas Apex Committee will be responsible for seamless deployment of Strategy 2025.

We are in one of the most turbulent times of the economy. We all know the industry is not growing, whereas Advik is committed for long term growth. It has two sides, growth opportunity to each one of us and challenge to come out of our comfort zone. Current year is the first year when Advik is far away from its expected budgeted numbers and the cost has exceeded beyond expectations. This year budgets have stretched targets of cost and revenue. This is a testing time of Employee Engagement where we should stand out and give our full-fledged support and performance.

I would like to emphasize on basic fundamentals of effective working to ensure desired results:

- Be committed to all your Customers, importantly Internal Customers as well.
- Be Result Oriented without compromising on compliance.
- Whether DWM or Project, do have detailed planning and organize your work and task accordingly. Plan Do Check Act (PDCA) needs to be followed as a working culture.
- We need to be flexible and simultaneously dynamic, be **Passionately Innovative** in our respective areas.
- Multi-tasking is a must attribute to broaden the horizon.
- Chalk out your Strengths and Improvement areas. Build on your strengths, have IDPs for improvement areas and if needed pull support to cover up your own improvement areas.
- Effective communication is the key to success. Communication should be well within time, should reach to all required people and confirm the understanding of recipients.
- Understand and align your action with respective cost / revenue line item, this is P and L connect (Profit and Loss Account).
- Team work with right spirit and collaboration is a basic requirement for organization success.
- Competency and Capability building will ensure future success and the organization is committed for it.
- Last and not the least, we must know when and whom to escalate. This is very delicate but an effective tool.

Safety First was and is our Mantra. We have no option but to perform by adopting new normal ways of working under Covid scenario. We can achieve results and survive only if we maintain high self-discipline for safety. My sincere urge to each one of you is to follow healthy habits in one's life style. This is the only way we can protect our family, colleagues and organization socio economically.

Looking forward to a promising financial year 2020-2021. We are committed to mark this year with success and happiness for all our stakeholders i.e. Customers, Suppliers, other Partners, Shareholders and all my colleagues. I wish a Healthy and Happy year ahead for all of us.

*Caringly Yours*  
*Amol Dagwade*

# EMPLOYEE WELL BEING

## SAFETY & PRECAUTIONS

We have been and we will continue to put all our efforts in making our workplace safe during the COVID pandemic. All we need is your support, but the most suitable advice we can give you is- Your safety is best in your hands. Follow the precautions and safety measures provided diligently to keep yourself and others Safe!

Sharing activities being carried out as of now, we may see an increase in time to come:

- Thermal scanning of employees at bus and gate entry
- Hand sanitizer kept in all buses and prominent locations
- Social Distancing maintained in buses, work stations and canteen
- Each employee provided a mask and to wear it mandatory
- Face shields provided to assembly line operators and security personnel
- Sanitization of premise, bus and employees personal vehicles by hypochlorite solution
- Use of Pulse Oximeter on weekly basis
- Distribution of Homeopathy medicines – Camphor
- Everyday Health Monitoring – Kushal Mangal App
- Maintain social distancing at work and reduce the no of people present at a time – Work from home facility has been provided



# PROTECT YOURSELF, YOUR FAMILY AND YOUR CO-WORKERS

CORRECT



**Wearing a mask is mandatory all the time**

WRONG



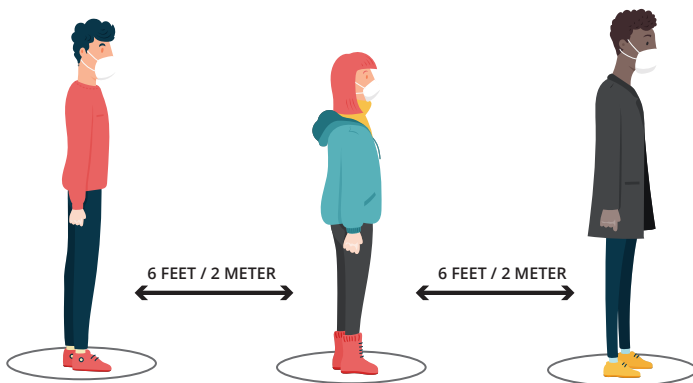
**Wash and Sanitize your hands frequently**



**Only use your own vehicle to commute to work**



**Avoid Accidental Touching**



**Maintain Social Distance of atleast 2meters from others**



**Use the inside of the elbow to cough**

Incase of any symptom's like common cold, headache, body pain, coughing, nausea, excess sneezing, uneasiness - Please Stay Home!

If you continue to feel unwell, self quarantine and inform your doctor

# **PREFACE**

This newsletter will run you through all activities, initiatives done under the below quadrants as follows:

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# FOCUS AREAS

## POWER OF KAIZEN – ONE SMALL STEP AT A TIME

KAIZEN is a Japanese word meaning “**continuous improvement.**” It has become so popular that it is used in every business worldwide. The kaizen philosophy assumes that our way of life—be it our working life, our social life, or our home life—should focus on continuous improvement efforts.

KAI means Change, Zen means For the better.

### KAIZEN MEANS CHANGE FOR THE BETTER.

Over 30 years ago, Masaaki Imai sat down to pen the groundbreaking book ‘KAIZEN™: The Key to Japan’s Competitive Success’ (McGraw Hill). Through this book, the term KAIZEN™ was introduced in the western world. Today KAIZEN™ is recognized worldwide as an important pillar of an organization’s long-term competitive strategy. Since introducing this term as a systematic approach for business improvement, companies that implement KAIZEN™ have continually yielded superior result.

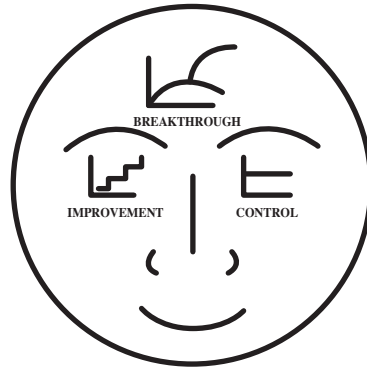
Although improvements under kaizen are small and incremental, the kaizen process brings about dramatic results over time.

### KAIZEN & MANAGEMENT

In the context of kaizen, management has two major functions: restoration, sustenance or control and improvement. Maintenance or sustenance refers to activities directed toward maintaining current status, and operating standards and upholding such standards through discipline. Improvement, meanwhile, refers to activities directed toward elevating current standards. Improvement can be further classified into Restorative Kaizen, Innovative Kaizen and Breakthrough Kaizen. The Japanese view of management thus boils down to one precept: Maintain and improve standards. Breakthrough Kaizen refers to the big improvement resulting into quantum jump of outcome.

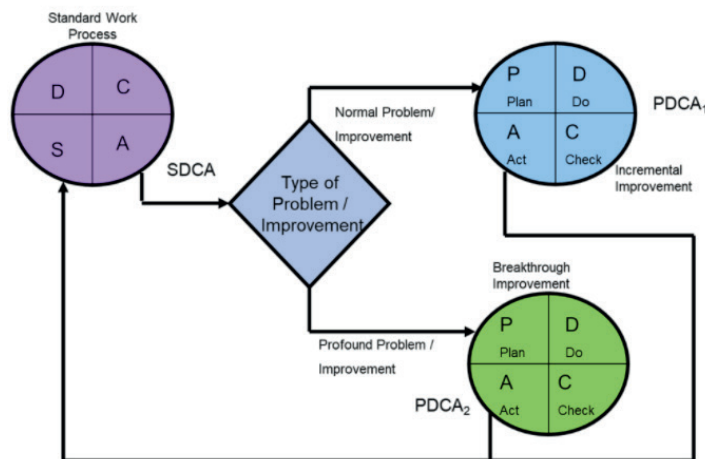
|                          |                            |
|--------------------------|----------------------------|
| <b>Senior Management</b> | <b>Breakthrough Kaizen</b> |
| <b>Middle Management</b> | <b>Innovative Kaizens</b>  |
| <b>Junior Management</b> | <b>Renovative Kaizens</b>  |
| <b>TPM circles</b>       | <b>Restorative Kaizens</b> |

One of the breakthrough Guru Prof Shoji Shiba describes very nicely using 3 Eyes of Buddha. Every Kaizen whether small improvement of breakthrough ideas have to be followed with control to have continuous gain of these Kaizen.



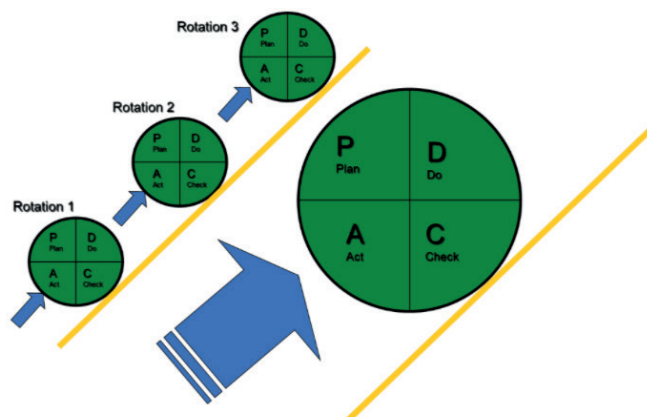
### Following the PDCA/SDCA Cycles

The first step in the kaizen process establishes the **plan- do- check-act (PDCA)** cycle as a vehicle that ensures the continuity of kaizen in pursuing a policy of maintaining and improving standard. Since Kaizen is a way of life, there always should be target for improvement in every area. However we must not forget the current standard or revised standard to follow after Kaizen. Hence there must be SDCA (Have Standard – DO- Check – Act) cycle to hold the gain of improvement achieved through Kaizen.



### Stepwise improvement vs Tackling Problem with single efforts:

Compared with one big step, repeated PDCA cycles are a more efficient path to the current target and yet let you keep adapting as the target—in real life—keeps moving.





## Core of Kaizen:

The 5 principles of Kaizen are:

1. Know your Customer
2. Let it Flow
3. Go to Gemba
4. Empower People and
5. Be Transparent



## Gemba Walk and Kaizen:

A key component of a Gemba Walk is to get input from employees on what is going right and what is going wrong. This gives an opportunity to supervisors, managers and top management to see the improvement (Kaizen) at actual work place and motivate employees engaged in these improvement activities.

Done properly, a Gemba Walk can have a dramatic impact on an organization. By closely observing “the place where value is created” and listening to employees, management can identify many opportunities for improvement.

Finally, I would like to submit that KAIZEN is such a powerful tool which can transform the organization by apply it with step by step approach.

*Written by: Prem Prakash Gajpal*

# NEW INITIATIVES

## DOJO IMPLEMENTATION

DOJO (Adharshila) has been developed and implemented across our Pantnagar and Bangalore plant. The idea is to develop DOJO considering PDCA & critical process where the efforts required to “building skills to perform the desired task” of the new associates & re-skilling of the existing associates will also undertake at DOJO Centers to refresh manufacturing concepts and educate them about technological advancements what we incorporated i.e. 6 Axis module, Ergonomics & Innovation module to understand low cost automation.





# REWARDS AND RECOGNITION

## QMS AUDIT QUALIFICATION - TEAM AVCL

Advik Vietnam successfully qualified in QMS Audit by Yamaha Vietnam. Members of the team put in a lot of efforts to meet the stringent audit requirements, This dedication resulted in the team clearing the Audit successfully. We wish the team more bright moments to come.



## JIPM EXCELLENCE TPM AWARD CATEGORY A-PANTNAGAR

The TPM journey commenced with CII in Mar,16. The plant passed significant milestones during this duration like Health Checkup by CII in Jan,19. First Stage assessment In July,19 Second Stage Assessment in Dec,19. Results were announced in Jan,20 clearing the assessments with flying colors has resulted in this proud win.





Team P-15 received the **Runner-up award** at **CII National Competition** at Bengaluru in Feb,20 on topic SMED (Single-Minute Exchange of Dies).

Objective of this competition is to help organizations to witness successful practice & Case studies in adopting Quick changeover Methodology.

Congratulations to the Team: Anil Rathod, Somanth Jadhav and Balakrishna.

Kaizen Team won the **Runner-up award** at **15th BAVA Competition** in Chakan cluster - Kaizen Competition in Jan,20. Theme –Material handling and hygiene improvement in product supply. Advik **Theme** -To eliminate the defect of bin sticking to part at ZERO.

Congratulations to the Team : Dhanraj Patil, Yash Warke and Balakrishna.



Team P-15 won the **third prize** at the **Society of Power and Energy Professionals (SOPEP) National seminar** at Navi Mumbai in Mar,20. Theme was “Energy Savings & Industrial Innovation to Manage Climate Change.

A total of 40 case studies were received and reviewed by a panel of international certified consultants. It was a tough competition and we did exceedingly well.

Congratulations to the Team : Ankit Mair, Abhinav Sardeshmukh, Sujit Zirpe.



Team P-15 won the **Gold Category award** for TPM Skit which promotes the TPM culture within the Company at **QCFI (Quality Circle Forum of India) Pune Chapter** in Mar, 20.

Congratulations to the Team: Vinod Jadhav, Sampat Pingale, Mahesh Deshmane, Payal. C, Jadhav Shivaji, Babasaheb Nule & Girish Mistri, Prerana & BALA & Team.



Team P-15 won the **Silver Category award** for Safety Improvements which promotes the Safety culture within the Company at **QCFI (Quality Circle Forum fo India) Pune Chapter** in Mar, 20. Congratulations to the Team: Babasaheb Nule & Balakrishna Bennurkar.



# EMPLOYEE ENGAGEMENT

## WEBINAR ON “ THE TPM WAY FOR MSME’S ”

Director Operations conducted a webinar on “ **TPM way for MSME’s**” on 9 May through digital platform organized by Indian National Suggestion Scheme Association (INSAAN) in association with digital partner mynovation.

Objective of the webinar is to highlight the significance of TPM approach with case study to overcome the current tough times of Covid 19 .It was witnessed by approximate 950 participants across India. Overwhelming positive feedback on activity initiated by ADVIK through DISHA programme for their partners. It was really a proud moment for ADVIK recognized in many associated platform for steps towards their partners.

## CYCLING FOR A CAUSE

50+ enthusiastic participants along with their family members took part in a Cycle Rally to spread awareness about Violence against Women. The rally started from Wakad to Vadgaon Maval an approx. of 25kms.

Few of the volunteers also put up an impactful street play to further create awareness on this cause. Not only did they receive cheers and claps from an audience of 500+, they also received a promise. A promise to protect our women and a promise to keep them safe!





# CSR

## LITTLE MINDS AND A BRIGHT FUTURE

Under the CSR banner, the Zila Parishad school, khed underwent major renovations. The project was completed and handed over to the school authorities on 26 January, 20. The objective is to provide children an environment where learning for tomorrow takes place.

The event started off with Flag Hoisting, inauguration of the E-learning set up, children's play area. We even had the little one's put up a cultural program for the audience present there. No better way to celebrate Republic Day!



## ADVIK FOUNDATION

Due to the sudden announcement of the lockdown, few of our Advik Family Members were stuck in certain parts of Pune and started to face a lot of issues due to the lockdown being extended.

Our CSR champions immediately decided to step in with a grid determination to be of service with the support of Advik Foundation. They worked tirelessly to obtain permissions from local police, procurement of groceries along with its packing and distribution. They were successful in distribution of 120+ grocery kits.

We clap loudly for our CSR champions & Advik Foundation for putting others first - Akash Ochawar, Abasaheb Gorde, Pandurang Kad, Nitin Mungase, Krishna Vighe, Vishal Bhangre, Yogesh Tanpure & Rahul Gaikwad.



## FOUNDATION DAY – 12 JUNE

He who plants a tree, plants a hope. A hope that we come out stronger and better in these trying times. A hope that we continue to stay safe and healthy and beat the pandemic.

With this hope, founders day was celebrated with a tree plantation drive in P15 & P22 and of course maintaining Social Distancing.



## GREEN INITIATIVES

As a part of green initiatives and employees motivation, P14 on 9 June, 20 distributed free of cost a total of 75kgs organic carrots to employees, this produce is cultivated within the factory premises itself.





**“ The greatest threat to our Planet is the belief that someone else will save it ”**

*-Robert Swan*



We are glad that our employees came forward to plant more trees and aspire for a better tomorrow for all of us.

### **Awareness programme and Tree Plantation at P3&9**



### **P14 celebrated by planting 14 trees**



## PROTECTING THE PROTECTORS

The primary cause of the spread of COVID19 is face coming in contact with other surfaces. With a face mask in place, a doctor or nurse needs to touch the mask repeatedly in order to adjust it which eventually fails the very purpose of the mask. Due to a large gap between supply and demand initially there was a dire shortage in India, even in hospitals, made it horrifyingly obvious by the infection of more than 3,000 health-care workers starting in the PCMC region.

I started a campaign named “PROTECT THE PROTECTORS” along with 2 friends to contribute during this pandemic. The first serious motivation where I realized if the front runners are infected, the morale of the fight is gone! And to start with, I decided to pledge 50,000 Face Shields absolutely free for the first line of defense. This also needed funds, so we initially contributed from our own pockets. Now, many people around us including friends, families, NGO’s and social circles have come together to donate this amount and make it a success.

As it is said “Life is a full circle, what you give comes back to you in a million different ways” there were many limitations like dissuade commuters as well as material movement amid 21 days’ lockdown. We challenged them with great support from all the social COVID warriors and supporters across the country.

ADVIK has played a major role in building this character, as our company has always integrated business and employees' personal values. The best people want to do work that contributes to society with a company whose values they share, where their actions count and their views matter and ADVIK is certainly a benchmark for that.

*Written by – Akash Bora (Marketing Team)*

**ADV****IK**

**Passionately Innovative**

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